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LAMPIRAN

Lampiran 1 Biodata Diri

BIODATA

Identitas Diri

Nama : Michelle Natalie Lorens
Tempat, Tanggal Lahir : Makassar, 26 Desember 2001
Jenis Kelamin : Perempuan
Agama : Buddha
Alamat : Kompleks Graha Satelit Blok H / 14
Telpon Rumah atau HP : 08979393777
Alamat *E-mail* : michellelorens@gmail.com

Riwayat Pendidikan

A. Pendidikan Formal

- 2005-2007: TK Kristen Gamaliel Makassar
- 2007-2013: SD Kristen Gamaliel Makassar
- 2013-2016: SMP Kristen Gamaliel Makassar
- 2016-2019: SMA Katolik Rajawali Makassar
- 2019-2023: S1 Manajemen Universitas Hasanuddin

B. Pendidikan Informal

- 2019: Pelatihan Basic Learning Skill, Character and Creativity (BALANCE)
Universitas Hasanuddin

C. Pengalaman Organisasi

- Pengurus Muda – Mudi Tao Makassar

Makassar, 14 April 2023

Michelle Natalie Lorens

Lampiran 2

Kuesioner Penelitian

PENGARUH KEPERCAYAAN MEREK, KEPUASAN MEREK, CITRA MEREK DAN WORD OF MOUTH TERHADAP LOYALITAS MEREK PADA KOPI KENANGAN DI KOTA MAKASSAR

Dalam rangka penyusunan skripsi untuk menyelesaikan studi jenjang Strata 1 (S1) Perkenalkan saya Michelle Natalie Lorens, mahasiswi jurusan manajemen Fakultas Ekonomi dan Bisnis Universitas Hasanuddin (UNHAS), melakukan penelitian dalam rangka penyusunan skripsi yang berjudul “Pengaruh kepercayaan merek, kepuasan merek, citra merek dan *word of mouth* terhadap loyalitas merek pada kopi kenangan di kota Makassar”.

Sehubungan dengan hal tersebut, saya mohon kesediaan saudara/l untuk bersedia mengisi kuesioner sesuai dengan keadaan yang dialami dan di rasakan. Informasi yang diberikan dijamin rahasia dan digunakan hanya untuk kepentingan akademis.

Atas kesediaan waktu untuk mengisi kuesioner ini, diucapkan terimakasih.

Peneliti

Michelle Natalie Lorens

A. Profil responden

1. Nama :
2. Jenis Kelamin
 - a. Laki – Laki
 - b. Perempuan
3. Usia :
 - a. 17 - 25 tahun
 - b. 26 – 35 tahun
 - c. 36 - 45 tahun
 - d. >45 tahun
4. Pekerjaan
 - a. Mahasiswa / Pelajar
 - b. Pegawai Swasta
 - c. Pegawai Negeri Sipil
 - d. Wiraswasta
 - e. Lainnya
5. Frekuensi membeli produk Kopi Kenangan dalam sebulan
 - a. 2 kali
 - b. 3 – 4 kali
 - c. >5 kali

B. Kuesioner

Pilihlah salah satu jawaban yang paling sesuai

Pilihan Jawaban : Sangat Tidak Setuju (STS), Tidak Setuju (TS), Netral (N), Setuju (S), Sangat Setuju (TS)

Kepercayaan Merek						
No	Pertanyaan	STS	TS	N	S	SS
1.	Saya percaya dengan merek Kopi Kenangan					
2.	Kopi Kenangan adalah merek yang dapat diandalkan					
3.	Kopi Kenangan adalah merek yang jujur dalam produksinya					
4.	Saya merasa aman untuk mengkonsumsi produk Kopi kenangan					

Kepuasan Merek						
No	Pertanyaan	STS	TS	N	S	SS
5.	Saya merasa puas dengan kualitas produk Kopi Kenangan					
6.	Saya merasa puas dengan merek dari Kopi Kenangan					
7.	Saya merasa senang dengan produk Kopi Kenangan					

