

Lampiran I

KUESIONER PENELITIAN

Pernyataan ini berguna dalam rangka penelitian skripsi yang berjudul :

ANALISIS EKUITAS MEREK PADA SHOPEE

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 |

Kriteria Pemilihan Responden

1. Berusia minimal 17 tahun baik untuk laki-laki maupun perempuan.
2. Konsumen yang telah mengunjungi Shopee lebih dari 1 kali
3. Konsumen sudah melakukan transaksi di Shopee lebih dari 1 kali

JIDENTITAS 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

Kesadaran Merek

| No | Pernyataan | Jawaban | | | | |
|----|--|---------|----|----|---|----|
| | | STS | TS | CS | S | SS |
| 1 | Shopee adalah <i>marketplace</i> yang pertama kali muncul dalam benak saya | | | | | |
| 2 | Shopee adalah <i>marketplace</i> yang pertama kali terpikirkan ketika hendak berbelanja online | | | | | |
| 3 | Saya mengenali Shopee melalui C. Ronaldo sebagai <i>brand ambassador</i> | | | | | |
| 4 | Saya mengenali tagline “gratisongkir” yang dimiliki Shopee | | | | | |
| 5 | Saya dapat mengingat Shopee hanya dengan melihat logo | | | | | |
| 6 | Saya dapat mengingat Shopee melalui iklan di media massa | | | | | |
| 7 | Saya mengetahui Shopee sebagai situs jual beli online | | | | | |
| 8 | Saya sadar akan kehadiran Shopee di Indonesia | | | | | |

Persepsi Kualitas

| No | Pernyataan | Jawaban | | | | |
|----|--|---------|----|----|---|----|
| | | STS | TS | CS | S | SS |
| 1 | Customer service di Shopee cepat dalam merespon keluhan konsumen | | | | | |
| 2 | Respon penjual di Shopee sangat ramah kepada konsumen | | | | | |
| 3 | Produk yang dijual Shopee memiliki kualitas yang baik | | | | | |
| 4 | Barang yang ditawarkan Shopee sudah sesuai dengan aslinya | | | | | |
| 5 | Pengiriman yang dilakukan Shopee sangat cepat | | | | | |
| 6 | Pengemasan yang dilakukan Shopee sangat rapih | | | | | |
| 7 | Banyak pilihan metode pembayaran di Shopee | | | | | |
| 8 | Informasi mengenai produk yang dijual di Shopee sangat jelas | | | | | |
| 9 | Produk yang tersedia di situs Shopee sesuai dengan kebutuhan saya. | | | | | |
| 10 | Produk yang saya inginkan sudah tersedia di Shopee | | | | | |
| 11 | Sangat aman melakukan transaksi jual beli produk di Shopee | | | | | |
| 12 | Produk yang dijual Shopee memiliki garansi | | | | | |

Asosiasi Merek

| No | Pernyataan | Jawaban | | | | |
|----|---|---------|----|----|---|----|
| | | STS | TS | CS | S | SS |
| 1 | Shopee menjual berbagai macam kategori produk | | | | | |
| 2 | Tampilan aplikasi Shopee sangat menarik | | | | | |
| 3 | Berbelanja di Shopee lebih hemat waktu | | | | | |
| 4 | Transaksi pembayaran di Shopee sangat mudah | | | | | |

Loyalitas Merek

| No | Pernyataan | Jawaban | | | | |
|----|---|---------|----|----|---|----|
| | | STS | TS | CS | S | SS |
| 1 | Akan berbelanja di <i>marketplace</i> lain jika harga yang ditawarkan lebih murah dibandingkan Shopee | | | | | |
| 2 | Akan berbelanja di <i>marketplace</i> lain jika promo yang ditawarkan lebih menarik dibandingkan Shopee | | | | | |
| 3 | Selalu membeli produk di Shopee | | | | | |
| 4 | Merasa percaya jika berbelanja di Shopee | | | | | |
| 5 | Membeli produk di Shopee bandingkan dengan <i>marketplace</i> lainnya karena program <i>flash sale</i> | | | | | |
| 6 | Merasa puas berbelanja di Shopee karena program “gratis ongkir” | | | | | |
| 7 | Menggunakan aplikasi Shopee untuk aktivitas berbelanja online | | | | | |
| 8 | Menyukai produk yang dijual di Shopee | | | | | |
| 9 | Menceritakan hal positif Shopee kepada orang lain | | | | | |
| 10 | Merekomendasikan Shopee kepada orang lain untuk membeli produk | | | | | |

