

DAFTAR LAMPIRAN

Lampiran 1 Surat Keterangan Bimbingan.....	xvii
Lampiran 2 Panduan Kuesioner.....	xix
Lampiran 3 Coding Sheet Variabel X	xxxI
Coding Sheet Variabel Y.....	xxvii
Lampiran 4 Screenshot Penyebaran Kuesioner.....	xxxI
Lampiran 5 Coding Sheet Uji Validitas Variabel X.....	xxxiii
Coding Sheet Uji Validitas Variabel Y.....	xxxiv
Lampiran 6 Hasil Validitas Variabel X (Co-branding).....	xxxv
Hasil Validitas Variabel Y (Keputusan Pembelian).....	xxxviii
Hasil Random Sampling.....	xI