

DAFTAR TABEL

Tabel 1.1 Penjualan Produk Wardah di Indonesia Tahun 2018-2022.....	14
Tabel 1.2 Tabel Keluhan Pelanggan.....	26
Tabel 1.3 Hasil Pra-Survey Variabel Brand Image.....	27
Tabel 1.4 Hasil Pra-Survey Variabel Social Media Marketing.....	31
Tabel 1.5 Hasil Pra-Survey Variabel Brand Equity.....	37
Tabel 1.6 Hasil Pra-Survey Variabel Minat Beli.....	42
Tabel 2.1 Skripsi Terdahulu.....	61
Tabel 2.2 Jurnal Nasional.....	63
Tabel 2.3 Jurnal Internasional.....	65
Tabel 3.1 Karakteristik Penelitian.....	73
Tabel 3.2 Operasionalisasi Variabel.....	74
Tabel 3.3 Instrumen Skala Likert.....	81
Tabel 3.4 Uji Validitas.....	86
Tabel 3.5 Uji Reliabilitas.....	88
Tabel 4.1 Hasil Survey Variabel Brand Image.....	108
Tabel 4.2 Hasil Survey Variabel Social Media Marketing	112
Tabel 4.3 Hasil Survey Variabel Brand Equity.....	116
Tabel 4.4 Hasil Survey Variabel Minat Beli.....	112
Tabel 4.5 Hasil Uji Validitas Brand Image (X1).....	127
Tabel 4.3 Hasil Uji Validitas Social Media Marketing (X2).....	128
Tabel 4.3 Hasil Uji Validitas Brand Equity (X3).....	129
Tabel 4.3 Hasil Uji Validitas Minat Beli (Y).....	129
Tabel 4.6 Hasil Uji Reliabilitas Brand Image, Social Media Marketing, dan Brand Equity. 130	
Tabel 4.7 Hasil Uji Normalitas One-Sample Kolmogrov Smirnov.....	133
Tabel 4.8 Hasil Uji Multikolinearitas.....	135
Tabel 4.9 Hasil Uji Analisis Regresi Linear Berganda.....	137

Tabel 4.10 Hasil Uji F.....	109
Tabel 4.11 Hasil Uji T.....	111
Tabel 4.12 Hasil Uji Koefisien Determinasi.....	112