

DAFTAR ISI

ABSTRAK	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
LEMBARAN PERSETUJUAN	Error! Bookmark not defined.
LEMBARAN ORISINALITAS	Error! Bookmark not defined.
PERSETUJUAN PUBLIKASI	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
DAFTAR ISI	i
DAFTAR TABEL	ii
DAFTAR GAMBAR	3
DAFTAR LAMPIRAN	4
BAB I PENDAHULUAN	Error! Bookmark not defined.
A. Latar Belakang	Error! Bookmark not defined.
B. Rumusan Masalah	Error! Bookmark not defined.
C. Tujuan dan Manfaat Penelitian	Error! Bookmark not defined.
BAB II KAJIAN TEORETIS DAN METODOLOGI PENELITIAN	Error! Bookmark not defined.
A. Kajian Teoritis	Error! Bookmark not defined.
1. Ekuitas Merek	Error! Bookmark not defined.
2. Peneliti Terdahulu	Error! Bookmark not defined.
B. Kerangka Berpikir	Error! Bookmark not defined.
C. Metodologi Penelitian	Error! Bookmark not defined.
1. Tempat dan Waktu Penelitian	Error! Bookmark not defined.
2. Populasi dan Sampel	Error! Bookmark not defined.
3. Operasional Variabel Penelitian	Error! Bookmark not defined.
4. Metode Analisis	Error! Bookmark not defined.
BAB III PEMBAHASAN	Error! Bookmark not defined.
A. Deskripsi Kasus	Error! Bookmark not defined.
BAB IV KESIMPULAN DAN SARAN	Error! Bookmark not defined.
A. KESIMPULAN	Error! Bookmark not defined.
B. SARAN	Error! Bookmark not defined.
DAFTAR PUSTAKA	Error! Bookmark not defined.
LAMPIRAN	

DAFTAR TABEL

No.	Judul Tabel	Halaman
Tabel I.1	Perusahaan yang memproduksi minuman teh dalam kemasan tahun 2019	2
Tabel I.2	<i>Top Brand</i> Teh Dalam Kemasan Siap Minum	3
Tabel II.1	Penelitian Terdahulu	7
Tabel II.2	Operasional Variabel	12
Tabel II.3	Kategori skala likert	13
Tabel III.1	Hasil Uji validitas	18
Tabel III.2	Hasil Uji Relibilitas	20
Tabel III.3	Klasifikasi Responden Berdasarkan Usia Responden	21
Tabel III.4	Klasifikasi Responden Berdasarkan Jenis kelamin	22
Tabel III.5	Hasil Analisis <i>Brand Awareness</i>	23
Tabel III.6	Hasil Analisis <i>Perceived Quality</i>	28
Tabel III.7	Hasil Analisis <i>Brand Association</i>	30
Tabel III.8	Hasil Analisis <i>Brand Loyalty</i>	32

DAFTAR GAMBAR

No Gambar	Judul Gambar	Halaman
Gambar II.1	Kerangka Berpikir	9
Gambar III.1	Diagram Menyukai Minuman Teh dalam Kemasan	21
Gambar III.2	Diagram Usia Responden	22
Gambar III.3	Diagram Jenis Kelamin Responden	23

DAFTAR LAMPIRAN

Lampiran 1	Permohonan Kuesioner Penelitian
Lampiran 2	Pertanyaan Screening
Lampiran 3	Identitas Responden
Lampiran 4	Kuesioner
Lampiran 5	Data Mentah Hasil Responden tiap variabel
Lampiran 6	Hasil Hitungan SPSS