

Lampiran 1

KUESIONER PENELITIAN

Kepada Yth.

Responden Penelitian

Di tempat

Terkait dengan penelitian yang akan saya lakukan dengan judul “PENGARUH *BRAND EQUITY* TERHADAP KEPUTUSAN PEMBELIAN *ICE CREAM* CAMPINA DI HYPERMART PONOROGO CITY CENTER”. Maka untuk mendukung keberhasilan pelaksanaan penelitian ini, saya mohon kesediaan Saudara/i mengisi daftar pertanyaan yang saya ajukan. Kesediaan Saudara/i merupakan bantuan yang sangat bernilai bagi saya.

Akhir kata, atas bantuan dan kelapangan hati Saudara/i, saya ucapkan banyak terima kasih.

Hormat Saya,

Niken Lestari

DATA RESPONDEN

Petunjuk: Isilah titik-titik berikut ini dan berilah tanda ceklis (x) sesuai dengan jawaban anda dengan benar.

1) Nomor :.....

2) Nama :.....

3) Jenis kelamin:

- a. Laki – laki
- b. Perempuan

4) Usia

- a. 18 – 25 tahun
- b. 26 – 33 tahun
- c. 34 – 41 tahun
- d. >42 tahun

5) Pendidikan terakhir

- a. SLTA
- b. Diploma
- c. S1
- d. S2

6) Pekerjaan :

- a. PNS
- b. Wirausaha
- c. Pegawai Swasta
- d. dan lain – lain, sebutkan

7) Pendapatan perbulan

- a. Rp. 1.000.000,00 – Rp. 2.000.000,00
- b. Rp. 2.000.001,00 – Rp. 3.000.000,00
- c. Rp. 3.000.001,00 – Rp. 4.000.000,00
- d. >Rp. 4.000.000,00



PERTANYAAN PENELITIAN

Petunjuk Pengisian Kuesioner:

Saudara/i diminta untuk memberi tanda silang (x) pada salah satu skala 1 sampai 5 yang tersedia pada kolom disamping pernyataan/pertanyaan untuk menentukan seberapa setuju Saudara/i mengenai hal-hal tersebut. Jika menurut Saudara/I tidak ada jawaban yang tepat, maka jawaban dapat diberikan pada pilihan yang paling mendekati. Masing-masing angka menunjukkan persetujuan terhadap nilai yang terdapat pada kolom yang bersangkutan, diantaranya:

- 1 = Sangat Tidak Setuju (STS)
- 2 = Tidak Setuju (TS)
- 3 = Kurang Setuju (KS)
- 4 = Setuju (S)
- 5 = Sangat Setuju (SS)

Kesadaran Merek

No.	Pernyataan / pertanyaan	SS	S	KS	TS	STS
1.	Saya mengetahui bahwa <i>Ice Cream</i> Campina adalah salah satu merek <i>Ice Cream</i> di Indonesia.					
2.	<i>Ice Cream</i> Campina merupakan merek yang mudah dikenal.					
3.	Merek <i>Ice Cream</i> yang muncul dalam benak pertama kali adalah <i>Ice Cream</i> Campina.					
4.	<i>Ice Cream</i> Campina mempunyai varian rasa yang bermacam-macam.					

Asosiasi Merek

No.	Pernyataan / pertanyaan	SS	S	KS	TS	STS
1.	<i>Ice Cream</i> Campina adalah <i>Ice Cream</i> yang memberikan banyak manfaat bagi konsumennya.					
2.	<i>Ice Cream</i> Campina adalah <i>Ice Cream</i> yang sesuai dengan gaya hidup saya.					
3.	<i>Ice Cream</i> Campina memiliki citra merek yang baik.					
4.	<i>Ice Cream</i> Campina berinovasi menjadi berbagai varian macam dan rasa.					

Persepsi Kualitas

No.	Pernyataan / pertanyaan	SS	S	KS	TS	STS
1.	Kemasan produk <i>Ice Cream</i> Campina lebih menarik dibanding merek <i>Ice Cream</i> yang lain					
2.	<i>Ice Cream</i> Campina menyediakan menyediakan pilihan varian rasa yang banyak.					
3.	<i>Ice Cream</i> Campina sangat mudah untuk diperoleh dan didapatkan.					
4.	<i>Ice Cream</i> Campina diproduksi oleh perusahaan yang sudah terbukti kualitasnya dan dapat dipercaya.					

Loyalitas Merek

No.	Pernyataan / pertanyaan	SS	S	KS	TS	STS
1.	Ketika saya ingin makan <i>Ice Cream</i> Campina saya memilih <i>Ice Cream</i> Campina					
2.	Saya menyarankan dan menganjurkan orang lain untuk mengonsumsi <i>Ice Cream</i> Campina					
3.	Saya sudah terbiasa membeli merek <i>Ice Cream</i> Campina dibanding merek lain.					
4.	Salah satu produk <i>Ice Cream</i> Campina adalah favorit saya.					

Keputusan Pembelian

No.	Pernyataan / pertanyaan	SS	S	KS	TS	STS
1.	Saya mantap untuk membeli merek <i>Ice Cream</i> Campina.					
2.	Dengan berbagai macam pertimbangan saya memutuskan untuk membeli <i>Ice Cream</i> Campina					
3.	Saya membeli <i>Ice Cream</i> Campina sesuai dengan yang saya inginkan dan butuhkan.					

