

LAMPIRAN

Lampiran I

Assalamualaikum wr.wb

Yth. Bapak/Ibu/Saudara/i Responden

Dengan hormat

Perkenalkan Saya Linda Nur'Aini, Mahasiswa S1 Prodi Manajemen Insitut Informatika dan Bisnis Darmajaya Saya bermaksud mengadakan penelitian mengenai **“Ekuitas Merek MOP Beauty”**. Sehubungan dengan maksud saya tersebut, besar harapan saya untuk saudara berkenan untuk menjadi responden penelitian ini Oleh karena itu, saya memohon kesediaan Saudara/i untuk berpartisipasi menjadi responden dengan mengisi kuesioner penelitian ini. Jawaban yang diberikan akan dijamin kerahasiaannya dan hanya digunakan untuk kepentingan penelitian ilmiah.

Kriteria Responden

1. Wanita 17 – 36 tahun
2. Pengguna Kosmetik
3. Pernah melakukan pembelian produk MOP Beauty

Terimakasih atas kesediaan dan dukungan

Saudara/i Responden dalam penelitian ini, saya ucapkan Terimakasih.

Salam Hormat

Linda Nur'Aini Nafsiah

Petunjuk Pengisian

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

Bagian 1

1. Apakah anda menggunakan kosmetik ?
 - A. Ya
 - B. Tidak
2. Seberapa sering anda menggunakan kosmetik ?
 - A. Setiap hari
 - B. Seminggu sekali
 - C. Jarang
3. Dari mana biasanya mendapatkan informasi tentang kosmetik ?
 - A. Rekomendasi teman
 - B. Media social
 - C. Influencer kecantikan

Bagian 2

1. Nama
2. Usia
 - A. 17 – 21 tahun
 - B. 22 – 26 tahun
 - C. 27 – 31 tahun
 - D. 32 – 36 tahun
 - E. > 36 tahun

3. Pekerjaan
 - A. Pelajar/mahasiswa
 - B. Wirausaha
 - C. Wiraswasta
 - D. Pegawai negeri
 - E. Dll
4. Frekuensi pembelian produk MOP beauty?
 - A. < 2 kali
 - B. 2-5 kali
 - C. > 5 kali

No	Pernyataan Kesadaran Merek	Jawaban				
		SS (5)	S (4)	N (3)	TS (2)	STS (1)
	Top Of Mind					
1	MOP Beauty adalah merek kosmetik yang pertama kali diingat					
2	MOP Beauty merupakan pilihan utama saat melakukan pembelian					
	Brand Recall					
3	Kualitas premium identic dengan mop beauty					
4	Mengetahui setiap kegiatan promo yang dilakukan mop beauty					
	Brand Recognition					
5	Mengenali mop beauty hanya dengan melihat logo					
6	Mengingat setiap produk mop beauty					
	Unware of brand					
7	Warna ungu pada kemasan selalu saya kaitkan dengan merek MOP Beauty					
8	Mengenali slogan yang dimiliki mop beauty					

No	Pernyataan Asosiasi Merek	Jawaban				
		SS (5)	S (4)	N (3)	TS (2)	STS (1)
	Help Process / Retrieve Information					
1	MOP beauty memiliki citra merek yang baik					
2	MOP beauty memiliki informasi produk yang lengkap dan mudah dipahami					
	Differentiate					
3	MOP beauty merek kosmetik lokal yang inovatif					
4	MOP beauty kosmetik bersertifikat halal dapat meningkatkan kepercayaan konsumen					
	Reason to buy					
5	Produk MOP beauty memenuhi beragam kebutuhan kecantikan					
6	Harga produk MOP beauty sesuai dengan kualitas					

	Create to posiive attitude/fellings				
7	Produk MOP Beauty membuat saya merasa lebih percaya diri.				
8	MOP Beauty sebagai merek yang trendi dan modern				
	Basic for extentions				
9	MOP beauty memiliki keunggulan Flawless complexion				
10	MOP beautty relevan dengan gaya hidup konsumen				

No	Pernyataan Persepsi Kualitas	Jawaban				
		SS (5)	S (4)	N (3)	TS (2)	STS (1)
	Kualitas Produk					
1	MOP beauty memiliki formula yang unggul					
2	Warna dan pigmentasi produk MOP Beauty tahan lama.					
	Reputasi Produk					
3	Layanan purna jual MOP Beauty memuaskan.					
4	MOP Beuaty memberikan hasil sesuai dengan yang dijanjikan					
	Karakteristik Produk					
5	Desain kemasan produk MOP Beauty menarik					
6	Kemasan produk MOP Beauty praktis dan mudah dibawa					
	Kinerja Produk					
7	Produk MOP Beauty tidak menimbulkan iritasi pada kulit setelah memakiannya					
8	Saya tidak perlu sering-sering touch up saat menggunakan MOP Beauty.					