Lampiran II

Hasil Jawaban Responden

Kesadaran Merek

| No | KM1 | KM2 | KM3 | KM4 | KM5 | KM6 | KM7 | KM8 |
|----|-----|-----|-----|-----|-----|-----|-----|-----|
| 1 | 4 | 4 | 5 | 3 | 2 | 3 | 4 | 3 |
| 2 | 5 | 3 | 3 | 4 | 3 | 5 | 3 | 5 |
| 3 | 5 | 5 | 5 | 3 | 4 | 3 | 5 | 4 |
| 4 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 3 |
| 5 | 4 | 4 | 2 | 3 | 3 | 3 | 4 | 3 |
| 6 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 5 |
| 7 | 3 | 2 | 4 | 2 | 3 | 3 | 2 | 4 |
| 8 | 4 | 3 | 5 | 5 | 3 | 3 | 3 | 3 |
| 9 | 3 | 4 | 4 | 1 | 3 | 4 | 2 | 4 |
| 10 | 5 | 3 | 3 | 4 | 3 | 3 | 3 | 3 |
| 11 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 5 |
| 12 | 4 | 4 | 5 | 3 | 5 | 4 | 4 | 5 |
| 13 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 |
| 14 | 4 | 5 | 4 | 5 | 5 | 3 | 5 | 4 |
| 15 | 2 | 4 | 2 | 3 | 3 | 3 | 4 | 4 |
| 16 | 4 | 5 | 4 | 4 | 3 | 3 | 5 | 4 |
| 17 | 1 | 1 | 4 | 3 | 2 | 4 | 3 | 2 |
| 18 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 |
| 19 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 1 |
| 20 | 3 | 4 | 4 | 3 | 3 | 4 | 2 | 3 |
| 21 | 2 | 3 | 3 | 4 | 4 | 3 | 3 | 3 |
| 22 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 23 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |
| 24 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 |
| 25 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 |
| 26 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 |
| 27 | 3 | 3 | 2 | 4 | 4 | 2 | 3 | 3 |
| 28 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 |
| 29 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 30 | 4 | 4 | 3 | 3 | 4 | 2 | 3 | 4 |
| 31 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 |
| 32 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 |
| 33 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 |
| 34 | 3 | 2 | 4 | 4 | 3 | 4 | 4 | 4 |
| 35 | 3 | 1 | 3 | 4 | 3 | 1 | 4 | 3 |
| 36 | 3 | 1 | 3 | 3 | 3 | 2 | 3 | 3 |
| 37 | 4 | 2 | 3 | 4 | 4 | 3 | 3 | 3 |
| 38 | 4 | 2 | 3 | 5 | 3 | 3 | 5 | 3 |
| 39 | 3 | 4 | 4 | 5 | 5 | 4 | 3 | 3 |
| 40 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 |
| 41 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 |

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| 42 | 3 | 3 | 3 | 5 | 4 | 4 | 4 | 3 |
| 43 | 4 | 3 | 4 | 3 | 2 | 3 | 3 | 4 |
| 44 | 4 | 2 | 3 | 2 | 3 | 3 | 3 | 4 |
| 45 | 3 | 3 | 2 | 3 | 4 | 2 | 4 | 2 |
| 46 | 4 | 4 | 3 | 5 | 3 | 3 | 3 | 3 |
| 47 | 3 | 2 | 4 | 2 | 3 | 3 | 3 | 3 |
| 48 | 3 | 3 | 5 | 4 | 5 | 3 | 4 | 2 |
| 49 | 3 | 2 | 5 | 5 | 5 | 3 | 5 | 4 |
| 50 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 51 | 2 | 3 | 2 | 4 | 5 | 5 | 5 | 2 |
| 52 | 3 | 2 | 4 | 4 | 3 | 4 | 3 | 3 |
| 53 | 3 | 2 | 5 | 3 | 4 | 2 | 3 | 4 |
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| 56 | 2 | 3 | 3 | 5 | 3 | 5 | 3 | 2 |
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| 60 | 3 | 2 | 4 | 5 | 5 | 5 | 4 | 4 |
| 61 | 4 | 2 | 3 | 4 | 5 | 3 | 5 | 4 |
| 62 | 1 | 1 | 5 | 5 | 4 | 5 | 1 | 2 |
| 63 | 2 | 2 | 4 | 4 | 5 | 5 | 3 | 3 |
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| 65 | 2 | 3 | 4 | 2 | 3 | 3 | 3 | 3 |
| 66 | 3 | 3 | 4 | 3 | 5 | 4 | 4 | 4 |
| 67 | 2 | 3 | 3 | 4 | 5 | 4 | 4 | 4 |
| 68 | 2 | 3 | 2 | 4 | 4 | 2 | 5 | 2 |
| 69 | 3 | 3 | 4 | 5 | 4 | 2 | 5 | 2 |
| 70 | 3 | 3 | 3 | 5 | 4 | 4 | 3 | 3 |
| 71 | 2 | 2 | 2 | 4 | 4 | 5 | 4 | 1 |
| 72 | 4 | 4 | 3 | 3 | 3 | 5 | 4 | 4 |
| 73 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 |
| 74 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 5 |
| 75 | 3 | 3 | 5 | 4 | 3 | 5 | 3 | 4 |
| 76 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 |
| 77 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 5 |
| 78 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 5 |
| 79 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 80 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 5 |
| 81 | 4 | 4 | 3 | 4 | 3 | 5 | 4 | 5 |
| 82 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 4 |
| 83 | 3 | 3 | 5 | 4 | 4 | 4 | 4 | 5 |
| 84 | 3 | 3 | 5 | 5 | 4 | 4 | 3 | 5 |
| 85 | 3 | 3 | 5 | 4 | 3 | 5 | 3 | 5 |

