**LAMPIRAN 1**

**KUISONER PENELITIAN**

1. **Identifikasi Peneliti**

Nama : Mira Yanti Hasibuan

NPM : 173114142

Program Studi : Manajemen

Fakultas : Ekonomi

Asal Perguruan Tinggi : Universitas Muslim Nusantara Al-washliyah Medan

Judul Skripsi : “Pengaruh Kepercayaan Merek Terhadap Loyaliatas

Pelanggan Pada Produk Kosmetik Pixy (Studi Kasus Pada Masyarakat Jalan Garu II-A Kelurahan Harjosari 1 Medan)”

Saya adalah mahasiswi Universitas Muslim Nusantara Al-washliyah Medan Fakultas Ekonomi Jurusan Manajemen yang sedang melakukan penelitian tentang “pengaruh Kepercayaan Merek Terhadap Loyalitas Pelanggan Pada Kosmetik Pixy (Studi Kasus Pada Masyarakat Jalan Garu II-A Kelurahan Harjosari 1 Medan)”.Data dan informasi yang Saudari berikan merupakan hal yang sangat berharga oleh karena itu, partisipasi dan kesediaan saudari dalam menjawab kuesioner ini sangat saya hargai

Akhir kata, saya ucapkan terimakasih kepada responden yang telah bersedia meluangkan waktu dan kerjasamanya untuk mengisi kuesioner ini.

Medan, 30 Januari 2020

Peneliti

Mira Yanti BR Hasibuan

NPM. 173114142

1. **Identifikasi Responden**
2. Nama Responden :
3. Jenis Kelamim : Perempuan
4. Umur :
5. Pendidikan :

Kriteria untuk seluruh pertanyaan adalah sebagai berikut :

|  |  |
| --- | --- |
| **Keterangan** | **Nilai** |
| Sangat Setuju (SS) | 5 |
| Setuju (S) | 4 |
| Kurang Setuju (KS) | 3 |
| Tidak Setuju (TS) | 2 |
| Sangat Tidak Setuju (STS) | 1 |

1. **Cara Pengisian Kuesioner**
2. Berikan saya Checklist (√) pada tempat yang tersedia pada jawaban yang Saudari anggap paling benar.
3. Setiap pertanyaan hanya membutuhkan satu jawaban saja.
4. Mohon saudari memberikan jawaban yang sebenar-benarnya.
5. **Daftar Pertanyaan/Kuesioner**
6. **Variabel Kepercayaan Merek (X)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Pilihan Jawaban** | | | | |
| **SS** | **S** | **KS** | **TS** | **STS** |
| **Kepercayaan Terhadap Merek** | | | | | | |
| 1 | Produk kosmetik merek Pixy sudah di akui oleh banyak kalangan masyarakat perempuan |  |  |  |  |  |
| 2 | Produk kosmetik merek Pixy adalah salah satu produk kosmetik yang sudah unggul dan dikenal oleh banyak orang |  |  |  |  |  |
| 3 | Produk kosmetik merek Pixy memiliki reputasi yang baik di masyarakat sejak dahulu |  |  |  |  |  |
| 4 | Kebutuhan saya terpenuhi ketika menggunakan produk kosmetik merek Pixy |  |  |  |  |  |
| **Keamanan Suatu Merek** | | | | | | |
| 5 | Saya percaya bahwa Produk kosmetik merek Pixy tidak mudah untuk ditiru perusahaan lain |  |  |  |  |  |
| 6 | Saya percaya bahwa produk kosmetik merek Pixy telah dilindungi oleh undang-undang |  |  |  |  |  |
| 7 | Kemasan produk kosmetik bermerek Pixy bersih dan aman |  |  |  |  |  |
| **Kejujuran Suatu Merek** | | | | | | |
| 8 | Produk kosmetik merek Pixy adalah kosmetik yang memiliki kualitas terbaikdari produk-produk kosmetik lainnya |  |  |  |  |  |
| 9 | Produk kosmetik merek Pixy merupakan kosmetik yang sesuai dengan harapan dan kebutuhan saya |  |  |  |  |  |
| 10 | Produk kosmetik merek Pixy aman untuk digunakan oleh jenis kulit apapun |  |  |  |  |  |

