

Lampiran 1: Kuesioner Penelitian

Kuesioner Penelitian

Responden yang terhormat,

Saya Sukendar Wijaya Mahasiswa Pasca Sarjana Universitas Mercu Buana Jakarta sedang mengadakan penelitian mengenai "Pengaruh Kepedulian Merek dan Strategi Promosi Terhadap Minat Beli Kembali Konsumen Sarden". Saya memohon bantuan Anda untuk memberikan tanggapan terhadap hal tersebut. Angka 1, 2, 3, 4, dan 5. berarti: 1 = Sangat Tidak Setuju, 2 = Tidak Setuju, 3 = Kurang Setuju/Netral, 4 = Setuju, dan 5 = Sangat Setuju.

Segala keterangan yang diberikan dalam kuesioner ini hanya untuk digunakan sendiri sebagai penelitian karya akhir dan tidak untuk dipublikasikan.

Terima kasih atas bantuan dan kerjasamanya.

Salam,

I. Pertanyaan Untuk Responden

Petunjuk Pengisian:

Pilih jawaban yang sesuai menurut pendapat dan pengalaman Anda dengan member tanda [√] pada jawaban yang Anda pilih.

Variabel Merek

No	Pertanyaan	Alternatif Jawaban				
		Sangat Tidak Setuju	Tidak Setuju	Kurang Setuju	Setuju	Sangat Setuju
Dimensi Brand Recall						
1	Saya mengenal jenis-jenis produk merek Sarden					
2	Rasa sarden enak dan lezat					
3	Nama Sarden unik /khas Indoneia					
Dimensi Brand Recog						
1	Sarden sangat praktis dan siap saji					
2	Nama "sarden" yang berkonotasi negatif membuat saya ragu untuk mengonsumsinya					
Dimensi Brand Aware						
1	Sarden harganya terjangkau (murah)					
2	Saya membeli Sarden sudah dalam kemasan modern (dikemas)					
3	Saya mudah mendapatkan produk Sarden di sembarang tempat (mudah didapat)					

Variabel Promosi

No	Pertanyaan	Alternatif Jawaban				
		Sangat Tidak Setuju	Tidak Setuju	Kurang Setuju	Setuju	Sangat Setuju
Dimensi Iklan						
1	Word of mouth/lisan memengaruhi keinginan saya untuk mengonsumsi Sarden .					
2.	Leaflet/selebaran memengaruhi saya untuk membeli Sarden					
3	Iklan cetak di surat kabar selalu memengaruhi saya dalam membeli Sarden					
Dimensi Direct selling						
1	Penjualan langsung membuat saya membeli Sarden					
2.	Sampel gratis mempengaruhi saya untuk mengonsumsi Sarden					

Variabel Minat Beli Kembali

No	Pertanyaan	Alternatif Jawaban				
		Sangat Tidak Setuju	Tidak Setuju	Kurang Setuju	Setuju	Sangat Setuju
1	Dibandingkan dengan produk merek lain, sarden merupakan merek pilihan utama untuk dibeli					
2	Dengan promosi yang ditingkatkan terus, produk sarden akan sangat diminati oleh konsumen untuk dibeli:					

II. Karakteristik Responden

1. Nama :

2. Alamat:

3. Usia anda saat ini : < 20 tahun 20-30 tahun 31-40 tahun > 40 tahun
4. Pekerjaan : Mahasiswa Swasta TNI/Polri/PNS Lainnya
5. Pengeluaran/bulan : < Rp 500.000 < Rp 1 juta Rp 1 – 5 juta > Rp 5 juta
6. Pendidikan terakhir : SMU Diploma Sarjana Lainnya
7. Domisili: Kota Kelurahan Pedesaan

