

Lampiran 1

Kuisisioner Pengaruh Elemen-Elemen Ekuitas Merek Terhadap Kepuasan Dan Loyalitas Konsumen Notebook Acer (Studi Pada Mahasiswa Universitas Muhammadiyah Gresik)

Saya Agastya Putra Supriyatna mahasiswa Program Studi Manajemen Fakultas Ekonomi Universitas Muhammadiyah Gresik, sedang melaksanakan penelitian dalam rangka pengerjaan Skripsi saya dengan judul : **“Pengaruh Elemen-Elemen Ekuitas Merek Terhadap Kepuasan Dan Loyalitas Konsumen Notebook Acer (Studi Pada Mahasiswa Universitas Muhammadiyah Gresik)”**. Bersama ini saya mohon kesediaan saudara/i untuk mengisi daftar kuesioner. Informasi yang saudara/i berikan hanya semata-mata untuk data penelitian dalam rangka penyusunan Skripsi. Untuk itu isilah angket ini dengan jawaban yang sebenar-benarnya. Atas kesediaan dan kerjasama saudara/i, saya ucapkan terima kasih.

Isilah data pribadi berikut secara lengkap, berilah tanda checklist (√) pada kotak kecil yang tersedia pada pilihan jawaban yang sesuai kriteria.

I. Identitas Responden

1. Nama :
2. NIM :
3. Jurusan/Departemen Studi :
4. Jenis Kelamin : Laki-Laki Perempuan

II. Petunjuk Pengisian Kuesioner

Pilihlah jawaban dengan memberi tanda checklist (√) salah satu jawaban yang sesuai dengan pendapat anda, dengan keterangan sebagai berikut:

SS = Sangat Setuju, S = Setuju, RG = Ragu-Ragu, KS = Kurang Setuju, STS = Sangat Tidak Setuju. Setelah anda membaca petunjuk singkat ini, silahkan anda memberi tanggapan pada tiap pertanyaan-pertanyaan berikut ini.

No.	Elemen yang diteliti	SS	S	RG	KS	STS
I. Kesadaran Merek (<i>brand awarness</i>)						
1.	Menurut saya Nama Acer mudah dikenali sebagai nama produk Notebook atau laptop, bukan nama produk lain.					
2.	Nama Acer adalah nama Notebook yang pertama kali saya ingat ketika saya akan membeli Notebook.					
3.	Iklan dari Notebook Acer sering saya dijumpai. Sehingga membantu saya mengingat nama					

No.	Elemen yang diteliti	SS	S	RG	KS	STS
	Notebook Acer itu sendiri.					
4.	Saya dapat mengingat dengan mudah logo dari Notebook Acer.					
II. Kesan Kualitas (<i>perceived quality</i>)						
1.	Menurut saya Notebook Acer mempunyai kualitas layar yang jernih.					
2.	Menurut saya Notebook Acer mempunyai daya tahan baterai yang tahan lama.					
3.	Menurut saya Notebook Acer mempunyai kualitas suara (audio) yang lebih unggul.					
4.	Menurut saya Notebook Acer mempunyai keandalannya yang prima, dapat bekerja sebagaimana mestinya setiap kali Notebook Acer digunakan.					
III. Assosiasi Merek (<i>brand association</i>)						
1.	Saya lebih merasa nyaman menggunakan Notebook Acer.					
2.	Menurut saya Notebook Acer produknya lebih variatif.					
3.	Menurut saya Notebook Acer mempunyai desain yang menarik.					
4.	Saya merasa bangga menggunakan Notebook Acer.					
IV. Kepuasan Konsumen						
1.	Kesesuaian fitur-fitur yang diberikan oleh Notebook Acer sesuai dengan yang diharapkan.					
2.	Saya merasa puas dengan kinerja produk Notebook Acer.					
3.	Notebook Acer memiliki kualitas yang baik secara menyeluruh.					
V. Loyalitas Konsumen						
1.	Saya berkomitmen untuk membeli produk Notebook Acer pada masa yang akan datang.					
2.	Saya merekomendasikan Notebook Acer kepada keluarga, teman dan ke banyak orang.					
3.	Saya tidak akan membeli produk Notebook yang lain selain Acer.					

