

Lampiran I Kuesioner Responden



KUESIONER PENELITIAN

Perihal : Mohon bantuan pengisian Kuesioner

Kepada Yth : Bapak/ Ibu, Saudara/ i

Di tempat

Dengan Hormat,

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

Nama : Rahmat Julianto

NPM : 1712110393

Sedang melakukan penelitian yang berjudul **PENGARUH KEPECAYAAN MEREK DAN LOYALITAS MEREK TERHADAP KEPUTUSAN PEMBELIAN PADA SEPATU MEREK ADIDAS DI BANDAR LAMPUNG**, Oleh karena itu saya mohon kesediaan bapak/ibu,saudara/i untuk mengisi kusioner di bawah ini dengan jujur dan benar. Data atau informasi yang terkumpul akan saya jaga kerahasiaanya dan di gunakan hanya untuk kepentingan penyusunan skripsi ini semata. Atas perhatian bapak/ibu, saudara/i saya ucapan terima kasih.

Bandar Lampung, Agustus 2021
Peneliti

Rahmat Julianto
NPM.1712110393

Panduan pengisian pernyataan :

1. Jawablah pernyataan yang diajukan dibawah ini dengan benar dan jujur.
2. Pernyataan harus dijawab semua jangan sampai ada yang terlewatkan, agar data dapat diolah sepenuhnya oleh peneliti.
3. Berilah tanda () pada jawaban yang telah disediakan oleh peneliti.
4. KETERANGAN STS DLL DITULIS

IDENTITAS RESPONDEN

1. Nama :(Dapat dikosongkan)
2. Jenis Kelamin : Laki-laki
 Perempuan
3. Usia :
 a. 18 Tahun – 23 Tahun c. 30 Tahun – 35 Tahun
 b. 24 Tahun – 29 Tahun d. 36 Tahun – 41 Tahun
4. Pendidikan Terakhir :
 a. SMP/SEDERAJAT d. S1
 b. SMA/SEDERAJAT e. S2
 c. D3 f. S3
5. Pekerjaan :
 a. Pelajar d. Pegawai Negeri
 b. Mahasiswa e. Pegawai Swasta
 c. Wiraswasta
6. Berapa harga sepatu Adidas yang anda beli ?
 a. 200 .000 – 299.000 c. 400 .000 – 499.000
 b. 300 .000 – 399.000 d. > 500.000
7. Apakah anda memiliki sepatu olahraga merek lain selain sepatu Adidas ?
 a. Ya
 b. Tidak
8. Jika ya , apa merek sepatu olahraga tersebut ?
 a. Nike d. Diadora
 b. Reebok e. Lainnya
 c. Ardiles

Kepercayaan Merek

| No | Instrumen | STS | TS | CS | S | SS |
|----|---|-----|----|----|---|----|
| a. | Kredibilitas | | | | | |
| 1 | Saya percaya dengan produk sepatu merek Adidas | | | | | |
| 2 | Menurut saya sepatu Adidas tidak pernah mengecewakan pelanggan | | | | | |
| 3 | Sepatu Adidas mampu meningkatkan rasa percaya diri saya | | | | | |
| b. | Kompetensi merek | | | | | |
| 4 | Menurut saya produk sepatu merek Adidas mampu mengatasi masalah yang dikeluhkan pelanggan | | | | | |
| 5 | Menurut saya produk sepatu merek Adidas dapat memenuhi kebutuhan saya dalam berolahraga. | | | | | |
| 6 | Menurut saya sepatu olahraga merek Adidas berusaha memuaskan kebutuhan pelanggan. | | | | | |
| c. | Kebaikan merek | | | | | |
| 7 | Menurut saya sepatu merek Adidas dibuat dengan bahan dengan kualitas terbaik | | | | | |
| 8 | Menurut saya sepatu merek Adidas nyaman dipakai untuk berolahraga | | | | | |
| 9 | Memakai sepatu merek Adidas membuat saya tampil lebih <i>fashionable</i> | | | | | |
| d. | Reputasi merek | | | | | |
| 10 | Menurut saya produk sepatu merek Adidas sesuai dengan harapan saya | | | | | |
| 11 | Saya mendapatkan apa yang saya inginkan ketika menggunakan sepatu merek Adidas | | | | | |
| 12 | Saya merasa puas setelah memiliki sepatu merek Adidas | | | | | |

Loyalitas Merek

| No | Instrumen | STS | TS | CS | S | SS |
|----|--|-----|----|----|---|----|
| a. | Setia menggunakan merek | | | | | |
| 1 | Menurut saya kualitas sepatu sneakers Adidas di atas merek- merek produk sepatu olahraga lainnya | | | | | |
| 2 | Adidas telah tertanam di benak konsumen | | | | | |
| 3 | Saya setia terhadap merek adidas | | | | | |
| b. | Merekomendasikan merek | | | | | |
| 4 | Adidas merekomendasikan ke konsumen untuk menggunakan produknya. | | | | | |

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|----|--|--|--|--|--|--|
| 5 | Adidas memiliki kualitas bagus sehingga konsumen berani membayar lebih. | | | | | |
| 6 | Sepatu Adidas menggunakan bahan yang aman untuk menjaga kualitasnya | | | | | |
| c. | <i>Kembali menggunakan merek dilain kesempatan</i> | | | | | |
| 7 | Adidas akan menjadi pilihan pertama saya untuk produk sepatu sneakers | | | | | |
| 8 | Menurut saya sepatu Adidas sudah sesuai dengan kebutuhan dan keinginan saya | | | | | |
| 9 | Saya akan membeli sepatu Adidas kembali karena memiliki cabang resmi yang ada dimana-mana. | | | | | |

Keputusan Pembelian

| No | Instrumen | STS | TS | CS | S | SS |
|----|--|-----|----|----|---|----|
| a. | <i>Konsumen memiliki kebutuhan yang dapat dipenuhi oleh perusahaan</i> | | | | | |
| 1 | Saya membeli Sepatu Adidas karena mempunyai desain yang menarik | | | | | |
| 2 | Saya membeli sepatu Adidas karena produk yang dijual sesuai dengan kebutuhan | | | | | |
| 3 | Saya membeli sepatu Adidas untuk menunjang kegiatan olahraga | | | | | |
| b. | <i>Konsumen mengumpulkan informasi mengenai kebutuhan yang dapat dipenuhi oleh perusahaan</i> | | | | | |
| 4 | Saya mencari informasi mengenai keunggulan sepatu Adidas sebelum memutuskan untuk membeli | | | | | |
| 5 | Saya mencari informasi mengenai harga sepatu Adidas yang terjangkau | | | | | |
| 6 | Saya mencari informasi mengenai toko yang menjual sepatu Adidas | | | | | |
| c. | <i>Konsumen memilih perusahaan dibanding pesaing</i> | | | | | |
| 7 | Saya membeli Sepatu olahraga Adidas karena lokasinya mudah ditemukan dan dijangkau | | | | | |
| 8 | Saya membeli sepatu Adidas karena jumlah produknya banyak | | | | | |
| 9 | Saya membeli sepatu Adidas karena diproduksi oleh perusahaan yang baik | | | | | |
| d. | <i>Konsumen memutuskan membeli produk yang disediakan oleh perusahaan</i> | | | | | |
| 10 | Saya yakin memilih sepatu Adidas untuk dibeli | | | | | |
| 11 | Saya memilih sepatu Adidas karena terbukti tahan lama | | | | | |
| 12 | Saya tidak pernah kecewa membeli sepatu Adidas | | | | | |
| e. | <i>Konsumen merasa puas setelah membeli produk</i> | | | | | |

| | | | | | |
|----|--|--|--|--|--|
| | <i>perusahaan</i> | | | | |
| 13 | Saya akan merekomendasikan orang lain untuk membeli sepatu Adidas | | | | |
| 14 | Saya Bersedia melakukan pembelian sepatu Adidas dengan model dan warna yang lain | | | | |
| 15 | Saya merasa sangat puas membeli sepatu Adidas | | | | |

Lampiran II Hasil Jawaban Responden

• Hasil Jawaban Karakteristik Responden

| No | JK | USIA | PENDIDIKAN | PEKERJA AN | HARGA SEPATU | MERE K LAIN | NAMA MEREK LAIN |
|----|----|---------------------|----------------|----------------|-------------------|-------------|-----------------|
| 1 | P | 24 Tahun – 29 Tahun | D3 | Pegawai Swasta | 400.000 – 499.000 | Ya | Nike |
| 2 | L | 15 Tahun – 23 Tahun | SMA/SEDER AJAT | Mahasiswa | 300.000 – 399.000 | Tidak | Tidak Ada |
| 3 | L | 30 Tahun – 35 Tahun | S1 | Pegawai Negeri | > 500.000 | Ya | Nike |
| 4 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 300.000 – 399.000 | Ya | Nike |
| 5 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | > 500.000 | Ya | Nike |
| 6 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 300.000 – 399.000 | Ya | Lainnya |
| 7 | L | 30 Tahun – 35 Tahun | S1 | Mahasiswa | 300.000 – 399.000 | Ya | Nike |
| 8 | L | 15 Tahun – 23 Tahun | SMA/SEDER AJAT | Wiraswasta | 200.000 – 299.000 | Ya | Nike |
| 9 | L | 24 Tahun – 29 Tahun | SMA/SEDER AJAT | Pegawai Negeri | > 500.000 | Ya | Reebok |
| 10 | L | 24 Tahun – 29 Tahun | S1 | Pegawai Swasta | 400.000 – 499.000 | Ya | Ardiles |
| 11 | L | 36 Tahun – 41 Tahun | D3 | Wiraswasta | > 500.000 | Ya | Nike |
| 12 | L | 24 Tahun – 29 Tahun | D3 | Pegawai Swasta | 400.000 – 499.000 | Ya | Nike |
| 13 | P | 30 Tahun – 35 Tahun | S2 | Pegawai Negeri | 300.000 – 399.000 | Ya | Nike |
| 14 | L | 36 Tahun – 41 Tahun | SMP/SEDERA JAT | Wiraswasta | > 500.000 | Tidak | Tidak Ada |
| 15 | P | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 300.000 – 399.000 | Tidak | Tidak Ada |
| 16 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | > 500.000 | Ya | Reebok |
| 17 | L | 24 Tahun – 29 Tahun | S1 | Pegawai Negeri | > 500.000 | Ya | Nike |
| 18 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 400.000 – 499.000 | Ya | Reebok |
| 19 | L | 15 Tahun – 23 Tahun | D3 | Mahasiswa | 400.000 – 499.000 | Ya | Reebok |
| 20 | L | 24 Tahun – 29 Tahun | S1 | Pegawai Swasta | > 500.000 | Ya | Nike |
| 21 | P | 24 Tahun – 29 Tahun | S2 | Wiraswasta | 200.000 – 299.000 | Ya | Nike |
| 22 | P | 24 Tahun – 29 Tahun | S2 | Pegawai Negeri | > 500.000 | Ya | Lainnya |
| 23 | P | 24 Tahun – 29 Tahun | S1 | Pegawai Negeri | > 500.000 | Ya | Nike |
| 24 | L | 15 Tahun – 23 Tahun | SMA/SEDER AJAT | Wiraswasta | 200.000 – 299.000 | Ya | Lainnya |
| 25 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 300.000 – 399.000 | Tidak | Tidak Ada |
| 26 | L | 30 Tahun – 35 Tahun | S1 | Pegawai Negeri | 200.000 – 299.000 | Tidak | Tidak Ada |

