

# LAMPIRAN

## PENJELASAN PENELITIAN

Assalamualaikum Wr.Wb

Perkenalkan saya Dendi Fratama mahasiswa Institut Informatika dan Bisnis Darmajaya, Konsentrasi Manajemen, saat ini saya sedang melakukan penelitian skripsi dengan judul “Pengaruh Pengalaman Merek Terhadap Loyalitas Pelanggan *Smartphone* Xiaomi (Studi Pada Komunitas Mi Fans Lampung)”.

Dalam penelitian ini saya membutuhkan responden untuk mengisi kuesioner dengan kriteria berikut:

1. Mempunyai *Smartphone* Xiaomi
2. Berusia minimal 17 tahun

Apabila Saudara/i memenuhi kriteria tersebut, saya mohon kesediaannya untuk meluangkan waktu mengisi kuesioner berikut ini.

Segala bentuk data dan informasi yang Saudara/i berikan akan sangat dijaga kerahasiaannya dan sebagaimana mestinya. Atas kesediannya dalam mengisi kuesioner ini saya ucapkan banyak terimakasih.

Walaikumsalam.Wr.Wb

Peneliti

Dendi Fratama

**PENGARUH PENGALAMAN MEREK TERHADAP LOYALITAS  
PELANGGAN SMARTPHONE XIAOMI  
(Studi Pada Komunitas Mi Fans Lampung)**

**IDENTITAS RESPONDEN**

- No. Responden : .....
- Nama : ..... (boleh tidak diisi)
- Jenis Kelamin :  Laki-laki  Perempuan
- Usia :  17 Tahun - 22 Tahun  
 23 Tahun - 28 Tahun  
 29 Tahun - 34 Tahun  
 35 Tahun - 40 Tahun  
 41 Tahun - 46 Tahun  
 > 46 Tahun
- Pekerjaan :  Pelajar/Mahasiswa  
 PNS  
 Karyawan Swasta  
 Wiraswasta  
 Dan lain-lain
- Penghasilan :  < 1,5 Juta  
 1,5 - 3 Juta  
 3,1 - 7 Juta  
 >7 Juta

**PETUNJUK PENGISIAN KUESIONER**

1. Sebelum membaca pertanyaan dimohon untuk membaca dengan teliti disetiap pertanyaan.
2. Berilah tanda (√) yang benar dan sesuai dengan jawaban anda.
3. Jawaban yang sudah dipilih tidak boleh diganti dengan yang lainnya.
4. Ada lima alternatif jawaban yaitu:
 

Selalu (SL)	= 5
Sering (SR)	= 4
Kadang-Kadang (KK)	= 3
Jarang (J)	= 2
Tidak Pernah (TP)	= 1
5. Atas kesediaanya saya ucapkan terima kasih.

### A. Pengalaman Merek

No	Pernyataan	Tanggapan				
		5	4	3	2	1
		SS	S	KS	TS	STS
1	Desain/warna/logo/bentuk dari merek <i>Smartphone Xiaomi</i> memberi kesan kuat pada indera penglihatan saya					
2	Desain/warna/logo/bentuk dari merek <i>Smartphone Xiaomi</i> menarik perhatian saya					
3	Desain/warna/logo/bentuk dari merek <i>Smartphone Xiaomi</i> memberikan pengaruh pada indera saya					
4	Saya merasa merek <i>Smartphone Xiaomi</i> menarik secara sensorik					
5	Merek <i>Smartphone Xiaomi</i> adalah merek yang emosional					
6	Saya terlibat secara fisik dan perilaku ketika saya menggunakan merek <i>Smartphone Xiaomi</i> ini					
7	<i>Smartphone Xiaomi</i> dapat dirasakan secara fisik.					
8	Desain/warna/logo/bentuk dari merek <i>Smartphone Xiaomi</i> mampu menumbuhkan perasaan dan sentiment positif					
9	Saya terikat secara emosional yang kuat pada merek <i>Smartphone Xiaomi</i>					
10	Merek <i>Smartphone Xiaomi</i> ini mampu menyentuh perasaan saya					
11	Merek <i>Smartphone Xiaomi</i> ini dapat membantu aktivitas saya					
12	Merek <i>Smartphone Xiaomi</i> dapat berguna dalam memenuhi kebutuhan saya					
13	Merek <i>Smartphone Xiaomi</i> mempercepat aktivitas saya					
14	Saya tidak perlu berfikir panjang untuk menggunakan <i>Smartphone Xiaomi</i>					
15	Merek <i>Smartphone Xiaomi</i> membuat saya tidak berfikir panjang untuk mengguna kannya lagi					
16	Merek <i>Smartphone Xiaomi</i> mengembangkan rasa ingin tahu saya mengenai solusi kebutuhan saya					

