

Lampiran I

Bandar Lampung, Januari 2020

Hal : Permohonan Bantuan Pengisian Kuesioner

Kepada Yth :

Bapak/ Ibu

Di Tempat

Dengan ini saya :

Nama : Vitria Oktavianti
NPM : 1612110131
Jurusan : S1 Manajemen
E-mail : Oktaviavitria10@gmail.com

Dengan Hormat,

Bersama ini saya sampaikan bahwa saya bermaksud mengadakan penelitian mengenai ekuitas merek Tokopedia. Penelitian ini dilaksanakan dalam rangka penulisan skripsi sebagai salah satu syarat dalam penyelesaian studi pada program Sarjana IIB Darmajaya. Konsentrasi Pemasaran. Tentang **“ANALISIS EKUITAS MEREK TOKOPEDIA”**.

Sehubungan dengan maksud di atas, saya mengharapkan bantuan saudara untuk bersedia mengisi instrumen penelitian ini sesuai dengan pendapat dan pengalaman yang dimiliki. Instrumen ini dirancang sedemikian rupa sehingga tidak seorang pun dapat menelusuri sumber informasinya. Oleh karena itu saudara diharapkan dapat memberikan jawaban sesuai dengan keadaan sesungguhnya, dan saya menjamin kerahasiaan dari jawaban saudara.

Bantuan dan partisipasi saudara merupakan sumbangan yang sangat berharga bagi terselenggaranya penelitian ilmiah ini. Untuk itu semuanya saya ucapkan terima kasih.

Hormat Saya,

Vitria Oktavianti

NPM. 1612110131

KUESIONER PENELITIAN

Pernyataan ini berguna dalam rangka penelitian skripsi yang berjudul :

ANALISIS EKUITAS MEREK PADA TOKOPEDI

Petunjuk pengisian daftar pernyataan :

1. Jawablah pernyataan yang diajukan dibawah ini dengan benar dan jujur.
2. Pertanyaan/pernyataan harus dijawab semua jangan sampai ada yang terlewatkan, agar data dapat sepenuhnya di olah oleh peneliti.
3. Berilah tanda (√) pada jawaban yang telah disediakan oleh peneliti.

Kriteria Penilaian :

SS	: Sangat Setuju	5
S	: Setuju	4
CS	: Cukup Setuju	3
TS	: Tidak Setuju	2
STS	: Sangat Tidak Setuju	1

IDENTITAS RESPONDEN

1. Nama :(Dapat dikosongkan)

2. Jenis Kelamin : Laki-laki
 Perempuan

3. Usia :

a. 17 Tahun – 25 Tahun c. 35 Tahun – 43 Tahun
 b. 26 Tahun – 34 Tahun d. > 43 Tahun

4. Pendidikan :

a. SMA c. S1
 b. D3 d. S2

Kesadaran Merek

No	Pernyataan	Jawaban				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
Top Of Mind						
1	Tokopedia adalah merek <i>marketplace</i> yang pertama kali diingat					
2	Hanya berbelanja online di Tokopedia					
Brand Recall						
3	Situs jual beli online identik dengan Tokopedia					
4	Mengetahui setiap kegiatan promo yang dilakukan Tokopedia					
Brand Recognition						
5	Mengenali Tokopedia hanya dengan melihat logonya					
6	Mengingat setiap iklan Tokopedia					
Unware of brand						
7	Mengetahui Tokopedia sebagai <i>marketplace</i> terbaik di Indonesia					
8	Mengenali slogan yang dimiliki Tokopedia					

Persepsi Kualitas

No	Pernyataan	Jawaban				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
Serviceability						
1	Respon penjual di Tokopedia cepat dan baik					
2	Adanya garansi pada setiap produk yang dijual Tokopedia					
Durability						
3	Produk yang dijual Tokopedia berkualitas					
4	Pengemasan produk di Tokopedia memenuhi standar					
Reliability						
5	Informasi produk yang dijual di Tokopedia sangat jelas					
6	Sangat aman melakukan transaksi jual beli produk di Tokopedia					
Features						
7	Tampilan situs Tokopedia sangat menarik					
8	Aplikasi Tokopedai mudah digunakan					
Comformance With Specifications						
9	Pengiriman produk Tokopedia sesuai dengan waktu yang ditentukan					
10	Produk yang di jual sesuai dengan tampilan yang ada di situs Tokopedia					
Fit And Fitness						
11	Produk yang dijual di Tokopedia sangat terjamin kualitasnya					
12	Tokopedia merupakan produk toko online terlengkap					

