

LAMPIRAN



LAMPIRAN 1
KUESIONER UJI COBA INDIKATOR PENGARUH EKUITAS MEREK
TERHADAP MINAT BELI MEREK APPLE
PADA FAKULTAS EKONOMI UII

NAMA (BOLEH INISIAL) :

NAMA VARIABEL	PENILAIAN				
	SS	S	RR	KS	STS
A. BRAND AWARENESS					
1. Saya mengetahui merek Apple					
2. Saya dapat mengenali atau membandingkan brand Apple dengan para kompetitor					
3. Saya mengetahui bagaimana pandangan orang terhadap produk Apple					
B. BRAND ASSOCIATION					
4. Beberapa Karakteristik dari produk brand Apple Muncul dalam benak saya dengan cepat?					
5. Saya dapat dengan mudah mengingat logo brand Apple?					
6. Saya tidak mengalami kesulitan membayangkan brand Apple dalam pikiran saya?					
C. PERCEIVED QUALITY					
7. Merek Apple memiliki kualitas yang baik					
8. Kemungkinan merek Apple memiliki kualitas yang baik					
9. Kemungkinan merek Apple memiliki kehandalan yang tinggi					
10. Merek Apple pasti memiliki produk yang bagus dan baik					
D. BRAND LOYALTY					
11. Apple adalah salah satu merek yang disukai dan saya ingin membeli					
12. Saya tidak akan membeli produk merek lain kecuali produk Apple					
13. Brand Apple adalah pilihan pertama jika membeli produk sejenis (misal ; handphone)					
14. Saya memikirkan akan loyal/setia terhadap produk Apple					
E. PURCHASE INTENTION					
15. Saya akan membeli produk apple dalam waktu dekat					
16. Saya akan mempertimbangkan membeli produk Apple di masa yang akan datang					
17. Saya memiliki niat untuk membeli produk Apple di masa depan					

KET:

SS : SANGAT SETUJU

S : SETUJU

RR : RAGU-RAGU

KS : KURANG SETUJU

STS : SANGAT TIDAK SETUJU

LAMPIRAN 2

HASIL PENILAIAN UJI INDIKATOR 34 RESPONDEN

BAWA 1	BAWA 2	BAWA 3	MEA N	BASO 1	BASO 2	BASO 3	MEA N	PQ 1	PQ 2	PQ 3	PQ 4	MEA N
5	4	4	4,33	4	5	5	4,67	4	4	4	3	3,75
5	5	5	5,00	4	4	5	4,33	5	5	4	4	4,50
5	5	5	5,00	5	5	5	5,00	5	5	5	5	5,00
5	5	5	5,00	5	5	5	5,00	5	5	5	5	5,00
5	5	5	5,00	5	5	5	5,00	5	5	5	5	5,00
5	4	5	4,67	4	4	2	3,33	5	5	5	4	4,75
4	4	4	4,00	5	5	5	5,00	4	5	4	3	4,00
4	4	4	4,00	3	4	4	3,67	3	3	3	3	3,00
4	4	3	3,67	4	4	4	4,00	4	4	2	2	3,00
4	4	4	4,00	4	5	5	4,67	5	5	5	5	5,00
5	5	4	4,67	4	5	5	4,67	5	5	5	5	5,00
5	5	5	5,00	4	5	5	4,67	4	4	4	4	4,00
5	5	5	5,00	5	5	5	5,00	5	5	5	5	5,00
5	4	5	4,67	4	4	4	4,00	4	4	5	5	4,50
5	5	4	4,67	4	5	4	4,33	5	4	4	4	4,25
4	4	4	4,00	4	4	4	4,00	4	4	4	4	4,00
5	5	5	5,00	4	5	5	4,67	5	5	5	5	5,00
5	5	5	5,00	4	5	4	4,33	5	5	4	4	4,50
5	5	5	5,00	5	5	5	5,00	5	5	5	5	5,00
5	4	4	4,33	4	5	5	4,67	5	5	5	5	5,00
5	4	5	4,67	4	5	4	4,33	5	4	5	4	4,50
5	5	5	5,00	5	5	5	5,00	5	4	4	4	4,25
5	5	5	5,00	5	5	5	5,00	4	4	4	5	4,25
5	5	5	5,00	5	5	5	5,00	5	5	5	5	5,00
5	5	5	5,00	5	5	5	5,00	5	5	5	5	5,00
5	5	4	4,67	4	5	5	4,67	5	5	5	5	5,00
5	5	5	5,00	4	5	5	4,67	4	4	4	4	4,00
5	5	5	5,00	5	5	5	5,00	5	5	5	5	5,00
5	5	5	5,00	4	5	5	4,67	5	5	5	5	5,00
5	5	5	5,00	4	5	4	4,33	5	5	4	4	4,50
5	4	4	4,33	4	5	5	4,67	4	4	4	3	3,75
5	5	5	5,00	4	4	5	4,33	5	5	4	4	4,50
5	5	5	5,00	5	5	5	5,00	5	5	5	5	5,00
4	4	4	4,00	3	4	4	3,67	3	3	3	3	3,00