## B. Loyalitas Pelanggan

No	Pernyataan	Tanggapan				
		5	4	3	2	1
		SS	S	KS	TS	STS
1	Saya cenderung ingin melakukan pembelian ulang <i>Smartphone Xiaomi</i>					
2	Saya akan berencana melakukan pembelian ulang <i>Smartphone Xiaomi</i>					
3	Saya tertarik akan melakukan pembelian ulang <i>Smartphone Xiaomi</i>					
4	Saya akan merekomendasikan <i>Smartphone Xiaomi</i> kepada orang lain/keluarga saya					
5	Saya akan mengajak orang lain/keluarga saya untuk membeli produk <i>Smartphone Xiaomi</i>					
6	Saya tidak akan menggunakan merek lain jika <i>Smartphone Xiaomi</i> tidak tersedia di agen					
7	Sebelum membeli <i>Smartphone Xiaomi</i> selalu membandingkan dulu kualitas merk lain dengan produk buatan <i>Smartphone Xiaomi</i>					
8	Saya meyakini <i>Smartphone Xiaomi</i> merupakan merek yang terbaik dibandingkan merek lainnya					
9	Informasi produk <i>Smartphone Xiaomi</i> yang disampaikan sesuai dengan kualitas produk					
10	Saya merasa tidak ada keluhan selama memakai <i>Smartphone Xiaomi</i>					
11	Saya selalu menggunakan merek <i>Smartphone Xiaomi</i> untuk aktivitas saya					
12	Saya merasa bangga bisa memiliki dan menggunakan <i>Smartphone Xiaomi</i>					
13	<i>Smartphone Xiaomi</i> sudah menjadi bagian penting dalam aktivitas yang saya lakukan.					
14	Berat bagi saya apabila tidak menggunakan <i>Smartphone Xiaomi</i>					
15	<i>Smartphone Xiaomi</i> memberikan banyak keuntungan bagi saya, baik secara ekonomi, psikologis, dan teknologi, sehingga membuat saya sulit pindah ke layanan lain.					
16	Saya terlibat aktif dengan promo, quis dan even-even yang diselenggarakan oleh <i>Smartphone Xiaomi</i>					

## Lampiran 2

## Hasil Pengumpulan 300 Data Kuesioner Jawaban Responden

NO	PENGALAMAN MEREK																
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
1	5	5	4	5	4	5	5	3	2	1	5	5	5	5	4	3	66
2	5	4	3	3	4	5	2	1	5	5	4	3	2	4	3	4	57
3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
6	4	5	4	5	3	2	3	4	4	4	5	5	4	3	3	4	62
7	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
8	4	1	5	4	3	2	5	4	3	4	5	1	5	5	5	4	60
9	2	5	4	3	5	4	3	3	4	3	3	4	2	4	4	4	57
10	5	5	5	5	1	5	5	5	5	5	5	5	5	5	5	5	76
11	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
12	5	5	4	1	2	5	3	5	5	5	4	4	5	4	5	5	67
13	2	5	5	5	4	3	5	3	2	5	4	5	3	5	5	4	65
14	5	3	3	5	4	4	4	5	4	4	3	4	4	4	4	5	65
15	4	3	4	2	5	5	5	2	4	5	2	4	5	2	1	5	58
16	4	4	4	4	3	2	4	4	4	4	5	4	4	4	4	4	62
17	5	4	4	4	4	5	5	5	5	5	5	5	5	5	5	4	75
18	3	3	5	5	3	5	5	5	5	5	5	5	5	5	5	4	73
19	5	5	1	5	5	5	1	5	2	2	5	2	3	4	1	5	56
20	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
21	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
22	3	1	2	2	1	5	4	3	5	3	1	5	5	5	4	3	52
23	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
24	4	5	5	2	2	4	5	5	3	2	5	4	5	2	4	5	62
25	5	4	5	4	5	4	4	2	5	4	5	5	3	5	5	5	70
26	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
27	5	5	4	5	4	5	5	5	4	5	5	5	5	4	5	5	76
28	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
29	5	5	4	5	4	5	4	5	3	4	3	5	4	5	5	4	70
30	4	4	5	5	5	5	5	4	4	5	4	4	4	4	3	4	69
31	1	2	2	2	1	1	2	1	1	1	1	3	1	3	1	3	26
32	4	4	4	3	3	3	3	3	3	2	4	3	3	3	3	5	53
33	5	5	5	5	4	4	3	4	3	2	4	4	4	5	3	4	64
34	5	5	5	5	4	4	4	4	3	3	4	4	4	4	4	4	66
35	2	2	2	2	4	2	2	2	2	2	3	2	2	2	4	5	40
36	4	4	3	2	5	5	5	4	5	5	5	5	4	3	5	5	69
37	2	2	2	2	2	2	3	2	2	3	2	2	2	3	2	2	35
38	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
39	4	4	4	3	4	4	4	4	3	5	5	5	5	5	5	4	68
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43	1	2	4	3	5	5	3	5	4	1	4	5	5	5	4	5	61
44	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
45	2	5	4	4	5	4	4	5	4	5	3	5	4	5	5	4	68



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96	4	5	4	3	1	5	5	4	2	5	5	5	3	5	4	5	65
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100	4	4	3	4	5	1	4	4	4	4	4	3	5	4	4	4	61
101	5	5	4	2	5	5	5	4	5	5	4	5	5	1	5	5	70
102	1	4	4	3	2	5	3	1	5	3	5	1	2	5	5	5	54
103	4	3	5	4	5	4	4	4	5	4	4	4	4	5	2	3	64
104	4	5	3	5	2	5	5	2	5	5	4	5	5	5	4	5	69
105	5	1	4	2	5	5	5	2	4	5	5	4	5	5	1	3	61
106	4	5	5	4	5	3	1	4	5	5	4	5	5	5	5	3	68
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108	5	4	2	4	4	4	2	4	5	4	4	5	4	4	4	4	63
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126	4	3	3	2	2	5	5	4	5	1	3	4	3	3	1	3	51
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132	5	4	5	1	3	5	5	5	5	4	5	4	4	5	5	5	70