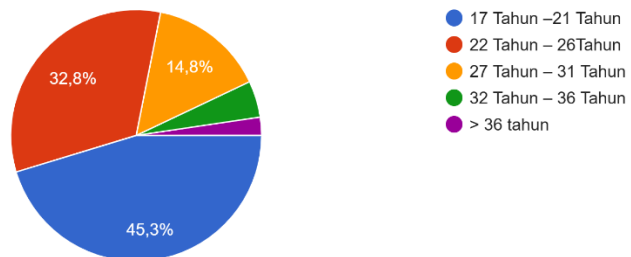
No	Pernyataan Loyalitas Merek	Jawaban				
		SS (5)	S (4)	N (3)	TS (2)	STS (1)
	Komitmen					
1	Saya tidak akan beralih dari mop beauty ke merek lain meskipun ada produk yang lebih murah.					
2	Saya tidak akan ragu untuk membeli produk MOP Beauty meskipun ada promosi dari merek lain					
	Rekomendasi					
3	Saya merekomendasikan produk MOP Beauty kepada teman dan keluarga saya.					
4	Menceritakan keunggulan beauty kepada orang lain dengan yang dijanjikan					
	Membayar Lebih Mahal					
5	Saya akan tetap menggunakan produk MOP Beauty meskipun harganya naik sedikit					
6	Saya bersedia membayar premium untuk produk MOP Beauty karena kualitasnya terjamin					

Lampiran II

Hasil Jawabab Responden

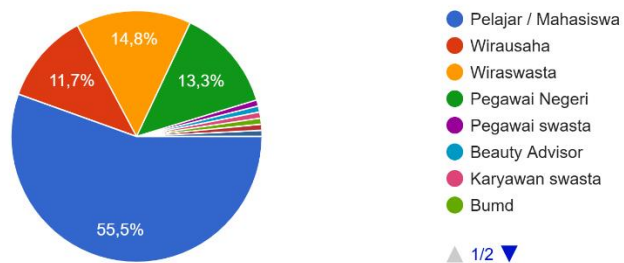
Usia

128 jawaban



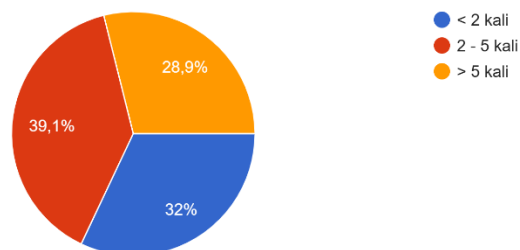
Pekerjaan

128 jawaban



Frekuensi pembelian produk MOP Beauty

128 jawaban



Kesadaran Merek

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Asosiasi Merek

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Persepsi Kualitas

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27	5	4	5	4	5	3	5	3
28	4	3	4	3	4	3	4	3
29	3	3	4	3	4	3	3	3
30	4	4	4	4	4	4	4	4
31	4	4	4	4	4	4	4	4
32	4	3	3	3	4	3	4	3

33	4	4	4	4	3	3	4	3
34	5	4	4	5	5	4	5	4
35	5	4	4	5	4	4	5	5
36	4	3	4	3	3	4	4	3
37	4	4	4	4	5	5	5	5
38	5	5	5	5	4	5	4	4
39	5	5	5	5	5	5	5	4
40	4	3	4	4	4	4	3	4
41	5	4	4	4	4	4	3	2
42	4	4	4	4	4	4	4	4
43	5	5	5	5	5	5	5	5
44	4	4	4	4	4	4	4	4
45	5	5	5	5	5	5	5	5
46	5	5	5	5	5	5	5	5
47	4	4	4	4	4	4	4	4
48	4	4	4	4	4	4	4	4
49	5	5	5	5	5	5	5	5
50	4	4	4	4	4	4	4	4
51	4	3	4	3	4	5	5	3
52	4	4	4	4	4	4	4	4
53	5	4	4	4	4	5	4	3
54	5	4	5	4	4	4	4	5
55	3	3	4	3	4	4	4	4
56	3	3	4	4	4	4	4	3
57	5	5	4	4	4	3	4	4
58	4	4	5	5	4	4	4	5
59	4	4	4	4	4	4	4	4
60	5	5	5	5	5	5	5	5
61	5	5	5	5	5	5	5	5
62	5	5	5	5	5	5	4	5
63	4	4	4	5	4	4	3	4
64	4	5	5	5	5	5	5	4
65	3	3	4	4	5	4	5	3
66	5	4	5	5	5	5	5	5
67	3	3	3	3	3	3	3	3

