

DAFTAR TABEL

Tabel 1. <i>Average Variance Exrtrated (AVE)</i>	12
Tabel 2. Uji Reliabilitas	12
Tabel 3. Model Fit.....	13
Tabel 4. Pengaruh Langsung.....	14
Tabel 5. Hasil Uji Hipotesis Pengaruh Langsung	15
Tabel 6. Pengaruh Tidak Langsung	16
Tabel 7. Hasil Uji Hipotesis Pengaruh Tidak Langsung.....	17
Tabel 8. Ringkasan Penelitian Terdahulu	30
Tabel 9. Operasional Variabel <i>Brand Loyalty</i>	40
Tabel 10. Operasional Variabel <i>Brand Experience</i>	40
Tabel 11. Operasional Variabel Brand Personality	41
Tabel 12. Operasional Variabel <i>Brand Love</i>	41
Tabel 13. Tabulasi Data 160 Responden.....	46
Tabel 14. Hasil Desriptive <i>Brand Loyalty</i>	52
Tabel 15. Hasil Desriptive <i>Brand Experience</i>	52
Tabel 16. Hasil Desriptive <i>Brand Personality</i>	53
Tabel 17. Hasil Desriptive <i>Brand Love</i>	53
Tabel 18. Variabel Tertinggi.....	54
Tabel 19. Variabel Terendah.....	54
Tabel 20. Analisa Deskriptif Profil Responden	58