133	3	4	4	5	2	1	3	1	4	3	5	3	2	5	5	3	53
134	4	5	4	4	5	5	4	5	4	5	5	4	4	5	4	4	71
135	5	5	3	5	4	4	5	5	5	5	4	4	5	5	5	4	73
136	2	5	4	3	1	5	4	4	4	3	5	5	3	4	5	1	58
137	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	72
138	5	4	3	2	1	5	4	3	5	4	2	5	2	5	2	5	57
139	5	4	2	4	5	4	5	4	5	4	5	4	5	4	5	4	69
140	5	4	5	4	5	5	4	5	4	4	4	4	5	5	4	4	71
141	5	5	4	5	5	3	5	5	4	5	5	2	5	4	5	5	72
142	5	3	5	4	5	5	5	5	4	5	3	5	5	5	4	5	73
143	5	4	5	4	5	4	4	4	5	4	5	4	5	4	4	4	70
144	5	4	5	4	4	4	4	5	4	4	5	5	4	4	4	4	69
145	3	4	4	4	4	5	4	3	4	4	4	4	3	4	4	4	62
146	5	4	4	5	5	4	5	4	4	2	5	4	5	4	4	5	69
147	5	4	5	4	5	4	5	4	5	4	5	4	5	5	4	5	73
148	1	5	4	5	2	5	2	1	4	5	3	5	1	5	4	5	57
149	5	4	5	4	5	5	4	5	4	5	4	5	4	4	4	5	72
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156	5	4	4	5	1	5	5	5	5	5	4	5	5	5	4	5	72
157	5	5	4	5	4	3	5	5	5	5	4	5	5	4	5	5	74
158	5	4	2	5	5	5	4	5	5	4	5	5	5	4	5	5	73
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161	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	72
162	5	5	4	2	4	4	2	2	5	5	1	5	4	4	2	4	58
163	4	5	4	5	1	3	2	5	5	4	5	4	5	4	5	5	66
164	5	4	5	4	5	5	4	5	5	4	5	4	5	4	5	1	70
165	4	5	4	2	5	4	5	2	5	2	5	3	1	4	3	5	59
166	4	5	5	5	4	3	5	4	4	4	4	5	5	5	3	5	70
167	1	3	4	2	4	5	1	4	5	3	5	5	4	5	1	4	56
168	3	5	4	3	5	1	4	3	5	5	4	2	4	5	4	2	59
169	5	4	5	4	5	4	2	1	4	5	5	4	3	5	3	4	63
170	4	3	5	2	5	5	5	5	4	3	3	5	5	4	5	5	68
171	4	5	4	5	5	3	5	5	4	5	4	4	4	3	4	5	69
172	5	4	5	3	5	4	5	2	5	5	5	4	5	4	3	5	69
173	1	1	2	3	4	2	4	5	5	3	5	5	4	5	4	5	58
174	4	5	4	3	5	4	3	5	4	5	3	5	4	3	5	4	66
175	5	4	5	4	3	1	5	4	5	3	4	1	5	4	3	5	61
176	4	5	5	5	1	3	5	5	4	5	5	4	5	4	4	5	69
177	5	5	5	4	5	4	4	5	3	5	5	3	5	5	4	5	72
178	4	5	5	3	4	5	2	5	4	5	5	4	3	5	5	4	68
179	4	3	5	5	2	3	4	5	4	3	5	5	4	5	1	5	63
180	4	5	5	4	4	5	5	5	4	4	5	5	4	5	4	5	73
181	4	5	4	2	5	5	1	5	4	5	1	5	4	3	5	5	63