90	Novianni	Wanita	18-25	SLTA	Wiraswasta	Rp.1-2000000	5	4	4	3	3	4	4	4	3	3	4	4	3	3	3	3	2	3	4	3,75	3,5	3	2,67	-0,6169	-0,61692	-0,61692		
91	Suasti	Wanita	> 42		Ibu Rumah Tangga	Rp.1-2000000	4	4	4	5	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4,25	4,5	4	4	4	0,09374	0,09374	0,09374		
92	Indra Dewi Putri	Wanita	18-25	SLTA	Mahasiswa		4	4	4	5	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4,25	4,5	4	4	4	0,09374	0,09374	0,09374		
93	Adhi Saputro	Pria	26-33	Diploma	Wiraswasta	Rp.2-3000000	4	4	4	4	4	3	5	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3,75	4	4	0,02879	0,02879	0,02879	
94	Sriayu Hartatik	Wanita	18-25	SLTA	Mahasiswa		5	4	3	4	4	3	4	4	4	4	4	5	4	4	4	4	4	4	4	4	3,75	4,25	4	4	0,09529	0,09529	0,09529	
95	Yani Sutami	Wanita	26-33	S1	Pegawai Swasta	Rp.2-3000000	4	4	4	5	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4,25	4	3,75	4	4	0,02628	0,02628	0,02628	
96	Sigit Yudis Setiawan	Pria	18-25	SLTA	Wiraswasta	Rp.1-2000000	5	4	3	4	4	4	4	4	3	4	4	4	4	4	3	3	4	4	4	4	4	3,75	3,5	4	0,39949	0,39949	0,39949	
97	Purwanti	Wanita	26-33	S1	Mahasiswa		4	4	4	5	4	4	5	5	4	5	5	5	5	5	5	4	5	4	4	4	4,25	4,5	4,75	4,75	4	-0,342	-0,34203	-0,34203
98	Eka Nanda Agus	Wanita	18-25	SLTA	Mahasiswa		4	4	3	4	4	4	5	4	5	5	4	4	4	4	4	4	4	4	4	3,75	4,25	4,5	4	4	0,16527	0,16527	0,16527	
99	Muhammad Rizal	Pria	26-33	S1	Pegawai Swasta	Rp.2-3000000	5	4	4	4	4	3	4	3	3	3	4	4	3	3	3	3	3	3	4	4,25	3,5	3,5	3	3,33	0,03355	0,03355	0,03355	
100	Mirda Hamzah	Pria	18-25	SLTA	Wiraswasta	Rp.1-2000000	5	5	5	5	5	5	5	5	3	4	3	4	5	5	5	5	5	5	4	5	5	3,5	5	4,67	-0,0414	-0,04136	-0,04136	

Lampiran 3

Frekuensi Biodata Responden

FREQUENCIES VARIABLES=Nama Kelamin Usia Pendidikan Pekerjaan Pendapatan

/ORDER=ANALYSIS.

Frequencies



Notes

Output Created		03-Agu-2018 22:49:36
Comments		
Input	Data	C:\Users\NIKEN\Documents\Untitled3.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Kelamin Usia Pendidikan Pekerjaan Pendapatan /ORDER=ANALYSIS.

Resources	Processor Time	00:00:00,015
	Elapsed Time	00:00:00,015

[DataSet1] C:\Users\NIKEN\Documents\Untitled3.sav

Statistics

		Jenis Kelamin Responden	Umur Responden	Pendidikan Terakhir Responden	Pekerjaan Responden	Pendapatan Perbulan Responden
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0

Frequency Table

Jenis Kelamin Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	53	53,0	53,0	53,0
	Wanita	47	47,0	47,0	100,0
Total		100	100,0	100,0	

Umur Responden

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	> 42	4	4,0	4,0	4,0
	18-25	48	48,0	48,0	52,0
	26-33	30	30,0	30,0	82,0
	34-41	18	18,0	18,0	100,0

Jenis Kelamin Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pria	53	53,0	53,0	53,0
Wanita	47	47,0	47,0	100,0
Total	100	100,0	100,0	

Pendidikan Terakhir Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2,0	2,0	2,0
Diploma	12	12,0	12,0	14,0
S1	23	23,0	23,0	37,0
S2	6	6,0	6,0	43,0
SLTA	57	57,0	57,0	100,0
Total	100	100,0	100,0	

Pekerjaan Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Dosen	4	4,0	4,0	4,0
Ibu Rumah Tangga	6	6,0	6,0	10,0
Mahasiswa	29	29,0	29,0	39,0
Pegaawi Swasta	1	1,0	1,0	40,0

Pegawai Swasta	31	31,0	31,0	71,0
PNS	8	8,0	8,0	79,0
Wiraswasta	21	21,0	21,0	100,0
Total	100	100,0	100,0	

Pendapatan Perbulan Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	26	26,0	26,0	26,0
> Rp. 4.000.000,00	6	6,0	6,0	32,0
Rp.1.000.000,00- Rp.2.000.000,00	39	39,0	39,0	71,0
Rp.2.000.000,0- Rp.3.000.000,00	20	20,0	20,0	91,0
Rp.3.000.000,00- Rp.4.000.000,00	9	9,0	9,0	100,0
Total	100	100,0	100,0	

Lampiran 4

Frekuensi Variabel

FREQUENCIES VARIABLES=Q1 Q2 Q3 Q4 Q5 Q6 Q7 Q8 Q9 Q10 Q11 Q12 Q13 Q14 Q15
Q16 Q17 Q18 Q19

/ORDER=ANALYSIS.

