

Lampiran 1

KUESIONER PENELITIAN

ANALISIS PERBANDINGAN BRAND EQUITY PRODUK JILBAB MEREK
RABBANI DENGAN MEREK ZOYA PADA KONSUMEN DI UNIVERSITAS
MUHAMMADIYAH PONOROGO

Yth. Saudari Responden

Di tempat

Dengan Hormat,

Dalam rangka penyusunan skripsi untuk menyelesaikan studi jenjang Strata 1 (S1) dan sesuai dengan judul dan tema diatas, maka memberitahukan bahwa saya akan menyelenggarakan survey penelitian pada konsumen di Universitas Muhammadiyah Ponorogo.

Sehubungan dengan hal tersebut, maka saya mohon bantuan Saudara untuk bersedia mengisi angket sesuai dengan keadaan yang dialami dan dirasakan. Saya akan menjamin penuh kerahasiaan informasi yang anda berikan.

Kemudain untuk kerjasama dan kesediaannya untuk meluangkan waktu mengisi angket ini, saya ucapkan terimakasih atas bantuannya. Mudah-mudahan bantuan yang Saudara/Saudari berikan dapat mendukung penyelesaian skripsi ini.

Atas perhatiannya saya ucapkan terimakasih.

Peneliti,

Nafiah Nur Jamilah
13413206

Lampiran 1 : Kuesioner (lanjutan)

Data Responden

Nama Responden :

Tahun angkatan Mahasiswa :

Jenis kelamin (jawab dengan beri tanda ceklis “√”)

Laki-laki

Perempuan

Indeks Prestasi Kumulatif (jawab dengan beri tanda ceklis “√”)

≥ 1.99

3.00 – 3.49

2.00 – 2.74

3.50 – 4.00

2.75 – 2.99

Latar Belakang Pendidikan : SMA : IPA/IPS

SMK

Saya mengetahui produk Rabbani

Ya

Tidak (berhenti mengisi)



PETUNJUK PENGISIAN KUESIONER

Jawablah masing-masing pertanyaan dibawah ini sesuai dengan penilaian Saudara.

Pilihlah salah satu jawaban dari kesekian kolom alternative jawaban yang sesuai dengan cara memberikan tanda centang (√) pada salah satu kolom jawaban yang tersedia.

Keterangan jawaban sebagai berikut :

1. STS : Sangat Tidak setuju
2. TS : Tidak Setuju
3. N : Netral
4. S : Setuju
5. SS : Sangat Setuju

Substansi jawaban akan menyesuaikan daftar pertanyaan.

Daftar Pertanyaan

Kesadaran Merek (*Brand Awareness*)

No.	Pernyataan / Pertanyaan	Jawaban				
		STS	TS	N	S	SS
1	Apabila diminta untuk menyebutkan merek produk jilbab, Rabbani adalah merek pertama kali yang muncul dalam benak saya					
2	Merek Rabbani lebih familiar dari merek-merek lain					
3	Saya mengingat salah satu iklan jilbab merek Rabbani yang ditayangkan di Televisi					
4	Rabbani menjadi alternatif pilihan saat memilih produk jilbab dibanding dengan yang lain.					

Persepsi Kualitas (*Perceived Quality*)

No.	Pernyataan / Pertanyaan	Jawaban				
		STS	TS	N	S	SS
1	Jilbab merek Rabbani adalah jilbab yang berkualitas					
2	Bahan kain yang digunakan produk Rabbani sangat nyaman dipakai					
3	Warna produk Rabbani sangat cocok untuk berbagai kalangan					
4	Jilbab merek Rabbani memiliki banyak pilihan model/desain					

Asosiasi Merek (*Brand Association*)

No.	Pernyataan / Pertanyaan	Jawaban				
		STS	TS	N	S	SS
1	Jilbab merek Rabbani adalah jilbab dengan inovasi desain yang tinggi					
2	Jilbab merek Rabbani adalah jilbab yang terkenal mereknya dan mempunyai harga jual yang cocok untuk kalangan menengah ke bawah					
3	Jilbab merek Rabbani adalah jilbab yang diproduksi oleh perusahaan yang kredibilitasnya tinggi (terpercaya)					
4	Jilbab merek Rabbani adalah jilbab yang mudah ditemui					

Data Responden

Nama Responden :

Tahun angkatan Mahasiswa :

Jenis kelamin (jawab dengan beri tanda ceklis “√”)

Laki-laki

Perempuan

Indeks Prestasi Kumulatif (jawab dengan beri tanda ceklis “√”)

≥ 1.99

3.00 – 3.49

2.00 – 2.74

3.50 – 4.00

2.75 – 2.99

Latar Belakang Pendidikan : SMA : IPA/IPS

SMK

Saya mengetahui produk Zoya

Ya

Tidak (berhenti mengisi)



PETUNJUK PENGISIAN KUESIONER

Jawablah masing-masing pertanyaan dibawah ini sesuai dengan penilaian Saudara.

Pilihlah salah satu jawaban dari kesekian kolom alternative jawaban yang sesuai dengan cara memberikan tanda centang (√) pada salah satu kolom jawaban yang tersedia.

Keterangan jawaban sebagai berikut :

1. STS : Sangat Tidak setuju
2. TS : Tidak Setuju
3. N : Netral
4. S : Setuju
5. SS : Sangat Setuju

Substansi jawaban akan menyesuaikan daftar pertanyaan.

