

## LIST OF TABLES

Table 1.1 Cellular Services Subscribers in 2015-2018 (in Millions) .....	4
Table 1.2 Brand Index of Postpaid Cellular Services 2015 – 2018 in Indonesia....	6
Table 3.1 Research Characteristics Table .....	26
Table 3.2 Operational Variable .....	28
Table 3.3 Five-Point Likert measurement scale .....	34
Table 3.4 Validity Test Result.....	38
Table 3.5 Reliability Test Result .....	39
Table 3.6 Assessment criteria of questionnaire responses interpretation table.....	41
Table 4.1 Respondents' Response to Brand Loyalty .....	51
Table 4.2 Respondents' Response to Brand Awareness .....	52
Table 4.3 Respondents' Response to Perceived Quality .....	53
Table 4.4 Respondents' Response to Brand Association .....	55
Table 4.5 Respondents' Response to Purchase Decision .....	56
Table 4.6 Result of Normality Test .....	57
Table 4.7 Result of Multicollinearity Test.....	58
Table 4.8 Result of Heteroscedasticity Test.....	59
Table 4.9 Result of Multiple Linear Regression .....	59
Table 4.10 t-Test Result .....	61

Table 4.11 F-Test Result.....	63
Table 4.12 Determinant Coefficient Result .....	63
Table 4.13 Hypothesis Testing Results.....	64

### LIST OF EQUATIONS

(3. 1) Slovin's Formula.....	36
(3. 2) Largest Scale Cumulative Sum Formula.....	40
(3. 3) Largest Scale Cumulative Sum Formula.....	40
(3. 4) Cumulative percentage formula .....	41
(3. 5) Percentage Interval Formula.....	41
(3. 6) Multiple Linear Regression.....	42