

Lampiran 1
KUESIONER PENELITIAN
PENGARUH PENGALAMAN PEMASARAN, EMOSIONAL MEREK DAN
KEPERCAYAAN MEREK TERHADAP LOYALITAS MEREK
(STUDI PADA KONSUMEN SMARTPHONE ASUS)

Kepada Yth:

Saudara/ I Responden

ditempat

Dengan hormat,

Berkaitan dengan penelitian ini yang saya lakukan dalam rangka menyelesaikan studi program S1 Manajemen Fakultas Ekonomi Universitas Muhammadiyah Yogyakarta, saya selaku peneliti mohon kesediaan dari saudara/i untuk mengisi kuesioner penelitian ini.

Penelitian diharapkan dapat memberikan hasil yang bermanfaat dan oleh karena itu dimohon kesediaannya untuk mengisi / menjawab kuesioner ini dengan sejujur-jujurnya dan sebenar-benarnya. Jawaban yang anda berikan akan dijamin kerahasiaannya dan hanya akan digunakan untuk kepentingan ilmiah.

Atas kerjasama yang baik dan kesungguhan saudara/i dalam mengisi kuesioner ini, saya ucapkan terimakasih.

Peneliti,

Dewi Susanti

NIM. 20120410079

(Mahasiswa Manajemen Fakultas Ekonomi UMY angkatan 2012)

Petunjuk Pengisian Kuesioner :

Saudara/i diminta untuk memberi tanda silang (x) pada salah satu skala 1 sampai 5 yang tersedia pada kolom disamping pernyataan / pernyataan untuk menentukan seberapa setuju saudara/i mengenai hal-hal tersebut. Masing-masing angka menunjukkan persetujuan terhadap nilai yang terdapat pada kolom yang bersangkutan, diantaranya :

1 = Sangat Tidak Setuju (STS)

4 = Setuju (S)

2 = Tidak Setuju (TS)

5 = Sangat Setuju (SS)

3 = Netral (N)

Pengalaman Pemasaran

No	Pernyataan/ pertanyaan	STS	TS	N	S	SS
1	Menurut saya, lambang ASUS menarik					
2	Menurut saya, iklan ASUS menarik					
3	Menurut saya, warna dominan ASUS menarik					
4	Menurut saya, tampilan website ASUS menarik					
5	Saya merasa nyaman saat menggunakan ASUS					
6	Saya merasa bangga menggunakan ASUS					
7	Saya merasa terkesan dengan kejutan-kejutan yang diberikan ASUS					
8	Promosi dan slogan ASUS membuat saya terdorong untuk menggunakan ASUS					
9	Smartphone ASUS memberikan layanan yang					

	sesuai dengan pola gaya hidup saya					
10	Dengan menggunakan ASUS, saya menjadi lebih sering melakukan aktifitas komunikasi dibandingkan sebelum menggunakan ASUS					
11	saya merasa menggunakan produk yang berkelas saat menggunakan ASUS					
12	Saya merasa berada pada status sosial yang tinggi saat menggunakan ASUS					

Emosional Merek

No	Pernyataan/ pertanyaan	STS	TS	N	S	SS
1	Saya merasa bahwa ASUS tidak menganggap saya sebagai konsumen saja tetapi sebagai mitra kerja					
2	ASUS tidak hanya menjual dan memberikan pelayanan kepada saya tetapi juga memberikan nilai tambah yang membekas dibenak saya					
3	Layanan ASUS sesuai dengan yang diinformasikan sehingga saya percaya terhadap kualitas Smartphone ASUS					
4	Saya memilih menggunakan ASUS karena ASUS memiliki kualitas yang baik					
5	Smartphone ASUS selalu mendengarkan aspirasi saya					
6	Saya melihat ASUS sebagai Smartphone yang memiliki komitmen yang tinggi untuk melayani para pelanggan ASUS					

7	Menurut saya, inovasi-inovasi yang dilakukan oleh Smartphone ASUS menarik					
8	Munculnya lambang ASUS di media-media promosi membuat saya merasa lebih dekat dengan ASUS					
9	Dengan layanan email yang berguna untuk memberikan kritik dan saran, saya merasakan bahwa hubungan yang lebih dekat dengan Smartphone ASUS					
10	Saya merasa dihargai oleh para karyawan ASUS, seperti: Customer service ASUS					

