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LAMPIRAN

SURAT PERMOHONAN MENJADI RESPONDEN

Hal : Permohonan Pengisian Kuesioner

Kepada Yth :

Bapak/Ibu Responden

Di Tempat

Dengan Hormat,

Sehubungan untuk memenuhi kelengkapan penyusunan Skripsi, saya bermaksud mengadakan penelitian dengan judul **“Pengaruh Rebranding Terhadap Brand Equity Perusahaan Gojek di Kota Makassar”**. Sebagai salah satu syarat untuk menyelesaikan studi pada program sarjana di Universitas Hasanuddin.

Saya memohon kesediaan Bapak/Ibu untuk menjawab semua pertanyaan yang ada secara jujur dan terbuka. Jawaban yang diberikan Bapak/Ibu pada kuesioner ini, saya menjamin kerahasiaan identitas dan setiap jawaban yang diberikan Bapak/Ibu sebagai responden.

Atas segala bantuan dan partisipasi yang Bapak/Ibu berikan, saya ucapkan terima kasih.

Hormat saya,

Ahmad Afdal Manaf

KUESIONER

IDENTITAS RESPONDEN

Mohon kesediaan Bapak/Ibu mengisi daftar berikut:

1. Nama ----- (boleh tidak diisi)
2. Jenis Kelamin : Laki-laki (L)/Perempuan (P)
3. Pendidikan Terakhir :
4. Lama Bapak/Ibu bekerja :
5. Latar Belakang Pendidikan :

PETUNJUK PENGISIAN

Bapak/Ibu dimohon untuk menjawab pertanyaan-pertanyaan di bawah ini, dengan cara memberikan tanda (v) pada salah satu ketentuan di bawah ini untuk menyatakan persepsinya.

- SS : Sangat Setuju
ST : Setuju
CS : Cukup Setuju
TS : Tidak Setuju
STS : Sangat Tidak Setuju

DAFTAR PERTANYAAN

A. Rebranding Logo

Pernyataan berikut ini akan menggambarkan persepsi Bapak/Ibu terhadap *rebranding logo*.

NO.	PERNYATAAN	SS	ST	CS	TS	STS
1	Saya mengetahui logo gojek mengalami perubahan					
2	Saya merasa logo gojek dapat menjadi ciri khas					
3	Informasi yang saya terima mengenai perubahan logo gojek melalui pemberitaan pada media sudah jelas					
4	Saya sering melihat iklan gojek pada media cetak/ online dan elektronik					

B. Rebranding Slogan

Pernyataan berikut akan menggambarkan persepsi Bapak/Ibu terhadap rebranding slogan.

NO	PERNYATAAN	SS	ST	CS	TS	SS
1	Saya mengetahui slogan gojek mengalami perubahan					
2	Slogan gojek memiliki ciri khas yang kuat					
3	Slogan gojek memiliki makna yang baik dan positif					
4	Slogan gojek mudah diingat dan dipahami					

C. Brand Equity

Pernyataan berikut akan menggambarkan persepsi Bapak/Ibu terhadap Brand equity

NO	PERNYATAAN	SS	ST	CS	TS	STS
1	Pilihan utama layanan transportasi online adalah Gojek					
2	Saya merasa jasa layanan yang diberikan gojek sudah baik					
3	Driver/ pengemudi gojek memberikan layanan yang cepat					
4	Saya merasa reputasi perusahaan gojek sudah terjamin					