Loyalitas Merek

No	Pernyataan	Jawaban				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
<i>Committed Buyer</i>						
1	Merekomendasikan Tokopedia kepada orang lain untuk membeli produk					
2	Menceritakan hal positif Tokopedia kepada orang lain					
<i>Like The Brand</i>						
3	Membagikan info mengenai Tokopedia di media social					
4	Lebih menyukai produk Tokopedia di bandingkan dengan <i>marketplace</i> lainnya					
<i>Satisfied buyer</i>						
5	Merasa puas berbelanja di Tokopedia					
6	Merasa percaya jika berbelanja di Tokopedia					
<i>Habitual Buyer</i>						
7	Selalu membeli produk di Tokopedia					
8	Menggunakan aplikasi Tokopedia untuk aktifitas berbelanja online					
<i>Switcher</i>						
9	Akan berbelanja di <i>marketplace</i> lain jika harga yang ditawarkan lebih murah dibandingkan Tokopedia					
10	Akan berbelanja di <i>marketplace</i> lain jika promo yang ditawarkan lebih menarik dibandingkan Tokopedia					

Asosiasi Merek

No	Pernyataan	Jawaban				
		SS (5)	S (4)	CS (3)	TS (2)	STS (1)
Asosiasi merek visual						
1	Harga produk di Tokopedia terjangkau					
2	Barang yang dijual di Tokopedia mengikuti trend					
3	Barang yang dijual di Tokopedia memiliki warna yang menarik					
4	Barang yang ditawarkan Tokopedia memiliki desain dan model yang unik					
Asosiasi merek non visual						
5	Berbelanja di Tokopedia lebih hemat waktu					
6	Pembayaran di Tokopedia sangat mudah					
7	Tokopedia lebih unggul dibandingkan marketplace lainnya					
8	Yakin menggunakan aplikasi Tokopedia dalam kegiatan berbelanja online					

Ekuitas Merek

No	Pernyataan	Tidak	Ya
Kesadaran Merek			
1	Tokopedia adalah merek <i>marketplace</i> yang pertama kali diingat		
2	Hanya berbelanja online di Tokopedia		
3	Situs jual beli online identik dengan Tokopedia		
4	Mengetahui setiap kegiatan promo yang dilakukan Tokopedia		
5	Mengenali Tokopedia hanya dengan melihat logonya		
6	Mengingat setiap iklan Tokopedia		
7	Mengetahui Tokopedia sebagai <i>marketplace</i> terbaik di Indonesia		
8	Mengenali slogan yang dimiliki Tokopedia		
Persepsi Kualitas			
9	Respon penjual di Tokopedia cepat dan baik		
10	Adanya garansi pada setiap produk yang dijual Tokopedia		
11	Produk yang dijual Tokopedia berkualitas		
12	Pengemasan produk di Tokopedia memenuhi standar		
13	Informasi produk yang dijual di Tokopedia sangat jelas		
14	Sangat aman melakukan transaksi jual beli produk di Tokopedia		
15	Tampilan situs Tokopedia sangat menarik		
16	Aplikasi Tokopedai mudah digunakan		
17	Pengiriman produk Tokopedia sesuai dengan waktu yang ditentukan		
18	Produk yang di jual sesuai dengan tampilan yang ada di situs Tokopedia		
19	Produk yang dijual di Tokopedia sangat terjamin kualitasnya		
20	Tokopedia merupakan produk toko online terlengkap		
Loyalitas Merek			
21	Merekomendasikan Tokopedia kepada orang lain untuk membeli produk		
22	Menceritakan hal positif Tokopedia kepada orang lain		
23	Membagikan info mengenai Tokopedia di media social		
24	Lebih menyukai produk Tokopedia di bandingkan dengan <i>marketplace</i> lainnya		

25	Merasa puas berbelanja di Tokopedia		
26	Merasa percaya jika berbelanja di Tokopedia		
27	Selalu membeli produk di Tokopedia		
28	Menggunakan aplikasi Tokopedia untuk aktifitas berbelanja online		
28	Akan berbelanja di <i>marketplace</i> lain jika harga yang ditawarkan lebih murah dibandingkan Tokopedia		
30	Akan berbelanja di <i>marketplace</i> lain jika promo yang ditawarkan lebih menarik dibandingkan Tokopedia		
Asosiasi Merek			
31	Harga produk di Tokopedia terjangkau		
32	Barang yang dijual di Tokopedia mengikuti trend		
33	Barang yang dijual di Tokopedia memiliki warna yang menarik		
34	Barang yang ditawarkan Tokopedia memiliki desain dan model yang unik		
35	Berbelanja di Tokopedia lebih hemat waktu		
36	Pembayaran di Tokopedia sangat mudah		
37	Tokopedia lebih unggul dibandingkan <i>marketplace</i> lainnya		
38	Yakin menggunakan aplikasi Tokopedia dalam kegiatan berbelanja online		