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|----|---|---------------------|----------------|----------------|--------------------|-------|-----------|
| 27 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 300 .000 – 399.000 | Tidak | Tidak Ada |
| 28 | P | 24 Tahun – 29 Tahun | S1 | Mahasiswa | > 500.000 | Ya | Nike |
| 29 | P | 36 Tahun – 41 Tahun | S3 | Pegawai Negeri | > 500.000 | Ya | Nike |
| 30 | P | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 300 .000 – 399.000 | Ya | Diadora |
| 31 | P | 36 Tahun – 41 Tahun | SMP/SEDERA JAT | Wiraswasta | > 500.000 | Ya | Nike |
| 32 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 300 .000 – 399.000 | Ya | Nike |
| 33 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | > 500.000 | Ya | Nike |
| 34 | L | 15 Tahun – 23 Tahun | S1 | Mahasiswa | 300 .000 – 399.000 | Ya | Reebok |
| 35 | L | 36 Tahun – 41 Tahun | S1 | Pegawai Negeri | > 500.000 | Ya | Nike |
| 36 | L | 24 Tahun – 29 Tahun | SMA/SEDER AJAT | Wiraswasta | > 500.000 | Ya | Nike |
| 37 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 300 .000 – 399.000 | Ya | Lainnya |
| 38 | L | 15 Tahun – 23 Tahun | D3 | Mahasiswa | 300 .000 – 399.000 | Ya | Nike |
| 39 | L | 24 Tahun – 29 Tahun | S1 | Wiraswasta | 300 .000 – 399.000 | Tidak | Tidak Ada |
| 40 | L | 36 Tahun – 41 Tahun | D3 | Wiraswasta | 200 .000 – 299.000 | Ya | Nike |
| 41 | L | 30 Tahun – 35 Tahun | S2 | Pegawai Negeri | > 500.000 | Ya | Nike |
| 42 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | > 500.000 | Tidak | Tidak Ada |
| 43 | L | 24 Tahun – 29 Tahun | S1 | Wiraswasta | 200 .000 – 299.000 | Ya | Reebok |
| 44 | P | 15 Tahun – 23 Tahun | SMA/SEDER AJAT | Mahasiswa | 300 .000 – 399.000 | Ya | Reebok |
| 45 | P | 30 Tahun – 35 Tahun | SMA/SEDER AJAT | Wiraswasta | > 500.000 | Ya | Nike |
| 46 | P | 15 Tahun – 23 Tahun | S1 | Mahasiswa | 400 .000 – 499.000 | Ya | Nike |
| 47 | P | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 300 .000 – 399.000 | Tidak | Tidak Ada |
| 48 | P | 30 Tahun – 35 Tahun | S1 | Pegawai Negeri | > 500.000 | Ya | Nike |
| 49 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | > 500.000 | Ya | Reebok |
| 50 | L | 24 Tahun – 29 Tahun | D3 | Mahasiswa | 400 .000 – 499.000 | Ya | Reebok |
| 51 | L | 15 Tahun – 23 Tahun | SMP/SEDERA JAT | Pelajar | 300 .000 – 399.000 | Ya | Ardiles |
| 52 | L | 30 Tahun – 35 Tahun | S2 | Pegawai Negeri | 400 .000 – 499.000 | Ya | Nike |
| 53 | L | 30 Tahun – 35 Tahun | S2 | Pegawai Negeri | > 500.000 | Ya | Nike |
| 54 | P | 24 Tahun – 29 Tahun | S1 | Wiraswasta | 400 .000 – 499.000 | Ya | Lainnya |
| 55 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | > 500.000 | Ya | Nike |
| 56 | L | 24 Tahun – 29 Tahun | S1 | Wiraswasta | 400 .000 – 499.000 | Ya | Nike |
| 57 | L | 24 Tahun – 29 Tahun | S1 | Wiraswasta | > 500.000 | Tidak | Tidak Ada |

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|----|---|---------------------|---------------|----------------|--------------------|-------|-----------|
| 58 | L | 15 Tahun – 23 Tahun | SMA/SEDERAJAT | Mahasiswa | 300 .000 – 399.000 | Tidak | Tidak Ada |
| 59 | L | 36 Tahun – 41 Tahun | S1 | Pegawai Negeri | > 500.000 | Ya | Reebok |
| 60 | L | 24 Tahun – 29 Tahun | S1 | Wiraswasta | 400 .000 – 499.000 | Ya | Ardiles |
| 61 | L | 15 Tahun – 23 Tahun | SMP/SEDERAJAT | Pelajar | > 500.000 | Ya | Nike |
| 62 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | > 500.000 | Ya | Nike |
| 63 | L | 24 Tahun – 29 Tahun | D3 | Pegawai Negeri | 400 .000 – 499.000 | Ya | Lainnya |
| 64 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 300 .000 – 399.000 | Ya | Nike |
| 65 | L | 36 Tahun – 41 Tahun | D3 | Pegawai Swasta | 300 .000 – 399.000 | Ya | Nike |
| 66 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | > 500.000 | Ya | Nike |
| 67 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | > 500.000 | Ya | Lainnya |
| 68 | L | 36 Tahun – 41 Tahun | S1 | Pegawai Swasta | 400 .000 – 499.000 | Ya | Nike |
| 69 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | > 500.000 | Ya | Nike |
| 70 | L | 24 Tahun – 29 Tahun | S1 | Pegawai Swasta | > 500.000 | Ya | Reebok |
| 71 | L | 36 Tahun – 41 Tahun | D3 | Pegawai Swasta | > 500.000 | Ya | Reebok |
| 72 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 400 .000 – 499.000 | Ya | Nike |
| 73 | L | 15 Tahun – 23 Tahun | SMP/SEDERAJAT | Pelajar | 300 .000 – 399.000 | Ya | Nike |
| 74 | L | 24 Tahun – 29 Tahun | S1 | Pegawai Swasta | > 500.000 | Ya | Nike |
| 75 | L | 15 Tahun – 23 Tahun | SMA/SEDERAJAT | Mahasiswa | 400 .000 – 499.000 | Ya | Nike |
| 76 | L | 36 Tahun – 41 Tahun | S3 | Pegawai Swasta | > 500.000 | Ya | Nike |
| 77 | P | 36 Tahun – 41 Tahun | S1 | Pegawai Negeri | > 500.000 | Ya | Nike |
| 78 | P | 24 Tahun – 29 Tahun | S1 | Mahasiswa | > 500.000 | Tidak | Tidak Ada |
| 79 | L | 24 Tahun – 29 Tahun | D3 | Pegawai Negeri | 400 .000 – 499.000 | Tidak | Tidak Ada |
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| 84 | L | 15 Tahun – 23 Tahun | SMA/SEDERAJAT | Mahasiswa | 300 .000 – 399.000 | Ya | Reebok |
| 85 | L | 15 Tahun – 23 Tahun | SMA/SEDERAJAT | Mahasiswa | 300 .000 – 399.000 | Ya | Nike |
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| 88 | P | 24 Tahun – 29 Tahun | S1 | Pegawai Negeri | > 500.000 | Ya | Nike |

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|-----|---|---------------------|---------------|----------------|--------------------|-------|-----------|
| 89 | L | 36 Tahun – 41 Tahun | SMA/SEDERAJAT | Wiraswasta | 400 .000 – 499.000 | Tidak | Tidak Ada |
| 90 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 300 .000 – 399.000 | Tidak | Tidak Ada |
| 91 | L | 30 Tahun – 35 Tahun | S1 | Pegawai Negeri | 400 .000 – 499.000 | Ya | Reebok |
| 92 | L | 24 Tahun – 29 Tahun | D3 | Pegawai Negeri | 400 .000 – 499.000 | Ya | Nike |
| 93 | L | 24 Tahun – 29 Tahun | D3 | Pegawai Negeri | > 500.000 | Ya | Nike |
| 94 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 300 .000 – 399.000 | Ya | Nike |
| 95 | L | 36 Tahun – 41 Tahun | D3 | Pegawai Negeri | > 500.000 | Ya | Nike |
| 96 | L | 30 Tahun – 35 Tahun | S1 | Wiraswasta | 400 .000 – 499.000 | Ya | Diadora |
| 97 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 400 .000 – 499.000 | Ya | Nike |
| 98 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 300 .000 – 399.000 | Tidak | Tidak Ada |
| 99 | L | 24 Tahun – 29 Tahun | D3 | Mahasiswa | 300 .000 – 399.000 | Tidak | Tidak Ada |
| 100 | L | 36 Tahun – 41 Tahun | S3 | Pegawai Negeri | > 500.000 | Ya | Reebok |
| 101 | L | 15 Tahun – 23 Tahun | SMP/SEDERAJAT | Pelajar | 300 .000 – 399.000 | Ya | Ardiles |
| 102 | L | 30 Tahun – 35 Tahun | S2 | Pegawai Negeri | 400 .000 – 499.000 | Ya | Nike |
| 103 | L | 30 Tahun – 35 Tahun | S2 | Pegawai Negeri | > 500.000 | Ya | Nike |
| 104 | P | 24 Tahun – 29 Tahun | S1 | Wiraswasta | 400 .000 – 499.000 | Ya | Lainnya |
| 105 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | > 500.000 | Ya | Nike |
| 106 | L | 24 Tahun – 29 Tahun | S1 | Wiraswasta | 400 .000 – 499.000 | Ya | Nike |
| 107 | L | 24 Tahun – 29 Tahun | S1 | Wiraswasta | > 500.000 | Tidak | Tidak Ada |
| 108 | L | 15 Tahun – 23 Tahun | SMA/SEDERAJAT | Mahasiswa | 300 .000 – 399.000 | Tidak | Tidak Ada |
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| 110 | L | 24 Tahun – 29 Tahun | S1 | Wiraswasta | 400 .000 – 499.000 | Ya | Ardiles |
| 111 | L | 15 Tahun – 23 Tahun | SMP/SEDERAJAT | Pelajar | > 500.000 | Ya | Nike |
| 112 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | > 500.000 | Ya | Nike |
| 113 | L | 24 Tahun – 29 Tahun | D3 | Pegawai Negeri | 400 .000 – 499.000 | Ya | Nike |
| 114 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 300 .000 – 399.000 | Ya | Lainnya |
| 115 | L | 36 Tahun – 41 Tahun | D3 | Pegawai Swasta | 300 .000 – 399.000 | Ya | Nike |
| 116 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | > 500.000 | Ya | Nike |
| 117 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | > 500.000 | Ya | Nike |
| 118 | L | 36 Tahun – 41 Tahun | S1 | Pegawai Swasta | 400 .000 – 499.000 | Ya | Nike |
| 119 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | > 500.000 | Ya | Nike |

