

## Lampiran 1. Kuesioner Penelitian

### KUESIONER

Kepada Yth,

Konsumen Mobil Toyota Avanza Di Kota Semarang

Ditempat

Dengan hormat,

Sehubungan dengan pengumpulan data untuk penelitian Skripsi dengan judul “PENGARUH CITRA MEREK DAN KUALITAS PRODUK TERHADAP TERBENTUKNYA LOYALITAS MEREK DENGAN KESADARAN MEREK SEBAGAI VARIABEL INTERVENING, (Studi Kasus Pembelian Mobil Toyota Avanza di Kota Semarang)”, maka peneliti mohon kerjasama pada Konsumen Mobil Pribadi di Tuban Kota untuk mengisi koesioner dibawah ini.

Dari jawaban Bapak/Ibu/saudara/i sangat bermanfaat untuk kelancaran penelitian ini, sehingga kejujuran Bapak/Ibu/saudara/i dalam menjawab pertanyaan-pertanyaan sangat peneliti harapkan, agar keabsahan dan kebenaran dalam penelitian ini bisa dipertanggungjawabkan.

#### I. Identitas responden

Nama : .....

Alamat : .....

Jenis kelamin : L / P

Mohon diisi dengan memberikan tanda silang (X) pada jawaban yang sesuai dengan pendapat anda.

##### 1. Berapa usia anda saat ini?

a. Kurang dari 20 tahun

b. 20 tahun – 30 tahun

c. 31 tahun – 40 tahun

d. 41 tahun – 50 tahun

e. Lebih dari 50 tahun

2. Tingkat pendidikan terakhir anda?
  - a. SLTP atau sederajat
  - b. SLTA atau sederajat
  - c. Akademi / perguruan tinggi
  - d. Lain lain
3. Pendapatan pribadi yang anda terima setiap bulan
  - a. Di bawah Rp 5.000.000.
  - b. Rp 5.000.000.00 – Rp 7.500.000.
  - c. Rp 7.500.000.00 – Rp 10.000.000.
  - d. Diatas Rp 10.000.000.
4. Pekerjaan anda sekarang?
  - a. Pegawai negeri
  - b. Pegawai swasta
  - c. Wiraswasta
  - d. Lainnya
5. Merek Mobil anda : .....

II. Butir pertanyaan kelompok acuan terhadap keputusan pembelian.

Berilah tanda centang  untuk memberi jawaban dari masing-masing pertanyaan sesuai dengan pendapat anda.

Ketentuan :

STS : Sangat tidak setuju skor 1

TS : Tidak setuju skor 2

N : Netral skor 3

S : Setuju skor 4

SS : Sangat setuju skor 5

**Citra Merek**

No	Pernyataan	STS	TS	N	S	SS
1	Toyota Avanza memiliki reputasi yang baik					
	Menurut anda, apa kelebihan yang dimiliki Toyota Avanza?					

2.	Saya meyakini Toyota Avanza akan tetap menjadi produk yang paling disukai					
	Apa yang anda sukai dari Toyota Avanza?					
3.	Toyota Avanza mempunyai pelayanan baik dan terpercaya					
	Apa yang anda harapkan dari pelayanan Toyota Avanza?					

### Kualitas Produk

No	Pernyataan	STS	TS	N	S	SS
1.	Toyota Avanza sudah memberikan kenyamanan dalam penggunaannya					
	Kelebihan seperti apa yang sudah diberikan Toyota Avanza kepada anda?					
2.	Toyota Avanza memiliki desain yang stylish					
	Desain seperti apa yang anda harapkan dari Toyota Avanza?					

3.	Menurut saya Toyota Avanza adalah merek yang dapat diandalkan					
	Apa keandalan dari Toyota Avanza?					
4.	Menurut saya, tipe yang ditawarkan produk Toyota Avanza sesuai dengan kebutuhan saya					
	Sejauh mana Toyota Avanza memenuhi kebutuhan anda?					
5.	Toyota Avanza yang saya gunakan, cukup tangguh dan memiliki daya tahan yang baik					
	Bagaimana kesan anda selama menggunakan produk dari Toyota Avanza?					

### Kesadaran Merek

No	Pernyataan	STS	TS	N	S	SS
1.	Toyota Avanza adalah merek yang banyak diketahui masyarakat.					
	Apa yang membuat Toyota Avanza diketahui masyarakat ?					

2.	Toyota Avanza adalah merek yang banyak dikenal masyarakat					
	Apa yang membuat Toyota Avanza dikenal masyarakat?					
3.	Saya teringat Toyota Avanza apabila ada seseorang yang menyarankan mobil Toyota					
	Hal apa yang membuat anda mengingat merek Toyota Avanza apabila ada teman yang menyarankan mobil Toyota ?					

