

## LAMPIRAN 2

### HASIL UJI STATISTIK

#### Hasil Uji Validitas Nilai Ekuitas

### Correlations

|     |                     | ve1               | ve2    | ve3    | ve11   | ve14              | ve15   | ve16  | VE     |
|-----|---------------------|-------------------|--------|--------|--------|-------------------|--------|-------|--------|
| ve1 | Pearson Correlation | 1                 | ,420** | ,546** | ,408** | ,287              | ,300   | ,258  | ,664** |
|     | Sig. (2-tailed)     |                   | ,007   | ,000   | ,009   | ,072              | ,060   | ,108  | ,000   |
|     | N                   | 40                | 40     | 40     | 40     | 40                | 40     | 40    | 40     |
| ve2 | Pearson Correlation | ,420**            | 1      | ,489** | ,386*  | ,099              | ,297   | ,255  | ,506** |
|     | Sig. (2-tailed)     | ,007              |        | ,001   | ,014   | ,542              | ,063   | ,113  | ,001   |
|     | N                   | 40                | 40     | 40     | 40     | 40                | 40     | 40    | 40     |
| ve3 | Pearson Correlation | ,546**            | ,489** | 1      | ,366*  | ,325 <sup>†</sup> | ,406** | ,281  | ,671** |
|     | Sig. (2-tailed)     | ,000              | ,001   |        | ,020   | ,041              | ,009   | ,079  | ,000   |
|     | N                   | 40                | 40     | 40     | 40     | 40                | 40     | 40    | 40     |
| ve4 | Pearson Correlation | ,409**            | ,335*  | ,653** | ,139   | ,041              | ,447** | ,287  | ,562** |
|     | Sig. (2-tailed)     | ,009              | ,035   | ,000   | ,391   | ,804              | ,004   | ,073  | ,000   |
|     | N                   | 40                | 40     | 40     | 40     | 40                | 40     | 40    | 40     |
| ve5 | Pearson Correlation | ,358 <sup>†</sup> | ,093   | ,515** | ,185   | ,310              | ,179   | ,112  | ,562** |
|     | Sig. (2-tailed)     | ,023              | ,569   | ,001   | ,254   | ,052              | ,269   | ,493  | ,000   |
|     | N                   | 40                | 40     | 40     | 40     | 40                | 40     | 40    | 40     |
| ve6 | Pearson Correlation | ,208              | ,072   | ,100   | ,255   | ,385 <sup>†</sup> | ,197   | ,000  | ,514** |
|     | Sig. (2-tailed)     | ,199              | ,660   | ,541   | ,112   | ,014              | ,224   | 1,000 | ,001   |