Lampiran 2: TABULASI DATA/JAWABAN KUESIONER

TABULASI DATA KUESIONER

No	Merak								Σ	Promosi					Σ	Minat Beli Kembali		Σ
	Brand Recall			Brand Recog		Brand Aware				Iklan		Direct Selling				14	15	
	1	2	3	4	5	6	7	8		9	10	11	12	13				
R1	5	5	5	4	4	4	4	4	35	5	4	5	5	5	24	4	4	8
R2	4	4	5	5	5	4	4	4	35	5	5	5	4	5	24	3	5	8
R3	4	5	4	4	4	3	4	4	32	4	4	5	4	4	21	4	4	8
R4	4	4	4	4	5	4	5	4	34	5	5	5	5	4	24	3	4	7
R5	4	4	4	4	4	4	4	4	32	3	3	5	4	4	19	4	4	8
R6	4	4	4	4	5	4	3	3	31	5	5	5	5	4	24	3	4	7
R7	4	4	4	4	4	4	4	4	32	4	4	5	4	5	22	4	3	7
R8	4	4	4	4	4	4	4	4	32	4	4	5	4	4	21	4	4	8
R9	4	4	4	4	4	4	4	4	32	4	4	5	5	5	23	4	3	7
R10	4	4	4	4	4	4	4	4	32	4	4	5	5	4	22	4	3	7
R11	4	4	4	2	2	5	4	4	29	4	4	5	4	5	22	4	4	8
R12	4	4	4	4	4	4	4	4	32	4	4	4	4	4	20	4	4	8
R13	5	4	5	3	4	4	4	4	33	4	4	5	4	5	22	5	3	8
R14	4	4	4	4	4	4	4	4	32	4	4	4	5	4	21	4	4	8
R15	4	4	4	4	4	4	4	4	32	4	5	5	4	4	22	4	4	8
R16	4	4	4	4	4	5	4	4	33	4	5	4	4	4	21	4	4	8
R17	5	4	5	5	4	5	4	4	36	5	5	4	4	5	23	3	3	6
R18	4	4	4	5	4	4	2	4	31	5	5	5	4	5	24	4	5	9
R19	4	4	4	5	5	4	4	4	34	5	5	5	4	5	24	4	5	9
R20	5	4	4	5	5	4	4	4	35	5	5	5	5	5	25	5	5	10
R21	5	5	5	5	5	4	4	4	37	5	5	5	4	5	24	5	5	10
R22	5	5	4	5	5	4	4	4	36	5	5	5	5	5	25	5	5	10
R23	5	4	5	5	4	4	4	4	35	4	4	5	4	5	22	5	5	10
R24	5	4	5	5	5	2	3	4	33	5	5	4	5	5	24	5	5	10
R25	2	2	2	2	2	2	2	2	16	4	2	2	2	2	12	2	2	4
R26	5	5	5	5	5	4	5	4	38	5	5	4	5	5	24	5	5	10
R27	4	5	5	5	5	5	5	4	38	5	5	4	5	5	24	5	3	8
R28	4	4	4	5	4	5	4	4	34	4	4	4	5	5	22	5	3	8
R29	4	4	4	5	5	5	5	4	36	5	5	4	4	5	23	4	5	9
R30	5	5	5	5	4	5	5	4	38	2	3	4	5	5	19	5	3	8
R31	4	2	3	4	4	4	3	4	28	4	3	4	5	4	20	3	4	7
R32	4	4	4	4	4	4	4	4	32	3	4	4	3	4	18	4	4	8
R33	2	1	1	1	1	1	1	1	9	2	2	2	2	2	10	2	2	4
R34	4	5	4	4	4	4	4	4	33	5	4	4	5	4	22	4	4	8
R35	4	4	3	4	3	4	5	4	31	3	4	2	3	4	16	3	3	6
R36	5	4	4	4	4	4	4	4	33	4	3	4	4	4	19	4	4	8
R37	3	5	5	2	5	5	4	5	34	4	4	4	5	5	22	2	2	4
R38	3	3	3	4	3	5	4	5	30	3	4	3	3	4	17	3	4	7
R39	5	4	4	3	4	5	4	5	34	4	4	4	4	3	19	3	3	6
R40	4	3	3	3	2	4	5	5	29	4	4	4	4	3	19	4	4	8
R41	4	4	4	3	3	5	5	5	33	4	4	4	5	4	21	4	4	8
R42	4	4	4	3	3	5	5	5	33	4	3	3	4	4	18	4	4	8
R43	4	3	4	3	4	5	3	5	31	4	4	4	4	4	20	4	4	8
R44	4	3	4	3	3	5	5	5	32	4	3	2	4	3	16	4	3	7
R45	4	5	5	4	5	4	3	4	34	3	2	2	2	4	13	3	4	7
R46	2	3	2	3	3	2	2	2	19	2	4	3	3	4	16	3	3	6
R47	4	2	5	5	2	5	4	5	32	2	3	2	4	2	13	2	2	4
R48	3	3	3	5	5	3	4	4	30	4	3	4	4	5	20	3	5	8
R49	5	5	5	5	5	5	4	5	39	1	2	2	2	2	9	2	2	4
R50	2	2	2	2	3	4	4	4	23	4	5	3	4	4	20	4	4	8
R51	4	4	4	4	4	5	5	4	34	4	4	4	4	4	20	4	4	8
R52	4	5	3	4	4	5	4	5	34	4	3	4	4	4	19	3	4	7