Lampiran II

Hasil Jawaban Reponden

No	KM1	KM2	KM3	KM4	KM5	KM6	KM7	KM8	TOTAL_KM
1	4	3	3	5	3	4	4	4	30
2	4	4	3	3	4	4	4	4	30
3	4	4	3	5	3	3	5	4	31
4	3	3	4	4	3	4	3	3	27
5	4	3	4	5	5	4	4	4	33
6	4	4	4	5	3	4	5	4	33
7	3	3	4	4	3	3	4	3	27
8	4	4	3	4	4	4	5	4	32
9	4	4	3	5	5	4	5	4	34
10	4	3	4	4	3	3	4	4	29
11	5	5	5	4	4	4	5	5	37
12	3	4	4	3	4	4	4	3	29
13	3	4	3	5	3	4	4	3	29
14	3	3	4	5	3	3	3	3	27
15	4	2	3	3	2	3	4	4	25
16	3	3	4	5	3	5	5	3	31
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29	4	3	3	4	2	3	2	4	25
30	5	3	4	4	4	3	4	5	32
31	3	2	3	2	4	4	1	1	20
32	3	3	4	4	4	3	3	4	28
33	3	2	3	1	3	3	2	2	19
34	2	3	3	3	4	4	3	4	26
35	3	4	4	3	3	3	2	3	25
36	4	4	5	4	4	4	4	4	33
37	3	3	3	2	3	3	3	3	23

38	3	2	3	3	3	2	3	3	22
39	2	2	3	3	2	3	2	2	19
40	3	3	4	4	3	3	3	4	27
41	3	4	4	3	2	2	3	3	24
42	4	3	3	3	3	3	3	3	25
43	4	4	4	4	4	3	4	4	31
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45	3	3	4	3	3	4	4	4	28
46	4	4	4	3	3	4	3	4	29
47	3	3	4	4	4	4	3	4	29
48	4	3	4	4	4	4	3	2	28
49	4	3	4	3	3	1	3	1	22
50	3	3	3	3	3	2	3	1	21
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52	5	3	5	3	3	3	4	2	28
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63	5	5	5	4	3	3	3	2	30
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93	4	3	3	2	2	3	3	2	22
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101	4	4	4	2	2	2	1	2	21
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No	PK1	PK2	PK3	PK4	PK5	PK6	PK7	PK8	PK9	PK10	PK11	PK12	TOTAL_PK
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13	3	4	5	5	5	5	2	2	5	5	3	2	46
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15	5	4	2	5	5	5	3	3	2	4	2	5	45
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39	2	2	3	3	3	3	4	2	3	2	3	3	33
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42	3	5	5	5	5	5	4	3	5	3	5	5	53
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Lampiran III

Hasil Karakteristik Responden

JENIS KELAMIN

	Frequency	Percent	Valid Percent	Cumulative Percent
Laki-Laki	81	42.6	42.6	42.6
Valid Perempuan	109	57.4	57.4	100.0
Total	190	100.0	100.0	

USIA

	Frequency	Percent	Valid Percent	Cumulative Percent
17 - 25Tahun	63	33.2	33.2	33.2
26 - 34 Tahun	65	34.2	34.2	67.4
Valid 35 - 43Tahun	44	23.2	23.2	90.5
> 43 Tahun	18	9.5	9.5	100.0
Total	190	100.0	100.0	

PENDIDIKAN TERKAHIR

	Frequency	Percent	Valid Percent	Cumulative Percent
SMA	62	32.6	32.6	32.6
D3	47	24.7	24.7	57.4
Valid S1	55	28.9	28.9	86.3
S2	26	13.7	13.7	100.0
Total	190	100.0	100.0	

Lampiran IV

Hasil Uji Frekuensi Variabel

KM1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	1.6	1.6	1.6
2	12	6.3	6.3	7.9
3	61	32.1	32.1	40.0
Valid 4	75	39.5	39.5	79.5
5	39	20.5	20.5	100.0
Total	190	100.0	100.0	