182	3	4	5	5	4	5	4	4	5	5	5	5	5	4	2	70	
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184	4	4	5	5	3	4	5	1	5	4	4	5	4	5	4	5	67
185	3	4	4	4	5	5	5	5	4	5	5	5	4	5	4	5	72
186	4	3	4	5	3	5	4	3	5	4	3	5	1	3	5	1	58
187	4	4	4	2	5	5	4	5	4	5	4	3	5	5	5	5	69
188	4	4	4	4	4	4	5	5	5	4	4	4	3	3	3	4	64
189	5	4	4	4	5	4	2	3	4	4	3	5	4	3	4	3	61
190	4	4	4	3	4	4	3	3	5	5	5	5	4	4	4	4	65
191	4	5	4	5	4	4	4	4	4	3	4	4	5	5	4	4	67
192	4	5	4	3	4	5	4	4	4	4	4	4	4	5	5	5	68
193	4	5	5	5	4	5	5	5	5	5	5	5	5	4	4	5	76
194	4	2	5	4	5	5	3	5	4	5	4	5	2	5	5	5	68
195	4	2	5	5	4	5	2	5	4	5	3	4	5	4	5	3	65
196	4	5	3	4	3	5	4	4	5	3	4	4	1	2	3	1	55
197	4	1	4	5	2	4	5	3	3	5	5	5	5	5	4	5	65
198	3	4	3	5	2	1	5	4	3	5	4	4	5	1	3	3	55
199	4	5	1	3	5	2	5	5	4	4	5	3	2	3	2	3	56
200	4	5	1	5	4	5	1	4	5	1	3	5	4	5	5	4	61
201	4	2	5	4	5	2	5	4	5	5	4	5	2	1	3	5	61
202	4	4	4	4	4	4	4	4	5	3	5	4	5	4	4	4	66
203	4	5	5	4	5	1	4	5	2	5	4	5	4	5	2	5	65
204	1	5	3	3	2	5	2	5	2	4	4	3	3	5	1	2	50
205	3	5	3	4	4	5	3	5	3	5	3	5	5	4	5	3	65
206	4	5	5	5	4	4	5	4	5	4	5	4	3	5	4	5	71
207	4	5	3	5	5	2	4	5	1	5	4	5	5	4	5	4	66
208	2	4	5	1	4	4	5	3	5	2	4	3	5	3	5	3	58
209	4	5	5	5	4	4	2	5	4	5	4	5	4	5	5	4	70
210	4	1	4	5	4	3	5	4	3	2	1	2	3	5	4	3	53
211	4	5	5	2	4	5	3	5	4	5	1	5	5	4	5	3	65
212	4	3	5	4	5	3	4	5	2	5	5	4	5	4	4	5	67
213	4	1	4	2	5	4	1	3	4	2	4	5	5	4	4	3	55
214	4	5	4	5	2	4	3	5	4	4	5	1	5	4	5	4	64
215	5	4	5	3	5	4	5	2	5	5	4	5	2	4	5	4	67
216	5	4	5	3	5	4	5	2	5	4	2	5	4	5	3	5	66
217	4	3	5	5	1	2	5	4	5	3	2	3	4	5	3	5	59
218	4	3	4	5	4	5	4	5	4	3	5	4	2	5	3	4	64
219	3	1	5	4	3	5	4	4	4	5	2	2	1	4	5	3	55
220	4	5	4	3	5	4	2	5	4	5	2	5	4	3	4	4	63
221	2	4	3	5	4	5	3	4	3	4	3	5	4	5	2	4	60
222	3	4	5	3	5	3	5	2	5	3	3	5	4	3	5	3	61
223	5	4	2	1	5	4	3	5	4	4	5	5	5	4	5	4	65
224	3	5	4	5	3	5	4	2	4	5	2	5	5	4	4	5	65
225	5	4	5	3	5	4	2	5	4	5	3	5	4	3	4	4	65
226	5	4	5	4	4	5	5	4	5	2	5	4	3	5	4	3	67
227	3	3	2	5	5	4	5	4	5	5	3	5	5	5	4	4	67
228	5	3	5	4	1	4	1	5	3	4	2	5	3	5	4	4	58
229	4	5	4	4	3	5	3	4	5	3	4	4	5	5	3	4	65
230	4	4	5	3	5	3	1	5	5	3	4	5	3	5	3	5	63



231	4	3	5	5	3	4	5	3	1	2	4	5	3	4	5	3	59
232	4	2	5	2	4	3	3	4	5	2	5	3	4	5	1	4	56
233	4	5	3	5	4	4	5	4	5	3	1	5	4	4	5	2	63
234	4	5	5	5	5	4	5	4	4	4	5	5	5	4	5	5	74
235	4	5	5	5	3	2	4	5	3	5	3	5	5	3	5	4	66
236	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
237	5	3	5	4	5	4	4	5	3	5	2	1	5	4	4	5	64
238	4	5	5	2	5	4	5	4	5	3	5	4	5	4	5	3	68
239	5	4	5	2	4	5	1	5	3	5	4	3	4	5	2	3	60
240	5	4	5	4	5	3	5	4	5	2	5	4	5	4	5	4	69
241	5	4	5	5	2	5	4	5	1	5	4	5	4	5	4	5	68
242	2	4	5	4	5	5	3	5	4	5	4	5	4	5	3	5	68
243	5	4	5	4	5	3	5	4	5	4	5	4	5	3	5	4	70
244	4	5	4	5	5	3	5	4	5	4	5	4	5	4	5	4	71
245	4	5	4	3	5	4	5	5	4	5	4	5	3	4	5	5	70
246	4	4	3	5	4	4	1	5	4	3	4	5	2	5	2	4	59
247	4	5	3	5	4	5	3	5	4	3	5	1	5	4	5	4	65
248	5	4	5	4	5	3	5	4	5	2	4	5	4	2	5	4	66
249	4	5	4	5	4	5	2	5	4	5	4	5	4	5	4	4	69
250	4	3	5	1	4	5	2	5	3	4	5	2	2	5	2	5	57
251	4	5	2	5	3	5	2	4	5	2	5	2	5	4	5	4	62
252	5	3	4	1	4	5	2	4	5	2	4	4	3	4	4	3	57
253	3	5	4	5	4	2	5	4	3	5	3	5	3	4	4	5	64
254	4	3	2	4	3	5	4	5	4	2	4	5	4	3	3	4	59
255	5	4	3	5	4	4	5	2	4	5	4	3	4	3	4	5	64
256	4	3	5	4	2	4	5	2	5	5	4	4	3	5	3	5	63
257	4	3	5	4	5	4	2	5	4	4	5	2	4	5	4	2	62
258	2	4	5	2	4	1	4	4	4	3	5	5	4	4	5	5	61
259	4	5	5	4	5	4	3	5	5	5	5	2	3	4	5	4	68
260	4	2	5	3	5	3	4	2	5	3	2	4	5	2	5	4	58
261	4	5	3	4	5	4	5	4	4	4	5	4	4	3	5	3	66
262	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
263	5	4	5	2	1	5	3	2	5	5	4	5	4	4	5	4	63
264	5	4	5	4	5	4	5	3	5	4	5	4	5	4	4	4	70
265	4	2	4	1	5	4	2	4	2	4	1	4	1	4	5	4	51
266	5	4	5	2	5	4	5	4	5	2	5	5	4	4	5	4	68
267	5	4	5	4	5	5	4	4	5	4	5	4	4	4	5	4	71
268	4	3	2	3	5	4	2	4	4	1	4	3	2	4	1	4	50
269	4	5	4	5	4	4	4	5	4	4	4	5	3	5	4	4	68
270	4	5	4	5	4	5	4	5	4	5	2	5	4	5	5	4	70
271	5	4	5	4	5	4	5	4	5	4	5	5	4	5	4	5	73
272	4	5	4	4	5	4	5	3	5	4	5	4	5	3	5	4	69
273	4	2	5	4	2	5	4	2	4	2	5	4	2	3	4	3	55
274	5	4	5	4	5	5	4	5	4	5	4	5	4	5	5	4	73
275	5	4	5	4	5	4	5	4	5	4	5	4	1	5	4	5	69
276	4	5	5	5	3	5	4	5	4	5	2	5	4	5	5	2	68
277	5	4	5	4	5	3	5	4	5	4	3	5	4	5	4	5	70
278	4	2	3	5	2	5	5	4	4	5	3	5	4	4	5	3	63
279	5	4	5	4	5	4	4	5	3	2	5	4	5	4	5	5	69

