

## DAFTAR TABEL

		Halaman
1.1	Perkembangan Pertumbuhan Pelaku Industri Pengolahan Susu .....	1
1.2	Hasil Pra <i>Survey</i> 30 Responden Mengenai Variabel Kegiatan <i>Marketing Public Relations</i> .....	6
1.3	Hasil Pra <i>Survey</i> 30 Responden Mengenai Variabel Kegiatan <i>Marketing Public Relations</i> .....	8
2.1	Penelitian Terdahulu .....	26
3.1	Operasional Variabel (X) : <i>Marketing Public Relations</i> .....	37
3.2	Operasional Variabel (Y) : <i>Brand Image</i> .....	38
3.3	Jumlah Mahasiswa/i Ilmu Komunikasi Universitas Muhammadiyah Jakarta.....	39
3.4	Skala Likert yang Digunakan .....	42
3.5	Hasil Uji Validitas <i>Marketing Public Relations</i> .....	49
3.6	Hasil Uji Validitas <i>Brand Image</i> .....	50
3.7	Hasil Uji Reliabilitas .....	52
4.1	Jenis Produk .....	55
4.2	Karakteristik Responden Berdasarkan Jenis Kelamin.....	56
4.3	Karakteristik Responden Berdasarkan Usia .....	56
4.4	Pernyataan 1 Variabel Kegiatan <i>Marketing Public Relations</i> (X).....	58
4.5	Pernyataan 2 Variabel Kegiatan <i>Marketing Public Relations</i> (X).....	59
4.6	Pernyataan 3 Variabel Kegiatan <i>Marketing Public Relations</i> (X).....	60
4.7	Pernyataan 4 Variabel Kegiatan <i>Marketing Public Relations</i> (X).....	61
4.8	Pernyataan 5 Variabel Kegiatan <i>Marketing Public Relations</i> (X).....	62
4.9	Pernyataan 6 Variabel Kegiatan <i>Marketing Public Relations</i> (X).....	63
4.10	Pernyataan 7 Variabel Kegiatan <i>Marketing Public Relations</i> (X).....	64
4.11	Pernyataan 8 Variabel Kegiatan <i>Marketing Public Relations</i> (X).....	65
4.12	Pernyataan 9 Variabel Kegiatan <i>Marketing Public Relations</i> (X).....	66
4.13	Pernyataan 10 Variabel Kegiatan <i>Marketing Public Relations</i> (X)....	67
4.14	Pernyataan 11 Variabel Kegiatan <i>Marketing Public Relations</i> (X)....	68
4.15	Pernyataan 12 Variabel Kegiatan <i>Marketing Public Relations</i> (X)...	69
4.16	Pernyataan 1 Variabel <i>Brand Image</i> (Y).....	70
4.17	Pernyataan 2 Variabel <i>Brand Image</i> (Y).....	72
4.18	Pernyataan 3 Variabel <i>Brand Image</i> (Y).....	73
4.19	Pernyataan 4 Variabel <i>Brand Image</i> (Y).....	74
4.20	Pernyataan 5 Variabel <i>Brand Image</i> (Y).....	75
4.21	Pernyataan 6 Variabel <i>Brand Image</i> (Y).....	76
4.22	Pernyataan 7 Variabel <i>Brand Image</i> (Y).....	77
4.23	Pernyataan 8 Variabel <i>Brand Image</i> (Y).....	78
4.24	Pernyataan 9 Variabel <i>Brand Image</i> (Y).....	79

4.25	Pernyataan 10 Variabel <i>Brand Image</i> (Y).....	80
4.26	Pernyataan 11 Variabel <i>Brand Image</i> (Y).....	81
4.27	Pernyataan 12 Variabel <i>Brand Image</i> (Y).....	82
4.28	Rekapitulasi Hasil Kegiatan <i>Marketing Public Relations</i> (X).....	83
4.29	Rekapitulasi Hasil <i>Brand Image</i> (Y).....	84
4.30	Uji Validitas Variabel Kegiatan <i>Marketing Public Relations</i> (X).....	85
4.31	Uji Validitas Variabel <i>Brand Image</i> (Y).....	86
4.32	Uji Reliabilitas Variabel Kegiatan <i>Marketing Public Relations</i> (X) ..	87
4.33	Uji Reliabilitas Variabel <i>Brand Image</i> (Y) .....	87
4.34	Coefficients <sup>a</sup> .....	88
4.35	Coefficients <sup>a</sup> .....	89
4.36	Model Summary <sup>b</sup> .....	90