

LIST OF TABLE

Table 1.1 Price Comparison of Airborne Republic with Competitors.....	6
Table 1.2 Airborne Republic Sales Since 2016 Until 2020	8
Table 2.1 Previous Research	18
Table 3.1 Research Characteristic.....	24
Table 3.2 Operationalization of Variables	25
Table 3.3 Validity Result	31
Table 3.4 Reliability Result	32
Table 4.1 Respondent Characteristic Based on Gender	39
Table 4.2 Respondent Characteristic Based on Age	40
Table 4.3 Respondent Characteristic Based on Occupation	40
Table 4.4 Respondent Characteristic Based on Income.....	41
Table 4.5 Respondent Characteristic Based on Domicile.....	41