Kepercayaan Merek

No	Pernyataan/ pertanyaan	STS	TS	N	S	SS
1	Saya percaya dengan merek Smartphone ASUS karena kinerja produknya					
2	Saya suka dengan merek Smartphone ASUS sehingga saya akan mencari tentang informasi merek Smartphone ASUS					
3	Saya percaya terhadap Smartphone ASUS sehingga saya akan mencari tentang informasi merek Smartphone ASUS					
4	Smartphone ASUS memiliki reputasi yang baik dan memiliki kualitas yang baik					
5	Saya percaya pada perusahaan Smartphone ASUS sehingga saya percaya pada Smartphone merek ASUS					

Loyalitas Merek

No	Pernyataan/ pertanyaan	STS	TS	N	S	SS
1	Smartphone ASUS merupakan Smartphone yang paling saya ingat					
2	Saya akan merekomendasikan Smartphone ASUS kepada orang lain					
3	Saya akan melakukan pembelian ulang ketika Smartphone ASUS rusak atau hilang					

Lampiran 2
Daftar Mahasiswa S1 Umy Tahun Akademik 2015/2016

Program Studi	L	P	Jumlah
Teknik Sipil	839	262	1101
Teknik Elektro	557	58	615
Teknik Mesin	993	22	1015
Teknologi Informasi	299	113	412
Agroteknologi	367	240	607
Agrobisnis	367	295	662
Pendidikan Dokter	290	510	800
Ilmu Keperawatan	148	369	517
Kedokteran Gigi	103	336	439
Farmasi	80	261	341
Manajemen	1011	668	1679
Akuntansi	598	987	1585
Ilmu Ekonomi	483	745	1228
Ilmu Hubungan Internasional	765	866	1631
Ilmu Pemerintahan	679	448	1127
Ilmu Komunikasi	591	545	1136
Ilmu Hukum	1037	643	1680
Dakwah (Komunikasi dan Penyiaran Islam)	150	223	373
Tarbiyah (Pendidikan Agama Islam)	361	406	767
Syariah (Ekonomi dan Perbankan Islam)	403	625	1028
Pendidikan Bahasa Inggris	215	431	646
Pendidikan Bahasa Arab	58	69	127
Pendidikan Bahasa Jepang	60	87	147
Jumlah	10545	9209	19663

Lampiran 3
Hasil Frekuensi Pengalaman Pemasaran

X1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	67	67.0	67.0	67.0
	S	27	27.0	27.0	94.0
	SS	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

X1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	N	50	50.0	50.0	51.0
	S	44	44.0	44.0	95.0
	SS	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

X1_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	N	45	45.0	45.0	49.0
	S	39	39.0	39.0	88.0
	SS	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

X1_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	1.0	1.0	1.0
	N	47	47.0	47.0	48.0
	S	41	41.0	41.0	89.0
	SS	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

X1_5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3.0	3.0	3.0
	N	45	45.0	45.0	48.0
	S	48	48.0	48.0	96.0
	SS	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

X1_6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	N	40	40.0	40.0	42.0
	S	48	48.0	48.0	90.0
	SS	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

X1_7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3.0	3.0	3.0
	N	41	41.0	41.0	44.0
	S	45	45.0	45.0	89.0
	SS	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

X1_8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	N	40	40.0	40.0	44.0
	S	44	44.0	44.0	88.0
	SS	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

X1_9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	6.0	6.0	6.0
	N	42	42.0	42.0	48.0
	S	40	40.0	40.0	88.0
	SS	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

X1_10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3.0	3.0	3.0
	N	48	48.0	48.0	51.0
	S	40	40.0	40.0	91.0
	SS	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

X1_11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	4	4.0	4.0	5.0
	N	40	40.0	40.0	45.0
	S	35	35.0	35.0	80.0
	SS	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

X1_12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5.0	5.0	5.0
	N	75	75.0	75.0	80.0
	S	18	18.0	18.0	98.0
	SS	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Lampiran 4
Hasil Frekuensi Emosional Merek

X2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3.0	3.0	3.0
	N	53	53.0	53.0	56.0
	S	42	42.0	42.0	98.0
	SS	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

X2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	7	7.0	7.0	7.0
	N	40	40.0	40.0	47.0
	S	50	50.0	50.0	97.0
	SS	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

X2_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5.0	5.0	5.0
	N	49	49.0	49.0	54.0
	S	42	42.0	42.0	96.0
	SS	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

X2_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	9	9.0	9.0	9.0
	N	33	33.0	33.0	42.0
	S	54	54.0	54.0	96.0
	SS	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

