

LAMPIRAN

Lampiran 1 Kuesioner Penelitian

Kuesioner Penelitian

*Khusus konsumen Produk Pond's

Yth. Saudara/ i Responden

Saya Dyah Retno Palupi mahasiswi program studi S1 Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Muhammadiyah Yogyakarta sedang mengumpulkan data untuk penyusunan skripsi mengenai “Pengaruh Karakteristik Merek, Karakteristik Perusahaan, Karakteristik Konsumen - Merek Terhadap Loyalitas Merek Melalui Kepercayaan Merek”. Produk yang dipilih adalah produk Pond's. Bersama ini saya sangat mengharapkan kesediaan waktu anda untuk mengisi kuesioner penelitian ini dengan jujur dan teliti. Data yang terkumpul dijamin kerahasiaannya dan hanya dipergunakan untuk keperluan akademis. Setiap jawaban yang diberikan merupakan bantuan yang sangat berarti bagi penelitian ini.

Saya ucapkan terima kasih banyak atas kesediaan dan kerjasama yang telah saudara/i responden berikan.

Hormat saya,

Dyah Retno Palupi

Kuesioner Pengaruh Karakteristik Merek, Karakteristik Perusahaan, Karakteristik Konsumen - Merek Terhadap Loyalitas Merek Melalui Kepercayaan Merek

I. Identitas Responden:

1. Nama :
2. Usia :
3. Jenis Kelamin :
4. Pendidikan terakhir :
5. Pekerjaan :
6. Pengeluaran (perbulan) :

II. Petunjuk Pengisian:

Bacalah dengan teliti pertanyaan dibawah ini:

Anda dapat memberikan tanda silang (x) pada kolom yang sesuai dengan jawaban anda.

Keterangan:

- a. SS : Sangat Setuju
- b. S : Setuju
- c. N : Netral
- d. TS : Tidak Setuju
- e. STS : Sangat Tidak Setuju

Catatan:

- Tidak ada jawaban yang benar atau salah
- Jawablah yang paling mewakili pendapat Anda

Kuesioner Pengaruh Karakteristik Merek, Karakteristik Perusahaan, Karakteristik Konsumen - Merek Terhadap Loyalitas Merek Melalui Kepercayaan Merek

Berilah tanda ✓ pada lembar jawaban dengan jujur dan teliti

A. Reputasi Pond's

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1	Reputasi merek Pond's adalah baik					
2	Org lain mengatakan pd saya bahwa merek Pond's dpt dipercaya					
3	Reputasi Pond's terkenal baik					
4	Saya tidak pernah mendengar komentar negatif tentang Pond's					

B. Prediksi terhadap Pond's

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1	Saya tahu persis harapan saya ketika membeli merek Pond's					
2	Saya selalu bisa mengantisipasi dengan tepat bagaimana Pond's akan bekerja					
3	Kualitas Pond's selalu konsisten					
4	Walaupun kinerja merek Pond's bervariasi, saya yakin kinerja merek Pond's tetap konsisten					

C. Kompetensi Pond's

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1	Dalam kategori produk sejenis, Pond's adalah yang terbaik					
2	Pond's lebih baik dibandingkan merek lain					

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
3	Kinerja Pond's lebih baik daripada merek lain					
4	Pond's dapat memenuhi kebutuhan saya daripada merek lain					

D. Kepercayaan pada Perusahaan Merek Pond's (PT.Unilever)

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1	Saya mempercayai PT.Unilever					
2	Saya merasa aman ketika menggunakan produk dari PT.Unilever					
3	Saya merasa bahwa, saya dapat mengandalkan PT.Unilever untuk menghasilkan produk yang bekerja dengan baik					

E. Kesukaan terhadap Pond's

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1	Saya menyukai merek Pond's					
2	Saya lebih memilih merek Pond's daripada merek lain					
3	Pond's adalah merek favorit saya					

F. Kepercayaan terhadap Pond's

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1	Saya percaya dengan merek Pond's					
2	Saya percaya Pond's akan bekerja sesuai fungsinya					
3	Saya dapat mengandalkan merek Pond's					

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
4	Saya merasa aman ketika membeli merek Pond's, karena saya yakin merek Pond's tidak akan mengecewakan saya					

G. Loyalitas terhadap Pond's

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1	Saya berniat untuk terus membeli merek Pond's					
2	Jika merek lain lebih murah saya akan tetap membeli Pond's					
3	Jika Pond's tdk tersedia ditoko, saya akan membelinya lain waktu					
4	Saya akan merekomendasikan merek Pond's pada seseorang yang saat itu belum mengetahui ingin membeli merek apa					
5	Saya sering memberitahu keunggulan Pond's pada teman saya					