Citra Merek						
No	Pertanyaan	STS	TS	N	S	SS
8.	Kopi Kenangan memiliki produk yang berkualitas tinggi					
9.	Produk Kopi Kenangan memiliki karakteristik unik dan menarik yang lebih baik daripada pesaingnya					
10.	Produk pesaing biasanya memiliki harga yang lebih murah					
11.	Kopi Kenangan dipandang sebagai merek yang memiliki citra yang baik					
12.	Kopi Kenangan memiliki ciri khas yang membedakannya dari pesaing					
13.	Kopi Kenangan adalah merek yang tidak mengecewakan pelanggan					
14.	Kopi kenangan adalah salah satu merek terbaik di sektor kopi saat ini					

15.	Kopi kenangan adalah merek yang kuat dan tetap bertahan di sektor kopi					
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Word of Mouth						
No	Pertanyaan	STS	TS	N	S	SS
16.	Saya akan menceritakan hal – hal positif mengenai Kopi Kenangan kepada orang lain					
17.	Saya akan merekomendasikan Kopi Kenangan kepada seseorang yang meminta saran saya					
18.	Saya akan mengajak teman dan kerabat untuk membeli produk Kopi Kenangan					

Loyalitas Merek						
No.	Pertanyaan	STS	TS	N	S	SS
19.	Saya akan tetap membeli produk Kopi Kenangan pada pembelian berikutnya					
20.	Saya berniat untuk tetap membeli Kopi Kenangan ketika ada muncul varian baru					
21.	Saya berkomitmen pada merek Kopi kenangan, dan tidak akan beralih ke merek lain					
22.	Saya bersedia membayar lebih mahal untuk kopi kenangan dibandingkan merek lain					

Tabulasi Data

No	Kepercayaan Merek (X1)				TOTAL (X1)
	X1.1	X1.2	X1.3	X1.4	
1	4	5	4	3	16
2	4	5	5	5	19
3	4	4	4	4	16
4	4	4	3	5	16
5	3	5	4	1	13
6	3	5	3	5	16
7	3	2	2	4	11
8	3	2	2	3	10
9	5	3	5	3	16
10	3	4	3	3	13
11	4	4	5	5	18
12	5	4	5	5	19
13	4	3	3	4	14
14	4	5	5	4	18
15	5	4	4	4	17
16	4	4	3	4	15
17	4	3	3	3	13
18	3	3	3	5	14
19	3	4	4	3	14
20	4	4	4	5	17
21	5	5	5	3	18
22	3	4	3	2	12
23	4	4	3	3	14
24	4	4	2	3	13
25	4	3	4	3	14
26	4	3	4	5	16
27	4	4	4	5	17
28	4	4	4	4	16
29	4	3	4	3	14
30	5	4	5	5	19
31	3	4	3	3	13
32	4	4	5	3	16
33	2	4	2	2	10
34	5	5	5	5	20
35	5	5	5	4	19
36	5	4	5	5	19
37	4	4	4	3	15
38	4	3	4	3	14
39	5	3	5	3	16
40	4	2	3	4	13
41	3	2	4	3	12
42	3	3	5	5	16
43	3	3	3	5	14
44	1	1	1	2	5

45	2	3	2	2	9
46	3	3	3	4	13
47	4	3	3	4	14
48	5	4	5	4	18
49	4	4	5	5	18
50	4	3	3	4	14
51	3	4	4	4	15
52	4	4	4	4	16
53	1	5	1	4	11
54	5	5	4	4	18
55	4	3	3	3	13
56	2	2	2	4	10
57	3	4	3	3	13
58	5	3	4	4	16
59	3	3	2	4	12
60	4	4	4	5	17
61	5	3	5	3	16
62	3	3	3	4	13
63	5	5	5	5	20
64	5	3	4	5	17
65	3	3	3	3	12
66	3	4	3	4	14
67	5	5	4	4	18
68	5	4	5	1	15
69	3	4	3	4	14
70	5	5	5	5	20
71	3	4	3	3	13
72	3	3	3	5	14
73	3	3	3	4	13
74	3	3	3	3	12
75	4	4	4	3	15
76	4	4	4	5	17
77	3	2	3	4	12
78	4	4	4	3	15
79	1	1	5	5	12
80	3	4	3	3	13
81	4	3	3	2	12
82	5	5	5	3	18
83	4	5	4	2	15
84	4	5	4	3	16
85	4	4	3	5	16
86	3	3	3	4	13
87	3	4	3	3	13
88	5	4	4	4	17
89	5	5	5	5	20
90	3	4	3	1	11
91	5	5	3	5	18
92	4	4	4	4	16
93	2	3	2	3	10