KM2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	9	4.7	4.7	4.7
3	60	31.6	31.6	36.3
Valid 4	85	44.7	44.7	81.1
5	36	18.9	18.9	100.0
Total	190	100.0	100.0	

KM3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	1.6	1.6	1.6
2	12	6.3	6.3	7.9
3	53	27.9	27.9	35.8
Valid 4	82	43.2	43.2	78.9
5	40	21.1	21.1	100.0
Total	190	100.0	100.0	

KM4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.1	2.1	2.1
2	24	12.6	12.6	14.7
3	54	28.4	28.4	43.2
4	85	44.7	44.7	87.9
5	23	12.1	12.1	100.0
Total	190	100.0	100.0	

KM5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.5	.5	.5
2	25	13.2	13.2	13.7
3	65	34.2	34.2	47.9
4	78	41.1	41.1	88.9
5	21	11.1	11.1	100.0
Total	190	100.0	100.0	

KM6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	2.6	2.6	2.6
2	20	10.5	10.5	13.2
3	69	36.3	36.3	49.5
4	78	41.1	41.1	90.5
5	18	9.5	9.5	100.0
Total	190	100.0	100.0	

KM7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	1.6	1.6	1.6
2	31	16.3	16.3	17.9
3	56	29.5	29.5	47.4
4	60	31.6	31.6	78.9
5	40	21.1	21.1	100.0
Total	190	100.0	100.0	

KM8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	2.6	2.6	2.6
2	40	21.1	21.1	23.7
3	62	32.6	32.6	56.3
4	59	31.1	31.1	87.4
5	24	12.6	12.6	100.0
Total	190	100.0	100.0	

PK1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	12	6.3	6.3	6.3
2	16	8.4	8.4	14.7
3	62	32.6	32.6	47.4
4	70	36.8	36.8	84.2
5	30	15.8	15.8	100.0
Total	190	100.0	100.0	

PK2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.1	1.1	1.1
2	24	12.6	12.6	13.7
3	40	21.1	21.1	34.7
4	94	49.5	49.5	84.2
5	30	15.8	15.8	100.0
Total	190	100.0	100.0	

PK3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.1	1.1	1.1
2	18	9.5	9.5	10.5
3	45	23.7	23.7	34.2
4	83	43.7	43.7	77.9
5	42	22.1	22.1	100.0
Total	190	100.0	100.0	

PK4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.1	1.1	1.1
2	6	3.2	3.2	4.2
3	32	16.8	16.8	21.1
4	87	45.8	45.8	66.8
5	63	33.2	33.2	100.0
Total	190	100.0	100.0	

PK5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	3.2	3.2	3.2
3	39	20.5	20.5	23.7
Valid 4	94	49.5	49.5	73.2
5	51	26.8	26.8	100.0
Total	190	100.0	100.0	

PK6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	2.1	2.1	2.1
2	16	8.4	8.4	10.5
Valid 3	39	20.5	20.5	31.1
4	76	40.0	40.0	71.1
5	55	28.9	28.9	100.0
Total	190	100.0	100.0	

PK7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	3.2	3.2	3.2
2	14	7.4	7.4	10.5
Valid 3	62	32.6	32.6	43.2
4	79	41.6	41.6	84.7
5	29	15.3	15.3	100.0
Total	190	100.0	100.0	

PK8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	1.6	1.6	1.6
2	17	8.9	8.9	10.5
3	48	25.3	25.3	35.8
4	91	47.9	47.9	83.7
5	31	16.3	16.3	100.0
Total	190	100.0	100.0	

PK9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.1	2.1	2.1
2	15	7.9	7.9	10.0
3	33	17.4	17.4	27.4
4	96	50.5	50.5	77.9
5	42	22.1	22.1	100.0
Total	190	100.0	100.0	

PK10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	7	3.7	3.7	3.7
2	24	12.6	12.6	16.3
3	65	34.2	34.2	50.5
4	69	36.3	36.3	86.8
5	25	13.2	13.2	100.0
Total	190	100.0	100.0	

PK11

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.1	2.1	2.1
2	19	10.0	10.0	12.1
3	48	25.3	25.3	37.4
4	79	41.6	41.6	78.9
5	40	21.1	21.1	100.0
Total	190	100.0	100.0	

PK12

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.1	2.1	2.1
2	19	10.0	10.0	12.1
3	67	35.3	35.3	47.4
4	71	37.4	37.4	84.7
5	29	15.3	15.3	100.0
Total	190	100.0	100.0	