Terima Kasih Atas Kerjasama Anda

Lampiran 2 Karakteristik Responden

Dasar Klasifikasi	Sub Klasifikasi	Jumlah	Persentase
Jenis Kelamin	Pria	14	13.2%
	Wanita	92	86.8%
	Total	106	100%
Usia	17-20 Tahun	26	24.53%
	21-25 Tahun	56	52.83%
	26-29 Tahun	12	11.32%
	30-35 Tahun	5	4.71%
	36-49 Tahun	7	6.6%
	Total	106	100%
Pendidikan Terakhir	SMA	53	50%
	D3	20	18.87%
	S1	18	17%
	Tidak diisi	4	3.8%
	lainnya	11	10.4%
	Total	106	100%
Pekerjaan	PNS	12	11.32%
	Pegawai Swasta	21	19.81%
	Wiraswasta	13	12.3%
	Mahasiswa	53	50%
	Pelajar	3	2.83%
	lainnya	4	3.77%
	Total	106	100%
Pengeluaran Per-Bulan	< Rp 1.000.000	15	14.15%
	Rp 1.000.000 - Rp 2.000.000	52	49.06%
	Rp 2.000.000 - Rp 4.000.000	27	25.5%
	> Rp 4.000.000	12	11.32%
	Total	106	100%

Lampiran 3 Total data utuh (UJI NORMALITAS)

No	TP	TK	TO1	TF	TR	TC	TL
1	15	9	15	17	10	12	19
2	13	8	12	19	9	9	21
3	14	10	16	17	12	12	19
4	16	6	14	18	13	11	21
5	15	12	13	16	12	11	20
6	16	10	16	17	12	13	19
7	16	6	9	16	10	9	21
8	16	10	16	19	15	13	23
9	13	12	15	16	13	13	20
10	15	9	15	18	15	13	24
11	15	9	19	15	12	15	16
12	14	12	16	20	13	13	20
13	15	13	20	20	15	17	25
14	16	10	20	16	15	14	25
15	15	14	17	16	12	14	20
16	17	10	16	20	15	15	25
17	16	12	19	20	14	16	20
18	15	10	14	13	9	12	19
19	14	8	17	20	15	17	22
20	15	9	13	15	12	13	24
21	13	11	16	17	9	13	20
22	18	9	10	16	12	16	21
23	19	15	20	20	11	19	19
24	16	12	17	20	15	19	22
25	15	11	13	16	12	15	20
26	16	12	15	16	12	16	22
27	17	12	16	20	14	19	20
28	16	9	15	13	12	15	18
29	14	7	13	14	15	14	20
30	12	8	18	20	9	17	20
31	15	9	12	12	9	12	15
32	15	7	14	19	12	16	20
33	18	8	12	16	9	15	19
34	17	6	13	16	12	16	18
35	14	9	13	19	11	16	16
36	16	12	14	20	15	20	21
37	16	12	20	20	12	19	24
38	17	15	20	20	15	19	25
39	12	12	15	17	10	16	19
40	16	12	16	20	13	19	20
41	14	15	15	20	15	20	25
42	14	11	13	18	12	10	20
43	15	9	16	16	12	13	19
44	15	9	15	20	12	13	19
45	14	12	16	20	12	16	22
46	17	11	16	19	12	13	17

No	TP	TK	TO1	TF	TR	TC	TL
47	18	14	17	20	15	13	22
48	19	9	13	16	10	9	15
49	13	9	16	16	9	13	20
50	17	10	16	19	12	16	16
51	16	12	13	16	11	13	19
52	15	15	16	16	12	15	18
53	15	7	12	12	9	12	15
54	17	10	12	13	9	12	18
55	12	14	15	18	15	16	13
56	15	12	16	20	15	19	21
57	16	12	19	16	12	18	21
58	13	10	18	20	15	19	20
59	11	9	12	12	9	12	15
60	15	14	20	20	15	20	25
61	15	14	20	20	15	19	25
62	15	12	20	20	15	20	25
63	11	6	8	16	3	7	5
64	13	10	13	16	14	13	16
65	15	9	12	14	12	12	16
66	15	12	20	20	15	17	25
67	14	9	14	16	15	10	20
68	17	12	15	16	12	13	19
69	13	15	20	20	15	16	25
70	15	12	16	20	15	15	20
71	15	6	8	11	3	8	13
72	18	10	16	20	14	20	25
73	10	9	14	20	8	15	19
74	15	14	20	20	15	20	25
75	13	10	16	20	15	16	20
76	18	9	8	10	3	7	12
77	16	12	16	20	14	20	25
78	15	9	14	20	8	12	19
79	16	4	11	12	11	12	17
80	14	9	12	12	9	8	14
81	11	6	13	20	11	15	19
82	19	10	16	19	10	11	15
83	13	15	20	20	15	20	25
84	18	12	18	20	12	14	16
85	15	13	20	20	15	20	25
86	9	14	20	20	15	19	25
87	18	11	16	16	12	15	20
88	13	11	13	18	10	12	17
89	14	9	19	20	15	17	25
90	14	13	20	20	14	16	25
91	13	14	20	20	15	20	25
92	14	9	17	20	14	16	23
93	20	14	20	20	15	20	25