X2_5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	N	42	42.0	42.0	46.0
	S	45	45.0	45.0	91.0
	SS	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

X2_6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	N	41	41.0	41.0	45.0
	S	49	49.0	49.0	94.0
	SS	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

X2_7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5.0	5.0	5.0
	N	55	55.0	55.0	60.0
	S	28	28.0	28.0	88.0
	SS	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

X2_8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	N	47	47.0	47.0	51.0
	S	40	40.0	40.0	91.0
	SS	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

X2_9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	6	6.0	6.0	7.0
	N	45	45.0	45.0	52.0
	S	26	26.0	26.0	78.0
	SS	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

X2_10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	4	4.0	4.0	5.0
	N	77	77.0	77.0	82.0
	S	11	11.0	11.0	93.0
	SS	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Lampiran 5
Hasil Frekuensi Kepercayaan Merek

X3_1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	4	4.0	4.0	4.0
N	52	52.0	52.0	56.0
S	44	44.0	44.0	100.0
Total	100	100.0	100.0	

X3_2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	2	2.0	2.0	2.0
N	44	44.0	44.0	46.0
S	51	51.0	51.0	97.0
SS	3	3.0	3.0	100.0
Total	100	100.0	100.0	

X3_3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	1.0	1.0	1.0
N	55	55.0	55.0	56.0
S	41	41.0	41.0	97.0
SS	3	3.0	3.0	100.0
Total	100	100.0	100.0	

X3_4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	4	4.0	4.0	4.0
N	45	45.0	45.0	49.0
S	44	44.0	44.0	93.0
SS	7	7.0	7.0	100.0
Total	100	100.0	100.0	

X3_5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	53	53.0	53.0	53.0
	S	42	42.0	42.0	95.0
	SS	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Lampiran 6
Hasil Frekuensi Loyalitas Merek

Y_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	49	49.0	49.0	49.0
	S	45	45.0	45.0	94.0
	SS	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

Y_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.0	2.0	2.0
	N	35	35.0	35.0	37.0
	S	51	51.0	51.0	88.0
	SS	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Y_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.0	4.0	4.0
	N	41	41.0	41.0	45.0
	S	33	33.0	33.0	78.0
	SS	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

Lampiran 7

Hasil Uji Validitas Pengalaman Pemasaran

Correlations

		X1_1	X1_2	X1_3	X1_4	X1_5	X1_6	X1_7	X1_8	X1_9	X1_10	X1_11	X1_12	totalX1
X1_1	Pearson Correlation	1	.642**	.535**	.456**	-.125	-.092	.001	.068	.094	.133	.252*	.232*	.444**
	Sig. (2-tailed)		.000	.000	.000	.215	.364	.993	.498	.351	.188	.011	.020	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X1_2	Pearson Correlation	.642**	1	.631**	.528**	.024	.121	.140	.268**	.302**	.256*	.330**	.031	.615**
	Sig. (2-tailed)	.000		.000	.000	.813	.229	.165	.007	.002	.010	.001	.761	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X1_3	Pearson Correlation	.535**	.631**	1	.588**	.144	.138	.173	.220*	.202*	.202*	.373**	.125	.631**
	Sig. (2-tailed)	.000	.000		.000	.153	.170	.086	.028	.044	.044	.000	.215	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X1_4	Pearson Correlation	.456**	.528**	.588**	1	.282**	.193	.149	.221*	.206*	.247*	.321**	.313**	.644**
	Sig. (2-tailed)	.000	.000	.000		.004	.054	.140	.027	.040	.013	.001	.001	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X1_5	Pearson Correlation	-.125	.024	.144	.282**	1	.612**	.316**	.153	.439**	.249*	.303**	.000	.502**
	Sig. (2-tailed)	.215	.813	.153	.004		.000	.001	.129	.000	.012	.002	.998	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X1_6	Pearson Correlation	-.092	.121	.138	.193	.612**	1	.467**	.292**	.391**	.204*	.261**	-.034	.528**
	Sig. (2-tailed)	.364	.229	.170	.054	.000		.000	.003	.000	.042	.009	.739	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X1_7	Pearson Correlation	.001	.140	.173	.149	.316**	.467**	1	.397**	.340**	.096	.304**	.056	.515**
	Sig. (2-tailed)	.993	.165	.086	.140	.001	.000		.000	.001	.341	.002	.580	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X1_8	Pearson Correlation	.068	.268**	.220*	.221*	.153	.292**	.397**	1	.553**	.402**	.401**	.079	.615**
	Sig. (2-tailed)	.498	.007	.028	.027	.129	.003	.000		.000	.000	.000	.433	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X1_9	Pearson Correlation	.094	.302**	.202*	.206*	.439**	.391**	.340**	.553**	1	.573**	.489**	.076	.704**
	Sig. (2-tailed)	.351	.002	.044	.040	.000	.000	.001	.000		.000	.000	.451	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X1_10	Pearson Correlation	.133	.256*	.202*	.247*	.249*	.204*	.096	.402**	.573**	1	.397**	.207*	.588**
	Sig. (2-tailed)	.188	.010	.044	.013	.012	.042	.341	.000	.000		.000	.039	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X1_11	Pearson Correlation	.252*	.330**	.373**	.321**	.303**	.261**	.304**	.401**	.489**	.397**	1	.223*	.706**
	Sig. (2-tailed)	.011	.001	.000	.001	.002	.009	.002	.000	.000	.000		.026	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
X1_12	Pearson Correlation	.232*	.031	.125	.313**	.000	-.034	.056	.079	.076	.207*	.223*	1	.307**
	Sig. (2-tailed)	.020	.761	.215	.001	.998	.739	.580	.433	.451	.039	.026		.002
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
totalX1	Pearson Correlation	.444**	.615**	.631**	.644**	.502**	.528**	.515**	.615**	.704**	.588**	.706**	.307**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.002	
	N	100	100	100	100	100	100	100	100	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).

