

# Lampiran



**INSTITUT INFORMATIKA DAN BISNISDARMAJAYA**  
**FAKULTAS EKONOMI DAN BISNIS**

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Jalan Zainal Abidin Pagar Alam No.93 Lampung 35142

**KUISIONER**

**PENGARUH *REBRANDING* DAN *REPOSITIONING* TERHADAP *BRAND EQUITY* GOJEK INDONESIA**

**IDENTITAS PENELITI**

Nama : Yellena Novia Sari  
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Bandar Lampung, 05 Januari 2020

**Yellena Novia Sari**

**1612110352**

**Hal : Mohon Bantu Pengisian Kuesioner**

Kepada Yth.

Bapak/Ibu/Sdr.

Di Tempat

Dengan Hormat,

Berkenannya dengan penelitian yang saya lakukan dalam rangka menyelesaikan studi pada program Strata Satu (S1) Manajemen IIB Darmajaya Bandar Lampung tentang ***“PENGARUH REBRANDING DAN REPOSITONING TERHADAP BRAND EQUITY GOJEK ”*** maka saya mohon kesediaan Bapak/Ibu/Sdr untuk mengisi kuesioner terlampir.

Penelitian ini diharapkan dapat memberikan hasil yang bermanfaat, oleh karenanya diharapkan kesediaan Bapak/Ibu/Sdr untuk menjawab kuesioner ini dengan sejujurnya.

Perlu diberitahukan bahwa informasi yang Bapak/Ibu/Sdr berikan semata-mata untuk kepentingan penelitian ini. Untuk itu saya menjamin kerahasiaannya.

Atas perhatian, bantuan dan kerjasama yang baik dari Bapak/Ibu/Sdr, saya mengucapkan banyak terimakasih.

Hormat saya,

Peneliti

Yellena Novia Sari  
NPM. 1612110352

# KUESIONER PENELITIAN

Pernyataan ini berguna dalam rangka penelitian skripsi yang berjudul:

## **PENGARUH *REBRANDING* DAN *REPOSITIONING* TERHADAP BRAND EQUITY GOJEK INDONESIA**

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.

### SCREENING QUESTION

1. Apakah anda pernah menggunakan aplikasi layanan Gojek?

Ya

Tidak (Cukup mengisi kuisoner sampai disini)

### BAGIAN I

#### IDENTITAS RESPONDEN

1. Nama : .....

2. Jenis Kelamin :  Laki-laki

Perempuan

3. Usia :

17 Tahun – 23 Tahun

38 Tahun – 44 Tahun

24 Tahun – 30 Tahun

45 Tahun – 51 Tahun

31 Tahun – 37 Tahun

> 51 Tahun

**4. Domisili**

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**5. Pendidikan Terakhir**

- SMA Sederajat
- Diploma
- S1
- S2
- S3

**6. Pekerjaan**

- Mahasiswa
- Wiraswasta
- Pegawai Negeri
- Pegawai Swasta
- Lainnya

**7. Pendapatan**

- Rp. 1.500.000 – Rp. 3.000.000
- Rp. 3.000.000 – Rp. 4.500.000
- Rp. 4.500.000 – Rp. 6.000.000
- >dari Rp. 6.000.000

**BAGIAN II**  
**PENGARUH *REBRANDING* DAN *REPOSITIONING* TERHADAP BRAND**  
***EQUITY* GOJEK INDONESIA**

**Kriteria Penilaian :**

SS	: Sangat Setuju
S	: Setuju
CS	: Cukup Setuju
TS	: Tidak Setuju
STS	: Sangat Tidak Setuju

## KUISIONER

### A. Variabel X

No.	Pernyataan	STS	TS	N	S	SS
<b>Rebranding (X1)</b>						
1.	Saya menghargai perubahan <i>Brand</i> (logo) Gojek					
2.	Saya berpendapat positif terhadap perubahan brand Gojek					
3.	Saya percaya bahwa Gojek sudah sangat jujur dalam menyampaikan informasi kepada saya					
4.	Saya merasa Gojek lebih memperhatikan penggunanya					
5.	Saya menyukai perubahan <i>Brand</i> (logo) Gojek yang lama menjadi baru					
6.	Saya menyukai <i>Brand</i> ( logo) Gojek baru					
<b>Repositioning (X2)</b>						
1.	Saya akan tetap menggunakan Aplikasi Gojek karna Aplikasi Gojek itu bernilai bagi saya					
2.	Saya tetap menggunakan Aplikasi Gojek karena berbeda dari aplikasi online yang lain dan pesaingnya					
3.	Saya tetap menggunakan Aplikasi Gojek karena Gojek memiliki kenyamanan ketika menggunakan layanan aplikasi online					
4.	Saya tetap menggunakan aplikasi Gojek, karena performanya aplikasi Gojek sudah sesuai dengan keinginan saya					
5.	Saya tetap menggunakan aplikasi Gojek karena adanya promo dan diskon yang diberikan					
6.	Saya tetap menggunakan aplikasi Gojek karena memberikan kebanggaan tersendiri bagi saya					
7.	Saya menggunakan aplikasi Gojek karena sudah sesuai dengan kebutuhan sehari hari saya					

