**LAMPIRAN 1
KUESIONER**

Perkenalkan nama saya Florine Alexandra, mahasiswi Kwik Kian Gie School of Business. Saat ini saya sedang mengerjakan tugas akhir dengan aplikasi mobile Shopee sebagai objek penelitian. Dengan mengisi kuesioner ini, Anda membantu menjawab masalah penelitian yaitu **“Bagaimana Pengaruh Citra Merek Dan Kepercayaan Merek Terhadap Loyalitas Konsumen *E-commerce* Shopee.”**

 Oleh karena itu, saya mohon kesediaan dan kesungguhan Anda untuk mengisi kuesioner ini sesuai keterangannya. Atas kesediaan untuk meluangkan waktu mengisi kuesioner saya, saya ucapkan terima kasih.

1. Nama Lengkap :

……………………………..

1. E-mail :

………………………………

**Petunjuk : Berikan tanda silang (X) di kolom yang anda pilih.**

1. Jenis Kelamin :
* Perempuan
* Laki-laki
1. Umur :
* ≤ 17 tahun
* 18-25
* 26-39
* 40 tahun ≤
1. Apakah anda pernah menggunakan aplikasi mobile Shopee?
* Ya
* Tidak (Berhenti mengisi)

**\*Jika tidak menjawab kuesioner nomor 5, maka pengisian kuesioner tidak dapat dilanjutkan**

**Keterangan :**

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

|  |  |  |
| --- | --- | --- |
| **No** | **Pertanyaan** | **Jawaban** |
| **STS** | **TS** | **N** | **S** | **SS** |
| **Citra Merek (*Brand Image)*** |  |  |  |  |  |
| 1 | Melakukan pembelanjaan pada Shopee cukup mudah |
| 2 | Shopee memiliki harga yang relative murah |  |  |  |  |  |
| 3 | Penjual yang menggunakan Shopee berkualitas dan dapat dipercaya |  |  |  |  |  |
| 4 | Shopee memberikan gratis ongkos kirim |  |  |  |  |  |
| 5 | Shopee memiliki fitur live chat |  |  |  |  |  |
| 6 | Shopee memberikan garansi harga termurah |  |  |  |  |  |
| 7 | Shopee memiliki nama merek yang mudah diingat oleh pelanggan |  |  |  |  |  |

**Keterangan :**

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

|  |  |  |
| --- | --- | --- |
| **No** | **Pertanyaan** | **Jawaban** |
| **STS** | **TS** | **N** | **S** | **SS** |
| **Kepercayaan (*Brand Trust*)** |  |  |  |  |  |
| 8 | Shopee memberikan layanan sesuai harapan |
| 9 | Shopee dapat dipercaya |  |  |  |  |  |
| 10 | Shopee memberikan jaminan kepada konsumen |  |  |  |  |  |
| 11 | Shopee dapat diandalkan |  |  |  |  |  |
| 12 | Shopee memperhatikan kebutuhan konsumen |  |  |  |  |  |
| 13 | Shopee berusaha memuaskan konsumen, dalam mengatasi masalah |  |  |  |  |  |

SS = Sangat Setuju

**Keterangan :**

STS = Sangat Tidak Setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju

|  |  |  |
| --- | --- | --- |
| **No** | **Pertanyaan** | **Jawaban** |
| **STS** | **TS** | **N** | **S** | **SS** |
| **Loyalitas Konsumen**  |  |  |  |  |  |
| 14 | Melakukan pembelian ulang secara teratur di aplikasi belanja *online* Shopee |
| 15 | Mereferensikan aplikasi belanja *online* Shopee kepada orang lain |  |  |  |  |  |
| 16 | Tidak melakukan peralihan *e-commerce* lain selain aplikasi belanja *online* Shopee |  |  |  |  |  |
| 17 | Percaya bahwa Shopee merupakan *e-commerce* terbaik |  |  |  |  |  |
| 18 | Untuk waktu yang akan datang, Shopee akan menjadi pilihan pertama |  |  |  |  |  |

