

DAFTAR LAMPIRAN

KUISIONER	74
TABULASI PRETEST <i>Brand Image, Promotion, Price</i> dan <i>Purchase Intention</i>	78
Tabel Hasil Uji Validitas <i>Brand Image, Promotion, Price, dan Purchase Intention</i>	90
Tabel Hasil Uji Reliabilitas <i>Brand Image, Promotion, Price, dan Purchase Intention</i>	92
Tabel Hasil Uji Normalitas <i>Brand Image, Promotion, Price, dan Purchase Intention</i>	93
Tabel Analisis Regresi Linier Berganda	94
Hasil Uji t	94
Hasil Uji F	94
Hasil Uji R^2	94
Histogram	95
Normal P-P Plot of Regression Standardized Residual	95
Scatterplot	95