Daftar Pertanyaan

Kesadaran Merek (*Brand Awareness*)

No.	Pernyataan / Pertanyaan	Jawaban				
		STS	TS	N	S	SS
1	Apabila diminta untuk menyebutkan merek produk jilbab, Zoya adalah merek pertama kali yang muncul dalam benak saya					
2	Merek Zoya lebih familiar dari merek-merek lain					
3	Saya mengingat salah satu iklan jilbab merek Zoya yang ditayangkan di Televisi					
4	Jilbab merek Zoya menjadi alternatif pilihan saat memilih produk jilbab dibanding dengan yang lain.					

Persepsi Kualitas (*Perceived Quality*)

No.	Pernyataan / Pertanyaan	Jawaban				
		STS	TS	N	S	SS
1	Jilbab merek Zoya adalah jilbab yang berkualitas					
2	Bahan kain yang digunakan produk Zoya sangat nyaman dipakai					
3	Warna produk Zoya sangat cocok untuk berbagai kalangan					
4	Jilbab merek Zoya memiliki banyak pilihan model/desain					

Asosiasi Merek (*Brand Association*)

No.	Pernyataan / Pertanyaan	Jawaban				
		STS	TS	N	S	SS
1	Jilbab merek Zoya adalah jilbab dengan inovasi desain yang tinggi					
2	Jilbab merek Zoya adalah jilbab yang terkenal mereknya dan mempunyai harga jual yang cocok untuk kalangan menengah ke bawah					
3	Jilbab merek Zoya adalah jilbab yang diproduksi oleh perusahaan yang kredibilitasnya tinggi (terpercaya)					
4	Jilbab merek Zoya adalah jilbab yang mudah ditemui					

~ Terimakasih Atas Kerjasama Anda ~

Lampiran 2

Data Responden “Rabbani”

NO	Responden	Kesadaran Merek					Asosiasi Merek					Perceived Quality				
		p.1	p.2	p.3	p.4	X1	p.5	p.6	p.7	p.8	X2	p.9	p.10	p.11	p.12	X3
1	1	4	4	3	2	13	2	1	3	2	8	3	3	5	3	14
2	2	3	4	4	3	14	3	2	4	2	11	4	5	3	2	14
3	3	5	5	4	3	17	4	4	4	3	15	4	2	4	3	13
4	4	4	3	3	2	12	4	4	4	2	14	4	3	3	5	15
5	5	4	5	4	3	16	4	4	5	3	16	4	3	5	5	17
6	6	4	4	4	3	15	4	5	3	2	14	4	3	4	4	15
7	7	4	3	3	2	12	4	5	4	3	16	4	3	4	4	15
8	8	4	4	3	4	15	4	4	5	3	16	4	4	3	4	15
9	9	4	3	4	2	13	4	5	4	2	15	4	3	4	5	16
10	10	3	4	3	3	13	4	5	3	1	13	4	3	5	5	17
11	11	3	4	2	2	11	4	5	5	3	17	4	3	5	4	16
12	12	3	3	3	3	12	4	5	4	2	15	4	3	4	5	16
13	13	3	4	3	2	12	5	5	4	2	16	4	4	5	4	17
14	14	4	3	3	2	12	4	5	4	3	16	5	3	4	4	16
15	15	3	4	2	3	12	4	5	3	4	16	4	4	3	4	15
16	16	5	5	3	3	16	4	5	4	3	16	5	3	4	4	16
17	17	5	5	3	3	16	4	5	4	3	16	4	4	5	4	17
18	18	4	5	3	2	14	4	5	5	2	16	5	3	4	3	15
19	19	5	5	4	3	17	4	5	5	4	18	4	3	5	4	16
20	20	5	3	4	2	14	4	5	3	3	15	4	3	3	4	14
21	21	4	3	3	3	13	4	3	4	2	13	5	3	4	4	16
22	22	5	4	3	3	15	4	5	4	3	16	4	4	5	4	17
23	23	4	3	3	2	12	4	5	3	2	14	4	2	3	2	11
24	24	5	4	3	2	14	4	5	3	3	15	3	3	3	4	13
25	25	3	3	3	1	10	3	4	3	3	13	5	4	4	4	17
26	26	4	4	4	3	15	4	3	4	2	13	5	4	3	2	14
27	27	3	5	4	2	14	3	4	4	3	14	4	4	3	4	15
28	28	4	5	4	2	15	4	5	4	2	15	4	3	2	2	11
29	29	3	5	3	3	14	5	4	3	3	15	3	2	3	3	11
30	30	3	4	4	3	14	3	4	4	3	14	5	3	5	4	17
31	31	5	4	5	3	17	3	4	5	3	15	3	4	4	4	15
32	32	3	4	5	3	15	5	5	4	2	16	4	3	3	4	14
33	33	4	3	4	2	13	3	5	4	3	15	3	3	4	3	13
34	34	3	3	3	3	12	5	4	3	2	14	5	4	3	3	15
35	35	4	5	4	2	15	4	4	4	3	15	4	4	4	4	16
36	36	4	3	4	2	13	3	3	3	4	13	5	3	4	4	16
37	37	5	4	4	2	15	3	5	5	3	16	4	4	3	4	15
38	38	3	4	2	2	11	4	3	3	2	12	4	4	3	2	13
39	39	4	5	4	3	16	5	4	3	3	15	3	3	3	5	14
40	40	4	4	3	2	13	4	4	4	3	15	4	4	4	2	14
41	41	3	3	3	3	12	3	3	3	2	11	5	4	4	4	17
42	42	4	3	3	4	14	3	5	4	3	15	4	3	5	4	16
43	43	3	4	4	3	14	5	4	5	4	18	3	4	3	4	14
44	44	5	4	4	2	15	4	4	3	2	13	3	2	4	4	13
45	45	3	5	5	2	15	3	2	3	3	11	4	3	4	4	15