**B. Variabel *Brand Equity* (Y)**

No	Pernyataan	STS	TS	N	S	SS
1.	Aplikasi Gojek memiliki harga (biaya) yang sesuai dengan kebutuhan/penggunaan					
2.	Saya meyakini bahwa aplikasi Gojek memiliki daya tarik tersendiri					
3.	Saya mendapatkan banyak keuntungan dari pada biaya yang dikeluarkan ketika menggunakan Gojek sebagai alat pemenuhan kebutuhan melalui aplikasi online					
4	Aplikasi Gojek memiliki nilai lebih dibandingkan pesaingnya					
5.	Aplikasi Gojek sudah sesuai dengan keinginan saya					
6.	Memiliki aplikasi Gojek membanggakan karna karya anak bangsa Indonesia					
7.	Kinerja aplikasi lebih cepat daripada aplikasi online merek lain					

## Lampiran 2

### Hasil Jawaban Responden

#### 1. Jawaban Kuisioner *Rebranding*

<i>REBRANDING</i>						Hasil Data
p1	p2	p3	p4	p5	p6	
5	5	5	5	5	5	30
4	4	3	4	4	3	22
4	4	3	3	4	4	22
5	4	4	4	4	4	25
4	5	5	5	5	4	28
3	4	3	3	3	3	19
4	5	5	4	4	5	27
4	4	2	4	4	4	22
4	4	5	4	4	4	25
5	5	4	4	5	5	28
4	4	4	4	4	4	24
5	4	4	5	5	5	28
3	3	4	3	3	3	19
4	4	4	4	4	4	24
3	4	4	5	3	3	22
3	3	4	4	4	4	22
5	5	3	3	5	3	24
5	5	5	5	5	5	30
2	2	3	3	2	2	14
5	5	5	3	5	5	28
5	5	5	5	5	5	30
5	5	5	5	5	5	30
5	5	5	5	5	5	30
4	4	4	4	4	4	24
5	5	4	3	4	4	25
3	3	4	3	3	3	19
4	4	4	4	4	4	24
4	3	3	4	4	4	22
4	4	4	4	4	4	24
4	4	4	4	4	4	24
4	4	4	3	4	4	23
5	4	3	3	3	3	21
4	3	4	4	3	3	21
4	3	4	3	5	5	24



5	5	5	3	5	5	28
4	4	4	4	4	4	24
5	5	4	4	4	4	26
3	4	4	3	3	3	20
5	3	4	3	3	3	21
3	3	3	3	3	3	18
5	5	4	5	5	5	29
5	5	5	5	5	5	30
5	5	5	5	5	5	30
5	5	5	5	5	5	30
5	5	5	5	5	5	30
5	4	3	2	4	4	22
5	4	4	4	4	5	26
5	5	5	5	5	5	30
5	5	5	5	5	5	30
5	3	4	3	1	1	17
5	5	3	4	5	5	27
3	3	3	4	4	4	21
3	4	3	3	4	4	21
3	3	5	5	5	5	26
4	5	4	4	5	5	27
5	4	4	4	4	4	25
3	4	3	2	3	3	18
4	4	4	3	3	3	21
5	5	3	3	5	5	26
5	3	4	3	3	3	21
4	4	4	4	4	4	24
3	3	3	3	3	3	18
4	4	4	4	4	4	24
4	3	3	4	4	4	22
3	3	3	4	4	4	21
5	3	4	4	3	3	22
4	4	3	3	4	4	22
3	3	3	3	3	3	18
4	4	4	5	4	4	25
5	4	4	3	5	5	26
5	4	5	4	5	5	28
4	4	4	2	4	4	22
5	4	4	5	5	5	28
4	4	4	5	4	3	24
3	4	2	3	3	3	18
5	5	5	5	5	5	30