BLO1	BLO2	BLO3	BLO4	MEAN	PI1	PI2	PI3	MEAN
5	2	5	2	3,50	4	3	4	3,67
5	2	4	2	3,25	2	2	4	2,67
5	5	5	5	5,00	5	5	5	5,00
5	4	5	5	4,75	5	4	4	4,33
5	4	5	5	4,75	5	4	4	4,33
4	3	3	4	3,50	3	2	5	3,33
4	2	2	3	2,75	3	3	5	3,67
4	3	3	3	3,25	3	3	4	3,33
3	2	2	3	2,50	3	3	4	3,33
5	4	4	4	4,25	4	4	5	4,33
5	4	4	4	4,25	4	4	5	4,33
5	2	3	4	3,50	4	4	4	4,00
5	3	5	4	4,25	3	5	5	4,33
5	3	4	2	3,50	4	4	4	4,00
4	3	2	3	3,00	3	3	4	3,33
4	3	4	4	3,75	4	4	4	4,00
5	4	5	4	4,50	5	5	5	5,00
5	4	5	4	4,50	4	4	4	4,00
5	4	5	4	4,50	4	5	5	4,67
5	2	4	4	3,75	4	4	5	4,33
5	4	5	4	4,50	4	5	5	4,67
5	2	4	2	3,25	2	2	3	2,33
5	3	4	3	3,75	4	4	5	4,33
5	3	4	4	4,00	4	5	5	4,67
5	3	4	4	4,00	4	5	5	4,67
5	4	4	4	4,25	4	4	5	4,33
5	2	3	4	3,50	4	4	4	4,00
5	3	5	4	4,25	3	5	5	4,33
5	4	5	4	4,50	5	5	5	5,00
5	4	5	4	4,50	4	4	4	4,00
5	2	5	2	3,50	4	3	4	3,67
5	2	4	2	3,25	2	2	4	2,67
5	5	5	5	5,00	5	5	5	5,00
4	3	3	3	3,25	3	3	4	3,33

LAMPIRAN 3

UJI COBA VALIDITAS DAN REALIBILITAS INSTRUMEN VARIABEL BRAND AWARENESS

Correlations

		BAWA1	BAWA2	BAWA3	skorBAWA
skorBAWA	Pearson Correlation	,854**	,860**	,893**	1
	Sig. (1-tailed)	,000	,000	,000	
	Sum of Squares and Cross-products	4,509	5,688	6,714	5,637
	Covariance	,137	,172	,203	,171
	N	34	34	34	34

** . Correlation is significant at the 0.01 level (1-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,828	,840	3

UJI COBA VALIDITAS DAN REALIBILITAS INSTRUMEN VARIABEL BRAND ASSOCIATION

Correlations

		BASO1	BASO2	BASO3	skorBASO
skorBASO	Pearson Correlation	,804**	,810**	,846**	1
	Sig. (1-tailed)	,000	,000	,000	
	Sum of Squares and Cross-products	6,969	5,223	8,179	6,797
	Covariance	,211	,158	,248	,206
	N	34	34	34	34

** . Correlation is significant at the 0.01 level (1-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,740	,760	3

UJI COBA VALIDITAS DAN REALIBILITAS INSTRUMEN**VARIABEL PERCEIVED QUALITY****Correlations**

		PEQ1	PEQ2	PEQ3	PEQ4	skorPEQ
skorPEQ	Pearson Correlation	,874**	,857**	,925**	,903**	1
	Sig. (1-tailed)	,000	,000	,000	,000	
	Sum of Squares and Cross-products	10,868	10,809	14,162	15,544	12,846
	Covariance	,329	,328	,429	,471	,389
	N	34	34	34	34	34

** . Correlation is significant at the 0.01 level (1-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,907	,914	4

UJI COBA VALIDITAS DAN REALIBILITAS INSTRUMEN

VARIABEL BRAND LOYALTY

		Correlations				
		BLO1	BLO2	BLO3	BLO4	skorBLO
skorBLO	Pearson Correlation	,629**	,859**	,814**	,760**	1
	Sig. (1-tailed)	,000	,000	,000	,000	
	Sum of Squares and Cross-products	6,676	17,015	16,809	15,059	13,890
	Covariance	,202	,516	,509	,456	,421
	N	34	34	34	34	34

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,761	,772	4

UJI COBA VALIDITAS DAN REALIBILITAS INSTRUMEN

VARIABEL PURCHASE INTENTION

		Correlations			
		PI1	PI2	PI3	skorPI
skorPI	Pearson Correlation	,853**	,942**	,719**	1
	Sig. (1-tailed)	,000	,000	,000	
	Sum of Squares and Cross-products	16,571	21,154	9,199	15,645
	Covariance	,502	,641	,279	,474
	N	34	34	34	34

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,787	,795	3



LAMPIRAN 4
KUESIONER PENGARUH EKUITAS MEREK
TERHADAP MINAT BELI MEREK APPLE
PADA FAKULTAS EKONOMI UII

NAMA (BOLEH INISIAL) :

NAMA VARIABEL	PENILAIAN				
	SS	S	RR	KS	STS
F. BRAND AWARENESS					
18. Saya mengetahui merek Apple					
19. Saya dapat mengenali atau membandingkan brand Apple dengan para kompetitor					
20. Saya mengetahui bagaimana pandangan orang terhadap produk Apple					
G. BRAND ASSOCIATION					
21. Beberapa Karakteristik dari produk brand Apple Muncul dalam benak saya dengan cepat?					
22. Saya dapat dengan mudah mengingat logo brand Apple?					
23. Saya tidak mengalami kesulitan membayangkan brand Apple dalam pikiran saya?					
H. PERCEIVED QUALITY					
24. Merek Apple memiliki kualitas yang baik					
25. Kemungkinan merek Apple memiliki kualitas yang baik					
26. Kemungkinan merek Apple memiliki kehandalan yang tinggi					
27. Merek Apple pasti memiliki produk yang bagus dan baik					
I. BRAND LOYALTY					
28. Apple adalah salah satu merek yang disukai dan saya ingin membeli					
29. Saya tidak akan membeli produk merek lain kecuali produk Apple					
30. Brand Apple adalah pilihan pertama jika membeli produk sejenis (misal ; handphone)					
31. Saya memikirkan akan loyal/setia terhadap produk Apple					
J. PURCHASE INTENTION					
32. Saya akan membeli produk apple dalam waktu dekat					
33. Saya akan mempertimbangkan membeli produk Apple di masa yang akan datang					
34. Saya memiliki niat untuk membeli produk Apple di masa depan					