No	Merek								Σ	Promosi					Σ	Minat Beli Kembali		Σ
	Brand Recall			Brand Recog		Brand Aware				Iklan		Direct Selling				14	15	
	1	2	3	4	5	6	7	8		9	10	11	12	13				
R53	5	3	4	5	5	5	4	4	35	4	3	5	4	3	19	4	3	7
R54	4	4	4	3	4	5	4	4	32	4	5	4	5	3	21	4	3	7
R55	4	1	2	4	2	4	4	2	23	3	2	4	3	4	16	2	4	6
R56	4	3	4	4	2	4	5	5	31	4	5	4	4	4	21	4	4	8
R57	1	5	5	4	2	4	5	2	28	2	4	4	3	4	17	5	4	9
R58	1	2	5	1	5	2	4	5	25	1	2	2	4	3	12	2	3	5
R59	3	3	4	5	3	4	5	4	31	4	3	4	4	5	20	4	5	9
R60	4	3	3	4	3	4	3	4	28	4	3	3	4	3	17	3	4	7
R61	2	1	2	3	4	3	5	4	24	1	2	4	2	3	12	2	2	4
R62	4	4	1	3	4	4	4	5	29	1	2	4	2	3	12	2	2	4
R63	3	4	4	4	3	5	4	4	31	3	4	4	3	4	18	4	4	8
R64	2	2	2	1	1	2	2	2	14	5	5	4	5	5	24	4	4	8
R65	4	4	5	4	3	5	4	5	34	4	3	4	4	4	19	5	4	9
R66	4	5	4	4	3	5	5	5	35	5	4	3	3	2	17	4	4	8
R67	4	4	4	3	3	5	5	5	33	4	3	3	5	3	18	4	3	7
R68	4	3	3	4	3	5	5	5	32	4	3	4	4	4	19	3	4	7
R69	4	4	4	4	4	4	5	4	33	4	4	5	4	4	21	4	4	8
R70	3	4	4	3	2	4	4	4	28	5	5	5	5	5	25	4	3	7
R71	4	4	4	4	4	5	5	2	32	4	5	4	5	4	22	4	4	8
R72	3	4	3	3	3	5	5	5	31	3	4	3	4	3	17	3	3	6
R73	4	3	3	4	2	5	5	5	31	4	3	4	4	4	19	3	4	7
R74	4	3	4	4	4	4	4	5	32	4	4	3	4	4	19	4	4	8
R75	4	3	3	4	3	2	5	5	29	4	3	5	4	4	20	3	4	7
R76	3	4	4	3	4	5	5	5	33	4	4	5	4	4	21	4	4	8
R77	5	3	4	4	4	3	4	5	32	4	4	5	4	4	21	4	4	8
R78	4	3	4	5	4	5	5	5	35	3	3	4	3	5	18	4	5	9
R79	4	3	3	4	4	4	4	5	31	4	4	4	4	4	20	3	4	7
R80	4	4	4	5	5	4	4	4	34	5	4	4	4	5	22	4	5	9
R81	4	4	4	4	4	3	4	5	32	4	4	4	4	4	20	4	4	8
R82	4	4	4	4	4	5	4	4	33	4	4	4	4	4	20	4	4	8
R83	3	3	3	5	1	5	4	4	28	3	4	4	3	5	19	3	5	8
R84	4	4	4	2	3	4	4	4	29	4	4	5	4	5	22	4	2	6
R85	3	3	3	3	3	4	5	5	29	3	3	4	4	5	19	3	3	6
R86	3	3	3	3	3	4	5	4	28	3	3	4	4	3	17	3	3	6
R87	3	3	3	3	3	4	4	5	28	4	3	4	4	3	18	3	3	6
R88	4	3	3	3	4	4	5	4	30	4	3	4	4	3	18	3	3	6
R89	4	2	3	4	4	4	3	4	28	4	3	4	4	4	19	3	4	7
R90	4	4	4	3	4	3	5	4	31	3	4	4	3	3	17	4	3	7
R91	4	3	3	3	4	4	4	5	30	4	3	4	4	3	18	3	3	6
R92	2	1	1	4	1	5	4	4	22	1	1	4	1	4	11	2	2	4
R93	4	4	4	3	4	4	4	4	31	4	4	4	5	3	20	4	3	7
R94	4	4	4	5	4	5	5	3	34	4	4	4	4	5	21	4	5	9
R95	5	4	4	3	4	3	5	3	31	4	3	4	4	3	18	4	3	7
R96	4	4	4	5	4	5	5	5	36	5	5	4	4	5	23	4	5	9
R97	4	4	4	3	4	4	5	5	33	4	4	4	4	3	19	4	3	7
R98	4	4	4	4	4	4	5	4	33	4	4	4	4	4	20	4	4	8
R99	4	5	4	3	4	4	4	4	32	4	4	4	4	3	19	4	3	7
R100	4	5	4	3	4	5	5	5	35	4	4	4	4	3	19	4	3	7
R101	4	4	4	4	3	5	5	5	34	3	4	4	4	4	19	4	4	8
R102	4	4	3	4	3	5	5	5	33	4	3	5	4	4	20	3	4	7
R103	5	3	3	3	3	4	4	5	30	4	3	4	4	3	18	3	3	6
R104	4	4	3	4	3	2	5	5	30	4	3	4	4	4	19	3	4	7
R105	4	3	3	3	3	5	5	5	31	4	3	4	4	3	18	3	3	6
R106	4	4	4	2	3	3	4	5	29	4	3	4	4	2	17	4	2	6
R107	3	3	3	3	3	5	5	5	30	3	3	4	4	3	17	3	3	6
R108	4	4	4	4	4	4	4	5	33	4	4	4	4	4	20	4	4	8
R109	4	4	4	4	2	2	4	5	29	4	4	1	4	4	17	4	4	8

