

DAFTAR TABEL

| | |
|---|----|
| TABEL 2. 1 Penelitian Terdahulu | 23 |
| TABEL 3. 1 Operasionalisasi Variabel..... | 29 |
| TABEL 3. 2 Instrumen Skala Likert..... | 33 |
| TABEL 3. 4 Hasil Uji Validitas..... | 39 |
| TABEL 3. 5 Hasil Uji Reliabilitas | 41 |
| TABEL 3. 6 Kriteria Interpretasi Skor..... | 43 |
| TABEL 4. 1 Hasil Uji Validitas..... | 52 |
| TABEL 4. 2 Analisis Variabel Citra Merek (X1) | 54 |
| TABEL 4. 3 Analisis Variabel Harga (X2)..... | 55 |
| TABEL 4. 4 Analisis Variabel Minat Beli (Y) | 56 |
| TABEL 4. 5 Hasil Uji Normalitas..... | 57 |
| TABEL 4. 6 Hasil Uji Multikolinearitas..... | 58 |
| TABEL 4. 7 Hasil Uji Autokorelasi..... | 60 |
| TABEL 4. 8 Hasil Uji Regresi Berganda..... | 60 |
| TABEL 4. 9 Hasil Uji t | 61 |
| TABEL 4. 10 Hasil Uji F | 63 |
| TABEL 4. 11 Hasil Uji Koefisien Determinasi | 64 |