1. **Variabel Loyalitas Pelanggan**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Pilihan Jawaban** | | | | |
| **SS** | **S** | **KS** | **TS** | **STS** |
| **Melakukan pembelian ulang secara teratur** | | | | | | |
| 1 | Saya akan melakukan pembelian ulang produk kosmetik merek Pixy secara terus menerus |  |  |  |  |  |
| 2 | Saya akan tetap setia menjadi pelanggan propduk kosmetik merek Pixy |  |  |  |  |  |
| **Merekomendasikan poduk/jasa** | | | | | | |
| 3 | Ada seseorang yang meminta saran dari saya sebaiknya produk kosmetik apa yang akan digunakannya, saya akan menyarankan kepadanya untuk memakai produk merek Pixy |  |  |  |  |  |
| 4 | Saya akan mengatakan hal-hal yang baik atau positif mengenai produk merek Pixy |  |  |  |  |  |
| 5 | Saya akan selalu mendorong teman atau keluarga untuk menggunakan produk merek Pixy |  |  |  |  |  |
| **Menunjukkan Kekebalan Dari Daya Tarikan Produk Sejenis Dari Pesaing** | | | | | | |
| 6 | Apabila harga untuk membeli produk Pixy lebih mahal dari produk yang lain, saya akan tetap memilih untuk membeli produk Pixy |  |  |  |  |  |
| 7 | Saya mau membeli produk kosmetik lagi, maka saya akan membeli produk Pixy sebagai pilihan utama saya |  |  |  |  |  |
| 8 | Saya tidak tertarik untuk beralih ke produk kosmetik merek lainnya |  |  |  |  |  |
| **Membeli Diluar Lini Produk/Jasa** | | | | | | |
| 9 | Saya akan membeli semua produk kosmetik merek Pixy yang saya butuhkan |  |  |  |  |  |
| 10 | Saya akan terus menggunakan Produk kosmetik merek Pixy |  |  |  |  |  |

**LAMPIRAN 2**

**Presentase Responden Berdasarkan Karakteristik**

1. **Berdasarkan Jenis kelamin**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Jenis Kelamin** | **Frekuensi (orang)** | **Presentase**  **(%)** |
| 1. | Perempuan | 75 | 100 |
| **Total** | | **75** | **100** |

1. **Berdasarkan tingkat usia**

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Interval Umur** | **Frekuensi** | **Presentase (%)** |
| 1. | 18-25 | 36 | 48 |
| 2. | 26-33 | 21 | 28 |
| 3. | 34-40 | 18 | 24 |
| **Total** | | **75** | **100** |

1. **Berdasarkan Pendidikan**

|  |  |  |  |
| --- | --- | --- | --- |
| **No** | **Pendidikan** | **Jumlah** | **Presentase (%)** |
| 1. | S1 | 17 | 23 |
| 2. | SMA/SMK | 54 | 72 |
| 3. | SMP | 4 | 5 |
| **Total** | | **75** | **100** |

**LAMPIRAN 3**

**Presentase Responden Berdasarkan Jawaban Pertanyaan Kuesioner**

* + - * 1. **Kepercayaan Merek *(*X)**

| **ITEM1** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent | |
| Valid | Sangat Tidak Setuju | 4 | 5.3 | 5.3 | 5.3 | |
| Tidak Setuju | 10 | 13.3 | 13.3 | 18.7 | |
| Kurang Setuju | 2 | 2.7 | 2.7 | 21.3 | |
| Setuju | 22 | 29.3 | 29.3 | 50.7 | |
| Sangat Setuju | 37 | 49.3 | 49.3 | 100.0 | |
| Total | 75 | 100.0 | 100.0 |  | |