### Loyalitas merek

No	Pernyataan	STS	TS	N	S	SS
1.	Saya setia kepada merek Toyota Avanza					
	Apa yang membuat anda setia terhadap produk Toyota Avanza?					
2.	Saya rela mengeluarkan biaya yang lebih demi merek Toyota Avanza					
	Apakah harga yang tinggi sesuai dengan produk Toyota Avanza?					
3.	Toyota Avanza memberikan kelebihan yang membuat saya menyukainya					

	Apa yang membuat anda menyukai Toyota Avanza?
--	---

## Lampiran 2. Tabulasi Data Responden

No	Citra Merek				Kualitas Produk					Kesadaan Merek				Loyalitas Merek				
	1	2	3	Jml	1	2	3	4	5	Jml	1	2	3	Jml	1	2	3	Jml
1	4	4	4	12	3	4	3	4	4	18	3	3	3	9	4	4	3	11
2	5	4	5	14	3	5	4	5	4	21	5	5	4	14	4	4	4	12
3	4	4	4	12	4	4	4	4	4	20	4	3	4	11	4	4	3	11
4	5	4	4	13	4	3	4	4	3	18	4	4	4	12	4	4	4	12
5	5	4	5	14	4	4	4	4	4	20	3	4	4	11	4	4	4	12
6	5	5	5	15	4	4	5	4	4	21	3	3	3	9	4	3	3	10
7	4	4	4	12	3	3	3	4	3	16	4	4	4	12	4	4	4	12
8	4	4	4	12	4	4	4	4	3	19	4	4	4	12	3	4	4	11
9	4	3	4	11	4	4	5	4	4	21	3	4	4	11	4	4	4	12
10	4	4	4	12	4	4	4	4	4	20	4	3	4	11	5	4	4	13
11	4	4	4	12	4	4	4	4	3	19	3	3	4	10	3	3	3	9
12	4	3	3	10	3	3	4	3	3	16	3	3	3	9	4	4	4	12
13	4	4	4	12	3	3	3	3	3	15	4	3	3	10	3	3	3	9
14	4	4	4	12	3	3	3	3	3	15	3	4	5	12	3	3	3	9
15	5	5	5	15	4	4	4	4	4	20	4	4	4	12	4	4	4	12
16	5	4	4	13	4	4	4	4	4	20	4	4	4	12	4	4	4	12
17	4	5	4	13	4	4	4	4	4	20	4	4	4	12	4	4	4	12
18	5	4	5	14	4	4	4	4	3	19	3	4	4	11	5	4	4	13
19	5	5	3	13	4	4	3	4	4	19	3	4	4	11	4	4	4	12
20	4	4	4	12	4	4	4	4	4	20	4	4	4	12	4	4	3	11
21	4	4	4	12	3	4	4	4	3	18	5	4	4	13	4	5	4	13
22	4	4	5	13	3	3	4	4	3	17	5	5	4	14	5	5	5	15
23	4	3	3	10	3	3	3	3	3	15	2	2	2	6	3	3	3	9
24	4	4	4	12	4	4	4	5	4	21	3	3	4	10	4	4	4	12
25	4	5	4	13	3	3	3	4	3	16	3	3	3	9	4	3	3	10
26	4	4	4	12	3	3	4	4	3	17	4	4	4	12	4	4	4	12
27	4	4	4	12	4	4	4	3	4	19	4	4	4	12	4	4	4	12
28	4	4	3	11	4	4	3	3	4	18	3	4	3	10	3	3	3	9
29	4	4	3	11	5	5	4	5	4	23	4	5	5	14	5	4	4	13
30	4	3	3	10	2	2	3	3	2	12	3	3	3	9	3	3	4	10
31	5	5	5	15	5	5	5	5	5	25	5	5	5	15	4	4	4	12
32	4	4	4	12	4	4	4	4	4	20	3	4	4	11	4	3	3	10
33	3	3	3	9	3	3	3	3	4	16	3	3	2	8	4	4	4	12
34	4	4	4	12	4	4	4	4	3	19	4	4	4	12	4	4	4	12
35	5	4	4	13	4	4	4	4	4	20	4	4	4	12	5	5	4	14
36	4	4	4	12	4	4	4	4	4	20	4	4	3	11	4	4	4	12
37	4	3	4	11	3	4	3	3	4	17	3	4	4	11	3	3	4	10
38	4	3	3	10	4	4	4	4	3	19	3	3	3	9	3	4	4	11
39	5	4	4	13	3	3	3	2	3	14	3	3	3	9	3	4	4	11
40	4	4	4	12	4	4	4	3	4	19	3	4	4	11	4	4	5	13
41	4	4	4	12	4	3	4	3	4	18	4	4	4	12	4	4	4	12
42	3	4	4	11	3	4	3	4	4	18	4	3	3	10	4	4	3	11
43	3	4	2	9	3	3	3	3	4	16	4	2	3	9	3	3	2	8
44	4	3	4	11	3	3	3	3	4	16	3	3	3	9	3	3	3	9
45	3	3	3	9	2	2	2	2	4	12	3	3	3	9	3	3	3	9
46	3	4	3	10	4	4	4	4	3	19	3	3	4	10	4	3	3	10
47	3	4	3	10	4	2	2	4	3	15	3	2	2	7	3	3	3	9
48	3	4	4	11	3	4	3	3	4	17	3	3	3	9	4	4	4	12
49	4	4	4	12	3	3	3	3	3	15	3	3	3	9	4	3	4	11
50	4	4	4	12	4	4	4	4	4	20	4	4	4	12	4	4	4	12