Persepsi Kualitas

| No | PK1 | PK2 | PK3 | PK4 | PK5 | PK6 | PK7 | PK8 | PK9 | PK10 | PK11 | PK12 |
|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| 1 | 3 | 3 | 5 | 3 | 4 | 2 | 3 | 5 | 2 | 5 | 4 | 2 |
| 2 | 3 | 4 | 3 | 3 | 4 | 5 | 3 | 3 | 5 | 3 | 3 | 3 |
| 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 |
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| 6 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 |
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| 9 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 3 |
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| 11 | 3 | 5 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 |
| 12 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
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| 15 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 5 | 5 |
| 16 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 |
| 17 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 |
| 18 | 3 | 5 | 3 | 3 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 |
| 19 | 4 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 20 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 5 | 3 |
| 21 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 3 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 23 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 24 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 25 | 4 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 |
| 26 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 |
| 27 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 28 | 4 | 5 | 3 | 3 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 5 |
| 29 | 2 | 4 | 3 | 2 | 5 | 5 | 2 | 2 | 3 | 5 | 5 | 5 |
| 30 | 5 | 4 | 2 | 2 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 |
| 31 | 3 | 4 | 5 | 5 | 5 | 2 | 3 | 5 | 2 | 5 | 4 | 2 |
| 32 | 3 | 4 | 3 | 4 | 5 | 5 | 3 | 3 | 5 | 3 | 3 | 3 |
| 33 | 4 | 3 | 4 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 |
| 34 | 4 | 5 | 4 | 2 | 5 | 4 | 4 | 3 | 5 | 3 | 4 | 3 |
| 35 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 36 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 37 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 |
| 38 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 4 |
| 39 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |
| 40 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 |
| 41 | 3 | 5 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 |
| 42 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 43 | 3 | 4 | 3 | 4 | 4 | 5 | 3 | 3 | 4 | 3 | 5 | 3 |
| 44 | 3 | 3 | 3 | 4 | 3 | 5 | 3 | 3 | 4 | 3 | 5 | 3 |
| 45 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 5 | 5 |
| 46 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 3 |

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| 49 | 3 | 5 | 5 | 2 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 2 |
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| 51 | 3 | 4 | 3 | 3 | 4 | 5 | 3 | 3 | 4 | 4 | 2 | 3 |
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| 54 | 3 | 2 | 3 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| 55 | 3 | 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 5 | 4 | 4 |
| 56 | 3 | 5 | 5 | 2 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 |
| 57 | 5 | 4 | 3 | 3 | 2 | 4 | 3 | 5 | 5 | 5 | 4 | 3 |
| 58 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 4 | 3 | 4 |
| 59 | 4 | 5 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 2 | 3 |
| 60 | 2 | 4 | 3 | 3 | 5 | 3 | 3 | 4 | 3 | 5 | 4 | 4 |
| 61 | 4 | 2 | 2 | 2 | 3 | 2 | 4 | 3 | 4 | 4 | 4 | 3 |
| 62 | 4 | 4 | 3 | 2 | 2 | 4 | 3 | 2 | 3 | 3 | 1 | 3 |
| 63 | 2 | 4 | 3 | 3 | 4 | 5 | 2 | 3 | 3 | 5 | 3 | 2 |
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| 65 | 3 | 5 | 3 | 2 | 4 | 5 | 5 | 4 | 3 | 3 | 3 | 2 |
| 66 | 3 | 3 | 5 | 2 | 5 | 4 | 3 | 3 | 3 | 5 | 5 | 5 |
| 67 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 5 | 5 | 4 | 3 | 4 |
| 68 | 2 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 2 | 4 |
| 69 | 3 | 3 | 3 | 3 | 2 | 4 | 4 | 2 | 2 | 4 | 5 | 3 |
| 70 | 5 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 3 |
| 71 | 3 | 3 | 5 | 3 | 2 | 4 | 3 | 3 | 2 | 2 | 3 | 3 |
| 72 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 |
| 73 | 3 | 4 | 3 | 3 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 75 | 4 | 3 | 3 | 3 | 4 | 5 | 4 | 3 | 4 | 3 | 5 | 3 |
| 76 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 3 |
| 77 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 78 | 3 | 3 | 5 | 3 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 3 |
| 79 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 |
| 80 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 5 | 3 |
| 81 | 4 | 3 | 4 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 82 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 83 | 3 | 5 | 3 | 3 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 5 |
| 84 | 2 | 4 | 3 | 3 | 4 | 5 | 2 | 2 | 3 | 5 | 5 | 4 |
| 85 | 5 | 4 | 2 | 3 | 5 | 5 | 3 | 4 | 5 | 4 | 5 | 4 |