94	4	4	4	4	16
95	4	4	4	2	14
96	5	4	5	3	17
97	4	4	4	4	16
98	3	3	1	1	8
99	5	5	5	5	20
100	4	4	4	3	15

No	Kepuasan Merek (X2)			TOTAL (X2)
	X2.1	X2.2	X2.3	
1	4	4	4	12
2	3	5	5	13
3	3	4	4	11
4	4	5	4	13
5	3	3	1	7
6	4	4	5	13
7	5	4	5	14
8	3	4	4	11
9	4	3	3	10
10	3	4	4	11
11	3	4	5	12
12	4	5	5	14
13	3	4	4	11
14	5	5	5	15
15	4	4	4	12
16	3	3	4	10
17	4	4	4	12
18	3	5	5	13
19	4	3	4	11
20	5	5	5	15
21	3	1	3	7
22	4	3	3	10
23	4	3	3	10
24	5	4	4	13
25	5	4	3	12
26	3	5	3	11
27	2	5	4	11
28	4	3	3	10
29	3	3	3	9
30	4	4	4	12
31	4	4	3	11
32	3	3	4	10
33	3	4	4	11
34	5	5	5	15
35	4	3	3	10
36	5	5	5	15

37	4	5	4	13
38	4	3	4	11
39	5	4	4	13
40	3	4	3	10
41	3	4	4	11
42	3	3	5	11
43	4	4	4	12
44	3	1	1	5
45	3	4	3	10
46	3	3	3	9
47	4	4	5	13
48	4	3	3	10
49	5	5	3	13
50	4	5	5	14
51	4	4	3	11
52	4	4	4	12
53	4	4	4	12
54	5	3	5	13
55	4	5	5	14
56	3	4	3	10
57	4	3	3	10
58	4	5	5	14
59	3	4	4	11
60	4	4	4	12
61	3	5	5	13
62	3	4	4	11
63	5	5	5	15
64	4	4	3	11
65	3	3	3	9
66	4	3	4	11
67	3	4	5	12
68	3	3	3	9
69	4	4	4	12
70	5	5	5	15
71	4	3	3	10
72	4	5	5	14
73	3	3	3	9
74	3	3	3	9
75	3	4	3	10
76	3	4	4	11
77	5	4	4	13
78	3	4	4	11
79	3	5	5	13
80	3	4	4	11
81	3	3	3	9
82	4	3	3	10
83	4	5	3	12
84	3	4	3	10
85	4	4	4	12

86	3	4	5	12
87	3	4	3	10
88	4	5	5	14
89	5	5	5	15
90	3	3	3	9
91	3	5	5	13
92	4	4	4	12
93	3	2	2	7
94	4	4	4	12
95	4	2	4	10
96	4	5	5	14
97	3	4	4	11
98	2	4	4	10
99	4	5	5	14
100	4	4	4	12

No	Citra Merek (X3)								TOTAL (X3)
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	
1	4	5	4	5	5	5	4	3	35
2	5	5	5	3	3	4	4	3	32
3	3	3	3	3	3	3	4	3	25
4	3	2	3	3	3	4	3	3	24
5	3	3	4	5	3	2	3	3	26
6	4	4	4	5	4	4	4	5	34
7	4	5	4	5	5	5	5	5	38
8	3	3	3	3	3	3	3	4	25
9	3	3	4	4	3	4	4	2	27
10	4	3	4	5	5	4	4	5	34
11	3	3	3	3	3	4	4	4	27
12	5	5	5	5	5	5	5	5	40
13	4	4	4	4	4	4	4	3	31
14	3	4	4	5	3	4	5	4	32
15	4	4	4	4	4	4	4	5	33
16	4	4	5	5	5	5	4	4	36
17	4	4	4	5	5	5	5	5	37
18	3	1	3	5	5	5	5	5	32
19	3	4	4	3	3	4	4	5	30
20	5	5	5	4	5	5	5	4	38
21	3	3	3	2	3	3	3	3	23
22	3	2	3	4	3	3	5	3	26
23	3	3	3	4	4	4	4	3	28
24	5	5	5	5	5	5	5	5	40
25	3	3	5	4	5	5	5	4	34
26	4	3	3	4	3	5	4	4	30
27	4	4	4	5	5	5	5	5	37
28	3	2	3	3	3	3	4	3	24