Lampiran 8

Hasil Uji Validitas Emosional Merek

Correlations

	X2_1	X2_2	X2_3	X2_4	X2_5	X2_6	X2_7	X2_8	X2_9	X2_10	totalX2	
X2_1	Pearson Correlation	1	.582**	.433**	.220*	.352**	.293**	.417**	.377**	.153	.202*	.605**
	Sig. (2-tailed)		.000	.000	.028	.000	.003	.000	.000	.127	.043	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X2_2	Pearson Correlation	.582**	1	.592**	.523**	.233*	.359**	.291**	.409**	.413**	.129	.701**
	Sig. (2-tailed)	.000		.000	.000	.019	.000	.003	.000	.000	.202	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X2_3	Pearson Correlation	.433**	.592**	1	.518**	.377**	.306**	.296**	.423**	.498**	.103	.711**
	Sig. (2-tailed)	.000	.000		.000	.000	.002	.003	.000	.000	.306	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X2_4	Pearson Correlation	.220*	.523**	.518**	1	.390**	.479**	.184	.381**	.517**	.062	.679**
	Sig. (2-tailed)	.028	.000	.000		.000	.000	.067	.000	.000	.538	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X2_5	Pearson Correlation	.352**	.233*	.377**	.390**	1	.389**	.483**	.379**	.266**	.210*	.640**
	Sig. (2-tailed)	.000	.019	.000	.000		.000	.000	.000	.008	.036	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X2_6	Pearson Correlation	.293**	.359**	.306**	.479**	.389**	1	.414**	.530**	.335**	.254*	.682**
	Sig. (2-tailed)	.003	.000	.002	.000	.000		.000	.000	.001	.011	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X2_7	Pearson Correlation	.417**	.291**	.296**	.184	.483**	.414**	1	.578**	.111	.318**	.638**
	Sig. (2-tailed)	.000	.003	.003	.067	.000	.000		.000	.273	.001	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X2_8	Pearson Correlation	.377**	.409**	.423**	.381**	.379**	.530**	.578**	1	.326**	.250*	.730**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.001	.012	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X2_9	Pearson Correlation	.153	.413**	.498**	.517**	.266**	.335**	.111	.326**	1	.004	.604**
	Sig. (2-tailed)	.127	.000	.000	.000	.008	.001	.273	.001		.972	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X2_10	Pearson Correlation	.202*	.129	.103	.062	.210*	.254*	.318**	.250*	.004	1	.382**
	Sig. (2-tailed)	.043	.202	.306	.538	.036	.011	.001	.012	.972		.000
	N	100	100	100	100	100	100	100	100	100	100	100
totalX2	Pearson Correlation	.605**	.701**	.711**	.679**	.640**	.682**	.638**	.730**	.604**	.382**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	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).