5	5	4	4	5	5	28
5	5	5	5	5	5	30
5	5	4	4	5	5	28
4	4	4	4	4	4	24
5	5	3	4	4	4	25
5	5	4	4	5	5	28
4	3	4	4	3	3	21
4	4	5	4	4	4	25
5	5	5	5	5	5	30
4	3	4	4	3	3	21
4	4	4	4	4	4	24
5	5	3	5	5	5	28
4	4	3	3	4	4	22
5	4	4	3	4	4	24
4	5	4	3	4	4	24
4	5	4	3	4	4	24
4	4	4	4	3	4	23
4	3	4	4	3	3	21
5	4	3	3	3	3	21
4	4	5	5	4	4	26
4	4	4	4	3	3	22
3	4	3	3	4	4	21
3	4	3	3	4	4	21
4	4	4	4	4	4	24

### Lampiran 3

#### Hasil Jawaban Responden

#### 2. Jawaban Kuisioner Repositioning

<i>REPOSITIONING</i>							Hasil Data
P1	P2	P3	P4	P5	P6	P7	
4	4	5	5	5	4	5	32
4	4	5	3	4	4	4	28
3	3	4	3	3	3	3	22
4	4	4	3	3	4	4	26
5	4	5	5	4	4	5	32
4	4	4	4	4	4	4	28
4	4	5	4	4	3	4	28
1	2	2	2	2	2	2	13
5	4	4	4	4	4	5	30
3	3	3	3	4	3	3	22
3	4	4	3	4	4	4	26
4	4	4	5	5	4	4	30
4	4	4	4	4	4	4	28
4	4	4	4	4	3	4	27
5	5	4	4	3	5	4	30
4	4	3	3	5	3	4	26
3	3	3	3	2	3	3	20
5	5	5	5	5	5	5	35
4	4	4	4	3	2	4	25
4	4	4	4	4	3	3	26
5	5	5	5	5	5	5	35
5	5	5	5	5	5	5	35
5	3	5	5	5	2	5	30
5	5	4	5	5	4	5	33
4	2	3	4	3	3	4	23
4	4	4	4	4	3	4	27
4	4	4	4	4	4	4	28
3	3	3	3	4	3	3	22
4	4	4	4	4	4	4	28
4	4	4	4	4	5	4	29
3	3	4	4	4	3	4	25
3	4	3	3	4	3	3	23
4	4	4	4	4	3	4	27

3	3	4	4	2	3	3	22
5	3	3	3	5	4	4	27
4	4	4	4	5	3	3	27
5	3	4	3	4	3	4	26
4	4	4	4	4	3	4	27
3	3	3	4	3	3	3	22
3	4	3	3	3	4	3	23
5	5	5	5	5	5	5	35
5	5	5	5	5	5	5	35
5	5	5	5	5	5	5	35
5	4	5	5	5	5	5	34
5	5	5	5	5	5	5	35
4	4	4	4	4	3	3	26
4	4	4	4	4	4	4	28
5	5	5	5	5	5	5	35
5	5	5	5	5	5	5	35
3	3	1	2	4	1	5	19
4	5	5	5	5	3	5	32
4	4	4	3	4	3	4	26
3	3	3	3	4	3	4	23
4	3	3	3	3	3	3	22
4	4	4	4	5	5	5	31
4	4	5	5	5	5	5	33
4	4	3	3	3	1	2	20
3	3	3	3	4	3	3	22
3	3	3	3	4	2	3	21
3	3	3	3	3	2	3	20
4	5	4	5	4	4	4	30
4	4	4	4	4	3	3	26
4	5	4	4	5	5	4	31
3	3	3	3	3	3	3	21
5	4	5	4	5	3	4	30
5	5	5	5	5	4	5	34
3	4	3	4	4	2	4	24
5	4	4	4	2	3	5	27
5	5	5	5	5	5	5	35
3	3	3	3	3	3	3	21
5	4	4	4	4	4	5	30
2	2	3	3	3	3	3	19
4	5	5	5	4	4	3	30
5	4	4	4	5	5	4	31
4	3	3	3	5	3	4	25

5	5	5	5	5	5	5	35
3	3	3	4	5	4	4	26
5	5	5	5	5	5	5	35
5	5	5	5	5	5	4	34
4	3	4	4	4	4	5	28
3	2	4	4	5	3	3	24
4	4	4	4	4	4	4	28
4	3	3	4	3	3	3	23
4	4	5	5	4	4	4	30
5	5	5	5	5	5	5	35
4	3	4	3	3	3	4	24
4	5	4	4	5	4	4	30
5	5	5	5	3	5	5	33
4	3	4	4	3	3	4	25
5	4	4	4	4	4	4	29
4	4	3	5	4	3	5	28
4	5	4	5	4	4	4	30
4	4	4	4	4	4	4	28
4	3	4	4	4	4	4	27
5	3	4	3	4	2	5	26
5	4	4	5	5	4	3	30
5	4	4	5	5	5	3	31
4	3	4	3	4	4	4	26
4	3	3	3	4	4	4	25
4	4	4	4	4	4	4	28