No	TP	TK	TO1	TF	TR	TC	TL
94	17	14	16	20	15	20	25
95	19	9	19	16	12	16	22
96	16	14	19	19	12	15	22
97	15	11	19	16	12	19	24
98	13	12	20	20	15	19	21
99	16	11	20	20	15	19	25
100	17	12	20	20	15	20	21
101	17	14	19	20	15	19	25
102	13	11	15	16	12	16	20
103	17	11	19	20	13	19	22
104	16	14	20	20	15	19	25
105	17	12	20	20	15	17	25
106	13	11	20	20	12	20	23

Lampiran 4 Data residual uji normalitas (SPSS)

No	RES_1	RES_2
1	-1.629721275	0.890066507
2	-3.462825976	5.078046707
3	-2.779739002	0.890066507
4	-2.976544312	3.61939324
5	-2.641618779	2.61939324
6	-1.827362769	0.160739773
7	-1.500049304	5.078046707
8	-3.298995908	4.160739773
9	-1.703504915	1.160739773
10	-2.44201589	5.160739773
11	-0.299803411	-4.297913693
12	-3.226164514	1.160739773
13	-1.626723131	3.24343284
14	-3.079478897	5.43141304
15	-1.560962124	0.43141304
16	-1.597276627	4.702086307
17	-1.784270559	-1.027240426
18	0.018964672	0.890066507
19	0.3886405	0.24343284
20	0.106030832	5.160739773
21	-0.990958576	1.160739773
22	3.963043468	-0.027240426
23	1.192836109	-4.215220626
24	1.710109033	-1.215220626
25	1.516108147	-0.297913693
26	1.53262459	0.972759574
27	2.394834679	-3.215220626
28	1.829211872	-2.297913693
29	0.797069933	0.43141304
30	1.880682829	-1.75656716
31	1.25310518	-3.109933493
32	1.922636967	-1.027240426
33	3.241521113	-1.297913693
34	3.257119005	-3.027240426
35	2.33953253	-5.027240426
36	3.913026155	-2.944547359
37	1.429887379	0.784779374
38	0.010199252	1.784779374
39	1.968533601	-2.027240426
40	2.726211719	-3.215220626
41	3.086496772	1.055452641
42	-4.009017641	3.348719973
43	-1.371355125	0.160739773
44	-2.068258093	0.160739773

No	RES 1	RES 2
45	0.081400642	0.972759574
46	-2.557839249	-1.839260227
47	-4.652968584	3.160739773
48	-3.648555226	-0.921953293
49	-0.40103589	1.160739773
50	0.599887677	-5.027240426
51	-0.357865506	0.160739773
52	-0.317716676	-2.297913693
53	1.56855903	-3.109933493
54	0.773285653	-0.109933493
55	-0.159214865	-8.027240426
56	2.13489329	-2.215220626
57	1.928735094	-1.485893893
58	1.69602616	-3.215220626
59	1.348352714	-3.109933493
60	1.215549944	1.055452641
61	0.215549944	1.784779374
62	1.531003794	1.055452641
63	-0.827061421	-9.463299827
64	-0.893671473	-2.839260227
65	-0.218527959	-2.109933493
66	-1.468996206	3.24343284
67	-4.468293962	3.348719973
68	-1.491187293	0.160739773
69	-2.894553214	3.972759574
70	-1.86510671	-0.297913693
71	1.450035222	-2.19262656
72	3.686476646	1.055452641
73	1.682034323	-1.297913693
74	1.215549944	1.055452641
75	-0.502029093	-1.027240426
76	0.179887632	-2.463299827
77	3.418646563	1.055452641
78	-1.437025095	0.890066507
79	1.803769984	-1.109933493
80	-2.723082936	-1.19262656
81	1.60968012	-1.297913693
82	-3.832605779	-2.38060676
83	1.105446786	1.055452641
84	-2.81579164	-3.56858696
85	1.373276869	1.055452641
86	0.358421246	1.784779374
87	0.241755374	-0.297913693
88	-1.370075445	-1.109933493
89	-0.571031173	3.24343284