51	5	4	5	<b>14</b>	4	4	3	4	4	<b>19</b>	4	4	4	<b>12</b>	4	4	3	<b>11</b>
52	4	4	4	<b>12</b>	4	3	3	4	3	<b>17</b>	4	3	4	<b>11</b>	4	3	3	<b>10</b>
53	4	4	4	<b>12</b>	3	3	3	4	3	<b>16</b>	5	5	5	<b>15</b>	3	4	4	<b>11</b>
54	4	3	4	<b>11</b>	3	4	4	4	3	<b>18</b>	3	4	3	<b>10</b>	3	4	3	<b>10</b>
55	3	4	2	<b>9</b>	4	4	4	4	4	<b>20</b>	5	4	4	<b>13</b>	3	4	4	<b>11</b>
56	4	4	4	<b>12</b>	3	3	3	4	3	<b>16</b>	2	3	3	<b>8</b>	3	3	4	<b>10</b>
57	4	4	4	<b>12</b>	3	3	4	4	3	<b>17</b>	3	4	4	<b>11</b>	4	3	3	<b>10</b>
58	3	3	3	<b>9</b>	4	3	3	3	4	<b>17</b>	3	3	3	<b>9</b>	4	4	4	<b>12</b>
59	4	4	4	<b>12</b>	5	5	5	5	5	<b>25</b>	4	4	3	<b>11</b>	4	4	4	<b>12</b>
60	4	4	4	<b>12</b>	4	4	3	4	4	<b>19</b>	3	3	3	<b>9</b>	4	4	4	<b>12</b>
61	3	4	4	<b>11</b>	4	4	4	4	4	<b>20</b>	4	4	4	<b>12</b>	4	4	2	<b>10</b>
62	5	4	5	<b>14</b>	4	4	4	4	3	<b>19</b>	5	4	4	<b>13</b>	4	4	4	<b>12</b>
63	3	2	3	<b>8</b>	3	3	3	3	3	<b>15</b>	4	3	3	<b>10</b>	3	3	2	<b>8</b>
64	5	4	5	<b>14</b>	3	3	3	3	3	<b>15</b>	4	3	4	<b>11</b>	5	4	4	<b>13</b>
65	4	3	3	<b>10</b>	3	3	4	4	3	<b>17</b>	4	4	3	<b>11</b>	3	4	4	<b>11</b>
66	4	4	3	<b>11</b>	3	3	4	3	3	<b>16</b>	3	3	3	<b>9</b>	4	4	4	<b>12</b>
67	4	4	4	<b>12</b>	3	3	3	3	3	<b>15</b>	4	3	5	<b>12</b>	4	5	5	<b>14</b>
68	5	4	4	<b>13</b>	5	5	5	4	5	<b>24</b>	4	4	4	<b>12</b>	4	5	5	<b>14</b>
69	3	3	3	<b>9</b>	3	3	2	3	4	<b>15</b>	2	2	2	<b>6</b>	2	3	3	<b>8</b>
70	4	4	4	<b>12</b>	4	4	3	4	4	<b>19</b>	3	3	3	<b>9</b>	4	4	5	<b>13</b>
71	4	4	4	<b>12</b>	4	3	4	3	3	<b>17</b>	3	3	3	<b>9</b>	3	3	3	<b>9</b>
72	4	4	4	<b>12</b>	4	4	4	4	4	<b>20</b>	4	4	4	<b>12</b>	4	4	4	<b>12</b>
73	4	4	5	<b>13</b>	4	4	4	4	4	<b>20</b>	4	4	4	<b>12</b>	4	3	4	<b>11</b>
74	4	3	4	<b>11</b>	3	3	3	3	4	<b>16</b>	3	3	3	<b>9</b>	4	3	3	<b>10</b>
75	4	4	4	<b>12</b>	4	3	4	3	4	<b>18</b>	3	4	3	<b>10</b>	3	4	4	<b>11</b>
76	4	4	3	<b>11</b>	4	3	4	4	3	<b>18</b>	4	4	4	<b>12</b>	4	4	2	<b>10</b>
77	3	3	4	<b>10</b>	3	3	3	4	4	<b>17</b>	3	3	3	<b>9</b>	4	4	4	<b>12</b>
78	4	4	4	<b>12</b>	4	4	4	4	4	<b>20</b>	4	5	5	<b>14</b>	4	5	4	<b>13</b>
79	3	3	3	<b>9</b>	3	3	3	3	4	<b>16</b>	3	3	4	<b>10</b>	4	3	3	<b>10</b>
80	5	5	5	<b>15</b>	3	3	3	3	2	<b>14</b>	5	5	5	<b>15</b>	4	5	4	<b>13</b>
81	4	4	4	<b>12</b>	4	4	4	4	4	<b>20</b>	3	3	3	<b>9</b>	3	3	3	<b>9</b>
82	4	4	4	<b>12</b>	4	4	4	4	4	<b>20</b>	4	4	4	<b>12</b>	4	4	4	<b>12</b>
83	5	5	5	<b>15</b>	4	4	4	4	4	<b>20</b>	4	4	5	<b>13</b>	4	4	4	<b>12</b>
84	4	4	4	<b>12</b>	4	4	4	4	4	<b>20</b>	4	3	4	<b>11</b>	4	3	3	<b>10</b>
85	5	5	5	<b>15</b>	4	4	4	4	3	<b>19</b>	4	4	5	<b>13</b>	5	5	4	<b>14</b>
86	5	4	5	<b>14</b>	3	3	3	3	3	<b>15</b>	4	4	3	<b>11</b>	3	3	3	<b>9</b>
87	4	4	4	<b>12</b>	3	3	3	3	3	<b>15</b>	3	4	3	<b>10</b>	3	3	4	<b>10</b>
88	4	4	5	<b>13</b>	5	5	4	5	5	<b>24</b>	4	4	4	<b>12</b>	5	4	4	<b>13</b>
89	3	3	4	<b>10</b>	3	2	2	2	3	<b>12</b>	3	3	3	<b>9</b>	4	2	3	<b>9</b>
90	4	4	4	<b>12</b>	3	3	3	3	3	<b>15</b>	4	3	3	<b>10</b>	4	3	3	<b>10</b>
91	4	4	4	<b>12</b>	5	4	4	4	5	<b>22</b>	4	4	4	<b>12</b>	4	5	5	<b>14</b>
92	4	4	4	<b>12</b>	3	4	4	4	3	<b>18</b>	3	3	3	<b>9</b>	3	2	4	<b>9</b>
93	3	4	3	<b>10</b>	3	3	3	2	3	<b>14</b>	2	3	3	<b>8</b>	3	3	3	<b>9</b>
94	5	4	5	<b>14</b>	4	4	4	4	4	<b>20</b>	4	4	5	<b>13</b>	4	4	4	<b>12</b>
95	4	4	4	<b>12</b>	4	4	4	4	3	<b>19</b>	4	4	3	<b>11</b>	4	3	3	<b>10</b>
96	4	3	3	<b>10</b>	4	4	3	4	3	<b>18</b>	3	3	3	<b>9</b>	3	4	4	<b>11</b>
97	4	3	4	<b>11</b>	3	2	2	3	2	<b>12</b>	3	3	3	<b>9</b>	3	4	3	<b>10</b>
98	4	4	4	<b>12</b>	3	4	4	4	5	<b>20</b>	5	3	4	<b>12</b>	4	4	4	<b>12</b>
99	3	3	3	<b>9</b>	4	4	4	4	3	<b>19</b>	4	4	4	<b>12</b>	3	4	4	<b>11</b>
100	2	1	1	<b>4</b>	4	3	3	3	3	<b>16</b>	3	3	3	<b>9</b>	3	3	2	<b>8</b>