| **ITEM2** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 4 | 5.3 | 5.3 | 5.3 |
| Tidak setuju | 11 | 14.7 | 14.7 | 20.0 |
| Kurang Setuju | 6 | 8.0 | 8.0 | 28.0 |
| Setuju | 24 | 32.0 | 32.0 | 60.0 |
| Sangat Setuju | 30 | 40.0 | 40.0 | 100.0 |
| Total | 75 | 100.0 | 100.0 |  |

| **ITEM3** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 3 | 4.0 | 4.0 | 4.0 |
| Tidak Setuju | 2 | 2.7 | 2.7 | 6.7 |
| Kurang Setuju | 4 | 5.3 | 5.3 | 12.0 |
| Setuju | 22 | 29.3 | 29.3 | 41.3 |
| Sangat Setuju | 44 | 58.7 | 58.7 | 100.0 |
| Total | 75 | 100.0 | 100.0 |  |

| **ITEM4** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 3 | 4.0 | 4.0 | 4.0 |
| Tidak Setuju | 13 | 17.3 | 17.3 | 21.3 |
| Kurang Setuju | 4 | 5.3 | 5.3 | 26.7 |
| Setuju | 30 | 40.0 | 40.0 | 66.7 |
| Sangat Setuju | 25 | 33.3 | 33.3 | 100.0 |
| Total | 75 | 100.0 | 100.0 |  |

| **ITEM5** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 3 | 4.0 | 4.0 | 4.0 |
| Tidak Setuju | 9 | 12.0 | 12.0 | 16.0 |
| Kurang Setuju | 13 | 17.3 | 17.3 | 33.3 |
| Setuju | 25 | 33.3 | 33.3 | 66.7 |
| Sangat Setuju | 25 | 33.3 | 33.3 | 100.0 |
| Total | 75 | 100.0 | 100.0 |  |

| **ITEM6** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.3 | 1.3 | 1.3 |
| Tidak Setuju | 14 | 18.7 | 18.7 | 20.0 |
| Kurang Setuju | 7 | 9.3 | 9.3 | 29.3 |
| Setuju | 19 | 25.3 | 25.3 | 54.7 |
| Sangat Setuju | 34 | 45.3 | 45.3 | 100.0 |
| Total | 75 | 100.0 | 100.0 |  |

| **ITEM7** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent | |
| Valid | Sangat Tidak Setuju | 2 | 2.7 | 2.7 | 2.7 | |
| Tidak Setuju | 13 | 17.3 | 17.3 | 20.0 | |
| Kurang Setuju | 7 | 9.3 | 9.3 | 29.3 | |
| Setuju | 28 | 37.3 | 37.3 | 66.7 | |
| Sangat Setuju | 25 | 33.3 | 33.3 | 100.0 | |
| Total | 75 | 100.0 | 100.0 |  | |

| **ITEM8** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
|  | |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | | Sangat Tidak Setuju | 2 | 2.7 | 2.7 | 2.7 |
| Tidak Setuju | 9 | 12.0 | 12.0 | 14.7 |
| Kurang Setuju | 10 | 13.3 | 13.3 | 28.0 |
| Setuju | 18 | 24.0 | 24.0 | 52.0 |
| Sangat Setuju | 36 | 48.0 | 48.0 | 100.0 |
| Total | 75 | 100.0 | 100.0 |  |

| **ITEM9** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent | |
| Valid | Sangat Tidak Setuju | 3 | 4.0 | 4.0 | 4.0 | |
| Tidak Setuju | 6 | 8.0 | 8.0 | 12.0 | |
| Kurang Setuju | 5 | 6.7 | 6.7 | 18.7 | |
| Setuju | 21 | 28.0 | 28.0 | 46.7 | |
| Sangat Setuju | 40 | 53.3 | 53.3 | 100.0 | |
| Total | 75 | 100.0 | 100.0 |  | |

| **ITEM10** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent | |
| Valid | Sangat Tidak Setuju | 1 | 1.3 | 1.3 | 1.3 | |
| Tidak Setuju | 10 | 13.3 | 13.3 | 14.7 | |
| Kurang Setuju | 10 | 13.3 | 13.3 | 28.0 | |
| Setuju | 21 | 28.0 | 28.0 | 56.0 | |
| Sangat Setuju | 33 | 44.0 | 44.0 | 100.0 | |
| Total | 75 | 100.0 | 100.0 |  | |