46	46	3	3	4	3	13	4	5	3	2	14	5	3	3	4	15
47	47	4	4	3	2	13	3	5	4	2	14	5	2	3	2	12
48	48	4	4	3	4	15	2	3	3	2	10	4	2	4	2	12
49	49	3	3	3	2	11	3	3	2	3	11	4	3	4	4	15
50	50	4	3	4	2	13	4	2	4	3	13	3	2	4	4	13
51	51	4	5	2	3	14	5	3	4	4	16	4	3	3	4	14
52	52	3	4	3	2	12	4	4	4	3	15	5	2	3	4	14
53	53	4	3	2	3	12	4	2	2	3	11	4	3	5	4	16
54	54	3	4	3	4	14	5	2	2	3	12	3	4	3	4	14
55	55	4	3	2	2	11	3	4	3	1	11	3	3	2	4	12
56	56	4	4	2	4	14	3	3	3	2	11	4	4	3	4	15
57	57	3	4	3	2	12	3	4	4	2	13	4	3	4	5	16
58	58	3	4	3	2	12	2	4	5	3	14	4	3	3	4	14
59	59	4	3	4	3	14	3	3	4	2	12	2	2	4	5	13
60	60	4	4	3	2	13	4	4	4	3	15	3	3	5	5	16
61	61	3	4	4	2	13	3	5	3	3	14	5	3	4	3	15
62	62	3	5	4	3	15	2	3	3	3	11	4	4	3	4	15
63	63	4	4	2	2	12	3	4	4	3	14	4	3	4	4	15
64	64	4	3	2	3	12	4	3	3	2	12	3	4	3	4	14
65	65	3	4	3	2	12	2	4	5	3	14	4	2	3	4	13
66	66	4	5	4	3	16	3	3	3	2	11	3	3	4	5	15
67	67	3	4	3	2	12	5	4	2	4	15	5	3	4	4	16
68	68	4	4	2	2	12	4	4	2	3	13	3	4	4	5	16
69	69	3	3	3	3	12	3	3	3	4	13	5	2	3	4	14
70	70	3	2	4	2	11	4	2	4	3	13	3	3	2	4	12
71	71	3	4	3	3	13	4	3	2	4	13	4	4	3	5	16
72	72	4	4	4	2	14	3	4	4	3	14	2	4	4	4	14
73	73	4	3	3	2	12	3	4	3	2	12	3	3	4	4	14
74	74	3	3	2	1	9	3	5	3	3	14	4	2	2	5	13
75	75	4	5	5	4	18	5	3	4	2	14	5	4	3	5	17
76	76	4	3	3	2	12	4	4	3	1	12	4	3	4	4	15
77	77	3	4	5	3	15	4	2	4	2	12	4	3	2	2	11
78	78	4	5	3	4	16	3	3	3	4	13	3	2	3	4	12
79	79	3	4	4	2	13	3	2	3	2	10	3	3	2	4	12
80	80	4	4	5	3	16	2	4	4	3	13	4	3	2	4	13
81	81	4	3	3	2	12	4	3	4	2	13	4	4	3	4	15
82	82	3	3	4	2	12	3	4	2	3	12	5	2	4	4	15
83	83	5	5	2	3	15	4	5	3	2	14	3	5	4	2	14
84	84	4	4	2	1	11	4	1	3	3	11	3	3	4	5	15
85	85	4	3	3	2	12	3	4	4	3	14	4	3	2	4	13
86	86	3	4	3	3	13	5	3	4	3	15	5	3	3	4	15
87	87	3	5	3	2	13	3	4	4	3	14	2	3	4	4	13
88	88	5	3	4	3	15	5	2	5	3	15	3	4	3	5	15
89	89	3	5	3	2	13	4	4	5	3	16	4	2	3	4	13
90	90	5	3	5	2	15	3	3	4	2	12	3	3	4	4	14
91	91	4	4	2	2	12	5	3	4	1	13	3	2	2	4	11
92	92	4	4	3	2	13	2	2	4	3	11	3	4	5	4	16
93	93	3	5	3	2	13	3	5	3	2	13	3	3	4	4	14
94	94	3	5	3	2	13	3	4	3	2	12	3	3	3	5	14
95	95	5	3	4	1	13	4	5	2	3	14	3	2	4	4	13

96	96	4	4	2	3	13	3	3	4	2	12	3	3	2	2	10
97	97	3	4	4	2	13	4	3	3	1	11	3	3	4	4	14

Lampiran 3

Data Responden “Zoya”

