

## LAMPIRAN 1

### Kuesioner Penelitian

Kepada Yth

Bapak/Ibu/Saudara/Saudari

Di Tempat

KUESIONER

No :

Nama :

Pengantar

Perkenalkan saya adalah mahasiswa fakultas ekonomi jurusan manajemen Universitas Islam Indonesia, yang melakukan penelitian untuk skripsi tugas akhir untuk menyelesaikan studi S1 di FE UII Yogyakarta dengan judul **“Analisis Interelasi Antara Komponen Ekuitas Merek, Yaitu Persepsi Kualitas, Kesadaran Merek, Citra Merek dan Loyalitas Merek Pada Jasa Bank Mandiri”** Terimakasih telah bersedia mengisi lampiran pertanyaan berikut. Dibawah ini disajikan beberapa pertanyaan yang disertai pilihan jawaban. Saya memohon anda menjawab pertanyaan-pertanyaan berikut dengan memilih salah satu jawaban yang telah disediakan. Jawaban anda tidak akan dinilai benar ataupun salah. Oleh karena itu anda diharapkan menjawab dengan sungguh sungguh dan jujur. Atas jawaban anda saya ucapkan terimakasih.

Hormat saya

## Yusuf Fauzan

### Petunjuk

1. Bacalah baik baik setiap pertanyaan yang disertai dengan pilihan jawaban yang tersedia
2. Pilihlah jawaban yang sesuai dengan pikiran dan pengalaman anda kemudian centang atau beri silang pada tempat yang disediakan
3. Jawaban anda kami jamin kerahasiaannya

### Profil demografi responden

Mohon jawab pertanyaan dibawah ini dengan memberi tanda centang atau silang pada jawaban yang anda anggap sesuai.

1. Apa jenis kelamin Bapak/ Ibu/ Saudara/ Saudari?
  - a. Pria
  - b. Wanita
2. Berpakaha usia Bapak/ Ibu/ Saudara/ Saudari pada saat ini?
  - a.<20 tahun
  - b.21-35 tahun
  - c. 36-50 tahun
  - d. > 50 tahun
3. Apa pekerjaan Bapak/ Ibu/ Saudara/ Saudari?
  - a. Pelajar/ Mahasiswa
  - b. Wirausaha
  - c. Pegawai swasta
  - d. Pegawai Negeri
  - e. lainnya, sebutkan .....
4. Pendidikan terakhir Bapak/ Ibu/ Saudara/ Saudari?
  - a. SMP
  - b. SMA
  - c. Diploma
  - d. Sarjana
  - e. Pasca sarjana/ Sederajat

5. Berapa pendapatan perbulan (Uang saku bila pelajar/Mahasiswa) Bapak/ Ibu/ Saudara/ Saudari?
- a. sampai dengan 1.000.000      b. 1.000.000-3.000.000
- c. 3.000.000-5.000.000      d. lebih dari 5.000.000

Pertanyaan

| Kategori                 | Bobot nilai |
|--------------------------|-------------|
| SS= Sangat Setuju        | 5           |
| S= Setuju                | 4           |
| CS= Cukup setuju         | 3           |
| TS= Tidak Setuju         | 2           |
| STS= Sangat tidak setuju | 1           |

| No | Pertanyaan  | SS | S | CS | TS | STS |
|----|---|----|---|----|----|-----|
|    | Brand loyalty   |    |   |    |    |     |
| 1  | Saya biasa menggunakan bank ini sebagai pilihan pertama dibandingkan dengan bank lain |    |   |    |    |     |
| 2  | Saya puas menggunakan bank ini  |    |   |    |    |     |
| 3  | Saya akan merekomendasikan bank ini   |    |   |    |    |     |
| 4  | Saya tak akan berpindah pada bank lain  |    |   |    |    |     |
|    | Perceived quality   |    |   |    |    |     |
| 1  | Bank ini menggunakan alat alat modern   |    |   |    |    |     |
| 2  | fasilitas fisik pada bank ini menarik   |    |   |    |    |     |
| 3  | Staff bank terlihat rapi  |    |   |    |    |     |
| 4  | material yang berkaitan dengan pelayanan menarik                                      |    |   |    |    |     |
| 5  | Bank dapat bekerja sesuai waktu yang dijanjikan                                       |    |   |    |    |     |
| 6  | Ketika pelanggan mengalami masalah, pihak bank bersedia menyelesaikan masalah         |    |   |    |    |     |
| 7  | Bank menyelesaikan pekerjaan tepat waktu  |    |   |    |    |     |
| 8  | Bank menyediakan layanan pada waktu yang dijanjikan                                   |    |   |    |    |     |
| 9  | Bank memberikan layanan gratis pada error   |    |   |    |    |     |
| 10 | Staff bank dapat memberikan waktu yang tepat kapan pelayanan diberikan                |    |   |    |    |     |
| 11 | Staff bank memberikan layanan yang cepat pada pelanggan                               |    |   |    |    |     |

|    |   |  |  |  |  |  |
|----|---|--|--|--|--|--|
| 12 | Staff bank selalu ingin melayani pelanggan  |  |  |  |  |  |
| 13 | Staff bank tidak pernah sibuk dalam melayani pelanggan  |  |  |  |  |  |
| 14 | Perilaku staff bank menanamkan kepercayaan pada pelanggan   |  |  |  |  |  |
| 15 | Pelanggan merasa aman pada saat bertransaksi  |  |  |  |  |  |
| 16 | Staff bank selalu sopan terhadap pelanggan  |  |  |  |  |  |
| 17 | Staff bank memiliki pengetahuan dalam menjawab pertanyaan pelanggan                                 |  |  |  |  |  |
| 18 | Bank memberikan perhatian secara individu pada pelanggan  |  |  |  |  |  |
| 19 | Bank memiliki jam buka yang sesuai untuk semua pelanggan  |  |  |  |  |  |
| 20 | Bank memiliki staff yang memberikan perhatian secara personal pada pelanggan                        |  |  |  |  |  |
| 21 | Bank memiliki ketertarikan pada pelanggan dari hati   |  |  |  |  |  |
| 22 | staff bank memahami kebutuhan spesifik dari pelanggan   |  |  |  |  |  |
|    | Brand image   |  |  |  |  |  |
| 1  | Bank tersebut nyaman  |  |  |  |  |  |
| 2  | Memiliki image yang bersih  |  |  |  |  |  |
| 3  | Tempat yang cocok untuk kalangan atas   |  |  |  |  |  |
| 4  | Saya merasa spesial saat menggunakan layanan bank ini   |  |  |  |  |  |
| 5  | Staff Bank sangat baik  |  |  |  |  |  |
| 6  | Bank tersebut memiliki sejarah yang panjang   |  |  |  |  |  |
| 7  | Bank tersebut memiliki image berbeda dibanding bank lain  |  |  |  |  |  |
|    | Brand awareness   |  |  |  |  |  |
| 1  | Bank mandiri adalah merek yang tidak asing dibenak saya   |  |  |  |  |  |
| 2  | Bank mandiri adalah merek yang pertama muncul ketika diminta menyebutkan ban                        |  |  |  |  |  |
| 3  | ketika mendengar slogan terdepan, terpercaya tumbuh bersama anda" anda teringat dengan bank mandiri |  |  |  |  |  |
|    |   |  |  |  |  |  |

## LAMPIRAN 2

### Uji Validitas 30 Responden

#### Correlations

|            |                     | item_1 | item_2 | item_3 | item_4 | skor_total |
|------------|---------------------|--------|--------|--------|--------|------------|
| item_1     | Pearson Correlation | 1      | .716** | .695** | .659** | .873**     |
|            | Sig. (2-tailed)     |        | .000   | .000   | .000   | .000       |
|            | N                   | 30     | 30     | 30     | 30     | 30         |
| item_2     | Pearson Correlation | .716** | 1      | .700** | .700** | .879**     |
|            | Sig. (2-tailed)     | .000   |        | .000   | .000   | .000       |
|            | N                   | 30     | 30     | 30     | 30     | 30         |
| item_3     | Pearson Correlation | .695** | .700** | 1      | .712** | .882**     |
|            | Sig. (2-tailed)     | .000   | .000   |        | .000   | .000       |
|            | N                   | 30     | 30     | 30     | 30     | 30         |
| item_4     | Pearson Correlation | .659** | .700** | .712** | 1      | .882**     |
|            | Sig. (2-tailed)     | .000   | .000   | .000   |        | .000       |
|            | N                   | 30     | 30     | 30     | 30     | 30         |
| skor_total | Pearson Correlation | .873** | .879** | .882** | .882** | 1          |
|            | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |            |
|            | N                   | 30     | 30     | 30     | 30     | 30         |