280	4	5	4	5	4	5	3	5	4	5	4	5	3	5	4	5	70
281	4	2	5	1	4	5	3	5	1	4	5	2	4	5	2	4	56
282	5	4	5	5	4	5	4	5	3	5	4	5	4	5	3	5	71
283	5	4	5	3	5	4	5	4	5	4	4	5	4	5	3	5	70
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285	3	4	5	2	4	5	4	5	3	2	4	5	5	4	4	5	64
286	5	4	5	4	3	5	4	5	4	5	4	5	4	5	4	5	71
287	4	3	4	5	3	4	5	4	3	5	3	4	1	3	4	2	57
288	3	5	5	4	4	2	5	1	4	5	4	2	3	4	5	5	61
289	4	4	4	5	5	2	1	5	5	4	5	4	4	5	3	2	62
290	4	3	5	4	5	1	2	5	5	2	4	5	2	4	5	2	58
291	4	5	4	5	4	5	4	5	4	5	4	5	4	5	4	5	72
292	5	4	5	4	5	4	5	4	3	5	4	5	5	4	5	5	72
293	4	5	5	4	5	4	5	4	5	4	5	3	5	4	5	4	71
294	5	5	4	5	4	5	3	5	4	5	4	5	5	4	5	4	72
295	5	4	5	4	5	2	5	1	5	4	5	4	5	1	5	4	64
296	4	5	4	5	3	5	4	5	4	5	5	4	5	3	5	4	70
297	3	5	3	5	2	5	4	3	4	3	4	3	2	5	4	2	57
298	5	4	5	3	5	4	5	4	4	5	5	4	5	3	5	4	70
299	4	5	2	5	4	4	5	5	4	3	4	1	2	2	4	5	59
300	4	5	4	5	4	5	3	5	4	5	4	5	4	5	4	5	71
TOTAL	1226	1208	1256	1204	1254	1226	1199	1260	1248	1239	1239	1266	1235	1264	1255	1241	19820

## Lampiran 3

**Hasil Output Uji Frekuensi Berdasarkan Karakteristik Responden****Jenis Kelamin**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	167	55.7	55.7	55.7
Perempuan	133	44.3	44.3	100.0
Total	300	100.0	100.0	

**Usia Responden**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17 Tahun - 22 Tahun	82	27.3	27.3	27.3
23 Tahun - 28 Tahun	132	44.0	44.0	71.3
29 Tahun - 34 Tahun	50	16.7	16.7	88.0
35 Tahun - 40 Tahun	24	8.0	8.0	96.0
41 Tahun - 46 Tahun	9	3.0	3.0	99.0
> 46 Tahun	3	1.0	1.0	100.0
Total	300	100.0	100.0	

**Pekerjaan Responden**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pelajar/Mahasiswa	43	14.3	14.3	14.3
PNS	84	28.0	28.0	42.3
Karyawan Swasta	106	35.3	35.3	77.7
Wiraswasta	40	13.3	13.3	91.0
Dan lain-lain	27	9.0	9.0	100.0
Total	300	100.0	100.0	

**Penghasilan Responden**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 1,5 Juta	65	21.7	21.7	21.7
1,5 - 3 Juta	58	19.3	19.3	41.0
3,1 - 7 Juta	93	31.0	31.0	72.0
>7 Juta	84	28.0	28.0	100.0
Total	300	100.0	100.0	

