

Lampiran I
KUESIONER PENELITIAN

Perihal : Mohon bantuan pengisian Kuesioner

Kepada Yth :
Bapak/ Ibu, Saudara/ i
Di tempat

Dengan Hormat,

Dalam rangka penyusunan Skripsi sebagai salah satu syarat kelulusan program Strata 1 Manajemen di Program Studi Manajemen IIB Darmajaya, Saya:

Nama : Muhammad Fanka Gianindra

NPM : 1812110047

Sedang melakukan penelitian yang berjudul **Pengaruh Citra Merek Dan Kepercayaan Merek Terhadap Loyalitas Konsumen Pada Motor Yamaha Di Bandar Lampung**, Oleh karena itu saya mohon kesediaan bapak/ibu,saudara/i untuk mengisi kusioner di bawah ini dengan jujur dan benar. Data atau informasi yang terkumpul akan saya jaga kerahasiaanya dan di gunakan hanya untuk kepentingan penyusunan skripsi ini semata. Atas perhatian bapak/ibu, saudara/i saya ucapkan terima kasih.

Bandar Lampung, Agustus 2022

Peneliti

Muhammad Fanka Gianindra
NPM. 1812110047

PANDUAN PENGISIAN PERNYATAAN

Jawablah pernyataan yang diajukan dibawah ini dengan benar dan jujur.

1. Pernyataan harus dijawab semua jangan sampai ada yang terlewatkan, agar data dapat sepenuhnya di olah oleh peneliti.
2. Berilah tanda (√) pada jawaban yang telah disediakan oleh peneliti.
3. Keterangan : SS (Sangat Setuju)
S (Setuju)
CS (Cukup Setuju)
TS (Tidak Setuju)
STS (Sangat Tidak Setuju)

IDENTITAS RESPONDEN

1. Nama :(Dapat dikosongkan)

2. Jenis Kelamin : Laki-laki
 Perempuan

3. Usia

- | | |
|---|---|
| <input type="checkbox"/> a. 17 Tahun – 22 Tahun | <input type="checkbox"/> e. 41 Tahun – 46 Tahun |
| <input type="checkbox"/> b. 23 Tahun – 28 Tahun | <input type="checkbox"/> f. 47 Tahun – 52 Tahun |
| <input type="checkbox"/> c. 29 Tahun – 34 Tahun | <input type="checkbox"/> g. > 52 Tahun |
| <input type="checkbox"/> d. 35 Tahun – 40 Tahun | |

4. Membeli Motor Yamaha Lebih dari 2X

- a. Ya d. Tidak

5. Jika Ya, tipe motor Yamaha yang anda beli

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> a. Fazzio | <input type="checkbox"/> m. LexI S |
| <input type="checkbox"/> b. Aerox | <input type="checkbox"/> n. LexI |
| <input type="checkbox"/> c. R15M | <input type="checkbox"/> o. MTO09 |
| <input type="checkbox"/> d. Gear | <input type="checkbox"/> p. MX King |
| <input type="checkbox"/> e. Frego | <input type="checkbox"/> q. Tmax DX |
| <input type="checkbox"/> f. Mio S Smart | <input type="checkbox"/> r. XSR |
| <input type="checkbox"/> g. XRide | <input type="checkbox"/> s. MT-25 |
| <input type="checkbox"/> h. Mio M3 | <input type="checkbox"/> t. Vixion |
| <input type="checkbox"/> i. Mio Z | <input type="checkbox"/> u. YZF R15 |
| <input type="checkbox"/> j. All New Soul | <input type="checkbox"/> f. WR 155 R |
| <input type="checkbox"/> k. All New Nmax | |
| <input type="checkbox"/> l. Xmx | |

Brand Image

No	Pernyataan	STS	TS	CS	S	SS
Strengthness						
1	Motor Yamaha memiliki kualitas mesin yang baik					
2	Motor Yamaha tahan di berbagai kondisi					
Uniqueness						
3	Motor Yamaha memiliki desain yang menarik					
4	Motor Yamaha memiliki banyak tipe sesuai yang diinginkan					
Favorable						
5	Motor Yamaha sudah terkenal					
6	Motor Yamaha mudah dikenali					