LM1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.1	1.1	1.1
2	4	2.1	2.1	3.2
3	31	16.3	16.3	19.5
4	88	46.3	46.3	65.8
5	65	34.2	34.2	100.0
Total	190	100.0	100.0	

LM2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	3.7	3.7	3.7
3	36	18.9	18.9	22.6
Valid 4	93	48.9	48.9	71.6
5	54	28.4	28.4	100.0
Total	190	100.0	100.0	

LM3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.5	.5	.5
2	8	4.2	4.2	4.7
Valid 3	62	32.6	32.6	37.4
4	83	43.7	43.7	81.1
5	36	18.9	18.9	100.0
Total	190	100.0	100.0	

LM4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.5	.5	.5
2	7	3.7	3.7	4.2
Valid 3	48	25.3	25.3	29.5
4	91	47.9	47.9	77.4
5	43	22.6	22.6	100.0
Total	190	100.0	100.0	

LM5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.1	1.1	1.1
2	6	3.2	3.2	4.2
3	50	26.3	26.3	30.5
4	77	40.5	40.5	71.1
5	55	28.9	28.9	100.0
Total	190	100.0	100.0	

LM6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	12	6.3	6.3	6.3
3	41	21.6	21.6	27.9
4	85	44.7	44.7	72.6
5	52	27.4	27.4	100.0
Total	190	100.0	100.0	

LM7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1.1	1.1	1.1
2	8	4.2	4.2	5.3
3	60	31.6	31.6	36.8
4	80	42.1	42.1	78.9
5	40	21.1	21.1	100.0
Total	190	100.0	100.0	

LM8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.5	.5	.5
2	6	3.2	3.2	3.7
3	44	23.2	23.2	26.8
4	93	48.9	48.9	75.8
5	46	24.2	24.2	100.0
Total	190	100.0	100.0	

LM9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.1	1.1	1.1
2	4	2.1	2.1	3.2
3	59	31.1	31.1	34.2
4	77	40.5	40.5	74.7
5	48	25.3	25.3	100.0
Total	190	100.0	100.0	

LM10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	1.6	1.6	1.6
2	18	9.5	9.5	11.1
3	57	30.0	30.0	41.1
4	79	41.6	41.6	82.6
5	33	17.4	17.4	100.0
Total	190	100.0	100.0	

AS1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.5	.5	.5
2	6	3.2	3.2	3.7
3	68	35.8	35.8	39.5
Valid 4	86	45.3	45.3	84.7
5	29	15.3	15.3	100.0
Total	190	100.0	100.0	

AS2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	1.1	1.1	1.1
3	46	24.2	24.2	25.3
Valid 4	109	57.4	57.4	82.6
5	33	17.4	17.4	100.0
Total	190	100.0	100.0	

AS3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	4.2	4.2	4.2
3	38	20.0	20.0	24.2
Valid 4	90	47.4	47.4	71.6
5	54	28.4	28.4	100.0
Total	190	100.0	100.0	

AS4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.5	.5	.5
2	9	4.7	4.7	5.3
3	47	24.7	24.7	30.0
4	93	48.9	48.9	78.9
5	40	21.1	21.1	100.0
Total	190	100.0	100.0	

AS5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.1	1.1	1.1
2	8	4.2	4.2	5.3
3	52	27.4	27.4	32.6
4	79	41.6	41.6	74.2
5	49	25.8	25.8	100.0
Total	190	100.0	100.0	

AS6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.5	.5	.5
2	4	2.1	2.1	2.6
3	59	31.1	31.1	33.7
4	92	48.4	48.4	82.1
5	34	17.9	17.9	100.0
Total	190	100.0	100.0	

AS7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	1.6	1.6	1.6
2	10	5.3	5.3	6.8
3	36	18.9	18.9	25.8
4	74	38.9	38.9	64.7
5	67	35.3	35.3	100.0
Total	190	100.0	100.0	

AS8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.5	.5	.5
2	11	5.8	5.8	6.3
3	53	27.9	27.9	34.2
4	77	40.5	40.5	74.7
5	48	25.3	25.3	100.0
Total	190	100.0	100.0	