No	RES 1	RES 2
90	-2.295346091	3.972759574
91	1.263173711	1.055452641
92	-0.461521269	1.972759574
93	1.096490527	1.055452641
94	2.771815673	1.055452641
95	0.330480219	0.972759574
96	-2.210125262	1.702086307
97	3.110273903	0.784779374
98	0.578627562	-2.215220626
99	0.664918836	1.784779374
100	1.483380027	-2.944547359
101	0.568898551	1.784779374
102	1.761787166	-1.027240426
103	1.657209638	-1.215220626
104	0.191738061	1.784779374
105	-1.516619973	3.24343284
106	2.659049955	-0.944547359

Lampiran 5 Hasil Uji Normalitas

Hasil Normalitas Variabel Reputasi Merek, Prediktabilitas Merek, Kompetensi Merek, Kepercayaan Pada Perusahaan, dan Kesukaan Pada Merek Terhadap Variabel Kepercayaan Merek

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		106
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	2.07076072
Most Extreme Differences	Absolute	.098
	Positive	.076
	Negative	-.098
Kolmogorov-Smirnov Z		1.009
Asymp. Sig. (2-tailed)		.260

a. Test distribution is Normal.

Hasil Normalitas Variabel Kepercayaan Merek Terhadap Loyalitas Merek

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		106
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	2.71069819
Most Extreme Differences	Absolute	.089
	Positive	.089
	Negative	-.086
Kolmogorov-Smirnov Z		.916
Asymp. Sig. (2-tailed)		.371

a. Test distribution is Normal.

Lampiran 6
KMO sebelum di iterasi

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.905
Bartlett's Test of Sphericity	Approx. Chi-Square	3.409E3
	df	351
	Sig.	.000

KMO Setelah di iterasi

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.892
Bartlett's Test of Sphericity	Approx. Chi-Square	2.909E3
	df	253
	Sig.	.000

Lampiran 7 Anti-image Matrices (Anti-image Correlation) sebelum di iterasi

	P1	P2	P3	P4	K1	K2	K3	O1	O2	O3	O4
P1	.919a	0.143	-0.113	-0.016	0.212	-0.111	-0.016	0.042	-0.123	0.119	-0.04
P2	0.143	.546a	-0.168	-0.475	0.018	-0.056	-0.095	-0.084	0.101	0.031	-0.002
P3	-0.113	-0.168	.757a	-0.357	-0.079	0.023	0.121	0.085	0.065	-0.018	-0.029
P4	-0.016	-0.475	-0.357	.532a	0.004	0.043	-0.046	0.118	-0.168	-0.066	0.012
K1	0.212	0.018	-0.079	0.004	.877a	-0.551	0.007	-0.042	-0.043	0.023	0.188

	P1	P2	P3	P4	K1	K2	K3	O1	O2	O3	O4
K2	-0.111	-0.056	0.023	0.043	-0.551	.885a	-0.585	0.084	-0.056	0.064	-0.157
K3	-0.016	-0.095	0.121	-0.046	0.007	-0.585	.920a	-0.117	-0.064	0.05	-0.126
O1	0.042	-0.084	0.085	0.118	-0.042	0.084	-0.117	.934a	-0.334	-0.308	-0.271
O2	-0.123	0.101	0.065	-0.168	-0.043	-0.056	-0.064	-0.334	.937a	-0.476	0.082
O3	0.119	0.031	-0.018	-0.066	0.023	0.064	0.05	-0.308	-0.476	.939a	-0.213
O4	-0.04	-0.002	-0.029	0.012	0.188	-0.157	-0.126	-0.271	0.082	-0.213	.925a
F1	-0.004	0.131	0.038	-0.103	0.046	-0.015	-0.012	0.059	0.053	-0.041	0.097
F2	-0.043	-0.019	-0.103	0.111	-0.14	0.076	-0.019	-0.014	0.036	-0.009	-0.22
F3	-0.104	-0.002	0.161	-0.1	0.002	-0.103	0.176	-0.187	-0.083	0.045	0.309
F4	0.001	-0.222	0.076	0.133	-0.044	0.046	0.023	0.017	-0.186	0.08	-0.02
R1	-0.112	0.161	-0.104	-0.075	0.113	-0.009	-0.147	-0.072	0.073	-0.067	0.028
R2	0.1	0.005	0.037	-0.117	0.032	0.069	-0.038	-0.147	0.108	0.171	0.061
R3	-0.049	-0.261	0.167	0.194	-0.071	-0.049	0.107	0.24	-0.171	-0.056	-0.226
C1	-0.215	-0.1	-0.091	0.216	-0.083	0.07	-0.115	0.031	-0.078	-0.1	0.065
C2	0.267	0.143	0.021	-0.28	0.133	-0.159	0.101	-0.137	0.144	0.036	0.037
C3	0.097	0.129	0.056	-0.026	0.081	0.059	-0.098	0.059	-0.025	0.091	-0.098
C4	-0.121	0.125	-0.198	0.062	-0.217	0.093	0.026	-0.005	-0.115	0.071	-0.343
L1	0.006	-0.133	0.023	-0.034	0.086	-0.116	0.067	-0.108	0.119	-0.053	0.048
L2	-0.118	-0.123	0.044	0.003	0.003	0.045	0.085	0.246	-0.037	-0.108	-0.293
L3	0.093	0.035	-0.017	-0.015	-0.109	-0.001	0.151	-0.3	0.022	0.2	0.16
L4	0.049	0.154	0.011	0.022	0.024	-0.015	-0.22	0.02	0.013	-0.129	0.26
L5	-0.092	-0.076	-0.076	0.031	0.027	-0.057	0.011	-0.023	0.029	-0.013	-0.128