Brand Trust

No	Pernyataan	STS	TS	CS	S	SS
Brand Reliability						
1	Motor Yamaha lebih tahan lama dari motor merek lain					
2	Motor Yamaha nyaman dikendarai					
3	Motor Yamaha hemat bahan bakar					
Brand Intenion						
4	Motor Yamaha mampu mengutamakan kepentingan konsumen					
5	Motor Yamaha memiliki kualitas sesuai yang dijanjikan					
6	Motor Yamaha dapat memenuhi kebutuhan konsumen					

Loyalitas

No	Pernyataan	STS	TS	CS	S	SS
<i>Kepuasan</i>						
1	Merasa senang menggunakan motor Yamaha					
2	Merasa puas menggunakan motor Yamaha					
<i>Komitmen</i>						
3	Menjadikan motor Yamaha pilihan utama					
4	Hanya membeli motor Yamaha					
<i>Tidak Membeli Produk Pesaing</i>						
5	Tidak akan merek motor lain selain motor Yamaha					
6	Memilih motor Yamaha dibandingkan merek motor lainnya					
<i>Merekomendasikan</i>						
7	Bersedia merekomendasikan motor Yamaha ke pada keluarga					
8	Bersedia merekomendasikan motor Yamaha ke pada teman					
<i>Pembelian Ulang</i>						
9	Bersedia membeli motor Yamaha tipe terbaru					
10	Bersedia membeli motor Yamaha dimasa yang akan datang					

Lampiran II (Hasil Jawaban Responden)

No	BI1	BI2	BI3	BI4	BI5	BI6	Brand_Image	BT1	BT2	BT3	BT4	BT5	BT6	Brand_Trust
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42	3	5	5	5	5	5	28	3	5	4	5	4	3	24
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No	LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9	LO10	Loyalitas
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69	4	4	3	4	4	3	4	4	3	4	37
70	4	5	5	4	5	5	4	5	5	4	46
71	4	4	3	3	3	3	3	3	3	5	34
72	5	5	3	3	4	3	3	4	2	3	35
73	4	4	3	4	4	3	4	4	2	3	35
74	5	3	3	3	4	3	3	4	3	3	34
75	5	3	4	3	5	4	3	5	4	4	40
76	4	3	3	3	3	3	3	3	3	3	31
77	5	4	3	4	4	3	4	4	4	5	40
78	5	4	4	3	5	4	3	5	5	3	41
79	5	5	2	5	5	2	5	5	4	4	42
80	4	3	4	4	4	4	4	4	5	4	40
81	5	5	4	5	5	4	5	5	5	2	45
82	5	4	4	3	3	4	3	3	4	3	36
83	5	5	4	5	5	4	5	5	5	4	47
84	4	4	3	4	4	3	4	4	3	3	36
85	4	3	4	3	4	4	3	4	4	3	36
86	4	5	3	3	4	3	3	4	3	4	36
87	4	4	3	3	4	3	3	4	4	4	36
88	3	4	2	3	4	2	3	4	3	5	33
89	5	4	3	4	4	3	4	4	4	4	39