Lampiran 9
Hasil Uji Validitas Kepercayaan Merek

Correlations

		X3_1	X3_2	X3_3	X3_4	X3_5	totalX3
X3_1	Pearson Correlation	1	.660**	.327**	.320**	.066	.665**
	Sig. (2-tailed)		.000	.001	.001	.516	.000
	N	100	100	100	100	100	100
X3_2	Pearson Correlation	.660**	1	.435**	.429**	.212*	.775**
	Sig. (2-tailed)	.000		.000	.000	.034	.000
	N	100	100	100	100	100	100
X3_3	Pearson Correlation	.327**	.435**	1	.565**	.238*	.733**
	Sig. (2-tailed)	.001	.000		.000	.017	.000
	N	100	100	100	100	100	100
X3_4	Pearson Correlation	.320**	.429**	.565**	1	.344**	.782**
	Sig. (2-tailed)	.001	.000	.000		.000	.000
	N	100	100	100	100	100	100
X3_5	Pearson Correlation	.066	.212*	.238*	.344**	1	.535**
	Sig. (2-tailed)	.516	.034	.017	.000		.000
	N	100	100	100	100	100	100
totalX3	Pearson Correlation	.665**	.775**	.733**	.782**	.535**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	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).

Lampiran 10
Hasil Uji Validitas Loyalitas Merek

Correlations

		Y_1	Y_2	Y_3	totalY
Y_1	Pearson Correlation	1	.528**	.203*	.710**
	Sig. (2-tailed)		.000	.043	.000
	N	100	100	100	100
Y_2	Pearson Correlation	.528**	1	.335**	.805**
	Sig. (2-tailed)	.000		.001	.000
	N	100	100	100	100
Y_3	Pearson Correlation	.203*	.335**	1	.740**
	Sig. (2-tailed)	.043	.001		.000
	N	100	100	100	100
totalY	Pearson Correlation	.710**	.805**	.740**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

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

Lampiran 11
Hasil Uji Reliabilitas Pengalaman Pemasaran

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
.814	12

Lampiran 12
Hasil Uji Reliabilitas Emosional Merek

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
.834	10

Lampiran 13
Hasil Uji Reliabilitas Kepercayaan Merek

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
.738	5

Lampiran 14
Hasil Uji Reliabilitas Loyalitas Merek

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
.603	3

Lampiran 15
Hasil Perhitungan Regresi

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.059	.434		.137	.892
	Pengalaman pemasaran (X1)	.341	.124	.255	2.756	.007
	Emosional merek (X2)	.415	.115	.351	3.624	.000
	Kepercayaan merek (X3)	.273	.107	.218	2.544	.013

a. Dependent Variable: Loyalitas merek (Y)

Lampiran 16

Hasil Uji Regresi Linier Berganda

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.664 ^a	.440	.423	.40660

a. Predictors: (Constant), Kepercayaan merek (X3), Pengalaman pemasaran (X1), Emosional merek (X2)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.486	3	4.162	25.176	.000 ^a
	Residual	15.871	96	.165		
	Total	28.357	99			

a. Predictors: (Constant), Kepercayaan merek (X3), Pengalaman pemasaran (X1), Emosional merek (X2)

b. Dependent Variable: Loyalitas merek (Y)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.059	.434		.137	.892
	Pengalaman pemasaran (X1)	.341	.124	.255	2.756	.007
	Emosional merek (X2)	.415	.115	.351	3.624	.000
	Kepercayaan merek (X3)	.273	.107	.218	2.544	.013

a. Dependent Variable: Loyalitas merek (Y)

Lampiran 17
Hasil Perhitungan Uji t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.059	.434		.137	.892
	Pengalaman pemasaran (X1)	.341	.124	.255	2.756	.007
	Emosional merek (X2)	.415	.115	.351	3.624	.000
	Kepercayaan merek (X3)	.273	.107	.218	2.544	.013

a. Dependent Variable: Loyalitas merek (Y)

Lampiran 18
Hasil Uji F

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.486	3	4.162	25.176	.000 ^a
	Residual	15.871	96	.165		
	Total	28.357	99			

a. Predictors: (Constant), Kepercayaan merek (X3), Pengalaman pemasaran (X1), Emosional merek (X2)

b. Dependent Variable: Loyalitas merek (Y)

Lampiran 19

Hasil Uji R^2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.664 ^a	.440	.423	.40660

a. Predictors: (Constant), Kepercayaan merek (X3),
Pengalaman pemasaran (X1), Emosional merek (X2)