Lanjutan

	F1	F2	F3	F4	R1	R2	R3	C1	C2	C3	C4
P1	-0.004	-0.043	-0.104	0.001	-0.112	0.1	-0.049	-0.215	0.267	0.097	-0.121
P2	0.131	-0.019	-0.002	-0.222	0.161	0.005	-0.261	-0.1	0.143	0.129	0.125
P3	0.038	-0.103	0.161	0.076	-0.104	0.037	0.167	-0.091	0.021	0.056	-0.198
P4	-0.103	0.111	-0.1	0.133	-0.075	-0.117	0.194	0.216	-0.28	-0.026	0.062
K1	0.046	-0.14	0.002	-0.044	0.113	0.032	-0.071	-0.083	0.133	0.081	-0.217
K2	-0.015	0.076	-0.103	0.046	-0.009	0.069	-0.049	0.07	-0.159	0.059	0.093
K3	-0.012	-0.019	0.176	0.023	-0.147	-0.038	0.107	-0.115	0.101	-0.098	0.026
O1	0.059	-0.014	-0.187	0.017	-0.072	-0.147	0.24	0.031	-0.137	0.059	-0.005
O2	0.053	0.036	-0.083	-0.186	0.073	0.108	-0.171	-0.078	0.144	-0.025	-0.115
O3	-0.041	-0.009	0.045	0.08	-0.067	0.171	-0.056	-0.1	0.036	0.091	0.071
O4	0.097	-0.22	0.309	-0.02	0.028	0.061	-0.226	0.065	0.037	-0.098	-0.343
F1	.864a	-0.754	0.075	-0.544	-0.046	0.024	-0.098	-0.116	-0.02	0.305	0.054
F2	-0.754	.883a	-0.362	0.014	0.053	-0.066	0.018	0.23	-0.121	-0.287	0.11
F3	0.075	-0.362	.945a	0.01	-0.047	0.112	-0.041	-0.056	-0.018	0.006	-0.19
F4	-0.544	0.014	0.01	.900a	-0.129	0.081	0.134	-0.03	0.096	-0.147	-0.133
R1	-0.046	0.053	-0.047	-0.129	.937a	-0.538	-0.214	-0.095	0.136	-0.033	0.184
R2	0.024	-0.066	0.112	0.081	-0.538	.905a	-0.518	0.009	-0.007	0.02	-0.344
R3	-0.098	0.018	-0.041	0.134	-0.214	-0.518	.931a	0.016	-0.097	0.048	-0.003
C1	-0.116	0.23	-0.056	-0.03	-0.095	0.009	0.016	.878a	-0.845	-0.429	-0.063
C2	-0.02	-0.121	-0.018	0.096	0.136	-0.007	-0.097	-0.845	.881a	0.009	-0.031
C3	0.305	-0.287	0.006	-0.147	-0.033	0.02	0.048	-0.429	0.009	.937a	0.092
C4	0.054	0.11	-0.19	-0.133	0.184	-0.344	-0.003	-0.063	-0.031	0.092	.919a
L1	-0.118	-0.011	-0.05	0.126	-0.144	0.152	0.059	-0.011	0.081	-0.109	-0.537
L2	-0.258	0.172	-0.179	0.3	0.042	-0.128	0.102	-0.06	0.043	-0.074	0.078
L3	0.109	0.037	0.173	-0.313	-0.135	0.189	-0.082	-0.032	-0.012	0.043	-0.015
L4	0.259	-0.246	0.037	-0.118	-0.018	-0.053	-0.045	0.144	-0.08	0.024	-0.148
L5	-0.02	0.109	-0.026	-0.111	0.196	-0.124	-0.03	0.054	-0.084	-0.016	0.267