NO	X1 REBRANDING LOGO					RATA-RATA	X2 REBRANDING SLOGAN					RATA-RATA
	X1.1	X1.2	X1.3	X1.4	TOTAL		X2.1	X2.2	X2.3	X2.4	TOTAL	
1	4	4	4	4	16	4	4	4	4	4	16	4
2	4	4	3	4	15	3,75	3	4	4	4	15	3,75
3	4	4	3	3	14	3,5	5	5	4	4	18	4,5
4	3	2	3	3	11	2,75	4	4	4	4	16	4
5	4	3	3	3	13	3,25	3	4	4	4	15	3,75
6	4	4	4	4	16	4	4	4	4	4	16	4
7	4	4	4	3	15	3,75	4	4	4	3	15	3,75
8	4	4	4	4	16	4	5	5	4	4	18	4,5
9	4	4	3	3	14	3,5	4	4	4	4	16	4
10	3	3	3	4	13	3,25	4	4	3	3	14	3,5
11	3	1	3	4	11	2,75	2	4	4	2	12	3
12	4	2	3	4	13	3,25	2	3	2	3	10	2,5
13	4	4	4	4	16	4	4	4	4	4	16	4
14	3	2	5	4	14	3,5	3	2	2	4	11	2,75
15	4	4	3	5	16	4	4	4	3	2	13	3,25
16	4	3	4	5	16	4	5	5	5	5	20	5
17	4	2	2	2	10	2,5	4	4	4	4	16	4
18	5	2	2	4	13	3,25	2	2	2	2	8	2
19	4	4	4	4	16	4	2	4	4	4	14	3,5
20	4	4	4	4	16	4	5	4	3	3	15	3,75
21	2	2	2	3	9	2,25	3	2	3	2	10	2,5
22	3	3	3	4	13	3,25	4	4	3	4	15	3,75
23	3	3	3	3	12	3	3	3	3	3	12	3
24	5	5	4	4	18	4,5	5	5	5	5	20	5
25	4	1	3	4	12	3	4	4	4	4	16	4
26	4	3	2	5	14	3,5	5	5	3	4	17	4,25
27	5	4	4	5	18	4,5	3	4	4	4	15	3,75
28	4	3	3	4	14	3,5	4	4	2	4	14	3,5
29	4	4	5	4	17	4,25	4	4	3	3	14	3,5
30	4	4	5	4	17	4,25	4	4	3	3	14	3,5
31	4	5	4	5	18	4,5	4	5	3	3	15	3,75
32	4	3	4	3	14	3,5	3	3	4	4	14	3,5
33	3	4	3	2	12	3	4	4	3	4	15	3,75
34	3	3	3	2	11	2,75	3	3	4	4	14	3,5
35	4	4	3	3	14	3,5	2	3	4	3	12	3
36	3	3	3	2	11	2,75	3	4	4	4	15	3,75
37	4	4	4	3	15	3,75	4	4	4	3	15	3,75
38	4	3	4	3	14	3,5	4	4	4	3	15	3,75
39	4	2	3	3	12	3	3	4	3	3	13	3,25
40	4	4	3	1	12	3	3	4	4	4	15	3,75

41	4	4	4	4	16	4	4	4	4	4	16	4
42	4	4	5	3	16	4	2	4	4	4	14	3,5
43	4	4	3	4	15	3,75	4	3	4	3	14	3,5
44	5	4	4	4	17	4,25	5	4	5	2	16	4
45	4	4	4	3	15	3,75	5	5	3	4	17	4,25
46	5	4	4	4	17	4,25	4	4	4	4	16	4
47	3	2	3	5	13	3,25	4	4	4	3	15	3,75
48	4	4	4	4	16	4	4	4	3	4	15	3,75
49	4	4	4	4	16	4	4	4	4	4	16	4
50	4	4	4	5	17	4,25	3	4	3	4	14	3,5
51	4	5	4	5	18	4,5	5	5	1	1	12	3
52	3	4	4	5	16	4	4	4	4	5	17	4,25
53	3	4	4	4	15	3,75	3	4	4	4	15	3,75
54	4	3	4	4	15	3,75	4	4	4	4	16	4
55	4	4	3	2	13	3,25	5	5	4	3	17	4,25
56	4	5	4	4	17	4,25	5	5	5	2	17	4,25
57	4	3	3	1	11	2,75	4	4	4	3	15	3,75
58	4	3	4	4	15	3,75	4	4	3	3	14	3,5
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60	4	3	3	5	15	3,75	5	5	3	3	16	4
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65	4	4	3	5	16	4	4	5	5	4	18	4,5
66	4	3	2	3	12	3	4	4	4	4	16	4
67	4	3	2	3	12	3	4	4	4	4	16	4
68	4	3	3	4	14	3,5	4	4	4	4	16	4
69	4	3	4	4	15	3,75	4	4	4	3	15	3,75
70	4	3	3	1	11	2,75	4	4	4	4	16	4
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72	2	2	2	2	8	2	4	3	4	5	16	4
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77	4	4	3	4	15	3,75	3	4	4	4	15	3,75
78	4	3	5	5	17	4,25	4	4	3	4	15	3,75
79	3	3	3	3	12	3	4	4	3	3	14	3,5
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81	3	2	3	4	12	3	4	4	4	3	15	3,75
82	4	4	4	4	16	4	4	3	4	4	15	3,75
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85	4	3	3	3	13	3,25	5	4	4	3	16	4
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87	4	4	4	4	16	4	4	4	4	4	16	4
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91	3	4	4	4	15	3,75	5	5	3	5	18	4,5
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93	3	4	3	4	14	3,5	4	4	4	4	16	4
94	3	4	3	5	15	3,75	3	3	3	4	13	3,25
95	3	4	4	5	16	4	3	4	5	5	17	4,25
96	4	4	4	3	15	3,75	3	3	4	4	14	3,5
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122	4	3	5	4	16	4	4	3	5	5	17	4,25
123	3	4	4	4	15	3,75	4	4	4	4	16	4
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125	4	4	3	3	14	3,5	3	3	3	3	12	3
126	4	5	4	4	17	4,25	5	5	4	4	18	4,5