90	5	4	3	4	4	3	4	4	4	5	40
91	3	2	1	4	5	1	4	5	4	4	33
92	4	4	1	4	3	1	4	3	4	3	31
93	4	4	3	4	4	3	4	4	4	4	38
94	5	5	4	4	5	4	4	5	5	3	44
95	4	4	2	4	4	2	4	4	4	5	37
96	5	4	3	4	3	3	4	3	5	5	39
97	5	4	4	3	3	4	3	3	4	4	37
98	4	4	2	2	4	2	2	4	4	5	33
99	4	4	4	3	5	4	3	5	4	3	39
100	5	4	4	4	5	4	4	5	4	4	43
101	5	5	4	5	5	4	5	5	4	4	46
102	4	4	5	4	4	5	4	4	5	4	43
103	4	4	5	4	4	5	4	4	5	3	42
104	5	5	5	4	4	5	4	4	4	4	44
105	4	4	4	4	4	4	4	4	4	3	39
106	3	3	5	4	4	5	4	4	4	4	40
107	4	4	4	4	4	4	4	4	3	4	39
108	5	5	2	5	5	2	5	5	5	3	42
109	4	4	3	4	4	3	4	4	5	4	39
110	3	3	4	4	4	4	4	4	3	4	37
111	5	5	4	3	3	4	3	3	4	3	37
112	4	4	3	4	4	3	4	4	4	3	37
113	4	4	4	4	4	4	4	4	5	5	42
114	5	5	4	3	4	4	3	4	5	5	42
115	4	4	5	4	4	5	4	4	5	5	44
116	5	5	4	3	3	4	3	3	4	4	38
117	4	4	4	4	4	4	4	4	4	3	39
118	4	4	3	3	3	3	3	3	3	4	33
119	5	5	4	4	4	4	4	4	3	4	41
120	4	4	4	4	4	4	4	4	3	4	39
121	4	4	4	4	4	4	4	4	4	4	40
122	5	5	5	5	5	5	5	5	3	4	47
123	5	5	4	4	4	4	4	4	4	3	41
124	4	4	5	4	4	5	4	4	5	4	43
125	4	4	4	4	4	4	4	4	3	4	39
126	4	4	3	4	4	3	4	4	3	4	37
127	4	4	5	4	4	5	4	4	4	4	42
128	4	4	3	4	4	3	4	4	4	4	38
129	5	4	4	4	4	4	4	4	3	4	40
130	4	4	5	3	4	5	3	4	5	4	41
131	5	4	5	5	5	5	5	5	5	3	47
132	5	4	5	4	4	5	4	4	5	4	44
133	4	3	4	4	4	4	4	4	4	4	39
134	5	5	5	5	5	5	5	5	5	4	49
135	5	3	4	5	5	4	5	5	5	4	45
136	5	4	4	5	5	4	5	5	5	3	45
137	3	4	3	3	4	3	3	4	4	4	35
138	4	5	5	4	5	5	4	5	5	4	46
139	5	5	5	5	5	5	5	5	5	3	48
140	5	5	5	5	5	5	5	5	5	4	49
141	5	4	3	5	4	3	5	4	3	4	40
142	4	4	4	3	4	4	3	4	4	3	37

143	5	5	5	5	5	5	5	5	5	3	48
144	5	5	5	5	5	5	5	5	5	4	49
145	3	3	5	4	3	5	4	3	3	5	38
146	4	4	5	3	4	5	3	4	5	4	41
147	5	5	5	5	5	5	5	5	5	3	48
148	2	4	1	5	1	1	1	2	2	1	20
149	4	1	1	1	1	1	1	3	3	4	20
150	4	4	5	4	4	5	4	4	4	3	41

Lampiran III (Hasil Uji Deskriptif)

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	97	64.7	64.7	64.7
Valid Perempuan	53	35.3	35.3	100.0
Total	150	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid > 52 Tahun	9	6.0	6.0	6.0
Valid 17 Tahun – 22 Tahun	11	7.3	7.3	13.3
Valid 23 Tahun – 28 Tahun	71	47.3	47.3	60.7
Valid 29 Tahun – 34 Tahun	25	16.7	16.7	77.3
Valid 35 Tahun – 40 Tahun	20	13.3	13.3	90.7
Valid 41 Tahun – 46 Tahun	5	3.3	3.3	94.0
Valid 47 Tahun – 52 Tahun	9	6.0	6.0	100.0
Total	150	100.0	100.0	

Jenis Motor

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Aerox	21	14.0	14.0	14.0
Valid All New Nmax	3	2.0	2.0	16.0
Valid All New Soul	6	4.0	4.0	20.0
Valid Fazzio	16	10.7	10.7	30.7
Valid Frego	11	7.3	7.3	38.0
Valid Gear	9	6.0	6.0	44.0
Valid Lexl	4	2.7	2.7	46.7
Valid Lexl S	5	3.3	3.3	50.0
Valid Mio M3	35	23.3	23.3	73.3
Valid Mio S Smart	14	9.3	9.3	82.7
Valid Mio Z	3	2.0	2.0	84.7
Valid MX King	3	2.0	2.0	86.7
Valid Vixion	4	2.7	2.7	89.3
Valid Xmx	12	8.0	8.0	97.3
Valid Xride	4	2.7	2.7	100.0
Total	150	100.0	100.0	

BI1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	8	5.3	5.3	5.3
3	37	24.7	24.7	30.0
4	60	40.0	40.0	70.0
5	45	30.0	30.0	100.0
Total	150	100.0	100.0	

BI2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.3	1.3	1.3
2	10	6.7	6.7	8.0
3	42	28.0	28.0	36.0
4	50	33.3	33.3	69.3
5	46	30.7	30.7	100.0
Total	150	100.0	100.0	

