

DAFTAR TABEL

Tabel 1. 1 Daftar Produk Innisfree	4
Tabel 1. 2 Daftar Perubahan Innisfree.....	11
Tabel 2. 1 Jurnal Internasional	38
Tabel 2. 2 Jurnal Nasional	40
Tabel 2. 3 Skripsi Terdahulu	43
Tabel 3. 1 Jenis Penelitian.....	49
Tabel 3. 2 Variabel Operasional	51
Tabel 3. 3 Skala Pengukuran	58
Tabel 3. 4 Hasil Uji Validitas <i>Brand attachment</i> (X)	60
Tabel 3. 5 Hasil Uji Validitas <i>Brand distinctiveness</i> (Z)	61
Tabel 3. 6 Hasil Uji Validitas <i>Brand loyalty</i> (Y)	61
Tabel 3. 7 Hasil Uji Validitas <i>Consumer attitudes towards rebranding</i> (M)	62
Tabel 3. 8 Uji Reliabilitas.....	63
Tabel 3. 9 Klasifikasi Skor	64
Tabel 4. 1 Responden Berdasarkan Jenis Kelamin	72
Tabel 4. 2 Responden Berdasarkan Pekerjaan	73
Tabel 4. 3 Responden Berdasarkan Domisili	74
Tabel 4. 4 Analisis Deskriptif Variabel <i>Brand Attachment</i>	76
Tabel 4. 5 Analisis Deskriptif Variabel <i>Brand Distinctiveness</i>	78
Tabel 4. 6 Analisis Deskriptif Variabel <i>Brand Loyalty</i>	82
Tabel 4. 7 Analisis Deskriptif Variabel <i>Consumer Attitudes Towards Rebranding</i>	84
Tabel 4. 8 Nilai <i>Loading Factor</i> Setiap Indikator	88
Tabel 4. 9 Hasil Uji <i>Average Variance Extracted</i>	89
Tabel 4. 10 Nilai <i>Cross Loading</i> Setiap Indikator.....	89
Tabel 4. 11 Uji <i>Fornell-Larcker Criterion</i>	91
Tabel 4. 12 <i>Heterotrait-Monotrait</i> (HTMT)	91
Tabel 4. 13 Nilai <i>Cronbach's Alpha</i> Setiap Variabel.....	92
Tabel 4. 14 Nilai <i>Composite Reliability</i> Setiap Variabel.....	93
Tabel 4. 15 Hasil Uji <i>R-Square</i>	94
Tabel 4. 16 Hasil Uji <i>F-Square</i>	94

Tabel 4. 17 Hasil Uji <i>Q-Square</i>	96
Tabel 4. 18 <i>Output Model Fit</i>	96
Tabel 4. 19 <i>Path Coefficient</i>	97
Tabel 4. 20 Hasil Uji Hipotesis Pengaruh Langsung	98
Tabel 4. 21 Hasil Uji Hipotesis Pengaruh Tidak Langsung	99