68	3	5	3	4	5	3	4	5
69	4	4	4	4	3	3	4	4
70	3	3	3	4	5	5	3	3
71	2	4	4	5	5	4	4	4
72	5	5	4	4	5	5	5	5
73	1	4	5	5	4	5	5	4
74	4	3	4	5	5	5	5	4
75	2	1	5	5	5	5	5	3
76	2	5	5	2	4	5	2	4
77	3	5	1	4	2	5	3	5
78	5	5	2	4	4	5	5	4
79	5	5	5	4	4	5	4	4
80	5	5	4	4	5	5	4	4
81	5	5	5	4	4	5	4	5
82	5	5	4	5	5	4	5	3
83	5	4	4	5	5	4	4	5
84	5	4	4	4	5	5	4	4
85	5	4	4	4	5	5	4	4
86	5	4	4	5	4	5	4	4
87	4	5	5	4	4	2	4	5
88	5	5	4	4	4	5	4	4
89	5	4	5	5	4	4	5	4
90	5	3	4	5	4	5	5	4
91	5	4	4	5	5	4	4	5
92	5	5	4	5	5	4	5	4
93	5	5	4	2	5	5	4	5
94	4	5	5	2	5	4	4	4
95	5	2	4	5	4	4	2	5
96	4	4	4	2	5	4	4	5
97	5	5	5	5	2	4	5	4
98	5	1	4	4	4	5	5	4
99	4	4	5	3	4	4	4	5
100	5	4	4	2	5	4	3	4
101	5	3	4	4	5	4	5	5
102	5	4	3	4	2	4	3	4

103	4	4	5	5	2	4	4	4
104	5	5	4	3	5	4	4	5
105	4	4	3	4	2	5	4	4
106	5	4	4	4	5	5	2	4
107	2	4	5	4	4	4	4	2
108	5	4	5	4	5	4	5	4
109	4	5	4	5	4	5	4	5
110	5	4	4	4	2	4	4	5
111	5	5	5	5	5	5	5	5
112	5	5	5	5	5	5	5	5
113	4	5	4	5	4	5	4	5
114	4	4	4	4	4	4	4	4
115	5	5	5	5	5	5	5	5
116	4	5	2	5	4	5	4	4
117	5	5	5	5	5	5	5	5
118	5	4	4	4	5	2	4	4
119	5	3	4	2	2	4	5	5
120	4	2	3	5	4	4	3	3
121	5	5	4	5	5	4	4	4
122	4	5	4	4	4	3	4	4
123	4	4	4	4	4	5	5	5
124	4	4	4	3	4	4	4	4
125	5	5	4	5	4	4	4	3
126	4	4	4	4	4	4	4	4
127	3	3	3	3	3	3	3	3
128	4	5	5	5	4	3	3	4

Loyalitas Merek

No	YP1	YP2	YP3	YP4	YP5	YP6
1	2	3	4	4	2	3
2	3	4	5	5	5	5
3	3	3	3	3	3	3
4	3	4	5	5	5	5
5	3	3	3	3	3	3
6	3	3	3	3	3	3
7	4	4	4	4	4	4
8	5	3	3	3	3	3
9	2	2	3	3	3	3
10	5	4	4	4	4	4
11	5	5	5	5	5	5
12	2	3	3	3	3	4
13	2	4	5	4	4	3
14	3	4	5	3	3	4
15	3	3	4	4	3	4
16	3	3	4	4	4	4
17	2	2	3	3	3	3
18	3	3	3	4	3	4
19	3	3	3	4	3	3
20	5	5	5	5	5	5
21	4	4	4	4	4	4
22	5	3	5	5	5	5
23	4	4	4	5	4	5
24	3	3	4	3	3	3
25	3	3	4	4	3	3
26	4	4	4	4	4	4
27	2	2	4	4	3	3
28	3	4	4	4	4	4
29	2	3	3	3	3	3
30	4	4	4	4	4	4
31	3	4	3	4	4	5
32	2	3	3	3	3	4