KET:

SS : SANGAT SETUJU

S : SETUJU

RR : RAGU-RAGU

KS : KURANG SETUJU

STS : SANGAT TIDAK SETUJU

LAMPIRAN 5
HASIL PENILAIAN UJI 98 RESPONDEN

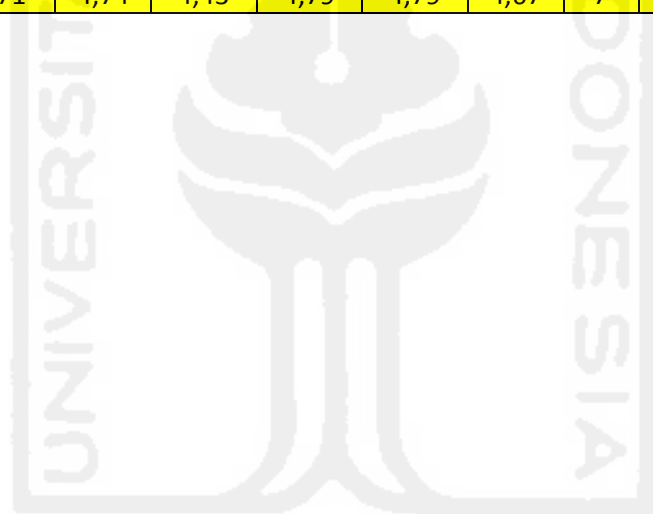
BAWA 1	BAWA 2	BAWA 3	MEAN	BASO 1	BASO 2	BASO 3	MEAN	PQ 1	PQ 2	PQ 3	PQ 4	MEAN
5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	5	4	4,33	5	5	4	4	4,5
5	5	5	5	5	5	5	5	5	5	5	5	5
4	5	5	4,67	5	5	5	5	5	5	5	5	5
4	5	5	4,67	5	5	5	5	5	5	5	5	5
4	5	5	4,67	4	4	5	4,33	5	5	5	4	4,75
4	5	5	4,67	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	4	4	4,5
5	5	5	5	5	5	5	5	4	4	4	3	3,75
5	5	5	5	5	5	5	5	5	5	4	4	4,5
4	5	5	4,67	4	4	5	4,33	5	5	5	5	5
4	5	5	4,67	5	4	5	4,67	4	4	4	4	4
4	5	5	4,67	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	4	4	5	5	4,5
5	5	5	5	5	5	5	5	5	4	4	4	4,25
5	5	4	4,67	5	4	4	4,33	4	4	4	4	4
4	4	4	4	4	4	5	4,33	4	4	2	2	3
5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	4	4,67	4	5	4	4,33	5	4	5	4	4,5
5	5	5	5	5	5	5	5	5	4	4	4	4,25
5	5	5	5	5	5	5	5	4	4	4	5	4,25
5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	4	4,67	4	5	5	4,67	5	5	5	5	5
5	5	5	5	4	5	5	4,67	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5
5	4	5	4,67	4	4	2	3,33	5	5	5	4	4,75
4	4	4	4	4	5	5	4,67	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	3	4	4	3,67	3	3	3	3	3
5	4	4	4,33	4	5	5	4,67	4	4	4	3	3,75
5	5	5	5	4	4	5	4,33	5	5	4	4	4,5
5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5
5	4	5	4,67	4	4	2	3,33	5	5	5	4	4,75
4	4	4	4	5	5	5	5	4	5	4	3	4

BLO1	BLO2	BLO3	BLO4	MEAN	PI1	PI2	PI3	MEAN
5	4	5	4	4,5	5	5	5	5
5	4	5	4	4,5	4	4	4	4
5	4	5	4	4,5	4	5	5	4,67
5	4	5	5	4,75	5	4	4	4,33
5	4	5	5	4,75	5	4	4	4,33
4	3	3	4	3,5	5	4	5	4,67
5	4	5	4	4,5	5	5	5	5
5	4	5	4	4,5	4	4	4	4
5	2	5	2	3,5	4	3	4	3,67
5	2	4	2	3,25	4	4	4	4
5	4	4	4	4,25	4	4	5	4,33
5	2	3	4	3,5	4	4	4	4
5	3	5	4	4,25	4	5	5	4,67
5	3	4	2	3,5	4	4	4	4
4	3	2	3	3	3	3	4	3,33
4	3	4	4	3,75	4	4	4	4
3	2	2	3	2,5	3	5	4	4
5	4	4	4	4,25	4	4	5	4,33
5	4	4	4	4,25	4	4	5	4,33
5	2	4	4	3,75	4	4	5	4,33
5	4	5	4	4,5	4	5	5	4,67
5	2	4	2	3,25	2	4	3	3
5	3	4	3	3,75	4	4	5	4,33
5	3	4	4	4	4	5	5	4,67
5	3	4	4	4	4	5	5	4,67
5	5	5	5	5	5	4	5	4,67
5	5	5	5	5	5	4	4	4,33
4	5	4	5	4,5	4	5	5	4,67
5	5	5	5	5	4	4	4	4
5	5	5	4	4,75	4	4	4	4
5	5	5	5	5	5	2	5	4
5	5	5	5	5	5	4	5	4,67
4	5	5	5	4,75	5	5	5	5
4	5	5	4	4,5	4	3	4	3,67
5	5	5	5	5	5	3	4	4
5	5	5	5	5	5	5	4	4,67
5	5	5	5	5	5	5	5	5
4	4	2	5	3,75	5	4	4	4,33
4	5	5	5	4,75	5	4	4	4,33
5	5	5	5	5	5	2	5	4
3	4	4	3	3,5	3	3	5	3,67