Lampiran 2
Tabel r *Product Moment*

N	Taraf Signif		N	Taraf Signif		N	Taraf Signif	
	5%	1%		5%	1%		5%	1%
3	0,997	0,999	26	0,388	0,496	50	0,279	0,361
4	0,95	0,99	27	0,381	0,487	55	0,266	0,345
5	0,878	0,959	28	0,374	0,478	57	0,261	0,338
6	0,811	0,917	29	0,367	0,47	60	0,254	0,33
7	0,754	0,874	30	0,361	0,462	65	0,244	0,317
8	0,707	0,834	31	0,355	0,456	70	0,235	0,306
9	0,666	0,798	32	0,349	0,449	75	0,227	0,296
10	0,632	0,765	33	0,344	0,442	80	0,22	0,286
11	0,602	0,735	34	0,339	0,436	85	0,213	0,278
12	0,576	0,708	35	0,334	0,43	90	0,207	0,27
13	0,553	0,684	36	0,329	0,424	95	0,202	0,263
14	0,532	0,661	37	0,325	0,418	100	0,195	0,256
15	0,514	0,641	38	0,32	0,413	125	0,176	0,23
16	0,497	0,623	39	0,316	0,408	150	0,159	0,21
17	0,482	0,606	40	0,312	0,403	175	0,148	0,194
18	0,468	0,59	41	0,308	0,398	200	0,138	0,181
19	0,456	0,575	42	0,304	0,393	300	0,113	0,148
20	0,444	0,561	43	0,301	0,389	400	0,098	0,128
21	0,433	0,549	44	0,297	0,384	500	0,088	0,115
22	0,423	0,537	45	0,294	0,38	600	0,08	0,105
23	0,413	0,526	46	0,291	0,376	700	0,074	0,097
24	0,404	0,515	47	0,288	0,372	800	0,07	0,091
25	0,396	0,505	48	0,284	0,368	900	0,065	0,086

Sumber : <http://junaidichaniago.wordpress.com>

Lampiran 3
Tabel Distribusi t

Df	Alfa = 2,5%	Alfa = 5%	Alfa = 10%
1	12,7062	6,3138	2,0777
2	4,3027	2,9200	1,8856
3	3,1824	2,3534	1,6377
4	2,7764	2,1318	1,5332
5	2,5706	2,0150	1,4759
6	2,4469	1,9432	1,4398
7	2,3646	1,8946	1,4149
8	2,3060	1,8595	1,3968
9	2,2622	1,8331	1,3830
10	2,2281	1,8125	1,3722
11	2,2010	1,7959	1,3634
12	2,1788	1,7823	1,3562
13	2,1604	1,7709	1,3502
14	2,1448	1,7613	1,3450
15	2,1314	1,7531	1,3406
16	2,1199	1,7459	1,3368
17	2,1098	1,7396	1,3334
18	2,1009	1,7341	1,3304
19	2,0930	1,7291	1,3277
20	2,0860	1,7247	1,3253
21	2,0796	1,7207	1,3232
22	2,0739	1,7171	1,3212
23	2,0687	1,7139	1,3195
24	2,0639	1,7109	1,3178
25	2,0595	1,7081	1,3163
26	2,0555	1,7056	1,3150
27	2,0518	1,7033	1,3137
28	2,0484	1,7011	1,3125
29	2,0457	1,6991	1,3114
30	2,0423	1,6973	1,3104
31	2,0395	1,6955	1,3095
32	2,0369	1,6939	1,3086
33	2,0345	1,6924	1,3077
34	2,0322	1,6909	1,3070
35	2,0301	1,6896	1,3062
36	2,0281	1,6883	1,3055
37	2,0262	1,6871	1,3049
38	2,0244	1,6860	1,3042
39	2,0227	1,6849	1,3036
40	2,0211	1,6839	1,3031
41	2,0195	1,6829	1,3025
42	2,0181	1,6820	1,3020
43	2,0167	1,6811	1,3016
44	2,0154	1,6802	1,3011

