

Lampiran 1.

Kuesioner Penelitian

Kepada Yth.

Saudara/i Responden

Konsumen Ms Glow di Ponorogo

Assalamualaikum wr.wb.

Dengan hormat,

Dalam rangka penelitian untuk keperluan skripsi yang berjudul “Pengaruh *Brand Awareness*, *Brand Image*, dan *Brand Trust* terhadap Kepuasan Konsumen (Survei Konsumen Ms Glow di Ponorogo)” bersama dengan ini saya :

Nama : Dyah Ayu Vanida

Universitas/Fakultas : Universitas Muhammadiyah Ponorogo/Ekonomi

Maka dengan ini saya memohon bantuan kepada Bapak/Ibu/Saudara/i untuk mengisi kuesioner yang telah disediakan dalam rangka mendukung penelitian ini. Tidak ada maksud apapun dibalik pengisian daftar pertanyaan ini jadi dimohon kesediaan Bapak/Ibu/Saudara/i untuk mengisi pernyataan di dibawah ini pada jawaban yang menurut anda tepat. Segala bentuk jawaban Bapak/Ibu/Saudara/i akan di jaga kerahasiannya. Atas perhatian dan bantuannya saya ucapkan terimakasih.

Wassalamualaikum wr.wb

Hormat saya,

Dyah Ayu Vanida

NIM.17413469

1. Identitas Responden

- a. Nama
- b. Usia
- c. Pekerjaan
 - () Plajar/Mahasiswa
 - () PNS
 - () Wiraswasta
 - () Lainnya
- d. Beberapa kali anda menggunakan skincare merek Ms Glow ?
 - () < 2 kali
 - () > 2 kali

2. Petunjuk Pengisian

- a. Penelitian ini dilakukan pada konsumen yang pernah menggunakan produk skincare Ms Glow di Ponorogo
- b. Baca setiap pernyataan didalam daftar pernyataan ini dan berikut jawabanya yang sebenarnya untuk setiap butir pernyataan
- c. Berikut tanda (√) pada tempat tersedia sesuai dengan jawaban anda

Skor 1 =Sangat Tidak Setuju (STS)

Skor 2 =Tidak Setuju (TS)

Skor 3 = Kurang Setuju (KS)

Skor 4 =Setuju (S)

Skor 5 =Sangat Setuju (SS)

No	Pernyataan	Skor Jawaban				
		STS	TS	KS	S	SS
		1	2	3	4	5
BRAND AWARENESS (X1)						
Puncak Pemikiran (<i>Top Of Mint</i>)						
1.	Merek <i>skincare</i> yang muncul dalam benak saya pertama kali adalah merek Ms Glow					
2.	Saya dapat mengenali langsung merek Ms Glow hanya dengan melihat logonya.					
Pengingat Kembali Merek (<i>Brand Recall</i>)						
3.	Saya memiliki informasi terkait merek dan harga yang ditawarkan oleh merek Ms Glow.					
4.	Merek Ms Glow diketahui sebagai merek yang unggul dipasaran.					
Pengenalan Merek (<i>Brand Recognition</i>)						
5.	Saya mengenal <i>skincare</i> merek Ms Glow dari celebrity endorser					
BRAND IMAGE (X2)						

	Citra Pembuat (<i>Corporate image</i>)				
6.	PT Kosmestika Glow Indonesia mempunyai merek yang sudah terkenal				
7.	PT Kosmestika Glow Indonesia memproduksi <i>skincare</i> yang tidak mengandung zat kimia terlarang				
	Citra Pemakai (<i>User Image</i>)				
8.	Dengan menggunakan Merek Ms glow membuat saya semakin yakin bahwa memiliki kualitas yang baik				
	Citra Produk (<i>Product Image</i>)				
9.	Merek <i>skincare</i> Ms Glow memiliki banyak rangkaian yang sesuai dengan kebutuhan konsumen.				
10.	Merek <i>skincare</i> Ms Glow sudah bersertifikat halal MUI				
	BRAND TRUST(X3)				
	Kepercayaan (<i>Trust</i>)				
11.	Saya percaya merek Ms Glow diproduksi dari bahan-bahan yang nomer satu				