29	3	3	3	3	3	3	3	3	24
30	4	3	5	5	5	5	5	5	37
31	4	5	5	5	5	4	4	5	37
32	3	2	2	3	3	3	3	4	23
33	4	4	4	4	4	4	5	5	34
34	4	4	5	5	5	5	5	5	38
35	3	3	3	3	3	3	3	3	24
36	4	3	4	2	5	2	3	4	27
37	3	3	2	4	4	4	5	5	30
38	3	2	3	3	3	3	3	2	22
39	4	4	4	4	3	5	3	4	31
40	3	3	3	4	4	4	3	4	28
41	4	4	4	4	4	4	4	3	31
42	3	3	3	3	3	3	5	3	26
43	3	3	3	3	3	3	3	3	24
44	3	3	3	3	3	3	3	3	24
45	3	3	4	4	3	4	4	3	28
46	3	3	3	3	3	3	3	3	24
47	4	4	4	4	4	4	4	4	32
48	5	4	5	4	5	5	5	4	37
49	5	5	4	5	4	5	5	4	37
50	3	3	4	4	4	4	5	4	31
51	4	3	4	4	4	4	3	3	29
52	4	4	4	4	4	4	4	4	32
53	4	1	4	5	4	4	5	4	31
54	5	4	5	5	5	5	5	5	39
55	5	5	5	5	5	5	5	4	39
56	3	3	4	4	4	4	4	4	30
57	3	3	3	3	3	3	3	3	24
58	3	3	2	2	2	2	3	4	21
59	4	3	3	2	4	3	4	2	25
60	4	4	4	5	4	4	4	4	33
61	3	3	3	3	4	3	3	3	25
62	4	4	4	5	5	4	4	5	35
63	5	5	5	5	5	5	5	5	40
64	4	4	3	5	3	4	5	3	31
65	3	3	3	3	3	3	3	3	24
66	4	4	4	4	4	4	4	4	32
67	4	3	3	4	3	4	3	4	28
68	3	3	3	3	3	3	3	3	24
69	3	3	4	4	4	4	4	3	29
70	5	5	5	5	5	5	5	5	40
71	3	3	3	4	4	4	4	4	29
72	3	3	3	3	3	3	4	3	25
73	3	3	3	3	3	3	3	3	24
74	3	3	3	3	3	3	3	3	24
75	3	3	3	3	3	3	3	1	22
76	2	2	3	1	1	3	3	3	18
77	5	3	4	4	2	4	3	4	29

78	4	4	4	4	4	4	3	4	31
79	2	1	5	5	5	5	5	4	32
80	3	3	4	4	4	4	4	3	29
81	3	3	3	3	3	3	3	2	23
82	3	3	3	3	3	3	3	3	24
83	3	5	5	5	5	4	4	4	35
84	3	3	3	3	3	3	4	4	26
85	4	4	4	4	4	3	3	3	29
86	2	4	5	3	4	4	3	3	28
87	2	2	3	3	3	3	3	3	22
88	5	5	5	5	5	5	5	5	40
89	5	5	5	5	5	5	5	5	40
90	4	4	4	4	2	5	5	5	33
91	4	4	5	4	5	4	4	5	35
92	4	4	4	4	4	4	4	4	32
93	3	3	4	4	4	2	4	4	28
94	4	4	4	4	4	4	4	4	32
95	4	3	4	4	4	2	3	4	28
96	4	4	4	4	4	4	4	4	32
97	4	3	3	3	4	4	4	3	28
98	3	3	3	3	3	3	3	3	24
99	4	4	4	4	4	5	5	5	35
100	4	4	4	5	5	5	4	4	35

No	Word Of Mouth (X4)			TOTAL (X4)
	X4.1	X4.2	X4.3	
1	4	4	4	12
2	5	4	4	13
3	4	3	3	10
4	4	3	3	10
5	3	3	3	9
6	5	5	5	15
7	5	5	5	15
8	3	3	3	9
9	3	3	3	9
10	4	4	4	12
11	3	3	4	10
12	3	3	3	9
13	4	3	4	11
14	4	4	4	12
15	4	4	4	12
16	4	4	4	12
17	3	3	3	9
18	3	3	3	9
19	4	4	4	12
20	4	4	5	13

