**DAFTAR GAMBAR**

Gambar 1.1 Logo Perusahaan Nike 1

Gambar 1.2 Evolusi Logo Nike Dari Tahun 1964 Hingga Sekarang 3

Gambar 1.3 *Revenue from footwear segment of Nike, Adidas and Puma from*

*2010 to 2017 (in billion U.S. dollars)* ....................... ...................... 6

Gambar 1.4 Kaptalisasi Pasar 2011 - 2015 ......................................................... 7

Gambar 2.1 Total *Perceived Quality* Model 12

Gambar 2.2 Kerangka Pemikiran 23

Gambar 4.1 Logo Perusahaan Nike 43