	Dapat diandalkan (<i>Relly</i>)					
12.	Saya percaya bahwa meker <i>skincare</i> Ms Glow dapat diandalkan					
	Jujur (<i>Honest</i>)					
13.	Saya akan memberikan informasi yang sebenarnya tentang keunggulan yang dimiliki merek <i>skincare</i> Ms Glow					
14.	Saya percaya produk Ms Glow adalah merek <i>skincare</i> yang terpercaya.					
	Keamanan (<i>Safe</i>)					
15.	Saya yakin bahwa merek Ms Glow aman digunakan					
	KEPUASAN KONSUMEN (Y)					
16.	Produk Ms Glow memberikan kepuasan terhadap konsumen					
17.	Saya bersedia merekomendasikan produk Ms Glow kepada orang lain karna memang produk Ms Glow membuat kepuasan.					
18.	Saya berniat membeli ulang produk Ms Glow.					

19.	Produk Ms Glow memenuhi harapan konsumen					
20.	Saya setelah membeli produk Ms Glow akan timbul rasa puas.					



Lampiran 2

Output SPSS Karakteristik Responden

1. Berdasarkan Jenis Kelamin

Jenis_kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	23	23.0	23.0	23.0
	Perempuan	77	77.0	77.0	100.0
	Total	100	100.0	100.0	

2. Berdasarkan Usia

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<19 Tahun	6	6.0	6.0	6.0
	19-25 tahun	81	81.0	81.0	87.0
	26-35 tahun	9	9.0	9.0	96.0
	36-45 tahun	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

3. Berdasarkan Profesi

Profesi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	pelajar/mahasiswa	55	55.0	55.0	55.0
	pegawai negeri sipil	10	10.0	10.0	65.0
	wirausaha	20	20.0	20.0	85.0
	karyawan swasta	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Lampiran 3

Distribusi Jawaban Responden

1. Brand Awareness X1

Statistics

		X1P1	X1P2	X1P3	X1P4	X1P5	TOTALX1
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		4.1600	4.1700	4.1200	4.2300	4.0900	20.7700
Median		4.0000	4.0000	4.0000	4.0000	4.0000	21.0000
Mode		4.00	4.00	4.00	4.00	4.00	22.00
Sum		416.00	417.00	412.00	423.00	409.00	2077.00

X1P1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SANGAT TIDAK SETUJU	1	1.0	1.0	1.0
	KURANG SETUJU	20	20.0	20.0	21.0
	SETUJU	40	40.0	40.0	61.0
	SANGAT SETUJU	39	39.0	39.0	100.0
Total		100	100.0	100.0	

X1P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	2	2.0	2.0	2.0
	KURANG SETUJU	8	8.0	8.0	10.0
	SETUJU	61	61.0	61.0	71.0
	SANGAT SETUJU	29	29.0	29.0	100.0

X1P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	2	2.0	2.0	2.0
	KURANG SETUJU	8	8.0	8.0	10.0
	SETUJU	61	61.0	61.0	71.0
	SANGAT SETUJU	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

X1P3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	1	1.0	1.0	1.0
	KURANG SETUJU	16	16.0	16.0	17.0
	SETUJU	53	53.0	53.0	70.0
	SANGAT SETUJU	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

X1P4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	2	2.0	2.0	2.0
	KURANG SETUJU	13	13.0	13.0	15.0
	SETUJU	45	45.0	45.0	60.0
	SANGAT SETUJU	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

X1P5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	4	4.0	4.0	4.0

KURANG SETUJU	16	16.0	16.0	20.0
SETUJU	47	47.0	47.0	67.0
SANGAT SETUJU	33	33.0	33.0	100.0
Total	100	100.0	100.0	

TOTALX1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 11	1	1.0	1.0	1.0
15	1	1.0	1.0	2.0
16	5	5.0	5.0	7.0
17	5	5.0	5.0	12.0
18	7	7.0	7.0	19.0
19	8	8.0	8.0	27.0
20	16	16.0	16.0	43.0
21	12	12.0	12.0	55.0
22	22	22.0	22.0	77.0
23	7	7.0	7.0	84.0
24	9	9.0	9.0	93.0
25	7	7.0	7.0	100.0
Total	100	100.0	100.0	

2. Brand Image X2

Statistics

	X2P1	X2P2	X2P3	X2P4	X2P5	TOTALX2
N Valid	100	100	100	100	100	100

Missing	0	0	0	0	0	0
Mean	3.9500	4.0800	4.0900	4.1000	4.1600	20.3800
Median	4.0000	4.0000	4.0000	4.0000	4.0000	20.0000
Mode	4.00	4.00	4.00	4.00	4.00	20.00
Sum	395.00	408.00	409.00	410.00	416.00	2038.00

