

DAFTAR TABEL

Tabel 1.1 Produk Astra Honda Motor.....	13
Tabel 2.1 Skripsi Terdahulu.....	33
Tabel 2.2 Jurnal Nasional.....	37
Tabel 2.3 Jurnal Internasional.....	41
Tabel 3.1 Operasional Variabel.....	49
Tabel 3.2 Skor skala likert.....	51
Tabel 3.3 Hasil Uji Validitas.....	55
Tabel 3.4 Hasil Uji Realibilitas.....	57
Tabel 3.5 Kategori Persentase.....	58
Tabel 4.1 Karakteristik Berdasarkan Jenis Kelamin.....	63
Tabel 4.2 Karakteristik Berdasarkan Usia.....	64
Tabel 4.3 Karakteristik Berdasarkan Pekerjaan.....	65
Tabel 4.4 Karakteristik Berdasarkan Gaji/Upah perbulan.....	66
Tabel 4.5 Uji Validitas <i>Brand Awareness</i> Yamaha NMAX.....	68
Tabel 4.6 Uji Validitas <i>Brand Associations</i> Yamaha NMAX.....	68
Tabel 4.7 Uji Validitas <i>Perceived Quality</i> Yamaha NMAX.....	69
Tabel 4.8 Uji Validitas <i>Brand Loyalty</i> Yamaha NMAX.....	69
Tabel 4.9 Uji Reliabilitas Yamaha NMAX.....	70
Tabel 4.10 Analisis Deskriptif <i>Brand Awareness</i> Yamaha NMAX.....	71
Tabel 4.11 Analisis Deskriptif <i>Brand Associations</i> Yamaha NMAX.....	73
Tabel 4.12 Analisis Deskriptif <i>Perceived Quality</i> Yamaha NMAX.....	76
Tabel 4.13 Analisis Deskriptif <i>Brand Loyalty</i> Yamaha NMAX.....	79
Tabel 4.14 Karakteristik Berdasarkan Jenis Kelamin.....	82
Tabel 4.15 Karakteristik Berdasarkan Usia.....	83
Tabel 4.16 Karakteristik Berdasarkan Pekerjaan.....	84
Tabel 4.17 Karakteristik Berdasarkan Gaji/Upah perbulan.....	85
Tabel 4.18 Uji Validitas <i>Brand Awareness</i> Honda PCX.....	86
Tabel 4.19 Uji Validitas <i>Brand Associations</i> Honda PCX.....	87
Tabel 4.20 Uji Validitas <i>Perceived Quality</i> Honda PCX.....	87
Tabel 4.21 Uji Validitas <i>Brand Loyalty</i> Honda PCX.....	88
Tabel 4.22 Uji Reliabilitas Honda PCX.....	88
Tabel 4.23 Analisis Deskriptif <i>Brand Awareness</i> Honda PCX.....	89

Tabel 4.24 Analisis Deskriptif <i>Brand Associations</i> Honda PCX.....	92
Tabel 4.25 Analisis Deskriptif <i>Perceived Quality</i> Honda PCX.....	95
Tabel 4.26 Analisis Deskriptif <i>Brand Loyalty</i> Honda PCX.....	98
Tabel 4.27 Tabel <i>Brand Equity</i>	100
Tabel 4.28 Hasil Uji Normalitas Data.....	100
Tabel 4.29 Tabel Mean	101
Tabel 4.30 Hasil Uji beda Mann Whitney-test Perdimensi Brand Equity	101