BAWA 1	BAWA 2	BAWA 3	MEA N	BASO 1	BAS O2	BASO 3	MEA N	PQ 1	PQ 2	PQ 3	PQ 4	MEA N
4	4	4	4	3	4	4	3,67	3	3	3	3	3
4	4	3	3,67	4	4	4	4	4	4	2	2	3
4	4	4	4	4	5	5	4,67	5	5	5	5	5
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5	5	5	5	5	5	5	5	5	5	5	5	5
5	4	5	4,67	4	4	4	4	4	4	5	5	4,5
5	5	4	4,67	4	5	4	4,33	5	4	4	4	4,25
4	4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	4	5	5	4,67	5	5	5	5	5
5	5	5	5	4	5	5	4,67	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5
5	4	4	4,33	4	5	4	4,33	5	4	5	4	4,5
5	4	5	4,67	4	5	5	4,67	5	5	5	4	4,75
5	5	5	5	5	5	5	5	5	5	4	4	4,5
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5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	4	4,67	5	5	5	5	5
5	5	4	4,67	4	5	4	4,33	5	5	4	4	4,5
5	5	5	5	4	5	5	4,67	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	4	5	5	4,67	5	5	5	5	5
5	5	5	5	4	5	4	4,33	4	2	5	5	4
5	4	4	4,33	4	5	4	4,33	5	5	5	5	5
5	5	5	5	4	4	5	4,33	5	5	5	5	5
5	5	5	5	5	5	3	4,33	4	4	3	3	3,5
4	4	4	4	3	4	4	3,67	5	5	4	4	4,5
5	4	4	4,33	4	5	5	4,67	4	4	4	3	3,75
5	5	4	4,67	4	5	5	4,67	5	5	5	5	5
5	5	5	5	4	5	5	4,67	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	4	5	5	4,67	5	5	5	5	5
4	4	4	4	5	5	5	5	4	5	4	3	4
4	4	4	4	3	4	4	3,67	3	3	3	3	3
4	4	3	3,67	4	4	4	4	4	4	2	2	3
5	5	4	4,67	4	5	4	4,33	5	4	4	4	4,25
4	4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	4	5	5	4,67	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5
5	4	5	4,67	4	4	4	4	4	4	5	5	4,5
5	5	5	5	4	5	4	4,33	5	5	4	4	4,5
5	5	5	5	5	5	5	5	5	5	5	5	5
5	4	4	4,33	4	5	5	4,67	5	5	5	5	5

BLO1	BLO2	BLO3	BLO4	MEAN	PI1	PI2	PI3	MEAN
4	5	5	4	4,5	4	3	4	3,67
3	4	4	4	3,75	5	3	4	4
5	5	5	5	5	5	4	5	4,67
5	4	5	5	4,75	5	4	5	4,67
5	4	4	4	4,25	4	4	4	4
5	4	4	4	4,25	4	5	5	4,67
5	4	2	2	3,25	3	4	4	3,67
4	5	5	5	4,75	5	3	4	4
4	5	5	5	4,75	5	4	4	4,33
5	5	5	5	5	5	5	5	5
5	4	5	4	4,5	5	4	4	4,33
5	4	4	4	4,25	5	5	5	5
5	4	4	5	4,5	5	4	5	4,67
5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	3	4,33
5	5	5	5	5	5	4	5	4,67
5	4	4	4	4,25	5	5	5	5
5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	4	5	4,67
5	5	5	5	5	5	4	4	4,33
5	5	5	4	4,75	4	5	5	4,67
5	4	5	4	4,5	5	5	5	5
5	4	5	4	4,5	4	4	4	4
5	2	5	2	3,5	4	3	4	3,67
5	2	4	2	3,25	3	4	4	3,67
5	5	5	5	5	5	5	5	5
4	3	3	3	3,25	3	3	4	3,33
5	2	5	2	3,5	4	3	4	3,67
5	4	4	4	4,25	4	4	5	4,33
5	2	3	4	3,5	4	4	4	4
5	3	5	4	4,25	3	5	5	4,33
5	4	5	4	4,5	5	5	5	5
4	2	2	3	2,75	3	3	5	3,67
4	3	3	3	3,25	3	3	4	3,33
3	2	2	3	2,5	3	3	4	3,33
4	3	2	3	3	3	3	4	3,33
4	3	4	4	3,75	4	4	4	4
5	4	5	4	4,5	5	5	5	5
5	3	5	4	4,25	3	5	5	4,33
5	3	4	2	3,5	4	4	4	4
5	4	5	4	4,5	4	4	4	4
5	4	5	4	4,5	3	5	5	4,33
5	2	4	4	3,75	4	4	5	4,33