Lanjutan

	L1	L2	L3	L4	L5
P1	0.006	-0.118	0.093	0.049	-0.092
P2	-0.133	-0.123	0.035	0.154	-0.076
P3	0.023	0.044	-0.017	0.011	-0.076
P4	-0.034	0.003	-0.015	0.022	0.031
K1	0.086	0.003	-0.109	0.024	0.027
K2	-0.116	0.045	-0.001	-0.015	-0.057
K3	0.067	0.085	0.151	-0.22	0.011
O1	-0.108	0.246	-0.3	0.02	-0.023
O2	0.119	-0.037	0.022	0.013	0.029
O3	-0.053	-0.108	0.2	-0.129	-0.013
O4	0.048	-0.293	0.16	0.26	-0.128
F1	-0.118	-0.258	0.109	0.259	-0.02
F2	-0.011	0.172	0.037	-0.246	0.109
F3	-0.05	-0.179	0.173	0.037	-0.026
F4	0.126	0.3	-0.313	-0.118	-0.111
R1	-0.144	0.042	-0.135	-0.018	0.196
R2	0.152	-0.128	0.189	-0.053	-0.124
R3	0.059	0.102	-0.082	-0.045	-0.03
C1	-0.011	-0.06	-0.032	0.144	0.054
C2	0.081	0.043	-0.012	-0.08	-0.084
C3	-0.109	-0.074	0.043	0.024	-0.016
C4	-0.537	0.078	-0.015	-0.148	0.267
L1	.931a	0.019	-0.015	0.029	-0.411
L2	0.019	.859a	-0.655	-0.644	0.012
L3	-0.015	-0.655	.881a	-0.019	-0.006

L4	0.029	-0.644	-0.019	.910a	-0.259
L5	-0.411	0.012	-0.006	-0.259	.937a

Lampiran 8 Anti-image Matrices (Anti-image Correlation) setelah di iterasi

	L2	L3	L4	L5	F1	F2	F3	F4	C1	C2	C3
L2	.858a	-0.64	-0.617	-0.029	-0.24	0.11	-0.117	0.308	-0.078	0.098	-0.093
L3	-0.64	.867a	-0.067	0.016	0.092	0.079	0.154	-0.312	-0.017	-0.051	0.047
L4	-0.617	-0.067	.911a	-0.246	0.25	-0.196	-0.052	-0.126	0.144	-0.111	0.049
L5	-0.029	0.016	-0.246	.963a	-0.065	0.086	-0.026	-0.07	0.042	-0.026	-0.07
F1	-0.24	0.092	0.25	-0.065	.845a	-0.764	0.046	-0.538	-0.126	-0.018	0.31
F2	0.11	0.079	-0.196	0.086	-0.764	.873a	-0.324	0.013	0.251	-0.11	-0.317
F3	-0.117	0.154	-0.052	-0.026	0.046	-0.324	.954a	0.009	-0.126	0.014	0.046
F4	0.308	-0.312	-0.126	-0.07	-0.538	0.013	0.009	.892a	-0.038	0.1	-0.138
C1	-0.078	-0.017	0.144	0.042	-0.126	0.251	-0.126	-0.038	.861a	-0.843	-0.42
C2	0.098	-0.051	-0.111	-0.026	-0.018	-0.11	0.014	0.1	-0.843	.872a	-0.006
C3	-0.093	0.047	0.049	-0.07	0.31	-0.317	0.046	-0.138	-0.42	-0.006	.930a
R1	0.049	-0.146	-0.009	0.149	-0.074	0.052	-0.058	-0.101	-0.115	0.178	-0.039
R2	-0.125	0.206	-0.104	-0.055	0.049	-0.04	0.071	0.037	-0.001	-0.028	0.042
R3	0.027	-0.036	0.013	-0.042	-0.068	-0.034	0.019	0.119	0.013	-0.079	0.042
K1	0.091	-0.165	-0.049	0.121	0.044	-0.091	-0.056	-0.064	-0.064	0.076	0.095
K2	-0.015	0.037	0.034	-0.15	-0.012	0.039	-0.088	0.055	0.052	-0.118	0.046
K3	0.047	0.179	-0.195	0.025	0.009	-0.05	0.242	0.014	-0.113	0.109	-0.104
O1	0.189	-0.274	0.088	-0.111	0.086	-0.072	-0.159	0.007	0.039	-0.126	0.025
O2	-0.036	0.027	-0.007	0.084	0.063	0.052	-0.133	-0.211	-0.119	0.18	0.008
O3	-0.169	0.234	-0.086	-0.054	-0.027	-0.052	0.129	0.083	-0.069	0.02	0.058
P2	-0.105	0.014	0.163	-0.132	0.116	-0.016	0.022	-0.204	-0.065	0.116	0.103
P3	0.013	0.015	0.011	-0.094	0.055	-0.114	0.13	0.049	-0.151	0.078	0.077
P4	0.008	-0.02	0.025	0.019	-0.112	0.114	-0.106	0.145	0.225	-0.292	-0.029