## Lampiran 4

### Hasil Jawaban Responden

#### 1. Jawaban Kuisioner Brand Equity

<i>Brand Equity</i>							Hasil Data
P1	P2	P3	P4	P5	P6	P7	
5	5	5	5	5	5	5	35
4	4	4	4	3	5	5	29
3	4	3	4	4	5	3	26
4	4	4	4	4	4	4	28
5	5	4	5	5	4	5	33
4	4	4	3	4	4	4	27
3	4	4	4	4	3	4	26
4	3	4	3	3	3	4	24
4	4	4	4	4	5	4	29
1	3	1	3	3	4	3	18
4	4	4	4	4	5	4	29
4	4	4	4	5	5	4	30
2	3	3	3	3	5	4	23
3	4	3	4	4	4	4	26
3	4	4	5	5	5	4	30
5	4	3	3	4	5	3	27
2	3	2	3	3	5	5	23
5	5	5	5	5	5	5	35
2	4	2	4	4	4	4	24
3	4	4	4	3	3	3	24
5	5	5	5	5	5	5	35
5	5	5	5	5	5	5	35
2	5	2	5	3	5	5	27
4	3	3	3	4	5	3	25
2	3	2	3	4	4	3	21
3	3	3	3	4	3	3	22
3	4	4	4	4	4	4	27
4	4	4	3	3	5	3	26
4	4	4	4	4	5	4	29
4	4	4	4	4	4	4	28
4	4	4	3	4	4	3	26
3	3	3	3	3	3	3	21

3	3	4	4	4	3	4	25
4	4	3	4	3	4	3	25
3	4	3	3	3	4	3	23
4	4	3	3	4	5	4	27
5	5	5	4	4	5	3	31
4	4	3	4	4	5	5	29
3	3	3	3	4	4	3	23
3	3	3	3	4	4	4	24
5	4	5	5	5	5	5	34
5	5	5	4	4	5	5	33
5	5	5	5	5	5	5	35
5	5	5	5	5	5	5	35
5	5	5	5	5	5	5	35
3	4	3	3	3	4	4	24
4	4	4	4	4	4	4	28
5	5	5	5	5	5	5	35
5	5	5	5	5	5	5	35
5	5	2	5	1	5	2	25
5	5	3	5	5	5	5	33
3	4	4	3	4	4	3	25
2	4	2	2	3	3	4	20
1	4	1	2	2	3	3	16
5	5	5	4	5	5	5	34
5	5	5	5	5	5	5	35
3	3	2	4	2	4	4	22
3	3	3	3	3	3	3	21
2	4	3	3	3	4	3	22
3	4	4	2	3	5	3	24
4	4	4	3	4	5	4	28
5	4	3	3	3	3	3	24
4	4	5	5	4	4	4	30
2	3	3	3	2	4	3	20
5	4	4	3	4	4	3	27
4	4	5	5	5	4	5	32
2	3	2	3	3	4	4	21
3	3	2	3	4	4	3	22
5	5	5	5	5	5	5	35
3	3	3	3	3	3	3	21
4	5	4	4	4	5	5	31
3	3	3	3	3	4	4	23
5	5	4	3	3	5	3	28
4	5	4	4	4	5	5	31

2	2	4	4	5	5	5	27
5	5	5	5	5	5	5	35
3	3	3	3	4	5	3	24
5	5	5	5	5	5	5	35
5	5	5	5	5	5	5	35
3	3	4	4	4	5	3	26
5	4	4	3	3	5	3	27
4	4	4	4	4	4	4	28
4	3	4	3	4	3	4	25
4	4	4	4	4	4	5	29
5	5	5	5	5	5	5	35
3	3	3	3	3	3	3	21
3	4	4	4	4	5	4	28
5	5	4	5	5	5	5	34
4	4	4	3	5	4	4	28
3	4	3	4	3	5	3	25
5	4	3	3	4	4	3	26
5	5	4	5	4	4	4	31
4	4	4	4	4	4	4	28
4	4	4	4	4	4	4	28
3	4	3	4	4	3	3	24
5	4	4	5	4	5	5	32
4	5	4	4	4	4	4	29
3	3	3	3	4	4	3	23
3	3	4	3	4	4	3	24
4	4	4	4	4	4	4	28