* + - * 1. **Loyalitas Pelanggan *(*Y)**

| **ITEM1** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.3 | 1.3 | 1.3 |
| Tidak Setuju | 8 | 10.7 | 10.7 | 12.0 |
| Kurang Setuju | 12 | 16.0 | 16.0 | 28.0 |
| Setuju | 33 | 44.0 | 44.0 | 72.0 |
| Sangat Setuju | 21 | 28.0 | 28.0 | 100.0 |
| Total | 75 | 100.0 | 100.0 |  |

| **ITEM2** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 1 | 1.3 | 1.3 | 1.3 |
| Tidak setuju | 8 | 10.7 | 10.7 | 12.0 |
| Kurang Setuju | 14 | 18.7 | 18.7 | 30.7 |
| Setuju | 27 | 36.0 | 36.0 | 66.7 |
| Sangat Setuju | 25 | 33.3 | 33.3 | 100.0 |
| Total | 75 | 100.0 | 100.0 |  |

| **ITEM3** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 5 | 6.7 | 6.7 | 6.7 |
| Tidak Setuju | 10 | 13.3 | 13.3 | 20.0 |
| Kurang Setuju | 14 | 18.7 | 18.7 | 38.7 |
| Setuju | 29 | 38.7 | 38.7 | 77.3 |
| Sangat Setuju | 17 | 22.7 | 22.7 | 100.0 |
| Total | 75 | 100.0 | 100.0 |  |

| **ITEM4** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 3 | 4.0 | 4.0 | 4.0 |
| Tidak Setuju | 6 | 8.0 | 8.0 | 12.0 |
| Kurang Setuju | 16 | 21.3 | 21.3 | 33.3 |
| Setuju | 37 | 49.3 | 49.3 | 82.7 |
| Sangat Setuju | 13 | 17.3 | 17.3 | 100.0 |
| Total | 75 | 100.0 | 100.0 |  |

| **ITEM5** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 6 | 8.0 | 8.0 | 8.0 |
| Tidak Setuju | 7 | 9.3 | 9.3 | 17.3 |
| Kurang Setuju | 11 | 14.7 | 14.7 | 32.0 |
| Setuju | 27 | 36.0 | 36.0 | 68.0 |
| Sangat Setuju | 24 | 32.0 | 32.0 | 100.0 |
| Total | 75 | 100.0 | 100.0 |  |

| **ITEM6** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 4 | 5.3 | 5.3 | 5.3 |
| Tidak Setuju | 5 | 6.7 | 6.7 | 12.0 |
| Kurang Setuju | 13 | 17.3 | 17.3 | 29.3 |
| Setuju | 33 | 44.0 | 44.0 | 73.3 |
| Sangat Setuju | 20 | 26.7 | 26.7 | 100.0 |
| Total | 75 | 100.0 | 100.0 |  |

| **ITEM7** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 2 | 2.7 | 2.7 | 2.7 |
| Tidak Setuju | 6 | 8.0 | 8.0 | 10.7 |
| Kurang Setuju | 16 | 21.3 | 21.3 | 32.0 |
| Setuju | 27 | 36.0 | 36.0 | 68.0 |
| Sangat Setuju | 24 | 32.0 | 32.0 | 100.0 |
| Total | 75 | 100.0 | 100.0 |  |