X2P1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	1	1.0	1.0	1.0
	KURANG SETUJU	29	29.0	29.0	30.0
	SETUJU	44	44.0	44.0	74.0
	SANGAT SETUJU	26	26.0	26.0	100.0
	Total	100	100.0	100.0	



X2P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	2	2.0	2.0	2.0
	KURANG SETUJU	20	20.0	20.0	22.0
	SETUJU	46	46.0	46.0	68.0
	SANGAT SETUJU	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

X2P3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	1	1.0	1.0	1.0
	KURANG SETUJU	23	23.0	23.0	24.0

SETUJU	42	42.0	42.0	66.0
SANGAT SETUJU	34	34.0	34.0	100.0
Total	100	100.0	100.0	

X2P4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	2	2.0	2.0	2.0
KURANG SETUJU	19	19.0	19.0	21.0
SETUJU	46	46.0	46.0	67.0
SANGAT SETUJU	33	33.0	33.0	100.0
Total	100	100.0	100.0	

X2P5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TIDAK SETUJU	1	1.0	1.0	1.0
KURANG SETUJU	19	19.0	19.0	20.0
SETUJU	43	43.0	43.0	63.0
SANGAT SETUJU	37	37.0	37.0	100.0
Total	100	100.0	100.0	

TOTALX2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 13	1	1.0	1.0	1.0
15	1	1.0	1.0	2.0
16	6	6.0	6.0	8.0
17	9	9.0	9.0	17.0

18	9	9.0	9.0	26.0
19	12	12.0	12.0	38.0
20	16	16.0	16.0	54.0
21	12	12.0	12.0	66.0
22	12	12.0	12.0	78.0
23	6	6.0	6.0	84.0
24	3	3.0	3.0	87.0
25	13	13.0	13.0	100.0
Total	100	100.0	100.0	

3. Brand Trust X3



Statistics

		X3P1	X3P2	X3P3	X3P4	X3P5	TOTALX3
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		4.0800	4.1200	4.0200	4.1600	4.2600	20.6400
Median		4.0000	4.0000	4.0000	4.0000	4.0000	21.0000
Mode		4.00	4.00	4.00	4.00	5.00	21.00
Sum		408.00	412.00	402.00	416.00	426.00	2064.00

X3P1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	4	4.0	4.0	4.0
	KURANG SETUJU	17	17.0	17.0	21.0
	SETUJU	46	46.0	46.0	67.0
	SANGAT SETUJU	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

X3P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KURANG SETUJU	23	23.0	23.0	23.0
	SETUJU	42	42.0	42.0	65.0
	SANGAT SETUJU	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

X3P3

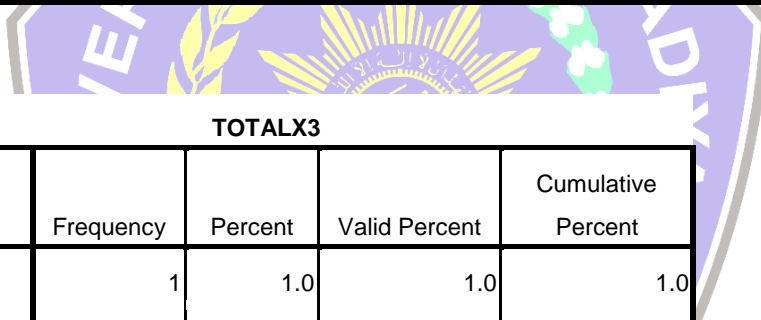
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	1	1.0	1.0	1.0
	KURANG SETUJU	22	22.0	22.0	23.0
	SETUJU	51	51.0	51.0	74.0
	SANGAT SETUJU	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

X3P4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	1	1.0	1.0	1.0
	KURANG SETUJU	17	17.0	17.0	18.0
	SETUJU	47	47.0	47.0	65.0
	SANGAT SETUJU	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

X3P5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	3	3.0	3.0	3.0
	KURANG SETUJU	12	12.0	12.0	15.0
	SETUJU	41	41.0	41.0	56.0
	SANGAT SETUJU	44	44.0	44.0	100.0
	Total	100	100.0	100.0	