### Lampiran 3 Hasil Output SPSS

#### Analisis Deskriptif

#### Frequencies

**Statistics**

		x1.1	x1.2	x1.3	tot.x1
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4.0100	3.8400	3.8900	11.7400
Std. Deviation		.64346	.63118	.73711	1.73857

**x1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	17	17.0	17.0	18.0
	4.00	62	62.0	62.0	80.0
	5.00	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

**x1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	1.00	1	1.0	1.0	1.0
	2.00	1	1.0	1.0	2.0
	3.00	20	20.0	20.0	22.0
	4.00	69	69.0	69.0	91.0
	5.00	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

**x1.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0
	2.00	2	2.0	3.0
	3.00	21	21.0	24.0
	4.00	59	59.0	83.0
	5.00	17	17.0	100.0
	Total	100	100.0	100.0

**Statistics**

	x2.1	x2.2	x2.3	x2.4	x2.5	tot.x2
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean	3.6100	3.5800	3.5800	3.6700	3.5700	18.0100
Std. Deviation	.63397	.68431	.66939	.65219	.65528	2.67610

**x2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	2	2.0	2.0	2.0

	3.00	41	41.0	41.0	43.0
	4.00	51	51.0	51.0	94.0
	5.00	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

**x2.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
	2.00	5	5.0	5.0
	3.00	38	38.0	43.0
Valid	4.00	51	51.0	94.0
	5.00	6	6.0	100.0
	Total	100	100.0	