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

#### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 96 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 96 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .799             | 4          |



Correlations

|             | Item_1 | Item_2 | Item_3 | Item_4 | Item_5 | Item_6 | Item_7 | Item_8 | Item_9 | Item_10 | Item_11 | Item_12 | Item_13 | Item_14 | Item_15 | Item_16 | Item_17 | Item_18 | Item_19 | Item_20 | Item_21 | Item_22 | Total_Score |
|-------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-------------|
| Item_1      | 1      | .808** | .458** | .343   | .437   | .666** | .635** | .716** | .420** | .483**  | .560**  | .726**  | .540**  | .748**  | .536**  | .682**  | .517**  | .415**  | .442**  | .504**  | .445**  | .482**  | .777**      |
|             |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         |         |         |         |             |
| Item_2      |        | 1      | .439** | .273   | .494** | .689** | .573** | .651** | .492** | .649**  | .638**  | .675**  | .624**  | .632**  | .719**  | .689**  | .362**  | .417**  | .480**  | .591**  | .380**  | .531**  | .803**      |
|             |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         |         |         |         |             |
| Item_3      |        |        | 1      | .591** | .361** | .343   | .456** | .565** | .346   | .212    | .444**  | .296    | .452**  | .507**  | .357    | .576**  | .355    | .371**  | .506**  | .312    | .206    | .330    | .597**      |
|             |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         |         |         |         |             |
| Item_4      |        |        |        | 1      | .667** | .344   | .242   | .463** | .348   | .244    | .376**  | .490**  | .085    | .298    | .315    | .451**  | .439**  | .327    | .488**  | .152    | .119    | .302    | .520**      |
|             |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         |         |         |         |             |
| Item_5      |        |        |        |        | 1      | .612** | .474** | .585** | .578** | .638**  | .497**  | .649**  | .280    | .499**  | .460**  | .590**  | .433**  | .511**  | .684**  | .422**  | .276    | .342    | .721**      |
|             |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         |         |         |         |             |
| Item_6      |        |        |        |        |        | 1      | .626** | .560** | .307   | .469**  | .520**  | .686**  | .520**  | .692**  | .488**  | .659**  | .492**  | .528**  | .488**  | .580**  | .268    | .450**  | .744**      |
|             |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         |         |         |         |             |
| Item_7      |        |        |        |        |        |        | 1      | .805** | .515** | .481**  | .667**  | .498**  | .616**  | .512**  | .588**  | .592**  | .578**  | .714**  | .590**  | .800**  | .613**  | .566**  | .797**      |
|             |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         |         |         |         |             |
| Item_8      |        |        |        |        |        |        |        | 1      | .718** | .592**  | .750**  | .578**  | .504**  | .707**  | .717**  | .783**  | .607**  | .570**  | .729**  | .421**  | .550**  | .478**  | .868**      |
|             |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         |         |         |         |             |
| Item_9      |        |        |        |        |        |        |        |        | 1      | .866**  | .679**  | .405**  | .450**  | .462**  | .800**  | .673**  | .538**  | .653**  | .711**  | .800**  | .659**  | .451**  | .764**      |
|             |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         |         |         |         |             |
| Item_10     |        |        |        |        |        |        |        |        |        | 1       | .739**  | .546**  | .576**  | .440**  | .612**  | .502**  | .318    | .393**  | .579**  | .491**  | .405**  | .530**  | .728**      |
|             |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         |         |         |         |             |
| Item_11     |        |        |        |        |        |        |        |        |        |         | 1       | .510**  | .482**  | .487**  | .781**  | .565**  | .430**  | .509**  | .636**  | .576**  | .466**  | .513**  | .801**      |
|             |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         |         |         |         |             |
| Item_12     |        |        |        |        |        |        |        |        |        |         |         | 1       | .295    | .584**  | .566**  | .597**  | .468**  | .427**  | .554**  | .403**  | .371**  | .542**  | .734**      |
|             |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         |         |         |         |             |
| Item_13     |        |        |        |        |        |        |        |        |        |         |         |         | 1       | .430**  | .331    | .510**  | .380**  | .474**  | .332    | .625**  | .398**  | .516**  | .651**      |
|             |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         |         |         |         |             |
| Item_14     |        |        |        |        |        |        |        |        |        |         |         |         |         | 1       | .450**  | .758**  | .437**  | .420**  | .588**  | .401**  | .360    | .383**  | .736**      |
|             |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         |         |         |         |             |
| Item_15     |        |        |        |        |        |        |        |        |        |         |         |         |         |         | 1       | .597**  | .462**  | .461**  | .652**  | .396**  | .534**  | .585**  | .754**      |
|             |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         |         |         |         |             |
| Item_16     |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         | 1       | .688**  | .666**  | .657**  | .603**  | .448**  | .455**  | .849**      |
|             |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         |         |         |         |             |
| Item_17     |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         | 1       | .700**  | .492**  | .591**  | .591**  | .508**  | .674**      |
|             |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         |         |         |         |             |
| Item_18     |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         | 1       | .602**  | .802**  | .708**  | .550**  | .751**      |
|             |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         |         |         |         |             |
| Item_19     |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         | 1       | .445**  | .532**  | .566**  | .790**      |
|             |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         |         |         |         |             |
| Item_20     |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         | 1       | .575**  | .538**  | .719**      |
|             |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         |         |         |         |             |
| Item_21     |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         |         | 1       | .710**  | .645**      |
|             |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         |         |         |         |             |
| Item_22     |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         |         |         | 1       | .892**      |
|             |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         |         |         |         |             |
| total_score |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         |         |         |         | 1           |
|             |        |        |        |        |        |        |        |        |        |         |         |         |         |         |         |         |         |         |         |         |         |         |             |

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

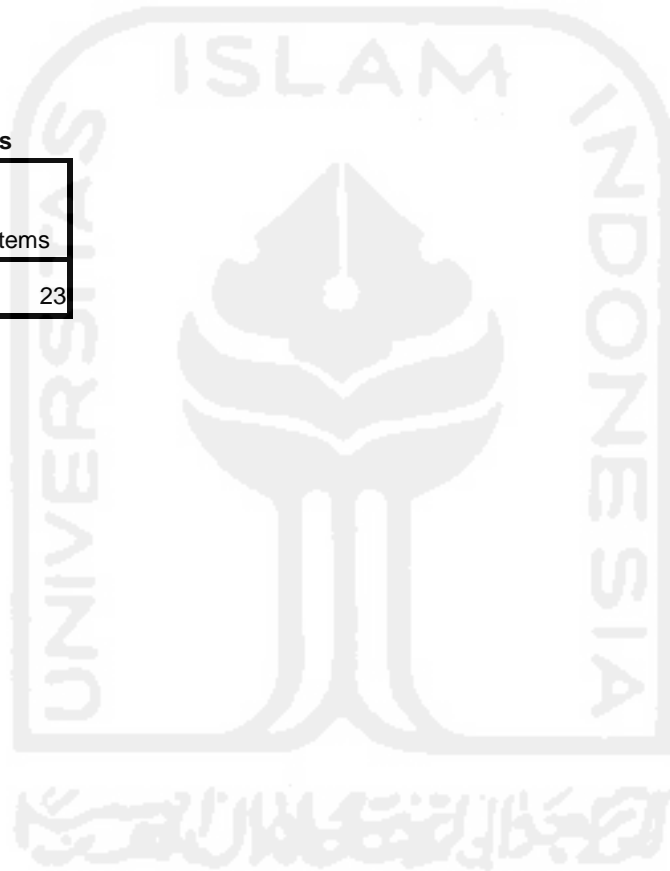
**Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 31.2  |
|       | Excluded <sup>a</sup> | 66 | 68.8  |
|       | Total                 | 96 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .772             | 23         |