| | | | | | | | |
|-----|---|---------------------|----------------|----------------|--------------------|-------|-----------|
| 120 | L | 24 Tahun – 29 Tahun | S1 | Pegawai Swasta | > 500.000 | Ya | Reebok |
| 121 | L | 36 Tahun – 41 Tahun | D3 | Pegawai Swasta | > 500.000 | Ya | Reebok |
| 122 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 400 .000 – 499.000 | Ya | Nike |
| 123 | L | 15 Tahun – 23 Tahun | SMP/SEDERA JAT | Pelajar | 300 .000 – 399.000 | Ya | Nike |
| 124 | L | 24 Tahun – 29 Tahun | S1 | Pegawai Swasta | > 500.000 | Ya | Nike |
| 125 | L | 15 Tahun – 23 Tahun | SMA/SEDER AJAT | Mahasiswa | 400 .000 – 499.000 | Ya | Nike |
| 126 | L | 36 Tahun – 41 Tahun | S3 | Pegawai Swasta | > 500.000 | Ya | Nike |
| 127 | P | 36 Tahun – 41 Tahun | S1 | Pegawai Negeri | > 500.000 | Ya | Nike |
| 128 | P | 24 Tahun – 29 Tahun | S1 | Mahasiswa | > 500.000 | Tidak | Tidak Ada |
| 129 | L | 24 Tahun – 29 Tahun | D3 | Pegawai Negeri | 400 .000 – 499.000 | Tidak | Tidak Ada |
| 130 | L | 24 Tahun – 29 Tahun | D3 | Wiraswasta | > 500.000 | Ya | Nike |
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| 133 | L | 36 Tahun – 41 Tahun | S1 | Wiraswasta | 300 .000 – 399.000 | Ya | Reebok |
| 134 | L | 15 Tahun – 23 Tahun | SMA/SEDER AJAT | Mahasiswa | 300 .000 – 399.000 | Ya | Reebok |
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| 139 | L | 36 Tahun – 41 Tahun | SMA/SEDER AJAT | Wiraswasta | 400 .000 – 499.000 | Tidak | Tidak Ada |
| 140 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 300 .000 – 399.000 | Tidak | Tidak Ada |
| 141 | L | 30 Tahun – 35 Tahun | S1 | Pegawai Negeri | 400 .000 – 499.000 | Ya | Reebok |
| 142 | L | 24 Tahun – 29 Tahun | D3 | Pegawai Negeri | 400 .000 – 499.000 | Ya | Nike |
| 143 | L | 24 Tahun – 29 Tahun | D3 | Pegawai Negeri | > 500.000 | Ya | Nike |
| 144 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 300 .000 – 399.000 | Ya | Nike |
| 145 | L | 36 Tahun – 41 Tahun | D3 | Pegawai Negeri | > 500.000 | Ya | Nike |
| 146 | L | 30 Tahun – 35 Tahun | S1 | Wiraswasta | 400 .000 – 499.000 | Ya | Diadora |
| 147 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 400 .000 – 499.000 | Ya | Nike |
| 148 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 300 .000 – 399.000 | Tidak | Tidak Ada |
| 149 | L | 24 Tahun – 29 Tahun | D3 | Mahasiswa | 300 .000 – 399.000 | Tidak | Tidak Ada |
| 150 | L | 36 Tahun – 41 Tahun | S3 | Pegawai Negeri | > 500.000 | Ya | Reebok |

| | | | | | | | |
|-----|---|---------------------|----------------|----------------|--------------------|-------|-----------|
| 151 | P | 24 Tahun – 29 Tahun | D3 | Pegawai Swasta | 400 .000 – 499.000 | Ya | Nike |
| 152 | L | 15 Tahun – 23 Tahun | SMA/SEDER AJAT | Mahasiswa | 300 .000 – 399.000 | Tidak | Tidak Ada |
| 153 | L | 30 Tahun – 35 Tahun | S1 | Pegawai Negeri | > 500.000 | Ya | Nike |
| 154 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 300 .000 – 399.000 | Ya | Nike |
| 155 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | > 500.000 | Ya | Nike |
| 156 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 300 .000 – 399.000 | Ya | Nike |
| 157 | L | 30 Tahun – 35 Tahun | S1 | Mahasiswa | 300 .000 – 399.000 | Ya | Nike |
| 158 | L | 15 Tahun – 23 Tahun | SMA/SEDER AJAT | Wiraswasta | 200 .000 – 299.000 | Ya | Nike |
| 159 | L | 24 Tahun – 29 Tahun | SMA/SEDER AJAT | Pegawai Negeri | > 500.000 | Ya | Reebok |
| 160 | L | 24 Tahun – 29 Tahun | S1 | Pegawai Swasta | 400 .000 – 499.000 | Ya | Ardiles |
| 161 | L | 36 Tahun – 41 Tahun | D3 | Wiraswasta | > 500.000 | Ya | Nike |
| 162 | L | 24 Tahun – 29 Tahun | D3 | Pegawai Swasta | 400 .000 – 499.000 | Ya | Nike |
| 163 | P | 30 Tahun – 35 Tahun | S2 | Pegawai Negeri | 300 .000 – 399.000 | Ya | Nike |
| 164 | L | 36 Tahun – 41 Tahun | SMP/SEDERA JAT | Wiraswasta | > 500.000 | Tidak | Tidak Ada |
| 165 | P | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 300 .000 – 399.000 | Tidak | Tidak Ada |
| 166 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | > 500.000 | Ya | Reebok |
| 167 | L | 24 Tahun – 29 Tahun | S1 | Pegawai Negeri | > 500.000 | Ya | Nike |
| 168 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 400 .000 – 499.000 | Ya | Reebok |
| 169 | L | 15 Tahun – 23 Tahun | D3 | Mahasiswa | 400 .000 – 499.000 | Ya | Reebok |
| 170 | L | 24 Tahun – 29 Tahun | S1 | Pegawai Swasta | > 500.000 | Ya | Nike |
| 171 | P | 24 Tahun – 29 Tahun | S2 | Wiraswasta | 200 .000 – 299.000 | Ya | Nike |
| 172 | P | 24 Tahun – 29 Tahun | S2 | Pegawai Negeri | > 500.000 | Ya | Nike |
| 173 | P | 24 Tahun – 29 Tahun | S1 | Pegawai Negeri | > 500.000 | Ya | Nike |
| 174 | L | 15 Tahun – 23 Tahun | SMA/SEDER AJAT | Wiraswasta | 200 .000 – 299.000 | Ya | Nike |
| 175 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 300 .000 – 399.000 | Tidak | Tidak Ada |
| 176 | L | 30 Tahun – 35 Tahun | S1 | Pegawai Negeri | 200 .000 – 299.000 | Tidak | Tidak Ada |
| 177 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 300 .000 – 399.000 | Tidak | Tidak Ada |
| 178 | P | 24 Tahun – 29 Tahun | S1 | Mahasiswa | > 500.000 | Ya | Nike |
| 179 | P | 36 Tahun – 41 Tahun | S3 | Pegawai Negeri | > 500.000 | Ya | Nike |
| 180 | P | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 300 .000 – 399.000 | Ya | Diadora |
| 181 | P | 36 Tahun – 41 Tahun | SMP/SEDERA JAT | Wiraswasta | > 500.000 | Ya | Nike |

| | | | | | | | |
|-----|---|---------------------|----------------|----------------|--------------------|-------|-----------|
| 182 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 300 .000 – 399.000 | Ya | Nike |
| 183 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | > 500.000 | Ya | Nike |
| 184 | L | 15 Tahun – 23 Tahun | S1 | Mahasiswa | 300 .000 – 399.000 | Ya | Reebok |
| 185 | L | 36 Tahun – 41 Tahun | S1 | Pegawai Negeri | > 500.000 | Ya | Nike |
| 186 | L | 24 Tahun – 29 Tahun | SMA/SEDER AJAT | Wiraswasta | > 500.000 | Ya | Nike |
| 187 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 300 .000 – 399.000 | Ya | Nike |
| 188 | L | 15 Tahun – 23 Tahun | D3 | Mahasiswa | 300 .000 – 399.000 | Ya | Nike |
| 189 | L | 24 Tahun – 29 Tahun | S1 | Wiraswasta | 300 .000 – 399.000 | Tidak | Tidak Ada |
| 190 | L | 36 Tahun – 41 Tahun | D3 | Wiraswasta | 200 .000 – 299.000 | Ya | Nike |
| 191 | L | 30 Tahun – 35 Tahun | S2 | Pegawai Negeri | > 500.000 | Ya | Nike |
| 192 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | > 500.000 | Tidak | Tidak Ada |
| 193 | L | 24 Tahun – 29 Tahun | S1 | Wiraswasta | 200 .000 – 299.000 | Ya | Reebok |
| 194 | P | 15 Tahun – 23 Tahun | SMA/SEDER AJAT | Mahasiswa | 300 .000 – 399.000 | Ya | Reebok |
| 195 | P | 30 Tahun – 35 Tahun | SMA/SEDER AJAT | Wiraswasta | > 500.000 | Ya | Nike |
| 196 | P | 15 Tahun – 23 Tahun | S1 | Mahasiswa | 400 .000 – 499.000 | Ya | Nike |
| 197 | P | 24 Tahun – 29 Tahun | S1 | Mahasiswa | 300 .000 – 399.000 | Tidak | Tidak Ada |
| 198 | P | 30 Tahun – 35 Tahun | S1 | Pegawai Negeri | > 500.000 | Ya | Nike |
| 199 | L | 24 Tahun – 29 Tahun | S1 | Mahasiswa | > 500.000 | Ya | Reebok |
| 200 | L | 24 Tahun – 29 Tahun | D3 | Mahasiswa | 400 .000 – 499.000 | Ya | Reebok |