| **ITEM8** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 3 | 4.0 | 4.0 | 4.0 |
| Tidak Setuju | 9 | 12.0 | 12.0 | 16.0 |
| Kurang Setuju | 14 | 18.7 | 18.7 | 34.7 |
| Setuju | 25 | 33.3 | 33.3 | 68.0 |
| Sangat Setuju | 24 | 32.0 | 32.0 | 100.0 |
| Total | 75 | 100.0 | 100.0 |  |

| **ITEM9** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 5 | 6.7 | 6.7 | 6.7 |
| Tidak Setuju | 7 | 9.3 | 9.3 | 16.0 |
| Kurang Setuju | 19 | 25.3 | 25.3 | 41.3 |
| Setuju | 17 | 22.7 | 22.7 | 64.0 |
| Sangat Setuju | 27 | 36.0 | 36.0 | 100.0 |
| Total | 75 | 100.0 | 100.0 |  |

| **ITEM10** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Sangat Tidak Setuju | 3 | 4.0 | 4.0 | 4.0 |
| Tidak Setuju | 13 | 17.3 | 17.3 | 21.3 |
| Kurang Setuju | 12 | 16.0 | 16.0 | 37.3 |
| Setuju | 20 | 26.7 | 26.7 | 64.0 |
| Sangat Setuju | 27 | 36.0 | 36.0 | 100.0 |
| Total | 75 | 100.0 | 100.0 |  |