Lampiran V

Hasil Uji Validitas

Correlations

		KM1	KM2	KM3	KM4	KM5	KM6	KM7	KM8	Kesadaran_Merek
KM1	Pearson Correlation	1	.470*	.475*	.054	.185	-.125	.390*	.891*	.700**
	Sig. (1-tailed)		.004	.004	.389	.163	.255	.017	.000	.000
	N	30	30	30	30	30	30	30	30	30
KM2	Pearson Correlation	.470*	1	.318*	.206	.527*	.248	.379*	.446*	.725**
	Sig. (1-tailed)	.004		.043	.138	.001	.093	.019	.007	.000
	N	30	30	30	30	30	30	30	30	30
KM3	Pearson Correlation	.475*	.318*	1	.218	.083	.134	.338*	.287	.616**
	Sig. (1-tailed)	.004	.043		.123	.332	.241	.034	.062	.000
	N	30	30	30	30	30	30	30	30	30
KM4	Pearson Correlation	.054	.206	.218	1	.298	.481*	.260	.046	.512**
	Sig. (1-tailed)	.389	.138	.123		.055	.004	.082	.404	.002
	N	30	30	30	30	30	30	30	30	30
KM5	Pearson Correlation	.185	.527*	.083	.298	1	.364*	.232	.270	.594**
	Sig. (1-tailed)	.163	.001	.332	.055		.024	.108	.074	.000
	N	30	30	30	30	30	30	30	30	30
KM6	Pearson Correlation	-.125	.248	.134	.481*	.364*	1	.333*	-.060	.440**
	Sig. (1-tailed)	.255	.093	.241	.004	.024		.036	.377	.008
	N	30	30	30	30	30	30	30	30	30
KM7	Pearson Correlation	.390*	.379*	.338*	.260	.232	.333*	1	.304	.658**
	Sig. (1-tailed)	.017	.019	.034	.082	.108	.036		.051	.000
	N	30	30	30	30	30	30	30	30	30
KM8	Pearson Correlation	.891*	.446*	.287	.046	.270	-.060	.304	1	.655**
	Sig. (1-tailed)	.000	.007	.062	.404	.074	.377	.051		.000
	N	30	30	30	30	30	30	30	30	30
Kesadaran_Merek	Pearson Correlation	.700*	.725*	.616*	.512*	.594*	.440*	.658*	.655*	1
	Sig. (1-tailed)	.000	.000	.000	.002	.000	.008	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

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

LM8	Sig. (1-tailed)	.041	.000	.00	.060	.23	.000		.060	.041	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.191	.152	.331	1.000	.383	.152	.290	1	.191	.152	.566**
LM9	Sig. (1-tailed)	.156	.211	.037	.000	.018	.211	.060		.156	.211	.001
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	1.000	.231	.324	.191	.273	.231	.322	.191	1	.231	.601**
LM10	Sig. (1-tailed)	.000	.110	.040	.156	.072	.110	.041	.156		.110	.000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.231	1.000	.573	.152	.231	1.000	.677	.152	.231	1	.785**
Loyalitas_Merek	Sig. (1-tailed)	.110	.000	.00	.211	.11	.000	.00	.211	.110		.000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.601*	.785*	.741	.566*	.490	.785*	.775	.566*	.601*	.785*	1
	Sig. (1-tailed)	.000	.000	.00	.001	.00	.000	.00	.001	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30

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

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

Correlations

		AS1	AS2	AS3	AS4	AS5	AS6	AS7	AS8	Asosiasi_Merek
AS1	Pearson Correlation	1	.141	.138	.428**	.463**	.232	.355*	.035	.603**
	Sig. (1-tailed)		.229	.233	.009	.005	.108	.027	.428	.000
	N	30	30	30	30	30	30	30	30	30
AS2	Pearson Correlation	.141	1	.027	.306	.175	.354*	.347*	.382*	.556**
	Sig. (1-tailed)	.229		.443	.050	.177	.027	.030	.019	.001
	N	30	30	30	30	30	30	30	30	30
AS3	Pearson Correlation	.138	.027	1	.083	.083	.378*	.472**	.174	.539**
	Sig. (1-tailed)	.233	.443		.331	.332	.020	.004	.178	.001
	N	30	30	30	30	30	30	30	30	30
AS4	Pearson Correlation	.428**	.306	.083	1	.374*	.255	.244	.154	.590**
	Sig. (1-tailed)	.009	.050	.331		.021	.087	.097	.208	.000
	N	30	30	30	30	30	30	30	30	30
AS5	Pearson Correlation	.463**	.175	.083	.374*	1	.067	-.126	.115	.446**
	Sig. (1-tailed)	.005	.177	.332	.021		.362	.253	.273	.007
	N	30	30	30	30	30	30	30	30	30
AS6	Pearson Correlation	.232	.354*	.378*	.255	.067	1	.581**	.162	.682**
	Sig. (1-tailed)	.108	.027	.020	.087	.362		.000	.196	.000
	N	30	30	30	30	30	30	30	30	30
AS7	Pearson Correlation	.355*	.347*	.472**	.244	-.126	.581**	1	.266	.701**
	Sig. (1-tailed)	.027	.030	.004	.097	.253	.000		.078	.000
	N	30	30	30	30	30	30	30	30	30
AS8	Pearson Correlation	.035	.382*	.174	.154	.115	.162	.266	1	.493**