21	5	5	5	15
22	4	3	4	11
23	4	4	4	12
24	5	5	5	15
25	3	5	5	13
26	4	4	4	12
27	4	5	5	14
28	3	3	3	9
29	3	3	3	9
30	5	5	5	15
31	4	5	4	13
32	2	4	3	9
33	4	5	4	13
34	4	5	5	14
35	4	3	3	10
36	4	5	4	13
37	5	5	4	14
38	4	3	3	10
39	5	5	5	15
40	3	4	4	11
41	4	4	4	12
42	5	3	2	10
43	5	3	3	11
44	3	3	3	9
45	4	2	4	10
46	3	3	3	9
47	4	4	4	12
48	4	5	5	14
49	5	4	5	14
50	4	4	4	12
51	3	4	3	10
52	4	4	4	12
53	4	5	5	14
54	5	5	3	13
55	4	4	4	12
56	3	4	4	11
57	3	3	3	9
58	4	4	4	12
59	4	2	3	9
60	4	4	4	12
61	2	3	3	8
62	4	5	4	13
63	5	5	5	15
64	4	4	5	13
65	3	3	3	9
66	4	4	4	12
67	3	3	3	9
68	3	3	3	9
69	5	4	4	13

70	5	5	5	15
71	4	5	5	14
72	4	3	4	11
73	3	3	3	9
74	3	3	3	9
75	4	2	2	8
76	4	3	3	10
77	4	5	4	13
78	4	4	4	12
79	3	4	4	11
80	4	4	4	12
81	3	3	3	9
82	3	3	3	9
83	4	4	4	12
84	4	3	4	11
85	4	3	4	11
86	4	3	4	11
87	3	3	4	10
88	4	5	5	14
89	5	5	5	15
90	4	5	5	14
91	3	5	5	13
92	4	4	4	12
93	4	4	4	12
94	4	4	4	12
95	4	4	4	12
96	4	5	5	14
97	3	3	3	9
98	3	4	4	11
99	5	3	4	12
100	4	4	4	12

No	Loyalitas Merek (Y)				TOTAL (Y)
	Y1	Y2	Y3	Y4	
1	4	4	4	4	16
2	3	4	5	4	16
3	3	3	3	3	12
4	4	3	3	4	14
5	3	3	4	2	12
6	4	4	4	4	16
7	5	5	5	5	20
8	3	3	3	3	12
9	4	4	4	3	15
10	3	4	4	3	14
11	3	4	3	3	13
12	4	5	5	5	19

13	3	3	3	3	12
14	5	4	5	4	18
15	4	5	4	5	18
16	3	5	4	4	16
17	4	4	4	4	16
18	3	3	3	3	12
19	4	4	4	3	15
20	5	5	4	4	18
21	3	3	3	3	12
22	4	3	4	4	15
23	4	4	4	4	16
24	5	5	5	5	20
25	5	5	5	3	18
26	3	3	3	4	13
27	2	4	4	4	14
28	4	3	3	3	13
29	3	3	3	3	12
30	4	5	5	5	19
31	4	4	4	4	16
32	3	3	4	3	13
33	3	3	4	3	13
34	5	5	5	5	20
35	4	4	4	4	16
36	5	4	2	3	14
37	4	5	3	3	15
38	4	3	3	2	12
39	5	4	3	4	16
40	3	4	4	3	14
41	3	4	3	2	12
42	3	3	5	3	14
43	4	5	5	5	19
44	3	3	3	3	12
45	3	3	3	3	12
46	3	3	3	3	12
47	4	4	4	4	16
48	4	5	5	4	18
49	5	4	5	5	19
50	4	5	4	3	16
51	4	3	4	3	14
52	4	4	4	4	16
53	4	4	4	4	16
54	5	5	5	5	20
55	4	4	4	3	15
56	3	3	3	3	12
57	4	4	3	3	14
58	4	4	4	4	16
59	3	3	3	2	11
60	4	4	4	4	16
61	3	3	3	4	13