No	Merek								Σ	Promosi					Σ	Minat Beli Kembali		Σ
	Brand Recall			Brand Recog		Brand Aware				Indan		Direct Selling				14	15	
	1	2	3	4	5	6	7	8		9	10	11	12	13				
R110	3	4	4	4	4	3	4	5	31	4	3	2	4	4	17	4	4	8
R111	3	4	4	4	4	5	5	5	34	4	3	1	4	4	16	4	4	8
R112	4	4	4	4	4	4	4	5	33	4	4	4	4	4	20	4	4	8
R113	4	4	4	4	4	2	4	5	31	4	4	4	4	4	20	4	4	8
R114	4	4	4	3	4	4	4	4	31	4	4	5	4	3	20	4	3	7
R115	4	3	3	3	3	4	4	4	28	3	4	5	4	3	19	3	3	6
R116	4	4	4	4	4	5	4	5	34	5	1	5	5	4	20	4	4	8
R117	2	2	2	5	5	3	4	4	27	5	5	2	2	5	19	3	3	6
R118	4	5	4	4	4	5	5	4	35	1	2	5	4	4	16	4	4	8
R119	4	4	4	4	5	4	4	2	31	5	5	5	5	4	24	4	4	8
R120	4	4	4	4	4	5	5	4	34	3	3	5	4	4	19	4	4	8
R121	4	4	4	4	5	3	5	4	33	5	5	5	5	4	24	4	4	8
R122	4	4	4	4	4	4	4	5	33	4	4	5	4	4	21	4	4	8
R123	4	4	3	3	4	5	4	4	31	4	4	5	4	4	21	4	4	8
R124	4	4	4	4	4	4	2	4	30	4	4	5	3	4	20	4	4	8
R125	4	4	4	4	4	5	4	5	34	4	4	5	5	4	22	4	4	8
R126	4	4	4	2	2	5	5	5	31	4	4	5	4	2	19	2	2	4
R127	4	4	4	4	4	5	5	5	35	4	4	4	4	4	20	4	4	8
R128	5	4	5	3	4	5	5	5	36	4	4	5	4	3	20	5	3	8
R129	4	4	4	4	4	4	5	4	33	4	4	4	5	4	21	4	4	8
R130	4	4	4	4	4	4	4	4	32	4	5	4	4	4	21	4	4	8
R131	4	4	4	4	4	3	4	5	32	4	5	5	4	4	22	4	4	8
R132	1	1	1	5	4	5	5	5	27	5	5	4	4	5	23	2	5	7
R133	4	4	4	5	4	4	4	5	34	5	5	4	4	5	23	4	5	9
R134	4	4	4	5	5	2	2	2	28	5	5	4	4	5	23	4	5	9
R135	5	4	5	5	5	4	4	4	36	5	5	3	5	5	23	5	5	10
R136	5	5	5	5	5	4	4	4	37	5	5	4	4	5	23	5	5	10
R137	5	5	5	5	5	5	4	5	39	5	5	2	5	5	22	5	5	10
R138	5	5	5	5	4	3	4	4	35	4	4	5	4	5	22	5	5	10
R139	5	5	5	5	5	5	4	4	38	5	5	4	5	5	24	5	5	10
R140	5	5	5	5	5	4	4	4	37	1	5	5	2	5	18	5	5	10
R141	5	5	5	5	5	5	5	5	40	5	5	2	5	5	22	5	5	10
R142	5	5	5	5	5	3	4	5	37	5	5	5	5	5	25	5	5	10
R143	5	5	5	2	4	5	5	4	35	1	2	4	5	2	14	2	2	4
R144	4	4	4	5	5	4	4	5	35	5	5	5	4	5	24	4	5	9
R145	5	5	5	5	4	2	2	2	30	2	3	5	3	5	18	5	5	10
R146	5	4	5	5	5	4	4	4	36	5	5	4	4	5	23	5	5	10
R147	5	4	5	3	3	4	4	4	32	5	3	4	4	3	19	5	3	8
R148	5	4	4	3	5	5	4	5	35	4	3	4	2	3	16	4	3	7
R149	5	4	4	4	4	3	4	4	32	4	4	5	4	4	21	4	4	8
R150	4	4	5	4	5	5	2	4	33	5	4	4	5	4	22	5	4	9
R151	5	5	5	4	3	4	4	4	34	5	4	4	4	4	21	5	4	9
R152	4	5	5	4	5	5	5	4	37	5	4	4	4	4	21	5	4	9
R153	5	5	4	4	5	5	5	5	38	4	4	4	2	4	18	4	4	8
R154	5	4	4	4	4	5	5	5	36	4	4	5	4	4	21	4	4	8
R155	4	4	4	4	4	4	4	5	33	4	4	4	5	4	21	4	4	8
R156	4	4	4	4	4	2	5	5	32	4	4	4	5	4	21	4	4	8
R157	4	5	5	5	4	5	5	5	38	5	5	4	4	5	23	5	5	10
R158	3	4	4	5	4	3	4	5	32	4	5	5	5	5	24	4	5	9
R159	5	5	5	5	4	5	5	5	39	5	5	5	3	5	23	5	5	10
R160	4	3	3	3	3	4	4	5	29	3	4	5	5	3	20	3	3	6
R161	4	3	3	4	4	2	4	2	26	4	5	5	4	4	22	3	4	7
R162	5	5	4	5	4	3	5	4	35	5	5	5	4	5	24	4	5	9
R163	5	4	4	5	2	4	4	5	33	4	5	2	2	5	18	4	5	9
R164	5	4	4	5	2	5	4	4	33	4	5	5	4	5	23	4	5	9
R165	5	5	5	5	5	4	2	4	35	5	5	5	5	5	25	5	5	10
R166	5	5	4	5	5	5	4	2	35	5	5	4	5	5	24	4	5	9

No	Merek								Σ	Promosi					Σ	Minat Beli Kembali		Σ
	Brand Recall			Brand Recog		Brand Aware				Adan		Direct Salling				14	15	
	1	2	3	4	5	6	7	8		9	10	11	12	13				
R167	4	3	2	4	5	5	5	5	33	5	5	4	5	4	23	2	4	6
R168	5	5	4	4	5	5	5	5	38	4	4	5	5	4	22	4	4	8
R169	5	4	4	4	4	5	5	5	36	5	5	5	4	4	23	4	4	8
R170	5	5	5	5	5	4	5	4	38	5	5	5	5	5	25	5	5	10
R171	5	4	5	5	5	4	4	4	36	5	5	5	5	5	25	5	5	10
R172	4	4	5	5	5	3	4	5	35	5	5	5	5	5	25	5	5	10
R173	5	4	4	5	4	5	5	5	37	4	4	5	4	5	22	4	5	9
R174	4	3	4	4	4	4	4	5	32	5	4	4	5	4	22	4	4	8
R175	5	2	3	3	5	2	4	2	26	5	5	5	5	5	25	5	5	10
R176	1	4	5	5	5	4	4	4	32	5	4	4	4	5	22	5	5	10
R177	5	5	5	5	5	4	4	4	37	5	5	4	5	5	24	5	5	10
R178	4	4	4	4	5	5	4	5	35	4	4	4	4	4	20	4	4	8
R179	1	4	5	4	4	3	4	4	29	3	4	4	4	4	19	5	4	9
R180	5	5	5	4	3	5	4	4	35	5	4	5	4	4	22	5	4	9
R181	4	5	5	4	5	4	4	4	35	5	4	4	4	4	21	5	4	9
R182	5	5	4	4	5	5	5	4	37	4	4	4	2	4	18	4	4	8
R183	5	4	4	4	4	4	5	4	34	4	4	2	4	4	18	4	4	8
R184	4	4	4	4	4	4	4	4	32	4	4	5	5	4	22	4	4	8
R185	2	2	2	2	2	2	2	2	16	4	4	5	5	4	22	2	2	4
R186	4	5	5	5	4	5	5	5	38	5	5	5	4	5	24	5	5	10
R187	3	4	4	5	4	5	5	5	35	4	5	4	5	5	23	4	5	9
R188	5	5	5	5	4	4	4	5	37	5	5	4	3	5	22	5	5	10
R189	4	3	3	3	3	2	5	5	28	3	4	4	3	3	17	3	3	6
R190	4	3	3	4	4	5	5	5	33	4	5	5	4	4	22	3	4	7
R191	5	5	4	5	4	3	4	5	35	5	5	5	4	5	24	4	5	9
R192	5	4	4	5	2	5	5	5	35	4	5	4	4	4	21	4	5	9
R193	5	5	5	5	5	4	4	5	38	5	5	4	5	5	24	5	5	10
R194	3	5	3	5	5	4	4	5	34	5	5	4	5	5	24	3	5	8
R195	5	5	4	5	5	5	4	4	37	5	5	5	5	5	25	4	5	9
R196	4	3	5	5	5	4	5	4	35	5	5	4	5	5	24	5	5	10
R197	5	5	4	4	5	5	4	5	37	4	4	4	5	4	21	4	4	8
R198	5	4	4	4	4	5	5	5	36	5	5	2	4	4	20	4	4	8
R199	5	5	5	5	5	5	5	5	40	5	5	4	5	5	24	5	5	10
R200	5	4	5	5	5	3	3	3	33	5	5	5	5	5	25	5	5	10
Sum	809	779	788	799	780	822	842	855	6474	809	805	824	817	825	4080	778	791	1569
Mean	4,05	3,9	3,94	4	3,9	4,11	4,21	4,28	32,4	4,05	4,03	4,12	4,09	4,13	20,4	3,89	3,96	7,845