Lanjutan

	R1	R2	R3	K1	K2	K3	O1	O2	O3	P2	P3	P4
L2	0.049	-0.125	0.027	0.091	-0.015	0.047	0.189	-0.036	-0.169	-0.105	0.013	0.008
L3	-0.146	0.206	-0.036	-0.165	0.037	0.179	-0.274	0.027	0.234	0.014	0.015	-0.02
L4	-0.009	-0.104	0.013	-0.049	0.034	-0.195	0.088	-0.007	-0.086	0.163	0.011	0.025
L5	0.149	-0.055	-0.042	0.121	-0.15	0.025	-0.111	0.084	-0.054	-0.132	-0.094	0.019
F1	-0.074	0.049	-0.068	0.044	-0.012	0.009	0.086	0.063	-0.027	0.116	0.055	-0.112
F2	0.052	-0.04	-0.034	-0.091	0.039	-0.05	-0.072	0.052	-0.052	-0.016	-0.114	0.114
F3	-0.058	0.071	0.019	-0.056	-0.088	0.242	-0.159	-0.133	0.129	0.022	0.13	-0.106
F4	-0.101	0.037	0.119	-0.064	0.055	0.014	0.007	-0.211	0.083	-0.204	0.049	0.145
C1	-0.115	-0.001	0.013	-0.064	0.052	-0.113	0.039	-0.119	-0.069	-0.065	-0.151	0.225
C2	0.178	-0.028	-0.079	0.076	-0.118	0.109	-0.126	0.18	0.02	0.116	0.078	-0.292
C3	-0.039	0.042	0.042	0.095	0.046	-0.104	0.025	0.008	0.058	0.103	0.077	-0.029
R1	.933a	-0.512	-0.207	0.171	-0.029	-0.143	-0.054	0.085	-0.057	0.153	-0.082	-0.093
R2	-0.512	.894a	-0.585	-0.052	0.103	-0.035	-0.2	0.089	0.193	0.043	-0.039	-0.1
R3	-0.207	-0.585	.920a	-0.031	-0.092	0.077	0.193	-0.18	-0.102	-0.251	0.145	0.21
K1	0.171	-0.052	-0.031	.885a	-0.533	0.034	-0.012	-0.05	0.045	0.008	-0.088	0.015
K2	-0.029	0.103	-0.092	-0.533	.869a	-0.622	0.03	-0.049	0.04	-0.053	-0.004	0.043
K3	-0.143	-0.035	0.077	0.034	-0.622	.897a	-0.149	-0.065	0.03	-0.088	0.127	-0.045
O1	-0.054	-0.2	0.193	-0.012	0.03	-0.149	.925a	-0.334	-0.413	-0.091	0.036	0.139
O2	0.085	0.089	-0.18	-0.05	-0.049	-0.065	-0.334	.924a	-0.463	0.146	0.038	-0.167
O3	-0.057	0.193	-0.102	0.045	0.04	0.03	-0.413	-0.463	.921a	0.01	-0.015	-0.065
P2	0.153	0.043	-0.251	0.008	-0.053	-0.088	-0.091	0.146	0.01	.563a	-0.132	-0.496
P3	-0.082	-0.039	0.145	-0.088	-0.004	0.127	0.036	0.038	-0.015	-0.132	.788a	-0.358
P4	-0.093	-0.1	0.21	0.015	0.043	-0.045	0.139	-0.167	-0.065	-0.496	-0.358	.510a

Lampiran 9
Rotated Component Matrix (sebelum di iterasi)

Rotated Component Matrix ^a							
	Component						
	1	2	3	4	5	6	7
P1			.528				
P2							.779
P3							.770
P4							.853
K1						.829	
K2						.817	
K3						.693	
O1				.687			
O2				.749			
O3				.760			
O4			.528	.546			
F1		.873					
F2		.843					
F3		.670					
F4		.858					
R1			.752				
R2			.799				
R3			.749				
C1					.828		
C2					.847		
C3					.821		
C4			.522				
L1							
L2	.857						
L3	.889						
L4	.817						
L5	.658						