|      |                     |                    |                   |                    |                    |                    |                    |                    |                    |
|------|---------------------|--------------------|-------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
|      | N                   | 40                 | 40                | 40                 | 40                 | 40                 | 40                 | 40                 | 40                 |
| ve7  | Pearson Correlation | ,342 <sup>†</sup>  | ,109              | ,182               | ,267               | ,324 <sup>†</sup>  | ,286               | ,218               | ,626 <sup>**</sup> |
|      | Sig. (2-tailed)     | ,031               | ,505              | ,260               | ,096               | ,042               | ,074               | ,176               | ,000               |
|      | N                   | 40                 | 40                | 40                 | 40                 | 40                 | 40                 | 40                 | 40                 |
| ve8  | Pearson Correlation | ,470 <sup>**</sup> | ,399 <sup>*</sup> | ,482 <sup>**</sup> | ,444 <sup>**</sup> | ,440 <sup>**</sup> | ,461 <sup>**</sup> | ,350 <sup>*</sup>  | ,852 <sup>**</sup> |
|      | Sig. (2-tailed)     | ,002               | ,011              | ,002               | ,004               | ,005               | ,003               | ,027               | ,000               |
|      | N                   | 40                 | 40                | 40                 | 40                 | 40                 | 40                 | 40                 | 40                 |
| ve9  | Pearson Correlation | ,534 <sup>**</sup> | ,398 <sup>*</sup> | ,562 <sup>**</sup> | ,445 <sup>**</sup> | ,359 <sup>†</sup>  | ,253               | ,254               | ,757 <sup>**</sup> |
|      | Sig. (2-tailed)     | ,000               | ,011              | ,000               | ,004               | ,023               | ,115               | ,113               | ,000               |
|      | N                   | 40                 | 40                | 40                 | 40                 | 40                 | 40                 | 40                 | 40                 |
| ve10 | Pearson Correlation | ,339 <sup>†</sup>  | ,220              | ,232               | ,224               | ,185               | ,218               | ,183               | ,513 <sup>**</sup> |
|      | Sig. (2-tailed)     | ,033               | ,172              | ,150               | ,165               | ,253               | ,177               | ,259               | ,001               |
|      | N                   | 40                 | 40                | 40                 | 40                 | 40                 | 40                 | 40                 | 40                 |
| ve11 | Pearson Correlation | ,408 <sup>**</sup> | ,386 <sup>*</sup> | ,366 <sup>†</sup>  | 1                  | ,311               | ,373 <sup>*</sup>  | ,183               | ,586 <sup>**</sup> |
|      | Sig. (2-tailed)     | ,009               | ,014              | ,020               |                    | ,051               | ,018               | ,259               | ,000               |
|      | N                   | 40                 | 40                | 40                 | 40                 | 40                 | 40                 | 40                 | 40                 |
| ve12 | Pearson Correlation | ,293               | ,289              | -,023              | ,256               | ,339 <sup>†</sup>  | ,249               | ,241               | ,411 <sup>**</sup> |
|      | Sig. (2-tailed)     | ,067               | ,070              | ,889               | ,111               | ,032               | ,122               | ,134               | ,008               |
|      | N                   | 40                 | 40                | 40                 | 40                 | 40                 | 40                 | 40                 | 40                 |
| ve13 | Pearson Correlation | ,359 <sup>†</sup>  | ,220              | ,363 <sup>†</sup>  | ,283               | ,752 <sup>**</sup> | ,362 <sup>*</sup>  | ,279               | ,633 <sup>**</sup> |
|      | Sig. (2-tailed)     | ,023               | ,173              | ,021               | ,077               | ,000               | ,022               | ,081               | ,000               |
|      | N                   | 40                 | 40                | 40                 | 40                 | 40                 | 40                 | 40                 | 40                 |
| ve14 | Pearson Correlation | ,287               | ,099              | ,325 <sup>†</sup>  | ,311               | 1                  | ,477 <sup>**</sup> | ,354 <sup>*</sup>  | ,616 <sup>**</sup> |
|      | Sig. (2-tailed)     | ,072               | ,542              | ,041               | ,051               |                    | ,002               | ,025               | ,000               |
|      | N                   | 40                 | 40                | 40                 | 40                 | 40                 | 40                 | 40                 | 40                 |
| ve15 | Pearson Correlation | ,300               | ,297              | ,406 <sup>**</sup> | ,373 <sup>*</sup>  | ,477 <sup>**</sup> | 1                  | ,615 <sup>**</sup> | ,641 <sup>**</sup> |
|      | Sig. (2-tailed)     | ,060               | ,063              | ,009               | ,018               | ,002               |                    | ,000               | ,000               |