• Hasil Jawaban Responden Kepercayaan Merek

| No | KM1 | KM2 | KM3 | KM4 | KM5 | KM6 | KM7 | KM8 | KM9 | KM10 | KM11 | KM12 | Kepercayaan Merek |
|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|-------------------|
| 1 | 3 | 3 | 2 | 2 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 38 |
| 2 | 4 | 4 | 4 | 4 | 3 | 2 | 5 | 4 | 3 | 5 | 4 | 4 | 46 |
| 3 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 45 |
| 4 | 5 | 4 | 5 | 3 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 52 |
| 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 53 |
| 6 | 4 | 4 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 7 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 4 | 45 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 47 |
| 9 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 45 |
| 10 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 3 | 4 | 45 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 46 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 45 |
| 13 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 45 |
| 14 | 4 | 3 | 2 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 44 |
| 15 | 3 | 3 | 2 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 44 |

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|----|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 16 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 45 |
| 17 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 43 |
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| 19 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 56 |
| 20 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 3 | 55 |
| 21 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 57 |
| 22 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 54 |
| 23 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 48 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 59 |
| 25 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 56 |
| 26 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 3 | 55 |
| 27 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 5 | 45 |
| 28 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 4 | 54 |
| 29 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 3 | 3 | 55 |
| 30 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 57 |
| 31 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 54 |
| 32 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 46 |
| 33 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 3 | 3 | 5 | 5 | 5 | 52 |
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| 47 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 56 |
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| 56 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 58 |
| 57 | 5 | 3 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 57 |
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| 59 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 3 | 5 | 5 | 5 | 55 |
| 60 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 56 |
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| 62 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 3 | 5 | 5 | 5 | 53 |
| 63 | 3 | 4 | 5 | 5 | 5 | 5 | 2 | 2 | 5 | 5 | 3 | 2 | 2 | 46 |
| 64 | 2 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 53 |

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| 67 | 4 | 3 | 3 | 3 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 43 |
| 68 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 59 |
| 69 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 50 |
| 70 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| 71 | 4 | 4 | 3 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 46 |
| 72 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 50 |
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| 74 | 4 | 3 | 3 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 45 |
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| 79 | 3 | 4 | 5 | 4 | 5 | 4 | 3 | 3 | 4 | 5 | 4 | 5 | 49 |
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| 86 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 87 | 5 | 3 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 57 |
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| 91 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| 92 | 3 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 3 | 5 | 5 | 5 | 53 |
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| 95 | 5 | 4 | 2 | 5 | 5 | 5 | 3 | 3 | 2 | 4 | 2 | 5 | 45 |
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| 108 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 5 | 4 | 3 | 41 |
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| 112 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 51 |
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| 119 | 2 | 4 | 4 | 5 | 5 | 2 | 3 | 3 | 5 | 4 | 3 | 3 | 43 |
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| 125 | 2 | 2 | 5 | 4 | 4 | 2 | 4 | 4 | 5 | 4 | 4 | 3 | 43 |
| 126 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 1 | 3 | 2 | 43 |
| 127 | 3 | 4 | 2 | 5 | 5 | 3 | 2 | 2 | 5 | 3 | 3 | 3 | 40 |
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| 131 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 5 | 5 | 48 |
| 132 | 4 | 5 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 2 | 5 | 5 | 47 |
| 133 | 3 | 3 | 3 | 3 | 4 | 3 | 5 | 4 | 4 | 5 | 2 | 2 | 41 |
| 134 | 4 | 4 | 3 | 3 | 3 | 4 | 5 | 5 | 4 | 3 | 4 | 3 | 45 |
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| 136 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 53 |
| 137 | 3 | 2 | 4 | 5 | 5 | 3 | 5 | 5 | 4 | 3 | 2 | 3 | 44 |
| 138 | 5 | 4 | 3 | 4 | 4 | 5 | 3 | 3 | 4 | 2 | 3 | 3 | 43 |
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| 145 | 3 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 4 | 3 | 4 | 4 | 49 |
| 146 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 50 |
| 147 | 5 | 4 | 3 | 5 | 5 | 5 | 3 | 4 | 2 | 2 | 3 | 3 | 44 |
| 148 | 4 | 4 | 2 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 44 |
| 149 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 45 |
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| 151 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 48 |
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| 153 | 4 | 3 | 4 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 45 |
| 154 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 155 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 3 | 4 | 4 | 48 |
| 156 | 3 | 4 | 5 | 3 | 4 | 4 | 2 | 4 | 2 | 4 | 4 | 4 | 43 |
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| 158 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 2 | 2 | 2 | 45 |
| 159 | 1 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 1 | 1 | 1 | 39 |
| 160 | 1 | 4 | 4 | 3 | 3 | 3 | 2 | 4 | 2 | 3 | 3 | 4 | 36 |
| 161 | 1 | 2 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 33 |
| 162 | 1 | 2 | 2 | 3 | 2 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 34 |

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| 163 | 3 | 4 | 4 | 3 | 4 | 2 | 4 | 4 | 3 | 3 | 3 | 3 | 40 |
| 164 | 3 | 2 | 4 | 4 | 3 | 2 | 1 | 3 | 2 | 3 | 2 | 2 | 31 |
| 165 | 2 | 2 | 3 | 4 | 3 | 1 | 1 | 2 | 1 | 1 | 2 | 2 | 24 |
| 166 | 3 | 3 | 4 | 4 | 3 | 1 | 3 | 3 | 4 | 4 | 3 | 2 | 37 |
| 167 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 39 |
| 168 | 4 | 5 | 5 | 3 | 5 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 49 |
| 169 | 4 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 50 |
| 170 | 4 | 4 | 5 | 3 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 50 |
| 171 | 4 | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 3 | 4 | 5 | 50 |
| 172 | 3 | 3 | 5 | 3 | 4 | 2 | 3 | 5 | 2 | 3 | 3 | 3 | 39 |
| 173 | 4 | 4 | 5 | 3 | 5 | 2 | 4 | 4 | 3 | 3 | 3 | 3 | 43 |
| 174 | 4 | 4 | 4 | 3 | 5 | 3 | 4 | 5 | 4 | 3 | 3 | 3 | 45 |
| 175 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 3 | 3 | 4 | 43 |
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| 177 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 49 |
| 178 | 4 | 4 | 4 | 5 | 4 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 42 |
| 179 | 4 | 3 | 5 | 5 | 4 | 3 | 3 | 5 | 3 | 4 | 3 | 3 | 45 |
| 180 | 4 | 4 | 5 | 5 | 4 | 3 | 3 | 5 | 3 | 4 | 4 | 4 | 48 |
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| 187 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 51 |
| 188 | 1 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 49 |
| 189 | 1 | 4 | 4 | 4 | 3 | 3 | 2 | 4 | 4 | 5 | 4 | 5 | 43 |
| 190 | 1 | 2 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 3 | 4 | 2 | 36 |
| 191 | 1 | 2 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 192 | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| 193 | 3 | 2 | 4 | 4 | 3 | 2 | 1 | 3 | 4 | 2 | 4 | 4 | 36 |
| 194 | 2 | 2 | 3 | 4 | 3 | 1 | 1 | 2 | 4 | 2 | 3 | 1 | 28 |
| 195 | 3 | 3 | 4 | 4 | 3 | 1 | 3 | 3 | 4 | 1 | 2 | 1 | 32 |
| 196 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 1 | 3 | 3 | 38 |
| 197 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 3 | 3 | 4 | 3 | 49 |
| 198 | 4 | 4 | 5 | 2 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 49 |
| 199 | 4 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 53 |
| 200 | 4 | 4 | 5 | 3 | 5 | 3 | 4 | 4 | 5 | 3 | 5 | 5 | 50 |

• Hasil Jawaban Responden Loyalitas Merek

| No | LM1 | LM2 | LM3 | LM4 | LM5 | LM6 | LM7 | LM8 | LM9 | Loyalitas Merek |
|----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----------------|
| 1 | 2 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 30 |
| 2 | 4 | 3 | 2 | 5 | 4 | 3 | 5 | 4 | 4 | 34 |
| 3 | 5 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 32 |
| 4 | 3 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 38 |
| 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 39 |
| 6 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 7 | 3 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 4 | 34 |

| | | | | | | | | | | |
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| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 34 |
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| 11 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 34 |
| 12 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 33 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 34 |
| 14 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 35 |
| 15 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 36 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 35 |
| 17 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 32 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 43 |
| 19 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 42 |
| 20 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 41 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 43 |
| 22 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 41 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 37 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 44 |
| 25 | 5 | 4 | 3 | 4 | 5 | 4 | 3 | 3 | 4 | 35 |
| 26 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 36 |
| 27 | 5 | 4 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 30 |
| 28 | 5 | 4 | 3 | 3 | 5 | 3 | 4 | 3 | 3 | 33 |
| 29 | 5 | 4 | 3 | 3 | 5 | 3 | 4 | 4 | 4 | 35 |
| 30 | 5 | 5 | 2 | 4 | 4 | 4 | 3 | 4 | 3 | 34 |
| 31 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 29 |
| 32 | 5 | 5 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 37 |
| 33 | 2 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 5 | 37 |
| 34 | 4 | 4 | 4 | 2 | 4 | 5 | 4 | 5 | 3 | 35 |
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| 36 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 38 |
| 37 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 40 |
| 38 | 4 | 3 | 3 | 2 | 4 | 4 | 5 | 4 | 5 | 34 |
| 39 | 4 | 2 | 4 | 4 | 4 | 4 | 3 | 4 | 2 | 31 |
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| 41 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 42 | 4 | 3 | 2 | 1 | 3 | 4 | 2 | 4 | 4 | 27 |
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| 44 | 4 | 3 | 1 | 3 | 3 | 4 | 1 | 2 | 1 | 22 |
| 45 | 3 | 4 | 3 | 3 | 4 | 4 | 1 | 3 | 3 | 28 |
| 46 | 5 | 5 | 3 | 5 | 4 | 3 | 3 | 4 | 3 | 35 |
| 47 | 2 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 36 |
| 48 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 40 |
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| 53 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |
| 54 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 3 | 40 |
| 55 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 56 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 40 |