BI3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.7	.7	.7
2	11	7.3	7.3	8.0
3	29	19.3	19.3	27.3
4	63	42.0	42.0	69.3
5	46	30.7	30.7	100.0
Total	150	100.0	100.0	

BI4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.3	1.3	1.3
2	5	3.3	3.3	4.7
3	26	17.3	17.3	22.0
4	72	48.0	48.0	70.0
5	45	30.0	30.0	100.0
Total	150	100.0	100.0	

BI5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.7	.7	.7
2	11	7.3	7.3	8.0
3	39	26.0	26.0	34.0
4	53	35.3	35.3	69.3
5	46	30.7	30.7	100.0
Total	150	100.0	100.0	

BI6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.7	.7	.7
2	10	6.7	6.7	7.3
3	50	33.3	33.3	40.7
4	41	27.3	27.3	68.0
5	48	32.0	32.0	100.0
Total	150	100.0	100.0	

BT1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	4.0	4.0	4.0
2	9	6.0	6.0	10.0
3	50	33.3	33.3	43.3
4	50	33.3	33.3	76.7
5	35	23.3	23.3	100.0
Total	150	100.0	100.0	

BT2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	3.3	3.3	3.3
2	8	5.3	5.3	8.7
3	46	30.7	30.7	39.3
4	48	32.0	32.0	71.3
5	43	28.7	28.7	100.0
Total	150	100.0	100.0	

BT3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	2.7	2.7	2.7
2	8	5.3	5.3	8.0
3	45	30.0	30.0	38.0
4	50	33.3	33.3	71.3
5	43	28.7	28.7	100.0
Total	150	100.0	100.0	

BT4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	8	5.3	5.3	5.3
2	18	12.0	12.0	17.3
3	44	29.3	29.3	46.7
4	51	34.0	34.0	80.7
5	29	19.3	19.3	100.0
Total	150	100.0	100.0	

BT5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	2.0	2.0	2.0
Valid 2	20	13.3	13.3	15.3
Valid 3	46	30.7	30.7	46.0
Valid 4	50	33.3	33.3	79.3
Valid 5	31	20.7	20.7	100.0
Total	150	100.0	100.0	

BT6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	4.0	4.0	4.0
Valid 2	40	26.7	26.7	30.7
Valid 3	51	34.0	34.0	64.7
Valid 4	30	20.0	20.0	84.7
Valid 5	23	15.3	15.3	100.0
Total	150	100.0	100.0	

LO1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	1.3	1.3	1.3
Valid 3	21	14.0	14.0	15.3
Valid 4	56	37.3	37.3	52.7
Valid 5	71	47.3	47.3	100.0
Total	150	100.0	100.0	

LO2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.7	.7	.7
Valid 2	1	.7	.7	1.3
Valid 3	27	18.0	18.0	19.3
Valid 4	63	42.0	42.0	61.3
Valid 5	58	38.7	38.7	100.0
Total	150	100.0	100.0	

LO3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.7	2.7	2.7
Valid 2	6	4.0	4.0	6.7
Valid 3	41	27.3	27.3	34.0
Valid 4	43	28.7	28.7	62.7
Valid 5	56	37.3	37.3	100.0
Total	150	100.0	100.0	

LO4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.7	.7	.7
2	2	1.3	1.3	2.0
3	43	28.7	28.7	30.7
4	55	36.7	36.7	67.3
5	49	32.7	32.7	100.0
Total	150	100.0	100.0	

LO5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.3	1.3	1.3
2	1	.7	.7	2.0
3	30	20.0	20.0	22.0
4	64	42.7	42.7	64.7
5	53	35.3	35.3	100.0
Total	150	100.0	100.0	

LO6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.7	2.7	2.7
2	7	4.7	4.7	7.3
3	41	27.3	27.3	34.7
4	45	30.0	30.0	64.7
5	53	35.3	35.3	100.0
Total	150	100.0	100.0	

LO7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.3	1.3	1.3
2	2	1.3	1.3	2.7
3	40	26.7	26.7	29.3
4	61	40.7	40.7	70.0
5	45	30.0	30.0	100.0
Total	150	100.0	100.0	

LO8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	1.3	1.3	1.3
3	28	18.7	18.7	20.0
4	65	43.3	43.3	63.3
5	55	36.7	36.7	100.0
Total	150	100.0	100.0	