### Correlations

|            |                     | item_1 | item_2 | item_3 | item_4 | item_5 | item_6 | item_7 | skor_total |
|------------|---------------------|--------|--------|--------|--------|--------|--------|--------|------------|
| item_1     | Pearson Correlation | 1      | .545** | .605** | .386*  | .656** | .687** | .332   | .723**     |
|            | Sig. (2-tailed)     |        | .002   | .000   | .035   | .000   | .000   | .073   | .000       |
|            | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30         |
| item_2     | Pearson Correlation | .545** | 1      | .648** | .588** | .716** | .565** | .768** | .859**     |
|            | Sig. (2-tailed)     | .002   |        | .000   | .001   | .000   | .001   | .000   | .000       |
|            | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30         |
| item_3     | Pearson Correlation | .605** | .648** | 1      | .351   | .630** | .495** | .608** | .757**     |
|            | Sig. (2-tailed)     | .000   | .000   |        | .057   | .000   | .005   | .000   | .000       |
|            | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30         |
| item_4     | Pearson Correlation | .386*  | .588** | .351   | 1      | .658** | .591** | .794** | .785**     |
|            | Sig. (2-tailed)     | .035   | .001   | .057   |        | .000   | .001   | .000   | .000       |
|            | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30         |
| item_5     | Pearson Correlation | .656** | .716** | .630** | .658** | 1      | .758** | .640** | .882**     |
|            | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        | .000   | .000   | .000       |
|            | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30         |
| item_6     | Pearson Correlation | .687** | .565** | .495** | .591** | .758** | 1      | .572** | .815**     |
|            | Sig. (2-tailed)     | .000   | .001   | .005   | .001   | .000   |        | .001   | .000       |
|            | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30         |
| item_7     | Pearson Correlation | .332   | .768** | .608** | .794** | .640** | .572** | 1      | .848**     |
|            | Sig. (2-tailed)     | .073   | .000   | .000   | .000   | .000   | .001   |        | .000       |
|            | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30         |
| skor_total | Pearson Correlation | .723** | .859** | .757** | .785** | .882** | .815** | .848** | 1          |
|            | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   | .000   |            |
|            | N                   | 30     | 30     | 30     | 30     | 30     | 30     | 30     | 30         |

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

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

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 31.2  |
|       | Excluded <sup>a</sup> | 66 | 68.8  |
|       | Total                 | 96 | 100.0 |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .794             | 8          |

### Correlations

|            |                     | item_1 | item_2 | item_3 | skor_total |
|------------|---------------------|--------|--------|--------|------------|
| item_1     | Pearson Correlation | 1      | .553** | -.250  | .655**     |
|            | Sig. (2-tailed)     |        | .002   | .182   | .000       |
|            | N                   | 30     | 30     | 30     | 30         |
| item_2     | Pearson Correlation | .553** | 1      | -.057  | .826**     |
|            | Sig. (2-tailed)     | .002   |        | .765   | .000       |
|            | N                   | 30     | 30     | 30     | 30         |
| item_3     | Pearson Correlation | -.250  | -.057  | 1      | .383*      |
|            | Sig. (2-tailed)     | .182   | .765   |        | .037       |
|            | N                   | 30     | 30     | 30     | 30         |
| skor_total | Pearson Correlation | .655** | .826** | .383*  | 1          |
|            | Sig. (2-tailed)     | .000   | .000   | .037   |            |
|            | N                   | 30     | 30     | 30     | 30         |

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

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

### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 31.2  |
|       | Excluded <sup>a</sup> | 66 | 68.8  |
|       | Total                 | 96 | 100.0 |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
|                  |            |

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .716             | 4          |



**LAMPIRAN 3**  
**Regresi dan Hasil Uji**

**Regression**

**Variables Entered/Removed<sup>b</sup>**

| Model | Variables Entered | Variables Removed | Method  |
|-------|-------------------|-------------------|---------|
| 1     | PQ <sup>a</sup>   |                   | . Enter |

- a. All requested variables entered.  
b. Dependent Variable: BA

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .531 <sup>a</sup> | .282     | .274              | 1.952                      |

- a. Predictors: (Constant), PQ  
b. Dependent Variable: BA

**ANOVA<sup>b</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 140.613        | 1  | 140.613     | 36.885 | .000 <sup>a</sup> |
|       | Residual   | 358.346        | 94 | 3.812       |        |                   |
|       | Total      | 498.958        | 95 |             |        |                   |

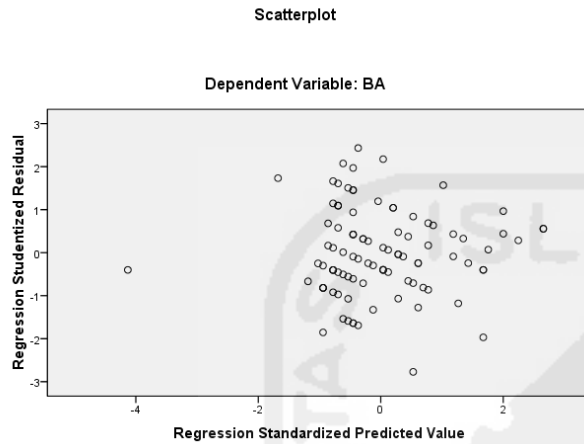
- a. Predictors: (Constant), PQ  
b. Dependent Variable: BA

**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
|       |            | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant) | 3.515                       | 1.204      |                           | 2.919 | .004 |
|       | PQ         | .099                        | .016       | .531                      | 6.073 | .000 |

- a. Dependent Variable: BA

## Uji Heteroskedastisitas Model I



## Uji Normalitas Model I

### One-Sample Kolmogorov-Smirnov Test

|                                 |                | Unstandardized Residual |
|---------------------------------|----------------|-------------------------|
| N                               |                | 96                      |
| Normal Parameters <sup>a</sup>  | Mean           | .0000000                |
|                                 | Std. Deviation | 1.94217912              |
| Most Extreme Differences        | Absolute       | .064                    |
|                                 | Positive       | .064                    |
|                                 | Negative       | -.044                   |
| Kolmogorov-Smirnov Z            |                | .627                    |
| Asymp. Sig. (2-tailed)          |                | .827                    |
| a. Test distribution is Normal. |                |                         |
|                                 |                |                         |

## Uji Linearitas Model I

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .531 <sup>a</sup> | .282     | .274              | 1.952                      |

a. Predictors: (Constant), PQ



## Regression

**Variables Entered/Removed<sup>b</sup>**

| Model | Variables Entered   | Variables Removed | Method |
|-------|---------------------|-------------------|--------|
| 1     | BA, PQ <sup>a</sup> |                   | Enter  |

a. All requested variables entered.

b. Dependent Variable: BL

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .480 <sup>a</sup> | .230     | .213              | 2.592                      |

a. Predictors: (Constant), BA, PQ

**ANOVA<sup>b</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 186.567        | 2  | 93.284      | 13.886 | .000 <sup>a</sup> |
|       | Residual   | 624.766        | 93 | 6.718       |        |                   |
|       | Total      | 811.333        | 95 |             |        |                   |

a. Predictors: (Constant), BA, PQ

b. Dependent Variable: BL

**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Correlations |         |      |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|--------------|---------|------|
|       |            | B                           | Std. Error | Beta                      |       |      | Zero-order   | Partial | Part |
| 1     | (Constant) | 6.587                       | 1.670      |                           | 3.945 | .000 |              |         |      |
|       | PQ         | .052                        | .026       | .217                      | 2.026 | .046 | .391         | .206    | .184 |
|       | BA         | .417                        | .137       | .327                      | 3.048 | .003 | .443         | .301    | .277 |

a. Dependent Variable: BL

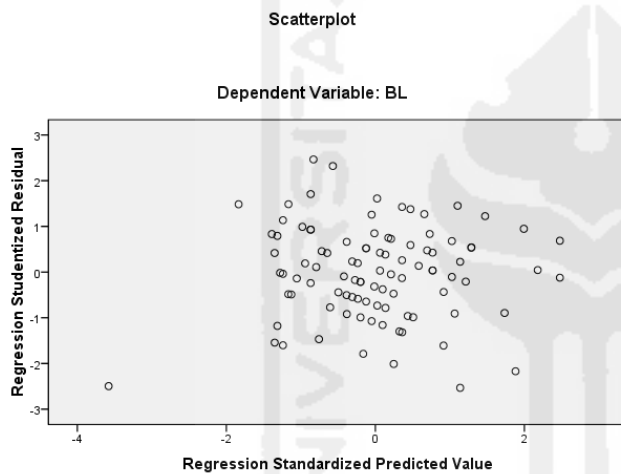
## Uji Multikolinieritas Model II

**Coefficients<sup>a</sup>**

| Model |    | Collinearity Statistics |       |
|-------|----|-------------------------|-------|
|       |    | Tolerance               | VIF   |
| 1     | PQ | .718                    | 1.392 |
|       | BA | .718                    | 1.392 |

a. Dependent Variable: BL

## Uji Heteroskedastisitas Model II



## Uji Normalitas Model II

**One-Sample Kolmogorov-Smirnov Test**

|                                |                | Unstandardized Residual |
|--------------------------------|----------------|-------------------------|
| N                              |                | 96                      |
| Normal Parameters <sup>a</sup> | Mean           | .0000000                |
|                                | Std. Deviation | 2.56446610              |
| Most Extreme Differences       | Absolute       | .051                    |
|                                | Positive       | .031                    |
|                                | Negative       | -.051                   |
| Kolmogorov-Smirnov Z           |                | .500                    |
| Asymp. Sig. (2-tailed)         |                | .964                    |