**Variabel Kepercayaan Merek (X)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No Responden** | **Jawaban Pertanyaan** | | | | | | | | | | **Jumlah** |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| 1. | 2 | 4 | 5 | 4 | 3 | 5 | 4 | 2 | 5 | 2 | 36 |
| 2. | 5 | 5 | 5 | 2 | 4 | 5 | 2 | 4 | 5 | 5 | 42 |
| 3. | 2 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 4. | 4 | 4 | 5 | 4 | 5 | 2 | 4 | 5 | 5 | 5 | 43 |
| 5. | 5 | 3 | 5 | 3 | 5 | 4 | 3 | 3 | 5 | 3 | 39 |
| 6. | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 47 |
| 7. | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 45 |
| 8. | 1 | 5 | 5 | 1 | 5 | 5 | 5 | 3 | 5 | 5 | 40 |
| 9. | 2 | 4 | 5 | 2 | 5 | 4 | 5 | 4 | 4 | 2 | 37 |
| 10. | 4 | 2 | 5 | 4 | 4 | 5 | 5 | 2 | 5 | 5 | 41 |
| 11. | 3 | 4 | 4 | 2 | 3 | 4 | 4 | 4 | 5 | 4 | 37 |
| 12. | 4 | 5 | 5 | 4 | 5 | 5 | 2 | 5 | 5 | 5 | 45 |
| 13. | 5 | 3 | 5 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 14. | 2 | 4 | 3 | 4 | 3 | 2 | 4 | 5 | 5 | 3 | 35 |
| 15. | 5 | 2 | 5 | 2 | 4 | 4 | 3 | 4 | 5 | 2 | 36 |
| 16. | 4 | 2 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 42 |
| 17. | 5 | 5 | 4 | 2 | 1 | 4 | 2 | 2 | 5 | 4 | 34 |
| 18. | 2 | 5 | 4 | 5 | 5 | 2 | 3 | 3 | 5 | 5 | 39 |
| 19. | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 46 |
| 20. | 1 | 5 | 5 | 4 | 2 | 5 | 2 | 2 | 5 | 5 | 36 |
| 21. | 4 | 5 | 4 | 5 | 4 | 2 | 4 | 5 | 4 | 5 | 42 |
| 22. | 5 | 3 | 4 | 2 | 5 | 2 | 5 | 5 | 4 | 5 | 40 |
| 23. | 5 | 4 | 5 | 5 | 2 | 5 | 5 | 5 | 3 | 5 | 44 |
| 24. | 1 | 5 | 5 | 4 | 1 | 4 | 2 | 5 | 1 | 4 | 32 |
| 25. | 2 | 1 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 40 |
| 26. | 2 | 5 | 5 | 5 | 5 | 5 | 2 | 5 | 4 | 5 | 43 |
| 27. | 5 | 4 | 5 | 4 | 4 | 2 | 4 | 5 | 5 | 5 | 43 |
| 28. | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 2 | 1 | 40 |
| 29. | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 44 |
| 30. | 5 | 4 | 5 | 1 | 3 | 2 | 2 | 4 | 5 | 4 | 35 |
| 31. | 5 | 3 | 4 | 2 | 5 | 2 | 5 | 3 | 5 | 5 | 39 |
| 32. | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 43 |
| 33. | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 2 | 45 |
| 34. | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 35. | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 47 |
| 36. | 5 | 5 | 3 | 4 | 2 | 5 | 4 | 3 | 4 | 5 | 40 |
| 37. | 5 | 5 | 5 | 5 | 4 | 1 | 5 | 5 | 1 | 2 | 38 |
| 38. | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 45 |
| 39. | 5 | 4 | 1 | 5 | 2 | 5 | 4 | 5 | 2 | 4 | 37 |
| 40. | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 1 | 5 | 4 | 42 |
| 41. | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 47 |
| 42. | 5 | 4 | 4 | 5 | 1 | 5 | 4 | 4 | 5 | 4 | 41 |
| 43. | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 2 | 5 | 46 |
| 44. | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 3 | 3 | 40 |
| 45. | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 5 | 2 | 4 | 40 |
| 46. | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 47. | 2 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 2 | 42 |
| 48. | 5 | 2 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 45 |
| 49. | 4 | 1 | 3 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 37 |
| 50. | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 5 | 4 | 2 | 43 |
| 51. | 4 | 2 | 4 | 5 | 2 | 2 | 2 | 4 | 1 | 5 | 31 |
| 52. | 5 | 5 | 5 | 2 | 3 | 2 | 5 | 4 | 5 | 3 | 39 |
| 53. | 5 | 5 | 1 | 5 | 5 | 2 | 4 | 4 | 5 | 4 | 40 |
| 54. | 5 | 4 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 3 | 42 |
| 55. | 5 | 1 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 42 |
| 56. | 4 | 5 | 4 | 2 | 2 | 2 | 5 | 5 | 3 | 4 | 36 |
| 57. | 5 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 39 |
| 58. | 4 | 2 | 1 | 2 | 5 | 3 | 2 | 5 | 4 | 4 | 32 |
| 59. | 4 | 5 | 5 | 5 | 4 | 2 | 5 | 2 | 4 | 3 | 39 |
| 60. | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 2 | 44 |
| 61. | 5 | 5 | 4 | 2 | 3 | 5 | 1 | 5 | 2 | 3 | 35 |
| 62. | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| 63. | 5 | 4 | 3 | 3 | 2 | 4 | 2 | 3 | 2 | 2 | 30 |
| 64. | 4 | 2 | 4 | 4 | 5 | 4 | 5 | 1 | 5 | 5 | 39 |
| 65. | 2 | 1 | 4 | 2 | 4 | 2 | 3 | 2 | 5 | 5 | 30 |
| 66. | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 45 |
| 67. | 5 | 5 | 5 | 3 | 5 | 5 | 2 | 4 | 5 | 4 | 43 |
| 68. | 5 | 5 | 5 | 5 | 2 | 5 | 1 | 2 | 4 | 2 | 36 |
| 69. | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 41 |
| 70. | 4 | 2 | 2 | 2 | 4 | 5 | 4 | 2 | 5 | 4 | 34 |
| 71. | 5 | 5 | 4 | 5 | 3 | 3 | 3 | 5 | 5 | 5 | 43 |
| 72. | 4 | 2 | 4 | 1 | 4 | 3 | 4 | 4 | 4 | 4 | 34 |
| 73. | 2 | 2 | 2 | 3 | 2 | 4 | 2 | 5 | 4 | 4 | 30 |
| 74. | 1 | 2 | 5 | 4 | 3 | 3 | 4 | 3 | 5 | 3 | 33 |
| 75. | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 2 | 5 | 5 | 46 |
| **Jumlah** | | | | | | | | | | | **2989** |