NO	Responden	Kesadaran Merek					Asosiasi Merek					Persepsi Kualitas				
		p.1	p.2	p.3	p.4	X1	p.5	p.6	p.7	p.8	X2	p.9	p.10	p.11	p.12	X3
1	1	4	3	4	2	13	3	2	3	2	10	4	4	3	3	14
2	2	4	4	3	4	15	4	2	2	2	10	3	4	4	2	13
3	3	4	3	2	1	10	3	3	2	2	10	5	5	4	3	17
4	4	5	3	4	1	13	3	2	3	4	12	4	3	3	5	15
5	5	4	4	4	2	14	4	2	2	1	9	4	5	4	5	18
6	6	3	4	3	2	12	4	2	3	1	10	4	4	4	4	16
7	7	4	5	4	4	17	4	3	3	2	12	4	3	3	4	14
8	8	4	3	4	4	15	4	2	3	2	11	4	4	3	4	15
9	9	3	4	3	3	13	4	3	2	4	13	4	3	4	5	16
10	10	4	3	4	3	14	4	2	3	4	13	3	4	3	5	15
11	11	4	4	3	2	13	4	3	3	3	13	3	4	2	4	13
12	12	4	5	3	4	16	4	3	2	3	12	3	3	3	5	14
13	13	4	3	4	4	15	4	2	4	2	12	3	4	3	4	14
14	14	5	4	4	4	17	4	3	3	4	14	4	3	3	4	14
15	15	3	3	4	4	14	4	2	3	4	13	3	4	2	4	13
16	16	5	3	4	4	16	4	2	3	4	13	5	5	3	4	17
17	17	4	3	3	5	15	4	3	4	4	15	5	5	3	4	17
18	18	3	4	4	4	15	4	4	3	4	15	4	5	3	3	15
19	19	4	3	4	4	15	3	3	4	5	15	5	5	4	4	18
20	20	5	3	3	2	13	4	2	3	4	13	5	3	4	4	16
21	21	3	5	4	4	16	4	3	4	4	15	4	3	3	4	14
22	22	4	4	4	5	17	4	3	3	2	12	5	4	3	4	16
23	23	3	4	5	4	16	4	3	4	4	15	4	3	3	2	12
24	24	4	3	4	4	15	4	2	3	5	14	5	4	3	4	16
25	25	4	4	3	5	16	4	3	4	4	15	3	3	3	4	13
26	26	5	4	4	5	18	4	4	3	4	15	4	4	4	2	14

27	27	4	4	3	4	15	4	3	2	5	14	3	5	4	4	16
28	28	4	3	5	5	17	3	3	3	5	14	4	5	4	2	15
29	29	3	4	3	4	14	4	2	3	4	13	3	5	3	3	14
30	30	5	3	4	5	17	4	3	4	5	16	3	4	4	4	15
31	31	4	4	3	3	14	4	2	3	4	13	5	4	5	4	18
32	32	4	3	4	4	15	3	2	3	5	13	3	4	5	4	16
33	33	5	3	4	4	16	4	3	4	3	14	4	3	4	3	14
34	34	3	4	3	4	14	4	3	3	4	14	3	3	3	3	12
35	35	4	3	4	3	14	3	3	4	4	14	4	5	4	4	17
36	36	4	3	3	4	14	4	4	3	4	15	4	3	4	4	15
37	37	4	4	3	4	15	4	2	3	3	12	5	4	4	4	17
38	38	4	3	4	4	15	4	3	4	4	15	3	4	2	2	11
39	39	4	3	4	4	15	3	4	3	4	14	4	5	4	5	18
40	40	3	4	3	4	14	4	3	4	4	15	4	4	3	2	13
41	41	4	3	4	4	15	4	3	3	4	14	3	3	3	4	13
42	42	4	4	3	4	15	4	2	4	4	14	4	3	3	4	14
43	43	3	4	3	5	15	5	3	4	4	16	3	4	4	4	15
44	44	4	3	4	2	13	3	4	3	4	14	5	4	4	4	17
45	45	3	5	3	3	14	3	2	3	5	13	3	5	5	4	17
46	46	5	4	3	5	17	4	3	4	2	13	3	3	4	4	14
47	47	4	3	3	4	14	3	4	3	3	13	4	4	3	2	13
48	48	3	5	3	4	15	4	3	2	5	14	4	4	3	2	13
49	49	4	3	4	4	15	3	2	4	4	13	3	3	3	4	13
50	50	4	4	3	5	16	4	4	3	4	15	4	3	4	4	15
51	51	4	5	2	4	15	3	4	2	4	13	4	5	2	4	15
52	52	3	4	3	4	14	4	3	3	5	15	3	4	3	4	14
53	53	3	4	3	5	15	5	3	2	4	14	4	3	2	4	13
54	54	4	3	2	4	13	4	3	4	4	15	3	4	3	4	14
55	55	4	4	3	5	16	5	4	3	5	17	4	3	2	4	13
56	56	5	3	4	4	16	4	3	4	4	15	4	4	2	4	14
57	57	4	4	3	4	15	3	3	4	5	15	3	4	3	5	15
58	58	3	3	4	2	12	3	4	3	4	14	3	4	3	4	14
59	59	3	4	3	5	15	4	4	3	4	15	4	3	4	5	16
60	60	3	3	4	4	14	4	3	4	2	13	4	4	3	5	16