Frequencies

Notes

Output Created		03-Agu-2018 22:51:47
Comments		
Input	Data	C:\Users\NIKEN\Documents\Untitled3.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Q1 Q2 Q3 Q4 Q5 Q6 Q7 Q8 Q9 Q10 Q11 Q12 Q13 Q14 Q15 Q16 Q17 Q18 Q19 /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00,016
	Elapsed Time	00:00:00,015

[DataSet1] C:\Users\NIKEN\Documents\Untitled3.sav

Statistics

		Kesadaran Merek1 1	Kesadaran Merek 2	Kesadaran Merek 3	Kesadaran Merek 4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4,4600	4,1000	3,7200	4,3600

Statistics

		Asosiasi Merek 1	Asosiasi Merek 2	Asosiasi Merek 3	Asosiasi Merek 4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4,0100	3,9900	4,5100	4,1000
Std. Deviation		,43797	,71767	,50242	,54123

Statistics

		Persepsi Kualitas 1	Persepsi Kualitas 2	Persepsi Kualitas 3	Persepsi Kualitas 4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3,5100	4,0100	4,0000	4,2000
Std. Deviation		,67412	,62757	,44947	,40202

Statistics

		Loyalitas Merek 1	Loyalitas Merek 2	Loyalitas Merek 3	Loyalitas Merek 4
--	--	----------------------	----------------------	----------------------	----------------------

N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4,0100	3,9100	3,7700	4,0100
Std. Deviation		,62757	,69769	,61718	,62757

Statistics

		Keputusan Pembelian 1	Keputusan Pembelian 2	Keputusan Pembelian 3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3,9100	3,8200	3,9100
Std. Deviation		,53362	,73002	,28762

Frequency Table

Kesadaran Merek1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4,00	54	54,0	54,0	54,0
	5,00	46	46,0	46,0	100,0
	Total	100	100,0	100,0	

Kesadaran Merek 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4,00	90	90,0	90,0	90,0
	5,00	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

Kesadaran Merek 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	38	38,0	38,0	38,0
	4,00	52	52,0	52,0	90,0
	5,00	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

Kesadaran Merek 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	9	9,0	9,0	9,0
	4,00	46	46,0	46,0	55,0
	5,00	45	45,0	45,0	100,0
	Total	100	100,0	100,0	

Asosiasi Merek 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	9	9,0	9,0	9,0
	4,00	81	81,0	81,0	90,0
	5,00	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

Asosiasi Merek 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	26	26,0	26,0	26,0
	4,00	49	49,0	49,0	75,0
	5,00	25	25,0	25,0	100,0
	Total	100	100,0	100,0	

Asosiasi Merek 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4,00	49	49,0	49,0	49,0
	5,00	51	51,0	51,0	100,0
	Total	100	100,0	100,0	

Asosiasi Merek 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	10	10,0	10,0	10,0

4,00	70	70,0	70,0	80,0
5,00	20	20,0	20,0	100,0
Total	100	100,0	100,0	

Persepsi Kualitas 1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3,00	59	59,0	59,0	59,0
4,00	31	31,0	31,0	90,0
5,00	10	10,0	10,0	100,0
Total	100	100,0	100,0	

Persepsi Kualitas 2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3,00	19	19,0	19,0	19,0
4,00	61	61,0	61,0	80,0
5,00	20	20,0	20,0	100,0
Total	100	100,0	100,0	

Persepsi Kualitas 3

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	3,00	10	10,0	10,0	10,0
	4,00	80	80,0	80,0	90,0
	5,00	10	10,0	10,0	100,0
Total		100	100,0	100,0	

Persepsi Kualitas 4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4,00	80	80,0	80,0
	5,00	20	20,0	100,0
Total		100	100,0	

Loyalitas Merek 1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	19	19,0	19,0
	4,00	61	61,0	80,0
	5,00	20	20,0	100,0
Total		100	100,0	

Loyalitas Merek 2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	29	29,0	29,0

	4,00	51	51,0	51,0	80,0
	5,00	20	20,0	20,0	100,0
	Total	100	100,0	100,0	

Loyalitas Merek 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	33	33,0	33,0	33,0
	4,00	57	57,0	57,0	90,0
	5,00	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

Loyalitas Merek 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	19	19,0	19,0	19,0
	4,00	61	61,0	61,0	80,0
	5,00	20	20,0	20,0	100,0
	Total	100	100,0	100,0	

Keputusan Pembelian 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	19	19,0	19,0	19,0

	4,00	71	71,0	71,0	90,0
	5,00	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

Keputusan Pembelian 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	9	9,0	9,0	9,0
	3,00	10	10,0	10,0	19,0
	4,00	71	71,0	71,0	90,0
	5,00	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

Keputusan Pembelian 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,00	9	9,0	9,0	9,0
	4,00	91	91,0	91,0	100,0
	Total	100	100,0	100,0	

Lampiran 5

Uji Validitas dan Uji Realibilitas

COMPUTE X1=Q1 + Q2 + Q3 + Q4.

VARIABLE LABELS X1 'Kesadaran Merek'.

EXECUTE.

COMPUTE X2=Q5 + Q6 + Q7 + Q8.

VARIABLE LABELS X2 'Asosiasi Merek'.

EXECUTE.

COMPUTE X3=Q9 + Q10 + Q11 + Q12.

VARIABLE LABELS X3 'Persepsi Kualitas'.

EXECUTE.

COMPUTE X4=Q13 + Q14 + Q15 + Q16.

VARIABLE LABELS X4 'Loyalitas Merek'.

EXECUTE.

COMPUTE Y=Q17 + Q18 + Q19.

VARIABLE LABELS Y 'Keputusan Pembelian'.

EXECUTE.