Asosiasi Merek

| No | AM1 | AM2 | AM3 | AM4 |
|----|-----|-----|-----|-----|
| 1 | 3 | 4 | 4 | 3 |
| 2 | 2 | 3 | 4 | 3 |
| 3 | 3 | 3 | 2 | 2 |
| 4 | 4 | 4 | 4 | 3 |
| 5 | 4 | 5 | 4 | 4 |
| 6 | 3 | 3 | 3 | 3 |
| 7 | 2 | 3 | 3 | 3 |
| 8 | 2 | 3 | 1 | 2 |
| 9 | 3 | 4 | 4 | 3 |
| 10 | 4 | 4 | 3 | 3 |
| 11 | 3 | 3 | 3 | 4 |
| 12 | 4 | 4 | 4 | 4 |
| 13 | 4 | 3 | 3 | 3 |
| 14 | 3 | 4 | 4 | 3 |
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| 18 | 4 | 3 | 4 | 4 |
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| 21 | 4 | 3 | 3 | 3 |
| 22 | 5 | 4 | 5 | 5 |
| 23 | 5 | 5 | 4 | 5 |
| 24 | 5 | 4 | 5 | 5 |
| 25 | 4 | 4 | 4 | 4 |
| 26 | 5 | 4 | 5 | 4 |
| 27 | 4 | 3 | 3 | 4 |
| 28 | 5 | 3 | 4 | 5 |
| 29 | 4 | 4 | 4 | 4 |
| 30 | 3 | 3 | 4 | 5 |
| 31 | 3 | 3 | 5 | 5 |
| 32 | 3 | 3 | 3 | 4 |
| 33 | 4 | 4 | 4 | 5 |
| 34 | 4 | 3 | 5 | 5 |
| 35 | 5 | 5 | 5 | 5 |
| 36 | 3 | 4 | 4 | 4 |
| 37 | 5 | 5 | 5 | 5 |
| 38 | 4 | 3 | 3 | 5 |
| 39 | 5 | 5 | 5 | 5 |
| 40 | 4 | 4 | 4 | 4 |
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| 42 | 5 | 3 | 4 | 4 |
| 43 | 4 | 3 | 4 | 4 |
| 44 | 4 | 3 | 4 | 3 |
| 45 | 4 | 4 | 4 | 5 |
| 46 | 4 | 4 | 4 | 5 |

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|----|---|---|---|---|
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| 50 | 5 | 4 | 5 | 5 |
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| 52 | 4 | 4 | 3 | 5 |
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| 56 | 3 | 4 | 3 | 3 |
| 57 | 5 | 5 | 5 | 3 |
| 58 | 3 | 4 | 4 | 4 |
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| 61 | 4 | 4 | 4 | 4 |
| 62 | 3 | 4 | 4 | 3 |
| 63 | 3 | 4 | 3 | 4 |
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| 73 | 3 | 3 | 2 | 2 |
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| 77 | 2 | 3 | 3 | 3 |
| 78 | 2 | 2 | 3 | 3 |
| 79 | 3 | 4 | 3 | 3 |
| 80 | 3 | 3 | 2 | 4 |
| 81 | 5 | 4 | 3 | 3 |
| 82 | 5 | 5 | 3 | 2 |
| 83 | 2 | 2 | 4 | 1 |
| 84 | 2 | 3 | 4 | 3 |
| 85 | 2 | 3 | 3 | 3 |

Loyalitas Merek

| No | LM1 | LM2 | LM3 | LM4 | LM5 | LM6 | LM7 | LM8 | LM9 | LM10 |
|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| 1 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 |
| 2 | 2 | 3 | 4 | 2 | 4 | 5 | 3 | 3 | 4 | 3 |
| 3 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 5 | 2 | 5 |
| 4 | 2 | 3 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 |
| 5 | 2 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |
| 6 | 2 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 4 |
| 7 | 2 | 2 | 3 | 4 | 4 | 5 | 4 | 5 | 3 | 4 |
| 8 | 2 | 3 | 4 | 4 | 3 | 5 | 3 | 5 | 1 | 3 |
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| 11 | 2 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 |
| 12 | 2 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 |
| 13 | 2 | 4 | 3 | 5 | 4 | 5 | 5 | 5 | 3 | 5 |
| 14 | 2 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 |
| 15 | 2 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 |
| 16 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 17 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 |
| 18 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 |
| 19 | 4 | 3 | 4 | 5 | 3 | 3 | 4 | 4 | 5 | 4 |
| 20 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 5 | 4 | 5 |
| 21 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 22 | 5 | 4 | 4 | 5 | 3 | 5 | 4 | 5 | 5 | 5 |
| 23 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 5 |
| 24 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 |
| 25 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 26 | 5 | 3 | 4 | 4 | 4 | 5 | 3 | 5 | 4 | 5 |
| 27 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 |
| 28 | 3 | 4 | 3 | 4 | 4 | 5 | 3 | 3 | 4 | 3 |
| 29 | 2 | 4 | 3 | 4 | 5 | 5 | 3 | 2 | 4 | 2 |
| 30 | 3 | 3 | 3 | 3 | 5 | 3 | 4 | 3 | 3 | 3 |
| 31 | 2 | 3 | 4 | 4 | 3 | 2 | 4 | 2 | 4 | 2 |
| 32 | 3 | 5 | 3 | 5 | 4 | 3 | 5 | 3 | 5 | 3 |
| 33 | 2 | 3 | 5 | 5 | 5 | 4 | 4 | 2 | 5 | 2 |
| 34 | 3 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 1 |
| 35 | 2 | 3 | 4 | 4 | 3 | 2 | 3 | 2 | 4 | 2 |
| 36 | 3 | 4 | 4 | 5 | 5 | 3 | 5 | 3 | 5 | 3 |
| 37 | 3 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 3 |
| 38 | 4 | 3 | 3 | 2 | 3 | 2 | 4 | 4 | 4 | 1 |
| 39 | 5 | 4 | 4 | 3 | 3 | 5 | 4 | 3 | 3 | 1 |
| 40 | 5 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 5 | 3 |
| 41 | 4 | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 4 | 4 |
| 42 | 2 | 4 | 4 | 4 | 4 | 5 | 4 | 2 | 4 | 2 |
| 43 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 44 | 4 | 3 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 |
| 45 | 5 | 3 | 4 | 2 | 4 | 2 | 3 | 2 | 2 | 2 |
| 46 | 4 | 3 | 5 | 4 | 3 | 4 | 3 | 4 | 4 | 4 |

| | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|
| 47 | 5 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 |
| 48 | 5 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 |
| 49 | 5 | 4 | 4 | 5 | 2 | 4 | 4 | 3 | 5 | 3 |
| 50 | 4 | 3 | 3 | 2 | 3 | 5 | 5 | 2 | 2 | 2 |
| 51 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 |
| 52 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 3 |
| 53 | 2 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 3 | 3 |
| 54 | 2 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 |
| 55 | 5 | 2 | 3 | 4 | 5 | 3 | 5 | 3 | 4 | 3 |
| 56 | 3 | 2 | 4 | 3 | 4 | 5 | 4 | 3 | 3 | 3 |
| 57 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 58 | 2 | 2 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 4 |
| 59 | 2 | 3 | 3 | 5 | 5 | 5 | 3 | 3 | 5 | 3 |
| 60 | 3 | 2 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 3 |
| 61 | 2 | 4 | 3 | 4 | 5 | 4 | 3 | 2 | 4 | 2 |
| 62 | 2 | 2 | 4 | 5 | 5 | 5 | 3 | 3 | 5 | 3 |
| 63 | 2 | 2 | 4 | 5 | 3 | 3 | 3 | 4 | 5 | 4 |
| 64 | 2 | 2 | 3 | 4 | 5 | 5 | 4 | 2 | 4 | 2 |
| 65 | 2 | 2 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 3 |
| 66 | 2 | 2 | 4 | 4 | 5 | 5 | 3 | 2 | 5 | 2 |
| 67 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 |
| 68 | 2 | 2 | 3 | 2 | 5 | 5 | 3 | 4 | 4 | 4 |
| 69 | 2 | 4 | 5 | 3 | 3 | 3 | 4 | 5 | 3 | 5 |
| 70 | 2 | 4 | 5 | 4 | 4 | 5 | 4 | 1 | 4 | 1 |
| 71 | 2 | 2 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 5 |
| 72 | 2 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 5 |
| 73 | 2 | 2 | 5 | 3 | 5 | 4 | 5 | 5 | 2 | 5 |
| 74 | 2 | 2 | 4 | 5 | 3 | 5 | 3 | 4 | 4 | 4 |
| 75 | 3 | 3 | 3 | 4 | 4 | 5 | 4 | 3 | 3 | 3 |
| 76 | 2 | 2 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 |
| 77 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 3 | 3 |
| 78 | 2 | 2 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 |
| 79 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 5 |
| 80 | 2 | 4 | 3 | 5 | 4 | 5 | 3 | 5 | 2 | 4 |
| 81 | 3 | 2 | 4 | 5 | 5 | 3 | 3 | 5 | 3 | 5 |
| 82 | 2 | 5 | 3 | 3 | 5 | 5 | 3 | 5 | 3 | 3 |
| 83 | 3 | 2 | 4 | 3 | 4 | 5 | 3 | 5 | 4 | 4 |
| 84 | 3 | 1 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 |
| 85 | 3 | 3 | 3 | 3 | 5 | 5 | 1 | 5 | 3 | 2 |

Lampiran III

Hasil Uji Validitas

Kesadaran Merek

Correlations

| | | KM1 | KM2 | KM3 | KM4 | KM5 | KM6 | KM7 | KM8 | Total_KM |
|----------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|----------|
| KM1 | Pearson Correlation | 1 | .432 | .475 | .054 | .167 | -.176 | .365 | .891 | .674 |
| | Sig. (2-tailed) | | .017 | .008 | .779 | .378 | .351 | .047 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KM2 | Pearson Correlation | .432 | 1 | .349 | .259 | .499** | .244 | .357 | .400 | .715** |
| | Sig. (2-tailed) | .017 | | .059 | .167 | .005 | .194 | .053 | .028 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KM3 | Pearson Correlation | .475** | .349 | 1 | .218 | .093 | .174 | .377 | .287 | .637** |
| | Sig. (2-tailed) | .008 | .059 | | .247 | .625 | .358 | .040 | .124 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KM4 | Pearson Correlation | .054 | .259 | .218 | 1 | .385** | .552** | .317 | .046 | .562** |
| | Sig. (2-tailed) | .779 | .167 | .247 | | .036 | .002 | .088 | .807 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KM5 | Pearson Correlation | .167 | .499** | .093 | .385** | 1 | .398* | .212 | .243 | .602** |
| | Sig. (2-tailed) | .378 | .005 | .625 | .036 | | .029 | .262 | .196 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KM6 | Pearson Correlation | -.176 | .244 | .174 | .552** | .398* | 1 | .299 | -.120 | .440* |
| | Sig. (2-tailed) | .351 | .194 | .358 | .002 | .029 | | .109 | .527 | .015 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KM7 | Pearson Correlation | .365 | .357 | .377 | .317 | .212 | .299 | 1 | .269 | .648** |
| | Sig. (2-tailed) | .047 | .053 | .040 | .088 | .262 | .109 | | .150 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| KM8 | Pearson Correlation | .891** | .400 | .287 | .046 | .243 | -.120 | .269 | 1 | .624** |
| | Sig. (2-tailed) | .000 | .028 | .124 | .807 | .196 | .527 | .150 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total_KM | Pearson Correlation | .674** | .715** | .637** | .562** | .602** | .440* | .648** | .624** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .001 | .000 | .015 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

*. Correlation is significant at the 0.05 level (2-tailed).