## Lampiran 5

### Karakteristik Responden

#### 1. Responden Berdasarkan Jenis Kelamin

JenisKelamin				
	Frequency	Percent	Valid Percent	Cumulative Percent
	Laki-laki	32	32,0	32,0
Valid	Perempuan	68	68,0	100,0
	Total	100	100,0	100,0

#### 2. Responden Berdasarkan Usia

Usia				
	Frequency	Percent	Valid Percent	Cumulative Percent
	18	1	1,0	1,0
	19	5	5,0	6,0
	20	2	2,0	8,0
	21	5	5,0	13,0
	22	19	19,0	32,0
	23	24	24,0	56,0
	24	25	25,0	81,0
	25	3	3,0	84,0
	26	1	1,0	85,0
Valid	27	3	3,0	88,0
	28	2	2,0	90,0
	30	2	2,0	92,0
	32	2	2,0	94,0
	34	1	1,0	95,0
	35	2	2,0	97,0
	37	1	1,0	98,0
	43	1	1,0	99,0
	55	1	1,0	100,0
	Total	100	100,0	100,0

### 3. Responden Berdasarkan Pekerja Domisili

Domisili				
	Frequency	Percent	Valid Percent	Cumulative Percent
	bandar lampung	2	2,0	2,0
	Bandar lampung	9	9,0	11,0
	Bandar Lampung	17	17,0	28,0
	Bandar lampung raja basa	1	1,0	29,0
	Bandung	3	3,0	32,0
	Bayung kencur sumsel	1	1,0	33,0
	Bekasi	1	1,0	34,0
	Bekasi	5	5,0	39,0
	BEKASI	1	1,0	40,0
	Bintuhan , Kaur Selatan..Bengk	1	1,0	41,0
	Bogor	1	1,0	42,0
	Bukit kemuning	1	1,0	43,0
	Cikarang Selatan	1	1,0	44,0
	Cilegon banten	1	1,0	45,0
Valid	Dki jakarta	1	1,0	46,0
	Jakarta	1	1,0	47,0
	Jakarta	6	6,0	53,0
	JAKARTA	1	1,0	54,0
	Jakarta barat	1	1,0	55,0
	Jakarta Barat	1	1,0	56,0
	jakarta pusat	1	1,0	57,0
	Jakarta pusat	1	1,0	58,0
	Jakarta selatan	1	1,0	59,0
	Jakarta Timur	1	1,0	60,0
	Jakarta utara	2	2,0	62,0
	Jakarta Utara	3	3,0	65,0
	Jayapura, Papua	1	1,0	66,0
	Karawang jawa barat	1	1,0	67,0
	Lampung	1	1,0	68,0
	Madura	1	1,0	69,0

Metro	2	2,0	2,0	71,0
Padang	1	1,0	1,0	72,0
Palangkaraya	1	1,0	1,0	73,0
Palembang	2	2,0	2,0	75,0
PALEMBANG	1	1,0	1,0	76,0
Pontianak	1	1,0	1,0	77,0
Purwokerto	1	1,0	1,0	78,0
Purworejo	1	1,0	1,0	79,0
Samarinda	1	1,0	1,0	80,0
Sleman	1	1,0	1,0	81,0
Solo	1	1,0	1,0	82,0
Sumatra Utara	1	1,0	1,0	83,0
Tangerang	4	4,0	4,0	87,0
Tangerang Banten	1	1,0	1,0	88,0
Tangerang Selatan	1	1,0	1,0	89,0
Tangerang	3	3,0	3,0	92,0
Tasikmalaya	1	1,0	1,0	93,0
Yogyakarta	1	1,0	1,0	94,0
Yogyakarta	6	6,0	6,0	100,0
Total	100	100,0	100,0	

#### 4. Responden Berdasarkan Pekerja Domisili Pendidikan Terakhir

	Frequency	Percent	Valid Percent	Cumulative Percent
Diploma	15	15,0	15,0	15,0
S1	29	29,0	29,0	43,0
S2	1	1,0	1,0	44,0
SMA sederajat	55	55,0	55,0	100,0
Total	100	100,0	100,0	

## 5. Responden Berdasarkan Pekerjaan

Pekerjaan					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Karyawan Swasta	52	52,0	52,0	52,0
	Lainya	23	23,0	23,0	75,0
	Mahasiswa	14	14,0	14,0	89,0
	Pegawai Negeri	3	3,0	3,0	92,0
	Wiraswasta	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

## 6. Responden Berdasarkan Pendapatan

7. Pendapatan					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	> Rp. 6.000.000	12	12,0	12,0	12,0
	Rp. 1.500.000 - Rp. 3.000.000	54	54,0	54,0	66,0
	Rp. 3.000.000 - Rp. 4.500.000	19	19,0	19,0	85,0
	Rp. 4.500.000 - Rp. 6.000.000	15	15,0	15,0	100,0
	Total	100	100,0	100,0	