CORRELATIONS

/VARIABLES=Q1 Q2 Q3 Q4 X1

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

Notes

Output Created	03-Agu-2018 23:02:23
Comments	
Input	Data
	C:\Users\NIKEN\Documents\Untitled3.sav

	Active Dataset	DataSet1	
	Filter	<none>	
	Weight	<none>	
	Split File	<none>	
	N of Rows in Working Data File		100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.	
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.	
Syntax		CORRELATIONS /VARIABLES=Q1 Q2 Q3 Q4 X1 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.	
Resources	Processor Time		00:00:00,000
	Elapsed Time		00:00:00,031

[DataSet1] C:\Users\NIKEN\Documents\Untitled3.sav

Correlations

		Kesadaran Merek1 1	Kesadaran Merek 2	Kesadaran Merek 3
Kesadaran Merek1 1	Pearson Correlation	1	,094	-,099
	Sig. (2-tailed)		,354	,328
	N	100	100	100

Kesadaran Merek 2	Pearson Correlation	,094	1	,673**
	Sig. (2-tailed)	,354		,000
	N	100	100	100
Kesadaran Merek 3	Pearson Correlation	-,099	,673**	1
	Sig. (2-tailed)	,328	,000	
	N	100	100	100
Kesadaran Merek 4	Pearson Correlation	-,143	,333**	,495**
	Sig. (2-tailed)	,156	,001	,000
	N	100	100	100
Kesadaran Merek	Pearson Correlation	,277**	,733**	,820**
	Sig. (2-tailed)	,005	,000	,000
	N	100	100	100

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

Correlations

		Kesadaran Merek 4	Kesadaran Merek
Kesadaran Merek1 1	Pearson Correlation	-,143	,277**
	Sig. (2-tailed)	,156	,005
	N	100	100
Kesadaran Merek 2	Pearson Correlation	,333**	,733**
	Sig. (2-tailed)	,001	,000
	N	100	100
Kesadaran Merek 3	Pearson Correlation	,495**	,820**

	Sig. (2-tailed)	,000	,000
	N	100	100
Kesadaran Merek 4	Pearson Correlation	1	,730**
	Sig. (2-tailed)		,000
	N	100	100
Kesadaran Merek	Pearson Correlation	,730**	1
	Sig. (2-tailed)	,000	
	N	100	100

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

CORRELATIONS

/VARIABLES=Q5 Q6 Q7 Q8 X2

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

Notes

Output Created		03-Agu-2018 23:06:14
Comments		
Input	Data	C:\Users\NIKEN\Documents\Untitled3.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>

	Split File	<none>	
	N of Rows in Working Data File		100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.	
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.	
Syntax		CORRELATIONS /VARIABLES=Q5 Q6 Q7 Q8 X2 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.	
Resources	Processor Time		00:00:00,046
	Elapsed Time		00:00:00,047

[DataSet1] C:\Users\NIKEN\Documents\Untitled3.sav

Correlations

		Asosiasi Merek 1	Asosiasi Merek 2	Asosiasi Merek 3
Asosiasi Merek 1	Pearson Correlation	1	,322**	,436**
	Sig. (2-tailed)		,001	,000
	N	100	100	100
Asosiasi Merek 2	Pearson Correlation	,322**	1	,322**
	Sig. (2-tailed)	,001		,001

	N	100	100	100
Asosiasi Merek 3	Pearson Correlation	,436**	,322**	1
	Sig. (2-tailed)	,000	,001	
	N	100	100	100
Asosiasi Merek 4	Pearson Correlation	,422**	,523**	,553**
	Sig. (2-tailed)	,000	,000	,000
	N	100	100	100
Asosiasi Merek	Pearson Correlation	,669**	,781**	,733**
	Sig. (2-tailed)	,000	,000	,000
	N	100	100	100

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

Correlations

		Asosiasi Merek 4	Asosiasi Merek
Asosiasi Merek 1	Pearson Correlation	,422**	,669**
	Sig. (2-tailed)	,000	,000
	N	100	100
Asosiasi Merek 2	Pearson Correlation	,523**	,781**
	Sig. (2-tailed)	,000	,000
	N	100	100
Asosiasi Merek 3	Pearson Correlation	,553**	,733**
	Sig. (2-tailed)	,000	,000
	N	100	100

Asosiasi Merek 4	Pearson Correlation	1	,826**
	Sig. (2-tailed)		,000
	N	100	100
Asosiasi Merek	Pearson Correlation	,826**	1
	Sig. (2-tailed)	,000	
	N	100	100

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

CORRELATIONS

/VARIABLES=Q9 Q10 Q11 Q12 X3

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

Notes

Output Created		03-Agu-2018 23:07:20
Comments		
Input	Data	C:\Users\NIKEN\Documents\Untitled3.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		<p>CORRELATIONS</p> <p>/VARIABLES=Q9 Q10 Q11 Q12 X3</p> <p>/PRINT=TWOTAIL NOSIG</p> <p>/MISSING=PAIRWISE.</p>
Resources	Processor Time	00:00:00,156
	Elapsed Time	00:00:00,156

[DataSet1] C:\Users\NIKEN\Documents\Untitled3.sav

Correlations

		Persepsi Kualitas 1	Persepsi Kualitas 2	Persepsi Kualitas 3
Persepsi Kualitas 1	Pearson Correlation	1	,704**	,333**
	Sig. (2-tailed)		,000	,001
	N	100	100	100
Persepsi Kualitas 2	Pearson Correlation	,704**	1	,358**
	Sig. (2-tailed)	,000		,000
	N	100	100	100
Persepsi Kualitas 3	Pearson Correlation	,333**	,358**	1
	Sig. (2-tailed)	,001	,000	