BAWA 1	BAWA 2	BAWA 3	MEA N	BASO 1	BASO 2	BASO 3	MEA N	PQ 1	PQ 2	PQ 3	PQ 4	MEA N
5	4	5	4,67	4	5	4	4,33	5	4	5	4	4,5
5	5	5	5	5	5	5	5	5	4	4	4	4,25
5	5	5	5	5	5	5	5	4	4	4	5	4,25
5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	4	5	4	4,33	5	5	4	4	4,5
5	4	4	4,3	4	5	5	4,67	4	4	4	3	3,75
5	5	5	5	4	4	5	4,33	5	5	4	4	4,5
5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	3	4	4	3,67	3	3	3	3	3
5	4	4	4,33	4	5	5	4,67	4	4	4	3	3,75
5	5	5	5	4	4	5	4,33	5	5	4	4	4,5
5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	5	5	5	5	4	5	4	3	4
4,86	4,64	4,71	4,74	4,43	4,79	4,79	4,67	4,57	4,50	4,29	4,07	4,36



UNIVERSITAS INDONESIA

BLO1	BLO2	BLO3	BLO4	MEAN	PI1	PI2	PI3	MEAN
5	4	5	4	4,5	4	5	5	4,67
5	2	4	2	3,25	3	5	3	3,67
5	3	4	3	3,75	4	4	5	4,33
5	3	4	4	4	4	5	5	4,67
5	3	4	4	4	3	5	5	4,33
5	4	5	4	4,5	4	4	4	4
5	2	5	2	3,5	4	3	4	3,67
5	2	4	2	3,25	3	4	4	3,67
5	5	5	5	5	5	5	5	5
4	3	3	3	3,25	3	3	4	3,33
5	2	5	2	3,5	4	4	4	4
5	2	4	2	3,25	2	2	4	2,67
5	5	5	5	5	3	3	5	3,67
4	4	4	3	3,75	4	4	5	4,33
4,86	3,14	4,36	3,21	3,89	3,57	4,00	4,43	4,00



UNIVERSITAS ISLAM INDONESIA

LAMPIRAN 6

UJI VALIDITAS DAN REALIBILITAS VARIABEL BRAND AWARENESS

Correlations

		BAWA1	BAWA2	BAWA3	skorBAWA
skorBAWA	Pearson Correlation	,765**	,860**	,875**	1
	Sig. (1-tailed)	,000	,000	,000	
	Sum of Squares and Cross-products	12,350	14,949	17,126	14,808
	Covariance	,127	,154	,177	,153
	N	98	98	98	98

**. Correlation is significant at the 0.01 level (1-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,781	,781	3

UJI VALIDITAS DAN REALIBILITAS VARIABEL BRAND ASSOCIATION

Correlations

		BASO1	BASO2	BASO3	skorBASO
skorBASO	Pearson Correlation	,823**	,765**	,804**	1
	Sig. (1-tailed)	,000	,000	,000	
	Sum of Squares and Cross-products	20,381	13,435	20,361	18,059
	Covariance	,210	,139	,210	,186
	N	98	98	98	98

**. Correlation is significant at the 0.01 level (1-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,701	,718	3

UJI VALIDITAS DAN REALIBILITAS VARIABEL PERCEIVED QUALITY

Correlations

		PEQ1	PEQ2	PEQ3	PEQ4	skorPEQ
skorPEQ	Pearson Correlation	,865**	,794**	,913**	,897**	1
	Sig. (1-tailed)	,000	,000	,000	,000	
	Sum of Squares and Cross-products	27,755	28,612	38,796	42,745	34,477
	Covariance	,286	,295	,400	,441	,355
	N	98	98	98	98	98

**. Correlation is significant at the 0.01 level (1-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,884	,892	4

UJI VALIDITAS DAN REALIBILITAS VARIABEL BRAND LOYALTY

Correlations

		BLO1	BLO2	BLO3	BLO4	skorBLO
skorBLO	Pearson Correlation	,422**	,877**	,786**	,839**	1
	Sig. (1-tailed)	,000	,000	,000	,000	
	Sum of Squares and Cross-products	14,643	62,143	45,679	55,036	44,375
	Covariance	,151	,641	,471	,567	,457
	N	98	98	98	98	98

**. Correlation is significant at the 0.01 level (1-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,745	,726	4

UJIVALIDITAS DAN REALIBILITAS VARIABEL PURCHASE INTENTION

Correlations

		PI1	PI2	PI3	skorPI
skorPI	Pearson Correlation	,700**	,732**	,677**	1
	Sig. (1-tailed)	,000	,000	,000	
	Sum of Squares and Cross-products	28,810	30,143	19,143	26,222
	Covariance	,297	,311	,197	,270
	N	98	98	98	98

**. Correlation is significant at the 0.01 level (1-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,607	,632	3



LAMPIRAN 7

ANALISIS REGRESI PERTAMA

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,729 ^a	,532	,512	,36331	1,876

a. Predictors: (Constant), skorBLO, skorBASO, skorBAWA, skorPEQ

b. Dependent Variable: skorPI

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13,946	4	3,487	26,414	,000 ^a
	Residual	12,276	93	,132		
	Total	26,222	97			

a. Predictors: (Constant), skorBLO, skorBASO, skorBAWA, skorPEQ

b. Dependent Variable: skorPI

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	,826	,504		1,639	,105					
	skorBAWA	-,129	,126	-,097	-1,020	,311	,337	-,105	-,072	,559	1,788
	skorBASO	,289	,107	,240	2,701	,008	,376	,270	,192	,637	1,569
	skorPEQ	,221	,088	,254	2,526	,013	,554	,253	,179	,500	2,000
	skorBLO	,403	,062	,524	6,490	,000	,638	,558	,460	,773	1,294