## 7. Responden Berdasarkan pengguna layanan aplikasi Gojek

PenggunaGojek				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak	1	1,0	1,0
	Ya	99	99,0	100,0
	Total	100	100,0	100,0

## Lampiran 6

### Hasil Jawaban Responden

#### 1. Jawaban Pernyataan X1

**PERYATAAN 1 X1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	17	17,0	17,0	18,0
Valid 4	39	39,0	39,0	57,0
5	43	43,0	43,0	100,0
Total	100	100,0	100,0	

**PERNYATAAN 2 X1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	20	20,0	20,0	21,0
Valid 4	46	46,0	46,0	67,0
5	33	33,0	33,0	100,0
Total	100	100,0	100,0	

**PERNYATAAN 3 X1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2,0	2,0	2,0
3	25	25,0	25,0	27,0
Valid 4	50	50,0	50,0	77,0
5	23	23,0	23,0	100,0
Total	100	100,0	100,0	

**PERNYATAAN 4 X1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	3,0	3,0	3,0
3	32	32,0	32,0	35,0
4	41	41,0	41,0	76,0
5	24	24,0	24,0	100,0
Total	100	100,0	100,0	

**PERNYATAAN 5 X1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1,0	1,0	1,0
2	1	1,0	1,0	2,0
3	22	22,0	22,0	24,0
4	43	43,0	43,0	67,0
5	33	33,0	33,0	100,0
Total	100	100,0	100,0	

**PERNYATAAN 6 X1****PERNYATAAN 6 X1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1,0	1,0	1,0
2	1	1,0	1,0	2,0
3	24	24,0	24,0	26,0
4	41	41,0	41,0	67,0
5	33	33,0	33,0	100,0
Total	100	100,0	100,0	

## 2. Jawaban Pernyataan X2

**PERNYATAAN 1 X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	1	1,0	1,0	2,0
Valid 3	20	20,0	20,0	22,0
4	46	46,0	46,0	68,0
5	32	32,0	32,0	100,0
Total	100	100,0	100,0	

**PERNYATAAN 2 X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	28	28,0	28,0	32,0
Valid 4	44	44,0	44,0	76,0
5	24	24,0	24,0	100,0
Total	100	100,0	100,0	

**PERNYATAAN 3 X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	1	1,0	1,0	2,0
Valid 3	24	24,0	24,0	26,0
4	47	47,0	47,0	73,0
5	27	27,0	27,0	100,0
Total	100	100,0	100,0	

**PERNYATAAN 4 X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2,0	2,0	2,0
3	27	27,0	27,0	29,0
Valid 4	40	40,0	40,0	69,0
5	31	31,0	31,0	100,0
Total	100	100,0	100,0	

**PERNYATAAN 5 X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	17	17,0	17,0	21,0
Valid 4	44	44,0	44,0	65,0
5	35	35,0	35,0	100,0
Total	100	100,0	100,0	

**PERNYATAAN 6 X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2,0	2,0	2,0
2	7	7,0	7,0	9,0
Valid 3	36	36,0	36,0	45,0
4	32	32,0	32,0	77,0
5	23	23,0	23,0	100,0
Total	100	100,0	100,0	



**PERNYATAAN 7 X2**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2,0	2,0	2,0
3	24	24,0	24,0	26,0
Valid 4	44	44,0	44,0	70,0
5	30	30,0	30,0	100,0
Total	100	100,0	100,0	

**3. Jawaban Pernyataan *Brand Equity*****PERNYATAAN 1 Y**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2,0	2,0	2,0
2	10	10,0	10,0	12,0
Valid 3	28	28,0	28,0	40,0
4	29	29,0	29,0	69,0
5	31	31,0	31,0	100,0
Total	100	100,0	100,0	

**PERNYATAAN 2 Y**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	24	24,0	24,0	25,0
Valid 4	47	47,0	47,0	72,0
5	28	28,0	28,0	100,0
Total	100	100,0	100,0	

**PERNYATAAN 3 Y**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2,0	2,0	2,0
2	9	9,0	9,0	11,0
3	27	27,0	27,0	38,0
4	41	41,0	41,0	79,0
5	21	21,0	21,0	100,0
Total	100	100,0	100,0	

**PERNYATAAN 4 Y**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3,0	3,0	3,0
3	37	37,0	37,0	40,0
4	34	34,0	34,0	74,0
5	26	26,0	26,0	100,0
Total	100	100,0	100,0	