	N	100	100	100
Persepsi Kualitas 4	Pearson Correlation	,365**	,392**	,559**
	Sig. (2-tailed)	,000	,000	,000
	N	100	100	100
Persepsi Kualitas	Pearson Correlation	,843**	,848**	,670**
	Sig. (2-tailed)	,000	,000	,000
	N	100	100	100

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

Correlations

		Persepsi Kualitas 4	Persepsi Kualitas
Persepsi Kualitas 1	Pearson Correlation	,365**	,843**
	Sig. (2-tailed)	,000	,000
	N	100	100
Persepsi Kualitas 2	Pearson Correlation	,392**	,848**
	Sig. (2-tailed)	,000	,000
	N	100	100
Persepsi Kualitas 3	Pearson Correlation	,559**	,670**
	Sig. (2-tailed)	,000	,000
	N	100	100
Persepsi Kualitas 4	Pearson Correlation	1	,684**
	Sig. (2-tailed)		,000
	N	100	100

Persepsi Kualitas	Pearson Correlation	,684**	1
	Sig. (2-tailed)	,000	
	N	100	100

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

CORRELATIONS

/VARIABLES=Q13 Q14 Q15 Q16 X4

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

Notes

Output Created		03-Agu-2018 23:07:59
Comments		
Input	Data	C:\Users\NIKEN\Documents\Untitled3.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.

	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		<p>CORRELATIONS</p> <p>/VARIABLES=Q13 Q14 Q15 Q16 X4</p> <p>/PRINT=TWOTAIL NOSIG</p> <p>/MISSING=PAIRWISE.</p>
Resources	Processor Time	00:00:00,078
	Elapsed Time	00:00:00,078

[DataSet1] C:\Users\NIKEN\Documents\Untitled3.sav



Correlations

		Loyalitas Merek 1	Loyalitas Merek 2	Loyalitas Merek 3
Loyalitas Merek 1	Pearson Correlation	1	,902**	,762**
	Sig. (2-tailed)		,000	,000
	N	100	100	100
Loyalitas Merek 2	Pearson Correlation	,902**	1	,866**
	Sig. (2-tailed)	,000		,000
	N	100	100	100
Loyalitas Merek 3	Pearson Correlation	,762**	,866**	1
	Sig. (2-tailed)	,000	,000	
	N	100	100	100

Loyalitas Merek 4	Pearson Correlation	1,000**	,902**	,762**
	Sig. (2-tailed)	,000	,000	,000
	N	100	100	100
Loyalitas Merek	Pearson Correlation	,965**	,969**	,893**
	Sig. (2-tailed)	,000	,000	,000
	N	100	100	100

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

Correlations

		Loyalitas Merek 4	Loyalitas Merek
Loyalitas Merek 1	Pearson Correlation	1,000**	,965**
	Sig. (2-tailed)	,000	,000
	N	100	100
Loyalitas Merek 2	Pearson Correlation	,902**	,969**
	Sig. (2-tailed)	,000	,000
	N	100	100
Loyalitas Merek 3	Pearson Correlation	,762**	,893**
	Sig. (2-tailed)	,000	,000
	N	100	100
Loyalitas Merek 4	Pearson Correlation	1	,965**
	Sig. (2-tailed)		,000
	N	100	100
Loyalitas Merek	Pearson Correlation	,965**	1

Sig. (2-tailed)	,000	
N	100	100

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

CORRELATIONS

/VARIABLES=Q17 Q18 Q19 Y

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

Notes

Output Created		03-Agu-2018 23:08:30
Comments		
Input	Data	C:\Users\NIKEN\Documents\Untitled3.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.

Syntax	CORRELATIONS	
	/VARIABLES=Q17 Q18 Q19 Y	
	/PRINT=TWOTAIL NOSIG	
	/MISSING=PAIRWISE.	
Resources	Processor Time	00:00:00,047
	Elapsed Time	00:00:00,047

[DataSet1] C:\Users\NIKEN\Documents\Untitled3.sav

Correlations

		Keputusan Pembelian 1	Keputusan Pembelian 2
Keputusan Pembelian 1	Pearson Correlation	1	,943**
	Sig. (2-tailed)		,000
	N	100	100
Keputusan Pembelian 2	Pearson Correlation	,943**	1
	Sig. (2-tailed)	,000	
	N	100	100
Keputusan Pembelian 3	Pearson Correlation	,539**	,788**
	Sig. (2-tailed)	,000	,000
	N	100	100
Keputusan Pembelian	Pearson Correlation	,943**	1,000**
	Sig. (2-tailed)	,000	,000
	N	100	100

Correlations

		Keputusan Pembelian 1	Keputusan Pembelian 2
Keputusan Pembelian 1	Pearson Correlation	1	,943**
	Sig. (2-tailed)		,000
	N	100	100
Keputusan Pembelian 2	Pearson Correlation	,943**	1
	Sig. (2-tailed)	,000	
	N	100	100
Keputusan Pembelian 3	Pearson Correlation	,539**	,788**
	Sig. (2-tailed)	,000	,000
	N	100	100
Keputusan Pembelian	Pearson Correlation	,943**	1,000**
	Sig. (2-tailed)	,000	,000
	N	100	100

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

Correlations

		Keputusan Pembelian 3	Keputusan Pembelian
Keputusan Pembelian 1	Pearson Correlation	,539**	,943**
	Sig. (2-tailed)	,000	,000
	N	100	100
Keputusan Pembelian 2	Pearson Correlation	,788**	1,000**