TOTALX3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	13	1	1.0	1.0	1.0
	14	1	1.0	1.0	2.0
	15	1	1.0	1.0	3.0
	16	5	5.0	5.0	8.0
	17	8	8.0	8.0	16.0
	18	8	8.0	8.0	24.0
	19	6	6.0	6.0	30.0
	20	14	14.0	14.0	44.0
	21	19	19.0	19.0	63.0
	22	12	12.0	12.0	75.0
	23	6	6.0	6.0	81.0
	24	8	8.0	8.0	89.0
	25	11	11.0	11.0	100.0

TOTALX3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	13	1	1.0	1.0	1.0
	14	1	1.0	1.0	2.0
	15	1	1.0	1.0	3.0
	16	5	5.0	5.0	8.0
	17	8	8.0	8.0	16.0
	18	8	8.0	8.0	24.0
	19	6	6.0	6.0	30.0
	20	14	14.0	14.0	44.0
	21	19	19.0	19.0	63.0
	22	12	12.0	12.0	75.0
	23	6	6.0	6.0	81.0
	24	8	8.0	8.0	89.0
	25	11	11.0	11.0	100.0
Total		100	100.0	100.0	

4. Kepuasan Konsumen Y

Statistics

		YP1	YP2	YP3	YP4	YP5	TOTALY
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		4.1500	4.1400	4.1500	4.1300	4.2700	20.8400
Median		4.0000	4.0000	4.0000	4.0000	4.0000	21.0000
Mode		4.00	4.00 ^a	4.00	4.00	5.00	20.00
Sum		415.00	414.00	415.00	413.00	427.00	2084.00

a. Multiple modes exist. The smallest value is shown

YP1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	1	1.0	1.0	1.0
	KURANG SETUJU	17	17.0	17.0	18.0
	SETUJU	48	48.0	48.0	66.0
	SANGAT SETUJU	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

YP2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KURANG SETUJU	24	24.0	24.0	24.0
	SETUJU	38	38.0	38.0	62.0
	SANGAT SETUJU	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

YP3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	1	1.0	1.0	1.0
	KURANG SETUJU	21	21.0	21.0	22.0
	SETUJU	40	40.0	40.0	62.0
	SANGAT SETUJU	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

YP4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TIDAK SETUJU	1	1.0	1.0	1.0
	KURANG SETUJU	18	18.0	18.0	19.0
	SETUJU	48	48.0	48.0	67.0
	SANGAT SETUJU	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

YP5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KURANG SETUJU	16	16.0	16.0	16.0
	SETUJU	41	41.0	41.0	57.0
	SANGAT SETUJU	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

TOTALLY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	14	1	1.0	1.0	1.0
	15	1	1.0	1.0	2.0
	16	9	9.0	9.0	11.0
	17	4	4.0	4.0	15.0
	18	7	7.0	7.0	22.0
	19	6	6.0	6.0	28.0
	20	15	15.0	15.0	43.0
	21	14	14.0	14.0	57.0
	22	11	11.0	11.0	68.0
	23	14	14.0	14.0	82.0
	24	5	5.0	5.0	87.0
	25	13	13.0	13.0	100.0
Total		100	100.0	100.0	



Lampiran 4

1. Brand Awareness

Uji Validasi

		Correlations					
		X1P1	X1P2	X1P3	X1P4	X1P5	TOTALX1
X1P1	Pearson Correlation	1	.367**	.427**	.270**	.379**	.705**
	Sig. (2-tailed)		.000	.000	.007	.000	.000
	N	100	100	100	100	100	100
X1P2	Pearson Correlation	.367**	1	.287**	.373**	.413**	.668**
	Sig. (2-tailed)	.000		.004	.000	.000	.000
	N	100	100	100	100	100	100
X1P3	Pearson Correlation	.427**	.287**	1	.428**	.357**	.698**
	Sig. (2-tailed)	.000	.004		.000	.000	.000
	N	100	100	100	100	100	100
X1P4	Pearson Correlation	.270**	.373**	.428**	1	.467**	.716**
	Sig. (2-tailed)	.007	.000	.000		.000	.000
	N	100	100	100	100	100	100
X1P5	Pearson Correlation	.379**	.413**	.357**	.467**	1	.751**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
TOTALX1	Pearson Correlation	.705**	.668**	.698**	.716**	.751**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

