

## DAFTAR GAMBAR

Gambar 1.1 Logo Pizza Hut.....	1
Gambar 1.2 Top Brand Index 2023 .....	2
Gambar 1.3 Grafik pertumbuhan pada sektor makanan dan minuman dalam persen.....	3
Gambar 1.4 Grafik Penjualan Neto Pizza Hut .....	8
Gambar 2.1 Kerangka Pemikiran.....	40
Gambar 2.2 Brand Hate on Non-Repurchase Intention .....	41
Gambar 2.3 Service Quality on Repurchase Intention.....	42
Gambar 2.4 NWOM on Non-Repurchase Intention .....	43
Gambar 2.5 Service Quality on WOM.....	44
Gambar 3.1 Tahapan Penelitian .....	64
Gambar 3.2 Garis Kontinum Kriteria Interpretasi Skor.....	73
Gambar 3.3 Model Statistik Penelitian .....	75
Gambar 4. 1 Karakteristik Jenis Kelamin Responden .....	84
Gambar 4. 2 Karakteristik Responden Berdasarkan Usia.....	85
Gambar 4. 3 Karakteristik Responden Berdasarkan Tingkat Pendidikan .....	86
Gambar 4. 4 Karakteristik Responden Berdasarkan Penghasilan Sebulan .....	87
Gambar 4. 5 Garis Kontinum Variabel Brand Hate .....	88
Gambar 4. 6 Garis Kontinum Variabel Service Quality.....	92
Gambar 4. 7 Garis Kontinum Variabel NWOM .....	93
Gambar 4. 8 Garis Kontinum Variabel Online Complaining.....	95
Gambar 4. 9 Garis Kontinum Variabel Non- Repurchase Intention .....	97
Gambar 4. 10 Diagram Nilai Loading Factor Evaluasi Outer .....	98
Gambar 4. 11 Model Uji Inner Model .....	107