	Sig. (2-tailed)	,000	,000
	N	100	100
Keputusan Pembelian 3	Pearson Correlation	1	,788**
	Sig. (2-tailed)		,000
	N	100	100
Keputusan Pembelian	Pearson Correlation	,788**	1
	Sig. (2-tailed)	,000	
	N	100	100

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

RELIABILITY

```

/VARIABLES=Q1 Q2 Q3 Q4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability

Notes

Output Created		03-Agu-2018 23:09:50
Comments		
Input	Data	C:\Users\NIKEN\Documents\Untitled3.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>

	Split File	<none>	
	N of Rows in Working Data File		100
	Matrix Input		
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.	
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.	
Syntax		RELIABILITY /VARIABLES=Q1 Q2 Q3 Q4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.	
Resources	Processor Time		00:00:00,016
	Elapsed Time		00:00:00,015

[DataSet1] C:\Users\NIKEN\Documents\Untitled3.sav



Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0

Excluded ^a	0	,0
Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,786	4

RELIABILITY

```

/VARIABLES=Q5 Q6 Q7 Q8
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

```

Reliability

Notes

Output Created	03-Agu-2018 23:13:33
Comments	
Input	Data
	C:\Users\NIKEN\Documents\Untitled3.sav
	Active Dataset
	DataSet1
	Filter
	<none>
	Weight
	<none>
	Split File
	<none>

	N of Rows in Working Data File	100
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=Q5 Q6 Q7 Q8 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,016
	Elapsed Time	00:00:00,015

[DataSet1] C:\Users\NIKEN\Documents\Untitled3.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,734	4

RELIABILITY