	Sig. (1-tailed)	.428	.019	.178	.208	.273	.196	.078		.003
	N	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.603**	.556**	.539**	.590**	.446**	.682**	.701**	.493**	1
Asosiasi_Merek	Sig. (1-tailed)	.000	.001	.001	.000	.007	.000	.000	.003	
	N	30	30	30	30	30	30	30	30	30

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

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

Lampiran VI

Hasil Uji Reliabilitas

Cronbach's Alpha	N of Items
.761	8

Reliability Statistics

Cronbach's Alpha	N of Items
.814	12

Reliability Statistics

Cronbach's Alpha	N of Items
.863	10

Reliability Statistics

Cronbach's Alpha	N of Items
.712	8

Lampiran VII

Hasil Uji Chocran

Hasil Uji Chocran Kesadaran Merek

Frequencies

	Value	
	0	1
KM1	40	150
KM2	55	135
KM3	46	144
KM4	42	148
KM5	58	132
KM6	44	146
KM7	70	120
KM8	61	129

Test Statistics

N	190
Cochran's Q	27.481 ^a
Df	7
Asymp. Sig.	.000

a. 1 is treated as a success.

Frequencies

	Value	
	0	1
KM1	40	150
KM2	55	135
KM3	46	144
KM4	42	148
KM5	58	132
KM6	44	146
KM8	61	129

Test Statistics

N	190
Cochran's Q	15.918 ^a
Df	6
Asymp. Sig.	.014

Frequencies

	Value	
	0	1
KM1	40	150
KM2	55	135
KM3	46	144
KM4	42	148
KM5	58	132
KM6	44	146

Test Statistics

N	190
Cochran's Q	10.714 ^a
Df	5
Asymp. Sig.	.057

a. 1 is treated as a success.

Hasil Uji Chocran Persepsi Kualitas

Frequencies

	Value	
	0	1
PK1	47	143
PK2	61	129
PK3	71	119
PK4	55	135
PK5	57	133
PK6	52	138
PK7	64	126

PK8	68	122
PK9	60	130
PK10	55	135
PK11	48	142
PK12	70	120

Test Statistics

N	190
Cochran's Q	22.422 ^a
Df	11
Asymp. Sig.	.021

a. 0 is treated as a success.

Frequencies

	Value	
	0	1
PK1	47	143
PK2	61	129
PK4	55	135
PK5	57	133
PK6	52	138
PK7	64	126
PK8	68	122
PK9	60	130
PK10	55	135
PK11	48	142
PK12	70	120

Test Statistics

N	190
Cochran's Q	17.983 ^a
df	10
Asymp. Sig.	.055

a. 0 is treated as a success.

Hasil Uji Chocran Loyalitas Merek

Frequencies

	Value	
	0	1
LM1	52	138
LM2	46	144
LM3	43	147
LM4	46	144
LM5	50	140
LM6	55	135
LM7	67	123
LM8	42	148
LM9	84	106
LM10	53	137

Test Statistics

N	190
Cochran's Q	43.550 ^a
df	9
Asymp. Sig.	.000

Frequencies

	Value	
	0	1
LM1	52	138
LM2	46	144
LM3	43	147
LM4	46	144
LM5	50	140
LM6	55	135
LM7	67	123
LM8	42	148
LM10	53	137

Test Statistics

N	190
Cochran's Q	14.568 ^a
df	8
Asymp. Sig.	.068

Hasil Uji Chocran Asosiasi Merek

Frequencies

	Value	
	0	1
AM1	49	141
AM2	43	147
AM3	72	118
AM4	47	143
AM5	46	144
AM6	95	95
AM7	79	111
AM8	69	121

Test Statistics

N	190
Cochran's Q	66.926 ^a
df	7
Asymp. Sig.	.000

Frequencies

	Value	
	0	1
AM1	49	141
AM2	43	147
AM3	72	118
AM4	47	143
AM5	46	144
AM7	79	111
AM8	69	121

Test Statistics

N	190
Cochran's Q	36.913 ^a
df	6
Asymp. Sig.	.000

	Value	
	0	1
AM1	49	141
AM2	43	147
AM3	72	118
AM4	47	143
AM5	46	144
AM8	69	121

Test Statistics

N	190
Cochran's Q	25.072 ^a
df	5
Asymp. Sig.	.000

a. 1 is treated as a success.

