

LIST OF TABLES

Table 1.1	Table of Research Time and Period	5
Table 1.2	Time and Period of Research	14
Table 2.1	Table of Previous Research.....	24
Table 3.1	Table Operationalization.....	35
Table 3.2	Table Question Selection	41
Table 3.3	Table Result Validity Test	43
Table 3.4	Table Reliability Test	45
Table 3.5	Table Assessment Criteria	46
Table 4.1	Details of the Distribution of Research Questionnaires.....	52
Table 4.2	Response Respondent's Dimensions Empathy	58
Table 4.3	Response Respondent's Dimensions Persuasion	60
Table 4.4	Response Respondent's Dimensions Impact	62
Table 4.5	Response Respondent's Dimensions Communication	64
Table 4.6	Recapitulation of Respondent's Responses Regarding Hair Supplement Advertising (Keanu AGL Version)	66
Table 4.7	Response Respondent's Dimensions Strength of Brand Association.....	68
Table 4.8	Response Respondent's Dimensions Favorability of Brand Association.....	70
Table 4.9	Response Respondent's Dimensions Uniqueness of Brand Association.....	72
Table 4.10	Recapitulation of Respondents' Responses Regarding Brand Image Variable.....	73
Table 4.11	MSI Transformation Result	75
Table 4.12	Normality Test Result.....	93
Table 4.13	Coefficient Correlation Test Result	95
Table 4.14	Coefficient Determination Test Result	96
Table 4.15	Simple Linear Regression Test Result.....	97
Table 4.16	T Test Result	99