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

| | | | | | | | | | | | | | | |
|----------|---------------------|--------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| KP8 | Pearson Correlation | .704** | .015 | .113 | .276 | .045 | .182 | .852** | 1 | .178 | .329 | .515** | .295 | .632** |
| | Sig. (2-tailed) | .000 | .939 | .554 | .140 | .814 | .336 | .000 | | .346 | .076 | .004 | .114 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PK9 | Pearson Correlation | -.160 | .189 | .695** | .454* | .334 | .402* | .111 | .178 | 1 | .246 | .657** | .079 | .589** |
| | Sig. (2-tailed) | .399 | .318 | .000 | .012 | .071 | .027 | .561 | .346 | | .191 | .000 | .679 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PK10 | Pearson Correlation | .270 | .113 | .347 | .275 | .349 | .222 | .034 | .329 | .246 | 1 | .196 | .119 | .502** |
| | Sig. (2-tailed) | .150 | .551 | .060 | .141 | .059 | .239 | .859 | .076 | .191 | | .298 | .531 | .005 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PK11 | Pearson Correlation | .103 | .279 | .497** | .561** | .170 | .130 | .471** | .515** | .657** | .196 | 1 | .251 | .687** |
| | Sig. (2-tailed) | .589 | .135 | .005 | .001 | .369 | .495 | .009 | .004 | .000 | .298 | | .181 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| PK12 | Pearson Correlation | .218 | .169 | .442* | .321 | .667** | .118 | .304 | .295 | .079 | .119 | .251 | 1 | .592** |
| | Sig. (2-tailed) | .247 | .372 | .015 | .083 | .000 | .536 | .103 | .114 | .679 | .531 | .181 | | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL_PK | Pearson Correlation | .486** | .393* | .694** | .734** | .692** | .505** | .487** | .632** | .589** | .502** | .687** | .592** | 1 |
| | Sig. (2-tailed) | .007 | .032 | .000 | .000 | .000 | .004 | .006 | .000 | .001 | .005 | .000 | .001 | |
| | N | 30 | 30 | 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).

Asosiasi Merek

Correlations

| | | AM1 | AM2 | AM3 | AM4 | TOTAL_AS |
|----------|---------------------|------|-------|-------|------|----------|
| AM1 | Pearson Correlation | 1 | .085 | .103 | .476 | .699 |
| | Sig. (2-tailed) | | .654 | .589 | .008 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| AM2 | Pearson Correlation | .085 | 1 | -.028 | .306 | .482 |
| | Sig. (2-tailed) | .654 | | .883 | .100 | .007 |
| | N | 30 | 30 | 30 | 30 | 30 |
| AM3 | Pearson Correlation | .103 | -.028 | 1 | .128 | .530 |
| | Sig. (2-tailed) | .589 | .883 | | .499 | .003 |
| | N | 30 | 30 | 30 | 30 | 30 |
| AM4 | Pearson Correlation | .476 | .306 | .128 | 1 | .758 |
| | Sig. (2-tailed) | .008 | .100 | .499 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| TOTAL_AS | Pearson Correlation | .699 | .482 | .530 | .758 | 1 |
| | Sig. (2-tailed) | .000 | .007 | .003 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 |

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

| | | | | | | | | | | | | |
|----------|---------------------|--------|---------|--------|--------|--------|---------|--------|--------|--------|--------|--------|
| LM10 | Pearson Correlation | .239 | 1.000** | .575** | .144 | .239 | 1.000** | .677** | .144 | .251 | 1 | .783** |
| | Sig. (2-tailed) | .203 | .000 | .001 | .447 | .203 | .000 | .000 | .447 | .181 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL_LM | Pearson Correlation | .607** | .783** | .728** | .563** | .496** | .783** | .780** | .563** | .593** | .783** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .001 | .005 | .000 | .000 | .001 | .001 | .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 IV

Hasil Uji Reliabilitas

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 |
|------------------|------------|
| .762 | 8 |

Persepsi Kualitas

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 |
|------------------|------------|
| .822 | 12 |

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 |
|------------------|------------|
| .459 | 4 |

Loyalitas Merek

Case Processing Summary

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .861 | 10 |

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

Lampiran V

Hasil Uji Deskriptif

Jenis Kelamin

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Laki-Laki | 32 | 37.6 | 37.6 | 37.6 |
| | Perempuan | 53 | 62.4 | 62.4 | 100.0 |
| | Total | 85 | 100.0 | 100.0 | |

Usia

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | > 43 Tahun | 5 | 5.9 | 5.9 | 5.9 |
| | 17 - 25 Tahun | 46 | 54.1 | 54.1 | 60.0 |
| | 26 - 34 Tahun | 24 | 28.2 | 28.2 | 88.2 |
| | 35 - 43 Tahun | 10 | 11.8 | 11.8 | 100.0 |
| | Total | 85 | 100.0 | 100.0 | |