a. Dependent Variable: skorPI

LAMPIRAN 8
ANALISIS REGRESI KEDUA

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,726 ^a	,527	,512	,36339	1,858

a. Predictors: (Constant), skorBLO, skorBASO, skorPEQ

b. Dependent Variable: skorPI

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13,809	3	4,603	34,858	,000 ^a
	Residual	12,413	94	,132		
	Total	26,222	97			

a. Predictors: (Constant), skorBLO, skorBASO, skorPEQ

b. Dependent Variable: skorPI

Coefficients^a

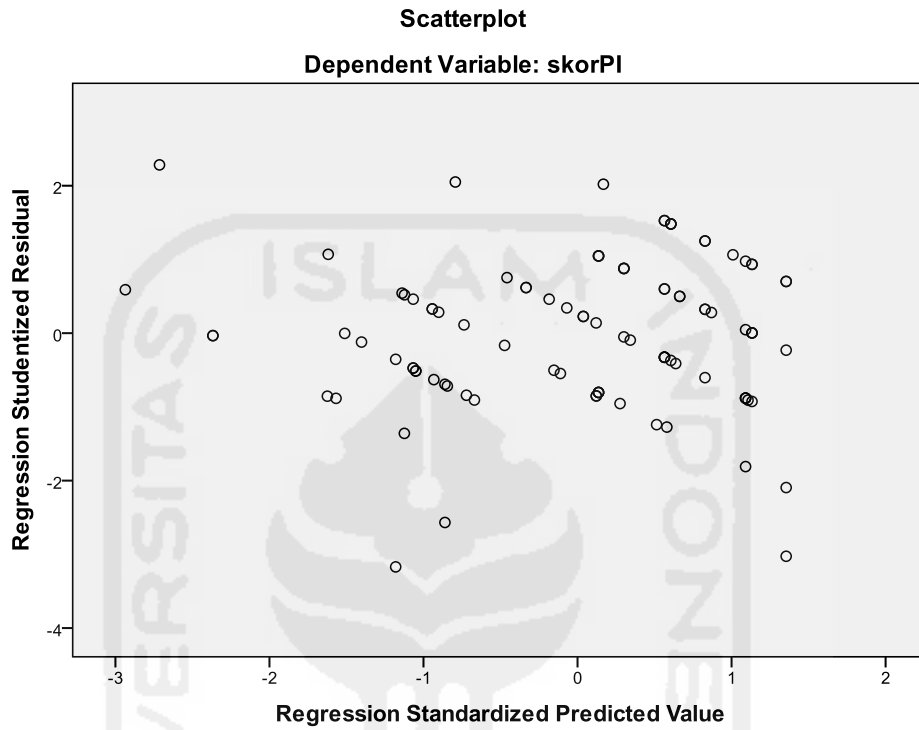
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	,572	,438		1,306	,195					
	skorBASO	,251	,100	,208	2,502	,014	,376	,250	,178	,726	1,376
	skorPEQ	,187	,081	,214	2,312	,023	,554	,232	,164	,586	1,707
	skorBLO	,398	,062	,517	6,428	,000	,638	,553	,456	,778	1,285

a. Dependent Variable: skorPI

LAMPIRAN 9

UJI ASUMSI KLASIK

Uji Heteroskedastisitas



Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		98
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,35772805
Most Extreme Differences	Absolute	,088
	Positive	,041
	Negative	-,088
Kolmogorov-Smirnov Z		,868
Asymp. Sig. (2-tailed)		,438

a. Test distribution is Normal.

b. Calculated from data.

Uji Linearitas

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,034 ^a	,001	-,031	,36317755

a. Predictors: (Constant), bloblo, basobaso, peqpeq

b. Dependent Variable: Unstandardized Residual

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,015	3	,005	,037	,990 ^b
	Residual	12,398	94	,132		
	Total	12,413	97			

a. Dependent Variable: Unstandardized Residual

b. Predictors: (Constant), bloblo, basobaso, peqpeq

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,025	,236		,105	,917
	basobaso	-,003	,011	-,029	-,240	,811
	peqpeq	,003	,010	,041	,310	,758
	bloblo	-,002	,008	-,023	-,200	,842

a. Dependent Variable: Unstandardized Residual

LAMPIRAN 10

TABEL r Product Moment

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254
35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126
37	0.2673	0.3160	0.3712	0.4076	0.5066
38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950
40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843
42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742
44	0.2455	0.2907	0.3420	0.3761	0.4694
45	0.2429	0.2876	0.3384	0.3721	0.4647
46	0.2403	0.2845	0.3348	0.3683	0.4601
47	0.2377	0.2816	0.3314	0.3646	0.4557
48	0.2353	0.2787	0.3281	0.3610	0.4514
49	0.2329	0.2759	0.3249	0.3575	0.4473
50	0.2306	0.2732	0.3218	0.3542	0.4432