-**Terima Kasih**-

**LAMPIRAN 2
DATA PROFIL 137 RESPONDEN**

**Lampiran 2a**

**Data Profil Responden Berdasarkan Jenis Kelamin**

**Lampiran 2b**

**Data Profil Responden Berdasarkan Usia**

**Lampiran 2c**

**Dara Profil Responden Berdasarkan Intensitas Pengguna Aplikasi Shopee**

**LAMPIRAN 3
DATA PRIMER 2019 RESPONDEN 119**

**Lampiran 3a**

**Data Primer 119 Responden Citra Merek**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **X11** | **X12** | **X13** | **X14** | **X15** | **X16** | **X17** |
| 1 | 5 | 5 | 4 | 4 | 5 | 4 | 5 |
| 2 | 5 | 4 | 4 | 4 | 4 | 3 | 4 |
| 3 | 4 | 3 | 2 | 3 | 4 | 5 | 4 |
| 4 | 5 | 4 | 4 | 3 | 5 | 4 | 5 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 6 | 3 | 4 | 3 | 5 | 3 | 3 | 2 |
| 7 | 5 | 5 | 4 | 3 | 4 | 5 | 5 |
| 8 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 9 | 4 | 3 | 3 | 4 | 4 | 3 | 3 |
| 10 | 5 | 5 | 4 | 5 | 5 | 5 | 5 |
| 11 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 12 | 5 | 5 | 4 | 4 | 4 | 5 | 4 |
| 13 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 14 | 5 | 4 | 3 | 2 | 3 | 4 | 4 |
| 15 | 5 | 4 | 4 | 4 | 5 | 3 | 5 |
| 16 | 4 | 4 | 4 | 5 | 3 | 3 | 3 |
| 17 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 18 | 2 | 2 | 4 | 3 | 4 | 3 | 4 |
| 19 | 5 | 3 | 4 | 4 | 5 | 3 | 4 |
| 20 | 4 | 5 | 4 | 4 | 4 | 5 | 4 |
| 21 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |
| 22 | 4 | 3 | 4 | 3 | 3 | 2 | 3 |
| 23 | 5 | 3 | 5 | 4 | 2 | 3 | 5 |
| 24 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |
| 25 | 5 | 5 | 3 | 5 | 5 | 4 | 5 |
| 26 | 5 | 4 | 5 | 3 | 1 | 4 | 5 |
| 27 | 4 | 5 | 4 | 4 | 5 | 4 | 5 |
| 28 | 4 | 4 | 4 | 4 | 4 | 3 | 5 |
| 29 | 4 | 4 | 5 | 5 | 4 | 5 | 5 |
| 30 | 4 | 4 | 4 | 5 | 3 | 3 | 4 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 32 | 4 | 4 | 3 | 5 | 4 | 4 | 5 |
| 33 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 34 | 2 | 3 | 3 | 3 | 5 | 3 | 3 |
| 35 | 5 | 3 | 4 | 5 | 4 | 5 | 4 |
| 36 | 5 | 4 | 4 | 5 | 5 | 4 | 4 |
| 37 | 4 | 3 | 3 | 3 | 3 | 2 | 5 |
| 38 | 5 | 3 | 3 | 4 | 5 | 3 | 3 |
| 39 | 5 | 4 | 3 | 5 | 5 | 3 | 4 |
| 40 | 3 | 2 | 2 | 4 | 4 | 3 | 4 |
| 41 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 42 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 43 | 5 | 4 | 5 | 5 | 5 | 4 | 4 |
| 44 | 5 | 3 | 3 | 3 | 3 | 2 | 2 |
| 45 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 46 | 5 | 4 | 4 | 4 | 5 | 4 | 5 |
| 47 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 48 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 49 | 4 | 3 | 4 | 4 | 3 | 3 | 4 |
| 50 | 4 | 4 | 4 | 5 | 5 | 4 | 5 |
| 51 | 5 | 4 | 3 | 5 | 5 | 5 | 5 |
| 52 | 4 | 5 | 5 | 5 | 5 | 5 | 4 |
| 53 | 5 | 4 | 4 | 4 | 5 | 4 | 5 |
