

DAFTAR TABEL

Table 2.1 Skripsi Terdahulu.....	1
Table 2.2 Jurnal Nasional.....	4
Table 2.3 Jurnal Internasional.....	36
Table 3.1 Variabel Operasional.....	38
Tabel 4. 1 Karakteristik Responden.....	25
Tabel 4. 2 Rekapitulasi Hasil Pengujian Validitas Instrumen.....	27
Tabel 4. 3 Rekapitulasi Hasil Pengujian Reliabilitas	29
Tabel 4. 4 <i>Aesthetic</i>	29
Tabel 4. 5 <i>Durability</i>	30
Tabel 4. 6 <i>Ease of Use</i>	30
Tabel 4. 7 <i>Features</i>	31
Tabel 4. 8 <i>Performance</i>	31
Tabel 4. 9 <i>Reliability</i>	31
Tabel 4. 10 <i>Serviceability</i>	32
Tabel 4. 11 Rekapitulasi Rata-Rata Jawaban Terkait <i>Product quality</i>	32
Tabel 4. 12 <i>Brand Identity</i>	34
Tabel 4. 13 <i>Brand Personality</i>	34
Tabel 4. 14 <i>Brand Assosciations</i>	34
Tabel 4. 15 <i>Brand Behavior and Attitude</i>	35
Tabel 4. 16 <i>Brand Competence and Benefit</i>	35
Tabel 4. 17 Rekapitulasi Rata-Rata Jawaban Responden Terkait <i>Brand image</i> ...	36
Tabel 4. 18 <i>Tangibles</i>	37
Tabel 4. 19 <i>Assurance</i>	38
Tabel 4. 20 <i>Empathy</i>	38
Tabel 4. 21 <i>Responsiveness</i>	38
Tabel 4. 22 <i>Reliability</i>	39

Tabel 4. 23 Rekapitulasi Rata-Rata Jawaban Responden Terkait <i>Customer Satisfaction</i>	39
Tabel 4. 24 Hasil Pengujian Asumsi Normalitas	41
Tabel 4. 25 Hasil Pengujian Asumsi Heteroskedastisitas	43
Tabel 4. 26 Hasil Pengujian Asumsi Multikolineritas	44
Tabel 4. 27 Hasil Pengujian Regresi Linier Berganda	44
Tabel 4. 28 Hasil Pengujian Hipotesis Simultan (Uji F).....	46
Tabel 4. 29 Hasil Pengujian Hipotesis Parsial (Uji t) <i>Pengaruh Product quality terhadap Customer satisfaction</i> parfum HMNS di Kota Bandung	47
Tabel 4. 30 Hasil Pengujian Hipotesis Parsial (Uji t) <i>Pengaruh Brand image terhadap Customer satisfaction</i> parfum HMNS di Kota Bandung	48
Tabel 4. 31 Koefisien Determinasi.....	49
Tabel 4. 32 Koefisien Determinasi Parsial.....	50