Kesadaran Merek

KM1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 2 | 2.4 | 2.4 | 2.4 |
| | 2 | 14 | 16.5 | 16.5 | 18.8 |
| | 3 | 36 | 42.4 | 42.4 | 61.2 |
| | 4 | 24 | 28.2 | 28.2 | 89.4 |
| | 5 | 9 | 10.6 | 10.6 | 100.0 |
| | Total | 85 | 100.0 | 100.0 | |

KM2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 4 | 4.7 | 4.7 | 4.7 |
| 2 | 18 | 21.2 | 21.2 | 25.9 |
| Valid 3 | 32 | 37.6 | 37.6 | 63.5 |
| 4 | 27 | 31.8 | 31.8 | 95.3 |
| 5 | 4 | 4.7 | 4.7 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

KM3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 9 | 10.6 | 10.6 | 10.6 |
| 3 | 35 | 41.2 | 41.2 | 51.8 |
| Valid 4 | 28 | 32.9 | 32.9 | 84.7 |
| 5 | 13 | 15.3 | 15.3 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

KM4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 1 | 1.2 | 1.2 | 1.2 |
| 2 | 4 | 4.7 | 4.7 | 5.9 |
| Valid 3 | 25 | 29.4 | 29.4 | 35.3 |
| 4 | 36 | 42.4 | 42.4 | 77.6 |
| 5 | 19 | 22.4 | 22.4 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

KM5

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 6 | 7.1 | 7.1 | 7.1 |
| 3 | 35 | 41.2 | 41.2 | 48.2 |
| Valid 4 | 31 | 36.5 | 36.5 | 84.7 |
| 5 | 13 | 15.3 | 15.3 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

KM6

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 1 | 1.2 | 1.2 | 1.2 |
| 2 | 10 | 11.8 | 11.8 | 12.9 |
| 3 | 33 | 38.8 | 38.8 | 51.8 |
| Valid 4 | 29 | 34.1 | 34.1 | 85.9 |
| 5 | 12 | 14.1 | 14.1 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

KM7

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 1 | 1.2 | 1.2 | 1.2 |
| 2 | 4 | 4.7 | 4.7 | 5.9 |
| Valid 3 | 37 | 43.5 | 43.5 | 49.4 |
| 4 | 33 | 38.8 | 38.8 | 88.2 |
| 5 | 10 | 11.8 | 11.8 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

KM8

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 3 | 3.5 | 3.5 | 3.5 |
| 2 | 10 | 11.8 | 11.8 | 15.3 |
| Valid 3 | 30 | 35.3 | 35.3 | 50.6 |
| 4 | 29 | 34.1 | 34.1 | 84.7 |
| 5 | 13 | 15.3 | 15.3 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

Persepsi Kualitas**PK1**

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 6 | 7.1 | 7.1 | 7.1 |
| 3 | 34 | 40.0 | 40.0 | 47.1 |
| Valid 4 | 36 | 42.4 | 42.4 | 89.4 |
| 5 | 9 | 10.6 | 10.6 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

PK2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 5 | 5.9 | 5.9 | 5.9 |
| 3 | 26 | 30.6 | 30.6 | 36.5 |
| Valid 4 | 41 | 48.2 | 48.2 | 84.7 |
| 5 | 13 | 15.3 | 15.3 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

KP3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 8 | 9.4 | 9.4 | 9.4 |
| 3 | 38 | 44.7 | 44.7 | 54.1 |
| Valid 4 | 27 | 31.8 | 31.8 | 85.9 |
| 5 | 12 | 14.1 | 14.1 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

PK4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 14 | 16.5 | 16.5 | 16.5 |
| 3 | 47 | 55.3 | 55.3 | 71.8 |
| Valid 4 | 19 | 22.4 | 22.4 | 94.1 |
| 5 | 5 | 5.9 | 5.9 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

KP5

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 7 | 8.2 | 8.2 | 8.2 |
| 3 | 17 | 20.0 | 20.0 | 28.2 |
| Valid 4 | 38 | 44.7 | 44.7 | 72.9 |
| 5 | 23 | 27.1 | 27.1 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

PK6

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 4 | 4.7 | 4.7 | 4.7 |
| 3 | 10 | 11.8 | 11.8 | 16.5 |
| Valid 4 | 47 | 55.3 | 55.3 | 71.8 |
| 5 | 24 | 28.2 | 28.2 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

PK7

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 5 | 5.9 | 5.9 | 5.9 |
| 3 | 41 | 48.2 | 48.2 | 54.1 |
| Valid 4 | 34 | 40.0 | 40.0 | 94.1 |
| 5 | 5 | 5.9 | 5.9 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

PK8

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 6 | 7.1 | 7.1 | 7.1 |
| 3 | 38 | 44.7 | 44.7 | 51.8 |
| Valid 4 | 23 | 27.1 | 27.1 | 78.8 |
| 5 | 18 | 21.2 | 21.2 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

PK9

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 4 | 4.7 | 4.7 | 4.7 |
| 3 | 22 | 25.9 | 25.9 | 30.6 |
| Valid 4 | 32 | 37.6 | 37.6 | 68.2 |
| 5 | 27 | 31.8 | 31.8 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