Df	Alfa = 2,5%	Alfa = 5%	Alfa = 10%
45	2,0141	1,6794	1,3006
46	2,0129	1,6787	1,3002
47	2,0117	1,6779	1,2998
48	2,0106	1,6772	1,2994
49	2,0096	1,6766	1,2991
50	2,0086	1,6759	1,2987
51	2,0076	1,6753	1,2984
52	2,0066	1,6747	1,2980
53	2,0057	1,6741	1,2977
54	2,0049	1,6736	1,2974
55	2,0040	1,6730	1,2971
56	2,0032	1,6725	1,2969
57	2,0025	1,6720	1,2966
58	2,0017	1,6716	1,2963
59	2,0010	1,6711	1,2961
60	2,0003	1,6706	1,2958
61	1,9996	1,6702	1,2956
62	1,9990	1,6698	1,2954
63	1,9983	1,6694	1,2951
64	1,9977	1,6690	1,2949
65	1,9971	1,6686	1,2947
66	1,9966	1,6683	1,2945
67	1,9960	1,6679	1,2943
68	1,9955	1,6676	1,2941
69	1,9949	1,6672	1,2939
70	1,9944	1,6669	1,2938
71	1,9939	1,6666	1,2936
72	1,9935	1,6663	1,2934
73	1,9930	1,6660	1,2933
74	1,9925	1,6657	1,2931
75	1,9921	1,6654	1,2929
76	1,9917	1,6652	1,2928
77	1,9913	1,6649	1,2926
78	1,9908	1,6646	1,2925
79	1,9905	1,6644	1,2924
80	1,9901	1,6641	1,2922
81	1,9897	1,6639	1,2921
82	1,9893	1,6636	1,2920
83	1,9890	1,6634	1,2918
84	1,9886	1,6632	1,2917
85	1,9883	1,6630	1,2916
86	1,9879	1,6628	1,2915
87	1,9876	1,6626	1,2914
88	1,9873	1,6624	1,2912
89	1,9870	1,6622	1,2911
90	1,9867	1,6620	1,2910
91	1,9864	1,6618	1,2909

Df	Alfa = 2,5%	Alfa = 5%	Alfa = 10%
92	1,9861	1,6616	1,2908
93	1,9858	1,6614	1,2907
94	1,9855	1,6612	1,2906
95	1,9853	1,6611	1,2905
96	1,9850	1,6609	1,2904
97	1,9847	1,6607	1,2903
98	1,9845	1,6606	1,2902
99	1,9842	1,6604	1,2902
100	1,9840	1,6602	1,2901
110	1,9818	1,6588	1,2893
120	1,9799	1,6577	1,2887
130	1,9784	1,6567	1,2881
140	1,9771	1,6558	1,2876
150	1,9759	1,6551	1,2872
160	1,9749	1,6544	1,2869
170	1,9740	1,6539	1,2866
180	1,9732	1,6534	1,2863
190	1,9725	1,6529	1,2860
200	1,9719	1,6525	1,2893

Lampiran 4
Tabel d (Durbin Watson)