Lampiran 3: Profil Responden

1. Frequency Table Profil Responden

Usia Anda saat ini :

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dibawah 20 tahun	24	12.0	12.0	12.0
	20 - 30 tahun	54	27.0	27.0	39.0
	31 - 40 tahun	89	44.5	44.5	83.5
	Diatas 40 tahun	33	16.5	16.5	100.0
	Total	200	100.0	100.0	

Pekerjaan Anda saat ini :

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mahasiswa /pelajar	24	12.0	12.0	12.0
	Karyawan /karyawati swasta	84	42.0	42.0	54.0
	PNS	56	28.0	28.0	82.0
	Lain-lain	36	18.0	18.0	100.0
	Total	200	100.0	100.0	

Pengeluaran /bulan untuk belanja pribadi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dibawah 500.000	33	16.5	16.5	16.5
	Dibawah Rp 1 juta	52	26.0	26.0	42.5
	Rp 1 - 5 juta	102	51.0	51.0	93.5
	Diatas Rp 5 juta	13	6.5	6.5	100.0
	Total	200	100.0	100.0	

Pendidikan terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMU	65	32.5	32.5	32.5
	Diploma	26	13.0	13.0	45.5
	S1	81	40.5	40.5	86.0
	Lainnya	28	14.0	14.0	100.0
	Total	200	100.0	100.0	

Domisili Anda saat ini

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kota	103	51.5	51.5	51.5
	Kelurahan	40	20.0	20.0	71.5
	Pedesaan	57	28.5	28.5	100.0
	Total	200	100.0	100.0	

Caranya:

Data View → analyze → descriptive statistic → frekuensi → display frekuensi tables → oke



(usia; pekerjaan; pendidikan; domisili) → pindah ke kanan > √ data Fr

Lampiran 4: Frequency Table

1. Frequency Table Merek

Merek1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	5	2.5	2.5	2.5
	Tidak Setuju	9	4.5	4.5	7.0
	Kurang Setuju	18	9.0	9.0	16.0
	Setuju	108	54.0	54.0	70.0
	Sangat Setuju	60	30.0	30.0	100.0
	Total	200	100.0	100.0	

Merek2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	5	2.5	2.5	2.5
	Tidak Setuju	10	5.0	5.0	7.5
	Kurang Setuju	34	17.0	17.0	24.5
	Setuju	103	51.5	51.5	76.0
	Sangat Setuju	48	24.0	24.0	100.0
	Total	200	100.0	100.0	

Merek3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	4	2.0	2.0	2.0
	Tidak Setuju	9	4.5	4.5	6.5
	Kurang Setuju	32	16.0	16.0	22.5
	Setuju	105	52.5	52.5	75.0
	Sangat Setuju	50	25.0	25.0	100.0
	Total	200	100.0	100.0	

Merak4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	3	1.5	1.5	1.5
	Tidak Setuju	9	4.5	4.5	6.0
	Kurang Setuju	38	19.0	19.0	25.0
	Setuju	86	43.0	43.0	68.0
	Sangat Setuju	64	32.0	32.0	100.0
	Total	200	100.0	100.0	

Merak5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	4	2.0	2.0	2.0
	Tidak Setuju	15	7.5	7.5	9.5
	Kurang Setuju	33	16.5	16.5	28.0
	Setuju	93	46.5	46.5	72.5
	Sangat Setuju	55	27.5	27.5	100.0
	Total	200	100.0	100.0	

Merak6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	.5	.5	.5
	Tidak Setuju	16	8.0	8.0	8.5
	Kurang Setuju	21	10.5	10.5	19.0
	Setuju	84	42.0	42.0	61.0
	Sangat Setuju	78	39.0	39.0	100.0
	Total	200	100.0	100.0	

Merak7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	.5	.5	.5
	Tidak Setuju	10	5.0	5.0	5.5
	Kurang Setuju	8	4.0	4.0	9.5
	Setuju	108	54.0	54.0	63.5
	Sangat Setuju	73	36.5	36.5	100.0
	Total	200	100.0	100.0	

Merek8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	.5	.5	.5
	Tidak Setuju	13	6.5	6.5	7.0
	Kurang Setuju	4	2.0	2.0	9.0
	Setuju	94	47.0	47.0	56.0
	Sangat Setuju	88	44.0	44.0	100.0
	Total	200	100.0	100.0	

