

LIST OF TABLE

Table 1.1 Top Brand Index Coffee shop.....	4
Table 1.2 Top Brand Index Coffee shop.....	6
Table 3.1 Operational Variables	34
Table 3.2 Likert Scale Measurement	36
Table 3.3 Validity Test.....	40
Table 3.4 Reliabilty test	41
Table 4.1 Respondents who have purchased Janji Jiwa coffee.....	46
Table 4.2 Gender.....	47
Table 4.3 Age.....	48
Table 4.4 Income.....	49
Table 4.5 Occupation	50
Table 4.6 Domicile.....	52
Table 4.7 Brand Image.....	53
Table 4.8 price.....	54
Table 4.9 Trust	56
Table 4.10 Purchase decision.....	57
Table 4.11 Normality Test	59
Table 4.12 Multicolinearity test	60
Table 4.13 Heteroscedasticity test.....	61
Table 4.14 Multiple regression analysis.....	62
Table 4.15 Partial Hypothesis Testing	64
Table 4.16 Simultaneous hypothesis testing.....	65
Table 4.17 Cooficient of determination	66