N	k=1		k=2		k=3		k=4		k=5	
	Dl	du	Dl	Du	Dl	Du	Dl	Du	dl	Du
15	1.08	1.63	0.95	1.54	0.82	1.75	0.69	1.97	0.56	2.21
16	1.10	1.37	0.98	1.54	0.86	1.73	0.74	1.93	0.62	2.15
17	1.13	1.38	1.02	1.54	0.90	1.71	0.78	1.90	0.67	2.10
18	1.16	1.39	1.05	1.53	0.93	1.69	0.82	1.87	0.71	2.02
19	1.18	1.40	1.08	1.53	0.97	1.68	0.86	1.85	0.75	2.02
20	1.20	1.41	1.10	1.54	1.00	1.68	0.90	1.83	0.79	1.99
21	1.22	1.42	1.13	1.54	1.03	1.67	0.93	1.81	0.83	1.96
22	1.24	1.43	1.15	1.54	1.05	1.66	0.96	1.80	0.86	1.94
23	1.26	1.44	1.17	1.54	1.08	1.66	0.99	1.79	0.90	1.92
24	1.27	1.45	1.19	1.55	1.10	1.66	1.01	1.78	0.93	1.90
25	1.29	1.45	1.21	1.55	1.12	1.66	1.04	1.77	0.95	1.89
26	1.30	1.46	1.22	1.55	1.14	1.66	1.06	1.76	0.98	1.88
27	1.32	1.47	1.24	1.56	1.16	1.65	1.08	1.76	1.01	1.86
28	1.33	1.48	1.26	1.56	1.18	1.65	1.10	1.75	1.03	1.85
29	1.34	1.48	1.27	1.56	1.20	1.65	1.12	1.74	1.05	1.84
30	1.35	1.49	1.28	1.57	1.21	1.65	1.14	1.74	1.07	1.83
31	1.36	1.50	1.30	1.57	1.23	1.65	1.16	1.74	1.09	1.83
32	1.37	1.50	1.31	1.57	1.24	1.65	1.18	1.73	1.11	1.82
33	1.38	1.51	1.32	1.58	1.26	1.65	1.19	1.73	1.13	1.81
34	1.39	1.51	1.33	1.58	1.27	1.65	1.21	1.73	1.15	1.81
35	1.40	1.52	1.34	1.58	1.28	1.65	1.22	1.73	1.16	1.80
36	1.41	1.52	1.35	1.59	1.29	1.65	1.24	1.73	1.18	1.80
37	1.42	1.53	1.36	1.59	1.31	1.66	1.25	1.72	1.19	1.80
38	1.43	1.54	1.37	1.59	1.32	1.66	1.26	1.72	1.21	1.79
39	1.43	1.54	1.38	1.60	1.33	1.66	1.27	1.72	1.22	1.79
40	1.44	1.54	1.39	1.60	1.34	1.66	1.29	1.72	1.23	1.79
45	1.48	1.57	1.43	1.62	1.38	1.67	1.34	1.72	1.29	1.79
50	1.50	1.59	1.46	1.63	1.42	1.67	1.38	1.72	1.34	1.77
55	1.53	1.60	1.49	1.64	1.45	1.68	1.41	1.72	1.38	1.77
60	1.55	1.62	1.51	1.65	1.48	1.69	1.44	1.73	1.41	1.77
65	1.57	1.63	1.54	1.66	1.50	1.70	1.47	1.73	1.44	1.77
70	1.58	1.64	1.55	1.67	1.52	1.70	1.49	1.74	1.46	1.77
75	1.60	1.65	1.57	1.68	1.54	1.71	1.51	1.74	1.49	1.77
80	1.61	1.66	1.59	1.69	1.56	1.72	1.53	1.74	1.51	1.77
85	1.62	1.67	1.60	1.70	1.57	1.72	1.55	1.75	1.52	1.77
90	1.63	1.68	1.61	1.70	1.59	1.73	1.57	1.75	1.54	1.78
95	1.64	1.69	1.62	1.71	1.60	1.73	1.58	1.75	1.56	1.78
<u>100</u>	1.65	1.69	1.63	1.72	1.61	1.74	1.59	1.76	1.57	1.78

Sumber: J. Durbin and G.S Watson. "Testing for serial correlation in least squares regression, (II), "Biometrika" dalam J. Supranto (1995)