2. Brand Image

Correlations

		X2P1	X2P2	X2P3	X2P4	X2P5	TOTALX2
X2P1	Pearson Correlation	1	.379**	.462**	.433**	.444**	.751**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X2P2	Pearson Correlation	.379**	1	.373**	.409**	.201*	.654**
	Sig. (2-tailed)	.000		.000	.000	.045	.000
	N	100	100	100	100	100	100
X2P3	Pearson Correlation	.462**	.373**	1	.488**	.503**	.782**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
X2P4	Pearson Correlation	.433**	.409**	.488**	1	.350**	.741**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
X2P5	Pearson Correlation	.444**	.201*	.503**	.350**	1	.688**
	Sig. (2-tailed)	.000	.045	.000	.000		.000
	N	100	100	100	100	100	100
TOTALX2	Pearson Correlation	.751**	.654**	.782**	.741**	.688**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

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

3. Brand Trust

Correlations

		X3P1	X3P2	X3P3	X3P4	X3P5	TOTALX3
X3P1	Pearson Correlation	1	.642**	.392**	.537**	.346**	.800**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X3P2	Pearson Correlation	.642**	1	.383**	.511**	.406**	.800**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
X3P3	Pearson Correlation	.392**	.383**	1	.392**	.221*	.638**
	Sig. (2-tailed)	.000	.000		.000	.027	.000
	N	100	100	100	100	100	100
X3P4	Pearson Correlation	.537**	.511**	.392**	1	.452**	.781**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
X3P5	Pearson Correlation	.346**	.406**	.221*	.452**	1	.664**
	Sig. (2-tailed)	.000	.000	.027	.000		.000
	N	100	100	100	100	100	100
TOTALX3	Pearson Correlation	.800**	.800**	.638**	.781**	.664**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

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

4. Kepuasan Konsumen

Correlations

		YP1	YP2	YP3	YP4	YP5	TOTALY
YP1	Pearson Correlation	1	.442**	.367**	.416**	.363**	.681**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
YP2	Pearson Correlation	.442**	1	.578**	.480**	.435**	.785**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
YP3	Pearson Correlation	.367**	.578**	1	.440**	.517**	.776**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
YP4	Pearson Correlation	.416**	.480**	.440**	1	.581**	.769**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
YP5	Pearson Correlation	.363**	.435**	.517**	.581**	1	.762**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
TOTALY	Pearson Correlation	.681**	.785**	.776**	.769**	.762**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