Descriptives

Descriptive Statistics

	Merek1	Merek2	Merek3	Merek4	Merek5	Merek6	Merek7	Merek8	Valid N (listwise)
N	200	200	200	200	200	200	200	200	200
Mean	4.05	3.90	3.94	4.00	3.90	4.11	4.21	4.28	
Std. Deviation	.893	.910	.878	.911	.956	.923	.780	.832	

Caranya:

Data View > analyze > descriptive statistic > frequensi > display frequensi tables > oke

 (merek 1 s/d merek 8) > pindah ke kanan > data Fr

2. Frequency Table Promosi

Pro9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	8	4.0	4.0	4.0
	Tidak Setuju	6	3.0	3.0	7.0
	Kurang Setuju	20	10.0	10.0	17.0
	Setuju	101	50.5	50.5	67.5
	Sangat Setuju	65	32.5	32.5	100.0
	Total	200	100.0	100.0	

Pro10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	1.0	1.0	1.0
	Tidak Setuju	10	5.0	5.0	6.0
	Kurang Setuju	37	18.5	18.5	24.5
	Setuju	83	41.5	41.5	66.0
	Sangat Setuju	68	34.0	34.0	100.0
	Total	200	100.0	100.0	

Pro11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	1.0	1.0	1.0
	Tidak Setuju	15	7.5	7.5	8.5
	Kurang Setuju	10	5.0	5.0	13.5
	Setuju	103	51.5	51.5	65.0
	Sangat Setuju	70	35.0	35.0	100.0
	Total	200	100.0	100.0	

Pro12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	.5	.5	.5
	Tidak Setuju	12	6.0	6.0	6.5
	Kurang Setuju	16	8.0	8.0	14.5
	Setuju	111	55.5	55.5	70.0
	Sangat Setuju	60	30.0	30.0	100.0
	Total	200	100.0	100.0	

Pro13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	8	4.0	4.0	4.0
	Kurang Setuju	30	15.0	15.0	19.0
	Setuju	91	45.5	45.5	64.5
	Sangat Setuju	71	35.5	35.5	100.0
	Total	200	100.0	100.0	

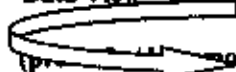
Descriptives

Descriptive Statistics

	Pro9	Pro10	Pro11	Pro12	Pro13	Valid N (listwise)
N	200	200	200	200	200	200
Mean	4.05	4.03	4.12	4.09	4.13	
Std. Deviation	.953	.905	.883	.813	.808	

Caranya:

Data View > analyze > descriptive statistic > frequensi > display frequensi tables > oke

 Pro13 > pindah ke kanan > √ data Fr

3. Frequency Table Tingkat Minat Beli Kembali

MBK14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	15	7.5	7.5	7.5
	Kurang Setuju	37	18.5	18.5	26.0
	Setuju	103	51.5	51.5	77.5
	Sangat Setuju	45	22.5	22.5	100.0
	Total	200	100.0	100.0	

MBK15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	13	6.5	6.5	6.5
	Kurang Setuju	40	20.0	20.0	26.5
	Setuju	90	45.0	45.0	71.5
	Sangat Setuju	57	28.5	28.5	100.0
	Total	200	100.0	100.0	

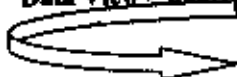
Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
MBK14	200	2	5	3.89	.838
MBK15	200	2	5	3.95	.864
Valid N (listwise)	200				

Caranya:

Data View > analyze > descriptive statistic > frequensi > display frequensi tables > oke



(MBK 14 s/d MBK 15) > pindah ke kanan > data Fr

Lampiran 5: Uji Validitas & Reliability

1. Correlations Merek

Correlations

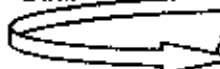
		Merek1	Merek2	Merek3	Merek4	Merek5	Merek6	Merek7	Merek8	Merek
Merek1	Pearson Correlation	1	.532**	.491**	.385**	.347**	.213**	.123	.152*	.667**
	Sig. (2-tailed)		.000	.000	.000	.000	.002	.082	.031	.000
	N	200	200	200	200	200	200	200	200	200
Merek2	Pearson Correlation	.532**	1	.716**	.375**	.456**	.259**	.173*	.158*	.760**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.014	.026	.000
	N	200	200	200	200	200	200	200	200	200
Merek3	Pearson Correlation	.491**	.716**	1	.408**	.466**	.188**	.099	.133	.725**
	Sig. (2-tailed)	.000	.000		.000	.000	.008	.162	.061	.000
	N	200	200	200	200	200	200	200	200	200
Merek4	Pearson Correlation	.385**	.375**	.408**	1	.450**	.168*	.093	.088	.615**
	Sig. (2-tailed)	.000	.000	.000		.000	.017	.188	.215	.000
	N	200	200	200	200	200	200	200	200	200
Merek5	Pearson Correlation	.347**	.456**	.466**	.450**	1	.064	.028	.054	.605**
	Sig. (2-tailed)	.000	.000	.000	.000		.370	.691	.450	.000
	N	200	200	200	200	200	200	200	200	200
Merek6	Pearson Correlation	.213**	.259**	.188**	.168*	.064	1	.435**	.386**	.551**
	Sig. (2-tailed)	.002	.000	.008	.017	.370		.000	.000	.000
	N	200	200	200	200	200	200	200	200	200
Merek7	Pearson Correlation	.123	.173*	.099	.093	.028	.435**	1	.468**	.470**
	Sig. (2-tailed)	.082	.014	.162	.188	.691	.000		.000	.000
	N	200	200	200	200	200	200	200	200	200
Merek8	Pearson Correlation	.152*	.158*	.133	.088	.054	.386**	.468**	1	.480**
	Sig. (2-tailed)	.031	.026	.061	.215	.450	.000	.000		.000
	N	200	200	200	200	200	200	200	200	200
Merek	Pearson Correlation	.667**	.760**	.725**	.615**	.605**	.551**	.470**	.480**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200	200	200	200