| 54 | 4 | 5 | 4 | 5 | 5 | 4 | 4 |
| 55 | 4 | 3 | 4 | 5 | 4 | 4 | 4 |
| 56 | 5 | 4 | 4 | 4 | 5 | 3 | 4 |
| 57 | 5 | 4 | 5 | 3 | 3 | 4 | 4 |
| 58 | 4 | 5 | 4 | 2 | 2 | 5 | 2 |
| 59 | 4 | 3 | 4 | 4 | 3 | 3 | 4 |
| 60 | 3 | 2 | 4 | 4 | 3 | 3 | 4 |
| 61 | 5 | 4 | 3 | 4 | 5 | 3 | 5 |
| 62 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 63 | 4 | 4 | 4 | 3 | 3 | 4 | 3 |
| 64 | 4 | 4 | 5 | 3 | 4 | 4 | 5 |
| 65 | 4 | 3 | 4 | 4 | 4 | 3 | 3 |
| 66 | 4 | 3 | 3 | 4 | 5 | 3 | 4 |
| 67 | 1 | 2 | 5 | 3 | 3 | 4 | 4 |
| 68 | 4 | 3 | 3 | 5 | 4 | 3 | 4 |
| 69 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 70 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 71 | 4 | 4 | 4 | 5 | 5 | 3 | 4 |
| 72 | 5 | 4 | 4 | 4 | 5 | 5 | 5 |
| 73 | 4 | 3 | 3 | 4 | 4 | 4 | 2 |
| 74 | 5 | 4 | 3 | 5 | 5 | 5 | 5 |
| 75 | 4 | 3 | 3 | 3 | 4 | 3 | 5 |
| 76 | 3 | 4 | 2 | 3 | 4 | 3 | 5 |
| 77 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |
| 78 | 4 | 5 | 5 | 4 | 5 | 5 | 5 |
| 79 | 3 | 4 | 4 | 3 | 4 | 4 | 3 |
| 80 | 4 | 2 | 5 | 5 | 5 | 5 | 5 |
| 81 | 4 | 3 | 4 | 4 | 3 | 4 | 4 |
| 82 | 4 | 5 | 4 | 5 | 5 | 5 | 4 |
| 83 | 5 | 5 | 4 | 5 | 4 | 4 | 5 |
| 84 | 4 | 3 | 3 | 4 | 5 | 4 | 5 |
| 85 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 86 | 4 | 4 | 5 | 4 | 4 | 5 | 5 |
| 87 | 5 | 4 | 4 | 4 | 4 | 4 | 3 |
| 88 | 4 | 3 | 4 | 4 | 5 | 3 | 2 |
| 89 | 4 | 4 | 3 | 4 | 4 | 3 | 4 |
| 90 | 5 | 3 | 5 | 3 | 5 | 3 | 5 |
| 91 | 4 | 3 | 3 | 4 | 4 | 2 | 4 |
| 92 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 93 | 5 | 4 | 4 | 5 | 4 | 4 | 4 |
| 94 | 5 | 5 | 5 | 4 | 5 | 4 | 4 |
| 95 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 96 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 97 | 4 | 3 | 3 | 4 | 3 | 3 | 4 |
| 98 | 4 | 3 | 3 | 4 | 4 | 2 | 4 |
| 99 | 5 | 4 | 4 | 4 | 5 | 4 | 4 |
| 100 | 4 | 3 | 4 | 4 | 5 | 3 | 4 |
| 101 | 4 | 4 | 4 | 4 | 3 | 2 | 3 |
| 102 | 3 | 3 | 3 | 4 | 4 | 3 | 4 |
| 103 | 3 | 3 | 3 | 3 | 3 | 3 | 5 |
| 104 | 5 | 4 | 3 | 4 | 4 | 4 | 4 |
| 105 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 106 | 4 | 4 | 3 | 4 | 3 | 4 | 4 |
| 107 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| 108 | 5 | 3 | 4 | 4 | 4 | 3 | 4 |
| 109 | 5 | 5 | 4 | 4 | 5 | 4 | 3 |
| 110 | 4 | 4 | 5 | 5 | 5 | 3 | 4 |
| 111 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 112 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 113 | 3 | 4 | 3 | 4 | 5 | 4 | 3 |
| 114 | 4 | 4 | 5 | 4 | 4 | 5 | 4 |
| 115 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |
| 116 | 5 | 5 | 5 | 4 | 5 | 4 | 4 |
| 117 | 5 | 5 | 3 | 3 | 4 | 5 | 5 |
| 118 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 119 | 4 | 4 | 3 | 4 | 3 | 3 | 3 |