**One-Sample Kolmogorov-Smirnov Test**

|                                 |                | Unstandardized Residual |
|---------------------------------|----------------|-------------------------|
| N                               |                | 96                      |
| Normal Parameters <sup>a</sup>  | Mean           | .0000000                |
|                                 | Std. Deviation | 2.56446610              |
| Most Extreme Differences        | Absolute       | .051                    |
|                                 | Positive       | .031                    |
|                                 | Negative       | -.051                   |
| Kolmogorov-Smirnov Z            |                | .500                    |
| Asymp. Sig. (2-tailed)          |                | .964                    |
| a. Test distribution is Normal. |                |                         |
|                                 |                |                         |

**Uji Linearitas Model I**

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .480 <sup>a</sup> | .230     | .213              | 2.592                      |

a. Predictors: (Constant), BA, PQ

## Regression

**Variables Entered/Removed<sup>b</sup>**

| Model | Variables Entered   | Variables Removed | Method  |
|-------|---------------------|-------------------|---------|
| 1     | BL, PQ <sup>a</sup> |                   | . Enter |

a. All requested variables entered.

b. Dependent Variable: BI

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .699 <sup>a</sup> | .489     | .478              | 3.171                      |

a. Predictors: (Constant), BL, PQ

**ANOVA<sup>b</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 894.612        | 2  | 447.306     | 44.473 | .000 <sup>a</sup> |
|       | Residual   | 935.388        | 93 | 10.058      |        |                   |
|       | Total      | 1830.000       | 95 |             |        |                   |

a. Predictors: (Constant), BL, PQ

b. Dependent Variable: BI

**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Correlations |         |      |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|--------------|---------|------|
|       |            | B                           | Std. Error | Beta                      |       |      | Zero-order   | Partial | Part |
| 1     | (Constant) | 3.935                       | 2.325      |                           | 1.692 | .094 |              |         |      |
|       | PQ         | .225                        | .029       | .598                      | 7.746 | .000 | .662         | .626    | .574 |
|       | BL         | .351                        | .116       | .234                      | 3.030 | .003 | .399         | .300    | .225 |

a. Dependent Variable: BI

## Uji Multikolinieritas Model II

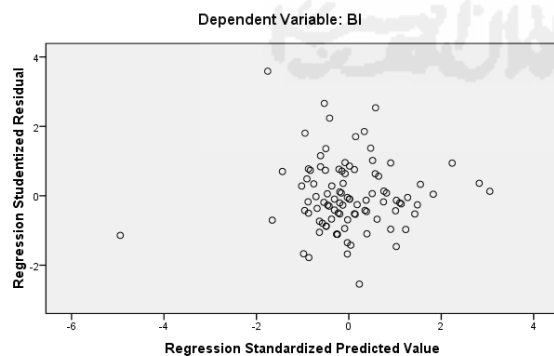
**Coefficients<sup>a</sup>**

| Model |    | Collinearity Statistics |       |
|-------|----|-------------------------|-------|
|       |    | Tolerance               | VIF   |
| 1     | PQ | .924                    | 1.083 |
|       | BL | .924                    | 1.083 |

a. Dependent Variable: BI

## Uji Heteroskedastisitas Model II

Scatterplot



## Uji Normalitas Model II

One-Sample Kolmogorov-Smirnov Test

|                                 |                | Unstandardized Residual |
|---------------------------------|----------------|-------------------------|
| N                               |                | 96                      |
| Normal Parameters <sup>a</sup>  | Mean           | .0000000                |
|                                 | Std. Deviation | 3.13786301              |
| Most Extreme Differences        | Absolute       | .103                    |
|                                 | Positive       | .103                    |
|                                 | Negative       | -.060                   |
| Kolmogorov-Smirnov Z            |                | 1.006                   |
| Asymp. Sig. (2-tailed)          |                | .264                    |
| a. Test distribution is Normal. |                |                         |
|                                 |                |                         |

### Uji Linearitas Model II

#### Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .699 <sup>a</sup> | .489     | .478              | 3.171                      |

a. Predictors: (Constant), BL, PQ

## Frequencies

|         | Gender | Usia | Pekerjaan | Pendapatan/ Uang saku |
|---------|--------|------|-----------|-----------------------|
| Valid   | 96     | 96   | 96        | 96                    |
| Missing |        |      |           |                       |

### Gender

|        | Frequency | Percent | Valid Percent | Cumulativ Percent |
|--------|-----------|---------|---------------|-------------------|
| Pria   | 63        | 65.6    | 65.6          | 65.6              |
| Wanita | 32        | 34.4    | 34.4          | 100               |
| Total  | 96        | 100     | 100           |                   |

### Usia

|             | Frequency | Percent | Valid Percent | Cumulativ Percent |
|-------------|-----------|---------|---------------|-------------------|
| <20 tahun   | 3         | 3.1     | 3.1           | 3.1               |
| 21-35 tahun | 82        | 85.4    | 85.4          | 88.5              |
| 36-50 tahun | 4         | 4.2     | 4.2           | 92.7              |
| > 50 tahun  | 7         | 7.3     | 7.3           | 100               |
| Total       | 96        | 100     | 100           |                   |

### Pekerjaan

|                    | Frequency | Percent | Valid Percent | Cumulativ Percent |
|--------------------|-----------|---------|---------------|-------------------|
| Pelajar/ Mahasiswa | 65        | 68      | 68            | 68                |
| Pegawai Negeri     | 2         | 2       | 2             | 70                |
| 36-50 tahun        | 20        | 21      | 21            | 91                |
| > 50 tahun         | 9         | 9       | 9             | 100               |
| Total              | 96        | 100     | 100           |                   |

### Pendapatan/ Uang Saku

|                         | Frequency | Percent | Valid Percent | Cumulativ Percent |
|-------------------------|-----------|---------|---------------|-------------------|
| sampai dengan 1.000.000 | 22        | 23      | 23            | 23                |
| 1.000.000-3.000.000     | 58        | 60      | 60            | 83                |
| 3.000.000-5.000.000     | 2         | 2       | 2             | 85                |
| > 5.000.000             | 14        | 15      | 15            | 100               |
| Total                   | 96        | 100     | 100           |                   |