**Variabel Loyalitas Pelanggan (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No Responden** | **Jawaban Pertanyaan** | | | | | | | | | | **Jumlah** |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| 1. | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 1 | 4 | 1 | 34 |
| 2. | 4 | 5 | 5 | 3 | 1 | 4 | 5 | 4 | 5 | 4 | 40 |
| 3. | 5 | 4 | 5 | 4 | 3 | 5 | 2 | 5 | 3 | 3 | 39 |
| 4. | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 40 |
| 5. | 5 | 3 | 4 | 4 | 2 | 2 | 5 | 3 | 3 | 4 | 35 |
| 6. | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 7. | 5 | 5 | 3 | 4 | 4 | 3 | 5 | 4 | 3 | 5 | 41 |
| 8. | 4 | 4 | 3 | 1 | 5 | 4 | 4 | 5 | 5 | 4 | 39 |
| 9. | 1 | 5 | 1 | 5 | 2 | 3 | 4 | 5 | 3 | 4 | 33 |
| 10. | 4 | 4 | 3 | 3 | 5 | 3 | 5 | 5 | 4 | 3 | 39 |
| 11. | 3 | 4 | 4 | 2 | 5 | 4 | 3 | 4 | 3 | 3 | 35 |
| 12. | 4 | 2 | 2 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 41 |
| 13. | 5 | 4 | 4 | 2 | 1 | 4 | 1 | 4 | 5 | 5 | 35 |
| 14. | 4 | 1 | 1 | 4 | 4 | 4 | 5 | 3 | 4 | 3 | 33 |
| 15. | 3 | 4 | 5 | 4 | 2 | 5 | 4 | 2 | 3 | 2 | 34 |
| 16. | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 3 | 2 | 41 |
| 17. | 4 | 3 | 4 | 4 | 3 | 5 | 4 | 3 | 1 | 2 | 33 |
| 18. | 4 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 2 | 2 | 35 |
| 19. | 2 | 5 | 4 | 5 | 3 | 1 | 3 | 5 | 4 | 5 | 37 |
| 20. | 4 | 3 | 2 | 4 | 5 | 4 | 1 | 3 | 3 | 4 | 33 |
| 21. | 5 | 5 | 3 | 4 | 3 | 4 | 2 | 2 | 2 | 5 | 35 |
| 22. | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 1 | 4 | 38 |
| 23. | 5 | 3 | 5 | 4 | 2 | 3 | 4 | 4 | 3 | 5 | 38 |
| 24. | 2 | 3 | 4 | 2 | 4 | 3 | 2 | 3 | 4 | 2 | 29 |
| 25. | 5 | 3 | 2 | 4 | 5 | 3 | 4 | 4 | 2 | 5 | 37 |
| 26. | 4 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 44 |
| 27. | 5 | 4 | 3 | 4 | 4 | 1 | 4 | 5 | 4 | 5 | 39 |
| 28. | 5 | 5 | 5 | 3 | 1 | 5 | 5 | 1 | 2 | 5 | 37 |
| 29. | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 5 | 1 | 3 | 37 |
| 30. | 3 | 2 | 3 | 4 | 4 | 3 | 2 | 2 | 5 | 4 | 32 |
| 31. | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 4 | 4 | 5 | 37 |
| 32. | 3 | 5 | 3 | 4 | 5 | 4 | 5 | 2 | 3 | 4 | 38 |
| 33. | 2 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 3 | 5 | 41 |
| 34. | 4 | 5 | 4 | 2 | 4 | 4 | 5 | 4 | 2 | 5 | 39 |
| 35. | 3 | 4 | 5 | 3 | 4 | 5 | 3 | 4 | 5 | 4 | 40 |
| 36. | 5 | 5 | 4 | 4 | 4 | 2 | 5 | 1 | 5 | 2 | 37 |
| 37. | 3 | 4 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 1 | 36 |
| 38. | 5 | 5 | 4 | 4 | 3 | 5 | 3 | 4 | 5 | 3 | 41 |
| 39. | 2 | 2 | 2 | 2 | 5 | 2 | 4 | 5 | 4 | 2 | 30 |
| 40. | 5 | 3 | 5 | 3 | 2 | 4 | 5 | 4 | 5 | 3 | 39 |
| 41. | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 2 | 4 | 41 |
