

## DAFTAR LAMPIRAN

| No | Judul                                                                     | Hal |
|----|---------------------------------------------------------------------------|-----|
| 1. | Denah Lokasi Penelitian .....                                             | 82  |
| 2. | Identitas Responden .....                                                 | 83  |
| 3. | Hasil Jawaban Responden Variabel <i>Brand Image</i> (X).....              | 85  |
| 4. | Hasil Jawaban Responden Variabel <i>Brand Trust</i> (Z).....              | 87  |
| 5. | Hasil Jawaban Responden Variabel Keputusan Pembelian (Y).....             | 89  |
| 6. | Hasil Validitas Diskriminan ( <i>Cross loading</i> ).....                 | 91  |
| 7. | Hasil Validitas Diskriminan ( <i>Fornell dan Larcker Criterion</i> )..... | 92  |
| 8. | Dokumentasi.....                                                          | 93  |