**Lampiran 3b**

**Data Primer 119 Responden Kepercayaan Merek**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **X21** | **X22** | **X23** | **X24** | **X25** | **X26** |
| 1 | 4 | 5 | 5 | 5 | 5 | 4 |
| 2 | 3 | 4 | 3 | 4 | 4 | 3 |
| 3 | 5 | 4 | 4 | 4 | 3 | 4 |
| 4 | 4 | 4 | 3 | 4 | 4 | 5 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 6 | 2 | 3 | 3 | 2 | 2 | 2 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 |
| 8 | 4 | 4 | 5 | 4 | 4 | 4 |
| 9 | 3 | 4 | 5 | 3 | 3 | 4 |
| 10 | 5 | 4 | 4 | 5 | 5 | 5 |
| 11 | 4 | 3 | 5 | 4 | 5 | 5 |
| 12 | 5 | 5 | 5 | 5 | 5 | 4 |
| 13 | 5 | 4 | 3 | 4 | 4 | 3 |
| 14 | 4 | 4 | 5 | 3 | 4 | 3 |
| 15 | 4 | 4 | 5 | 4 | 4 | 4 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 |
| 18 | 3 | 4 | 3 | 3 | 4 | 3 |
| 19 | 4 | 4 | 3 | 4 | 4 | 3 |
| 20 | 4 | 5 | 4 | 5 | 5 | 4 |
| 21 | 4 | 4 | 4 | 4 | 4 | 3 |
| 22 | 5 | 3 | 2 | 3 | 3 | 3 |
| 23 | 5 | 5 | 5 | 5 | 5 | 5 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 |
| 25 | 3 | 4 | 4 | 4 | 5 | 4 |
| 26 | 5 | 5 | 5 | 5 | 4 | 4 |
| 27 | 4 | 4 | 4 | 4 | 4 | 4 |
| 28 | 5 | 5 | 4 | 4 | 4 | 4 |
| 29 | 4 | 4 | 5 | 5 | 5 | 4 |
| 30 | 4 | 4 | 3 | 4 | 4 | 4 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 |
| 32 | 5 | 3 | 4 | 4 | 4 | 5 |
| 33 | 5 | 5 | 5 | 5 | 5 | 5 |
| 34 | 4 | 4 | 4 | 4 | 4 | 3 |
| 35 | 4 | 4 | 5 | 5 | 4 | 4 |
| 36 | 4 | 4 | 5 | 4 | 4 | 4 |
| 37 | 3 | 3 | 3 | 3 | 2 | 3 |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 |
| 39 | 4 | 4 | 3 | 4 | 4 | 2 |
| 40 | 3 | 3 | 3 | 3 | 4 | 4 |
| 41 | 5 | 5 | 5 | 5 | 5 | 5 |
| 42 | 5 | 5 | 5 | 5 | 5 | 5 |
| 43 | 5 | 5 | 5 | 5 | 5 | 5 |
| 44 | 3 | 3 | 3 | 3 | 2 | 3 |
| 45 | 3 | 3 | 3 | 3 | 3 | 3 |
| 46 | 4 | 4 | 4 | 4 | 4 | 4 |
| 47 | 5 | 5 | 5 | 5 | 5 | 5 |
| 48 | 5 | 5 | 5 | 5 | 5 | 5 |
| 49 | 4 | 4 | 4 | 4 | 4 | 3 |
| 50 | 5 | 5 | 5 | 5 | 4 | 5 |
| 51 | 4 | 4 | 4 | 5 | 5 | 5 |
| 52 | 4 | 4 | 5 | 4 | 5 | 5 |
| 53 | 5 | 5 | 4 | 4 | 4 | 5 |
| 54 | 5 | 4 | 4 | 5 | 4 | 5 |
| 55 | 4 | 5 | 5 | 4 | 4 | 4 |
| 56 | 4 | 5 | 4 | 4 | 4 | 4 |
