

DAFTAR LAMPIRAN

Lampiran 1. 1 Kuesioner Penelitian	100
Lampiran 1. 2 Data Kuesioner Variabel Rebranding	104
Lampiran 1. 3 Data Kuesioner Variabel Loyalitas Pelanggan	109
Lampiran 1. 4 Data Kuesioner Variabel Brand Image	114
Lampiran 1. 5 Hasil Uji Pada SmartPLS	119
Lampiran 1. 6 Hasil Uji Loading Factor.....	120
Lampiran 1. 7 Hasil Average Variance Extracted (AVE).....	121
Lampiran 1. 8 Hasil Nilai Cross Loading.....	121
Lampiran 1. 9 Hasil Nilai Composite Reliability	121
Lampiran 1. 10 Hasil R-Square	121
Lampiran 1. 11 Hasil F-Square.....	122
Lampiran 1. 12 Hasil Q-Square	122
Lampiran 1. 13 Pengujian Hipotesis.....	122
Lampiran 1. 14 Model PLS Algorithm.....	123
Lampiran 1. 15 Formulir Pengajuan Sidang Skripsi/TA.....	124
Lampiran 1. 16 Formulir Pengajuan Sidang Skripsi/TA.....	125