|      |                     |        |        |        |        |        |        |        |        |
|------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|
| N    |                     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     |
| be20 | Pearson Correlation | ,372*  | ,445** | ,618** | 1      | ,528** | ,479** | ,394*  | ,746** |
|      | Sig. (2-tailed)     | ,018   | ,004   | ,000   |        | ,000   | ,002   | ,012   | ,000   |
| N    |                     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     |
| be21 | Pearson Correlation | ,422** | ,569** | ,450** | ,528** | 1      | ,570** | ,312   | ,750** |
|      | Sig. (2-tailed)     | ,007   | ,000   | ,004   | ,000   |        | ,000   | ,050   | ,000   |
| N    |                     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     |
| be22 | Pearson Correlation | ,364*  | ,601** | ,516** | ,479** | ,570** | 1      | ,112   | ,705** |
|      | Sig. (2-tailed)     | ,021   | ,000   | ,001   | ,002   | ,000   |        | ,491   | ,000   |
| N    |                     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     |
| be23 | Pearson Correlation | ,179   | ,246   | ,468** | ,394*  | ,312   | ,112   | 1      | ,528** |
|      | Sig. (2-tailed)     | ,269   | ,126   | ,002   | ,012   | ,050   | ,491   |        | ,000   |
| N    |                     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     |
| BE   | Pearson Correlation | ,702** | ,796** | ,836** | ,746** | ,750** | ,705** | ,528** | 1      |
|      | Sig. (2-tailed)     | ,000   | ,000   | ,000   | ,000   | ,000   | ,000   | ,000   |        |
| N    |                     | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

## Hasil Uji Validitas Ekuitas Keterhubungan

### Correlations

|      |                     | re24   | re25   | re26   | re27   | re28   | re29   | re30   | RE     |
|------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|
| re24 | Pearson Correlation | 1      | ,651** | ,458** | ,492** | ,365*  | ,460** | ,333*  | ,680** |
|      | Sig. (2-tailed)     |        | ,000   | ,003   | ,001   | ,021   | ,003   | ,036   | ,000   |
|      | N                   | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     |
| re25 | Pearson Correlation | ,651** | 1      | ,380*  | ,489** | ,306   | ,324*  | ,266   | ,604** |
|      | Sig. (2-tailed)     | ,000   |        | ,015   | ,001   | ,055   | ,041   | ,098   | ,000   |
|      | N                   | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     |
| re26 | Pearson Correlation | ,458** | ,380*  | 1      | ,597** | ,435** | ,511** | ,390*  | ,698** |
|      | Sig. (2-tailed)     | ,003   | ,015   |        | ,000   | ,005   | ,001   | ,013   | ,000   |
|      | N                   | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     |
| re27 | Pearson Correlation | ,492** | ,489** | ,597** | 1      | ,371*  | ,428** | ,260   | ,664** |
|      | Sig. (2-tailed)     | ,001   | ,001   | ,000   |        | ,018   | ,006   | ,106   | ,000   |
|      | N                   | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     |
| re28 | Pearson Correlation | ,365*  | ,306   | ,435** | ,371*  | 1      | ,797** | ,764** | ,826** |
|      | Sig. (2-tailed)     | ,021   | ,055   | ,005   | ,018   |        | ,000   | ,000   | ,000   |
|      | N                   | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     |
| re29 | Pearson Correlation | ,460** | ,324*  | ,511** | ,428** | ,797** | 1      | ,832** | ,881** |
|      | Sig. (2-tailed)     | ,003   | ,041   | ,001   | ,006   | ,000   |        | ,000   | ,000   |
|      | N                   | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40     |
| re30 | Pearson Correlation | ,333*  | ,266   | ,390*  | ,260   | ,764** | ,832** | 1      | ,798** |

|    |                     |        |        |        |        |        |        |        |      |
|----|---------------------|--------|--------|--------|--------|--------|--------|--------|------|
|    | Sig. (2-tailed)     | ,036   | ,098   | ,013   | ,106   | ,000   | ,000   |        | ,000 |
|    | N                   | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40   |
| RE | Pearson Correlation | ,680** | ,604** | ,698** | ,664** | ,826** | ,881** | ,798** | 1    |
|    | Sig. (2-tailed)     | ,000   | ,000   | ,000   | ,000   | ,000   | ,000   | ,000   |      |
|    | N                   | 40     | 40     | 40     | 40     | 40     | 40     | 40     | 40   |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