62	3	4	4	4	15
63	5	5	5	4	19
64	4	5	4	3	16
65	3	3	3	3	12
66	4	4	4	4	16
67	3	3	3	3	12
68	3	3	3	3	12
69	4	4	4	4	16
70	5	5	5	5	20
71	4	4	4	5	17
72	4	4	4	3	15
73	3	3	3	3	12
74	3	3	3	3	12
75	3	4	4	4	15
76	3	3	3	3	12
77	5	4	5	5	19
78	3	2	2	1	8
79	3	3	3	3	12
80	3	4	4	3	14
81	3	3	4	4	14
82	4	4	3	3	14
83	4	4	4	4	16
84	3	3	3	3	12
85	4	4	4	3	15
86	3	4	4	3	14
87	3	3	3	3	12
88	4	5	5	4	18
89	5	5	5	5	20
90	3	5	3	4	15
91	3	3	4	4	14
92	4	4	4	4	16
93	3	3	3	3	12
94	4	4	4	4	16
95	4	3	4	4	15
96	4	4	4	4	16
97	3	3	3	4	13
98	2	2	2	2	8
99	3	4	4	4	15
100	4	4	3	3	14

Lampiran 4

Hasil Olah Data

A. Analisis Deskriptif

1. Kepercayaan Merek (X1)

Statistics

		X1.1	X1.2	X1.3	X1.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.77	3.72	3.66	3.68
Std. Error of Mean		.096	.091	.103	.106
Median		4.00	4.00	4.00	4.00
Mode		4	4	3	3
Std. Deviation		.962	.911	1.027	1.062
Variance		.926	.830	1.055	1.129
Range		4	4	4	4
Minimum		1	1	1	1
Maximum		5	5	5	5
Sum		377	372	366	368

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	3	3.0	3.0	3.0
	Tidak Setuju	4	4.0	4.0	7.0
	Netral	30	30.0	30.0	37.0
	Setuju	39	39.0	39.0	76.0
	Sangat Setuju	24	24.0	24.0	100.0
Total		100	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.0	2.0	2.0
	Tidak Setuju	6	6.0	6.0	8.0
	Netral	29	29.0	29.0	37.0
	Setuju	44	44.0	44.0	81.0
	Sangat Setuju	19	19.0	19.0	100.0
Total		100	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	3	3.0	3.0	3.0
	Tidak Setuju	8	8.0	8.0	11.0
	Netral	33	33.0	33.0	44.0
	Setuju	32	32.0	32.0	76.0
	Sangat Setuju	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	4	4.0	4.0	4.0
	Tidak Setuju	7	7.0	7.0	11.0
	Netral	32	32.0	32.0	43.0
	Setuju	31	31.0	31.0	74.0
	Sangat Setuju	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

2. Kepuasan Merek (X2)**Statistics**

		X2.1	X2.2	X2.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3.68	3.91	3.89
Std. Error of Mean		.074	.088	.090
Median		4.00	4.00	4.00
Mode		3 ^a	4	4
Std. Deviation		.737	.877	.898
Variance		.543	.770	.806
Range		3	4	4
Minimum		2	1	1
Maximum		5	5	5
Sum		368	391	389

a. Multiple modes exist. The smallest value is shown

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	2.0	2.0	2.0
	Netral	42	42.0	42.0	44.0
	Setuju	42	42.0	42.0	86.0
	Sangat Setuju	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.0	2.0	2.0
	Tidak Setuju	2	2.0	2.0	4.0
	Netral	25	25.0	25.0	29.0
	Setuju	45	45.0	45.0	74.0
	Sangat Setuju	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	2.0	2.0	2.0
	Tidak Setuju	1	1.0	1.0	3.0
	Netral	31	31.0	31.0	34.0
	Setuju	38	38.0	38.0	72.0
	Sangat Setuju	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

3. Citra Merek (X3)**Statistics**

		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8
N	Valid	100	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0	0
Mean		3.60	3.45	3.77	3.88	3.81	3.87	3.95	3.77
Std. Error of Mean		.077	.093	.080	.091	.091	.086	.080	.090
Median		4.00	3.00	4.00	4.00	4.00	4.00	4.00	4.00
Mode		3	3	4	4	3	4	4	3
Std. Deviation		.765	.925	.802	.913	.907	.861	.796	.897
Variance		.586	.856	.644	.834	.822	.741	.634	.805
Range		3	4	3	4	4	3	2	4
Minimum		2	1	2	1	1	2	3	1
Maximum		5	5	5	5	5	5	5	5
Sum		360	345	377	388	381	387	395	377