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
51	0.2284	0.2706	0.3188	0.3509	0.4393
52	0.2262	0.2681	0.3158	0.3477	0.4354
53	0.2241	0.2656	0.3129	0.3445	0.4317
54	0.2221	0.2632	0.3102	0.3415	0.4280
55	0.2201	0.2609	0.3074	0.3385	0.4244
56	0.2181	0.2586	0.3048	0.3357	0.4210
57	0.2162	0.2564	0.3022	0.3328	0.4176
58	0.2144	0.2542	0.2997	0.3301	0.4143
59	0.2126	0.2521	0.2972	0.3274	0.4110
60	0.2108	0.2500	0.2948	0.3248	0.4079
61	0.2091	0.2480	0.2923	0.3223	0.4048
62	0.2075	0.2461	0.2902	0.3198	0.4018
63	0.2058	0.2441	0.2880	0.3173	0.3988
64	0.2042	0.2423	0.2858	0.3150	0.3959
65	0.2027	0.2404	0.2837	0.3126	0.3931
66	0.2012	0.2387	0.2816	0.3104	0.3903
67	0.1997	0.2369	0.2796	0.3081	0.3876
68	0.1982	0.2352	0.2776	0.3060	0.3850
69	0.1968	0.2335	0.2756	0.3038	0.3823
70	0.1954	0.2319	0.2737	0.3017	0.3798
71	0.1940	0.2303	0.2718	0.2997	0.3773
72	0.1927	0.2287	0.2700	0.2977	0.3748
73	0.1914	0.2272	0.2682	0.2957	0.3724
74	0.1901	0.2257	0.2664	0.2938	0.3701
75	0.1888	0.2242	0.2647	0.2919	0.3678
76	0.1876	0.2227	0.2630	0.2900	0.3655
77	0.1864	0.2213	0.2613	0.2882	0.3633
78	0.1852	0.2199	0.2597	0.2864	0.3611
79	0.1841	0.2185	0.2581	0.2847	0.3589
80	0.1829	0.2172	0.2565	0.2830	0.3568
81	0.1818	0.2159	0.2550	0.2813	0.3547
82	0.1807	0.2146	0.2535	0.2796	0.3527
83	0.1796	0.2133	0.2520	0.2780	0.3507
84	0.1786	0.2120	0.2505	0.2764	0.3487
85	0.1775	0.2108	0.2491	0.2748	0.3468
86	0.1765	0.2096	0.2477	0.2732	0.3449
87	0.1755	0.2084	0.2463	0.2717	0.3430
88	0.1745	0.2072	0.2449	0.2702	0.3412
89	0.1735	0.2061	0.2435	0.2687	0.3393
90	0.1726	0.2050	0.2422	0.2673	0.3375
91	0.1716	0.2039	0.2409	0.2659	0.3358
92	0.1707	0.2028	0.2396	0.2645	0.3341
93	0.1698	0.2017	0.2384	0.2631	0.3323
94	0.1689	0.2006	0.2371	0.2617	0.3307
95	0.1680	0.1996	0.2359	0.2604	0.3290
96	0.1671	0.1986	0.2347	0.2591	0.3274
97	0.1663	0.1975	0.2335	0.2578	0.3258
98	0.1654	0.1966	0.2324	0.2565	0.3242
99	0.1646	0.1956	0.2312	0.2552	0.3226
100	0.1638	0.1946	0.2301	0.2540	0.3211

LAMPIRAN 11

TABEL Chi Square

df	Pr	0.25	0.10	0.05	0.010	0.005	0.001
1		1.32330	2.70554	3.84146	6.63490	7.87944	10.82757
2		2.77259	4.60517	5.99146	9.21034	10.59663	13.81551
3		4.10834	6.25139	7.81473	11.34487	12.83816	16.26624
4		5.38527	7.77944	9.48773	13.27670	14.86026	18.46683
5		6.62568	9.23636	11.07050	15.08627	16.74960	20.51501
6		7.84080	10.64464	12.59159	16.81189	18.54758	22.45774
7		9.03715	12.01704	14.06714	18.47531	20.27774	24.32189
8		10.21885	13.36157	15.50731	20.09024	21.95495	26.12448
9		11.38875	14.68366	16.91898	21.66599	23.58935	27.87716
10		12.54886	15.98718	18.30704	23.20925	25.18818	29.58830
11		13.70069	17.27501	19.67514	24.72497	26.75685	31.26413
12		14.84540	18.54935	21.02607	26.21697	28.29952	32.90949
13		15.98391	19.81193	22.36203	27.68825	29.81947	34.52818
14		17.11693	21.06414	23.68479	29.14124	31.31935	36.12327
15		18.24509	22.30713	24.99579	30.57791	32.80132	37.69730
16		19.36886	23.54183	26.29623	31.99993	34.26719	39.25235
17		20.48868	24.76904	27.58711	33.40866	35.71847	40.79022
18		21.60489	25.98942	28.86930	34.80531	37.15645	42.31240
19		22.71781	27.20357	30.14353	36.19087	38.58226	43.82020
20		23.82769	28.41198	31.41043	37.56623	39.99685	45.31475
21		24.93478	29.61509	32.67057	38.93217	41.40106	46.79704
22		26.03927	30.81328	33.92444	40.28936	42.79565	48.26794
23		27.14134	32.00690	35.17246	41.63840	44.18128	49.72823
24		28.24115	33.19624	36.41503	42.97982	45.55851	51.17860
25		29.33885	34.38159	37.65248	44.31410	46.92789	52.61966
26		30.43457	35.56317	38.88514	45.64168	48.28988	54.05196
27		31.52841	36.74122	40.11327	46.96294	49.64492	55.47602
28		32.62049	37.91592	41.33714	48.27824	50.99338	56.89229
29		33.71091	39.08747	42.55697	49.58788	52.33562	58.30117
30		34.79974	40.25602	43.77297	50.89218	53.67196	59.70306
31		35.88708	41.42174	44.98534	52.19139	55.00270	61.09831
32		36.97298	42.58475	46.19426	53.48577	56.32811	62.48722
33		38.05753	43.74518	47.39988	54.77554	57.64845	63.87010
34		39.14078	44.90316	48.60237	56.06091	58.96393	65.24722
35		40.22279	46.05879	49.80185	57.34207	60.27477	66.61883
36		41.30362	47.21217	50.99846	58.61921	61.58118	67.98517
37		42.38331	48.36341	52.19232	59.89250	62.88334	69.34645
38		43.46191	49.51258	53.38354	61.16209	64.18141	70.70289
39		44.53946	50.65977	54.57223	62.42812	65.47557	72.05466
40		45.61601	51.80506	55.75848	63.69074	66.76596	73.40196
41		46.69160	52.94851	56.94239	64.95007	68.05273	74.74494
42		47.76625	54.09020	58.12404	66.20624	69.33600	76.08376
43		48.84001	55.23019	59.30351	67.45935	70.61590	77.41858
44		49.91290	56.36854	60.48089	68.70951	71.89255	78.74952
45		50.98495	57.50530	61.65623	69.95683	73.16606	80.07673
46		52.05619	58.64054	62.82962	71.20140	74.43654	81.40033
47		53.12666	59.77429	64.00111	72.44331	75.70407	82.72042
48		54.19636	60.90661	65.17077	73.68264	76.96877	84.03713
49		55.26534	62.03754	66.33865	74.91947	78.23071	85.35056
50		56.33360	63.16712	67.50481	76.15389	79.48998	86.66082

