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LAMPIRAN

LAMPIRAN I

Biodata

Informasi Pribadi

Nama lengkap : Nanda Utari Khairunnisa
Tempat, Tanggal Lahir : Makassar, 26 Januari 2001
Jenis Kelamin : Perempuan
Agama : Islam
Alamat Rumah : Komp.Kumala Permai A/1
No. Handphone : 082296415529
Email : nandautari48@gmail.com

Latar Belakang Pendidikan

2007 – 2013 : SDN 2 BAUBAU
2013 – 2016 : SMPN 1 BAUBAU
2016 – 2019 : SMAN 2 BAUBAU
2019 – Sekarang : Universitas Hasanuddin

Pengalaman Organisasi

1. Ketua Umum UKM Unhas Esports 2022 – 2023
2. Anggota KEMA Ikatan Mahasiswa Manajemen (Alerta)
3. Anggota HIPMI PT Unhas Angkatan 7
4. Anggota IMKB Makassar Angkatan 2019

Makassar, 27 April 2023

Nanda Utari Khairunnisa

LAMPIRAN II

Daftar Pertanyaan Kuesioner

KUESIONER PENELITIAN

“ ANALISIS PENGARUH EKUITAS MEREK TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN DALAM MEMBELI PRODUK STARBUCKS DI MAKASSAR “

Assalamualaikum Warahmatullahi Wabarakatuh

Perkenalkan saya Nanda Utari Khairunnisa, Mahasiswi S1 Fakultas Ekonomi dan Bisnis Universitas Hasanuddin. Saat ini saya sedang melakukan penelitian untuk menyelesaikan tugas akhir (skripsi) saya.

Adapun kriteria responden yang dibutuhkan adalah :

1. Pernah membeli produk Starbucks lebih dari dua kali
2. Pernah berkunjung ke Starbucks Alauddin dan Starbucks Sunset Quay.

Data yang terkumpul hanya digunakan untuk kepentingan penelitian dan akan terjaga kerahasiaanya. Atas kesediaanya meluangkan waktu untuk mengisi kuesioner ini, saya ucapkan terima kasih banyak.

Wassalamualaikum Warahmatullahi Wabarakatuh.

Makassar, 27 April 2023

Nanda Utari Khairunnisa

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. Pegawai Negeri Sipil
 - b. Pegawai Swasta
 - c. Mahasiswa / Pelajar
 - d. Wiraswasta
5. Apakah anda pernah membeli produk Starbucks lebih dari dua kali?
 - a. Ya
 - b. Tidak
6. Apakah anda pernah berkunjung ke Starbucks Alauddin atau Starbucks Sunset Quay?
 - a. Ya
 - b. Tidak

B. Kuesioner

Berilah tanda centang (√) pada kolom yang tersedia sesuai dengan pendapat anda.

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

KUESIONER PENELITIAN

Kesadaran Merek						
No	Pertanyaan	STS	TS	CS	S	SS
1.	Saya mengenali logo dari Starbucks					
2.	Saya mengetahui varian menu dari Starbucks					
3.	Saya tahu bahwa hijau adalah warna ciri khas Starbucks					
4.	Saya mengetahui <i>tall, grande, venti</i> ialah istilah dari ukuran minuman Starbucks					

Kesan Kualitas						
No	Pertanyaan	STS	TS	CS	S	SS
1.	Saya merasa nyaman dengan tempat Starbucks					
2.	Saya menyukai minuman Starbucks karena kualitas rasanya yang konsisten					
3.	Saya suka Starbucks karena baristanya ramah dan keren					
4.	Saya membeli tumblr Starbucks karena design nya bagus dan keren					

Asosiasi Merek						
No	Pertanyaan	STS	TS	CS	S	SS
1.	Saya menganggap Starbucks adalah <i>coffe shop yang high-end</i>					
2.	Saya mengetahui bahwa Starbucks adalah <i>coffe shop</i> berskala Internasional					
3.	Saya menganggap bahwa <i>coffe shop</i> yang nyaman adalah Starbucks					
4.	Saya menganggap bahwa Starbucks memiliki harga yang relative tinggi/mahal					

Loyalitas Merek						
No	Pertanyaan	STS	TS	CS	S	SS
1.	Saya akan membeli lagi produk Starbucks karena menyukainya					
2.	Saya suka membeli produk terbaru dari Starbucks					
3.	Saya memiliki menu <i>coffe/non coffe</i> favorit saya di Starbucks					
4.	Saya memiliki Starbucks card					

Keputusan Pembelian Konsumen						
No	Pertanyaan	STS	TS	CS	S	SS
1.	Saya pernah membeli produk minuman <i>coffe/non coffe</i> dari Starbucks					
2.	Saya pernah membeli makanan di Starbucks					
3.	Saya memiliki <i>tumblr</i> Starbucks					
4.	Saya pernah membeli <i>coffe bean</i> Starbucks					