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	4	4.0	4.0	4.0
	Netral	45	45.0	45.0	49.0
	Setuju	38	38.0	38.0	87.0
	Sangat Setuju	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	3	3.0	3.0	3.0
	Tidak Setuju	7	7.0	7.0	10.0
	Netral	46	46.0	46.0	56.0
	Setuju	30	30.0	30.0	86.0
	Sangat Setuju	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	3	3.0	3.0	3.0
	Netral	37	37.0	37.0	40.0
	Setuju	40	40.0	40.0	80.0
	Sangat Setuju	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	4	4.0	4.0	5.0
	Netral	30	30.0	30.0	35.0
	Setuju	36	36.0	36.0	71.0
	Sangat Setuju	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	3	3.0	3.0	4.0
	Netral	37	37.0	37.0	41.0
	Setuju	32	32.0	32.0	73.0
	Sangat Setuju	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

X3.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	5	5.0	5.0	5.0
	Netral	29	29.0	29.0	34.0
	Setuju	40	40.0	40.0	74.0
	Sangat Setuju	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

X3.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	34	34.0	34.0	34.0
	Setuju	37	37.0	37.0	71.0
	Sangat Setuju	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

X3.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	4	4.0	4.0	5.0
	Netral	36	36.0	36.0	41.0
	Setuju	35	35.0	35.0	76.0
	Sangat Setuju	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

4. Word of Mouth

Statistics

		X4.1	X4.2	X4.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3.85	3.84	3.88
Std. Error of Mean		.072	.085	.077
Median		4.00	4.00	4.00
Mode		4	3	4
Std. Deviation		.716	.849	.769
Variance		.513	.722	.592
Range		3	3	3
Minimum		2	2	2
Maximum		5	5	5
Sum		385	384	388

X4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	2.0	2.0	2.0
	Netral	28	28.0	28.0	30.0
	Setuju	53	53.0	53.0	83.0
	Sangat Setuju	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

X4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	3	3.0	3.0	3.0
	Netral	36	36.0	36.0	39.0
	Setuju	35	35.0	35.0	74.0
	Sangat Setuju	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

X4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	2.0	2.0	2.0
	Netral	30	30.0	30.0	32.0
	Setuju	46	46.0	46.0	78.0
	Sangat Setuju	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

5. Loyalitas Merek**Statistics**

		Y1	Y2	Y3	Y4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.67	3.80	3.77	3.57
Std. Error of Mean		.074	.078	.078	.082
Median		4.00	4.00	4.00	4.00
Mode		3	4	4	3
Std. Deviation		.739	.778	.777	.820
Variance		.547	.606	.603	.672
Range		3	3	3	4
Minimum		2	2	2	1
Maximum		5	5	5	5
Sum		367	380	377	357

Y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	2.0	2.0	2.0
	Netral	43	43.0	43.0	45.0
	Setuju	41	41.0	41.0	86.0
	Sangat Setuju	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	2.0	2.0	2.0
	Netral	36	36.0	36.0	38.0
	Setuju	42	42.0	42.0	80.0
	Sangat Setuju	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

Y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	3	3.0	3.0	3.0
	Netral	35	35.0	35.0	38.0
	Setuju	44	44.0	44.0	82.0
	Sangat Setuju	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

Y4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	1.0	1.0	1.0
	Tidak Setuju	5	5.0	5.0	6.0
	Netral	43	43.0	43.0	49.0
	Setuju	38	38.0	38.0	87.0
	Sangat Setuju	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

B. Uji Validitas

1. Uji Validitas Kepercayaan Merek (X1)

		Correlations				Kepercayaan Merek
		X1.1	X1.2	X1.3	X1.4	
X1.1	Pearson Correlation	1	.467**	.697**	.234*	.821**
	Sig. (2-tailed)		.000	.000	.019	.000
	N	100	100	100	100	100
X1.2	Pearson Correlation	.467**	1	.405**	.094	.655**
	Sig. (2-tailed)	.000		.000	.350	.000
	N	100	100	100	100	100
X1.3	Pearson Correlation	.697**	.405**	1	.297**	.832**
	Sig. (2-tailed)	.000	.000		.003	.000
	N	100	100	100	100	100
X1.4	Pearson Correlation	.234*	.094	.297**	1	.586**
	Sig. (2-tailed)	.019	.350	.003		.000
	N	100	100	100	100	100
Kepercayaan Merek	Pearson Correlation	.821**	.655**	.832**	.586**	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).