33	3	3	4	4	3	4
34	3	4	5	4	3	4
35	5	5	4	4	5	5
36	3	4	4	4	4	3
37	3	3	4	4	2	2
38	4	4	5	4	4	5
39	4	4	5	5	4	4
40	4	4	5	4	4	4
41	4	4	3	4	5	5
42	4	4	4	4	4	4
43	5	5	5	5	5	5
44	4	4	4	4	4	4
45	5	5	5	5	5	5
46	5	5	5	5	5	5
47	3	4	4	4	4	4
48	4	4	4	4	4	4
49	4	5	5	5	4	4
50	4	4	4	4	4	4
51	2	3	4	3	3	4
52	3	4	4	4	4	4
53	3	3	4	4	3	2
54	4	4	4	4	4	4
55	3	3	4	5	3	3
56	3	3	4	3	3	3
57	3	4	4	4	4	4
58	4	4	5	5	5	4
59	4	4	4	4	4	4
60	5	5	5	5	5	5
61	5	5	5	5	5	5
62	4	5	5	5	5	5
63	4	5	4	4	3	4
64	5	5	5	5	5	5
65	3	3	3	3	3	3
66	5	5	5	5	5	5
67	3	3	3	3	3	3

68	3	5	3	4	5	4
69	3	3	4	4	3	3
70	4	3	4	5	4	4
71	4	4	5	5	4	4
72	5	5	5	4	5	2
73	4	4	5	4	4	5
74	5	5	5	5	4	1
75	3	5	5	4	3	5
76	2	5	5	5	4	1
77	5	4	2	4	5	3
78	2	4	4	4	5	5
79	4	4	5	5	4	5
80	4	5	4	4	5	4
81	4	4	5	5	4	5
82	4	4	5	5	4	5
83	4	2	4	4	5	4
84	4	5	5	4	4	5
85	5	4	2	4	5	4
86	4	2	4	5	4	4
87	5	4	4	5	4	5
88	4	5	5	4	5	4
89	5	4	5	4	4	5
90	5	4	4	5	5	4
91	4	5	5	4	4	5
92	5	4	5	5	4	4
93	2	4	5	5	5	4
94	5	5	5	2	5	5
95	5	2	4	5	4	5
96	4	3	5	4	2	4
97	5	4	5	5	4	5
98	4	5	5	2	5	4
99	5	5	4	2	3	4
100	5	4	5	4	4	3
101	4	4	5	3	4	4
102	4	4	5	5	5	3

103	5	4	2	4	4	5
104	4	2	4	5	4	4
105	4	5	4	2	4	5
106	2	4	2	4	5	4
107	5	5	4	2	4	5
108	5	4	5	4	5	4
109	4	5	4	5	4	5
110	4	5	4	5	2	4
111	5	5	5	5	5	5
112	5	5	5	5	5	5
113	4	5	4	5	4	5
114	4	4	4	4	4	4
115	5	5	5	5	5	5
116	5	5	4	5	5	4
117	5	5	5	5	5	5
118	4	4	4	2	4	5
119	5	2	3	5	4	4
120	5	2	3	3	4	4
121	4	5	4	4	3	4
122	4	4	4	4	4	4
123	4	4	4	4	4	4
124	4	4	4	4	4	4
jj125	2	3	4	4	4	3
126	4	4	4	4	4	4
127	2	3	3	3	2	3
128	3	2	3	4	4	4

Lampiran III

Hasil Uji Validitas

Kesadaran Merek

		Correlations								
		X1P1	X1P2	X1P3	X1P4	X1P5	X1P6	X1P7	X1P8	TOTALX1
X1P1	Pearson Correlation	1	.687**	.279	.270	.244	.625**	.481**	.500**	.733**
	Sig. (2-tailed)		.000	.136	.149	.195	.000	.007	.005	.000
	N	30	30	30	30	30	30	30	30	30
X1P2	Pearson Correlation	.687**	1	.294	.527**	.213	.726**	.279	.583**	.766**
	Sig. (2-tailed)	.000		.114	.003	.258	.000	.136	.001	.000
	N	30	30	30	30	30	30	30	30	30
X1P3	Pearson Correlation	.279	.294	1	.220	.446*	.625**	.705**	.425*	.715**
	Sig. (2-tailed)	.136	.114		.243	.014	.000	.000	.019	.000
	N	30	30	30	30	30	30	30	30	30
X1P4	Pearson Correlation	.270	.527**	.220	1	-.084	.540**	.137	.488**	.562**
	Sig. (2-tailed)	.149	.003	.243		.659	.002	.470	.006	.001
	N	30	30	30	30	30	30	30	30	30
X1P5	Pearson Correlation	.244	.213	.446*	-.084	1	.269	.286	.219	.420*
	Sig. (2-tailed)	.195	.258	.014	.659		.150	.126	.244	.021
	N	30	30	30	30	30	30	30	30	30
X1P6	Pearson Correlation	.625**	.726**	.625**	.540**	.269	1	.660**	.587**	.910**
	Sig. (2-tailed)	.000	.000	.000	.002	.150		.000	.001	.000
	N	30	30	30	30	30	30	30	30	30
X1P7	Pearson Correlation	.481**	.279	.705**	.137	.286	.660**	1	.336	.713**
	Sig. (2-tailed)	.007	.136	.000	.470	.126	.000		.070	.000
	N	30	30	30	30	30	30	30	30	30
X1P8	Pearson Correlation	.500**	.583**	.425*	.488**	.219	.587**	.336	1	.752**
	Sig. (2-tailed)	.005	.001	.019	.006	.244	.001	.070		.000
	N	30	30	30	30	30	30	30	30	30
TOTALX1	Pearson Correlation	.733**	.766**	.715**	.562**	.420*	.910**	.713**	.752**	1
	Sig. (2-tailed)	.000	.000	.000	.001	.021	.000	.000	.000	
	N	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).