LAMPIRAN III

Olah Data

UJI VALIDITAS X1

		X1.1	X1.2	X1.3	X1.4	Kesadaran merek (X1)
X1.1	Pearson Correlation	1	.952**	.797**	.750**	.940**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	60	60	60	60	60
X1.2	Pearson Correlation	.952**	1	.818**	.718**	.937**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	60	60	60	60	60
X1.3	Pearson Correlation	.797**	.818**	1	.796**	.924**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	60	60	60	60	60
X1.4	Pearson Correlation	.750**	.718**	.796**	1	.894**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	60	60	60	60	60
Kesadaran merek (X1)	Pearson Correlation	.940**	.937**	.924**	.894**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	60	60	60	60	60

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

UJI VALIDITAS X2

Correlations

		X2.1	X2.2	X2.3	X2.4	Kesan kualitas (X2)
X2.1	Pearson Correlation	1	.687**	.834**	.820**	.936**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	60	60	60	60	60
X2.2	Pearson Correlation	.687**	1	.659**	.609**	.815**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	60	60	60	60	60
X2.3	Pearson Correlation	.834**	.659**	1	.786**	.923**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	60	60	60	60	60
X2.4	Pearson Correlation	.820**	.609**	.786**	1	.901**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	60	60	60	60	60
Kesan kualitas (X2)	Pearson Correlation	.936**	.815**	.923**	.901**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	60	60	60	60	60

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

UJI VALIDITAS X3

Correlations

		X3.1	X3.2	X3.3	X3.4	Asosiasi merek (X3)
X3.1	Pearson Correlation	1	.913**	.648**	.650**	.902**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	60	60	60	60	60
X3.2	Pearson Correlation	.913**	1	.724**	.627**	.918**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	60	60	60	60	60
X3.3	Pearson Correlation	.648**	.724**	1	.759**	.883**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	60	60	60	60	60
X3.4	Pearson Correlation	.650**	.627**	.759**	1	.853**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	60	60	60	60	60
Asosiasi merek (X3)	Pearson Correlation	.902**	.918**	.883**	.853**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	60	60	60	60	60

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

UJI VALIDITAS X4

Correlations

		X4.1	X4.2	X4.3	X4.4	Loyalitas merek (X4)
X4.1	Pearson Correlation	1	.728**	.742**	.699**	.878**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	60	60	60	60	60
X4.2	Pearson Correlation	.728**	1	.663**	.807**	.891**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	60	60	60	60	60
X4.3	Pearson Correlation	.742**	.663**	1	.784**	.892**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	60	60	60	60	60
X4.4	Pearson Correlation	.699**	.807**	.784**	1	.923**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	60	60	60	60	60
Loyalitas merek (X4)	Pearson Correlation	.878**	.891**	.892**	.923**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	60	60	60	60	60

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

UJI RELIABILITAS X1

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded ^a	0	.0
	Total	60	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.939	4

UJI RELIABILITAS X2

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded ^a	0	.0
	Total	60	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.917	4

UJI RELIABILITAS X3

Case Processing Summary

	N	%
Cases Valid	60	100.0
Excluded a	0	.0
Total	60	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.911	4

UJI RELIABILITAS X4

Case Processing Summary

	N	%
Cases Valid	60	100.0
Excluded a	0	.0
Total	60	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.918	4

UJI VALIDITAS Y

Correlations

		Y1	Y2	Y3	Y4	Keputusan pembelian (Y)
Y1	Pearson Correlation	1	.949**	.577**	.636**	.907**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	60	60	60	60	60
Y2	Pearson Correlation	.949**	1	.653**	.667**	.937**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	60	60	60	60	60
Y3	Pearson Correlation	.577**	.653**	1	.673**	.820**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	60	60	60	60	60
Y4	Pearson Correlation	.636**	.667**	.673**	1	.844**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	60	60	60	60	60
Keputusan pembelian (Y)	Pearson Correlation	.907**	.937**	.820**	.844**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	60	60	60	60	60

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

UJI RELIABILITAS Y

Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded ^a	0	.0
	Total	60	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.901	4

a. Listwise deletion based on all variables in the procedure.

