

## DAFTAR TABEL

Tabel 1. 1 Top Brand Index 2018-2022.....	5
Tabel 2. 1 Penelitian Terdahulu Skripsi.....	15
Tabel 2. 2 Penelitian Terdahulu Jurnal Nasional.....	17
Tabel 2. 3 Penelitian Terdahulu Jurnal Internasional.....	19
Tabel 3. 1 Variabel Operasional.....	26
Tabel 3. 2 Instrumen Skala Likert.....	29
Tabel 3. 3 Kriteria Interpretasi Skor.....	35
Tabel 4. 1 Tanggapan Responden Mengenai Variabel Brand Awareness.....	43
Tabel 4. 2 Tanggapan Responden Mengenai Variabel Brand Positioning.....	46
Tabel 4. 3 Tanggapan Responden Mengenai Variabel Brand Image.....	49
Tabel 4. 4 Tanggapan Responden Mengenai Variabel Brand Satisfaction.....	52
Tabel 4. 5 Tanggapan Responden Mengenai Variabel Loyalitas.....	55
Tabel 4. 6 Hasil Loading Factor Pertama.....	59
Tabel 4. 7 Hasil Loading Factor Kedua.....	60
Tabel 4. 8 Hasil Average Variance Extracted (AVE).....	62
Tabel 4. 9 Hasil Fornell-Larcker Criterion.....	63
Tabel 4. 10 Hasil Cross Loading.....	64
Tabel 4. 11 Hasil Composite Reliability.....	65
Tabel 4. 12 Nilai R-Square.....	66
Tabel 4. 13 Hasil Nilai F-Square.....	67
Tabel 4. 14 Hasil Nilai Q-Square.....	68
Tabel 4. 15 Hasil Uji Hipotesis.....	69
Tabel 4. 16 Hasil Uji Hipotesis Tidak Langsung.....	70