Asosiasi Merek

		Correlations										
		X2P1	X2P2	X2P3	X2P4	X2P5	X2P6	X2P7	X2P8	X2P9	X2P10	TOTAL
X2P1	Pearson Correlation	1	.798**	.556**	.487**	.600**	.652**	.567**	.603**	.642**	.459*	.780**
	Sig. (2-tailed)		.000	.001	.006	.000	.000	.001	.000	.000	.011	.000
	N	30	30	30	30	30	30	30	30	30	30	30
X2P2	Pearson Correlation	.798**	1	.676**	.637**	.576**	.596**	.521**	.813**	.688**	.675**	.855**
	Sig. (2-tailed)	.000		.000	.000	.001	.001	.003	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
X2P3	Pearson Correlation	.556**	.676**	1	.913**	.661**	.718**	.560**	.676**	.545**	.401*	.819**
	Sig. (2-tailed)	.001	.000		.000	.000	.000	.001	.000	.002	.028	.000
	N	30	30	30	30	30	30	30	30	30	30	30
X2P4	Pearson Correlation	.487**	.637**	.913**	1	.569**	.672**	.481**	.637**	.450*	.369*	.756**
	Sig. (2-tailed)	.006	.000	.000		.001	.000	.007	.000	.013	.045	.000
	N	30	30	30	30	30	30	30	30	30	30	30
X2P5	Pearson Correlation	.600**	.576**	.661**	.569**	1	.696**	.836**	.721**	.589**	.515**	.850**
	Sig. (2-tailed)	.000	.001	.000	.001		.000	.000	.000	.001	.004	.000
	N	30	30	30	30	30	30	30	30	30	30	30
X2P6	Pearson Correlation	.652**	.596**	.718**	.672**	.696**	1	.787**	.596**	.585**	.392*	.828**
	Sig. (2-tailed)	.000	.001	.000	.000	.000		.000	.001	.001	.032	.000
	N	30	30	30	30	30	30	30	30	30	30	30
X2P7	Pearson Correlation	.567**	.521**	.560**	.481**	.836**	.787**	1	.665**	.587**	.475**	.818**
	Sig. (2-tailed)	.001	.003	.001	.007	.000	.000		.000	.001	.008	.000
	N	30	30	30	30	30	30	30	30	30	30	30
X2P8	Pearson Correlation	.603**	.813**	.676**	.637**	.721**	.596**	.665**	1	.688**	.601**	.865**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.001	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
X2P9	Pearson Correlation	.642**	.688**	.545**	.450*	.589**	.585**	.587**	.688**	1	.649**	.798**
	Sig. (2-tailed)	.000	.000	.002	.013	.001	.001	.001	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
X2P10	Pearson Correlation	.459*	.675**	.401*	.369*	.515**	.392*	.475**	.601**	.649**	1	.697**
	Sig. (2-tailed)	.011	.000	.028	.045	.004	.032	.008	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.780**	.855**	.819**	.756**	.850**	.828**	.818**	.865**	.798**	.697**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.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).