**PERNYATAAN 5 Y**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,0	1,0	1,0
2	3	3,0	3,0	4,0
3	24	24,0	24,0	28,0
4	47	47,0	47,0	75,0
5	25	25,0	25,0	100,0
Total	100	100,0	100,0	

**PERNYATAAN 6 Y**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	14	14,0	14,0	14,0
Valid 4	37	37,0	37,0	51,0
5	49	49,0	49,0	100,0
Total	100	100,0	100,0	

**PERNYATAAN 7 Y**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1,0	1,0	1,0
3	34	34,0	34,0	35,0
Valid 4	34	34,0	34,0	69,0
5	31	31,0	31,0	100,0
Total	100	100,0	100,0	

## Lampiran 7 Hasil Uji Validitas

### 1. Hasil Uji Validitas X1

#### Correlations

		P1X1	P2X1	P3X1	P4X1	P5X1	P6X1	TOTALX1
P1X1	Pearson Correlation	1	,815**	,409*	,397*	,893**	,774**	,868**
	Sig. (1-tailed)		,000	,012	,015	,000	,000	,000
	N	30	30	30	30	30	30	30
P2X1	Pearson Correlation	,815**	1	,530**	,411*	,805**	,691**	,860**
	Sig. (1-tailed)	,000		,001	,012	,000	,000	,000
	N	30	30	30	30	30	30	30
P3X1	Pearson Correlation	,409*	,530**	1	,517**	,487**	,631**	,722**
	Sig. (1-tailed)	,012	,001		,002	,003	,000	,000
	N	30	30	30	30	30	30	30
P4X1	Pearson Correlation	,397*	,411*	,517**	1	,538**	,574**	,685**
	Sig. (1-tailed)	,015	,012	,002		,001	,000	,000
	N	30	30	30	30	30	30	30
P5X1	Pearson Correlation	,893**	,805**	,487**	,538**	1	,817**	,916**
	Sig. (1-tailed)	,000	,000	,003	,001		,000	,000
	N	30	30	30	30	30	30	30
P6X1	Pearson Correlation	,774**	,691**	,631**	,574**	,817**	1	,906**
	Sig. (1-tailed)	,000	,000	,000	,000	,000		,000
	N	30	30	30	30	30	30	30
TOTALX1	Pearson Correlation	,868**	,860**	,722**	,685**	,916**	,906**	1
	Sig. (1-tailed)	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30





## Lampiran 8 Hasil Uji Reliabilitas

### 1. Hasil Uji Reliabilitas X1

**Reliability Statistics**

Cronbach's Alpha	N of Items
,870	6

### 2. Hasil Uji Reliabilitas X2

**Reliability Statistics**

Cronbach's Alpha	N of Items
,909	7

### 3. Hasil Uji Reliabilitas Y

**Reliability Statistics**

Cronbach's Alpha	N of Items
,890	7

## Lampiran 9 Hasil Uji Asumsi Klasik

### 1. Hasil Uji Regresi

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

Model	Variables Entered	Variables Removed	Method
1	TOTALX2, TOTALX1 <sup>b</sup>	.	Enter

a. Dependent Variable: TOTALY

b. All requested variables entered

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,848 <sup>a</sup>	,718	,713	2,529

**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1582,622	2	791,311	123,758	,000 <sup>b</sup>
	Residual	620,218	97	6,394		
	Total	2202,840	99			

a. Dependent Variable: TOTALY

b. Predictors: (Constant), TOTALX2, TOTALX1

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,138	1,790		1,194	,235
	TOTALX1	,191	,087	,150	2,203	,030
	TOTALX2	,750	,068	,748	11,012	,000

a. Dependent Variable: TOTALY



**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	16,08	34,09	27,54	3,998	100
Residual	-7,586	7,923	,000	2,503	100
Std. Predicted Value	-2,867	1,639	,000	1,000	100
Std. Residual	-3,000	3,133	,000	,990	100

a. Dependent Variable: TOTALY

## 2. Hasil Uji Normalitas

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Std. Deviation	2,50296449
	Absolute	,101
Most Extreme Differences	Positive	,059
	Negative	-,101
Kolmogorov-Smirnov Z		1,014
Asymp. Sig. (2-tailed)		,255

a. Test distribution is Normal.

b. Calculated from data.