Lampiran 5
Tabel F

No df	df 2				
	1	2	3	4	5
1	161.448	199.5	215.707	224.583	230.162
2	18.513	19	19.164	19.247	19.296
3	10.128	9.552	9.277	9.117	9.013
4	7.709	6.944	6.591	6.388	6.256
5	6.608	5.786	5.409	5.192	5.05
6	5.987	5.143	4.757	4.534	4.387
7	5.591	4.737	4.347	4.12	3.972
8	5.318	4.459	4.066	3.838	3.687
9	5.117	4.256	3.863	3.633	3.482
10	4.965	4.103	3.708	3.478	3.326
11	4.844	3.982	3.587	3.357	3.204
12	4.747	3.885	3.49	3.259	3.106
13	4.667	3.806	3.411	3.179	3.025
14	4.6	3.739	3.344	3.112	2.958
15	4.543	3.682	3.287	3.056	2.901
16	4.494	3.634	3.239	3.007	2.852
17	4.451	3.592	3.197	2.965	2.81
18	4.414	3.555	3.16	2.928	2.773
19	4.381	3.522	3.127	2.895	2.74
20	4.351	3.493	3.098	2.866	2.711
21	4.325	3.467	3.072	2.84	2.685
22	4.301	3.443	3.049	2.817	2.661
23	4.279	3.422	3.028	2.796	2.64
24	4.26	3.403	3.009	2.776	2.621
25	4.242	3.385	2.991	2.759	2.603
26	4.225	3.369	2.975	2.743	2.587
27	4.21	3.354	2.96	2.728	2.572
28	4.196	3.34	2.947	2.714	2.558
29	4.183	3.328	2.934	2.701	2.545
30	4.171	3.316	2.922	2.69	2.534
40	4.085	3.232	2.839	2.606	2.449
50	4.034	3.183	2.79	2.557	2.4
60	4.001	3.15	2.758	2.525	2.368

No df	df 2				
	1	2	3	4	5
65	3.989	3.183	2.746	2.513	2.356
66	3.989	3.136	2.744	2.511	2.354
80	3.96	3.111	2.716	2.486	2.329
81	3.959	3.109	2.717	2.484	2.327
82	3.957	3.108	2.716	2.483	2.326
83	3.956	3.107	2.715	2.482	2.324
84	3.955	3.105	2.713	2.48	2.323
85	3.953	3.104	2.712	2.479	2.322
86	3.952	3.103	2.711	2.478	2.321
87	3.951	3.101	2.709	2.476	2.319
88	3.949	3.1	2.708	2.475	2.318
89	3.948	3.099	2.707	2.474	2.317
90	3.947	3.098	2.706	2.473	2.316
91	3.946	3.097	2.705	2.472	2.315
92	3.945	3.095	2.704	2.471	2.313
93	3.943	3.094	2.703	2.47	2.312
94	3.942	3.093	2.701	2.469	2.311
95	3.941	3.092	2.7	2.467	2.31
96	3.94	3.091	<u>2.699</u>	2.466	2.309
97	3.939	3.09	2.698	2.465	2.308
98	3.938	3.089	2.697	2.465	2.307
99	3.937	3.088	2.626	2.464	2.306
100	3.936	3.087	2.696	2.463	2.305

Lampiran 6

Correlations

		X1.1	X1.2	X1.3	X1.4	Kesadaran Merek
X1.1	Pearson Correlation	1	.232*	.208*	.262**	.592**
	Sig. (2-tailed)		.020	.038	.009	.000
	N	100	100	100	100	100
X1.2	Pearson Correlation	.232*	1	.299**	.314**	.668**
	Sig. (2-tailed)	.020		.003	.001	.000
	N	100	100	100	100	100
X1.3	Pearson Correlation	.208*	.299**	1	.405**	.710**
	Sig. (2-tailed)	.038	.003		.000	.000
	N	100	100	100	100	100
X1.4	Pearson Correlation	.262**	.314**	.405**	1	.753**
	Sig. (2-tailed)	.009	.001	.000		.000
	N	100	100	100	100	100
Kesadaran Merek	Pearson Correlation	.592**	.668**	.710**	.753**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

