

DAFTAR GAMBAR

Gambar 1. 1 Logo Brand Uniqlo	1
Gambar 1. 2 <i>Purchasing Preferences of Indonesian Consumers</i>	3
Gambar 1. 3 Data Pengguna <i>E-Commerce</i> di Indonesia.....	4
Gambar 1. 4 Jumlah Gerai Top Global Fashion Brand di Indonesia	5
Gambar 1. 5 <i>Prefered store types for fashion items among consumers in Indonesia</i> ...	6
Gambar 1. 6 Faktor-faktor konsumen memilih berbelanja offline	7
Gambar 1. 7 <i>Loyalty Program</i> Uniqlo	9
Gambar 1. 8 <i>Customer Engagement</i> di Uniqlo	11
Gambar 2. 1 Model Perilaku Konsumen.....	23
Gambar 2. 2 Kerangka Penelitian Terdahulu	38
Gambar 2. 3 Kerangka Penelitian Terdahulu	40
Gambar 2. 4 Kerangka Penelitian Terdahulu	41
Gambar 2. 5 Kerangka Penelitian Terdahulu	42
Gambar 2. 6 Kerangka Penelitian	44
Gambar 3. 1 Tahapan Penelitian	63
Gambar 3. 2 Garis Kontinum	71
Gambar 4. 1 Grafik Jenis Kelamin Responden.....	79
Gambar 4. 2 Grafik Usia Responden	80
Gambar 4. 3 Grafik Pendidikan Responden.....	80
Gambar 4. 4 Grafik Pekerjaan Responden.....	81
Gambar 4. 5 Grafik Pendapatan Responden	82
Gambar 4. 6 Grafik Penggunaan Uniqlo Responden	83
Gambar 4. 7 Garis Kontinum Variabel <i>Merchandise</i>	85
Gambar 4. 8 Garis Kontinum Variabel <i>Communication with Staff</i>	86
Gambar 4. 9 Garis Kontinum Variabel <i>Store Atmosphere</i>	88
Gambar 4. 10 Garis Kontinum Variabel <i>Transaction Convenience</i>	90

Gambar 4. 11 Garis Kontinum Variabel <i>Loyalty Program</i>	92
Gambar 4. 12 Garis Kontinum Variabel <i>Customer Experience</i>	93
Gambar 4. 13 Garis Kontinum Variabel <i>Customer Engagement</i>	97
Gambar 4. 14 Garis Kontinum Variabel <i>Brand Loyalty</i>	99
Gambar 4. 15 <i>Structural Model</i>	99
Gambar 4. 16 <i>Structural Model</i> setelah dropping.....	103
Gambar 4. 17 <i>Path Diagram Inner Model</i> (Boothstrapping)	108
Gambar 4. 18 <i>Importance - Performance Map Analysis</i>	121