| 57 | 4 | 4 | 4 | 5 | 4 | 3 |
| 58 | 4 | 4 | 5 | 4 | 5 | 4 |
| 59 | 4 | 4 | 4 | 4 | 3 | 3 |
| 60 | 4 | 4 | 3 | 4 | 2 | 4 |
| 61 | 4 | 5 | 3 | 4 | 3 | 4 |
| 62 | 5 | 5 | 5 | 5 | 5 | 5 |
| 63 | 4 | 4 | 3 | 5 | 5 | 5 |
| 64 | 5 | 5 | 4 | 5 | 4 | 4 |
| 65 | 4 | 4 | 4 | 4 | 2 | 3 |
| 66 | 4 | 3 | 4 | 4 | 4 | 4 |
| 67 | 1 | 5 | 5 | 5 | 5 | 5 |
| 68 | 4 | 4 | 5 | 4 | 4 | 4 |
| 69 | 5 | 5 | 5 | 5 | 5 | 5 |
| 70 | 3 | 3 | 3 | 3 | 3 | 3 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 |
| 72 | 4 | 5 | 4 | 5 | 4 | 4 |
| 73 | 3 | 4 | 3 | 3 | 4 | 4 |
| 74 | 5 | 5 | 5 | 5 | 5 | 5 |
| 75 | 3 | 3 | 4 | 3 | 4 | 3 |
| 76 | 3 | 4 | 3 | 2 | 3 | 3 |
| 77 | 4 | 5 | 4 | 4 | 5 | 4 |
| 78 | 4 | 5 | 5 | 5 | 4 | 5 |
| 79 | 4 | 3 | 4 | 4 | 3 | 4 |
| 80 | 5 | 3 | 3 | 5 | 5 | 5 |
| 81 | 4 | 4 | 4 | 3 | 4 | 3 |
| 82 | 4 | 5 | 4 | 5 | 5 | 4 |
| 83 | 4 | 3 | 5 | 5 | 3 | 5 |
| 84 | 4 | 3 | 3 | 3 | 4 | 3 |
| 85 | 4 | 4 | 4 | 4 | 4 | 4 |
| 86 | 3 | 4 | 3 | 4 | 5 | 4 |
| 87 | 5 | 4 | 4 | 4 | 4 | 3 |
| 88 | 4 | 4 | 4 | 4 | 2 | 4 |
| 89 | 3 | 3 | 3 | 3 | 4 | 3 |
| 90 | 5 | 5 | 3 | 5 | 4 | 1 |
| 91 | 3 | 3 | 2 | 3 | 2 | 3 |
| 92 | 4 | 5 | 4 | 4 | 4 | 5 |
| 93 | 5 | 4 | 5 | 4 | 4 | 4 |
| 94 | 4 | 4 | 4 | 5 | 5 | 5 |
| 95 | 4 | 4 | 4 | 4 | 4 | 3 |
| 96 | 4 | 4 | 4 | 4 | 4 | 4 |
| 97 | 3 | 3 | 4 | 3 | 4 | 3 |
| 98 | 4 | 4 | 3 | 3 | 4 | 4 |
| 99 | 5 | 5 | 5 | 4 | 5 | 5 |
| 100 | 3 | 4 | 5 | 2 | 3 | 4 |
| 101 | 3 | 3 | 4 | 3 | 3 | 3 |
| 102 | 5 | 3 | 3 | 3 | 4 | 4 |
| 103 | 3 | 3 | 4 | 3 | 3 | 3 |
| 104 | 4 | 4 | 2 | 4 | 4 | 2 |
| 105 | 5 | 4 | 3 | 3 | 3 | 4 |
| 106 | 4 | 4 | 4 | 4 | 4 | 3 |
| 107 | 3 | 3 | 3 | 3 | 3 | 3 |
| 108 | 4 | 4 | 4 | 4 | 4 | 4 |
| 109 | 4 | 4 | 5 | 5 | 5 | 5 |
| 110 | 4 | 4 | 4 | 4 | 3 | 3 |
| 111 | 5 | 5 | 5 | 5 | 5 | 5 |
| 112 | 5 | 5 | 5 | 5 | 5 | 5 |
| 113 | 4 | 4 | 3 | 3 | 3 | 4 |
| 114 | 4 | 5 | 5 | 4 | 5 | 4 |
| 115 | 5 | 5 | 5 | 5 | 5 | 5 |
| 116 | 3 | 4 | 4 | 4 | 4 | 3 |
| 117 | 4 | 5 | 4 | 4 | 4 | 4 |
| 118 | 4 | 4 | 4 | 4 | 4 | 4 |
| 119 | 4 | 4 | 3 | 4 | 4 | 3 |

