

## DAFTAR TABEL

Tabel 2.1 Penelitian Terdahulu .....	<b>Error! Bookmark not defined.</b>
Tabel 2.2 Kerangka Konsep.....	<b>Error! Bookmark not defined.</b>
Tabel 3.1 Definisi Operasional Variabel.....	<b>Error! Bookmark not defined.</b>
Tabel 3.2 Skala Likert .....	<b>Error! Bookmark not defined.</b>
Tabel 3.3 Hasil Uji Validitas Variabel X ( <i>Special event</i> ) ....	<b>Error! Bookmark not defined.</b>
Tabel 3.4 Hasil Uji Validitas Variabel Y ( <i>Brand Image</i> ) ...	<b>Error! Bookmark not defined.</b>
Tabel 3.5 Uji Reliabilitas X .....	<b>Error! Bookmark not defined.</b>
Tabel 3.6 Uji Reliabilitas Y.....	<b>Error! Bookmark not defined.</b>
Tabel 4.1 Identitas Responden Berdasarkan Usia.....	<b>Error! Bookmark not defined.</b>
Tabel 4.2 Identitas Responden Berdasarkan Jenis Kelamin .	<b>Error! Bookmark not defined.</b>
Tabel 4.3 Pernyataan Nomor 1 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.4 Pernyataan Nomor 2 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.5 Pernyataan Nomor 3 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.6 Pernyataan Nomor 4 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.7 Pernyataan Nomor 5 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.8 Pernyataan Nomor 6 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.9 Pernyataan Nomor 7 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.10 Pernyataan Nomor 8 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.11 Pernyataan Nomor 9 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.12 Pernyataan Nomor 10 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.13 Pernyataan Nomor 11 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.14 Pernyataan Nomor 12 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.15 Pernyataan Nomor 13 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.16 Pernyataan Nomor 14 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.17 Pernyataan Nomor 15 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.18 Pernyataan Nomor 16 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.19 Pernyataan Nomor 17 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.20 Pernyataan Nomor 18 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.21 Pernyataan Nomor 19 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.22 Pernyataan Nomor 20 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.23 Pernyataan Nomor 21 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.24 Pernyataan Nomor 22 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.25 Pernyataan Nomor 23 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.26 Pernyataan Nomor 24 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.27 Pernyataan Nomor 25 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.28 Pernyataan Nomor 26 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.29 Pernyataan Nomor 27 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.30 Pernyataan Nomor 28 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.31 Pernyataan Nomor 29 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.32 Pernyataan Nomor 30 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.33 Pernyataan Nomor 31 .....	<b>Error! Bookmark not defined.</b>

Tabel 4.34 Pernyataan Nomor 32 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.35 Pernyataan Nomor 33 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.36 Pernyataan Nomor 34 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.37 Pernyataan Nomor 35 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.38 Pernyataan Nomor 36 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.39 Pernyataan Nomor 37 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.40 Pernyataan Nomor 38 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.41 Pernyataan Nomor 39 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.42 Pernyataan Nomor 40 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.43 Pernyataan Nomor 41 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.44 Pernyataan Nomor 42 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.45 Pernyataan Nomor 43 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.46 Pernyataan Nomor 44 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.47 Pernyataan Nomor 45 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.48 Pernyataan Nomor 46 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.49 Pernyataan Nomor 47 .....	<b>Error! Bookmark not defined.</b>
Tabel 4.50 Rekapitulasi hasil pengembangan variable X .....	<b>Error! Bookmark not defined.</b>
Tabel 4.51 Rekapitulasi hasil pengembangan variable Y .....	<b>Error! Bookmark not defined.</b>