## 3. Hasil Uji Linieritas

**Case Processing Summary**

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
TOTALY * TOTALX1	100	100,0%	0	0,0%	100	100,0%
TOTALY * TOTALX2	100	100,0%	0	0,0%	100	100,0%

# TOTALY \* TOTALX1

## Report

TOTALY

TOTALX1	Mean	N	Std. Deviation
14	24,00	1	.
17	25,00	1	.
18	23,80	5	2,049
19	24,00	3	2,646
20	29,00	1	.
21	23,64	14	2,341
22	26,08	13	3,570
23	27,00	2	1,414
24	27,33	18	2,196
25	29,14	7	4,845
26	25,00	6	6,325
27	31,00	3	4,359
28	28,00	11	5,292
29	34,00	1	.
30	34,29	14	2,164
Total	27,54	100	4,717

## ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
TOTALY * TOTALX1	(Combined)	1144,188	14	81,728	6,562	,000
	Between Groups					
	Linearity	807,195	1	807,195	64,810	,000
	Deviation from Linearity	336,993	13	25,923	2,081	,234
	Within Groups	1058,652	85	12,455		
	Total	2202,840	99			

## Measures of Association

	R	R Squared	Eta	Eta Squared
TOTALY * TOTALX1	,605	,366	,721	,519

## TOTALY \* TOTALX2

### Report

TOTALY

TOTALX2	Mean	N	Std. Deviation
13	24,00	1	.
19	24,00	2	1,414
20	23,00	3	1,000
21	21,00	3	1,000
22	22,14	7	3,976
23	22,20	5	2,168
24	23,00	3	3,464
25	25,80	5	1,789
26	25,73	11	2,611
27	25,25	8	2,712
28	27,08	12	1,676
29	26,50	2	2,121
30	29,17	12	1,642
31	31,00	4	2,160
32	33,67	3	1,155
33	31,33	3	5,508
34	34,00	3	1,732
35	34,77	13	,599
Total	27,54	100	4,717

### ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
TOTALY * TOTALX2	(Combined)	1773,977	17	104,352	19,952	,000
	Between Groups					
	Linearity	1551,604	1	1551,604	296,672	,000
	Deviation from Linearity	222,373	16	13,898	2,657	,208
	Within Groups	428,863	82	5,230		
	Total	2202,840	99			

### Measures of Association

	R	R Squared	Eta	Eta Squared
TOTALY * TOTALX2	,839	,704	,897	,805

#### 4. Uji Homogenitas

**Test of Homogeneity of Variances**

	Levene Statistic	df1	df2	Sig.
TOTALX1	1,163	15	82	,317
TOTALX2	3,281	15	82	,274

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
TOTALX1	Between Groups	754,517	17	44,383	6,043	,000
	Within Groups	602,233	82	7,344		
	Total	1356,750	99			
TOTALX2	Between Groups	1604,427	17	94,378	13,123	,000
	Within Groups	589,733	82	7,192		
	Total	2194,160	99			

#### 5. Hasil Uji Multikoleniaritas

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

Model	Variables Entered	Variables Removed	Method
1	TOTALX2, TOTALX1 <sup>b</sup>	.	Enter

a. Dependent Variable: TOTALY

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,848 <sup>a</sup>	,718	,713	2,529

a. Predictors: (Constant), TOTALX2, TOTALX1

ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1582,622	2	791,311	123,758	,000 <sup>b</sup>
	Residual	620,218	97	6,394		
	Total	2202,840	99			

a. Dependent Variable: TOTALY

b. Predictors: (Constant), TOTALX2, TOTALX1

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,138	1,790		1,194	,235		
	TOTALX1	,191	,087	,150	2,203	,030	,629	1,590
	TOTALX2	,750	,068	,748	11,012	,000	,629	1,590

a. Dependent Variable: TOTALY

Collinearity Diagnostics<sup>a</sup>

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	TOTALX1	TOTALX2
1	1	2,977	1,000	,00	,00	,00
	2	,014	14,517	,83	,02	,48
	3	,009	17,827	,17	,98	,52

a. Dependent Variable: TOTALY

## Lampiran 10 Hasil Uji T dan Uji F

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

Model	Variables Entered	Variables Removed	Method
1	TOTALX2, TOTALX1 <sup>b</sup>	.	Enter

a. Dependent Variable: TOTALY

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,848 <sup>a</sup>	,718	,713	2,529

a. Predictors: (Constant), TOTALX2, TOTALX1

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1582,622	2	791,311	123,758	,000 <sup>b</sup>
	Residual	620,218	97	6,394		
	Total	2202,840	99			

a. Dependent Variable: TOTALY

b. Predictors: (Constant), TOTALX2, TOTALX1

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,138	1,790		1,194	,235
	TOTALX1	,191	,087	,150	2,203	,030
	TOTALX2	,750	,068	,748	11,012	,000

a. Dependent Variable: TOTALY