Uji Regresi Linier Berganda

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.398	.754		1.854	.069
Kesadaran merek (X1)	.136	.063	.152	2.168	.034
Kesan kualitas (X2)	.260	.074	.279	3.527	.001
Asosiasi merek (X3)	.350	.090	.370	3.909	.000
Loyalitas merek (X4)	.258	.100	.250	2.571	.013

a. Dependent Variable: Keputusan pembelian (Y)

Koefisien Determinan (R²)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.918 ^a	.843	.832	1.47814

a. Predictors: (Constant), Loyalitas merek (X4), Kesadaran merek (X1), Kesan kualitas (X2), Asosiasi merek (X3)

FREQUENCY X1

Statistics

		X1.1	X1.2	X1.3	X1.4
N	Valid	60	60	60	60
	Missing	0	0	0	0
Mean		3.17	3.13	2.92	3.02
Std. Error of Mean		.133	.131	.141	.159
Median		3.00	3.00	3.00	3.00
Mode		3	3	2	2
Std. Deviation		1.028	1.016	1.094	1.228
Variance		1.056	1.033	1.196	1.508
Range		4	4	4	4
Minimum		1	1	1	1
Maximum		5	5	5	5
Sum		190	188	175	181

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	5.0	5.0	5.0
	TS	12	20.0	20.0	25.0
	CS	23	38.3	38.3	63.3
	S	16	26.7	26.7	90.0
	5	6	10.0	10.0	100.0
	Total	60	100.0	100.0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	3	5.0	5.0	5.0
TS	11	18.3	18.3	23.3
CS	28	46.7	46.7	70.0
S	11	18.3	18.3	88.3
5	7	11.7	11.7	100.0
Total	60	100.0	100.0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	4	6.7	6.7	6.7
TS	20	33.3	33.3	40.0
CS	19	31.7	31.7	71.7
S	11	18.3	18.3	90.0
5	6	10.0	10.0	100.0
Total	60	100.0	100.0	

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	6	10.0	10.0	10.0
TS	18	30.0	30.0	40.0
CS	13	21.7	21.7	61.7
S	15	25.0	25.0	86.7
5	8	13.3	13.3	100.0
Total	60	100.0	100.0	

FREQUENCY X2

Statistics

		X2.1	X2.2	X2.3	X2.4
N	Valid	60	60	60	60
	Missing	0	0	0	0
Mean		3.20	2.93	3.10	3.18
Std. Error of Mean		.140	.125	.152	.140
Median		3.00	3.00	3.00	3.00
Mode		4	3	3	3
Std. Deviation		1.086	.972	1.175	1.081
Variance		1.180	.945	1.380	1.169
Range		4	4	4	4
Minimum		1	1	1	1
Maximum		5	5	5	5
Sum		192	176	186	191

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	3.3	3.3	3.3
	TS	17	28.3	28.3	31.7
	CS	15	25.0	25.0	56.7
	S	19	31.7	31.7	88.3
	SS	7	11.7	11.7	100.0
	Total	60	100.0	100.0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	3	5.0	5.0	5.0
TS	17	28.3	28.3	33.3
CS	25	41.7	41.7	75.0
S	11	18.3	18.3	93.3
SS	4	6.7	6.7	100.0
Total	60	100.0	100.0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	7	11.7	11.7	11.7
TS	9	15.0	15.0	26.7
CS	23	38.3	38.3	65.0
S	13	21.7	21.7	86.7
SS	8	13.3	13.3	100.0
Total	60	100.0	100.0	

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	4	6.7	6.7	6.7
TS	11	18.3	18.3	25.0
CS	22	36.7	36.7	61.7
S	16	26.7	26.7	88.3
SS	7	11.7	11.7	100.0
Total	60	100.0	100.0	

FREQUENCY X2

Statistics

		X2.1	X2.2	X2.3	X2.4
N	Valid	60	60	60	60
	Missing	0	0	0	0
Mean		3.20	2.93	3.10	3.18
Std. Error of Mean		.140	.125	.152	.140
Median		3.00	3.00	3.00	3.00
Mode		4	3	3	3
Std. Deviation		1.086	.972	1.175	1.081
Variance		1.180	.945	1.380	1.169
Range		4	4	4	4
Minimum		1	1	1	1
Maximum		5	5	5	5
Sum		192	176	186	191

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	3.3	3.3	3.3
	TS	17	28.3	28.3	31.7
	CS	15	25.0	25.0	56.7
	S	19	31.7	31.7	88.3
	SS	7	11.7	11.7	100.0
Total		60	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	5.0	5.0	5.0
	TS	17	28.3	28.3	33.3
	CS	25	41.7	41.7	75.0
	S	11	18.3	18.3	93.3
	SS	4	6.7	6.7	100.0

Total	60	100.0	100.0
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X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	7	11.7	11.7	11.7
TS	9	15.0	15.0	26.7
CS	23	38.3	38.3	65.0
S	13	21.7	21.7	86.7
SS	8	13.3	13.3	100.0
Total	60	100.0	100.0	

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	4	6.7	6.7	6.7
TS	11	18.3	18.3	25.0
CS	22	36.7	36.7	61.7
S	16	26.7	26.7	88.3
SS	7	11.7	11.7	100.0
Total	60	100.0	100.0	