**x2.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
	2.00	5	5.0	5.0
	3.00	37	37.0	42.0
Valid	4.00	53	53.0	95.0
	5.00	5	5.0	100.0
	Total	100	100.0	

**x2.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	4	4.0	4.0	4.0
3.00	31	31.0	31.0	35.0
Valid 4.00	59	59.0	59.0	94.0
5.00	6	6.0	6.0	100.0
Total	100	100.0	100.0	

**x2.5**

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	3	3.0	3.0	3.0
3.00	43	43.0	43.0	46.0
Valid 4.00	48	48.0	48.0	94.0
5.00	6	6.0	6.0	100.0
Total	100	100.0	100.0	

**Statistics**

	y1.1	y1.2	y1.3	tot.y1
N Valid	100	100	100	100
Missing	0	0	0	0
Mean	3.5800	3.5700	3.6200	10.7700
Std. Deviation	.71322	.68542	.72167	1.83598

y1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	4	4.0	4.0	4.0
3.00	43	43.0	43.0	47.0
Valid 4.00	44	44.0	44.0	91.0
5.00	9	9.0	9.0	100.0
Total	100	100.0	100.0	

y1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	4	4.0	4.0	4.0
3.00	42	42.0	42.0	46.0
Valid 4.00	47	47.0	47.0	93.0
5.00	7	7.0	7.0	100.0
Total	100	100.0	100.0	

y1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	4	4.0	4.0	4.0
Valid 3.00	40	40.0	40.0	44.0
4.00	46	46.0	46.0	90.0

5.00	10	10.0	10.0	100.0
Total	100	100.0	100.0	

**Statistics**

		y2.1	y2.2	y2.3	tot.y2
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.7500	3.7200	3.6400	11.1100
Std. Deviation		.60927	.65258	.67450	1.56279

**y2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	31	31.0	31.0	32.0
	4.00	60	60.0	60.0	92.0
	5.00	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

**y2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	33	33.0	33.0	35.0
	4.00	56	56.0	56.0	91.0

5.00	9	9.0	9.0	100.0
Total	100	100.0	100.0	

## y2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	5	5.0	5.0	5.0
3.00	32	32.0	32.0	37.0
Valid 4.00	57	57.0	57.0	94.0
5.00	6	6.0	6.0	100.0
Total	100	100.0	100.0	

## Validitas

### CORRELATIONS

#### Correlations

		x1.1	x1.2	x1.3	tot.x1
x1.1	Pearson Correlation	1	.576**	.705**	.878**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x1.2	Pearson Correlation	.576**	1	.570**	.818**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x1.3	Pearson Correlation	.705**	.570**	1	.892**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
tot.x1	Pearson Correlation	.878**	.818**	.892**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100



## CORRELATIONS

**Correlations**

		x2.1	x2.2	x2.3	x2.4	x2.5	tot.x2
x2.1	Pearson Correlation	1	.690**	.610**	.589**	.516**	.836**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
x2.2	Pearson Correlation	.690**	1	.692**	.705**	.607**	.912**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
x2.3	Pearson Correlation	.610**	.692**	1	.605**	.367**	.809**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
x2.4	Pearson Correlation	.589**	.705**	.605**	1	.350**	.801**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
x2.5	Pearson Correlation	.516**	.607**	.367**	.350**	1	.699**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
tot.x2	Pearson Correlation	.836**	.912**	.809**	.801**	.699**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	

N	100	100	100	100	100	100
---	-----	-----	-----	-----	-----	-----

## CORRELATIONS

### Correlations

		y1.1	y1.2	y1.3	tot.y1
y1.1	Pearson Correlation	1	.598**	.590**	.843**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
y1.2	Pearson Correlation	.598**	1	.687**	.876**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
y1.3	Pearson Correlation	.590**	.687**	1	.879**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
tot.y1	Pearson Correlation	.843**	.876**	.879**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

## CORRELATIONS

### Correlations

		y2.1	y2.2	y2.3	tot.y2
y2.1	Pearson Correlation	1	.483**	.344**	.740**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
y2.2	Pearson Correlation	.483**	1	.595**	.862**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
y2.3	Pearson Correlation	.344**	.595**	1	.814**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
tot.y2	Pearson Correlation	.740**	.862**	.814**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

## CORRELATIONS

### Correlations

		x1.1	x1.2	x1.3	tot.x1
x1.1	Pearson Correlation	1	.576**	.705**	.878**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x1.2	Pearson Correlation	.576**	1	.570**	.818**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x1.3	Pearson Correlation	.705**	.570**	1	.892**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100

tot.x1	Pearson Correlation	.878**	.818**	.892**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

## CORRELATIONS

### Correlations

		x2.1	x2.2	x2.3	x2.4	x2.5	tot.x2
x2.1	Pearson Correlation	1	.690**	.610**	.589**	.516**	.836**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
x2.2	Pearson Correlation	.690**	1	.692**	.705**	.607**	.912**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100

x2.3	Pearson Correlation	.610**	.692**	1	.605**	.367**	.809**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
x2.4	Pearson Correlation	.589**	.705**	.605**	1	.350**	.801**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
x2.5	Pearson Correlation	.516**	.607**	.367**	.350**	1	.699**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
tot.x2	Pearson Correlation	.836**	.912**	.809**	.801**	.699**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