61	61	4	3	5	5	17	5	3	4	5	17	3	4	4	3	14
62	62	4	3	4	5	16	3	4	3	4	14	3	5	4	4	16
63	63	4	4	3	4	15	5	3	3	5	16	4	4	2	4	14
64	64	5	3	3	4	15	4	4	2	5	15	4	3	2	4	13
65	65	3	4	3	5	15	4	2	3	4	13	3	4	3	4	14
66	66	4	4	3	5	16	3	3	4	4	14	4	5	4	5	18
67	67	3	4	3	5	15	3	2	4	5	14	3	4	3	4	14
68	68	4	3	4	4	15	4	3	3	5	15	4	4	2	5	15
69	69	4	3	3	4	14	3	2	3	5	13	3	3	3	4	13
70	70	5	4	3	5	17	3	4	3	4	14	3	2	4	4	13
71	71	3	4	4	4	15	4	3	4	4	15	3	4	3	5	15
72	72	4	3	3	5	15	4	3	3	5	15	4	4	4	4	16
73	73	5	3	4	4	16	3	4	3	4	14	4	3	3	4	14
74	74	4	4	3	2	13	5	3	4	5	17	3	3	2	5	13
75	75	4	4	3	2	13	3	2	4	4	13	4	5	5	5	19
76	76	4	3	3	4	14	4	3	3	2	12	4	3	3	4	14
77	77	5	4	3	4	16	4	2	3	2	11	3	4	5	2	14
78	78	3	3	4	2	12	3	4	4	4	15	4	5	3	4	16
79	79	5	3	4	4	16	5	3	4	4	16	3	4	4	4	15
80	80	4	4	3	4	15	3	4	4	2	13	4	4	5	4	17
81	81	4	3	3	1	11	4	3	4	4	15	4	3	3	4	14
82	82	4	4	3	4	15	4	4	3	4	15	3	3	4	4	14
83	83	5	3	4	4	16	4	3	3	1	11	5	5	2	2	14
84	84	4	4	3	3	14	5	3	4	4	16	4	4	2	5	15
85	85	5	4	2	4	15	4	3	3	4	14	4	3	3	4	14
86	86	3	2	3	2	10	3	4	3	3	13	3	4	3	4	14
87	87	3	4	3	2	12	5	3	4	4	16	3	5	3	4	15
88	88	4	3	4	2	13	5	3	4	2	14	5	3	4	5	17
89	89	4	3	2	2	11	3	3	4	2	12	3	5	3	4	15
90	90	5	4	3	2	14	3	4	3	2	12	5	3	5	4	17
91	91	3	4	3	3	13	4	3	3	2	12	4	4	2	4	14
92	92	5	3	2	4	14	4	4	3	2	13	4	4	3	4	15
93	93	4	3	2	4	13	4	3	4	3	14	3	5	3	4	15
94	94	3	2	3	4	12	4	2	3	4	13	3	5	3	5	16

95	95	5	4	2	2	13	5	2	3	4	14	5	3	4	4	16
96	96	4	3	3	2	12	3	3	2	4	12	4	4	2	2	12
97	97	3	4	2	2	11	3	2	3	2	10	3	4	4	4	15





LAMPIRAN 4
DATA OUTPUT SPSS

Data Output SPSS

1. Uji Validitas

a. Brand Awareness (Kesadaran Merek) Merek Rabbani

```

CORRELATIONS
/VARIABLES=p1 p2 p3 p4 Brand_Awareness_Rabbani
/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

```

Correlations

[DataSet0]

		Correlations				Brand_Awareness
		p1	p2	p3	p4	_Rabbani
p1	Pearson Correlation	1	.123	.005	.007	.500**
	Sig. (2-tailed)		.229	.959	.947	.000
	N	97	97	97	97	97
p2	Pearson Correlation	.123	1	.170	.022	.691**
	Sig. (2-tailed)	.229		.095	.834	.000
	N	97	97	97	97	97
p3	Pearson Correlation	.005	.170	1	.062	.552**
	Sig. (2-tailed)	.959	.095		.545	.000
	N	97	97	97	97	97
p4	Pearson Correlation	.007	.022	.062	1	.427**
	Sig. (2-tailed)	.947	.834	.545		.000
	N	97	97	97	97	97
Brand_Awareness_Rabbani	Pearson Correlation	.500**	.691**	.552**	.427**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	97	97	97	97	97

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

b. Brand Association (Asosiasi Merek) Merek Rabbani

```

CORRELATIONS
/VARIABLES=p5 p6 p7 p8 Brand_Association_Rabbani
/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

```

Correlations

[DataSet0]



Correlations

		p5	p6	p7	p8	Brand_Association_Rabbani
p5	Pearson Correlation	1	.123	.005	.007	.500**
	Sig. (2-tailed)		.229	.959	.947	.000
	N	97	97	97	97	97
p6	Pearson Correlation	.123	1	.170	.022	.691**
	Sig. (2-tailed)	.229		.095	.834	.000
	N	97	97	97	97	97
p7	Pearson Correlation	.005	.170	1	.062	.552**
	Sig. (2-tailed)	.959	.095		.545	.000
	N	97	97	97	97	97
p8	Pearson Correlation	.007	.022	.062	1	.427**
	Sig. (2-tailed)	.947	.834	.545		.000
	N	97	97	97	97	97
Brand_Association_Rabbani	Pearson Correlation	.500**	.691**	.552**	.427**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	97	97	97	97	97