Lampiran 5

Uji Reabilitas

1. Brand Awareness X1

Reliability Statistics

Cronbach's Alpha	N of Items
.750	5

2. Brand Image X2

Reliability Statistics

Cronbach's Alpha	N of Items
.772	5

3. Brand Trust X3

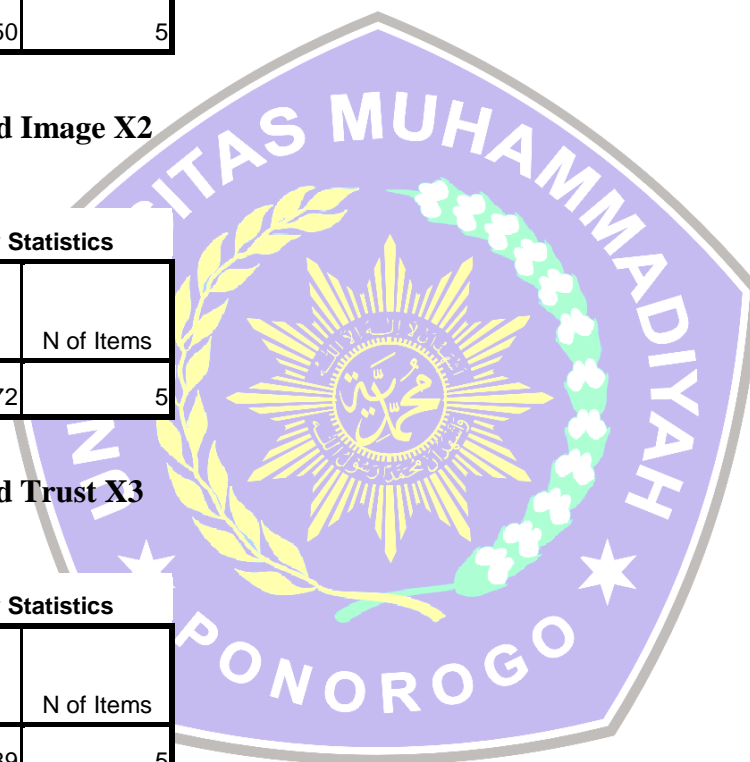
Reliability Statistics

Cronbach's Alpha	N of Items
.789	5

4. Kepuasan Konsumen Y

Reliability Statistics

Cronbach's Alpha	N of Items
.811	5



Lampiran 6

Uji Regresi Linier Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.645	1.520		1.082	.282
	Brand Awarness	.280	.084	.261	3.319	.001
	Brand Image	.199	.096	.196	2.077	.040
	Brand Trust	.452	.100	.449	4.539	.000

a. Dependent Variable: Kepuasan Konsumen

Koefisien Determinasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.800 ^a	.640	.629	1.725

a. Predictors: (Constant), Brand Trust, Brand Awarness, Brand Image

Uji t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.645	1.520		1.082	.282
	Brand Awarness	.280	.084	.261	3.319	.001
	Brand Image	.199	.096	.196	2.077	.040
	Brand Trust	.452	.100	.449	4.539	.000

a. Dependent Variable: Kepuasan Konsumen

Uji F

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	507.944	3	169.315	56.933	.000 ^a
	Residual	285.496	96	2.974		
	Total	793.440	99			

a. Predictors: (Constant), Brand Trust, Brand Awareness, Brand Image

b. Dependent Variable: Kepuasan Konsumen



NO	X1.1	X1.2	X1.3	X1.4	X1.5	TOTAL	X2.1	X2.2	X2.3	X2.4	X2.5	TOTAL	X3.1	X3.2	X3.3	X3.4	X3.5	TOTAL	Y1	Y2	Y3	Y4	Y5	TOTAL
1	4	5	5	4	5	23	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
2	5	5	4	5	5	24	5	5	5	5	5	25	5	4	5	5	5	24	5	5	5	4	5	24
3	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
4	3	2	4	4	4	17	3	2	3	3	4	15	2	3	3	3	2	13	3	4	4	4	4	19
5	4	4	4	4	4	20	4	3	4	4	4	19	4	4	4	4	4	20	4	4	4	4	4	20
6	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
7	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
8	3	5	4	4	5	21	4	3	5	4	5	21	3	4	4	4	5	20	5	4	5	4	5	23
9	3	5	4	4	4	20	4	4	4	5	5	22	5	5	4	5	5	24	5	5	5	5	5	25
10	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
11	4	5	4	4	4	21	5	5	5	4	5	24	4	4	5	4	4	21	4	4	5	5	4	22
12	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
13	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
14	5	5	4	5	5	24	4	4	5	4	5	22	5	4	4	5	5	23	5	5	5	4	5	24
15	5	5	4	4	5	23	5	4	5	5	4	23	4	5	4	4	4	21	5	4	3	5	5	22
16	4	4	4	4	5	21	4	4	4	4	4	20	4	4	4	4	4	20	4	5	4	4	4	21
17	4	4	4	5	3	20	4	4	5	4	5	22	5	5	4	5	5	24	4	4	4	4	4	20
18	1	4	3	4	4	16	4	3	4	4	4	19	4	4	4	4	4	20	4	3	3	3	3	16
19	3	4	3	4	4	18	3	2	4	3	4	16	2	3	4	2	5	16	3	4	3	3	3	16
20	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
21	3	4	4	4	4	19	4	4	4	4	3	19	3	3	3	4	4	17	3	3	3	3	4	16
22	4	4	4	4	4	20	3	3	3	3	4	16	3	3	4	3	4	17	4	3	3	4	4	18
23	3	4	3	4	2	16	3	4	3	4	3	17	2	3	4	3	2	14	4	3	3	2	4	16
24	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
25	5	5	5	5	4	24	5	5	4	5	5	24	4	5	5	5	5	24	4	5	5	5	5	24
26	3	3	4	4	4	18	4	3	3	4	4	18	3	3	4	3	3	16	3	4	3	4	3	17