## CORRELATIONS

### Correlations

	y1.1	y1.2	y1.3	tot.y1
y1.1 Pearson Correlation	1	.598**	.590**	.843**
Sig. (2-tailed)		.000	.000	.000
N	100	100	100	100

y1.2	Pearson Correlation	.598**	1	.687**	.876**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
y1.3	Pearson Correlation	.590**	.687**	1	.879**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
tot.y1	Pearson Correlation	.843**	.876**	.879**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

## CORRELATIONS

### Correlations

	y2.1	y2.2	y2.3	tot.y2
y2.1 Pearson Correlation	1	.483**	.344**	.740**

	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
y2.2	Pearson Correlation	.483**	1	.595**	.862**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
y2.3	Pearson Correlation	.344**	.595**	1	.814**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
tot.y2	Pearson Correlation	.740**	.862**	.814**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

### UJI RELIABILITY

Scale: ALL VARIABLES



**X1****Reliability Statistics**

Cronbach's Alpha	N of Items
.827	3

**Reliability****X2****Reliability Statistics**

Cronbach's Alpha	N of Items
.871	5

**Reliability****Y1****Reliability Statistics**

Cronbach's Alpha	N of Items
.833	3

## Reliability

Y2

### Reliability Statistics

Cronbach's Alpha	N of Items
.731	3

## UJI REGRESI PERSAMAAN 1

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk, Citra Merek <sup>b</sup>	.	Enter

a. Dependent Variable: Kesadaran Merek

b. All requested variables entered.

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.606 <sup>a</sup>	.367	.354	1.47522

a. Predictors: (Constant), Kualitas Produk, Citra Merek

b. Dependent Variable: Kesadaran Merek

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122.610	2	61.305	28.170	.000 <sup>b</sup>
	Residual	211.100	97	2.176		
	Total	333.710	99			

a. Dependent Variable: Kesadaran Merek

b. Predictors: (Constant), Kualitas Produk, Citra Merek

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.739	1.213		1.433	.155
	Citra Merek	.407	.092	.386	4.422	.000
	Kualitas Produk	.236	.060	.344	3.941	.000

Coefficients<sup>a</sup>

Model	Collinearity Statistics
-------	-------------------------

		Tolerance	VIF
1	(Constant)		
	Citra Merek	.857	1.167
	Kualitas Produk	.857	1.167

a. Dependent Variable: Kesadaran Merek

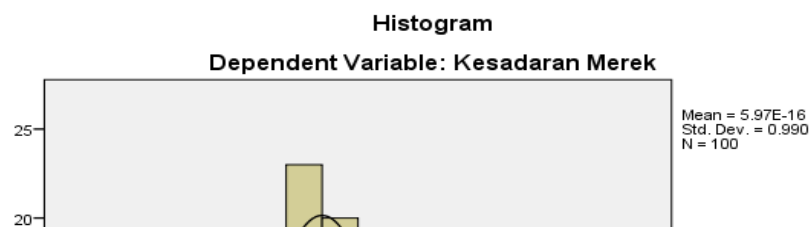
#### Collinearity Diagnostics<sup>a</sup>

Model Dimension		Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Citra Merek	Kualitas Produk
1	1	2.977	1.000	.00	.00	.00
	2	.013	14.986	.00	.68	.70
	3	.010	17.366	1.00	.32	.30