## Lampiran 4

**Hasil Output Deskripsi Frekuensi 300 Data Kuesioner Jawaban Responden****Pengalaman Merek  
Frequency Table****PM1**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	8	2.7	2.7	2.7
2	10	3.3	3.3	6.0
3	34	11.3	11.3	17.3
4	115	38.3	38.3	55.7
5	133	44.3	44.3	100.0
Total	300	100.0	100.0	

**PM2**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	7	2.3	2.3	2.3
2	25	8.3	8.3	10.7
3	29	9.7	9.7	20.3
4	102	34.0	34.0	54.3
5	137	45.7	45.7	100.0
Total	300	100.0	100.0	

**PM3**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	14	4.7	4.7	4.7
2	26	8.7	8.7	13.3
3	29	9.7	9.7	23.0
4	81	27.0	27.0	50.0
5	150	50.0	50.0	100.0
Total	300	100.0	100.0	

**PM4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	13	4.3	4.3	4.3
2	32	10.7	10.7	15.0
3	42	14.0	14.0	29.0
4	87	29.0	29.0	58.0
5	126	42.0	42.0	100.0
Total	300	100.0	100.0	

**PM5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	18	6.0	6.0	6.0
2	21	7.0	7.0	13.0
3	43	14.3	14.3	27.3
4	84	28.0	28.0	55.3
5	134	44.7	44.7	100.0
Total	300	100.0	100.0	

**PM6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	15	5.0	5.0	5.0
2	21	7.0	7.0	12.0
3	44	14.7	14.7	26.7
4	96	32.0	32.0	58.7
5	124	41.3	41.3	100.0
Total	300	100.0	100.0	

**PM7**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	17	5.7	5.7	5.7
2	24	8.0	8.0	13.7
3	36	12.0	12.0	25.7
4	81	27.0	27.0	52.7
5	142	47.3	47.3	100.0
Total	300	100.0	100.0	

**PM8**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	15	5.0	5.0	5.0
2	20	6.7	6.7	11.7
3	43	14.3	14.3	26.0
4	103	34.3	34.3	60.3
5	119	39.7	39.7	100.0
Total	300	100.0	100.0	

**PM9**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	15	5.0	5.0	5.0
2	25	8.3	8.3	13.3
3	42	14.0	14.0	27.3
4	78	26.0	26.0	53.3
5	140	46.7	46.7	100.0
Total	300	100.0	100.0	

**PM10**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	11	3.7	3.7	3.7
2	24	8.0	8.0	11.7
3	30	10.0	10.0	21.7
4	94	31.3	31.3	53.0
5	141	47.0	47.0	100.0
Total	300	100.0	100.0	

**PM11**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	10	3.3	3.3	3.3
2	15	5.0	5.0	8.3
3	37	12.3	12.3	20.7
4	97	32.3	32.3	53.0
5	141	47.0	47.0	100.0
Total	300	100.0	100.0	

**PM12**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	11	3.7	3.7	3.7
2	20	6.7	6.7	10.3
3	37	12.3	12.3	22.7
4	86	28.7	28.7	51.3
5	146	48.7	48.7	100.0
Total	300	100.0	100.0	

**PM13**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	10	3.3	3.3	3.3
2	26	8.7	8.7	12.0
3	32	10.7	10.7	22.7
4	95	31.7	31.7	54.3
5	137	45.7	45.7	100.0
Total	300	100.0	100.0	

**PM14**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	13	4.3	4.3	4.3
2	19	6.3	6.3	10.7
3	36	12.0	12.0	22.7
4	86	28.7	28.7	51.3
5	146	48.7	48.7	100.0
Total	300	100.0	100.0	

**PM15**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	15	5.0	5.0	5.0
2	17	5.7	5.7	10.7
3	40	13.3	13.3	24.0
4	90	30.0	30.0	54.0
5	138	46.0	46.0	100.0
Total	300	100.0	100.0	

**PM16**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	1.3	1.3	1.3
2	15	5.0	5.0	6.3
3	38	12.7	12.7	19.0
4	99	33.0	33.0	52.0
5	144	48.0	48.0	100.0
Total	300	100.0	100.0	

**Loyalitas Pelanggan****Frequency Table****LM1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	10	3.3	3.3	3.3
2	17	5.7	5.7	9.0
3	29	9.7	9.7	18.7
4	124	41.5	41.5	60.2
5	119	39.8	39.8	100.0
Total	299	100.0	100.0	

**LM2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	11	3.7	3.7	3.7
2	21	7.0	7.0	10.7
3	37	12.4	12.4	23.1
4	111	37.1	37.1	60.2
5	119	39.8	39.8	100.0
Total	299	100.0	100.0	

**LM3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	9	3.0	3.0	3.0
2	16	5.4	5.4	8.4
3	38	12.7	12.7	21.1
4	84	28.1	28.1	49.2
5	152	50.8	50.8	100.0
Total	299	100.0	100.0	



**LM4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	13	4.3	4.3	4.3
2	22	7.4	7.4	11.7
3	43	14.4	14.4	26.1
4	91	30.4	30.4	56.5
5	130	43.5	43.5	100.0
Total	299	100.0	100.0	

**LM5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	10	3.3	3.3	3.3
2	19	6.4	6.4	9.7
3	37	12.4	12.4	22.1
4	75	25.1	25.1	47.2
5	158	52.8	52.8	100.0
Total	299	100.0	100.0	