**LAMPIRAN 4**  
**Data 30 Responden**

| Responden | BRAND LOYALTY |    |          |          |       |
|-----------|---------------|----|----------|----------|-------|
|           | q1            | q2 | q3       | q4       | total |
| 1         | 5             | 5  | 4        | 4        | 18    |
| 2         | 4             | 4  | 4        | 2        | 14    |
| 3         | 4             | 4  | 4        | 2        | 14    |
| 4         | 1             | 1  | 1        | 1        | 4     |
| 5         | 4             | 4  | 4        | 3        | 15    |
| 6         | 5             | 5  | 5        | 4        | 19    |
| 7         | 4             | 3  | 3        | 2        | 12    |
| 8         | 4             | 5  | 4        | 4        | 17    |
| 9         | 4             | 4  | 4        | 2        | 14    |
| 10        | 4             | 4  | 4        | 3        | 15    |
| 11        | 4             | 3  | 4        | 4        | 15    |
| 12        | 5             | 5  | 5        | 4        | 19    |
| 13        | 3             | 4  | 3        | 2        | 12    |
| 14        | 4             | 3  | 2        | 1        | 10    |
| 15        | 5             | 4  | 5        | 4        | 18    |
| 16        | 4             | 4  | 4        | 3        | 15    |
| 17        | 3             | 4  | 3        | 2        | 12    |
| 18        | 5             | 4  | 4        | 3        | 16    |
| 19        | 5             | 4  | 3        | 3        | 15    |
| 20        | 3             | 4  | 3        | 2        | 12    |
| 21        | 3             | 4  | 3        | 3        | 13    |
| 22        | 4             | 4  | 4        | 3        | 15    |
| 23        | 4             | 5  | 4        | 4        | 17    |
| 24        | 5             | 5  | 3        | 4        | 17    |
| 25        | 4             | 4  | 3        | 2        | 13    |
| 26        | 4             | 4  | 3        | 3        | 14    |
| 27        | 2             | 3  | 3        | 2        | 10    |
| 28        | 4             | 4  | 4        | 2        | 14    |
| 29        | 4             | 4  | 4        | 3        | 15    |
| 30        | 5             | 5  | 5        | 5        | 20    |
|           | 3.966667      | 4  | 3.633333 | 2.866667 |       |

| Responden | BRAND IMAGE |    |          |     |          |     |          | total |
|-----------|-------------|----|----------|-----|----------|-----|----------|-------|
|           | q1          | q2 | q3       | q4  | q5       | q6  | q7       |       |
| 1         | 5           | 5  | 3        | 4   | 4        | 4   | 3        | 28    |
| 2         | 4           | 4  | 3        | 3   | 4        | 4   | 3        | 25    |
| 3         | 4           | 4  | 4        | 3   | 4        | 3   | 3        | 25    |
| 4         | 1           | 1  | 1        | 1   | 1        | 1   | 1        | 7     |
| 5         | 4           | 3  | 4        | 4   | 3        | 3   | 4        | 25    |
| 6         | 3           | 5  | 3        | 5   | 4        | 3   | 5        | 28    |
| 7         | 4           | 1  | 2        | 3   | 3        | 3   | 2        | 18    |
| 8         | 5           | 5  | 3        | 5   | 4        | 5   | 4        | 31    |
| 9         | 4           | 4  | 3        | 3   | 3        | 3   | 3        | 23    |
| 10        | 5           | 5  | 5        | 3   | 4        | 3   | 4        | 29    |
| 11        | 3           | 4  | 3        | 3   | 4        | 3   | 4        | 24    |
| 12        | 4           | 4  | 4        | 4   | 4        | 4   | 4        | 28    |
| 13        | 3           | 3  | 3        | 3   | 3        | 3   | 3        | 21    |
| 14        | 4           | 4  | 4        | 2   | 3        | 2   | 3        | 22    |
| 15        | 4           | 4  | 4        | 4   | 4        | 4   | 4        | 28    |
| 16        | 5           | 4  | 3        | 3   | 4        | 4   | 3        | 26    |
| 17        | 4           | 5  | 4        | 3   | 3        | 4   | 5        | 28    |
| 18        | 3           | 5  | 3        | 5   | 4        | 3   | 5        | 28    |
| 19        | 4           | 5  | 5        | 5   | 4        | 4   | 5        | 32    |
| 20        | 4           | 4  | 4        | 3   | 4        | 4   | 3        | 26    |
| 21        | 4           | 4  | 4        | 2   | 3        | 3   | 3        | 23    |
| 22        | 4           | 4  | 4        | 3   | 4        | 3   | 3        | 25    |
| 23        | 4           | 4  | 4        | 4   | 4        | 4   | 4        | 28    |
| 24        | 5           | 5  | 5        | 5   | 5        | 5   | 5        | 35    |
| 25        | 4           | 4  | 4        | 3   | 4        | 5   | 4        | 28    |
| 26        | 4           | 4  | 4        | 3   | 3        | 3   | 3        | 24    |
| 27        | 4           | 4  | 4        | 2   | 4        | 4   | 3        | 25    |
| 28        | 4           | 4  | 4        | 3   | 4        | 3   | 3        | 25    |
| 29        | 4           | 3  | 3        | 3   | 3        | 3   | 3        | 22    |
| 30        | 5           | 5  | 5        | 5   | 5        | 5   | 5        | 35    |
|           | 3.966667    | 4  | 3.633333 | 3.4 | 3.666667 | 3.5 | 3.566667 |       |

| Responden | BRAND awareness |          |          |       |
|-----------|-----------------|----------|----------|-------|
|           | q1              | q2       | q3       | total |
| 1         | 5               | 4        | 3        | 12    |
| 2         | 4               | 3        | 3        | 10    |
| 3         | 4               | 3        | 3        | 10    |
| 4         | 3               | 1        | 1        | 5     |
| 5         | 4               | 4        | 3        | 11    |
| 6         | 5               | 5        | 1        | 11    |
| 7         | 2               | 1        | 3        | 6     |
| 8         | 5               | 4        | 3        | 12    |
| 9         | 4               | 4        | 2        | 10    |
| 10        | 5               | 2        | 2        | 9     |
| 11        | 1               | 2        | 4        | 7     |
| 12        | 4               | 4        | 2        | 10    |
| 13        | 3               | 2        | 3        | 8     |
| 14        | 5               | 1        | 1        | 7     |
| 15        | 4               | 4        | 4        | 12    |
| 16        | 4               | 4        | 2        | 10    |
| 17        | 4               | 3        | 5        | 12    |
| 18        | 5               | 5        | 1        | 11    |
| 19        | 5               | 5        | 2        | 12    |
| 20        | 4               | 2        | 4        | 10    |
| 21        | 4               | 4        | 3        | 11    |
| 22        | 4               | 3        | 2        | 9     |
| 23        | 5               | 5        | 3        | 13    |
| 24        | 5               | 5        | 1        | 11    |
| 25        | 5               | 4        | 3        | 12    |
| 26        | 4               | 3        | 3        | 10    |
| 27        | 5               | 2        | 3        | 10    |
| 28        | 4               | 3        | 4        | 11    |
| 29        | 4               | 3        | 3        | 10    |
| 30        | 5               | 5        | 5        | 15    |
|           | 4.166667        | 3.333333 | 2.733333 |       |