**Lampiran 3c**

**Data Primer 119 Responden Loyalitas Konsumen**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No** | **Y1** | **Y2** | **Y3** | **Y4** | **Y5** |
| 1 | 5 | 5 | 5 | 5 | 5 |
| 2 | 3 | 3 | 2 | 3 | 4 |
| 3 | 4 | 4 | 3 | 4 | 4 |
| 4 | 2 | 4 | 1 | 2 | 2 |
| 5 | 4 | 4 | 4 | 4 | 4 |
| 6 | 2 | 2 | 2 | 2 | 2 |
| 7 | 4 | 4 | 4 | 5 | 5 |
| 8 | 4 | 4 | 2 | 4 | 4 |
| 9 | 3 | 3 | 3 | 3 | 3 |
| 10 | 5 | 5 | 5 | 4 | 4 |
| 11 | 5 | 4 | 2 | 3 | 3 |
| 12 | 5 | 5 | 3 | 4 | 5 |
| 13 | 5 | 4 | 4 | 4 | 4 |
| 14 | 5 | 4 | 4 | 3 | 4 |
| 15 | 4 | 4 | 4 | 4 | 5 |
| 16 | 3 | 4 | 2 | 4 | 3 |
| 17 | 4 | 4 | 3 | 4 | 4 |
| 18 | 2 | 4 | 4 | 3 | 4 |
| 19 | 3 | 4 | 5 | 5 | 5 |
| 20 | 5 | 4 | 4 | 4 | 5 |
| 21 | 3 | 3 | 3 | 3 | 3 |
| 22 | 2 | 4 | 4 | 4 | 4 |
| 23 | 3 | 5 | 5 | 5 | 5 |
| 24 | 5 | 5 | 5 | 5 | 5 |
| 25 | 5 | 5 | 5 | 4 | 4 |
| 26 | 5 | 5 | 5 | 4 | 5 |
| 27 | 4 | 4 | 4 | 4 | 4 |
| 28 | 4 | 4 | 5 | 3 | 3 |
| 29 | 4 | 4 | 3 | 4 | 3 |
| 30 | 5 | 4 | 4 | 4 | 4 |
| 31 | 4 | 4 | 4 | 4 | 4 |
| 32 | 4 | 4 | 3 | 4 | 3 |
| 33 | 4 | 5 | 3 | 4 | 4 |
| 34 | 2 | 3 | 1 | 2 | 2 |
| 35 | 4 | 5 | 4 | 4 | 3 |
| 36 | 4 | 4 | 3 | 4 | 4 |
| 37 | 3 | 3 | 3 | 3 | 2 |
| 38 | 3 | 3 | 3 | 3 | 3 |
| 39 | 3 | 3 | 3 | 3 | 3 |
| 40 | 3 | 3 | 3 | 3 | 3 |
| 41 | 5 | 5 | 5 | 5 | 5 |
| 42 | 5 | 5 | 3 | 5 | 5 |
| 43 | 5 | 5 | 3 | 5 | 5 |
| 44 | 2 | 2 | 2 | 2 | 2 |
| 45 | 3 | 3 | 3 | 3 | 3 |
| 46 | 4 | 4 | 3 | 4 | 4 |
| 47 | 5 | 5 | 5 | 5 | 5 |
| 48 | 5 | 5 | 5 | 5 | 5 |
| 49 | 3 | 4 | 3 | 3 | 4 |
| 50 | 4 | 4 | 4 | 4 | 4 |
| 51 | 3 | 5 | 5 | 4 | 4 |
| 52 | 5 | 5 | 3 | 4 | 4 |
| 53 | 4 | 4 | 5 | 4 | 5 |
| 54 | 4 | 4 | 5 | 4 | 4 |
| 55 | 4 | 4 | 4 | 3 | 4 |
| 56 | 3 | 4 | 2 | 4 | 4 |
| 57 | 2 | 2 | 4 | 3 | 4 |
| 58 | 4 | 4 | 2 | 2 | 5 |
| 59 | 4 | 4 | 3 | 4 | 4 |
| 60 | 4 | 2 | 2 | 2 | 3 |
| 61 | 2 | 4 | 1 | 3 | 4 |
| 62 | 5 | 5 | 5 | 5 | 5 |
| 63 | 5 | 5 | 4 | 5 | 5 |
| 64 | 4 | 5 | 4 | 4 | 4 |
| 65 | 4 | 4 | 3 | 2 | 2 |
| 66 | 4 | 5 | 2 | 3 | 3 |
| 67 | 5 | 5 | 5 | 5 | 5 |
| 68 | 5 | 5 | 4 | 4 | 4 |
| 69 | 5 | 5 | 5 | 5 | 5 |
| 70 | 3 | 3 | 3 | 3 | 3 |
| 71 | 4 | 5 | 4 | 4 | 5 |
| 72 | 5 | 5 | 3 | 4 | 5 |
| 73 | 4 | 4 | 5 | 4 | 4 |
| 74 | 4 | 4 | 4 | 5 | 5 |
| 75 | 3 | 4 | 3 | 3 | 4 |
| 76 | 2 | 2 | 1 | 2 | 2 |
| 77 | 4 | 3 | 3 | 4 | 4 |
| 78 | 5 | 4 | 4 | 5 | 4 |
| 79 | 4 | 4 | 3 | 4 | 3 |
| 80 | 4 | 3 | 1 | 4 | 5 |
| 81 | 4 | 4 | 3 | 3 | 3 |
| 82 | 4 | 4 | 4 | 5 | 4 |
| 83 | 5 | 4 | 5 | 5 | 4 |
| 84 | 4 | 5 | 3 | 2 | 3 |
| 85 | 3 | 3 | 2 | 3 | 2 |
| 86 | 4 | 5 | 2 | 4 | 5 |
| 87 | 4 | 3 | 4 | 4 | 4 |
| 88 | 4 | 3 | 2 | 2 | 3 |
| 89 | 3 | 3 | 2 | 3 | 3 |
| 90 | 5 | 4 | 5 | 5 | 5 |
| 91 | 3 | 2 | 2 | 2 | 2 |
| 92 | 4 | 4 | 5 | 5 | 4 |
| 93 | 5 | 5 | 5 | 5 | 5 |
| 94 | 5 | 5 | 4 | 4 | 4 |
| 95 | 3 | 4 | 2 | 4 | 2 |
| 96 | 4 | 5 | 5 | 4 | 3 |
| 97 | 4 | 3 | 3 | 3 | 3 |
| 98 | 4 | 3 | 4 | 3 | 4 |
| 99 | 4 | 5 | 3 | 4 | 4 |
| 100 | 4 | 3 | 2 | 3 | 3 |
| 101 | 4 | 2 | 3 | 2 | 2 |
| 102 | 3 | 4 | 3 | 3 | 3 |
| 103 | 3 | 3 | 3 | 3 | 3 |
| 104 | 3 | 3 | 2 | 3 | 4 |
| 105 | 5 | 4 | 4 | 4 | 4 |
| 106 | 5 | 5 | 3 | 3 | 4 |
| 107 | 3 | 3 | 1 | 3 | 2 |
| 108 | 4 | 4 | 2 | 3 | 3 |
| 109 | 3 | 4 | 3 | 4 | 4 |
| 110 | 3 | 4 | 3 | 3 | 3 |
| 111 | 5 | 5 | 5 | 5 | 5 |
| 112 | 5 | 5 | 5 | 5 | 5 |
| 113 | 3 | 4 | 2 | 3 | 3 |
| 114 | 4 | 5 | 3 | 3 | 4 |
| 115 | 5 | 5 | 5 | 5 | 5 |
| 116 | 5 | 4 | 3 | 4 | 4 |
| 117 | 5 | 5 | 5 | 4 | 5 |
| 118 | 4 | 4 | 4 | 4 | 4 |
| 119 | 4 | 4 | 3 | 4 | 4 |

