

DAFTAR TABEL

Tabel 1.1.1. Rekapitan TOP Brand Index 2018-2021	6
Tabel 2.2.1. Jurnal Internasional	31
Tabel 2.2.2. Jurnal Nasional.....	36
Tabel 3.3.1. Karakteristik Penelitian.....	49
Tabel 3.3.2. Pengukuran Skala Likert.....	50
Tabel 3.3.3. Variabel Operasional.....	51
Tabel 3.7.1. Uji Validitas	58
Tabel 3.7.2. Uji Reabilitas.....	59
Tabel 4.1.1. Karakteristik Responden.....	68
Tabel 4.2.1. Convergent Validity	72
Tabel 4.2.2. Hasil Cross Loading.....	73
Tabel 4.2.3. Nilai Composite Reliability	74
Tabel 4.2.4. Nilai R-square	75
Tabel 4.2.5. Hasil Pengujian Hipotesis	78