| Responden | PERCEIVED QUALITY |          |          |          |     |          |          |          |          |          |     |          |     |          |     |          |          |          |          |          |          |     | total |    |
|-----------|-------------------|----------|----------|----------|-----|----------|----------|----------|----------|----------|-----|----------|-----|----------|-----|----------|----------|----------|----------|----------|----------|-----|-------|----|
|           | q1                | q2       | q3       | q4       | q5  | q6       | q7       | q8       | q9       | q10      | q11 | q12      | q13 | q14      | q15 | q16      | q17      | q18      | q19      | q20      | q21      | q22 |       |    |
| 1         | 5                 | 5        | 5        | 5        | 4   | 5        | 5        | 5        | 5        | 3        | 4   | 4        | 4   | 4        | 5   | 5        | 5        | 4        | 4        | 4        | 3        | 3   | 3     | 90 |
| 2         | 4                 | 4        | 4        | 4        | 4   | 3        | 3        | 3        | 3        | 3        | 4   | 4        | 4   | 3        | 3   | 4        | 3        | 3        | 3        | 3        | 3        | 3   | 4     | 73 |
| 3         | 4                 | 4        | 4        | 4        | 4   | 4        | 4        | 4        | 4        | 3        | 4   | 4        | 4   | 3        | 4   | 4        | 4        | 3        | 3        | 4        | 3        | 2   | 4     | 78 |
| 4         | 1                 | 1        | 1        | 1        | 1   | 1        | 1        | 1        | 1        | 1        | 1   | 1        | 1   | 1        | 1   | 1        | 1        | 1        | 1        | 1        | 1        | 1   | 21    |    |
| 5         | 4                 | 4        | 4        | 4        | 3   | 4        | 4        | 3        | 4        | 4        | 3   | 3        | 4   | 3        | 5   | 4        | 4        | 3        | 3        | 4        | 3        | 3   | 76    |    |
| 6         | 5                 | 5        | 1        | 1        | 1   | 4        | 5        | 4        | 3        | 3        | 5   | 3        | 5   | 4        | 4   | 4        | 4        | 4        | 4        | 3        | 5        | 4   | 80    |    |
| 7         | 4                 | 3        | 4        | 4        | 4   | 4        | 3        | 5        | 4        | 4        | 2   | 3        | 4   | 2        | 3   | 4        | 4        | 5        | 5        | 4        | 4        | 5   | 79    |    |
| 8         | 5                 | 5        | 4        | 4        | 4   | 5        | 4        | 4        | 5        | 5        | 5   | 5        | 5   | 2        | 5   | 5        | 5        | 3        | 4        | 5        | 4        | 4   | 93    |    |
| 9         | 4                 | 3        | 4        | 4        | 3   | 3        | 4        | 4        | 4        | 2        | 3   | 3        | 4   | 3        | 4   | 3        | 3        | 4        | 2        | 3        | 2        | 3   | 67    |    |
| 10        | 5                 | 5        | 4        | 4        | 4   | 3        | 4        | 2        | 4        | 4        | 3   | 4        | 4   | 3        | 4   | 5        | 5        | 5        | 3        | 3        | 4        | 3   | 80    |    |
| 11        | 4                 | 3        | 4        | 4        | 3   | 3        | 3        | 3        | 3        | 3        | 3   | 3        | 4   | 3        | 3   | 3        | 3        | 3        | 3        | 4        | 3        | 3   | 67    |    |
| 12        | 4                 | 4        | 4        | 4        | 3   | 3        | 3        | 4        | 4        | 4        | 4   | 4        | 4   | 4        | 4   | 4        | 4        | 4        | 4        | 4        | 4        | 3   | 79    |    |
| 13        | 4                 | 3        | 3        | 3        | 3   | 3        | 3        | 2        | 3        | 3        | 3   | 3        | 3   | 3        | 3   | 3        | 3        | 3        | 3        | 3        | 3        | 3   | 64    |    |
| 14        | 4                 | 4        | 5        | 3        | 3   | 3        | 3        | 3        | 3        | 2        | 3   | 3        | 4   | 3        | 4   | 4        | 4        | 2        | 2        | 3        | 2        | 2   | 67    |    |
| 15        | 4                 | 4        | 4        | 4        | 4   | 4        | 4        | 4        | 4        | 4        | 4   | 4        | 4   | 4        | 4   | 4        | 4        | 4        | 4        | 4        | 3        | 4   | 82    |    |
| 16        | 4                 | 4        | 5        | 4        | 4   | 4        | 4        | 4        | 4        | 4        | 4   | 4        | 4   | 4        | 4   | 4        | 4        | 4        | 4        | 4        | 5        | 4   | 88    |    |
| 17        | 4                 | 4        | 5        | 4        | 5   | 4        | 4        | 4        | 4        | 5        | 5   | 4        | 3   | 5        | 4   | 4        | 3        | 4        | 4        | 3        | 5        | 4   | 87    |    |
| 18        | 5                 | 5        | 5        | 1        | 1   | 4        | 5        | 4        | 3        | 3        | 2   | 3        | 3   | 3        | 3   | 4        | 3        | 3        | 3        | 3        | 3        | 3   | 80    |    |
| 19        | 4                 | 4        | 4        | 4        | 3   | 3        | 3        | 3        | 2        | 2        | 2   | 3        | 3   | 3        | 3   | 3        | 3        | 3        | 3        | 3        | 3        | 3   | 64    |    |
| 20        | 4                 | 4        | 4        | 4        | 4   | 4        | 4        | 4        | 3        | 4        | 4   | 4        | 4   | 4        | 4   | 4        | 4        | 4        | 4        | 4        | 4        | 4   | 81    |    |
| 21        | 5                 | 4        | 4        | 4        | 4   | 3        | 3        | 3        | 4        | 3        | 4   | 3        | 4   | 3        | 4   | 4        | 4        | 4        | 2        | 4        | 2        | 3   | 74    |    |
| 22        | 3                 | 3        | 4        | 4        | 3   | 3        | 4        | 3        | 3        | 3        | 3   | 3        | 3   | 2        | 4   | 4        | 4        | 4        | 4        | 4        | 3        | 3   | 69    |    |
| 23        | 3                 | 4        | 4        | 4        | 4   | 3        | 3        | 3        | 3        | 4        | 3   | 4        | 3   | 3        | 1   | 4        | 3        | 3        | 3        | 3        | 3        | 2   | 67    |    |
| 24        | 5                 | 4        | 5        | 5        | 5   | 4        | 5        | 3        | 3        | 2        | 2   | 2        | 5   | 3        | 5   | 2        | 5        | 4        | 4        | 3        | 4        | 2   | 76    |    |
| 25        | 4                 | 4        | 4        | 4        | 4   | 4        | 4        | 3        | 3        | 3        | 4   | 4        | 4   | 3        | 4   | 4        | 3        | 3        | 3        | 3        | 4        | 3   | 76    |    |
| 26        | 3                 | 3        | 4        | 4        | 3   | 3        | 3        | 3        | 3        | 3        | 3   | 3        | 3   | 3        | 4   | 4        | 4        | 4        | 4        | 4        | 4        | 4   | 71    |    |
| 27        | 4                 | 4        | 4        | 4        | 4   | 4        | 5        | 4        | 3        | 2        | 3   | 4        | 4   | 3        | 3   | 4        | 3        | 3        | 4        | 4        | 4        | 2   | 74    |    |
| 28        | 4                 | 3        | 3        | 4        | 3   | 4        | 4        | 4        | 4        | 3        | 3   | 4        | 4   | 3        | 4   | 4        | 4        | 4        | 4        | 3        | 3        | 3   | 73    |    |
| 29        | 3                 | 4        | 3        | 3        | 3   | 4        | 3        | 3        | 3        | 3        | 3   | 4        | 3   | 3        | 4   | 4        | 3        | 4        | 3        | 4        | 3        | 3   | 70    |    |
| 30        | 5                 | 5        | 5        | 5        | 5   | 5        | 5        | 5        | 5        | 5        | 5   | 5        | 5   | 5        | 5   | 5        | 5        | 5        | 5        | 5        | 5        | 5   | 105   |    |
|           | 4.033333          | 3.866667 | 3.933333 | 3.466667 | 3.5 | 3.733333 | 3.566667 | 3.566667 | 3.166667 | 3.433333 | 3.4 | 3.833333 | 3.2 | 3.666667 | 3.8 | 3.866667 | 3.533333 | 3.433333 | 3.566667 | 3.466667 | 3.133333 | 3.4 |       |    |



## LAMPIRAN 5

### Uji data 96 Responden

| Responden | BRAND LOYALTY |    |    |    |       |
|-----------|---------------|----|----|----|-------|
|           | q1            | q2 | q3 | q4 | total |
| 1         | 5             | 5  | 4  | 4  | 18    |
| 2         | 4             | 4  | 4  | 2  | 14    |
| 3         | 4             | 4  | 4  | 2  | 14    |
| 4         | 1             | 1  | 1  | 1  | 4     |
| 5         | 4             | 4  | 4  | 3  | 15    |
| 6         | 5             | 5  | 5  | 4  | 19    |
| 7         | 4             | 3  | 3  | 2  | 12    |
| 8         | 4             | 5  | 4  | 4  | 17    |
| 9         | 4             | 4  | 4  | 2  | 14    |
| 10        | 4             | 4  | 4  | 3  | 15    |
| 11        | 4             | 3  | 4  | 4  | 15    |
| 12        | 5             | 5  | 5  | 4  | 19    |
| 13        | 3             | 4  | 3  | 2  | 12    |
| 14        | 4             | 3  | 2  | 1  | 10    |
| 15        | 5             | 4  | 5  | 4  | 18    |
| 16        | 4             | 4  | 4  | 3  | 15    |
| 17        | 3             | 4  | 3  | 2  | 12    |
| 18        | 5             | 4  | 4  | 3  | 16    |
| 19        | 5             | 4  | 3  | 3  | 15    |
| 20        | 3             | 4  | 3  | 2  | 12    |
| 21        | 3             | 4  | 3  | 3  | 13    |
| 22        | 4             | 4  | 4  | 3  | 15    |
| 23        | 4             | 5  | 4  | 4  | 17    |
| 24        | 5             | 5  | 3  | 4  | 17    |
| 25        | 4             | 4  | 3  | 2  | 13    |
| 26        | 4             | 4  | 3  | 3  | 14    |
| 27        | 2             | 3  | 3  | 2  | 10    |
| 28        | 4             | 4  | 4  | 2  | 14    |
| 29        | 4             | 4  | 4  | 3  | 15    |
| 30        | 5             | 5  | 5  | 5  | 20    |
| 31        | 5             | 5  | 4  | 4  | 18    |
| 32        | 5             | 4  | 5  | 2  | 16    |
| 33        | 4             | 3  | 4  | 4  | 15    |
| 34        | 5             | 5  | 5  | 5  | 20    |
| 35        | 2             | 2  | 3  | 2  | 9     |
| 36        | 5             | 5  | 3  | 3  | 16    |
| 37        | 5             | 5  | 5  | 5  | 20    |
| 38        | 4             | 4  | 4  | 3  | 15    |
| 39        | 5             | 5  | 4  | 4  | 18    |
| 40        | 4             | 5  | 4  | 3  | 16    |
| 41        | 3             | 5  | 4  | 2  | 14    |
| 42        | 4             | 4  | 3  | 3  | 14    |
| 43        | 4             | 4  | 3  | 2  | 13    |
| 44        | 4             | 4  | 3  | 2  | 13    |
| 45        | 4             | 4  | 4  | 4  | 16    |
| 46        | 4             | 4  | 4  | 2  | 14    |
| 47        | 3             | 4  | 4  | 2  | 13    |
| 48        | 5             | 5  | 5  | 3  | 18    |
| 49        | 4             | 4  | 3  | 3  | 14    |
| 50        | 5             | 5  | 4  | 5  | 19    |
| 51        | 4             | 5  | 5  | 2  | 16    |
| 52        | 4             | 4  | 4  | 4  | 16    |
| 53        | 4             | 4  | 4  | 4  | 16    |