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

Correlations

		X2.1	X2.2	X2.3	X2.4	Kesan Kualitas
X2.1	Pearson Correlation	1	.588**	.125	.287**	.690**
	Sig. (2-tailed)		.000	.217	.004	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.588**	1	.232*	.273**	.738**
	Sig. (2-tailed)	.000		.020	.006	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.125	.232*	1	.484**	.692**

	Sig. (2-tailed)	.217	.020		.000	.000
	N	100	100	100	100	100
X2.4	Pearson Correlation	.287**	.273**	.484**	1	.698**
	Sig. (2-tailed)	.004	.006	.000		.000
	N	100	100	100	100	100
Kesan Kualitas	Pearson Correlation	.690**	.738**	.692**	.698**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).

Correlations

		X3.1	X3.2	X3.3	X3.4	Asosiasi Merek
X3.1	Pearson Correlation	1	.430**	.134	.319**	.630**
	Sig. (2-tailed)		.000	.185	.001	.000
	N	100	100	100	100	100
X3.2	Pearson Correlation	.430**	1	.331**	.175	.737**
	Sig. (2-tailed)	.000		.001	.081	.000
	N	100	100	100	100	100
X3.3	Pearson Correlation	.134	.331**	1	.402**	.713**
	Sig. (2-tailed)	.185	.001		.000	.000
	N	100	100	100	100	100
X3.4	Pearson Correlation	.319**	.175	.402**	1	.662**
	Sig. (2-tailed)	.001	.081	.000		.000
	N	100	100	100	100	100
Asosiasi Merek	Pearson Correlation	.630**	.737**	.713**	.662**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Correlations

		Y1.1	Y1.2	Y1.3	Kepuasan Konsumen
Y1.1	Pearson Correlation	1	.569**	.282**	.761**
	Sig. (2-tailed)		.000	.004	.000
	N	100	100	100	100
Y1.2	Pearson Correlation	.569**	1	.369**	.814**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Y1.3	Pearson Correlation	.282**	.369**	1	.752**
	Sig. (2-tailed)	.004	.000		.000
	N	100	100	100	100
Kepuasan Konsumen	Pearson Correlation	.761**	.814**	.752**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

		Y2.1	Y2.2	Y2.3	Loyalitas Konsumen
Y2.1	Pearson Correlation	1	.523**	.565**	.834**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Y2.2	Pearson Correlation	.523**	1	.520**	.816**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Y2.3	Pearson Correlation	.565**	.520**	1	.844**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Loyalitas Konsumen	Pearson Correlation	.834**	.816**	.844**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

Correlations

		Y2.1	Y2.2	Y2.3	Loyalitas Konsumen
Y2.1	Pearson Correlation	1	.523**	.565**	.834**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Y2.2	Pearson Correlation	.523**	1	.520**	.816**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Y2.3	Pearson Correlation	.565**	.520**	1	.844**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Loyalitas Konsumen	Pearson Correlation	.834**	.816**	.844**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Lampiran 7

Reliability 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
.620	4

Item Statistics

	Mean	Std. Deviation	N
X1.1	4.39	.634	100
X1.2	3.82	.687	100
X1.3	4.04	.724	100
X1.4	3.77	.790	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	11.63	2.720	.313	.607
X1.2	12.20	2.465	.389	.557
X1.3	11.98	2.303	.433	.524
X1.4	12.25	2.088	.467	.496

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.02	3.777	1.944	4

Reliability
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
.651	4

Item Statistics

	Mean	Std. Deviation	N
X2.1	4.00	.725	100
X2.2	3.99	.759	100
X2.3	3.63	.895	100
X2.4	3.92	.631	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	11.54	2.897	.434	.581
X2.2	11.55	2.694	.491	.540
X2.3	11.91	2.669	.350	.658

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	11.54	2.897	.434	.581
X2.2	11.55	2.694	.491	.540
X2.3	11.91	2.669	.350	.658
X2.4	11.62	3.026	.488	.557