## Hasil Uji Validitas Loyalitas Pelanggan

### Correlations

|      |                     | cl31   | cl32   | cl33   | cl34   | CL     |
|------|---------------------|--------|--------|--------|--------|--------|
| cl31 | Pearson Correlation | 1      | ,706** | ,596** | ,456** | ,819** |
|      | Sig. (2-tailed)     |        | ,000   | ,000   | ,003   | ,000   |
|      | N                   | 40     | 40     | 40     | 40     | 40     |
| cl32 | Pearson Correlation | ,706** | 1      | ,730** | ,615** | ,893** |
|      | Sig. (2-tailed)     | ,000   |        | ,000   | ,000   | ,000   |
|      | N                   | 40     | 40     | 40     | 40     | 40     |
| cl33 | Pearson Correlation | ,596** | ,730** | 1      | ,758** | ,892** |
|      | Sig. (2-tailed)     | ,000   | ,000   |        | ,000   | ,000   |
|      | N                   | 40     | 40     | 40     | 40     | 40     |
| cl34 | Pearson Correlation | ,456** | ,615** | ,758** | 1      | ,818** |
|      | Sig. (2-tailed)     | ,003   | ,000   | ,000   |        | ,000   |
|      | N                   | 40     | 40     | 40     | 40     | 40     |
| CL   | Pearson Correlation | ,819** | ,893** | ,892** | ,818** | 1      |
|      | Sig. (2-tailed)     | ,000   | ,000   | ,000   | ,000   |        |
|      | N                   | 40     | 40     | 40     | 40     | 40     |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### Hasil Uji Validitas Ringkas

|      | Pearson Correlation | Sig. (2-tailed) | N  |
|------|---------------------|-----------------|----|
| ve1  | ,664                | ,000            | 40 |
| ve2  | ,506                | ,001            | 40 |
| ve3  | ,671                | ,000            | 40 |
| ve4  | ,562                | ,000            | 40 |
| ve5  | ,562                | ,000            | 40 |
| ve6  | ,514                | ,001            | 40 |
| ve7  | ,626                | ,000            | 40 |
| ve8  | ,852                | ,000            | 40 |
| ve9  | ,757                | ,000            | 40 |
| ve10 | ,513                | ,001            | 40 |
| ve11 | ,586                | ,000            | 40 |
| ve12 | ,411                | ,008            | 40 |
| ve13 | ,633                | ,000            | 40 |
| ve14 | ,616                | ,000            | 40 |
| ve15 | ,641                | ,000            | 40 |
| ve16 | ,501                | ,001            | 40 |
| VE   | 1                   |                 | 40 |

|      | Pearson Correlation | Sig. (2-tailed) | N  |
|------|---------------------|-----------------|----|
| be17 | ,702                | ,000            | 40 |
| be18 | ,796                | ,000            | 40 |
| be19 | ,836                | ,000            | 40 |
| be20 | ,746                | ,000            | 40 |



|      |      |      |    |
|------|------|------|----|
| be21 | ,750 | ,000 | 40 |
| be22 | ,705 | ,000 | 40 |
| be23 | ,528 | ,000 | 40 |
| BE   | 1    |      | 40 |

|      | Pearson Correlation | Sig. (2-tailed) | N  |
|------|---------------------|-----------------|----|
| re24 | ,680                | ,000            | 40 |
| re25 | ,604                | ,000            | 40 |
| re26 | ,698                | ,000            | 40 |
| re27 | ,664                | ,000            | 40 |
| re28 | ,826                | ,000            | 40 |
| re29 | ,881                | ,000            | 40 |
| re30 | ,798                | ,000            | 40 |
| RE   | 1                   |                 | 40 |

|      | Pearson Correlation | Sig. (2-tailed) | N  |
|------|---------------------|-----------------|----|
| cl31 | ,819                | ,000            | 40 |
| cl32 | ,893                | ,000            | 40 |
| cl33 | ,892                | ,000            | 40 |
| cl34 | ,818                | ,000            | 40 |
| CL   | 1                   |                 | 40 |