```
/VARIABLES=Q9 Q10 Q11 Q12
```

```
/SCALE('ALL VARIABLES') ALL
```

```
/MODEL=ALPHA.
```

Reliability

Notes

Output Created		03-Agu-2018 23:14:19
Comments		
Input	Data	C:\Users\NIKEN\Documents\Untitled3.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.

	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=Q9 Q10 Q11 Q12 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00,016
	Elapsed Time	00:00:00,016

[DataSet1] C:\Users\NIKEN\Documents\Untitled3.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,758	4

RELIABILITY

/VARIABLES=Q13 Q14 Q15 Q16

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Reliability



Notes

Output Created		03-Agu-2018 23:14:49
Comments		
Input	Data	C:\Users\NIKEN\Documents\Untitled3.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.

Syntax	RELIABILITY	
	/VARIABLES=Q13 Q14 Q15 Q16	
	/SCALE('ALL VARIABLES') ALL	
	/MODEL=ALPHA.	
Resources	Processor Time	00:00:00,016
	Elapsed Time	00:00:00,015

[DataSet1] C:\Users\NIKEN\Documents\Untitled3.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,962	4

RELIABILITY

/VARIABLES=Q17 Q18 Q19

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Reliability



Notes

Output Created		03-Agu-2018 23:15:16
Comments		
Input	Data	C:\Users\NIKEN\Documents\Untitled3.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.

Syntax		RELIABILITY	
		/VARIABLES=Q17 Q18 Q19	
		/SCALE('ALL VARIABLES') ALL	
		/MODEL=ALPHA.	
Resources	Processor Time		00:00:00,015
	Elapsed Time		00:00:00,016

[DataSet1] C:\Users\NIKEN\Documents\Untitled3.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,866	3

Lampiran 6

Uji Regresi Linier Berganda

COMPUTE X1=X1 / 4.

VARIABLE LABELS X1 'Kesadaran Merek'.

EXECUTE.

COMPUTE X2=X2 / 4.

VARIABLE LABELS X2 'Asosiasi Merek'.

EXECUTE.

COMPUTE X3=X3 / 4.

VARIABLE LABELS X3 'Persepsi Kualitas'.

EXECUTE.

COMPUTE X4=X4 / 4.

VARIABLE LABELS X4 'Loyalitas Merek'.

EXECUTE.

COMPUTE Y=Y / 3.

VARIABLE LABELS Y 'Keputusan Pembelian'.

EXECUTE.

REGRESSION

/DESCRIPTIVES MEAN STDDEV CORR SIG N

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA COLLIN TOL

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT Y

/METHOD=ENTER X1 X2 X3 X4

/SCATTERPLOT=(*ZPRED ,*SRESID)

/RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID)



/SAVE RESID.

Regression

Notes

Output Created		03-Agu-2018 23:26:21
Comments		
Input	Data	C:\Users\NIKEN\Documents\Untitled3.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.



Syntax		REGRESSION
		/DESCRIPTIVES MEAN STDDEV
		CORR SIG N
		/MISSING LISTWISE
		/STATISTICS COEFF OUTS R
		ANOVA COLLIN TOL
		/CRITERIA=PIN(.05) POUT(.10)
		/NOORIGIN
		/DEPENDENT Y
		/METHOD=ENTER X1 X2 X3 X4
		/SCATTERPLOT=(*ZPRED
		,*SRESID)
		/RESIDUALS HISTOGRAM(ZRESID)
		NORMPROB(ZRESID)
		/SAVE RESID.
Resources	Processor Time	00:00:03,806
	Elapsed Time	00:00:07,581
	Memory Required	2924 bytes
	Additional Memory Required for Residual Plots	888 bytes
Variables Created or Modified	RES_1	Unstandardized Residual

[DataSet1] C:\Users\NIKEN\Documents\Untitled3.sav

Descriptive Statistics

	Mean	Std. Deviation	N
Keputusan Pembelian	3,8800	,48668	100
Kesadaran Merek	4,1600	,33807	100
Asosiasi Merek	4,1525	,41726	100
Persepsi Kualitas	3,9300	,41905	100
Loyalitas Merek	3,9250	,60979	100

Correlations

		Keputusan Pembelian	Kesadaran Merek	Asosiasi Merek
Pearson Correlation	Keputusan Pembelian	1,000	,609	,738
	Kesadaran Merek	,609	1,000	,631
