DAFTAR ISI

HALAMAN PERNYATAAN ORISINILITAS .**Error! Bookmark not defined.**

LEMBAR PERSETUJUAN PEMBIMBING ....**Error! Bookmark not defined.**

HALAMAN PENGESAHAN.....**Error! Bookmark not defined.**

SURAT PERNYATAAN .....**Error! Bookmark not defined.**

HALAMAN PERNYATAAN PERSETUJUAN PUBLIKASI..... **Error! Bookmark not defined.**

KATA PENGANTAR.....**Error! Bookmark not defined.**

ABSTRAK .....**Error! Bookmark not defined.**

ABSTRACT .....**Error! Bookmark not defined.**

DAFTAR ISI..... 1

DAFTAR GAMBAR..... 2

DAFTAR TABEL 3

DAFTAR LAMPIRAN 4

ARTIKEL UTAMA .....**Error! Bookmark not defined.**

LAMPIRAN.....**Error! Bookmark not defined.**

DAFTAR GAMBAR

GAMBAR 1. GRAFIK PENJUALAN SUSU MILO ACTIV GO UHT . Error! Bookmark not defined.

GAMBAR 2. PARADIGMA PENELITIAN .....Error! Bookmark not defined.

GAMBAR 3. INNER MODEL.....Error! Bookmark not defined.

DAFTAR TABEL

TABEL 1. TABEL TOP BRAND AWARD.....Error! Bookmark not defined.

TABEL 2.KARAKTERISTIK RESPONDEN ..Error! Bookmark not defined.

TABEL 3.HASIL OUTER LOADING UJI VALIDITAS KONVERGEN .....Error! Bookmark not defined.

TABEL 4. NILAI CONSTRUCT RELIABILITY..... Error! Bookmark not defined.

TABEL 5. HASIL UJI FORNELL LARCKER Error! Bookmark not defined.

TABEL 6. HASIL UJI R SQUARE (R^2).....Error! Bookmark not defined.

TABEL 7.HASIL PATH COEFFICIENT BOOTSTRAPPING DIRECT DAN INDIRECT EFFECT .....Error! Bookmark not defined.

TABEL 8. HASIL PATH COEFFICIENT BOOTSTRAPPING INDIRECT EFFECT.....Error! Bookmark not defined.

DAFTAR LAMPIRAN

LAMPIRAN 1. HASIL TURNITIN DARI PERPUSTAKAAN ..... Error! Bookmark not defined.

LAMPIRAN 2. LOA SUBMIT ARTIKEL .....Error! Bookmark not defined.

LAMPIRAN 3. BUKTI SUBMIT DAN REVIEW ARTIKEL ..... Error! Bookmark not defined.

LAMPIRAN 4. KARTU BIMBINGAN DEPAN BELAKANG..... Error! Bookmark not defined.

LAMPIRAN 5. DAFTAR PERTANYAAN KUESIONERError! Bookmark not defined.

LAMPIRAN 6. HASIL RESPONDEN KUESIONERError! Bookmark not defined.

LAMPIRAN 7. DOKUMENTASI PENYEBARAN KUESIONER ..... Error! Bookmark not defined.

LAMPIRAN 8. HASIL SMART-PLS .....Error! Bookmark not defined.

LAMPIRAN 9. BUKTI UPLOAD SKPI.....Error! Bookmark not defined.

LAMPIRAN 10. BUKTI SERTIFIKAT UJI KOMPETENSI..... Error! Bookmark not defined.

LAMPIRAN 11. BUKTI TOEFL .....Error! Bookmark not defined.

LAMPIRAN 12. SERTIFIKAT ICBENS SEBAGAI PRESENTER ..... Error! Bookmark not defined.

LAMPIRAN 13. RIWAYAT HIDUP .....Error! Bookmark not defined.