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

c. Perceived Quality (Persepsi Kualitas) Merek Rabbani

```

CORRELATIONS
/VARIABLES=p9 p10 p11 p12 Perceived_Quality_Rabbani
/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

```

Correlations

[DataSet0]



Correlations

		p9	p10	p11	p12	Perceived_Quality_Rabbani
p9	Pearson Correlation	1	.008	.026	-.163	.411**
	Sig. (2-tailed)		.935	.802	.111	.000
	N	97	97	97	97	97
p10	Pearson Correlation	.008	1	.069	-.057	.453**
	Sig. (2-tailed)	.935		.503	.581	.000
	N	97	97	97	97	97
p11	Pearson Correlation	.026	.069	1	.188	.661**
	Sig. (2-tailed)	.802	.503		.065	.000
	N	97	97	97	97	97
p12	Pearson Correlation	-.163	-.057	.188	1	.506**
	Sig. (2-tailed)	.111	.581	.065		.000
	N	97	97	97	97	97
Perceived_Quality_Rabbani	Pearson Correlation	.411**	.453**	.661**	.506**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	97	97	97	97	97

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

d. Brand Awareness (Kesadaran Merek) Merek Zoya

```

CORRELATIONS
/VARIABLES=p1 p2 p3 p4 Brand_Awareness_Zoya
/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

```

Correlations

[DataSet0]



Correlations

		p1	p2	p3	p4	Brand_Awareness_Zoya
p1	Pearson Correlation	1	-.216*	.031	.037	.372**
	Sig. (2-tailed)		.034	.766	.720	.000
	N	97	97	97	97	97
p2	Pearson Correlation	-.216*	1	-.266**	.139	.287**
	Sig. (2-tailed)	.034		.008	.174	.004
	N	97	97	97	97	97
p3	Pearson Correlation	.031	-.266**	1	.156	.438**
	Sig. (2-tailed)	.766	.008		.128	.000
	N	97	97	97	97	97
p4	Pearson Correlation	.037	.139	.156	1	.809**
	Sig. (2-tailed)	.720	.174	.128		.000
	N	97	97	97	97	97
Brand_Awareness_Zoya	Pearson Correlation	.372**	.287**	.438**	.809**	1
	Sig. (2-tailed)	.000	.004	.000	.000	
	N	97	97	97	97	97

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

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

e. Brand Association (Asosiasi Merek) Merek Zoya

```

CORRELATIONS
/VARIABLES=p5 p6 p7 p8 Brand_Association_Zoya
/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

```

Correlations

[DataSet0]



Correlations

		p5	p6	p7	p8	Brand_Association_Zoya
p5	Pearson Correlation	1	-.098	.086	.045	.396**
	Sig. (2-tailed)		.337	.403	.665	.000
	N	97	97	97	97	97
p6	Pearson Correlation	-.098	1	-.036	.081	.430**
	Sig. (2-tailed)	.337		.724	.431	.000
	N	97	97	97	97	97
p7	Pearson Correlation	.086	-.036	1	.072	.454**
	Sig. (2-tailed)	.403	.724		.484	.000
	N	97	97	97	97	97
p8	Pearson Correlation	.045	.081	.072	1	.741**
	Sig. (2-tailed)	.665	.431	.484		.000
	N	97	97	97	97	97
Brand_Association_Zoya	Pearson Correlation	.396**	.430**	.454**	.741**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	97	97	97	97	97

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

f. Perceived Quality (Persepsi Kualitas) Merek Zoya

```

CORRELATIONS
/VARIABLES=p9 p10 p11 p12 Perceived_Quality_Zoya
/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

```

Correlations

[DataSet0]



Correlations

		p9	p10	p11	p12	Perceived_Quality_Zoya
p9	Pearson Correlation	1	.023	.086	-.038	.474**
	Sig. (2-tailed)		.824	.401	.715	.000
	N	97	97	97	97	97
p10	Pearson Correlation	.023	1	.073	-.088	.481**
	Sig. (2-tailed)	.824		.476	.391	.000
	N	97	97	97	97	97
p11	Pearson Correlation	.086	.073	1	.026	.603**
	Sig. (2-tailed)	.401	.476		.800	.000
	N	97	97	97	97	97
p12	Pearson Correlation	-.038	-.088	.026	1	.478**
	Sig. (2-tailed)	.715	.391	.800		.000
	N	97	97	97	97	97
Perceived_Quality_Zoya	Pearson Correlation	.474**	.481**	.603**	.478**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	97	97	97	97	97

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

2. Uji Reliabilitas

a. Brand Awareness (Kesadaran Merek) Rabbani

```
RELIABILITY
/VARIABLES=p1 p2 p3 p4 Brand_Awareness_Rabbani
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA

/SUMMARY=TOTAL.
```

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	97	100.0
	Excluded ^a	0	.0
	Total	97	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.692	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
p1	23.08	9.493	.311	.692
p2	22.94	8.871	.410	.662
p3	23.52	8.711	.398	.664
p4	24.35	9.084	.418	.663
Brand_Awareness_Rabbani	13.41	2.828	1.000	.286

b. Brand Association (Asosiasi Merek) Rabbani

```
RELIABILITY
/VARIABLES=p5 p6 p7 p8 Brand_Association_Rabbani
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA

/SUMMARY=TOTAL.
```