Persepsi Kualitas

		Correlations								
		X3P1	X3P2	X3P3	X3P4	X3P5	X3P6	X3P7	X3P8	TOTAL X3
X3P1	Pearson Correlation	1	.541**	.490**	.497**	.314	.065	.495**	.461*	.668**
	Sig. (2-tailed)		.002	.006	.005	.091	.734	.005	.010	.000
	N	30	30	30	30	30	30	30	30	30
X3P2	Pearson Correlation	.541**	1	.481**	.803**	.296	.300	.562**	.666**	.807**
	Sig. (2-tailed)	.002		.007	.000	.112	.107	.001	.000	.000
	N	30	30	30	30	30	30	30	30	30
X3P3	Pearson Correlation	.490**	.481**	1	.678**	.663**	.377*	.442*	.440*	.773**
	Sig. (2-tailed)	.006	.007		.000	.000	.040	.014	.015	.000
	N	30	30	30	30	30	30	30	30	30
X3P4	Pearson Correlation	.497**	.803**	.678**	1	.566**	.439*	.540**	.701**	.898**
	Sig. (2-tailed)	.005	.000	.000		.001	.015	.002	.000	.000
	N	30	30	30	30	30	30	30	30	30
X3P5	Pearson Correlation	.314	.296	.663**	.566**	1	.408*	.382*	.388*	.674**
	Sig. (2-tailed)	.091	.112	.000	.001		.025	.037	.034	.000
	N	30	30	30	30	30	30	30	30	30
X3P6	Pearson Correlation	.065	.300	.377*	.439*	.408*	1	.231	.345	.539**
	Sig. (2-tailed)	.734	.107	.040	.015	.025		.219	.062	.002
	N	30	30	30	30	30	30	30	30	30
X3P7	Pearson Correlation	.495**	.562**	.442*	.540**	.382*	.231	1	.363*	.678**
	Sig. (2-tailed)	.005	.001	.014	.002	.037	.219		.049	.000
	N	30	30	30	30	30	30	30	30	30
X3P8	Pearson Correlation	.461*	.666**	.440*	.701**	.388*	.345	.363*	1	.777**
	Sig. (2-tailed)	.010	.000	.015	.000	.034	.062	.049		.000
	N	30	30	30	30	30	30	30	30	30
TOTAL X3	Pearson Correlation	.668**	.807**	.773**	.898**	.674**	.539**	.678**	.777**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.002	.000	.000	
	N	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).

Loyalitas Merek

Correlations

		YP1	YP2	YP3	YP4	YP5	YP6	TOTALY
YP1	Pearson Correlation	1	.598**	.365	.491**	.556**	.544**	.728**
	Sig. (2-tailed)		.001	.056	.008	.002	.003	.000
	N	28	28	28	28	28	28	28
YP2	Pearson Correlation	.598**	1	.665**	.590**	.701**	.683**	.833**
	Sig. (2-tailed)	.001		.000	.001	.000	.000	.000
	N	28	29	29	29	29	29	29
YP3	Pearson Correlation	.365	.665**	1	.722**	.716**	.663**	.783**
	Sig. (2-tailed)	.056	.000		.000	.000	.000	.000
	N	28	29	29	29	29	29	29
YP4	Pearson Correlation	.491**	.590**	.722**	1	.778**	.797**	.833**
	Sig. (2-tailed)	.008	.001	.000		.000	.000	.000
	N	28	29	29	29	29	29	29
YP5	Pearson Correlation	.556**	.701**	.716**	.778**	1	.832**	.928**
	Sig. (2-tailed)	.002	.000	.000	.000		.000	.000
	N	28	29	29	29	29	29	29
YP6	Pearson Correlation	.544**	.683**	.663**	.797**	.832**	1	.894**
	Sig. (2-tailed)	.003	.000	.000	.000	.000		.000
	N	28	29	29	29	29	29	29
TOTALY	Pearson Correlation	.728**	.833**	.783**	.833**	.928**	.894**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	28	29	29	29	29	29	29

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

Lampiran IV

Hasil Uji Reabilitas

Kesadaran Merek

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
.854	8

Asosiasi Merek

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
.938	10

Persepsi Kualitass

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
.870	8

Loyalitas Merek

Case Processing Summary

		N	%
Cases	Valid	28	96.6
	Excluded ^a	1	3.4
	Total	29	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.914	6

Lampiran V

Tabel t

DISTRIBUSI NILAI t_{tabel} SIGNIFIKANSI 5% dan 1%

N	The Level of Significance		N	The Level of Significance	
	5%	1%		5%	1%
3	0.997	0.999	38	0.320	0.413
4	0.950	0.990	39	0.316	0.408
5	0.878	0.959	40	0.312	0.403
6	0.811	0.917	41	0.308	0.398
7	0.754	0.874	42	0.304	0.393
8	0.707	0.834	43	0.301	0.389
9	0.666	0.798	44	0.297	0.384
10	0.632	0.765	45	0.294	0.380
11	0.602	0.735	46	0.291	0.376
12	0.576	0.708	47	0.288	0.372
13	0.553	0.684	48	0.284	0.368
14	0.532	0.661	49	0.281	0.364
15	0.514	0.641	50	0.279	0.361
16	0.497	0.623	55	0.266	0.345
17	0.482	0.606	60	0.254	0.330
18	0.468	0.590	65	0.244	0.317
19	0.456	0.575	70	0.235	0.306
20	0.444	0.561	75	0.227	0.296
21	0.433	0.549	80	0.220	0.286
22	0.432	0.537	85	0.213	0.278
23	0.413	0.526	90	0.207	0.267
24	0.404	0.515	95	0.202	0.263
25	0.396	0.505	100	0.195	0.256
26	0.388	0.496	125	0.176	0.230
27	0.381	0.487	150	0.159	0.210
28	0.374	0.478	175	0.148	0.194
29	0.367	0.470	200	0.138	0.181
30	0.361	0.463	300	0.113	0.148
31	0.355	0.456	400	0.098	0.128
32	0.349	0.449	500	0.088	0.115
33	0.344	0.442	600	0.080	0.105
34	0.339	0.436	700	0.074	0.097
35	0.334	0.430	800	0.070	0.091
36	0.329	0.424	900	0.065	0.086
37	0.325	0.418	1000	0.062	0.081