27	4	3	3	3	3	16	3	3	3	5	4	18	4	4	3	4	3	18	5	3	4	4	4	20
28	5	5	3	4	4	21	4	5	4	5	4	22	4	5	4	4	5	22	4	4	5	4	4	21
29	5	4	4	3	4	20	3	4	4	4	3	18	3	3	4	3	4	17	4	4	4	4	4	20
30	5	4	4	5	5	23	5	4	5	5	5	24	5	4	5	5	5	24	4	5	5	5	5	24
31	4	4	4	4	3	19	4	5	4	4	5	22	4	5	4	4	4	21	4	4	4	4	5	21
32	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
33	3	4	4	5	3	19	3	5	5	5	5	23	5	5	5	5	5	25	5	5	5	5	5	25
34	4	4	5	5	4	22	4	4	4	4	5	21	4	4	4	5	4	21	4	5	4	4	4	21
35	5	4	5	5	5	24	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
36	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20	4	4	4	4	4	20
37	5	4	4	5	4	22	4	3	5	4	4	20	5	3	4	4	5	21	5	5	4	4	3	21
38	3	4	4	5	4	20	4	3	3	3	4	17	3	3	4	3	3	16	2	3	2	4	3	14
39	3	4	4	4	3	18	3	4	4	4	3	18	3	3	4	3	4	17	3	3	4	4	4	18
40	3	4	4	4	2	17	3	4	4	5	4	20	4	3	4	4	3	18	3	3	3	3	3	15
41	4	4	4	4	5	21	5	5	5	5	5	25	5	4	4	5	4	22	4	5	4	5	5	23
42	5	4	4	3	4	20	5	5	5	5	5	25	5	5	4	5	4	23	5	5	5	5	5	25
43	5	4	5	5	5	24	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
44	3	4	3	3	3	16	3	4	2	5	2	16	4	4	5	3	2	18	4	4	5	5	5	23
45	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25	5	5	5	5	5	25
46	3	5	3	5	5	21	4	3	4	4	4	19	5	5	3	5	4	22	4	3	4	4	4	19
47	3	4	4	4	2	17	4	5	4	4	5	22	4	3	5	4	4	20	3	4	3	3	4	17
48	5	5	4	4	4	22	4	4	5	4	5	22	5	5	4	4	4	22	4	4	4	5	5	22
49	4	4	4	3	4	19	4	4	4	5	3	20	3	3	3	3	5	17	3	3	5	4	5	20
50	4	4	4	5	5	22	5	4	4	4	4	21	4	4	4	4	4	20	5	5	4	4	4	22
51	5	4	4	4	3	20	5	3	5	5	5	23	4	4	4	5	4	21	4	4	4	5	5	22
52	4	4	5	5	5	23	4	4	3	3	3	17	4	4	4	5	4	21	3	3	4	4	5	19
53	3	3	4	4	4	18	5	5	5	4	4	23	4	5	5	5	5	24	4	4	4	3	5	20