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	97	100.0
	Excluded ^a	0	.0
	Total	97	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.679	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
p5	23.69	11.841	.314	.675
p6	23.55	9.855	.496	.604
p7	23.74	11.506	.374	.657
p8	24.71	12.416	.251	.693
Brand_Association_Rabbani	13.67	3.557	1.000	.232

c. Perceived Quality (Persepsi Kualitas) Rabbani

```
RELIABILITY
/VARIABLES=p9 p10 p11 p12 Perceived_Quality_Rabbani
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA

/SUMMARY=TOTAL.
```

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	97	100.0
	Excluded ^a	0	.0
	Total	97	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.639	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
p9	25.00	9.167	.186	.664
p10	25.68	9.032	.252	.642
p11	25.26	7.693	.470	.557
p12	24.95	8.591	.279	.633
Perceived_Quality_Rabbani	14.41	2.662	1.000	.058

d. Brand Awareness (Kesadaran Merek) Zoya

```
RELIABILITY
/VARIABLES=p1 p2 p3 p4 Brand_Awareness_Zoya
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA

/SUMMARY=TOTAL.
```

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	97	100.0
	Excluded ^a	0	.0
	Total	97	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.635	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
p1	25.04	9.332	.172	.661
p2	25.41	9.724	.092	.682
p3	25.63	9.027	.242	.640
p4	25.31	5.987	.627	.446
Brand_Awareness_Zoya	14.48	2.627	1.000	.044

e. Brand Association (Asosiasi Merek) Zoya

```
RELIABILITY
/VARIABLES=p5 p6 p7 p8 Brand_Association_Zoya
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA

/SUMMARY=TOTAL.
```

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	97	100.0
	Excluded ^a	0	.0
	Total	97	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.652	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
p5	23.48	9.607	.221	.667
p6	24.36	9.337	.233	.664
p7	24.06	9.329	.279	.651
p8	23.64	6.712	.521	.539
Brand_Association_Zoya	13.65	2.709	1.000	.115

f. Perceived Quality (Persepsi Kualita) Zoya

```
RELIABILITY
/VARIABLES=p9 p10 p11 p12 Perceived_Quality_Zoya
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA

/SUMMARY=TOTAL.
```

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	97	100.0
	Excluded ^a	0	.0
	Total	97	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.637	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
p9	25.89	8.497	.278	.631
p10	25.74	8.360	.266	.635
p11	26.32	7.636	.397	.585
p12	25.75	8.271	.239	.645
Perceived_Quality_Zoya	14.81	2.528	1.000	.050

3. Uji Beda Paired Sample T-Test

a. Brand Awareness

T-TEST PAIRS=Brand_Awareness_Rabbani WITH Brand_Awareness_Zoya (PAIRED)
/CRITERIA=CI (.9000)

/MISSING=ANALYSIS.

T-Test

[DataSet0]

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Brand_Awareness_Rabbani	13.41	97	1.682	.171
	Brand_Awareness_Zoya	14.48	97	1.621	.165

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Brand_Awareness_Rabbani & Brand_Awareness_Zoya	97	-.028	.784

Paired Samples Test

		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	90% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	Brand_Awareness_Rabbani - Brand_Awareness_Zoya	-1.072	2.368	.240	-1.472	-.673	-4.459	96	.000

b. Brand Association

T-TEST PAIRS=Brand_Association_Rabbani WITH Brand_Association_Zoya (PAIRED)
/CRITERIA=CI (.9000)

/MISSING=ANALYSIS.

T-Test

[DataSet0]

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Brand_Association_Rabbani	13.67	97	1.886	.191
	Brand_Association_Zoya	13.65	97	1.646	.167

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Brand_Association_Rabbani & Brand_Association_Zoya	97	-.054	.597

Paired Samples Test

		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	90% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	Brand_Association_Rabbani - Brand_Association_Zoya	.021	2.570	.261	-.413	.454	.079	96	.937

c. Perceived Quality

T-TEST PAIRS=Perceived_Quality_Rabbani WITH Perceived_Quality_Zoya (PAIRED)
/CRITERIA=CI (.9000)

/MISSING=ANALYSIS.

T-Test

[DataSet0]

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 Perceived_Quality_Rabbani	14.41	97	1.631	.166
Perceived_Quality_Zoya	14.81	97	1.590	.161

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 Perceived_Quality_Rabbani & Perceived_Quality_Zoya	97	.263	.009

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	90% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Perceived_Quality_Rabbani - Perceived_Quality_Zoya	-.402	1.956	.199	-.732	-.072	-2.024	96	.046