**LM6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	9	3.0	3.0	3.0
2	23	7.7	7.7	10.7
3	36	12.0	12.0	22.7
4	97	32.4	32.4	55.2
5	134	44.8	44.8	100.0
Total	299	100.0	100.0	

**LM7**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	16	5.4	5.4	5.4
2	27	9.0	9.0	14.4
3	36	12.0	12.0	26.4
4	81	27.1	27.1	53.5
5	139	46.5	46.5	100.0
Total	299	100.0	100.0	

**LM8**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	7	2.3	2.3	2.3
2	17	5.7	5.7	8.0
3	32	10.7	10.7	18.7
4	96	32.1	32.1	50.8
5	147	49.2	49.2	100.0
Total	299	100.0	100.0	

**LM9**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	12	4.0	4.0	4.0
2	12	4.0	4.0	8.0
3	35	11.7	11.7	19.7
4	98	32.8	32.8	52.5
5	142	47.5	47.5	100.0
Total	299	100.0	100.0	

**LM10**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	2.0	2.0	2.0
2	22	7.4	7.4	9.4
3	42	14.0	14.0	23.4
4	87	29.1	29.1	52.5
5	142	47.5	47.5	100.0
Total	299	100.0	100.0	

**LM11**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	2.0	2.0	2.0
2	23	7.7	7.7	9.7
3	34	11.4	11.4	21.1
4	97	32.4	32.4	53.5
5	139	46.5	46.5	100.0
Total	299	100.0	100.0	

**LM12**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	7	2.3	2.3	2.3
2	19	6.4	6.4	8.7
3	31	10.4	10.4	19.1
4	85	28.4	28.4	47.5
5	157	52.5	52.5	100.0
Total	299	100.0	100.0	

**LM13**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	11	3.7	3.7	3.7
2	20	6.7	6.7	10.4
3	33	11.0	11.0	21.4
4	94	31.4	31.4	52.8
5	141	47.2	47.2	100.0
Total	299	100.0	100.0	

**LM14**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	8	2.7	2.7	2.7
2	11	3.7	3.7	6.4
3	33	11.0	11.0	17.4
4	105	35.1	35.1	52.5
5	142	47.5	47.5	100.0
Total	299	100.0	100.0	

**LM15**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	7	2.3	2.3	2.3
2	17	5.7	5.7	8.0
3	34	11.4	11.4	19.4
4	97	32.4	32.4	51.8
5	144	48.2	48.2	100.0
Total	299	100.0	100.0	

**LM16**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	8	2.7	2.7	2.7
2	19	6.4	6.4	9.0
3	37	12.4	12.4	21.4
4	96	32.1	32.1	53.5
5	139	46.5	46.5	100.0
Total	299	100.0	100.0	

## Lampiran 5

## Data Hasil Output Uji Validitas Persyaratan Instrumen 30 Data Kuesioner

## A. Pengalaman Merek

		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15	X16	Total_X1
X1	Pearson Correlation	1	.494	.891	.755	.633	.674	.710	.343	.840	.708	.450	.419	.475	.454	.583	.464	.895
	Sig. (2-tailed)		,006	,000	,000	,000	,000	,000	,063	,000	,000	,013	,021	,008	,012	,001	,010	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2	Pearson Correlation	.494**	1	.581**	.268	.217	.515**	.415*	.564**	.263	.179	.237	.371*	.308	.474**	.476**	.591**	.611**
	Sig. (2-tailed)	,006		,001	,152	,250	,004	,022	,001	,160	,343	,208	,044	,098	,008	,008	,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X3	Pearson Correlation	.891**	.581**	1	.609**	.662**	.579**	.718**	.436*	.718**	.707**	.241	.399*	.292	.455*	.438*	.539**	.840**
	Sig. (2-tailed)	,000	,001		,000	,000	,001	,000	,016	,000	,000	,199	,029	,117	,012	,015	,002	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X4	Pearson Correlation	.755**	.268	.609**	1	.625**	.528**	.478**	.472**	.730**	.378*	.653**	.545**	.608**	.339	.559**	.297	.785**
	Sig. (2-tailed)	,000	,152	,000		,000	,003	,008	,008	,000	,039	,000	,002	,000	,067	,001	,111	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X5	Pearson Correlation	.633**	.217	.662**	.625**	1	.401*	.735**	.353	.767**	.746**	.141	.441*	.208	.274	.155	.148	.689**