|    |          |          |          |        |    |
|----|----------|----------|----------|--------|----|
| 54 | 4        | 5        | 4        | 5      | 18 |
| 55 | 4        | 4        | 4        | 4      | 16 |
| 56 | 4        | 4        | 4        | 4      | 16 |
| 57 | 5        | 5        | 5        | 3      | 18 |
| 58 | 5        | 4        | 4        | 4      | 17 |
| 59 | 2        | 2        | 3        | 3      | 10 |
| 60 | 5        | 5        | 5        | 5      | 20 |
| 61 | 4        | 4        | 4        | 3      | 15 |
| 62 | 3        | 4        | 3        | 2      | 12 |
| 63 | 3        | 2        | 2        | 2      | 9  |
| 64 | 4        | 4        | 4        | 3      | 15 |
| 65 | 3        | 3        | 4        | 3      | 13 |
| 66 | 4        | 4        | 4        | 5      | 17 |
| 67 | 4        | 3        | 5        | 5      | 17 |
| 68 | 4        | 4        | 4        | 4      | 16 |
| 69 | 3        | 4        | 3        | 3      | 13 |
| 70 | 4        | 4        | 4        | 4      | 16 |
| 71 | 3        | 4        | 3        | 3      | 13 |
| 72 | 5        | 5        | 5        | 5      | 20 |
| 73 | 3        | 3        | 4        | 3      | 13 |
| 74 | 4        | 3        | 4        | 3      | 14 |
| 75 | 3        | 3        | 3        | 4      | 13 |
| 76 | 4        | 4        | 4        | 3      | 15 |
| 77 | 3        | 3        | 4        | 3      | 13 |
| 78 | 4        | 4        | 3        | 3      | 14 |
| 79 | 3        | 5        | 5        | 3      | 16 |
| 80 | 4        | 5        | 4        | 4      | 17 |
| 81 | 5        | 3        | 5        | 3      | 16 |
| 82 | 3        | 3        | 3        | 4      | 13 |
| 83 | 3        | 4        | 4        | 5      | 16 |
| 84 | 3        | 3        | 3        | 3      | 12 |
| 85 | 4        | 3        | 3        | 2      | 12 |
| 86 | 3        | 3        | 3        | 3      | 12 |
| 87 | 4        | 3        | 3        | 2      | 12 |
| 88 | 5        | 3        | 4        | 4      | 16 |
| 89 | 4        | 4        | 4        | 4      | 16 |
| 90 | 2        | 3        | 3        | 2      | 10 |
| 91 | 4        | 4        | 5        | 4      | 17 |
| 92 | 3        | 3        | 3        | 3      | 12 |
| 93 | 4        | 3        | 3        | 3      | 13 |
| 94 | 3        | 4        | 3        | 2      | 12 |
| 95 | 3        | 3        | 2        | 2      | 10 |
| 96 | 5        | 5        | 5        | 5      | 20 |
|    | 3.895833 | 3.927083 | 3.760417 | 3.1875 |    |

| Responden | BRAND IMAGE |    |    |    |    |    |    | total |
|-----------|-------------|----|----|----|----|----|----|-------|
|           | q1          | q2 | q3 | q4 | q5 | q6 | q7 |       |
| 1         | 5           | 5  | 3  | 4  | 4  | 4  | 3  | 28    |
| 2         | 4           | 4  | 3  | 3  | 4  | 4  | 3  | 25    |
| 3         | 4           | 4  | 4  | 3  | 4  | 3  | 3  | 25    |
| 4         | 1           | 1  | 1  | 1  | 1  | 1  | 1  | 7     |
| 5         | 4           | 3  | 4  | 4  | 3  | 3  | 4  | 25    |
| 6         | 3           | 5  | 3  | 5  | 4  | 3  | 5  | 28    |
| 7         | 4           | 1  | 2  | 3  | 3  | 3  | 2  | 18    |
| 8         | 5           | 5  | 3  | 5  | 4  | 5  | 4  | 31    |
| 9         | 4           | 4  | 3  | 3  | 3  | 3  | 3  | 23    |
| 10        | 5           | 5  | 5  | 3  | 4  | 3  | 4  | 29    |
| 11        | 3           | 4  | 3  | 3  | 4  | 3  | 4  | 24    |
| 12        | 4           | 4  | 4  | 4  | 4  | 4  | 4  | 28    |
| 13        | 3           | 3  | 3  | 3  | 3  | 3  | 3  | 21    |
| 14        | 4           | 4  | 4  | 2  | 3  | 2  | 3  | 22    |

|    |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|----|
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 16 | 5 | 4 | 3 | 3 | 4 | 4 | 3 | 26 |
| 17 | 4 | 5 | 4 | 3 | 3 | 4 | 5 | 28 |
| 18 | 3 | 5 | 3 | 5 | 4 | 3 | 5 | 28 |
| 19 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 32 |
| 20 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 26 |
| 21 | 4 | 4 | 4 | 2 | 3 | 3 | 3 | 23 |
| 22 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 25 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 25 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 28 |
| 26 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 24 |
| 27 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 25 |
| 28 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 25 |
| 29 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 22 |
| 30 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 31 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 32 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 33 | 5 | 5 | 5 | 3 | 3 | 5 | 3 | 29 |
| 34 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 35 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 18 |
| 36 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 37 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 20 |
| 38 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 39 | 5 | 3 | 5 | 5 | 3 | 5 | 5 | 31 |
| 40 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 31 |
| 41 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 17 |
| 42 | 5 | 5 | 5 | 3 | 5 | 3 | 3 | 29 |
| 43 | 3 | 5 | 3 | 3 | 2 | 3 | 3 | 22 |
| 44 | 2 | 3 | 2 | 1 | 3 | 3 | 3 | 17 |
| 45 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 46 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 47 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 48 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 49 | 3 | 5 | 3 | 3 | 3 | 5 | 5 | 27 |
| 50 | 3 | 5 | 5 | 5 | 5 | 3 | 5 | 31 |
| 51 | 3 | 3 | 3 | 3 | 5 | 3 | 3 | 23 |
| 52 | 5 | 3 | 5 | 3 | 3 | 3 | 3 | 25 |
| 53 | 2 | 3 | 5 | 2 | 2 | 3 | 3 | 20 |
| 54 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 55 | 5 | 3 | 5 | 5 | 5 | 3 | 3 | 29 |
| 56 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 23 |
| 57 | 3 | 3 | 3 | 3 | 3 | 5 | 5 | 25 |
| 58 | 3 | 5 | 3 | 3 | 3 | 5 | 5 | 27 |
| 59 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 60 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 61 | 5 | 5 | 3 | 3 | 5 | 3 | 3 | 27 |
| 62 | 3 | 5 | 3 | 3 | 3 | 5 | 3 | 25 |
| 63 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 23 |
| 64 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 23 |
| 65 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 23 |
| 66 | 3 | 3 | 3 | 2 | 5 | 3 | 5 | 24 |
| 67 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 22 |
| 68 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 30 |
| 69 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 24 |
| 70 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 25 |
| 71 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 26 |
| 72 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 25 |
| 73 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 24 |
| 74 | 4 | 5 | 5 | 3 | 3 | 3 | 5 | 28 |
| 75 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 24 |
| 76 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 23 |

