**DAFTAR GAMBAR**

[Gambar 2. 1 Kerangka Konsep Penelitian 34](#_Toc17736987)

[Gambar 3. 1 Rentang Skala 42](#_Toc17733673)

[Gambar 4. 1 Logo J.CO Donuts and Coffee 51](#_Toc17733678)

[Gambar 4. 2 Scatterplot Keputusan Pembelian 63](#_Toc17733679)