a. Dependent Variable: Kesadaran Merek

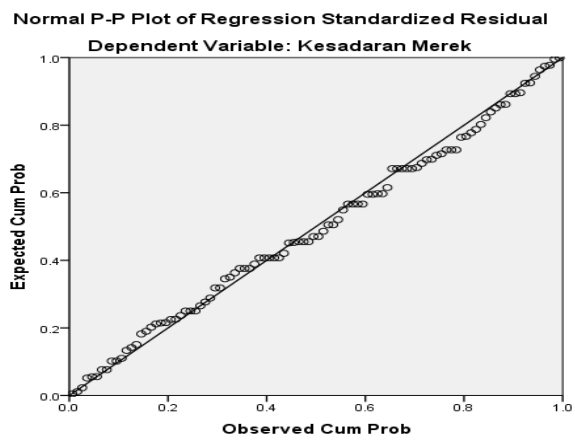
**Residuals Statistics<sup>a</sup>**

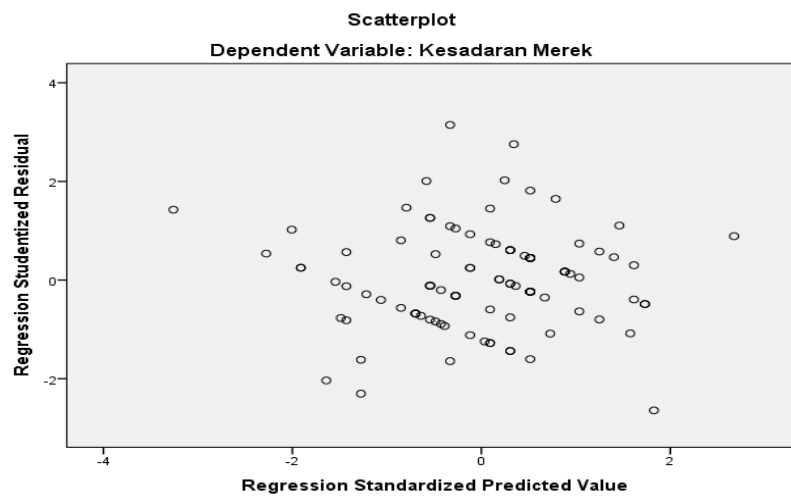
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	7.1425	13.7470	10.7700	1.11287	100
Std. Predicted Value	-3.260	2.675	.000	1.000	100
Standard Error of Predicted Value	.149	.693	.240	.088	100
Adjusted Predicted Value	6.6171	13.6258	10.7606	1.13348	100
Residual	-3.80346	4.59818	.00000	1.46025	100
Std. Residual	-2.578	3.117	.000	.990	100
Stud. Residual	-2.642	3.145	.003	1.009	100
Deleted Residual	-3.99303	4.68206	.00935	1.51909	100
Stud. Deleted Residual	-2.728	3.302	.005	1.024	100
Mahal. Distance	.027	20.836	1.980	2.699	100
Cook's Distance	.000	.290	.014	.038	100
Centered Leverage Value	.000	.210	.020	.027	100



a. Dependent Variable: Kesadaran Merek

### Chart





## UJI REGRESSION PERSAMAAN 2

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method

1	Kesadaran Merek, Kualitas Produk, Citra Merek <sup>b</sup>		. Enter
---	--	--	---------

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.639 <sup>a</sup>	.409	.390	1.22033

a. Predictors: (Constant), Kesadaran Merek, Kualitas Produk, Citra Merek

b. Dependent Variable: Loyalitas Merek

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98.827	3	32.942	22.121	.000 <sup>b</sup>
	Residual	142.963	96	1.489		
	Total	241.790	99			

a. Dependent Variable: Loyalitas Merek

b. Predictors: (Constant), Kesadaran Merek, Kualitas Produk, Citra Merek

### Coefficients<sup>a</sup>



Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3.306	1.014		3.261	.002
	Citra Merek	.192	.084	.213	2.294	.024
	Kualitas Produk	.128	.053	.219	2.393	.019
	Kesadaran Merek	.302	.084	.355	3.600	.001

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

Model	Collinearity Statistics		
	Tolerance	VIF	
1	(Constant)		
	Citra Merek	.713	1.402
	Kualitas Produk	.739	1.354
	Kesadaran Merek	.633	1.581

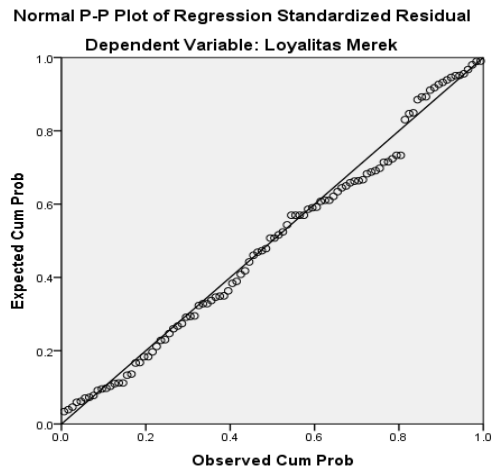
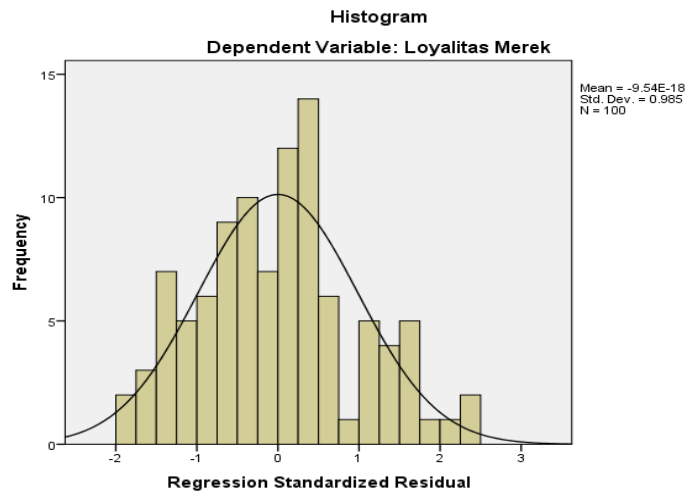
a. Dependent Variable: Loyalitas Merek