FREQUENCY X3

Statistics

		X3.1	X3.2	X3.3	X3.4
N	Valid	60	60	60	60
	Missing	0	0	0	0
Mean		3.05	2.98	2.93	2.95
Std. Error of Mean		.135	.140	.142	.135
Median		3.00	3.00	3.00	3.00
Mode		3	3	4	3
Std. Deviation		1.048	1.081	1.103	1.048
Variance		1.099	1.169	1.216	1.099
Range		4	4	4	4
Minimum		1	1	1	1
Maximum		5	5	5	5
Sum		183	179	176	177

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	6	10.0	10.0	10.0
	TS	10	16.7	16.7	26.7
	CS	22	36.7	36.7	63.3
	S	19	31.7	31.7	95.0
	SS	3	5.0	5.0	100.0
Total		60	100.0	100.0	

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	6	10.0	10.0	10.0
TS	12	20.0	20.0	30.0
CS	24	40.0	40.0	70.0
S	13	21.7	21.7	91.7
SS	5	8.3	8.3	100.0
Total	60	100.0	100.0	

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	6	10.0	10.0	10.0
TS	17	28.3	28.3	38.3
CS	15	25.0	25.0	63.3
S	19	31.7	31.7	95.0
SS	3	5.0	5.0	100.0
Total	60	100.0	100.0	

X3.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	6	10.0	10.0	10.0
TS	13	21.7	21.7	31.7
CS	22	36.7	36.7	68.3
S	16	26.7	26.7	95.0
SS	3	5.0	5.0	100.0
Total	60	100.0	100.0	

FREQUENCY X4

Statistics

		X4.1	X4.2	X4.3	X4.4
N	Valid	60	60	60	60
	Missing	0	0	0	0
Mean		3.08	3.02	3.08	3.00
Std. Error of Mean		.117	.122	.129	.134
Median		3.00	3.00	3.00	3.00
Mode		3	3	3	3
Std. Deviation		.907	.948	.996	1.042
Variance		.823	.898	.993	1.085
Range		4	4	4	4
Minimum		1	1	1	1
Maximum		5	5	5	5
Sum		185	181	185	180

X4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	3.3	3.3	3.3
	TS	13	21.7	21.7	25.0
	CS	26	43.3	43.3	68.3
	S	16	26.7	26.7	95.0
	SS	3	5.0	5.0	100.0
	Total	60	100.0	100.0	

X4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	5.0	5.0	5.0
	TS	15	25.0	25.0	30.0
	CS	22	36.7	36.7	66.7
	S	18	30.0	30.0	96.7

SS	2	3.3	3.3	100.0
Total	60	100.0	100.0	

X4.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	4	6.7	6.7	6.7
TS	12	20.0	20.0	26.7
CS	22	36.7	36.7	63.3
S	19	31.7	31.7	95.0
SS	3	5.0	5.0	100.0
Total	60	100.0	100.0	

X4.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	6	10.0	10.0	10.0
TS	11	18.3	18.3	28.3
CS	23	38.3	38.3	66.7
S	17	28.3	28.3	95.0
SS	3	5.0	5.0	100.0
Total	60	100.0	100.0	

FREQUENCY Y

Statistics

		Y1	Y2	Y3	Y4
N	Valid	60	60	60	60
	Missing	0	0	0	0
Mean		3.38	3.33	3.37	3.52
Std. Error of Mean		.135	.140	.126	.129
Median		3.00	3.00	3.00	4.00
Mode		3	3	4	4
Std. Deviation		1.043	1.084	.974	1.000
Variance		1.088	1.175	.948	1.000
Range		4	4	4	4
Minimum		1	1	1	1
Maximum		5	5	5	5
Sum		203	200	202	211

Y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	5.0	5.0	5.0
	TS	7	11.7	11.7	16.7
	CS	23	38.3	38.3	55.0
	S	18	30.0	30.0	85.0
	SS	9	15.0	15.0	100.0
	Total	60	100.0	100.0	

Y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	5.0	5.0	5.0
	TS	10	16.7	16.7	21.7
	CS	20	33.3	33.3	55.0
	S	18	30.0	30.0	85.0

SS	9	15.0	15.0	100.0
Total	60	100.0	100.0	

Y3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	1.7	1.7	1.7
TS	11	18.3	18.3	20.0
CS	20	33.3	33.3	53.3
S	21	35.0	35.0	88.3
SS	7	11.7	11.7	100.0
Total	60	100.0	100.0	

Y4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	2	3.3	3.3	3.3
TS	7	11.7	11.7	15.0
CS	18	30.0	30.0	45.0
S	24	40.0	40.0	85.0
SS	9	15.0	15.0	100.0
Total	60	100.0	100.0	