

DAFTAR LAMPIRAN

HALAMAN

Lembar Kuesioner Pretest	
Lampiran 1 : Hasil Kuesioner Pretest.....	139
Lampiran 2 : Faktor Analysis Asosiasi Merek.....	141
Lampiran 3 : Faktor Analysis Loyaltis Merek.....	145
Lampiran 4 : Faktor Analysis Kesadaran Merek.....	148
Lampiran 5 : Faktor Analysis Citra Merek.....	150
Lampiran 6 : Faktor Analysis Ekuitas Merek.....	151
Lampiran 7 : Faktor Analysis Intensitas Pembelian Kembali.....	152
Lampiran 8 : Reliabilitas Asosiasi Merek.....	153
Lampiran 9 : Reliabilitas Loyaltis Merek.....	154
Lampiran 10 : Reliabilitas Kesadaran Merek.....	155
Lampiran 11 : Reliabilitas Citra Merek.....	156
Lampiran 12 : Reliabilitas Ekuitas Merek.....	157
Lampiran 13 : Reliabilitas Intensitas Pembelian Kembali.....	158
Lembar Kuesioner 130 Responden	
Lampiran 14 : Hasil Kuesioner 130 Responden.....	159
Lampiran 15 : Hasil Uji SEM LISREL 8.80.....	164
Lampiran 16 : Lembar Kuesioner (Pretest).....	181
Lampiran 17 : Lembar Kuesioner (Realtest).....	184