

DAFTAR LAMPIRAN

Lampiran 1.1 Kuesioner Penelitian	70
Lampiran 1.2 Data Kuesioner Variabel Electronic Word of Mouth	74
Lampiran 1.3 Data kuesioner Variabel Citra Merek.....	78
Lampiran 1.4 Data Kuesioner Variabel Kepercayaan Merek	82
Lampiran 1.5 Data Kuesioner Variabel Minat Beli	86
Lampiran 1.6 Hasil Print Out Smart PLS.....	90
Lampiran 1.7 Formulir Pengajuan Sidang Skripsi	97
Lampiran 1.8 Formulir Bimbingan Skripsi	98