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Lampiran 10
Rotated Component Matrix (setalah di iterasi)

Rotated Component Matrix ^a							
	Component						
	1	2	3	4	5	6	7
L2	0.872						
L3	0.893						
L4	0.831						
L5	0.678						
F1		0.888					
F2		0.861					
F3		0.675					
F4		0.869					
C1			0.828				
C2			0.836				
C3			0.824				
R1				0.756			
R2				0.807			
R3				0.76			
K1					0.847		
K2					0.844		
K3					0.698		
O1						0.704	
O2						0.772	
O3						0.785	
P2							0.787
P3							0.757
P4							0.862

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Lampiran 11 Reliabilitas

Variabel Prediktabilitas Merek Reliabilitas

Case Processing Summary			
		N	%
Cases	Valid	106	100.0
	Excluded ^a	0	.0
	Total	106	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.738	3

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P2	7.63	2.025	.534	.686
P3	7.41	1.958	.514	.710
P4	7.45	1.698	.647	.548

Variabel Kesukaan pada Merek Reliabilitas

Case Processing Summary			
		N	%
Cases	Valid	106	100.0
	Excluded ^a	0	.0
	Total	106	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.886	3

Lanjutan

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
K1	7.34	3.065	.688	.915
K2	7.20	2.446	.889	.735
K3	6.99	2.905	.770	.846

Variabel Kompetensi Merek Reliabilitas

Case Processing Summary			
		N	%
Cases	Valid	106	100.0
	Excluded ^a	0	.0
	Total	106	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.945	3

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
O1	7.90	2.742	.876	.928
O2	7.92	2.821	.892	.916
O3	7.87	2.763	.890	.917

**Variabel Reputasi Merek
Reliabilitas**

Case Processing Summary			
		N	%
Cases	Valid	106	100.0
	Excluded ^a	0	.0
	Total	106	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.950	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
F1	13.32	3.953	.943	.916
F2	13.37	3.644	.947	.913
F3	13.54	3.813	.796	.966
F4	13.24	4.353	.871	.941

**Variabel Kepercayaan pada Perusahaan
Reliabilitas**

Case Processing Summary			
		N	%
Cases	Valid	106	100.0
	Excluded ^a	0	.0
	Total	106	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.968	3

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
R1	8.23	3.320	.920	.960
R2	8.30	3.070	.947	.941
R3	8.32	3.287	.926	.955

Variabel Kepercayaan Merek

Reliabilitas

Case Processing Summary			
		N	%
Cases	Valid	106	100.0
	Excluded ^a	0	.0
	Total	106	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.968	3

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
C1	7.30	3.737	.964	.930
C2	7.37	3.606	.943	.944
C3	7.58	3.770	.889	.983

Variabel Loyalitas Merek

Reliabilitas

Case Processing Summary			
		N	%
Cases	Valid	106	100.0
	Excluded ^a	0	.0
	Total	106	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.931	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
L2	12.18	5.558	.929	.883
L3	12.06	5.825	.852	.908
L4	12.25	5.601	.921	.886
L5	12.39	5.458	.704	.967

Lampiran 12

Hasil Analisis Regresi Berganda Variabel Reputasi Merek, Prediktabilitas Merek, Kompetensi Merek, Kepercayaan Pada Perusahaan, dan Kesukaan Pada Merek Terhadap Variabel Kepercayaan Merek

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725 ^a	.525	.502	2.022

a. Predictors: (Constant), R, P, K, F, O

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	452.474	5	90.495	22.130	.000 ^a
	Residual	408.932	100	4.089		
	Total	861.406	105			

a. Predictors: (Constant), R, P, K, F, O

b. Dependent Variable: C

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.368	2.024		-1.170	.245
	P	.052	.105	.035	.493	.623
	K	.129	.107	.110	1.207	.230
	O	.379	.122	.327	3.099	.003
	F	.245	.108	.224	2.267	.026
	R	.214	.103	.200	2.085	.040

a. Dependent Variable: C

Lampiran 13

Hasil Analisis Regresi Linier Sederhana Variabel Kepercayaan Merek Terhadap Variabel Loyalitas Model

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.567 ^a	.321	.315	2.585

a. Predictors: (Constant), C

Lanjutan

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	328.805	1	328.805	49.193	.000 ^a
	Residual	695.129	104	6.684		
	Total	1023.934	105			

a. Predictors: (Constant), C

b. Dependent Variable: L

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.421	1.011		9.314	.000
	C	.618	.088	.567	7.014	.000

a. Dependent Variable: L