	Sig. (2-tailed)	,000	,250	,000	,000		,028	,000	,056	,000	,000	,458	,015	,270	,143	,413	,436	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X6	Pearson Correlation	.674**	.515**	.579**	.528**	.401*	1	.492**	.542**	.704**	.410*	.487**	.528**	.564**	.212	.398*	.374*	.753**	
	Sig. (2-tailed)	,000	,004	,001	,003	,028		,006	,002	,000	,025	,006	,003	,001	,261	,029	,042	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X7	Pearson Correlation	.710**	.415*	.718**	.478**	.735**	.492**	1	,163	.694**	.909**	,076	,279	,123	.431*	,217	,260	.709**	
	Sig. (2-tailed)	,000	,022	,000	,008	,000	,006		,390	,000	,000	,689	,136	,517	,017	,248	,165	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X8	Pearson Correlation	,343	.564**	.436*	.472**	,353	.542**	,163	1	,242	-,038	.411*	.794**	.508**	.378*	.437*	.410*	.602**	
	Sig. (2-tailed)	,063	,001	,016	,008	,056	,002	,390		,198	,842	,024	,000	,004	,040	,016	,024	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X9	Pearson Correlation	.840**	,263	.718**	.730**	.767**	.704**	.694**	,242	1	.749**	.394*	.356	.453*	,152	,274	,198	.783**	
	Sig. (2-tailed)	,000	,160	,000	,000	,000	,000	,000	,198		,000	,031	,054	,012	,422	,143	,295	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X10	Pearson Correlation	.708**	,179	.707**	.378*	.746**	.410*	.909**	-,038	.749**	1	-,033	,120	,009	,303	,073	,112	.598**	
	Sig. (2-tailed)	,000	,343	,000	,039	,000	,025	,000	,842	,000		,863	,526	,963	,104	,703	,554	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X11	Pearson Correlation	.450*	,237	,241	.653**	,141	.487**	,076	.411*	.394*	-,033	1	.653**	.941**	,354	.810**	.525**	.625**	



Total_X1	Pearson Correlation	.895**	.611**	.840**	.785**	.689**	.753**	.709**	.602**	.783**	.598**	.625**	.712**	.688**	.614**	.717**	.641**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,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	30	30	30	30

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

## B. Loyalitas Pelanggan

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13	Y14	Y15	Y16	Total_Y
Y1	Pearson Correlation	1	.494*	.891**	.755**	.674**	.332	.388	.325	.616**	.474*	.312	.455	.363	.345	.565**	.464**	.762**
	Sig. (2-tailed)		,006	,000	,000	,000	,073	,034	,080	,000	,008	,094	,012	,049	,062	,001	,010	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y2	Pearson Correlation	.494**	1	.581**	.268	.338	.008	.009	.022	.343	.270	.263	.245	.347	-.075	.217	.591**	.433*
	Sig. (2-tailed)	,006		,001	,152	,068	,967	,961	,909	,064	,150	,161	,192	,060	,694	,250	,001	,017
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y3	Pearson Correlation	.891**	.581**	1	.609**	.628**	.346	.216	.289	.561**	.519**	.301	.471**	.253	.305	.408*	.539**	.712**
	Sig. (2-tailed)	,000	,001		,000	,000	,061	,251	,122	,001	,003	,106	,009	,178	,101	,025	,002	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y4	Pearson Correlation	.755**	.268	.609**	1	.679**	.331	.387*	.312	.563**	.286	.416*	.460*	.437*	.248	.441*	.297	.672**
	Sig. (2-tailed)	,000	,152	,000		,000	,074	,035	,093	,001	,125	,022	,011	,016	,187	,015	,111	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y5	Pearson Correlation	.674**	.338	.628**	.679**	1	.129	.150	.085	.475**	.113	.413*	.360	.422*	-.053	.254	.264	.527**
	Sig. (2-tailed)	,000	,068	,000	,000		,498	,427	,655	,008	,551	,023	,051	,020	,781	,176	,158	,003







**DATA HASIL OUTPUT UJI REABILITAS  
PERSYARATAN INSTRUMEN 30 DATA  
KUESIONER**

**A. Pengalaman Merek**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.931	16

**B. Loyalitas Pelanggan**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.927	16

## HASIL UJI LINERITAS

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
Total	(Combined)		14195.650	34	417.519	17.808	.000
Loyalitas	Between	Linearity	13276.751	1	13276.751	566.285	.000
Pelanggan *	Groups	Deviation from	918.899	33	27.845	1.188	.230
Total	Linearity						
Pengalaman	Within Groups		6213.017	265	23.445		
Merek	Total		20408.667	299			

**DATA HASIL OUTPUT UJI REGRESI LINIER SEDERHANA  
DAN HASIL UJI HIPOTESIS**

**Hasil Output Uji Koefisien Determinasi**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807 <sup>a</sup>	.651	.649	4.892

a. Predictors: (Constant), Total Pengalaman Merek

**Hasil Output Uji Regresi Sederhana Dan Uji Secara Parsial (Uji T)**

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.094	2.309		5.238	.000
	Total Pengalaman Merek	.829	.035	.807	23.553	.000

a. Dependent Variable: Total Loyalitas Pelanggan

**Data Perhitungan**

**(R<sub>Tabel</sub>)**



T table

260	1,969130003
261	1,969094724
262	1,969059715
263	1,969024974
264	1,968990497
265	1,968956281
266	1,968922324
267	1,968888622
268	1,968855173
269	1,968821974
270	1,968789022
271	1,968756314
272	1,968723847
273	1,96869162
274	1,968659628
275	1,968627871
276	1,968596344
277	1,968565046
278	1,968533975
279	1,968503127
280	1,9684725
281	1,968442092
282	1,968411901
283	1,968381923
284	1,968352158
285	1,968322603
286	1,968293255
287	1,968264113
288	1,968235174
289	1,968206436
290	1,968177896
291	1,968149554
292	1,968121407
293	1,968093453
294	1,968065689
295	1,968038115
296	1,968010728
297	1,967983525
298	1,967956506
299	1,967929669
300	1,967903011