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| 59 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 4 | 4 | 38 |
| 60 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 32 |
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| 62 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 33 |
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| 65 | 4 | 5 | 3 | 3 | 5 | 5 | 4 | 4 | 5 | 38 |
| 66 | 3 | 3 | 4 | 5 | 3 | 5 | 5 | 3 | 5 | 36 |
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| 80 | 5 | 3 | 4 | 4 | 4 | 3 | 4 | 5 | 3 | 35 |
| 81 | 3 | 2 | 3 | 2 | 4 | 4 | 1 | 1 | 4 | 24 |
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| 83 | 3 | 2 | 3 | 1 | 3 | 3 | 2 | 2 | 3 | 22 |
| 84 | 2 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 30 |
| 85 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 28 |
| 86 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 87 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 26 |
| 88 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 24 |
| 89 | 2 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 22 |
| 90 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 30 |
| 91 | 3 | 4 | 4 | 3 | 2 | 2 | 3 | 3 | 2 | 26 |
| 92 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 28 |
| 93 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 34 |
| 94 | 3 | 4 | 3 | 4 | 3 | 2 | 4 | 4 | 2 | 29 |
| 95 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 32 |
| 96 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 33 |
| 97 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 33 |
| 98 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 32 |
| 99 | 4 | 3 | 4 | 3 | 3 | 1 | 3 | 1 | 1 | 23 |
| 100 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 1 | 2 | 23 |
| 101 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 2 | 3 | 29 |
| 102 | 5 | 3 | 5 | 3 | 3 | 3 | 4 | 2 | 3 | 31 |
| 103 | 3 | 5 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 35 |
| 104 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 30 |
| 105 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 29 |

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| 107 | 3 | 2 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 29 |
| 108 | 3 | 3 | 2 | 4 | 3 | 3 | 4 | 2 | 3 | 27 |
| 109 | 4 | 4 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 25 |
| 110 | 3 | 3 | 5 | 3 | 3 | 3 | 4 | 4 | 3 | 31 |
| 111 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 2 | 3 | 26 |
| 112 | 4 | 5 | 4 | 2 | 2 | 3 | 3 | 3 | 3 | 29 |
| 113 | 5 | 5 | 5 | 4 | 3 | 3 | 3 | 2 | 3 | 33 |
| 114 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 34 |
| 115 | 5 | 5 | 4 | 2 | 2 | 1 | 2 | 3 | 1 | 25 |
| 116 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 2 | 4 | 30 |
| 117 | 3 | 4 | 3 | 4 | 3 | 2 | 3 | 2 | 2 | 26 |
| 118 | 3 | 4 | 4 | 2 | 3 | 2 | 2 | 3 | 2 | 25 |
| 119 | 4 | 4 | 5 | 1 | 2 | 2 | 2 | 3 | 2 | 25 |
| 120 | 3 | 3 | 5 | 2 | 3 | 2 | 2 | 3 | 2 | 25 |
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| 122 | 4 | 3 | 4 | 3 | 3 | 3 | 2 | 2 | 3 | 27 |
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| 124 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 2 | 4 | 34 |
| 125 | 2 | 3 | 4 | 4 | 3 | 3 | 4 | 2 | 3 | 28 |
| 126 | 1 | 4 | 4 | 2 | 2 | 2 | 1 | 1 | 2 | 19 |
| 127 | 3 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 3 | 27 |
| 128 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 3 | 28 |
| 129 | 3 | 3 | 2 | 3 | 4 | 3 | 2 | 3 | 3 | 26 |
| 130 | 4 | 5 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 34 |
| 131 | 4 | 5 | 4 | 4 | 3 | 3 | 2 | 3 | 3 | 31 |
| 132 | 5 | 5 | 4 | 2 | 2 | 2 | 2 | 3 | 2 | 27 |
| 133 | 5 | 4 | 5 | 2 | 3 | 2 | 3 | 3 | 2 | 29 |
| 134 | 3 | 5 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 31 |
| 135 | 4 | 5 | 4 | 1 | 2 | 1 | 2 | 2 | 1 | 22 |
| 136 | 4 | 4 | 3 | 2 | 2 | 1 | 2 | 1 | 1 | 20 |
| 137 | 5 | 5 | 5 | 4 | 3 | 3 | 2 | 3 | 3 | 33 |
| 138 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 2 | 4 | 27 |
| 139 | 5 | 4 | 4 | 3 | 2 | 3 | 2 | 3 | 3 | 29 |
| 140 | 4 | 5 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 32 |
| 141 | 5 | 3 | 3 | 4 | 4 | 4 | 2 | 2 | 4 | 31 |
| 142 | 5 | 5 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 34 |
| 143 | 4 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 25 |
| 144 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 2 | 3 | 34 |
| 145 | 5 | 5 | 1 | 1 | 2 | 1 | 3 | 2 | 1 | 21 |
| 146 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 34 |
| 147 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 33 |
| 148 | 5 | 5 | 4 | 2 | 2 | 3 | 3 | 2 | 3 | 29 |
| 149 | 4 | 4 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 27 |
| 150 | 5 | 5 | 5 | 4 | 3 | 3 | 3 | 2 | 3 | 33 |
| 151 | 4 | 4 | 4 | 2 | 2 | 2 | 1 | 2 | 2 | 23 |
| 152 | 4 | 3 | 4 | 3 | 2 | 2 | 2 | 2 | 2 | 24 |
| 153 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 30 |
| 154 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 29 |

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| 155 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 31 |
| 156 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 34 |
| 157 | 5 | 4 | 5 | 2 | 3 | 3 | 2 | 3 | 3 | 30 |
| 158 | 4 | 3 | 5 | 2 | 3 | 3 | 2 | 2 | 3 | 27 |
| 159 | 4 | 5 | 5 | 3 | 3 | 3 | 3 | 2 | 3 | 31 |
| 160 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 2 | 4 | 34 |
| 161 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 34 |
| 162 | 3 | 4 | 5 | 2 | 2 | 2 | 3 | 2 | 2 | 25 |
| 163 | 4 | 3 | 5 | 2 | 1 | 2 | 3 | 3 | 2 | 25 |
| 164 | 3 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 3 | 33 |
| 165 | 2 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 29 |
| 166 | 3 | 4 | 5 | 2 | 2 | 3 | 2 | 2 | 3 | 26 |
| 167 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 33 |
| 168 | 3 | 4 | 2 | 3 | 4 | 4 | 3 | 4 | 4 | 31 |
| 169 | 2 | 3 | 3 | 2 | 4 | 3 | 4 | 4 | 3 | 28 |
| 170 | 4 | 3 | 4 | 4 | 2 | 4 | 2 | 3 | 4 | 30 |
| 171 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 2 | 4 | 30 |
| 172 | 1 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 22 |
| 173 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 31 |
| 174 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 21 |
| 175 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 30 |
| 176 | 5 | 3 | 3 | 4 | 3 | 4 | 2 | 3 | 4 | 31 |
| 177 | 3 | 5 | 5 | 4 | 4 | 2 | 2 | 4 | 2 | 31 |
| 178 | 2 | 5 | 5 | 2 | 4 | 4 | 2 | 2 | 4 | 30 |
| 179 | 1 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 19 |
| 180 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 32 |
| 181 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 32 |
| 182 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 42 |
| 183 | 2 | 4 | 2 | 4 | 5 | 5 | 5 | 3 | 5 | 35 |
| 184 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 42 |
| 185 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 28 |
| 186 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 38 |
| 187 | 3 | 5 | 3 | 5 | 5 | 5 | 5 | 2 | 5 | 38 |
| 188 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 36 |
| 189 | 2 | 2 | 2 | 2 | 3 | 3 | 4 | 3 | 3 | 24 |
| 190 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 42 |
| 191 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 35 |
| 192 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 34 |
| 193 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 43 |
| 194 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 38 |
| 195 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 44 |
| 196 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 33 |
| 197 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 37 |
| 198 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 5 | 40 |
| 199 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 38 |
| 200 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 34 |

• Hasil Jawaban Responden Keputusan Pembelian

| No | KP 1 | KP 2 | KP 3 | KP 4 | KP 5 | KP 6 | KP 7 | KP 8 | KP 9 | KP 10 | KP 11 | KP 12 | KP 13 | KP 14 | KP 15 | Keputusan Pembelian |
|----|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|---------------------|
| 1 | 3 | 3 | 2 | 2 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 5 | 3 | 4 | 50 |
| 2 | 4 | 4 | 4 | 4 | 3 | 2 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 5 | 60 |
| 3 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 56 |
| 4 | 5 | 4 | 5 | 3 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 66 |
| 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 64 |
| 6 | 4 | 4 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 4 | 48 |
| 7 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 4 | 4 | 4 | 3 | 56 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 60 |
| 9 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 5 | 59 |
| 10 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 3 | 4 | 3 | 3 | 4 | 55 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 57 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 57 |
| 13 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 54 |
| 14 | 4 | 3 | 2 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 55 |
| 15 | 3 | 3 | 2 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 3 | 55 |
| 16 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 56 |
| 17 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 53 |
| 18 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 70 |
| 19 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 68 |
| 20 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 3 | 4 | 67 |
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| 22 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 68 |
| 23 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 58 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 3 | 70 |
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| 26 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 5 | 67 |
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| 28 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 67 |
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| 31 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 67 |
| 32 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 59 |
| 33 | 5 | 4 | 4 | 5 | 5 | 5 | 3 | 3 | 3 | 3 | 5 | 5 | 4 | 4 | 4 | 64 |
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| 37 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 62 |
| 38 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 60 |
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| 54 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 70 |
| 55 | 5 | 3 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 65 |
| 56 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 73 |
| 57 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 71 |
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| 63 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 3 | 4 | 5 | 5 | 67 |
| 64 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 66 |
| 65 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 68 |
| 66 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 66 |
| 67 | 2 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 67 |
| 68 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 66 |
| 69 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 65 |
| 70 | 5 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 69 |
| 71 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 4 | 4 | 3 | 43 |
| 72 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 66 |
| 73 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 69 | |
| 74 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 5 | 4 | 5 | 5 | 4 | 5 | 61 | |
| 75 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 55 |
| 76 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 62 |
| 77 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 5 | 4 | 3 | 52 |
| 78 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 5 | 56 |
| 79 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 61 |
| 80 | 3 | 3 | 4 | 5 | 3 | 3 | 4 | 5 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 61 |
| 81 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 2 | 4 | 4 | 5 | 4 | 5 | 55 |
| 82 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 56 |
| 83 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 5 | 3 | 3 | 51 |
| 84 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 50 |
| 85 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 4 | 5 | 5 | 5 | 53 |
| 86 | 5 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 3 | 63 |
| 87 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 3 | 64 |
| 88 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 66 |
| 89 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 5 | 5 | 5 | 58 |
| 90 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 3 | 65 |
| 91 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 5 | 5 | 5 | 4 | 56 |
| 92 | 5 | 5 | 3 | 4 | 2 | 3 | 3 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 5 | 57 |
| 93 | 4 | 4 | 4 | 4 | 2 | 2 | 3 | 4 | 5 | 2 | 4 | 3 | 4 | 5 | 3 | 53 |
| 94 | 5 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 5 | 3 | 50 |
| 95 | 5 | 3 | 3 | 5 | 4 | 3 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 3 | 2 | 55 |

| | | | | | | | | | | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|--|----|
| 96 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 5 | 4 | 3 | | 51 |
| 97 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 3 | 2 | 3 | 5 | 5 | 5 | 4 | | 56 |
| 98 | 5 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 5 | 3 | | 58 |
| 99 | 5 | 5 | 5 | 5 | 4 | 4 | 2 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 2 | | 57 |
| 100 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 3 | | 63 |
| 101 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 3 | 4 | 3 | 2 | 3 | 4 | 4 | | 60 |
| 102 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | | 51 |
| 103 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 3 | 4 | | | 62 |
| 104 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 5 | 4 | 3 | | 54 |
| 105 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 3 | | 56 |
| 106 | 4 | 5 | 3 | 4 | 3 | 2 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | | 58 |
| 107 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | | 53 |
| 108 | 3 | 4 | 3 | 4 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 5 | 4 | 5 | 4 | | 53 |
| 109 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 3 | 4 | 2 | 4 | 2 | | 57 |
| 110 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | | 62 |
| 111 | 3 | 2 | 4 | 5 | 4 | 4 | 1 | 4 | 3 | 3 | 3 | 4 | 4 | 2 | 3 | | 49 |
| 112 | 4 | 4 | 4 | 3 | 4 | 4 | 1 | 3 | 4 | 2 | 3 | 3 | 3 | 2 | 4 | | 48 |
| 113 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 3 | 4 | 4 | 5 | 2 | 4 | | | 57 |
| 114 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 2 | 3 | 3 | 2 | 1 | 5 | | 57 |
| 115 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | | 58 |
| 116 | 5 | 4 | 4 | 3 | 5 | 3 | 3 | 3 | 4 | 2 | 5 | 5 | 5 | 5 | 4 | | 60 |
| 117 | 5 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 5 | 1 | 4 | 4 | 3 | 4 | 4 | | 57 |
| 118 | 4 | 4 | 2 | 4 | 4 | 5 | 2 | 2 | 4 | 2 | 5 | 5 | 4 | 4 | 5 | | 56 |
| 119 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 4 | 5 | 3 | | 58 |
| 120 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | | 58 |
| 121 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 1 | 3 | 4 | 4 | 3 | 4 | | 57 |
| 122 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 1 | 4 | 4 | 5 | 3 | 4 | | 59 |
| 123 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 2 | 3 | 3 | 3 | 3 | 5 | 5 | 5 | | 60 |
| 124 | 5 | 5 | 4 | 4 | 4 | 2 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | | 59 |
| 125 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 2 | 4 | 3 | 4 | 4 | 4 | | 59 |
| 126 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 4 | 4 | 5 | 3 | 3 | | 55 |
| 127 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | | 58 |
| 128 | 5 | 5 | 5 | 5 | 5 | 3 | 2 | 4 | 3 | 2 | 2 | 3 | 4 | 2 | 3 | | 53 |
| 129 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 4 | 4 | 1 | 4 | 4 | 2 | 4 | | 53 |
| 130 | 3 | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 5 | | 53 |
| 131 | 5 | 5 | 3 | 3 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | | 58 |
| 132 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 5 | 3 | 3 | 2 | 3 | 1 | | 52 |
| 133 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 3 | 3 | | 60 |
| 134 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 4 | 2 | | 61 |
| 135 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | | 65 |
| 136 | 5 | 5 | 3 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 3 | | 62 |
| 137 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 5 | | 57 |
| 138 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 2 | 5 | 4 | 5 | 3 | 3 | | 54 |
| 139 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 3 | 3 | 4 | 3 | 2 | 2 | | 56 |
| 140 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | | 56 |
| 141 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | | 57 |
| 142 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | | 61 |
| 143 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | | 61 |
| 144 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | | 62 |

| | | | | | | | | | | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|--|----|
| 145 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 5 | 3 | 4 | 5 | 4 | 5 | | 59 |
| 146 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 5 | 4 | | 57 |
| 147 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | | 63 |
| 148 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 3 | 3 | 3 | | 56 |
| 149 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 1 | | 51 |
| 150 | 4 | 4 | 3 | 3 | 5 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | | 55 |
| 151 | 3 | 3 | 2 | 2 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 5 | 3 | 4 | | 50 |
| 152 | 4 | 4 | 4 | 4 | 3 | 2 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 5 | | 60 |
| 153 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | | 56 |
| 154 | 5 | 4 | 5 | 3 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | | 66 |
| 155 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | | 64 |
| 156 | 4 | 4 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 4 | | 48 |
| 157 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 4 | 4 | 4 | 3 | | 56 |
| 158 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | | 60 |
| 159 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 5 | | 59 |
| 160 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 3 | 4 | 3 | 3 | 4 | | 55 |
| 161 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | | 57 |
| 162 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | | 57 |
| 163 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | | 54 |
| 164 | 4 | 3 | 2 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | | 55 |
| 165 | 3 | 3 | 2 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 3 | | 55 |
| 166 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | | 56 |
| 167 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | | 53 |
| 168 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | | 70 |
| 169 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | | 68 |
| 170 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 3 | 4 | | 67 |
| 171 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | | 67 |
| 172 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | | 68 |
| 173 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | | 58 |
| 174 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 3 | | 70 |
| 175 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 4 | | 68 |
| 176 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 5 | | 67 |
| 177 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | | 58 |
| 178 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | | 67 |
| 179 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 3 | 4 | 2 | 2 | | 63 |
| 180 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 4 | 5 | | 71 |
| 181 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | | | 67 |
| 182 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | | 59 |
| 183 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 3 | 3 | 5 | 5 | 4 | 4 | 4 | | 64 |
| 184 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | 61 |
| 185 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | | 52 |
| 186 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | | 56 |
| 187 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | | 62 |
| 188 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | | 60 |
| 189 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | | 55 |
| 190 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | | 59 |
| 191 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | | 57 |
| 192 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | | 59 |
| 193 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | | 60 |

| | | | | | | | | | | | | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|----|----|
| 194 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | | 59 |
| 195 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | | | 61 | |
| 196 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | 59 |
| 197 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | | | 65 | |
| 198 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | | | 70 | |
| 199 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | | | 69 | |
| 200 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | | 66 | |

Lampiran III Hasil Uji Frequensi Responden

- **Hasil Uji Frequensi Karakteristik Responden**

Jenis_Kelamin

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Laki-laki | 162 | 81.0 | 81.0 | 81.0 |
| | Perempuan | 38 | 19.0 | 19.0 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Usia

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | 18 tahun - 23 tahun | 30 | 15.0 | 15.0 | 15.0 |
| | 24 tahun - 29 tahun | 112 | 56.0 | 56.0 | 71.0 |
| | 30 tahun - 35 tahun | 22 | 11.0 | 11.0 | 82.0 |
| | 36 tahun- 41 tahun | 36 | 18.0 | 18.0 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Pendidikan_Terakhir

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | SMP/SEDERAJAT | 10 | 5.0 | 5.0 | 5.0 |
| | SMA/SEDERAJAT | 24 | 12.0 | 12.0 | 17.0 |
| | D3 | 32 | 16.0 | 16.0 | 33.0 |
| | S1 | 116 | 58.0 | 58.0 | 91.0 |
| | S2 | 12 | 6.0 | 6.0 | 97.0 |
| | S3 | 6 | 3.0 | 3.0 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Pekerjaan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Pelajar | 6 | 3.0 | 3.0 | 3.0 |
| | Mahasiswa | 84 | 42.0 | 42.0 | 45.0 |
| | Wiraswasta | 42 | 21.0 | 21.0 | 66.0 |
| | Pegawai Negeri | 48 | 24.0 | 24.0 | 90.0 |
| | Pegawai Swasta | 20 | 10.0 | 10.0 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Harga

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | 200.000 - 299.000 | 12 | 6.0 | 6.0 | 6.0 |
| | 300.000 - 399.000 | 56 | 28.0 | 28.0 | 34.0 |
| | 400.000 - 499.000 | 46 | 23.0 | 23.0 | 57.0 |
| | > 500.000 | 86 | 43.0 | 43.0 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Merek_Lain

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | Ya | 166 | 83.0 | 83.0 | 83.0 |
| | Tidak | 34 | 17.0 | 17.0 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Nama_Merek_Lain

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Nike | 115 | 57.5 | 57.5 | 57.5 |
| | Reebok | 32 | 16.0 | 16.0 | 73.5 |
| | Ardiles | 6 | 3.0 | 3.0 | 76.5 |
| | Diadora | 4 | 2.0 | 2.0 | 78.5 |
| | Lainnya | 9 | 4.5 | 4.5 | 83.0 |
| | Tidak Ada | 34 | 17.0 | 17.0 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

- Hasil Uji Frequensi Jawaban Responden**

Kepercayaan Merek 1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 8 | 4.0 | 4.0 | 4.0 |
| | 2 | 8 | 4.0 | 4.0 | 8.0 |
| | 3 | 47 | 23.5 | 23.5 | 31.5 |
| | 4 | 84 | 42.0 | 42.0 | 73.5 |
| | 5 | 53 | 26.5 | 26.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Kepercayaan Merek 2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 12 | 6.0 | 6.0 | 6.0 |
| | 3 | 37 | 18.5 | 18.5 | 24.5 |
| | 4 | 108 | 54.0 | 54.0 | 78.5 |
| | 5 | 43 | 21.5 | 21.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Kepercayaan Merek 3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | .5 | .5 | .5 |
| | 2 | 14 | 7.0 | 7.0 | 7.5 |
| | 3 | 44 | 22.0 | 22.0 | 29.5 |
| | 4 | 86 | 43.0 | 43.0 | 72.5 |
| | 5 | 55 | 27.5 | 27.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Kepercayaan Merek 4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 4 | 2.0 | 2.0 | 2.0 |
| | 3 | 30 | 15.0 | 15.0 | 17.0 |
| | 4 | 92 | 46.0 | 46.0 | 63.0 |
| | 5 | 74 | 37.0 | 37.0 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Kepercayaan Merek 5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 4 | 2.0 | 2.0 | 2.0 |
| | 3 | 38 | 19.0 | 19.0 | 21.0 |
| | 4 | 90 | 45.0 | 45.0 | 66.0 |
| | 5 | 68 | 34.0 | 34.0 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Kepercayaan Merek 6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 4 | 2.0 | 2.0 | 2.0 |
| | 2 | 11 | 5.5 | 5.5 | 7.5 |
| | 3 | 38 | 19.0 | 19.0 | 26.5 |
| | 4 | 73 | 36.5 | 36.5 | 63.0 |
| | 5 | 74 | 37.0 | 37.0 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Kepercayaan Merek 7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 4 | 2.0 | 2.0 | 2.0 |
| | 2 | 10 | 5.0 | 5.0 | 7.0 |
| | 3 | 62 | 31.0 | 31.0 | 38.0 |
| | 4 | 85 | 42.5 | 42.5 | 80.5 |
| | 5 | 39 | 19.5 | 19.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Kepercayaan Merek 8