Lampiran 5

Tabel R

df	0.10	0.05	0.02	0.01
1	0.9877	0.9969	0.9995	0.9999
2	0.9000	0.9500	0.9800	0.9900
3	0.8054	0.8783	0.9343	0.9587
4	0.7293	0.8114	0.8822	0.9172
5	0.6694	0.7545	0.8329	0.8745
6	0.6215	0.7067	0.7887	0.8343
7	0.5822	0.6664	0.7498	0.7977
8	0.5494	0.6319	0.7155	0.7646
9	0.5214	0.6021	0.6851	0.7348
10	0.4973	0.5760	0.6581	0.7079
11	0.4762	0.5529	0.6339	0.6835
12	0.4575	0.5324	0.6120	0.6614
13	0.4409	0.5140	0.5923	0.6411
14	0.4259	0.4973	0.5742	0.6226
15	0.4124	0.4821	0.5577	0.6055
16	0.4000	0.4683	0.5425	0.5897
17	0.3887	0.4555	0.5285	0.5751
18	0.3783	0.4438	0.5155	0.5614
19	0.3687	0.4329	0.5034	0.5487
20	0.3598	0.4227	0.4921	0.5368
21	0.3515	0.4132	0.4815	0.5256
22	0.3438	0.4044	0.4716	0.5151
23	0.3365	0.3961	0.4622	0.5052
24	0.3297	0.3882	0.4534	0.4958
25	0.3233	0.3809	0.4451	0.4869
26	0.3172	0.3739	0.4372	0.4785
27	0.3115	0.3673	0.4297	0.4705
28	0.3061	0.3610	0.4226	0.4629
29	0.3009	0.3550	0.4158	0.4556
30	0.2960	0.3494	0.4093	0.4487
31	0.2913	0.3440	0.4032	0.4421
32	0.2869	0.3388	0.3972	0.4357
33	0.2826	0.3338	0.3916	0.4296
34	0.2785	0.3291	0.3862	0.4238
35	0.2746	0.3246	0.3810	0.4182
36	0.2709	0.3202	0.3760	0.4128
37	0.2673	0.3160	0.3712	0.4076
38	0.2638	0.3120	0.3665	0.4026
39	0.2605	0.3081	0.3621	0.3978

40	0.2573	0.3044	0.3578	0.3932
41	0.2542	0.3008	0.3536	0.3887
42	0.2512	0.2973	0.3496	0.3843
43	0.2483	0.2940	0.3457	0.3801
44	0.2455	0.2907	0.3420	0.3761
45	0.2429	0.2876	0.3384	0.3721
46	0.2403	0.2845	0.3348	0.3683
47	0.2377	0.2816	0.3314	0.3646
48	0.2353	0.2787	0.3281	0.3610
49	0.2329	0.2759	0.3249	0.3575
50	0.2306	0.2732	0.3218	0.3542
51	0.2284	0.2706	0.3188	0.3509
52	0.2262	0.2681	0.3158	0.3477
53	0.2241	0.2656	0.3129	0.3445
54	0.2221	0.2632	0.3102	0.3415
55	0.2201	0.2609	0.3074	0.3385
56	0.2181	0.2586	0.3048	0.3357
57	0.2162	0.2564	0.3022	0.3328
58	0.2144	0.2542	0.2997	0.3301
59	0.2126	0.2521	0.2972	0.3274
60	0.2108	0.2500	0.2948	0.3248
61	0.2091	0.2480	0.2925	0.3223
62	0.2075	0.2461	0.2902	0.3198
63	0.2058	0.2441	0.2880	0.3173
64	0.2042	0.2423	0.2858	0.3150
65	0.2027	0.2404	0.2837	0.3126
66	0.2012	0.2387	0.2816	0.3104
67	0.1997	0.2369	0.2796	0.3081
68	0.1982	0.2352	0.2776	0.3060
69	0.1968	0.2335	0.2756	0.3038
70	0.1954	0.2319	0.2737	0.3017
71	0.1940	0.2303	0.2718	0.2997
72	0.1927	0.2287	0.2700	0.2977
73	0.1914	0.2272	0.2682	0.2957
74	0.1901	0.2257	0.2664	0.2938
75	0.1888	0.2242	0.2647	0.2919
76	0.1876	0.2227	0.2630	0.2900
77	0.1864	0.2213	0.2613	0.2882
78	0.1852	0.2199	0.2597	0.2864
79	0.1841	0.2185	0.2581	0.2847
80	0.1829	0.2172	0.2565	0.2830
81	0.1818	0.2159	0.2550	0.2813
82	0.1807	0.2146	0.2535	0.2796

83	0.1796	0.2133	0.2520	0.2780
84	0.1786	0.2120	0.2505	0.2764
85	0.1775	0.2108	0.2491	0.2748
86	0.1765	0.2096	0.2477	0.2732
87	0.1755	0.2084	0.2463	0.2717
88	0.1745	0.2072	0.2449	0.2702
89	0.1735	0.2061	0.2435	0.2687
90	0.1726	0.2050	0.2422	0.2673
91	0.1716	0.2039	0.2409	0.2659
92	0.1707	0.2028	0.2396	0.2645
93	0.1698	0.2017	0.2384	0.2631
94	0.1689	0.2006	0.2371	0.2617
95	0.1680	0.1996	0.2359	0.2604
96	0.1671	0.1986	0.2347	0.2591
97	0.1663	0.1975	0.2335	0.2578
98	0.1654	0.1966	0.2324	0.2565
99	0.1646	0.1956	0.2312	0.2552
100	0.1638	0.1946	0.2301	0.2540
1000	0.0519	0.0619	0.0734	0.0812
10000	0.0164	0.0196	0.0233	0.0258