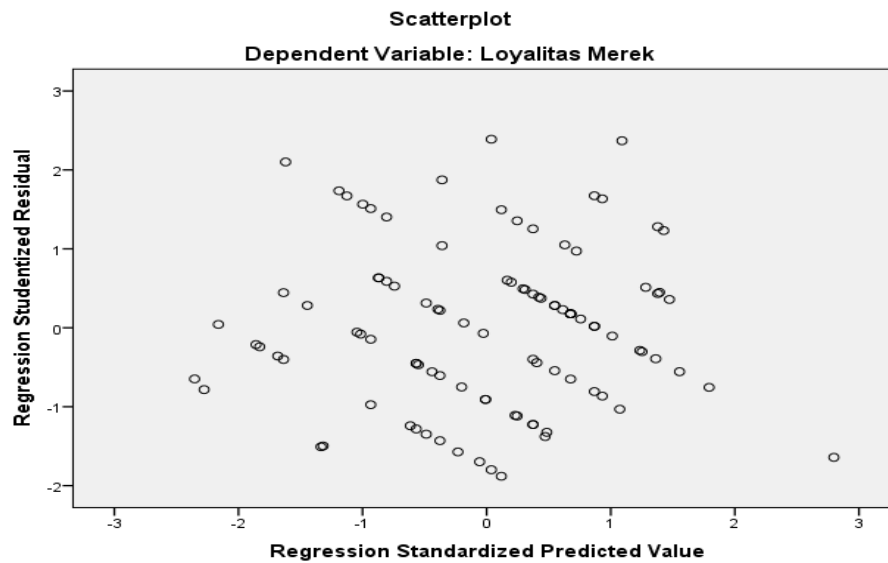
**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	8.7587	13.9055	11.1100	.99913	100
Std. Predicted Value	-2.353	2.798	.000	1.000	100
Standard Error of Predicted Value	.131	.594	.230	.083	100
Adjusted Predicted Value	8.8242	14.1070	11.1140	.99664	100
Residual	-2.22845	2.85241	.00000	1.20169	100
Std. Residual	-1.826	2.337	.000	.985	100
Stud. Residual	-1.881	2.389	-.002	1.005	100
Deleted Residual	-2.36535	2.98500	-.00397	1.25279	100
Stud. Deleted Residual	-1.907	2.450	.000	1.013	100
Mahal. Distance	.143	22.454	2.970	3.348	100
Cook's Distance	.000	.092	.011	.017	100
Centered Leverage Value	.001	.227	.030	.034	100

a. Dependent Variable: Loyalitas Merek

## CHARTS





### NPAR TESTS

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardiz ed Residual 1	Unstandardiz ed Residual 2
N		100	100
Normal Parameters <sup>a,b</sup>	Mean	.0000000	.0000000
	Std. Deviation	1.46024722	1.20169489
Most Extreme Differences	Absolute	.061	.074
	Positive	.061	.074
	Negative	-.040	-.049
Test Statistic		.061	.074
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>	.200 <sup>c,d</sup>

a. Test distribution is Normal.

- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

### REGRESSION

#### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk, Citra Merek <sup>b</sup>		. Enter

- a. Dependent Variable: AbsRes1
- b. All requested variables entered.

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.076 <sup>a</sup>	.006	-.015	.93722

- a. Predictors: (Constant), Kualitas Produk, Citra Merek

#### ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
-------	----------------	----	-------------	---	------

1	Regression	.498	2	.249	.284	.754 <sup>b</sup>
	Residual	85.203	97	.878		
	Total	85.702	99			

a. Dependent Variable: AbsRes1

b. Predictors: (Constant), Kualitas Produk, Citra Merek

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.695	.771		2.199	.030
	Citra Merek	-.022	.059	-.042	-.380	.705
	Kualitas Produk	-.017	.038	-.050	-.458	.648

a. Dependent Variable: AbsRes1

#### REGRESSION

##### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
-------	-------------------	-------------------	--------

1	Kesadaran Merek, Kualitas Produk, Citra Merek <sup>b</sup>		. Enter
---	--	--	---------

a. Dependent Variable: AbsRes2

b. All requested variables entered.

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.061 <sup>a</sup>	.004	-.027	.71764

a. Predictors: (Constant), Kesadaran Merek, Kualitas Produk, Citra Merek

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.182	3	.061	.118	.949 <sup>b</sup>
	Residual	49.440	96	.515		
	Total	49.623	99			

a. Dependent Variable: AbsRes2

b. Predictors: (Constant), Kesadaran Merek, Kualitas Produk, Citra Merek

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.987	.596		1.655	.101
	Citra Merek	.024	.049	.058	.479	.633
	Kualitas Produk	-.013	.031	-.049	-.416	.678
	Kesadaran Merek	-.006	.049	-.015	-.117	.907

a. Dependent Variable: AbsRes2