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 8 | 4.0 | 4.0 | 4.0 |
| | 3 | 39 | 19.5 | 19.5 | 23.5 |
| | 4 | 106 | 53.0 | 53.0 | 76.5 |
| | 5 | 47 | 23.5 | 23.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Kepercayaan Merek 9

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | .5 | .5 | .5 |
| | 2 | 7 | 3.5 | 3.5 | 4.0 |
| | 3 | 28 | 14.0 | 14.0 | 18.0 |
| | 4 | 109 | 54.5 | 54.5 | 72.5 |
| | 5 | 55 | 27.5 | 27.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Kepercayaan Merek 10

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 5 | 2.5 | 2.5 | 2.5 |
| | 2 | 12 | 6.0 | 6.0 | 8.5 |
| | 3 | 61 | 30.5 | 30.5 | 39.0 |
| | 4 | 73 | 36.5 | 36.5 | 75.5 |
| | 5 | 49 | 24.5 | 24.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Kepercayaan Merek 11

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | .5 | .5 | .5 |
| | 2 | 16 | 8.0 | 8.0 | 8.5 |
| | 3 | 57 | 28.5 | 28.5 | 37.0 |
| | 4 | 83 | 41.5 | 41.5 | 78.5 |
| | 5 | 43 | 21.5 | 21.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Kepercayaan Merek 12

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 3 | 1.5 | 1.5 | 1.5 |
| | 2 | 13 | 6.5 | 6.5 | 8.0 |
| | 3 | 65 | 32.5 | 32.5 | 40.5 |
| | 4 | 77 | 38.5 | 38.5 | 79.0 |
| | 5 | 42 | 21.0 | 21.0 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Loyalitas Merek 1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 3 | 1.5 | 1.5 | 1.5 |
| | 2 | 13 | 6.5 | 6.5 | 8.0 |
| | 3 | 59 | 29.5 | 29.5 | 37.5 |
| | 4 | 80 | 40.0 | 40.0 | 77.5 |
| | 5 | 45 | 22.5 | 22.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Loyalitas Merek 2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 10 | 5.0 | 5.0 | 5.0 |
| | 3 | 58 | 29.0 | 29.0 | 34.0 |
| | 4 | 84 | 42.0 | 42.0 | 76.0 |
| | 5 | 48 | 24.0 | 24.0 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Loyalitas Merek 3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 1 | 4 | 2.0 | 2.0 | 2.0 |
| | 2 | 14 | 7.0 | 7.0 | 9.0 |
| | 3 | 59 | 29.5 | 29.5 | 38.5 |
| | 4 | 77 | 38.5 | 38.5 | 77.0 |
| | 5 | 46 | 23.0 | 23.0 | 100.0 |
| Total | | 200 | 100.0 | 100.0 | |

Loyalitas Merek 4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 1 | 6 | 3.0 | 3.0 | 3.0 |
| | 2 | 26 | 13.0 | 13.0 | 16.0 |
| | 3 | 59 | 29.5 | 29.5 | 45.5 |
| | 4 | 79 | 39.5 | 39.5 | 85.0 |
| | 5 | 30 | 15.0 | 15.0 | 100.0 |
| Total | | 200 | 100.0 | 100.0 | |

Loyalitas Merek 5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | .5 | .5 | .5 |
| | 2 | 23 | 11.5 | 11.5 | 12.0 |
| | 3 | 61 | 30.5 | 30.5 | 42.5 |
| | 4 | 89 | 44.5 | 44.5 | 87.0 |
| | 5 | 26 | 13.0 | 13.0 | 100.0 |
| Total | | 200 | 100.0 | 100.0 | |

Loyalitas Merek 6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 1 | 5 | 2.5 | 2.5 | 2.5 |
| | 2 | 20 | 10.0 | 10.0 | 12.5 |
| | 3 | 65 | 32.5 | 32.5 | 45.0 |
| | 4 | 84 | 42.0 | 42.0 | 87.0 |
| | 5 | 26 | 13.0 | 13.0 | 100.0 |
| Total | | 200 | 100.0 | 100.0 | |

Loyalitas Merek 7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 1 | 5 | 2.5 | 2.5 | 2.5 |
| | 2 | 33 | 16.5 | 16.5 | 19.0 |
| | 3 | 58 | 29.0 | 29.0 | 48.0 |
| | 4 | 64 | 32.0 | 32.0 | 80.0 |
| | 5 | 40 | 20.0 | 20.0 | 100.0 |
| Total | | 200 | 100.0 | 100.0 | |

Loyalitas Merek 8

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 1 | 5 | 2.5 | 2.5 | 2.5 |
| | 2 | 40 | 20.0 | 20.0 | 22.5 |
| | 3 | 69 | 34.5 | 34.5 | 57.0 |
| | 4 | 62 | 31.0 | 31.0 | 88.0 |
| | 5 | 24 | 12.0 | 12.0 | 100.0 |
| Total | | 200 | 100.0 | 100.0 | |

Loyalitas Merek 9

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 1 | 7 | 3.5 | 3.5 | 3.5 |
| | 2 | 22 | 11.0 | 11.0 | 14.5 |
| | 3 | 70 | 35.0 | 35.0 | 49.5 |
| | 4 | 79 | 39.5 | 39.5 | 89.0 |
| | 5 | 22 | 11.0 | 11.0 | 100.0 |
| Total | | 200 | 100.0 | 100.0 | |

Keputusan Pembelian 1

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 1 | .5 | .5 | .5 |
| | 3 | 22 | 11.0 | 11.0 | 11.5 |
| | 4 | 100 | 50.0 | 50.0 | 61.5 |
| | 5 | 77 | 38.5 | 38.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Keputusan Pembelian 2

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 2 | 1.0 | 1.0 | 1.0 |
| | 3 | 38 | 19.0 | 19.0 | 20.0 |
| | 4 | 109 | 54.5 | 54.5 | 74.5 |
| | 5 | 51 | 25.5 | 25.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Keputusan Pembelian 3

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 1 | 2 | 1.0 | 1.0 | 1.0 |
| | 2 | 7 | 3.5 | 3.5 | 4.5 |
| | 3 | 41 | 20.5 | 20.5 | 25.0 |
| | 4 | 101 | 50.5 | 50.5 | 75.5 |
| | 5 | 49 | 24.5 | 24.5 | 100.0 |
| Total | | 200 | 100.0 | 100.0 | |

Keputusan Pembelian 4

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 2 | 1.0 | 1.0 | 1.0 |
| | 3 | 33 | 16.5 | 16.5 | 17.5 |
| | 4 | 100 | 50.0 | 50.0 | 67.5 |
| | 5 | 65 | 32.5 | 32.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Keputusan Pembelian 5

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 2 | 1.0 | 1.0 | 1.0 |
| | 3 | 44 | 22.0 | 22.0 | 23.0 |
| | 4 | 85 | 42.5 | 42.5 | 65.5 |
| | 5 | 69 | 34.5 | 34.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Keputusan Pembelian 6

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 8 | 4.0 | 4.0 | 4.0 |
| | 3 | 39 | 19.5 | 19.5 | 23.5 |
| | 4 | 85 | 42.5 | 42.5 | 66.0 |
| | 5 | 68 | 34.0 | 34.0 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Keputusan Pembelian 7

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 2 | 1.0 | 1.0 | 1.0 |
| | 2 | 5 | 2.5 | 2.5 | 3.5 |
| | 3 | 66 | 33.0 | 33.0 | 36.5 |
| | 4 | 79 | 39.5 | 39.5 | 76.0 |
| | 5 | 48 | 24.0 | 24.0 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Keputusan Pembelian 8

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 3 | 1.5 | 1.5 | 1.5 |
| | 3 | 35 | 17.5 | 17.5 | 19.0 |
| | 4 | 101 | 50.5 | 50.5 | 69.5 |
| | 5 | 61 | 30.5 | 30.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Keputusan Pembelian 9

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 3 | 52 | 26.0 | 26.0 | 26.0 |
| | 4 | 81 | 40.5 | 40.5 | 66.5 |
| | 5 | 67 | 33.5 | 33.5 | 100.0 |

Keputusan Pembelian 9

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 52 | 26.0 | 26.0 | 26.0 |
| | 4 | 81 | 40.5 | 40.5 | 66.5 |
| | 5 | 67 | 33.5 | 33.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Keputusan Pembelian 10

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 3 | 1.5 | 1.5 | 1.5 |
| | 2 | 13 | 6.5 | 6.5 | 8.0 |
| | 3 | 38 | 19.0 | 19.0 | 27.0 |
| | 4 | 83 | 41.5 | 41.5 | 68.5 |
| | 5 | 63 | 31.5 | 31.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Keputusan Pembelian 11

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | .5 | .5 | .5 |
| | 2 | 4 | 2.0 | 2.0 | 2.5 |
| | 3 | 70 | 35.0 | 35.0 | 37.5 |
| | 4 | 92 | 46.0 | 46.0 | 83.5 |
| | 5 | 33 | 16.5 | 16.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Keputusan Pembelian 12

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 1 | .5 | .5 | .5 |
| | 3 | 46 | 23.0 | 23.0 | 23.5 |
| | 4 | 110 | 55.0 | 55.0 | 78.5 |
| | 5 | 43 | 21.5 | 21.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Keputusan Pembelian 13

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 4 | 2.0 | 2.0 | 2.0 |
| | 3 | 31 | 15.5 | 15.5 | 17.5 |
| | 4 | 96 | 48.0 | 48.0 | 65.5 |
| | 5 | 69 | 34.5 | 34.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Keputusan Pembelian 14

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | .5 | .5 | .5 |
| | 2 | 8 | 4.0 | 4.0 | 4.5 |
| | 3 | 53 | 26.5 | 26.5 | 31.0 |
| | 4 | 97 | 48.5 | 48.5 | 79.5 |
| | 5 | 41 | 20.5 | 20.5 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Keputusan Pembelian 15

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 2 | 1.0 | 1.0 | 1.0 |
| | 2 | 10 | 5.0 | 5.0 | 6.0 |
| | 3 | 55 | 27.5 | 27.5 | 33.5 |
| | 4 | 73 | 36.5 | 36.5 | 70.0 |
| | 5 | 60 | 30.0 | 30.0 | 100.0 |
| | Total | 200 | 100.0 | 100.0 | |