2. Uji Validitas Kepuasan Merek (X2)

		Correlations			Kepuasan Merek
		X2.1	X2.2	X2.3	
X2.1	Pearson Correlation	1	.252*	.282**	.619**
	Sig. (2-tailed)		.011	.004	.000
	N	100	100	100	100
X2.2	Pearson Correlation	.252*	1	.641**	.838**
	Sig. (2-tailed)	.011		.000	.000
	N	100	100	100	100
X2.3	Pearson Correlation	.282**	.641**	1	.853**
	Sig. (2-tailed)	.004	.000		.000
	N	100	100	100	100
Kepuasan Merek	Pearson Correlation	.619**	.838**	.853**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

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

3. Uji Validitas Citra Merek (X3)

		Correlations								
		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	Citra Merek
X3.1	Pearson Correlation	1	.699**	.589**	.538**	.515**	.564**	.464**	.497**	.767**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.2	Pearson Correlation	.699**	1	.617**	.459**	.464**	.493**	.360**	.418**	.718**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.3	Pearson Correlation	.589**	.617**	1	.638**	.689**	.629**	.520**	.487**	.818**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.4	Pearson Correlation	.538**	.459**	.638**	1	.692**	.700**	.645**	.595**	.839**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.5	Pearson Correlation	.515**	.464**	.689**	.692**	1	.602**	.560**	.554**	.810**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.6	Pearson Correlation	.564**	.493**	.629**	.700**	.602**	1	.698**	.576**	.834**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.7	Pearson Correlation	.464**	.360**	.520**	.645**	.560**	.698**	1	.578**	.762**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
X3.8	Pearson Correlation	.497**	.418**	.487**	.595**	.554**	.576**	.578**	1	.750**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
Citra Merek	Pearson Correlation	.767**	.718**	.818**	.839**	.810**	.834**	.762**	.750**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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

4. Uji Validitas Word Of Mouth (X4)

		Correlations			
		X4.1	X4.2	X4.3	Word Of Mouth
X4.1	Pearson Correlation	1	.442**	.481**	.739**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X4.2	Pearson Correlation	.442**	1	.774**	.891**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X4.3	Pearson Correlation	.481**	.774**	1	.896**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Word Of Mouth	Pearson Correlation	.739**	.891**	.896**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

5. Uji Validitas Loyalitas Merek (Y)

		Correlations				Loyalitas Merek
		Y1	Y2	Y3	Y4	
Y1	Pearson Correlation	1	.639**	.553**	.547**	.803**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Y2	Pearson Correlation	.639**	1	.675**	.608**	.864**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Y3	Pearson Correlation	.553**	.675**	1	.684**	.863**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Y4	Pearson Correlation	.547**	.608**	.684**	1	.847**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Loyalitas Merek	Pearson Correlation	.803**	.864**	.863**	.847**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

C. Uji Realibilitas

1. Realibility Variabel Kepercayaan Merek (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.693	4

2. Realibility Variabel Kepuasan Merek (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.670	3

3. Reliability Variabel Citra Merek (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
.911	8

4. Reliability Variabel Word Of Mouth (X4)

Reliability Statistics

Cronbach's Alpha	N of Items
.799	3

5. Reliability Variabel Loyalitas Merek (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.866	4

D. ANALISIS REGRESI LINIER BERGANDA

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.819	1.330		.616	.539
	Kepercayaan Merek	.156	.074	.170	2.097	.039
	Kepuasan Merek	.280	.126	.208	2.223	.029
	Citra Merek	.153	.049	.314	3.124	.002
	Word Of Mouth	.334	.124	.251	2.694	.008

a. Dependent Variable: Loyalitas Merek

E. UJI T (UJI PARSIAL)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.819	1.330		.616	.539
	Kepercayaan Merek	.156	.074	.170	2.097	.039
	Kepuasan Merek	.280	.126	.208	2.223	.029
	Citra Merek	.153	.049	.314	3.124	.002
	Word Of Mouth	.334	.124	.251	2.694	.008

a. Dependent Variable: Loyalitas Merek

F. UJI F (UJI SIMULTAN)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	379.216	4	94.804	29.416	.000 ^b
	Residual	306.174	95	3.223		
	Total	685.390	99			

a. Dependent Variable: Loyalitas Merek

b. Predictors: (Constant), Word Of Mouth , Kepercayaan Merek, Kepuasan Merek, Citra Merek