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.54	4.493	2.120	4

Reliability

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
.622	4

Item Statistics

	Mean	Std. Deviation	N
X3.1	3.76	.622	100
X3.2	3.96	.909	100
X3.3	3.92	.861	100

Item Statistics

	Mean	Std. Deviation	N
X3.1	3.76	.622	100
X3.2	3.96	.909	100
X3.3	3.92	.861	100
X3.4	3.84	.721	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	11.72	3.335	.403	.561
X3.2	11.52	2.575	.423	.541
X3.3	11.56	2.734	.408	.549
X3.4	11.64	3.101	.400	.555

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.48	4.636	2.153	4

Reliability

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

Reliability Statistics

Cronbach's Alpha	N of Items
.658	3

Item Statistics

	Mean	Std. Deviation	N
Y1.1	3.87	.544	100
Y1.2	3.90	.577	100
Y1.3	3.65	.687	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	7.55	1.098	.499	.533
Y1.2	7.52	.979	.569	.431
Y1.3	7.77	.987	.369	.725

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.42	1.963	1.401	3

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
.776	3

Item Statistics

	Mean	Std. Deviation	N
Y2.1	3.53	.703	100
Y2.2	3.78	.705	100
Y2.3	3.37	.747	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y2.1	7.15	1.604	.625	.684
Y2.2	6.90	1.646	.590	.721
Y2.3	7.31	1.509	.622	.687

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.68	3.210	1.792	3

Lampiran 8 Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Asosiasi Merek, Kesan Kualitas, Kesadaran Merek ^a		Enter

a. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.633 ^a	.401	.382	1.101	.401	21.435	3	96	.000	1.420

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

b. Dependent Variable: Kepuasan Konsumen

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	77.967	3	25.989	21.435	.000 ^a
	Residual	116.393	96	1.212		
	Total	194.360	99			

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

b. Dependent Variable: Kepuasan Konsumen

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
		1	(Constant)	1.856	1.289		1.440	.153			
	Kesadaran Merek	.298	.069	.414	4.307	.000	.564	.402	.340	.676	1.479
	Kesan Kualitas	.137	.052	.207	2.613	.010	.192	.258	.206	.993	1.007
	Asosiasi Merek	.172	.063	.264	2.743	.007	.485	.270	.217	.673	1.485

a. Dependent Variable: Kepuasan Konsumen

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Kesadaran Merek	Kesan Kualitas	Asosiasi Merek
1	1	3.966	1.000	.00	.00	.00	.00
	2	.022	13.429	.00	.05	.48	.17
	3	.007	23.708	.04	.65	.10	.82
	4	.005	27.244	.96	.30	.42	.01

a. Dependent Variable: Kepuasan Konsumen

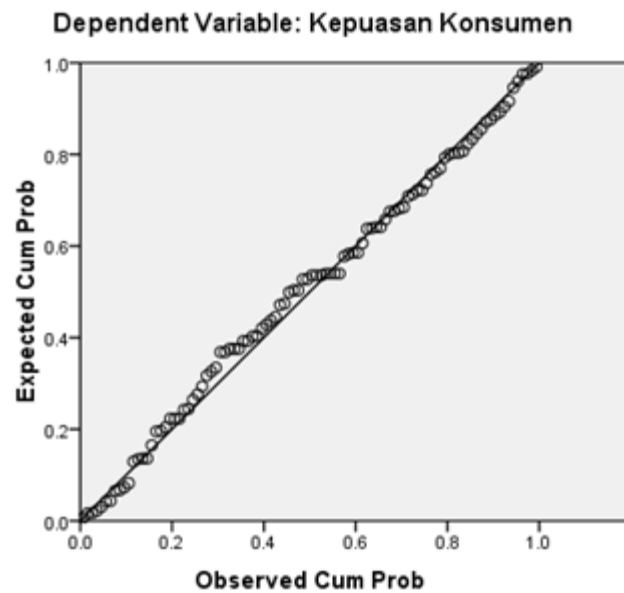
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9.07	12.94	11.42	.887	100
Std. Predicted Value	-2.646	1.714	.000	1.000	100
Standard Error of Predicted Value	.116	.426	.213	.056	100
Adjusted Predicted Value	9.26	12.98	11.42	.886	100
Residual	-2.738	2.620	.000	1.084	100