**LAMPIRAN 4
UJI VALIDITAS**

**Lampiran 4a**

**Citra Merek**

|  |
| --- |
| **Correlations** |
|  | X11 | X12 | X13 | X14 | X15 | X16 | X17 | X1 |
| X11 | Pearson Correlation | 1 | .509\*\* | .294\*\* | .300\*\* | .327\*\* | .337\*\* | .346\*\* | .659\*\* |
| Sig. (2-tailed) |  | .000 | .001 | .001 | .000 | .000 | .000 | .000 |
| N | 119 | 119 | 119 | 119 | 119 | 119 | 119 | 119 |
| X12 | Pearson Correlation | .509\*\* | 1 | .366\*\* | .314\*\* | .327\*\* | .582\*\* | .281\*\* | .728\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .001 | .000 | .000 | .002 | .000 |
| N | 119 | 119 | 119 | 119 | 119 | 119 | 119 | 119 |
| X13 | Pearson Correlation | .294\*\* | .366\*\* | 1 | .280\*\* | .189\* | .448\*\* | .305\*\* | .611\*\* |
| Sig. (2-tailed) | .001 | .000 |  | .002 | .040 | .000 | .001 | .000 |
| N | 119 | 119 | 119 | 119 | 119 | 119 | 119 | 119 |
| X14 | Pearson Correlation | .300\*\* | .314\*\* | .280\*\* | 1 | .481\*\* | .312\*\* | .262\*\* | .620\*\* |
| Sig. (2-tailed) | .001 | .001 | .002 |  | .000 | .001 | .004 | .000 |
| N | 119 | 119 | 119 | 119 | 119 | 119 | 119 | 119 |
| X15 | Pearson Correlation | .327\*\* | .327\*\* | .189\* | .481\*\* | 1 | .354\*\* | .368\*\* | .659\*\* |
| Sig. (2-tailed) | .000 | .000 | .040 | .000 |  | .000 | .000 | .000 |
| N | 119 | 119 | 119 | 119 | 119 | 119 | 119 | 119 |
| X16 | Pearson Correlation | .337\*\* | .582\*\* | .448\*\* | .312\*\* | .354\*\* | 1 | .418\*\* | .750\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .001 | .000 |  | .000 | .000 |
| N | 119 | 119 | 119 | 119 | 119 | 119 | 119 | 119 |
| X17 | Pearson Correlation | .346\*\* | .281\*\* | .305\*\* | .262\*\* | .368\*\* | .418\*\* | 1 | .640\*\* |
| Sig. (2-tailed) | .000 | .002 | .001 | .004 | .000 | .000 |  | .000 |
| N | 119 | 119 | 119 | 119 | 119 | 119 | 119 | 119 |
| X1 | Pearson Correlation | .659\*\* | .728\*\* | .611\*\* | .620\*\* | .659\*\* | .750\*\* | .640\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 119 | 119 | 119 | 119 | 119 | 119 | 119 | 119 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |
| \*. Correlation is significant at the 0.05 level (2-tailed). |

**Lampiran 4b**

**Kepercayaan Merek**

|  |
| --- |
| **Correlations** |
|  | X21 | X22 | X23 | X24 | X25 | X26 | X2 |
| X21 | Pearson Correlation | 1 | .471\*\* | .323\*\* | .568\*\* | .391\*\* | .429\*\* | .682\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 119 | 119 | 119 | 119 | 119 | 119 | 119 |
| X22 | Pearson Correlation | .471\*\* | 1 | .515\*\* | .631\*\* | .530\*\* | .431\*\* | .761\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 | .000 |
| N | 119 | 119 | 119 | 119 | 119 | 119 | 119 |
| X23 | Pearson Correlation | .323\*\* | .515\*\* | 1 | .526\*\* | .499\*\* | .572\*\* | .751\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 | .000 |
| N | 119 | 119 | 119 | 119 | 119 | 119 | 119 |
| X24 | Pearson Correlation | .568\*\* | .631\*\* | .526\*\* | 1 | .645\*\* | .570\*\* | .851\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 | .000 |
| N | 119 | 119 | 119 | 119 | 119 | 119 | 119 |
| X25 | Pearson Correlation | .391\*\* | .530\*\* | .499\*\* | .645\*\* | 1 | .548\*\* | .788\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  | .000 | .000 |
| N | 119 | 119 | 119 | 119 | 119 | 119 | 119 |
| X26 | Pearson Correlation | .429\*\* | .431\*\* | .572\*\* | .570\*\* | .548\*\* | 1 | .781\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  | .000 |
| N | 119 | 119 | 119 | 119 | 119 | 119 | 119 |
| X2 | Pearson Correlation | .682\*\* | .761\*\* | .751\*\* | .851\*\* | .788\*\* | .781\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 119 | 119 | 119 | 119 | 119 | 119 | 119 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |