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

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

Cara nya:

Data View > analyze > corelas > bivariate > person > 2-tailed > flag > oke

 **merek 1 s/d merek 8 & { merek } pindah ke kanan > √ data Fr**

2. Reliability Merek

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
32.37	18.607	4.337	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Merek1	28.33	14.442	.526	.723
Merek2	28.48	13.638	.646	.699
Merek3	28.43	14.055	.605	.708
Merek4	28.38	14.778	.457	.735
Merek5	28.47	14.709	.435	.740
Merek6	28.26	15.249	.375	.750
Merek7	28.16	16.236	.312	.758
Merek8	28.10	16.036	.312	.758

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.760	8

Caranya:

Data View > analyze > scale > reliability analyze

(merek 1 s/d merek 8) > pindah ke kanan > ✓ data Fr

Reliable > 0.600 → Maholtra dan reliable > 0.700 → Stanislaus.

3. Correlations Promosi

Correlations

		Pro9	Pro10	Pro11	Pro12	Pro13	Promosi
Pro9	Pearson Correlation	1	.640**	.197**	.501**	.456**	.797**
	Sig. (2-tailed)		.000	.005	.000	.000	.000
	N	200	200	200	200	200	200
Pro10	Pearson Correlation	.640**	1	.254**	.386**	.566**	.807**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	200	200	200	200	200	200
Pro11	Pearson Correlation	.197**	.254**	1	.287**	.275**	.564**
	Sig. (2-tailed)	.005	.000		.000	.000	.000
	N	200	200	200	200	200	200
Pro12	Pearson Correlation	.501**	.386**	.287**	1	.287**	.677**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	200	200	200	200	200	200
Pro13	Pearson Correlation	.456**	.566**	.275**	.287**	1	.711**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	200	200	200	200	200	200
Promosi	Pearson Correlation	.797**	.807**	.564**	.677**	.711**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200

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

4. Reliability Promosi

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.40	9.688	3.113	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Pro9	16.38	5.688	.631	.672
Pro10	16.38	5.964	.656	.663
Pro11	16.28	7.368	.421	.757
Pro12	16.32	6.920	.483	.725
Pro13	16.28	6.763	.541	.709

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.757	5

Caranya > Analisis > Scale > reliability > klik 1 per 1 variabelnya > statistic
Reliable > 0.600 → Maholtra dan reliable > 0.700 → Stanislaus

5. Correlation Tingkat Minat Beli Kembali

Correlations

		MBK14	MBK15	Minat Beli Kembali
MBK14	Pearson Correlation	1	.563**	.880**
	Sig. (2-tailed)		.000	.000
	N	200	200	200
MBK15	Pearson Correlation	.563	1	.888**
	Sig. (2-tailed)	.000		.000
	N	200	200	200
Minat Beli Kembali	Pearson Correlation	.880	.888	1
	Sig. (2-tailed)	.000	.000	
	N	200	200	200

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

6. Reliability Minat Beli Kembali

Reliability Statistics

Cronbach's Alpha	N of Items
.720	2

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.85	2.262	1.504	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
MBK14	3.96	.747	.563	
MBK15	3.89	.701	.563	

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Caranya > Analisis > Scale > reliability > klik 1 per 1 variabelnya > statistic

Reliable > 0.600 → Maholtra dan reliable > 0.700 → Stanislaus

Lampiran 6: Factor Analysis

1. Factor Analysis Brand Recall

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.673
Bartlett's Test of Sphericity	Approx. Chi-Square	214.001
	df	3
	Sig.	.000

Anti-image Matrices

		Merek1	Merek2	Merek3
Anti-image Covariance	Merek1	.692	-.164	-.107
	Merek2	-.164	.445	-.282
	Merek3	-.107	-.282	.471
Anti-image Correlation	Merek1	.810 ^a	-.298	-.187
	Merek2	-.296	.630 ^a	-.616
	Merek3	-.187	-.616	.645 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Merek1	1.000	.602
Merek2	1.000	.796
Merek3	1.000	.766

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.165	72.156	72.156	2.165	72.156	72.156
2	.553	18.444	90.600			
3	.282	9.400	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Merak1	.776
Merak2	.892
Merak3	.875

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted.
The solution cannot be rotated.

Caranya; anals > Demension Reduction > factor > variable wish > descriptive > (Initial Solution, Anti Image, KMO Bartletts Test) > continue

2. Factor Analysis Brand Recognition

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.500
Bartlett's Test of Sphericity	Approx. Chi-Square	44.586
	df	1
	Sig.	.000

Anti-image Matrices

		Merek4	Merek5
Anti-image Covariance	Merek4	.798	-.359
	Merek5	-.359	.798
Anti-image Correlation	Merek4	.500 ^a	-.450
	Merek5	-.450	.500 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Merek4	1.000	.725
Merek5	1.000	.725

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.450	72.477	72.477	1.450	72.477	72.477
2	.550	27.523	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Merek4	.851
Merek5	.851

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted.
The solution cannot be rotated.

Caranya: analis > Demension Reduction > factor > variable wish > descriptive > (Initial Solution, Anti image, KMO Bartlett's Test) > continue

3. Factor Analysis Brand Aware

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.665
Bartlett's Test of Sphericity	Approx. Chi-Square	100.848
	df	3
	Sig.	.000

Anti-Image Matrices

		Merek6	Merek7	Merek8
Anti-Image Covariance	Merek6	.768	-.230	-.172
	Merek7	-.230	.705	-.261
	Merek8	-.172	-.261	.740
Anti-Image Correlation	Merek6	.693 ^a	-.312	-.229
	Merek7	-.312	.642 ^a	-.361
	Merek8	-.229	-.361	.668 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Merek6	1.000	.583
Merek7	1.000	.661
Merek8	1.000	.616

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.860	61.992	61.992	1.860	61.992	61.992
2	.618	20.601	82.593			
3	.522	17.407	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Merek6	.763
Merek7	.813
Merek8	.785

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted.
The solution cannot be rotated.