Lampiran IV Hasil Uji Persyaratan Instrumen

- **Hasil Uji Validitas**

| | | | | | | | | | | | | | |
|---------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| x1.8 Pearson Correlation | .780** | .366* | .725** | .709** | .825** | .864** | .795** | 1 | .619** | .678** | .653** | .499** | .868** |
| Sig. (2-tailed) | .000 | .046 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .005 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.9 Pearson Correlation | .670** | .361 | .701** | .589** | .712** | .619** | .597** | .619** | 1 | .666** | .588** | .405* | .769** |
| Sig. (2-tailed) | .000 | .050 | .000 | .001 | .000 | .000 | .000 | .000 | | .000 | .001 | .026 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.10 Pearson Correlation | .679** | .319 | .747** | .547** | .901** | .762** | .784** | .678** | .666** | 1 | .723** | .605** | .853** |
| Sig. (2-tailed) | .000 | .086 | .000 | .002 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.11 Pearson Correlation | .701** | .625** | .651** | .703** | .779** | .653** | .714** | .653** | .588** | .723** | 1 | .818** | .876** |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .001 | .000 | | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.12 Pearson Correlation | .600** | .523** | .491** | .618** | .671** | .499** | .565** | .499** | .405* | .605** | .818** | 1 | .736** |
| Sig. (2-tailed) | .000 | .003 | .006 | .000 | .000 | .005 | .001 | .005 | .026 | .000 | .000 | | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total Pearson Correlation | .842** | .548** | .848** | .797** | .945** | .875** | .854** | .868** | .769** | .853** | .876** | .736** | 1 |
| Sig. (2-tailed) | .000 | .002 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 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).

| | Correlations | | | | | | | | | | |
|--------------------------|--------------|--------|--------|-------|--------|------|--------|-------|------|----------|--|
| | x2.1 | x2.2 | x2.3 | x2.4 | x2.5 | x2.6 | x2.7 | x2.8 | x2.9 | Total_x2 | |
| x2.1 Pearson Correlation | 1 | .530** | .700** | .461* | .674** | .300 | .269 | .379* | .218 | .729** | |
| Sig. (2-tailed) | | .003 | .000 | .010 | .000 | .107 | .151 | .039 | .246 | .000 | |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | |
| x2.2 Pearson Correlation | .530** | 1 | .647** | .370* | .724** | .239 | .512** | .362* | .292 | .748** | |
| Sig. (2-tailed) | .003 | | .000 | .044 | .000 | .203 | .004 | .049 | .117 | .000 | |

| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
|---------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----|
| x2.3 Pearson Correlation | .700** | .647** | 1 | .481** | .790** | .329 | .197 | .424 | .041 | .715** | |
| Sig. (2-tailed) | .000 | .000 | | .007 | .000 | .076 | .298 | .020 | .828 | .000 | |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.4 Pearson Correlation | .461* | .370* | .481** | 1 | .509** | .402* | .329 | .494** | .272 | .649** | |
| Sig. (2-tailed) | .010 | .044 | .007 | | .004 | .028 | .076 | .006 | .146 | .000 | |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.5 Pearson Correlation | .674** | .724** | .790** | .509** | 1 | .279 | .497** | .392* | .315 | .827** | |
| Sig. (2-tailed) | .000 | .000 | .000 | .004 | | .135 | .005 | .032 | .090 | .000 | |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.6 Pearson Correlation | .300 | .239 | .329 | .402* | .279 | 1 | .308 | .932** | .247 | .590** | |
| Sig. (2-tailed) | .107 | .203 | .076 | .028 | .135 | | .098 | .000 | .188 | .001 | |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.7 Pearson Correlation | .269 | .512** | .197 | .329 | .497** | .308 | 1 | .441* | .838** | .731** | |
| Sig. (2-tailed) | .151 | .004 | .298 | .076 | .005 | .098 | | .015 | .000 | .000 | |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.8 Pearson Correlation | .379* | .362* | .424* | .494** | .392* | .932** | .441* | 1 | .351 | .713** | |
| Sig. (2-tailed) | .039 | .049 | .020 | .006 | .032 | .000 | .015 | | .057 | .000 | |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x2.9 Pearson Correlation | .218 | .292 | .041 | .272 | .315 | .247 | .838** | .351 | 1 | .606** | |
| Sig. (2-tailed) | .246 | .117 | .828 | .146 | .090 | .188 | .000 | .057 | | .000 | |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total Pearson Correlation | .729** | .748** | .715** | .649** | .827** | .590** | .731** | .713** | .606** | 1 | |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .001 | .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).

Correlations

| | | | | | | | | | | | | | | | | | |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| y.9 | Pearson Correlation | .366* | .780** | .725** | .709** | .825** | .864** | .678** | .795** | 1 | .619** | .653** | .499** | .312 | .654** | .613** | .836** |
| | Sig. (2-tailed) | .046 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .005 | .093 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y.10 | Pearson Correlation | .361 | .670** | .701** | .589** | .712** | .619** | .666** | .597** | .619** | 1 | .588** | .405* | .360 | .671** | .726** | .768** |
| | Sig. (2-tailed) | .050 | .000 | .000 | .001 | .000 | .000 | .000 | .000 | .000 | | .001 | .026 | .051 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y.11 | Pearson Correlation | .625** | .701** | .651** | .703** | .779** | .653** | .723** | .714** | .653** | .588** | 1 | .818** | .589** | .777** | .766** | .888** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .001 | | .000 | .001 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y.12 | Pearson Correlation | .523** | .600** | .491** | .618** | .671** | .499** | .605** | .565** | .499** | .405* | .818** | 1 | .583** | .719** | .673** | .762** |
| | Sig. (2-tailed) | .003 | .000 | .006 | .000 | .000 | .005 | .000 | .001 | .005 | .026 | .000 | | .001 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y.13 | Pearson Correlation | .704** | .571** | .339 | .336 | .430* | .312 | .349 | .321 | .312 | .360 | .589** | .583** | 1 | .385* | .512** | .590** |
| | Sig. (2-tailed) | .000 | .001 | .067 | .070 | .018 | .093 | .059 | .084 | .093 | .051 | .001 | .001 | | .036 | .004 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y.14 | Pearson Correlation | .286 | .706** | .644** | .780** | .837** | .725** | .784** | .784** | .654** | .671** | .777** | .719** | .385* | 1 | .850** | .871** |
| | Sig. (2-tailed) | .125 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .036 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| y.15 | Pearson Correlation | .430* | .732** | .633** | .746** | .767** | .693** | .695** | .685** | .613** | .726** | .766** | .673** | .512** | .850** | 1 | .865** |
| | Sig. (2-tailed) | .018 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .004 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .567** | .851** | .822** | .800** | .935** | .853** | .843** | .841** | .836** | .768** | .888** | .762** | .590** | .871** | .865** | 1 |
| | Sig. (2-tailed) | .001 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .001 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 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).

- **Hasil Uji Reliabilitas**

Case Processing Summary

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

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .951 | 12 |

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 |
|------------------|------------|
| .863 | 9 |

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 |
|------------------|------------|
| .958 | 15 |

Lampiran V Hasil Uji Pesyarat Analisis Data

• Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

| | | Total Kepercayaan Merek | Total Loyalitas Merek | Total Keputusan Pembelian |
|---------------------------------|----------------|-------------------------|-----------------------|---------------------------|
| N | | 200 | 200 | 200 |
| Normal Parameters ^a | Mean | 46.88 | 32.20 | 60.14 |
| | Std. Deviation | 6.084 | 5.567 | 6.046 |
| Most Extreme Differences | Absolute | .092 | .067 | .095 |
| | Positive | .067 | .063 | .095 |
| | Negative | -.092 | -.067 | -.079 |
| Kolmogorov-Smirnov Z | | 1.295 | .954 | 1.340 |
| Asymp. Sig. (2-tailed) | | .070 | .322 | .055 |
| a. Test distribution is Normal. | | | | |

• Hasil Uji Linearity

ANOVA Table

| | | Sum of Squares | df | Mean Square | F | Sig. |
|---|--------------------------|---------------------|-----|-------------|--------|------|
| Total Keputusan Pembelian * Total Kepercayaan Merek | Between Groups | (Combined) 2766.528 | 30 | 92.218 | 3.457 | .000 |
| | Linearity | 1828.654 | 1 | 1828.654 | 68.561 | .000 |
| | Deviation from Linearity | 937.874 | 29 | 32.340 | 1.213 | .224 |
| | Within Groups | 4507.552 | 169 | 26.672 | | |
| | Total | 7274.080 | 199 | | | |

ANOVA Table

| | | Sum of Squares | df | Mean Square | F | Sig. |
|---|--------------------------|---------------------|-----|-------------|--------|------|
| Total Keputusan Pembelian * Total Loyalitas Merek | Between Groups | (Combined) 1985.051 | 26 | 76.348 | 2.497 | .000 |
| | Linearity | 973.693 | 1 | 973.693 | 31.849 | .000 |
| | Deviation from Linearity | 1011.359 | 25 | 40.454 | 1.323 | .151 |
| | Within Groups | 5289.029 | 173 | 30.572 | | |
| | Total | 7274.080 | 199 | | | |

- **Hasil Uji Multikolinearitas**

| Model | Coefficients ^a | | | | | | Collinearity Statistics | |
|-------------------------|---------------------------|------------|------|--------|------|-----------|-------------------------|-------|
| | B | Std. Error | Beta | t | Sig. | Tolerance | | |
| 1 (Constant) | 31.277 | 3.103 | | 10.079 | .000 | | | |
| Total Kepercayaan Merek | .431 | .061 | .434 | 7.042 | .000 | .925 | .925 | 1.081 |
| Total Loyalitas Merek | .269 | .067 | .247 | 4.016 | .000 | .925 | .925 | 1.081 |

a. Dependent Variable: Total Keputusan Pembelian

Lampiran VI Hasil Uji Analisis Data

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .555 ^a | .308 | .301 | 5.055 |

a. Predictors: (Constant), Total Loyalitas Merek , Total Kepercayaan Merek

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 2240.692 | 2 | 1120.346 | 43.849 | .000 ^a |
| | Residual | 5033.388 | 197 | 25.550 | | |
| | Total | 7274.080 | 199 | | | |

a. Predictors: (Constant), Total Loyalitas Merek , Total Kepercayaan Merek

b. Dependent Variable: Total Keputusan Pembelian

Coefficients^a

| Model | | Unstandardized Coefficients | | Beta | t | Sig. |
|-------|-------------------------|-----------------------------|------------|------|--------|------|
| | | B | Std. Error | | | |
| 1 | (Constant) | 31.277 | 3.103 | | 10.079 | .000 |
| | Total Kepercayaan Merek | .431 | .061 | .434 | 7.042 | .000 |
| | Total Loyalitas Merek | .269 | .067 | .247 | 4.016 | .000 |

a. Dependent Variable: Total Keputusan Pembelian