54	5	5	4	5	5	24	4	4	5	5	4	22	4	4	4	5	5	22	5	4	4	5	5	23
55	5	4	4	5	3	21	3	4	4	3	4	18	4	3	5	5	4	21	4	5	4	4	5	22
56	5	4	4	4	5	22	3	5	5	4	4	21	5	5	4	4	5	23	5	5	4	4	5	23
57	4	4	5	5	4	22	3	4	5	4	3	19	4	4	5	5	5	23	4	5	4	5	5	23
58	4	4	4	4	4	20	3	4	3	5	4	19	3	4	3	3	4	17	4	3	3	3	3	16
59	4	4	3	5	5	21	4	3	5	4	4	20	3	4	5	5	5	22	4	3	3	3	3	16
60	5	5	4	3	4	21	4	3	3	4	3	17	3	3	3	5	5	19	5	3	3	4	3	18
61	5	4	4	5	4	22	3	4	3	3	3	16	4	4	3	4	3	18	4	3	3	3	5	18
62	5	5	5	5	4	24	4	3	3	3	4	17	5	5	4	4	4	22	4	5	4	4	4	21
63	4	5	3	5	5	22	3	4	3	3	4	17	3	3	3	3	5	17	4	4	5	4	4	21
64	5	3	4	4	3	19	3	5	4	4	4	20	4	3	5	4	3	19	4	3	3	5	4	19
65	5	5	4	4	5	23	4	5	3	4	4	20	3	4	3	4	5	19	4	4	4	4	3	19
66	5	4	4	3	4	20	4	4	5	5	4	22	4	3	3	4	5	19	5	3	4	3	3	18
67	4	4	3	3	4	18	4	5	4	4	4	21	4	4	4	4	5	21	4	4	4	4	4	20
68	5	4	4	5	5	23	4	4	3	4	4	19	4	4	4	3	4	19	4	4	3	5	4	20
69	4	5	5	5	5	24	5	4	4	3	5	21	4	4	3	3	4	18	4	5	5	4	4	22
70	4	4	3	4	3	18	4	3	4	3	5	19	5	5	4	5	5	24	4	5	3	4	5	21
71	4	4	5	5	4	22	3	3	4	3	4	17	4	5	5	5	5	24	4	5	5	5	4	23
72	5	4	5	4	4	22	4	5	5	4	4	22	4	4	3	4	5	20	5	5	5	4	4	23
73	4	4	4	5	5	22	4	4	3	3	4	18	5	5	4	4	4	22	3	4	5	5	5	22
74	4	4	5	4	5	22	5	5	4	4	3	21	5	4	4	4	4	21	4	3	5	4	5	21
75	5	4	4	3	5	21	4	3	4	5	5	21	4	5	4	4	5	22	4	5	4	4	4	21
76	5	4	5	4	4	22	4	5	4	3	3	19	5	5	4	3	3	20	4	5	5	4	5	23
77	5	5	5	5	4	24	4	4	4	3	5	20	3	5	3	5	5	21	4	3	3	3	4	17
78	4	3	4	5	5	21	3	4	5	5	4	21	5	5	4	4	5	23	5	4	3	5	4	21
79	4	4	5	5	4	22	3	5	3	4	3	18	5	4	3	4	4	20	4	4	5	4	4	21
80	5	5	4	4	4	22	5	4	4	4	3	20	4	4	4	5	4	21	5	4	4	5	4	22

81	4	4	5	5	4	22	3	4	3	3	4	17	4	5	4	4	5	22	4	5	5	4	5	23
82	4	4	3	4	4	19	3	4	4	4	5	20	5	5	5	4	4	23	3	4	4	4	5	20
83	5	5	4	5	4	23	3	3	4	4	5	19	4	5	4	4	4	21	5	5	5	4	4	23
84	4	4	3	5	5	21	4	4	3	4	3	18	5	4	4	4	4	21	5	3	4	3	5	20
85	4	4	5	3	3	19	3	4	4	5	5	21	5	4	5	4	4	22	4	5	5	3	4	21
86	4	3	5	4	4	20	5	5	4	4	5	23	4	5	4	5	4	22	3	4	4	5	5	21
87	5	4	4	5	4	22	4	5	5	5	4	23	4	4	4	4	5	21	5	5	5	4	4	23
88	5	4	5	4	4	22	5	4	5	4	3	21	4	4	5	4	3	20	5	4	4	5	5	23
89	4	4	5	5	4	22	4	4	3	2	4	17	3	3	3	4	3	16	3	3	4	3	3	16
90	3	2	2	2	2	11	2	3	3	2	3	13	2	3	4	4	3	16	3	4	3	3	3	16
91	4	5	5	4	4	22	5	4	3	5	5	22	4	4	3	5	5	21	4	5	5	4	4	22
92	4	3	4	3	3	17	3	3	4	3	3	16	4	4	3	3	4	18	4	4	4	3	3	18
93	3	4	3	2	3	15	3	4	3	3	3	16	3	3	2	4	3	15	3	3	4	3	3	16
94	3	4	3	3	3	16	3	4	4	3	4	18	4	3	3	3	4	17	4	3	3	4	3	17
95	3	4	3	4	3	17	3	5	4	4	3	19	4	3	3	4	4	18	3	4	4	3	4	18
96	4	5	5	4	4	22	4	3	4	4	5	20	3	4	4	3	5	19	5	4	5	5	5	24
97	4	3	4	3	4	18	4	4	3	4	4	19	4	4	3	4	3	18	3	3	5	4	4	19
98	4	4	5	4	5	22	3	5	5	4	5	22	4	4	4	4	5	21	5	4	4	5	5	23
99	5	4	4	4	3	20	4	4	4	5	4	21	4	5	4	4	4	21	4	5	5	4	4	22
100	3	4	4	4	4	19	4	4	4	4	4	20	5	4	3	4	5	21	5	4	3	4	4	20

