

DAFTAR GAMBAR

Gambar 1.1 Logo Perusahaan Converse	1
Gambar 1.2 Logo Converse.....	2
Gambar 1.3 Sepatu Converse Chuck Taylor All Star.....	4
Gambar 1. 4 Hal Unik Dari Gen Z.....	6
Gambar 1.5 Share of Gen Z consumers shopping online on a monthly basis worldwide in 2nd quarter 2023, by category	7
Gambar 1. 6 Tempat Favorit Gen Z Berbelanja.....	8
Gambar 1. 7 Number of users in the Fashion market for different segments in Indonesia from 2019 to 2029.....	10
Gambar 1.8 Revenue of the footwear market in Indonesia 2020 to 2029	11
Gambar 1. 9 Faktor Pertimbangan Konsumen Indonesia dalam Memilih Sneakers	12
Gambar 1. 10 Revenue of Converse worldwide from the fiscal years of 2010 to 2024	13
Gambar 1.11 Top Brand Index Fase 1 2024-2025.....	15
Gambar 1. 12 Tren Pencarian Model Sepatu Converse (Mei 2024 - Mei 2025)	17
Gambar 1.13 Faktor Pertimbangan Gen Z Saat Belanja Online.....	18
Gambar 1. 14 Leading e-commerce sites in Indonesia in February 2024, by monthly traffic	18
Gambar 1. 15 Rating Converse Indonesia Official Shop di E-commerce.....	19
Gambar 1. 16 Populasi Masyarakat Bandung Berdasarkan Usia	24
Gambar 1.17 Pie Chart Hasil Pra Kuesioner	27
Gambar 2.1 Kerangka Pemikiran.....	55
Gambar 3.1 Tahapan Penelitian.....	65
Gambar 3.2 Garis Kontinum.....	76
Gambar 4.1 Jenis Kelamin Responden	82
Gambar 4.2 Usia Responden	83
Gambar 4.3 Pekerjaan Responden.....	83

Gambar 4.4 Pendapatan Rata-Rata per Bulan Responden	84
Gambar 4.5 Jumlah Sepatu Converse yang Dimiliki Responden	85
Gambar 4.6 Media Pembelian Sepatu Converse Responden	85
Gambar 4.7 Garis Kontinum Variabel Perceived Value.....	90
Gambar 4.8 Garis Kontinum Variabel Customer Loyalty	94
Gambar 4.9 Garis Kontinum Variabel Customer Satisfaction	98
Gambar 4.10 Outer Model	99
Gambar 4.11 Inner Model	104