## Hasil Uji Reliabilitas Nilai Ekuitas

### Reliability

Scale: ALL VARIABLES

#### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 40 | 100,0 |
|       | Excluded <sup>a</sup> | 0  | ,0    |
|       | Total                 | 40 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,880             | 16         |

#### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| ve1 | 57,3250                    | 41,917                         | ,615                             | ,870                             |
| ve2 | 57,3500                    | 43,208                         | ,445                             | ,876                             |
| ve3 | 57,6250                    | 40,189                         | ,603                             | ,869                             |
| ve4 | 57,7750                    | 41,461                         | ,481                             | ,875                             |
| ve5 | 57,5500                    | 41,536                         | ,483                             | ,874                             |
| ve6 | 57,4250                    | 42,251                         | ,435                             | ,876                             |

|      |         |        |      |      |
|------|---------|--------|------|------|
| ve7  | 57,7250 | 39,999 | ,540 | ,872 |
| ve8  | 57,7500 | 38,603 | ,818 | ,860 |
| ve9  | 57,6250 | 39,933 | ,709 | ,865 |
| ve10 | 57,7000 | 41,344 | ,413 | ,879 |
| ve11 | 58,1000 | 40,246 | ,490 | ,875 |
| ve12 | 57,6000 | 43,579 | ,335 | ,879 |
| ve13 | 57,3500 | 41,618 | ,574 | ,871 |
| ve14 | 57,2250 | 41,256 | ,547 | ,872 |
| ve15 | 57,6500 | 40,438 | ,567 | ,871 |
| ve16 | 57,6000 | 42,400 | ,421 | ,877 |

### Hasil Uji Reliabilitas Ekuitas Merek

## Reliability

Scale: ALL VARIABLES

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 40 | 100,0 |
|       | Excluded <sup>a</sup> | 0  | ,0    |
|       | Total                 | 40 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| <b>.848</b>      | 7          |

### Item-Total Statistics

|      | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| be17 | 21,4750                    | 11,640                         | ,553                             | ,837                             |
| be18 | 21,7750                    | 11,461                         | ,701                             | ,812                             |
| be19 | 21,7750                    | 10,897                         | ,748                             | ,803                             |
| be20 | 21,5250                    | 12,153                         | ,647                             | ,821                             |
| be21 | 21,9750                    | 12,025                         | ,647                             | ,821                             |
| be22 | 21,7250                    | 12,512                         | ,600                             | ,828                             |
| be23 | 22,1500                    | 13,362                         | ,373                             | ,858                             |

### Hasil Uji Reliabilitas Ekuitas Keterhubungan

### Reliability

Scale: ALL VARIABLES

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 40 | 100,0 |
|       | Excluded <sup>a</sup> | 0  | ,0    |
|       | Total                 | 40 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| <b>.861</b>      | 7          |

### Item-Total Statistics

|      | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| re24 | 20,4750                    | 13,487                         | ,579                             | ,849                             |
| re25 | 20,4000                    | 14,041                         | ,496                             | ,858                             |
| re26 | 20,7250                    | 13,435                         | ,603                             | ,846                             |
| re27 | 20,4000                    | 13,272                         | ,545                             | ,852                             |
| re28 | 21,3250                    | 11,251                         | ,727                             | ,827                             |
| re29 | 21,0750                    | 10,943                         | ,811                             | ,812                             |
| re30 | 21,2500                    | 11,269                         | ,681                             | ,836                             |

### Hasil Uji Reliabilitas Loyalitas Pelanggan

### Reliability

Scale: ALL VARIABLES

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 40 | 100,0 |
|       | Excluded <sup>a</sup> | 0  | ,0    |
|       | Total                 | 40 | 100,0 |

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| <b>.875</b>      | 4          |

### Item-Total Statistics

|      | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| cl31 | 11,1000                    | 4,092                          | ,657                             | ,874                             |
| cl32 | 10,8500                    | 3,977                          | ,800                             | ,812                             |
| cl33 | 10,5750                    | 4,199                          | ,810                             | ,812                             |
| cl34 | 10,3750                    | 4,343                          | ,678                             | ,860                             |