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129	2	2	2	3	9	2,25	2	3	3	3	11	2,75
130	2	3	3	3	11	2,75	3	4	4	5	16	4
131	4	5	5	4	18	4,5	4	4	4	4	16	4
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133	4	4	4	4	16	4	4	4	4	4	16	4
134	3	4	4	3	14	3,5	4	5	4	4	17	4,25
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137	4	4	4	4	16	4	3	4	4	4	15	3,75
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141	3	4	4	5	16	4	4	4	4	5	17	4,25
142	5	5	5	5	20	5	3	3	5	5	16	4
143	3	4	3	2	12	3	4	3	4	4	15	3,75
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145	4	4	4	4	16	4	5	5	5	5	20	5
146	4	4	5	4	17	4,25	4	4	4	4	16	4
147	3	4	3	3	13	3,25	3	3	3	3	12	3
148	3	3	3	3	12	3	3	3	3	3	12	3
149	3	4	1	3	11	2,75	4	3	3	4	14	3,5
150	3	4	3	3	13	3,25	3	3	3	4	13	3,25

Y BRAND EQUITY					
Y1.1	Y1.2	Y1.3	Y1.4	TOTAL	RATA-RATA
4	4	4	4	16	4
4	4	4	4	16	4
3	4	5	5	17	4,25
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3	4	4	5	16	4
4	4	4	5	17	4,25
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5	5	5	4	19	4,75
3	5	4	5	17	4,25
3	4	4	4	15	3,75
4	4	4	4	16	4
5	4	4	5	18	4,5
5	5	4	4	18	4,5

4	5	5	5	19	4,75
3	4	4	4	15	3,75
4	5	5	5	19	4,75
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4	4	3	3	14	3,5
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4	4	4	4	16	4
4	5	4	5	18	4,5
4	5	5	5	19	4,75
5	3	4	2	14	3,5
4	4	4	4	16	4
4	5	5	4	18	4,5
4	4	4	4	16	4
5	4	4	5	18	4,5
3	4	3	4	14	3,5
5	5	5	5	20	5
4	4	3	3	14	3,5
4	5	2	5	16	4

5	5	3	5	18	4,5
5	3	4	4	16	4
3	3	3	3	12	3
4	4	4	4	16	4
5	5	2	5	17	4,25
4	3	3	3	13	3,25

1. Variabel Rebranding Logo

a. Uji Validitas

Correlations						
		Rebranding Logo	Rebranding Logo	Rebranding Logo	Rebranding Logo	Rebranding Logo
Rebranding Logo	Pearson Correlation	1	,346**	,381**	,361**	,687**
	Sig. (2-tailed)		,000	,000	,000	,000
	Sum of Squares and Cross-products	77,893	31,360	33,373	36,347	178,973
	Covariance	,523	,210	,224	,244	1,201
	N	150	150	150	150	150
Rebranding Logo	Pearson Correlation	,346**	1	,482**	,299**	,730**
	Sig. (2-tailed)	,000		,000	,000	,000
	Sum of Squares and Cross-products	31,360	105,660	49,240	35,080	221,340
	Covariance	,210	,709	,330	,235	1,486
	N	150	150	150	150	150
Rebranding Logo	Pearson Correlation	,381**	,482**	1	,386**	,768**
	Sig. (2-tailed)	,000	,000		,000	,000
	Sum of Squares and Cross-products	33,373	49,240	98,693	43,787	225,093
	Covariance	,224	,330	,662	,294	1,511
	N	150	150	150	150	150
Rebranding Logo	Pearson Correlation	,361**	,299**	,386**	1	,729**
	Sig. (2-tailed)	,000	,000	,000		,000
	Sum of Squares and Cross-products	36,347	35,080	43,787	130,373	245,587
	Covariance	,244	,235	,294	,875	1,648
	N	150	150	150	150	150
Rebranding Logo	Pearson Correlation	,687**	,730**	,768**	,729**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	Sum of Squares and Cross-products	178,973	221,340	225,093	245,587	870,993
	Covariance	1,201	1,486	1,511	1,648	5,846
	N	150	150	150	150	150