Caranya; **anals > Dimension Reduction > factor > variable wish > descriptive > (Initial Solution, Anti image, KMO Bartlett's Test) > continue**

4. Factor Analysis Iklan

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.500
Bartlett's Test of Sphericity	Approx. Chi-Square	104.101
	df	1
	Sig.	.000

Anti-Image Matrices

		Pro9	Pro10
Anti-Image Covariance	Pro9	.590	-.378
	Pro10	-.378	.590
Anti-Image Correlation	Pro9	.500 ^a	-.640
	Pro10	-.640	.500 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Pro9	1.000	.820
Pro10	1.000	.820

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.840	82.003	82.003	1.840	82.003	82.003
2	.360	17.997	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Pro9	.906
Pro10	.906

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

- a. Only one component was extracted.
The solution cannot be rotated.

Caranya: analisis > Dimension Reduction > factor > variable with > descriptive > (Initial Solution, Anti image, KMO Bartlett's Test) > continue

5. Factor Analysis Direct Selling

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.619
Bartlett's Test of Sphericity	Approx. Chi-Square	40.784
	df	3
	Sig.	.000

Anti-Image Matrices

		Pro11	Pro12	Pro13
Anti-Image Covariance	Pro11	.875	-.202	-.189
	Pro12	-.202	.880	-.180
	Pro13	-.189	-.180	.886
Anti-Image Correlation	Pro11	.614 ^a	-.230	-.215
	Pro12	-.230	.618 ^a	-.204
	Pro13	-.215	-.204	.626 ^a

a. Measure of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Pro11	1.000	.529
Pro12	1.000	.519
Pro13	1.000	.504

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.552	51.743	51.743	1.552	51.743	51.743
2	.735	24.514	76.257			
3	.712	23.743	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Pro11	.727
Pro12	.721
Pro13	.710

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

a. Only one component was extracted.
The solution cannot be rotated.

Caranya; **analis > Dimension Reduction > factor > variable wish > descriptive > (Initial Solution, Anti image, KMO Bartlett's Test) > continue**

6. Factor Analysis Tingkat Minat Beli Kembali (MBK)

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.500
Bartlett's Test of Sphericity	Approx. Chi-Square	75.128
	df	1
	Sig.	.000

Anti-Image Matrices

		TK14	TK15
Anti-Image Covariance	MBK14	.684	-.385
	MBK15	-.385	.684
Anti-Image Correlation	MBK14	.500 ^a	-.563
	MBK15	-.563	.500 ^a

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
MBK14	1.000	.781
MBK15	1.000	.781

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.563	78.125	78.125	1.563	78.125	78.125
2	.437	21.875	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
MBK14	.884
MBK15	.884

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Rotated Component Matrix^a

- a. Only one component was extracted.
The solution cannot be rotated.

Caranya; analisis > Dimension Reduction > factor > variable with > descriptive > (Initial Solution, Anti image, KMO Bartlett's Test) > continue

Lampiran 7: Uji Korelasi

1. Correlations

Correlations

		Merek	Promosi	Tingkat MBK
Merek	Pearson Correlation	1	.419**	.572**
	Sig. (2-tailed)		.000	.000
	N	200	200	200
Promosi	Pearson Correlation	.419**	1	.677**
	Sig. (2-tailed)	.000		.000
	N	200	200	200
Tingkat MBK	Pearson Correlation	.572**	.677**	1
	Sig. (2-tailed)	.000	.000	
	N	200	200	200

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

Caranya: Correlate > klik {{merek},{promosi} & {MBK} > Oke

Lampiran 8: Uji Hipotesis

1. Regression X1 terhadap Y

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Merek ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Tingkat MBK

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.572 ^a	.327	.324	1.237

a. Predictors: (Constant), Merek

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	147.293	1	147.293	98.282	.000 ^a
	Residual	302.902	198	1.530		
	Total	450.195	199			

a. Predictors: (Constant), Merek

b. Dependent Variable: Tingkat MBK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.423	.660		2.156	.032
	Merek	.198	.020	.572	9.812	.000

a. Dependent Variable: Tingkat MBK

Caranya: analyze > Regresi > Linear > Isi Kolom Dependen & Independen > Statistik > estimate, Model If > Continue > Oke

2. Regression X2 Terhadap Y

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Promosi ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Tingkat MBKI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677 ^a	.458	.455	1.110

a. Predictors: (Constant), Promosi

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	206.122	1	206.122	167.214	.000 ^a
	Residual	244.073	198	1.233		
	Total	450.195	199			

a. Predictors: (Constant), Promosi

b. Dependent Variable: Tingkat MBK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.175	.522		2.252	.025
	Promosi	.327	.025	.677	12.931	.000

a. Dependent Variable: Tingkat MBK

Caranya: analyze > Regresl > Linier > Isi Kolom Dependen & Independen > Statistik > estimate, Model If > Continue > Oke

3. Regression X1, X2 terhadap Y

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Promosi, Merek ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Tingkat MBK

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.748 ^a	.559	.554	1.004

a. Predictors: (Constant), Promosi, Merek

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	251.635	2	125.818	124.830	.000 ^a
	Residual	198.560	197	1.008		
	Total	450.195	199			

a. Predictors: (Constant), Promosi, Merek

b. Dependent Variable: Tingkat MBK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.311	.600		-2.187	.030
	Merek	.121	.018	.350	6.720	.000
	Promosi	.256	.025	.530	10.175	.000

a. Dependent Variable: Tingkat MBK

Caranya: analyze > Regresi > Linier > Isi Kolom Dependen & Independen > Statistik > estimate, Model If, caseliers outside, outlier outlier outside > Continue > Oke