LO9

	Frequency	Percent	Valid Percent	Cumulative Percent
2	9	6.0	6.0	6.0
3	37	24.7	24.7	30.7
Valid 4	48	32.0	32.0	62.7
5	56	37.3	37.3	100.0
Total	150	100.0	100.0	

LO10

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.7	.7	.7
2	3	2.0	2.0	2.7
Valid 3	37	24.7	24.7	27.3
4	76	50.7	50.7	78.0
5	33	22.0	22.0	100.0
Total	150	100.0	100.0	

Lampiran IV (Hasil Uji Validitas)

Correlations

		BI1	BI2	BI3	BI4	BI5	BI6	Brand Image
BI1	Pearson Correlation	1	.502**	.384*	.441*	.475**	.372*	.658**
	Sig. (2-tailed)		.005	.036	.015	.008	.043	.000
	N	30	30	30	30	30	30	30
BI2	Pearson Correlation	.502**	1	.078	.257	.296	.318	.487**
	Sig. (2-tailed)	.005		.680	.171	.112	.087	.006
	N	30	30	30	30	30	30	30
BI3	Pearson Correlation	.384*	.078	1	.705**	.753**	.494**	.788**
	Sig. (2-tailed)	.036	.680		.000	.000	.006	.000
	N	30	30	30	30	30	30	30
BI4	Pearson Correlation	.441*	.257	.705**	1	.740**	.798**	.899**
	Sig. (2-tailed)	.015	.171	.000		.000	.000	.000
	N	30	30	30	30	30	30	30
BI5	Pearson Correlation	.475**	.296	.753**	.740**	1	.544**	.862**
	Sig. (2-tailed)	.008	.112	.000	.000		.002	.000
	N	30	30	30	30	30	30	30
BI6	Pearson Correlation	.372*	.318	.494**	.798**	.544**	1	.798**
	Sig. (2-tailed)	.043	.087	.006	.000	.002		.000
	N	30	30	30	30	30	30	30
Brand Image	Pearson Correlation	.658**	.487**	.788**	.899**	.862**	.798**	1
	Sig. (2-tailed)	.000	.006	.000	.000	.000	.000	
	N	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).

Correlations

		BT1	BT2	BT3	BT4	BT5	BT6	Brand Trust
BT1	Pearson Correlation	1	.720**	.284	.318	.434*	.740**	.776**
	Sig. (2-tailed)		.000	.129	.086	.017	.000	.000
	N	30	30	30	30	30	30	30
BT2	Pearson Correlation	.720**	1	.422*	.280	.313	.411*	.711**
	Sig. (2-tailed)	.000		.020	.134	.092	.024	.000
	N	30	30	30	30	30	30	30
BT3	Pearson Correlation	.284	.422*	1	.660**	.681**	.334	.744**
	Sig. (2-tailed)	.129	.020		.000	.000	.071	.000
	N	30	30	30	30	30	30	30
BT4	Pearson Correlation	.318	.280	.660**	1	.765**	.380*	.757**
	Sig. (2-tailed)	.086	.134	.000		.000	.038	.000
	N	30	30	30	30	30	30	30
BT5	Pearson Correlation	.434*	.313	.681**	.765**	1	.455*	.801**
	Sig. (2-tailed)	.017	.092	.000	.000		.011	.000
	N	30	30	30	30	30	30	30
BT6	Pearson Correlation	.740**	.411*	.334	.380*	.455*	1	.726**
	Sig. (2-tailed)	.000	.024	.071	.038	.011		.000
	N	30	30	30	30	30	30	30
Brand Trust	Pearson Correlation	.776**	.711**	.744**	.757**	.801**	.726**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	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).