**Lampiran 4c**

**Loyalitas Konsumen**

|  |
| --- |
| **Correlations** |
|  | Y1 | Y2 | Y3 | Y4 | Y5 | Y |
| Y1 | Pearson Correlation | 1 | .621\*\* | .540\*\* | .591\*\* | .591\*\* | .796\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 | .000 |
| N | 119 | 119 | 119 | 119 | 119 | 119 |
| Y2 | Pearson Correlation | .621\*\* | 1 | .524\*\* | .637\*\* | .624\*\* | .805\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 |
| N | 119 | 119 | 119 | 119 | 119 | 119 |
| Y3 | Pearson Correlation | .540\*\* | .524\*\* | 1 | .671\*\* | .598\*\* | .825\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 |
| N | 119 | 119 | 119 | 119 | 119 | 119 |
| Y4 | Pearson Correlation | .591\*\* | .637\*\* | .671\*\* | 1 | .752\*\* | .876\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 |
| N | 119 | 119 | 119 | 119 | 119 | 119 |
| Y5 | Pearson Correlation | .591\*\* | .624\*\* | .598\*\* | .752\*\* | 1 | .854\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  | .000 |
| N | 119 | 119 | 119 | 119 | 119 | 119 |
| Y | Pearson Correlation | .796\*\* | .805\*\* | .825\*\* | .876\*\* | .854\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  |
| N | 119 | 119 | 119 | 119 | 119 | 119 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). |

**LAMPIRAN 5
UJI RELIABILITAS**

**Lampiran 5a**

**Citra Merek**

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .793 | .792 | 7 |

**Lampiran 5b**

**Kepercayaan Merek**

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .861 | .862 | 6 |

**Lampiran 5c**

**Loyalitas Konsumen**

|  |
| --- |
| **Reliability Statistics** |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .884 | .889 | 5 |

**LAMPIRAN 6
UJI REGRESI LINIER BERGANDA**

**Lampiran 6a**

**Uji T**

|  |
| --- |
| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. | Collinearity Statistics |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | -2.937 | 1.792 |  | -1.639 | .104 |  |  |
| X1 | .195 | .099 | .186 | 1.965 | .052 | .388 | 2.575 |
| X2 | .672 | .103 | .617 | 6.500 | .000 | .388 | 2.575 |
| a. Dependent Variable: Y |

**Lampiran 6b**

**Uji F**

|  |
| --- |
| **ANOVAa** |
| Model | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 1100.699 | 2 | 550.349 | 85.074 | .000b |
| Residual | 750.410 | 116 | 6.469 |  |  |
| Total | 1851.109 | 118 |  |  |  |
| a. Dependent Variable: Y |
| b. Predictors: (Constant), X2, X1 |

**Lampiran 6c**

**Koefisien Regresi Berganda**

|  |
| --- |
| **Model Summary** |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .771a | .595 | .588 | 2.54343 |
| a. Predictors: (Constant), X2, X1 |

**LAMPIRAN 7
UJI ASUMSI KLASIK**

**Lampiran 7a**

**Uji Normalitas**

|  |
| --- |
| **One-Sample Kolmogorov-Smirnov Test** |
|  | Unstandardized Residual |
| N | 119 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 2.52178721 |
| Most Extreme Differences | Absolute | .048 |
| Positive | .044 |
| Negative | -.048 |
| Test Statistic | .048 |
| Asymp. Sig. (2-tailed) | .200c,d |
| a. Test distribution is Normal. |
| b. Calculated from data. |
| c. Lilliefors Significance Correction. |
| d. This is a lower bound of the true significance. |

**Lampiran 7b**

**Uji Heteroskedastisitas**

|  |
| --- |
| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. | Collinearity Statistics |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 4.106 | 1.066 |  | 3.853 | .000 |  |  |
| X1 | -.121 | .059 | -.299 | -2.052 | .042 | .388 | 2.575 |
| X2 | .054 | .061 | .128 | .879 | .381 | .388 | 2.575 |
| a. Dependent Variable: ABS\_RES1 |

**Lampiran 7c**

**Uji Scatterplot**



**Lampiran 7d**

**Uji Multikolinieritas**

|  |
| --- |
| **Coefficientsa** |
| Model | Unstandardized Coefficients | Standardized Coefficients | t | Sig. | Collinearity Statistics |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | -2.937 | 1.792 |  | -1.639 | .104 |  |  |
| X1 | .195 | .099 | .186 | 1.965 | .052 | .388 | 2.575 |
| X2 | .672 | .103 | .617 | 6.500 | .000 | .388 | 2.575 |
| a. Dependent Variable: Y |