

## DAFTAR TABEL

Tabel 2. 1 Penelitian Terdahulu.....	<b>Error! Bookmark not defined.</b>
Tabel 3. 1 Skala Likert.....	<b>Error! Bookmark not defined.</b>
Tabel 3. 2 Definisi Operasional.....	<b>Error! Bookmark not defined.</b>
Tabel 4. 1 Data Jenis Kelamin Responden.....	<b>Error! Bookmark not defined.</b>
Tabel 4. 2 Data Usia Responden.....	<b>Error! Bookmark not defined.</b>
Tabel 4. 3 Data Pekerjaan Responden .....	<b>Error! Bookmark not defined.</b>
Tabel 4. 4 Data Penghasilan Responden .....	<b>Error! Bookmark not defined.</b>
Tabel 4. 5 Data Statistik Deskriptif Variabel Kualitas Produk.....	<b>Error! Bookmark not defined.</b>
Tabel 4. 6 Data Statistik Deskriptif Variabel Harga.....	<b>Error! Bookmark not defined.</b>
Tabel 4. 7 Data Statistik Deskriptif Variabel Citra Merek.....	<b>Error! Bookmark not defined.</b>
Tabel 4. 8 Data Statistik Deskriptif Variabel Keputusan Pembelian.....	<b>Error! Bookmark not defined.</b>
Tabel 4. 9 Hasil Loading Factor .....	<b>Error! Bookmark not defined.</b>
Tabel 4. 10 Hasil AVERAGE VARIANCE AXTRACRED (AVE).....	<b>Error! Bookmark not defined.</b>
Tabel 4. 11 Hasil Nilai Cross Loadings .....	<b>Error! Bookmark not defined.</b>
Tabel 4. 12 Hasil Cronbach's Alpha.....	<b>Error! Bookmark not defined.</b>
Tabel 4. 13 Hasil Composite Reliability .....	<b>Error! Bookmark not defined.</b>
Tabel 4. 14 Hasil Nilai R-square .....	<b>Error! Bookmark not defined.</b>
Tabel 4. 15 Hasil Nilai F-square.....	<b>Error! Bookmark not defined.</b>
Tabel 4. 16 Hasil Nilai Q-Square .....	<b>Error! Bookmark not defined.</b>
Tabel 4. 17 Pengujian Hipotesis .....	<b>Error! Bookmark not defined.</b>