Lampiran VI

Hasil Uji Deskriptif Frekuensi

Kesadaran Merek

X1P1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	8	6.3	6.3	6.3
	netral	33	25.8	25.8	32.0
	setuju	55	43.0	43.0	75.0
	sangat setuju	32	25.0	25.0	100.0
	Total	128	100.0	100.0	

X1P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	6	4.7	4.7	4.7
	netral	30	23.4	23.4	28.1
	setuju	48	37.5	37.5	65.6
	sangat setuju	44	34.4	34.4	100.0
	Total	128	100.0	100.0	

X1P3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	1	.8	.8	.8
	tidak setuju	3	2.3	2.3	3.1
	netral	18	14.1	14.1	17.2
	setuju	64	50.0	50.0	67.2
	sangat setuju	42	32.8	32.8	100.0
	Total	128	100.0	100.0	

X1P4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	8	6.3	6.3	6.3
	netral	25	19.5	19.5	25.8
	setuju	63	49.2	49.2	75.0
	sangat setuju	32	25.0	25.0	100.0
	Total	128	100.0	100.0	

X1P5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	5	3.9	3.9	3.9
	netral	12	9.4	9.4	13.3
	setuju	66	51.6	51.6	64.8
	sangat setuju	45	35.2	35.2	100.0
	Total	128	100.0	100.0	

X1P6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	11	8.6	8.6	8.6
	netral	30	23.4	23.4	32.0
	setuju	49	38.3	38.3	70.3
	sangat setuju	38	29.7	29.7	100.0
	Total	128	100.0	100.0	

X1P7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	3	2.3	2.3	2.3
	tidak setuju	10	7.8	7.8	10.2
	netral	19	14.8	14.8	25.0
	setuju	59	46.1	46.1	71.1
	sangat setuju	37	28.9	28.9	100.0
	Total	128	100.0	100.0	

X1P8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	13	10.2	10.2	10.2
	netral	24	18.8	18.8	28.9
	setuju	55	43.0	43.0	71.9
	sangat setuju	36	28.1	28.1	100.0
	Total	128	100.0	100.0	

Asosiasi Merek

X2P1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	2	1.6	1.6	1.6
	netral	10	7.8	7.8	9.4
	setuju	54	42.2	42.2	51.6
	sangat setuju	62	48.4	48.4	100.0
	Total	128	100.0	100.0	

X2P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	3	2.3	2.3	2.3
	netral	13	10.2	10.2	12.5
	setuju	63	49.2	49.2	61.7
	sangat setuju	49	38.3	38.3	100.0
	Total	128	100.0	100.0	

X2P3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	1	.8	.8	.8
	tidak setuju	6	4.7	4.7	5.5
	netral	9	7.0	7.0	12.5
	setuju	62	48.4	48.4	60.9
	sangat setuju	50	39.1	39.1	100.0
	Total	128	100.0	100.0	

X2P4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	1	.8	.8	.8
	tidak setuju	5	3.9	3.9	4.7
	netral	10	7.8	7.8	12.5
	setuju	55	43.0	43.0	55.5
	sangat setuju	57	44.5	44.5	100.0
	Total	128	100.0	100.0	

X2P5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	4	3.1	3.1	3.1
	netral	15	11.7	11.7	14.8
	setuju	59	46.1	46.1	60.9
	sangat setuju	50	39.1	39.1	100.0
	Total	128	100.0	100.0	

X2P6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	2	1.6	1.6	1.6
	tidak setuju	4	3.1	3.1	4.7
	netral	9	7.0	7.0	11.7
	setuju	67	52.3	52.3	64.1
	sangat setuju	46	35.9	35.9	100.0
	Total	128	100.0	100.0	