|    |         |          |          |          |          |          |          |    |
|----|---------|----------|----------|----------|----------|----------|----------|----|
| 77 | 4       | 4        | 4        | 3        | 3        | 3        | 3        | 24 |
| 78 | 5       | 3        | 5        | 5        | 3        | 3        | 4        | 28 |
| 79 | 4       | 4        | 4        | 3        | 4        | 4        | 3        | 26 |
| 80 | 4       | 4        | 3        | 4        | 4        | 4        | 4        | 27 |
| 81 | 3       | 4        | 4        | 4        | 3        | 3        | 3        | 24 |
| 82 | 5       | 4        | 3        | 4        | 3        | 4        | 4        | 27 |
| 83 | 3       | 3        | 3        | 3        | 3        | 3        | 5        | 23 |
| 84 | 3       | 4        | 3        | 3        | 4        | 3        | 3        | 23 |
| 85 | 3       | 5        | 3        | 3        | 5        | 4        | 5        | 28 |
| 86 | 3       | 5        | 5        | 5        | 5        | 3        | 5        | 31 |
| 87 | 3       | 5        | 3        | 3        | 3        | 5        | 5        | 27 |
| 88 | 5       | 3        | 4        | 4        | 3        | 3        | 3        | 25 |
| 89 | 5       | 5        | 4        | 5        | 5        | 3        | 4        | 31 |
| 90 | 3       | 3        | 4        | 3        | 3        | 4        | 4        | 24 |
| 91 | 4       | 3        | 3        | 4        | 3        | 3        | 3        | 23 |
| 92 | 3       | 5        | 5        | 5        | 5        | 3        | 5        | 31 |
| 93 | 3       | 3        | 3        | 3        | 5        | 3        | 5        | 25 |
| 94 | 5       | 3        | 5        | 4        | 3        | 3        | 3        | 26 |
| 95 | 3       | 3        | 4        | 5        | 5        | 3        | 4        | 27 |
| 96 | 4       | 5        | 5        | 4        | 5        | 4        | 5        | 32 |
|    | 3.71875 | 3.802083 | 3.645833 | 3.385417 | 3.614583 | 3.510417 | 3.572917 |    |

| Responden | BRAND awareness |    |    |       |
|-----------|-----------------|----|----|-------|
|           | q1              | q2 | q3 | total |
| 1         | 5               | 4  | 3  | 12    |
| 2         | 4               | 3  | 3  | 10    |
| 3         | 4               | 3  | 3  | 10    |
| 4         | 3               | 1  | 1  | 5     |
| 5         | 4               | 4  | 3  | 11    |
| 6         | 5               | 5  | 1  | 11    |
| 7         | 2               | 1  | 3  | 6     |
| 8         | 5               | 4  | 3  | 12    |
| 9         | 4               | 4  | 2  | 10    |
| 10        | 5               | 2  | 2  | 9     |
| 11        | 1               | 2  | 4  | 7     |
| 12        | 4               | 4  | 2  | 10    |
| 13        | 3               | 2  | 3  | 8     |
| 14        | 5               | 1  | 1  | 7     |
| 15        | 4               | 4  | 4  | 12    |
| 16        | 4               | 4  | 2  | 10    |
| 17        | 4               | 3  | 5  | 12    |
| 18        | 5               | 5  | 1  | 11    |
| 19        | 5               | 5  | 2  | 12    |
| 20        | 4               | 2  | 4  | 10    |
| 21        | 4               | 4  | 3  | 11    |
| 22        | 4               | 3  | 2  | 9     |
| 23        | 5               | 5  | 3  | 13    |
| 24        | 5               | 5  | 1  | 11    |
| 25        | 5               | 4  | 3  | 12    |
| 26        | 4               | 3  | 3  | 10    |
| 27        | 5               | 2  | 3  | 10    |
| 28        | 4               | 3  | 4  | 11    |
| 29        | 4               | 3  | 3  | 10    |
| 30        | 5               | 5  | 5  | 15    |
| 31        | 5               | 5  | 5  | 15    |
| 32        | 3               | 3  | 3  | 9     |
| 33        | 5               | 3  | 5  | 13    |
| 34        | 3               | 3  | 3  | 9     |
| 35        | 3               | 2  | 3  | 8     |
| 36        | 3               | 3  | 2  | 8     |
| 37        | 5               | 5  | 4  | 14    |

|    |          |         |          |    |
|----|----------|---------|----------|----|
| 38 | 5        | 5       | 5        | 15 |
| 39 | 5        | 5       | 5        | 15 |
| 40 | 5        | 5       | 3        | 13 |
| 41 | 3        | 3       | 3        | 9  |
| 42 | 3        | 3       | 3        | 9  |
| 43 | 5        | 3       | 2        | 10 |
| 44 | 3        | 3       | 2        | 8  |
| 45 | 3        | 3       | 3        | 9  |
| 46 | 3        | 3       | 3        | 9  |
| 47 | 3        | 2       | 3        | 8  |
| 48 | 5        | 4       | 4        | 13 |
| 49 | 5        | 5       | 3        | 13 |
| 50 | 5        | 5       | 3        | 13 |
| 51 | 5        | 5       | 3        | 13 |
| 52 | 5        | 3       | 3        | 11 |
| 53 | 2        | 1       | 3        | 6  |
| 54 | 3        | 3       | 3        | 9  |
| 55 | 5        | 3       | 5        | 13 |
| 56 | 5        | 3       | 3        | 11 |
| 57 | 3        | 3       | 5        | 11 |
| 58 | 5        | 5       | 3        | 13 |
| 59 | 3        | 3       | 3        | 9  |
| 60 | 3        | 3       | 3        | 9  |
| 61 | 5        | 5       | 5        | 15 |
| 62 | 5        | 3       | 5        | 13 |
| 63 | 3        | 3       | 2        | 8  |
| 64 | 3        | 2       | 2        | 7  |
| 65 | 5        | 3       | 3        | 11 |
| 66 | 5        | 3       | 3        | 11 |
| 67 | 3        | 3       | 2        | 8  |
| 68 | 5        | 5       | 3        | 13 |
| 69 | 4        | 3       | 4        | 11 |
| 70 | 4        | 4       | 4        | 12 |
| 71 | 4        | 3       | 1        | 8  |
| 72 | 4        | 4       | 2        | 10 |
| 73 | 5        | 3       | 3        | 11 |
| 74 | 4        | 3       | 3        | 10 |
| 75 | 3        | 2       | 2        | 7  |
| 76 | 3        | 4       | 2        | 9  |
| 77 | 4        | 3       | 2        | 9  |
| 78 | 2        | 3       | 2        | 7  |
| 79 | 5        | 3       | 2        | 10 |
| 80 | 4        | 5       | 3        | 12 |
| 81 | 5        | 5       | 4        | 14 |
| 82 | 5        | 5       | 3        | 13 |
| 83 | 3        | 3       | 3        | 9  |
| 84 | 4        | 3       | 3        | 10 |
| 85 | 5        | 4       | 4        | 13 |
| 86 | 5        | 5       | 4        | 14 |
| 87 | 3        | 4       | 3        | 10 |
| 88 | 3        | 4       | 3        | 10 |
| 89 | 4        | 4       | 4        | 12 |
| 90 | 4        | 5       | 3        | 12 |
| 91 | 5        | 5       | 4        | 14 |
| 92 | 4        | 4       | 4        | 12 |
| 93 | 5        | 4       | 3        | 12 |
| 94 | 4        | 4       | 3        | 11 |
| 95 | 4        | 3       | 4        | 11 |
| 96 | 5        | 5       | 5        | 15 |
|    | 4.083333 | 3.53125 | 3.072917 |    |