	Asosiasi Merek	,738	,631	1,000
	Persepsi Kualitas	,256	-,223	,264
	Loyalitas Merek	,832	,647	,879
Sig. (1-tailed)	Keputusan Pembelian	.	,000	,000
	Kesadaran Merek	,000	.	,000
	Asosiasi Merek	,000	,000	.
	Persepsi Kualitas	,005	,013	,004
	Loyalitas Merek	,000	,000	,000
N	Keputusan Pembelian	100	100	100
	Kesadaran Merek	100	100	100
	Asosiasi Merek	100	100	100

Persepsi Kualitas	100	100	100
Loyalitas Merek	100	100	100

Correlations

		Persepsi Kualitas	Loyalitas Merek
Pearson Correlation	Keputusan Pembelian	,256	,832
	Kesadaran Merek	-,223	,647
	Asosiasi Merek	,264	,879
	Persepsi Kualitas	1,000	,439
	Loyalitas Merek	,439	1,000
Sig. (1-tailed)	Keputusan Pembelian	,005	,000
	Kesadaran Merek	,013	,000
	Asosiasi Merek	,004	,000
	Persepsi Kualitas	.	,000
	Loyalitas Merek	,000	.
N	Keputusan Pembelian	100	100
	Kesadaran Merek	100	100
	Asosiasi Merek	100	100
	Persepsi Kualitas	100	100
	Loyalitas Merek	100	100

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Loyalitas Merek, Persepsi Kualitas, Kesadaran Merek, Asosiasi Merek ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Pembelian

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,841 ^a	,707	,695	,26898

a. Predictors: (Constant), Loyalitas Merek, Persepsi Kualitas, Kesadaran Merek, Asosiasi Merek

b. Dependent Variable: Keputusan Pembelian

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16,575	4	4,144	57,273	,000 ^a
	Residual	6,874	95	,072		
	Total	23,449	99			

a. Predictors: (Constant), Loyalitas Merek, Persepsi Kualitas, Kesadaran Merek, Asosiasi Merek

b. Dependent Variable: Keputusan Pembelian



Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,786	,782		1,967	,025
	Kesadaran Merek	,254	,156	,007	2,285	,029
	Asosiasi Merek	,309	,142	,047	2,676	,031
	Persepsi Kualitas	,223	,110	,138	2,564	,048
	Loyalitas Merek	,341	,135	,929	2,435	,013

a. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Kesadaran Merek	,262	3,810
	Asosiasi Merek	,208	4,806
	Persepsi Kualitas	,345	2,899
	Loyalitas Merek	,108	9,226

a. Dependent Variable: Keputusan Pembelian

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Kesadaran Merek	Asosiasi Merek
1	1	4,973	1,000	,00	,00	,00
	2	,014	18,859	,02	,00	,01
	3	,011	21,618	,02	,05	,00
	4	,002	51,573	,00	,21	,73
	5	,001	96,473	,96	,74	,26

a. Dependent Variable: Keputusan Pembelian

Collinearity Diagnostics^a

Model	Dimension	Variance Proportions	
		Persepsi Kualitas	Loyalitas Merek
1	1	,00	,00
	2	,08	,07
	3	,14	,03
	4	,04	,12
	5	,74	,78

a. Dependent Variable: Keputusan Pembelian

Residuals Statistics^a

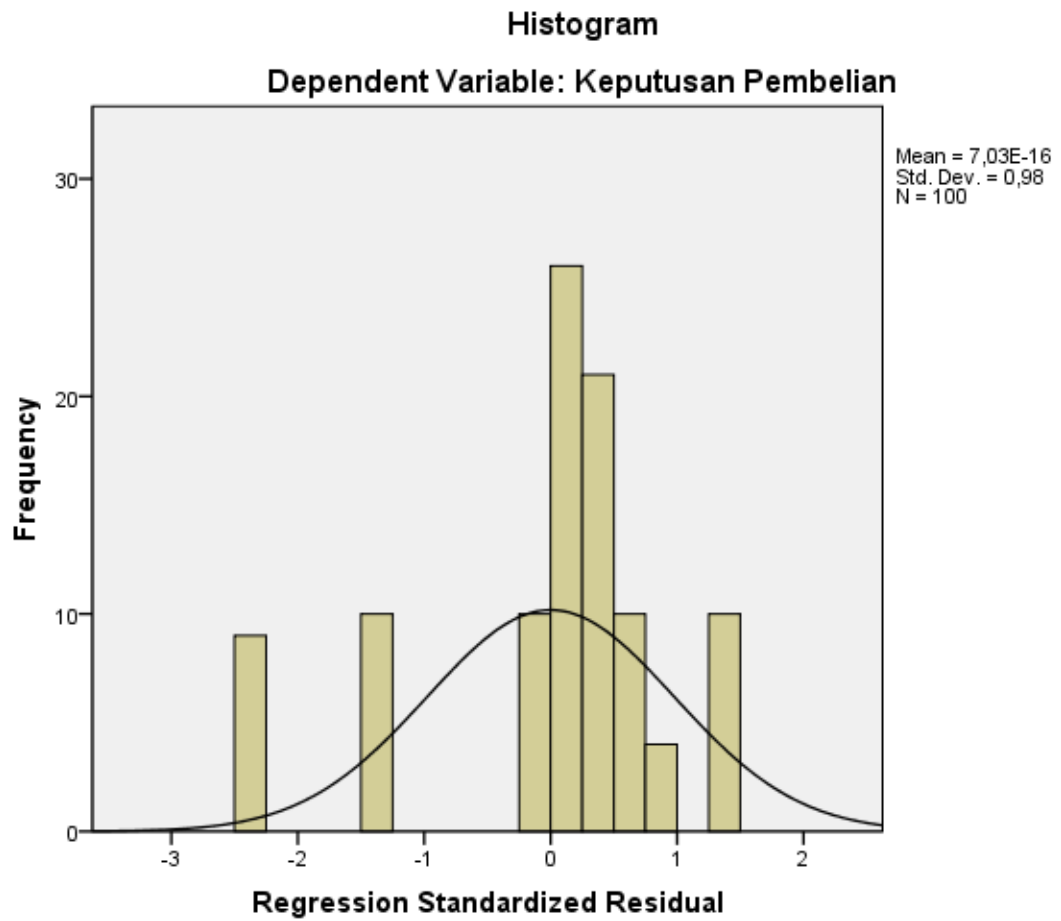
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3,2786	4,7080	3,8800	,40918	100
Std. Predicted Value	-1,470	2,024	,000	1,000	100
Standard Error of Predicted Value	,036	,082	,059	,012	100
Adjusted Predicted Value	3,2957	4,7119	3,8821	,40876	100
Residual	-,61692	,40200	,00000	,26349	100
Std. Residual	-2,294	1,495	,000	,980	100
Stud. Residual	-2,388	1,528	-,004	1,004	100
Deleted Residual	-,67455	,42040	-,00208	,27688	100

Stud. Deleted Residual	-2,451	1,539	-,009	1,018	100
Mahal. Distance	,782	8,323	3,960	2,040	100
Cook's Distance	,000	,117	,010	,021	100
Centered Leverage Value	,008	,084	,040	,021	100

a. Dependent Variable: Keputusan Pembelian

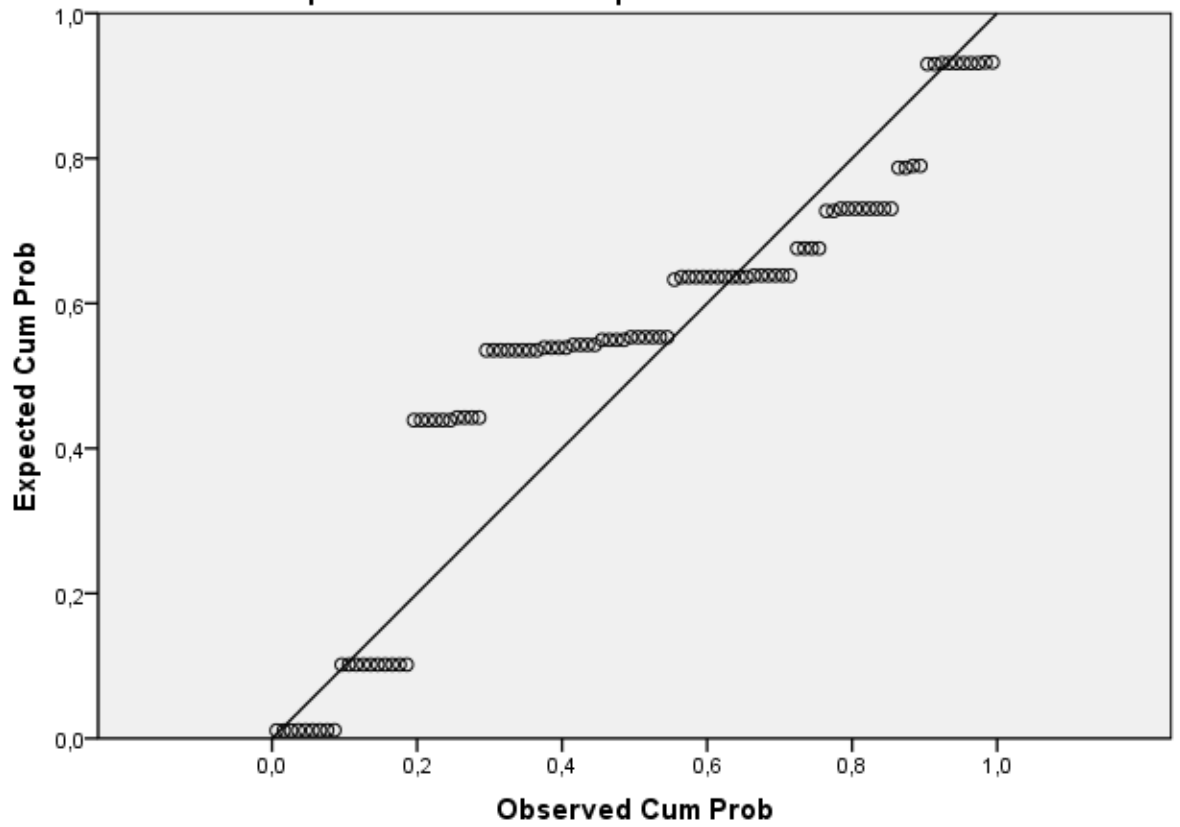


Charts



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Keputusan Pembelian



Scatterplot

Dependent Variable: Keputusan Pembelian