Frequencies

	Value	
	0	1
AM1	49	141
AM2	43	147
AM4	47	143
AM5	46	144
AM8	69	121

Test Statistics

N	190
Cochran's Q	14.331 ^a
df	4
Asymp. Sig.	.006

Frequencies

	Value	
	0	1
AM1	49	141
AM2	43	147
AM4	47	143
AM5	46	144

Test Statistics

N	190
Cochran's Q	.714 ^a
df	3
Asymp. Sig.	.870

a. 1 is treated as a success.

Tabel Chi-square

	α					
df	0.1	0.05	0.025	0.01	0.005	0.001
1	2.706	3.841	5.024	6.635	7.879	10.828
2	4.605	5.991	7.378	9.210	10.597	13.816
3	6.251	7.815	9.348	11.345	12.838	16.266
4	7.779	9.488	11.143	13.277	14.860	18.467
5	9.236	11.070	12.833	15.086	16.750	20.515
6	10.645	12.592	14.449	16.812	18.548	22.458
7	12.017	14.067	16.013	18.475	20.278	24.322
8	13.362	15.507	17.535	20.090	21.955	26.124
9	14.684	16.919	19.023	21.666	23.589	27.877
10	15.987	18.307	20.483	23.209	25.188	29.588
11	17.275	19.675	21.920	24.725	26.757	31.264
12	18.549	21.026	23.337	26.217	28.300	32.909
13	19.812	22.362	24.736	27.688	29.819	34.528

14	21.064	23.685	26.119	29.141	31.319	36.123
15	22.307	24.996	27.488	30.578	32.801	37.697
16	23.542	26.296	28.845	32.000	34.267	39.252
17	24.769	27.587	30.191	33.409	35.718	40.790
18	25.989	28.869	31.526	34.805	37.156	42.312
19	27.204	30.144	32.852	36.191	38.582	43.820
20	28.412	31.410	34.170	37.566	39.997	45.315
21	29.615	32.671	35.479	38.932	41.401	46.797
22	30.813	33.924	36.781	40.289	42.796	48.268
23	32.007	35.172	38.076	41.638	44.181	49.728
24	33.196	36.415	39.364	42.980	45.559	51.179
25	34.382	37.652	40.646	44.314	46.928	52.620
26	35.563	38.885	41.923	45.642	48.290	54.052
27	36.741	40.113	43.195	46.963	49.645	55.476
28	37.916	41.337	44.461	48.278	50.993	56.892
29	39.087	42.557	45.722	49.588	52.336	58.301
30	40.256	43.773	46.979	50.892	53.672	59.703
31	41.422	44.985	48.232	52.191	55.003	61.098
32	42.585	46.194	49.480	53.486	56.328	62.487
33	43.745	47.400	50.725	54.776	57.648	63.870
34	44.903	48.602	51.966	56.061	58.964	65.247
35	46.059	49.802	53.203	57.342	60.275	66.619
36	47.212	50.998	54.437	58.619	61.581	67.985
37	48.363	52.192	55.668	59.893	62.883	69.346

38	49.513	53.384	56.896	61.162	64.181	70.703
39	50.660	54.572	58.120	62.428	65.476	72.055
40	51.805	55.758	59.342	63.691	66.766	73.402
41	52.949	56.942	60.561	64.950	68.053	74.745
42	54.090	58.124	61.777	66.206	69.336	76.084
43	55.230	59.304	62.990	67.459	70.616	77.419
44	56.369	60.481	64.201	68.710	71.893	78.750
45	57.505	61.656	65.410	69.957	73.166	80.077
46	58.641	62.830	66.617	71.201	74.437	81.400
47	59.774	64.001	67.821	72.443	75.704	82.720
48	60.907	65.171	69.023	73.683	76.969	84.037
49	62.038	66.339	70.222	74.919	78.231	85.351
50	63.167	67.505	71.420	76.154	79.490	86.661
60	74.397	79.082	83.298	88.379	91.952	99.607
70	85.527	90.531	95.023	100.425	104.215	112.317
80	96.578	101.879	106.629	112.329	116.321	124.839
90	107.565	113.145	118.136	124.116	128.299	137.208
100	118.498	124.342	129.561	135.807	140.169	149.449

Sumber : <https://hatta2stat.wordpress.com/tabel-r-2>