

DAFTAR TABEL

Tabel 2.1 Penelitian Terdahulu.....	15
Tabel 3.1 <i>Skala Likert</i>	27
Tabel 3.2 Definisi Operasional.....	28
Tabel 3.3 <i>Godness of fit</i>	32
Tabel 4.1 Usia Responden.....	35
Tabel 4.2 Jenis Kelamin Responden.....	36
Tabel 4. 3 Domisili Responden.....	36
Tabel 4.4 Pekerjaan Responden.....	37
Tabel 4.5 Penghasilan Responden.....	38
Tabel 4.6 Data Statistik Deskriptif Variabel Kualitas Produk.....	39
Tabel 4.7 Data Statistik Deskriptif Variabel <i>Brand Image</i>	40
Tabel 4. 8 Data Statistik Deskriptif Variabel Keputusan Pembelian.....	40
Tabel 4.9 <i>Loading Factor</i>	43
Tabel 4.10 Nilai <i>Avarange Variance Extrancted</i>	43
Tabel 4.11 Nilai <i>Cross Loading</i>	44
Tabel 4.12 Hasil <i>Cronbach's Alpha</i>	45
Tabel 4.13 Hasil <i>Composite Reability</i>	45
Tabel 4.14 Nilai R-Square.....	46
Tabel 4.15 Nilai <i>F-Sqrquare</i>	46
Tabel 4.16 Nilai <i>Q-Square</i>	47
Tabel 4.17 Pengujian Hipotesis.....	Error! Bookmark not defined.