PK10

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 3 | 3.5 | 3.5 | 3.5 |
| 3 | 30 | 35.3 | 35.3 | 38.8 |
| Valid 4 | 31 | 36.5 | 36.5 | 75.3 |
| 5 | 21 | 24.7 | 24.7 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

PK11

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 1 | 1.2 | 1.2 | 1.2 |
| 2 | 4 | 4.7 | 4.7 | 5.9 |
| Valid 3 | 24 | 28.2 | 28.2 | 34.1 |
| 4 | 30 | 35.3 | 35.3 | 69.4 |
| 5 | 26 | 30.6 | 30.6 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

PK12

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 5 | 5.9 | 5.9 | 5.9 |
| 3 | 38 | 44.7 | 44.7 | 50.6 |
| Valid 4 | 31 | 36.5 | 36.5 | 87.1 |
| 5 | 11 | 12.9 | 12.9 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

Asosiasi Merek**AM1**

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 9 | 10.6 | 10.6 | 10.6 |
| 3 | 28 | 32.9 | 32.9 | 43.5 |
| Valid 4 | 33 | 38.8 | 38.8 | 82.4 |
| 5 | 15 | 17.6 | 17.6 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

AM2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 4 | 4.7 | 4.7 | 4.7 |
| 3 | 39 | 45.9 | 45.9 | 50.6 |
| Valid 4 | 34 | 40.0 | 40.0 | 90.6 |
| 5 | 8 | 9.4 | 9.4 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

AM3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 1 | 1.2 | 1.2 | 1.2 |
| 2 | 5 | 5.9 | 5.9 | 7.1 |
| Valid 3 | 31 | 36.5 | 36.5 | 43.5 |
| 4 | 35 | 41.2 | 41.2 | 84.7 |
| 5 | 13 | 15.3 | 15.3 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

AM4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 1 | 1.2 | 1.2 | 1.2 |
| 2 | 4 | 4.7 | 4.7 | 5.9 |
| Valid 3 | 28 | 32.9 | 32.9 | 38.8 |
| 4 | 32 | 37.6 | 37.6 | 76.5 |
| 5 | 20 | 23.5 | 23.5 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

Loyalitas Merek**LM1**

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 38 | 44.7 | 44.7 | 44.7 |
| 3 | 18 | 21.2 | 21.2 | 65.9 |
| Valid 4 | 16 | 18.8 | 18.8 | 84.7 |
| 5 | 13 | 15.3 | 15.3 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

LM2

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 1 | 1.2 | 1.2 | 1.2 |
| 2 | 19 | 22.4 | 22.4 | 23.5 |
| 3 | 27 | 31.8 | 31.8 | 55.3 |
| Valid 4 | 31 | 36.5 | 36.5 | 91.8 |
| 5 | 7 | 8.2 | 8.2 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

LM3

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 1 | 1.2 | 1.2 | 1.2 |
| 3 | 27 | 31.8 | 31.8 | 32.9 |
| Valid 4 | 44 | 51.8 | 51.8 | 84.7 |
| 5 | 13 | 15.3 | 15.3 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

LM4

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 5 | 5.9 | 5.9 | 5.9 |
| 3 | 16 | 18.8 | 18.8 | 24.7 |
| Valid 4 | 37 | 43.5 | 43.5 | 68.2 |
| 5 | 27 | 31.8 | 31.8 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

LM5

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 1 | 1.2 | 1.2 | 1.2 |
| 3 | 21 | 24.7 | 24.7 | 25.9 |
| Valid 4 | 28 | 32.9 | 32.9 | 58.8 |
| 5 | 35 | 41.2 | 41.2 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

LM6

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 2 | 4 | 4.7 | 4.7 | 4.7 |
| 3 | 16 | 18.8 | 18.8 | 23.5 |
| Valid 4 | 19 | 22.4 | 22.4 | 45.9 |
| 5 | 46 | 54.1 | 54.1 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

LM7

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 1 | 1.2 | 1.2 | 1.2 |
| 3 | 31 | 36.5 | 36.5 | 37.6 |
| Valid 4 | 38 | 44.7 | 44.7 | 82.4 |
| 5 | 15 | 17.6 | 17.6 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

LM8

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 1 | 1.2 | 1.2 | 1.2 |
| 2 | 10 | 11.8 | 11.8 | 12.9 |
| Valid 3 | 21 | 24.7 | 24.7 | 37.6 |
| 4 | 20 | 23.5 | 23.5 | 61.2 |
| 5 | 33 | 38.8 | 38.8 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

LM9

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 1 | 1.2 | 1.2 | 1.2 |
| 2 | 5 | 5.9 | 5.9 | 7.1 |
| Valid 3 | 24 | 28.2 | 28.2 | 35.3 |
| 4 | 36 | 42.4 | 42.4 | 77.6 |
| 5 | 19 | 22.4 | 22.4 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |

LM10

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-----------|---------|---------------|--------------------|
| 1 | 4 | 4.7 | 4.7 | 4.7 |
| 2 | 11 | 12.9 | 12.9 | 17.6 |
| 3 | 21 | 24.7 | 24.7 | 42.4 |
| Valid 4 | 24 | 28.2 | 28.2 | 70.6 |
| 5 | 25 | 29.4 | 29.4 | 100.0 |
| Total | 85 | 100.0 | 100.0 | |