X2P7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	1	.8	.8	.8
	tidak setuju	7	5.5	5.5	6.3
	netral	19	14.8	14.8	21.1
	setuju	61	47.7	47.7	68.8
	sangat setuju	40	31.3	31.3	100.0
	Total	128	100.0	100.0	

X2P8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	1	.8	.8	.8
	netral	18	14.1	14.1	14.8
	setuju	65	50.8	50.8	65.6
	sangat setuju	44	34.4	34.4	100.0
	Total	128	100.0	100.0	

X2P9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	1	.8	.8	.8
	tidak setuju	3	2.3	2.3	3.1
	netral	13	10.2	10.2	13.3
	setuju	66	51.6	51.6	64.8
	sangat setuju	45	35.2	35.2	100.0
	Total	128	100.0	100.0	

X2P10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	1	.8	.8	.8
	tidak setuju	2	1.6	1.6	2.3
	netral	30	23.4	23.4	25.8
	setuju	54	42.2	42.2	68.0
	sangat setuju	41	32.0	32.0	100.0
	Total	128	100.0	100.0	

Persepsi Kualitas**X3P1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	1	.8	.8	.8
	tidak setuju	4	3.1	3.1	3.9
	netral	19	14.8	14.8	18.8
	setuju	48	37.5	37.5	56.3
	sangat setuju	56	43.8	43.8	100.0
	Total	128	100.0	100.0	

X3P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	2	1.6	1.6	1.6
	tidak setuju	2	1.6	1.6	3.1
	netral	23	18.0	18.0	21.1
	setuju	56	43.8	43.8	64.8
	sangat setuju	45	35.2	35.2	100.0
	Total	128	100.0	100.0	

X3P3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	1	.8	.8	.8
	tidak setuju	2	1.6	1.6	2.3
	netral	14	10.9	10.9	13.3
	setuju	72	56.3	56.3	69.5
	sangat setuju	39	30.5	30.5	100.0
	Total	128	100.0	100.0	

X3P4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	6	4.7	4.7	4.7
	netral	18	14.1	14.1	18.8
	setuju	59	46.1	46.1	64.8
	sangat setuju	45	35.2	35.2	100.0
	Total	128	100.0	100.0	

X3P5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	8	6.3	6.3	6.3
	netral	7	5.5	5.5	11.7
	setuju	66	51.6	51.6	63.3
	sangat setuju	47	36.7	36.7	100.0
	Total	128	100.0	100.0	

X3P6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	2	1.6	1.6	1.6
	netral	20	15.6	15.6	17.2
	setuju	59	46.1	46.1	63.3
	sangat setuju	47	36.7	36.7	100.0
	Total	128	100.0	100.0	

X3P7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	3	2.3	2.3	2.3
	netral	17	13.3	13.3	15.6
	setuju	68	53.1	53.1	68.8
	sangat setuju	40	31.3	31.3	100.0
	Total	128	100.0	100.0	

X3P8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	8	6.3	6.3	6.3
	netral	27	21.1	21.1	27.3
	setuju	55	43.0	43.0	70.3
	sangat setuju	38	29.7	29.7	100.0
	Total	128	100.0	100.0	

Loyalitas Merek**X4P1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	15	11.7	11.7	11.7
	netral	30	23.4	23.4	35.2
	setuju	47	36.7	36.7	71.9
	sangat setuju	36	28.1	28.1	100.0
	Total	128	100.0	100.0	

X4P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	10	7.8	7.8	7.8
	netral	28	21.9	21.9	29.7
	setuju	54	42.2	42.2	71.9
	sangat setuju	36	28.1	28.1	100.0
	Total	128	100.0	100.0	

X4P3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	4	3.1	3.1	3.1
	netral	20	15.6	15.6	18.8
	setuju	56	43.8	43.8	62.5
	sangat setuju	48	37.5	37.5	100.0
	Total	128	100.0	100.0	

X4P4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	6	4.7	4.7	4.7
	netral	18	14.1	14.1	18.8
	setuju	61	47.7	47.7	66.4
	sangat setuju	43	33.6	33.6	100.0
	Total	128	100.0	100.0	

X4P5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	5	3.9	3.9	3.9
	netral	29	22.7	22.7	26.6
	setuju	58	45.3	45.3	71.9
	sangat setuju	36	28.1	28.1	100.0
	Total	128	100.0	100.0	

X4P6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	2	1.6	1.6	1.6
	tidak setuju	3	2.3	2.3	3.9
	netral	24	18.8	18.8	22.7
	setuju	58	45.3	45.3	68.0
	sangat setuju	41	32.0	32.0	100.0
	Total	128	100.0	100.0	