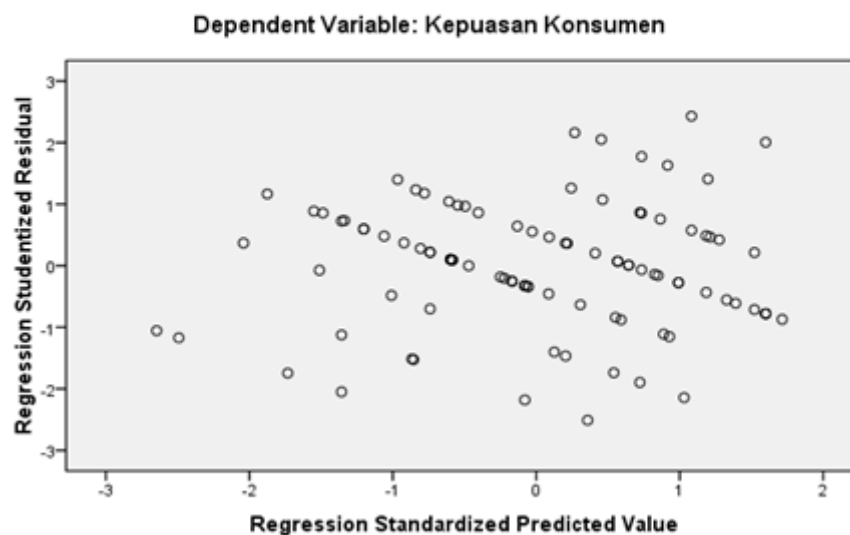
Std. Residual	-2.487	2.380	.000	.985	100
Stud. Residual	-2.510	2.430	.002	1.005	100
Deleted Residual	-2.789	2.732	.004	1.129	100
Stud. Deleted Residual	-2.583	2.495	.001	1.015	100
Mahal. Distance	.108	13.849	2.970	2.346	100
Cook's Distance	.000	.079	.010	.016	100
Centered Leverage Value	.001	.140	.030	.024	100

a. Dependent Variable: Kepuasan Konsumen

Normal P-P Plot of Regression Standardized Residual



Scatterplot



Lampiran 9

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Kepuasan Konsumen ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Loyalitas Konsumen

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.758 ^a	.575	.571	1.174

a. Predictors: (Constant), Kepuasan Konsumen

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	182.700	1	182.700	132.568	.000 ^a
	Residual	135.060	98	1.378		
	Total	317.760	99			

a. Predictors: (Constant), Kepuasan Konsumen

b. Dependent Variable: Loyalitas Konsumen

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.392	.969		-.405	.687
	Kepuasan Konsumen	.970	.084	.758	11.514	.000

a. Dependent Variable: Loyalitas Konsumen

Collinearity Diagnostics^a

Model	Dimen sion	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Kepuasan Konsumen
1	1	1.993	1.000	.00	.00
	2	.007	16.444	1.00	1.00

a. Dependent Variable: Loyalitas Konsumen

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	7.36	14.15	10.68	1.358	100
Std. Predicted Value	-2.441	2.555	.000	1.000	100
Standard Error of Predicted Value	.123	.324	.157	.055	100
Adjusted Predicted Value	7.32	14.25	10.68	1.362	100
Residual	-2.364	3.666	.000	1.168	100
Std. Residual	-2.014	3.123	.000	.995	100
Stud. Residual	-2.088	3.188	.000	1.006	100
Deleted Residual	-2.543	3.820	.001	1.195	100
Stud. Deleted Residual	-2.126	3.350	.002	1.018	100
Mahal. Distance	.090	6.528	.990	1.614	100
Cook's Distance	.000	.212	.012	.028	100
Centered Leverage Value	.001	.066	.010	.016	100

a. Dependent Variable: Loyalitas Konsumen