Pr df	0.25	0.10	0.05	0.010	0.005	0.001
51	57.40118	64.29540	68.66929	77.38596	80.74666	87.96798
52	58.46809	65.42241	69.83216	78.61576	82.00083	89.27215
53	59.53435	66.54820	70.99345	79.84334	83.25255	90.57341
54	60.59998	67.67279	72.15322	81.06877	84.50190	91.87185
55	61.66500	68.79621	73.31149	82.29212	85.74895	93.16753
56	62.72942	69.91851	74.46832	83.51343	86.99376	94.46054
57	63.79326	71.03971	75.62375	84.73277	88.23638	95.75095
58	64.85654	72.15984	76.77780	85.95018	89.47687	97.03883
59	65.91927	73.27893	77.93052	87.16571	90.71529	98.32423
60	66.98146	74.39701	79.08194	88.37942	91.95170	99.60723
61	68.04313	75.51409	80.23210	89.59134	93.18614	100.88789
62	69.10429	76.63021	81.38102	90.80153	94.41865	102.16625
63	70.16496	77.74538	82.52873	92.01002	95.64930	103.44238
64	71.22514	78.85964	83.67526	93.21686	96.87811	104.71633
65	72.28485	79.97300	84.82065	94.42208	98.10514	105.98814
66	73.34409	81.08549	85.96491	95.62572	99.33043	107.25788
67	74.40289	82.19711	87.10807	96.82782	100.55401	108.52558
68	75.46124	83.30790	88.25016	98.02840	101.77592	109.79130
69	76.51916	84.41787	89.39121	99.22752	102.99621	111.05507
70	77.57666	85.52704	90.53123	100.42518	104.21490	112.31693
71	78.63374	86.63543	91.67024	101.62144	105.43203	113.57694
72	79.69042	87.74305	92.80827	102.81631	106.64763	114.83512
73	80.74670	88.84992	93.94534	104.00983	107.86174	116.09151
74	81.80260	89.95605	95.08147	105.20203	109.07438	117.34616
75	82.85812	91.06146	96.21667	106.39292	110.28558	118.59909
76	83.91326	92.16617	97.35097	107.58254	111.49538	119.85035
77	84.96804	93.27018	98.48438	108.77092	112.70380	121.09996
78	86.02246	94.37352	99.61693	109.95807	113.91087	122.34795
79	87.07653	95.47619	100.74862	111.14402	115.11661	123.59437
80	88.13026	96.57820	101.87947	112.32879	116.32106	124.83922
81	89.18365	97.67958	103.00951	113.51241	117.52422	126.08256
82	90.23670	98.78033	104.13874	114.69489	118.72613	127.32440
83	91.28944	99.88046	105.26718	115.87627	119.92682	128.56477
84	92.34185	100.97999	106.39484	117.05654	121.12629	129.80369
85	93.39395	102.07892	107.52174	118.23575	122.32458	131.04120
86	94.44574	103.17726	108.64789	119.41390	123.52170	132.27732
87	95.49723	104.27504	109.77331	120.59101	124.71768	133.51207
88	96.54842	105.37225	110.89800	121.76711	125.91254	134.74548
89	97.59932	106.46890	112.02199	122.94221	127.10628	135.97757
90	98.64993	107.56501	113.14527	124.11632	128.29894	137.20835
91	99.70026	108.66058	114.26787	125.28946	129.49053	138.43786
92	100.75031	109.75563	115.38979	126.46166	130.68107	139.66612
93	101.80009	110.85015	116.51105	127.63291	131.87058	140.89313
94	102.84960	111.94417	117.63165	128.80325	133.05906	142.11894
95	103.89884	113.03769	118.75161	129.97268	134.24655	143.34354
96	104.94783	114.13071	119.87094	131.14122	135.43305	144.56897
97	105.99656	115.22324	120.98964	132.30888	136.61858	145.78923
98	107.04503	116.31530	122.10773	133.47567	137.80315	147.01036
99	108.09326	117.40688	123.22522	134.64162	138.98678	148.23036
100	109.14124	118.49800	124.34211	135.80672	140.16949	149.44925