

DAFTAR TABEL

Tabel 2. 1 Jurnal Internasional Tedahulu	18
Tabel 2. 2 Jurnal Nasional Tedahulu.....	23
Tabel 2. 3 Skripsi Tedahulu	28
Tabel 2. 4 Kerangka Pemikiran.....	32
Tabel 3. 1 Operasional Variabel	35
Tabel 3. 2 Skor Skala Likert	38
Tabel 4. 1 Hasil Uji Validitas Brand Equity Somethinc.....	48
Tabel 4. 2 Hasil Uji Validitas Brand Equity Scarlett Whitening.....	49
Tabel 4. 3 Hasil Uji Reliabilitas Brand Equity Somethinc dan Scarlett Whitening.....	50
Tabel 4. 4 Hasil Analisis Deskriptif Dimensi Brand Awareness Somethinc dan Scarlett Whitening.....	51
Tabel 4. 5 Hasil Analisis Deskriptif Dimensi Brand Loyalty Somethinc dan Scarlett Whitening.....	55
Tabel 4. 6 Hasil Analisis Deskriptif Dimensi Brand Association Somethinc dan Scarlett Whitening.....	57
Tabel 4. 7 Hasil Analisis Deskriptif Dimensi Perceived Quality Somethinc dan Scarlett Whitening.....	60
Tabel 4. 8 Hasil Uji Normalitas Somethinc dan Scarlett Whitening	63
Tabel 4. 9 Hasil Uji Mann-Whitney Somethinc dan Scarlett Whitening.....	64
Tabel 4. 10 Hasil Analisis Deskriptif Perbandingan Brand Equity Somethinc dan Scarlett Whitening.....	65