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

b. Uji Reliabilitas

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,789	,842	5

c. Uji t (Pengaruh rebranding logo terhadap Brand Equity)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	11,234	,894	12,564	,000
	Rebranding Logo	,352	,060	,433	5,848

a. Dependent Variable: Brand Equity

2. Variabel Rebranding Slogan
a. Uji Validitas

Correlations

		Rebranding Slogan	Rebranding Slogan	Rebranding Slogan	Rebranding Slogan	Rebranding Slogan
Rebranding Slogan	Pearson Correlation	1	,594**	,210*	,098	,700**
	Sig. (2-tailed)		,000	,010	,235	,000
	Sum of Squares and Cross-products	99,333	49,114	18,691	9,235	209,600
	Covariance	,667	,332	,126	,062	1,407
	N	150	149	149	149	150
Rebranding Slogan	Pearson Correlation	,594**	1	,361**	,201*	,748**
	Sig. (2-tailed)	,000		,000	,014	,000
	Sum of Squares and Cross-products	49,114	74,993	29,195	17,221	170,523
	Covariance	,332	,507	,197	,116	1,152
	N	149	149	149	149	149
Rebranding Slogan	Pearson Correlation	,210*	,361**	1	,515**	,743**
	Sig. (2-tailed)	,010	,000		,000	,000
	Sum of Squares and Cross-products	18,691	29,195	87,356	47,577	182,819
	Covariance	,126	,197	,590	,321	1,235
	N	149	149	149	149	149
Rebranding Slogan	Pearson Correlation	,098	,201*	,515**	1	,660**
	Sig. (2-tailed)	,235	,014	,000		,000
	Sum of Squares and Cross-products	9,235	17,221	47,577	97,691	171,725
	Covariance	,062	,116	,321	,660	1,160
	N	149	149	149	149	149
Rebranding Slogan	Pearson Correlation	,700**	,748**	,743**	,660**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	Sum of Squares and Cross-products	209,600	170,523	182,819	171,725	901,340
	Covariance	1,407	1,152	1,235	1,160	6,049
	N	150	149	149	149	150

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

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

b. Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,779	,822	5

c. Uji t (Pengaruh Rebranding Slogan terhadap Brand Equity)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	11,913	,951		12,528	,000
Rebranding Slogan	,291	,061	,365	4,771	,000

a. Dependent Variable: Brand Equity

3. Variabel Brand Equity

a. Uji Validitas

		Brand Equity	Brand Equity	Brand Equity	Brand Equity	Brand Equity
Brand Equity	Pearson Correlation	1	,380**	,163*	,178*	,614**
	Sig. (2-tailed)		,000	,046	,030	,000
	Sum of Squares and Cross-products	73,893	24,800	14,373	13,248	126,427
	Covariance	,496	,166	,096	,090	,849
	N	150	150	150	149	150
Brand Equity	Pearson Correlation	,380**	1	,299**	,455**	,728**
	Sig. (2-tailed)	,000		,000	,000	,000
	Sum of Squares and Cross-products	24,800	57,500	23,200	29,732	132,300
	Covariance	,166	,386	,156	,201	,888
	N	150	150	150	149	150
Brand Equity	Pearson Correlation	,163*	,299**	1	,282**	,663**
	Sig. (2-tailed)	,046	,000		,000	,000
	Sum of Squares and Cross-products	14,373	23,200	104,693	24,819	162,507
	Covariance	,096	,156	,703	,168	1,091
	N	150	150	150	149	150
Brand Equity	Pearson Correlation	,178*	,455**	,282**	1	,692**
	Sig. (2-tailed)	,030	,000	,000		,000
	Sum of Squares and Cross-products	13,248	29,732	24,819	74,738	142,537
	Covariance	,090	,201	,168	,505	,963
	N	149	149	149	149	149
Brand Equity	Pearson Correlation	,614**	,728**	,663**	,692**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	Sum of Squares and Cross-products	126,427	132,300	162,507	142,537	573,793
	Covariance	,849	,888	1,091	,963	3,851
	N	150	150	150	149	150

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

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

b. Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,767	,803	5

c. Uji f (Pengaruh Rebranding logo dan rebranding slogan terhadap brand equity)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9,143	1,074		8,514	,000
Rebranding Logo	,285	,062	,351	4,625	,000
Rebranding Slogan	,199	,061	,250	3,291	,001

a. Dependent Variable: Brand Equity