Correlations

		LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9	LO10	Loyalitas
LO1	Pearson Correlation	1	.841**	.866**	1.000**	.649**	.646**	.694**	.834**	.406*	.388*	.922**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.026	.034	.000
	N	30	30	30	30	30	30	30	30	30	30	30
LO2	Pearson Correlation	.841**	1	.799**	.841**	.788**	.571**	.702**	.808**	.231	.460*	.881**
	Sig. (2-tailed)	.000		.000	.000	.000	.001	.000	.000	.220	.011	.000
	N	30	30	30	30	30	30	30	30	30	30	30
LO3	Pearson Correlation	.866**	.799**	1	.866**	.609**	.770**	.684**	.800**	.385*	.479**	.911**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.035	.007	.000
	N	30	30	30	30	30	30	30	30	30	30	30
LO4	Pearson Correlation	1.000**	.841**	.866**	1	.649**	.646**	.694**	.834**	.406*	.388*	.922**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.026	.034	.000
	N	30	30	30	30	30	30	30	30	30	30	30
LO5	Pearson Correlation	.649**	.788**	.609**	.649**	1	.738**	.517**	.627**	.065	.490**	.767**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.003	.000	.734	.006	.000
	N	30	30	30	30	30	30	30	30	30	30	30
LO6	Pearson Correlation	.646**	.571**	.770**	.646**	.738**	1	.478**	.594**	.232	.537**	.782**
	Sig. (2-tailed)	.000	.001	.000	.000	.000		.008	.001	.217	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30
LO7	Pearson Correlation	.694**	.702**	.684**	.694**	.517**	.478**	1	.723**	.254	.564**	.784**
	Sig. (2-tailed)	.000	.000	.000	.000	.003	.008		.000	.176	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30
LO8	Pearson Correlation	.834**	.808**	.800**	.834**	.627**	.594**	.723**	1	.317	.316	.854**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.001	.000		.088	.089	.000
	N	30	30	30	30	30	30	30	30	30	30	30
LO9	Pearson Correlation	.406*	.231	.385*	.406*	.065	.232	.254	.317	1	.312	.480**
	Sig. (2-tailed)	.026	.220	.035	.026	.734	.217	.176	.088		.093	.007
	N	30	30	30	30	30	30	30	30	30	30	30
LO10	Pearson Correlation	.388*	.460*	.479**	.388*	.490**	.537**	.564**	.316	.312	1	.628**
	Sig. (2-tailed)	.034	.011	.007	.034	.006	.002	.001	.089	.093		.000
	N	30	30	30	30	30	30	30	30	30	30	30
Loyalitas	Pearson Correlation	.922**	.881**	.911**	.922**	.767**	.782**	.784**	.854**	.480**	.628**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.007	.000	
	N	30	30	30	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).

Lampiran V (Hasil Uji Reliabilitas)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.853	6

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.843	6

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.929	10

Lampiran VI (Hasil Uji Normalitas)

One-Sample Kolmogorov-Smirnov Test

		Brand Image	Brand Trust	Loyalitas
N		150	150	150
Normal Parameters ^{a,b}	Mean	23.48	21.47	40.46
	Std. Deviation	3.865	4.513	6.292
Most Extreme Differences	Absolute	.067	.107	.085
	Positive	.054	.107	.065
	Negative	-.067	-.101	-.085
Kolmogorov-Smirnov Z		.819	1.315	1.037
Asymp. Sig. (2-tailed)		.514	.063	.232

a. Test distribution is Normal.

b. Calculated from data.

Lampiran VII (Hasil Uji Linearitas)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Loyalitas * Brand Image	Between Groups	(Combined)	1271.389	17	74.788	2.133	.009
		Linearity	642.628	1	642.628	18.330	.000
		Deviation from Linearity	628.762	16	39.298	1.121	.342
	Within Groups		4627.871	132	35.060		
	Total		5899.260	149			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Loyalitas * Brand Trust	Between Groups	(Combined)	2675.162	19	140.798	5.677	.000
		Linearity	2226.760	1	2226.760	89.786	.000
		Deviation from Linearity	448.401	18	24.911	1.004	.459
	Within Groups		3224.098	130	24.801		
	Total		5899.260	149			

Lampiran VIII (Hasil Uji Multikolinearitas)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	16.851	2.778		6.066	.000	
	Brand Image	.284	.108	.174	2.632	.009	.924
	Brand Trust	.790	.092	.566	8.563	.000	.924

a. Dependent Variable: Loyalitas

Lampiran IX (Hasil Uji Regresi Linear Berganda)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand Trust, Brand Image ^b	.	Enter

a. Dependent Variable: Loyalitas

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.637 ^a	.405	.397	4.885

a. Predictors: (Constant), Brand Trust, Brand Image

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.851	2.778		6.066	.000
	Brand Image	.284	.108	.174	2.632	.009
	Brand Trust	.790	.092	.566	8.563	.000

a. Dependent Variable: Loyalitas

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2392.084	2	1196.042	50.131	.000 ^b
	Residual	3507.176	147	23.858		
	Total	5899.260	149			

a. Dependent Variable: Loyalitas

b. Predictors: (Constant), Brand Trust, Brand Image