| 42. | 5 | 4 | 2 | 4 | 5 | 4 | 5 | 2 | 5 | 2 | 38 |
| 43. | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 2 | 5 | 4 | 41 |
| 44. | 2 | 4 | 5 | 3 | 4 | 3 | 5 | 4 | 5 | 2 | 37 |
| 45. | 4 | 5 | 4 | 3 | 3 | 3 | 4 | 5 | 4 | 3 | 38 |
| 46. | 3 | 2 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 5 | 35 |
| 47. | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 3 | 5 | 4 | 39 |
| 48. | 5 | 5 | 3 | 1 | 4 | 3 | 5 | 3 | 5 | 5 | 39 |
| 49. | 2 | 2 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 34 |
| 50. | 3 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 3 | 5 | 41 |
| 51. | 3 | 4 | 2 | 4 | 2 | 3 | 2 | 3 | 3 | 2 | 28 |
| 52. | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 3 | 4 | 41 |
| 53. | 4 | 4 | 5 | 5 | 2 | 4 | 4 | 4 | 3 | 5 | 40 |
| 54. | 4 | 5 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 3 | 41 |
| 55. | 5 | 4 | 1 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 41 |
| 56. | 4 | 4 | 4 | 4 | 1 | 4 | 5 | 4 | 5 | 2 | 37 |
| 57. | 2 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 40 |
| 58. | 4 | 3 | 2 | 5 | 5 | 5 | 3 | 5 | 3 | 3 | 38 |
| 59. | 3 | 2 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 42 |
| 60. | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 41 |
| 61. | 2 | 3 | 4 | 2 | 1 | 4 | 3 | 4 | 5 | 2 | 30 |
| 62. | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 44 |
| 63. | 5 | 5 | 1 | 5 | 5 | 1 | 5 | 4 | 1 | 5 | 37 |
| 64. | 4 | 3 | 4 | 3 | 4 | 1 | 2 | 3 | 5 | 4 | 33 |
| 65. | 3 | 2 | 2 | 3 | 4 | 4 | 3 | 4 | 3 | 2 | 30 |
| 66. | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 2 | 3 | 4 | 42 |
| 67. | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 44 |
| 68. | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 1 | 39 |
| 69. | 3 | 4 | 2 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 41 |
| 70. | 4 | 4 | 3 | 3 | 5 | 5 | 3 | 2 | 2 | 5 | 36 |
| 71. | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 47 |
| 72. | 5 | 3 | 2 | 4 | 3 | 2 | 3 | 3 | 4 | 5 | 34 |
| 73. | 4 | 2 | 1 | 1 | 1 | 4 | 5 | 2 | 1 | 5 | 26 |
| 74. | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 41 |
| 75. | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 46 |
| **Jumlah** | | | | | | | | | | | **2824** |

**LAMPIRAN 4**

**Uji Validitas dan Reliabilitas Menggunakan SPSS 22**

1. **Uji Validitas**
   1. Kepercayaan Merek (X)

| **Correlations** | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | ITEM1 | ITEM2 | ITEM3 | ITEM4 | ITEM5 | ITEM6 | ITEM7 | ITEM8 | ITEM9 | ITEM10 | Total |
| ITEM1 | Pearson Correlation | 1 | .082 | .010 | .051 | .100 | -.008 | .052 | .130 | -.141 | -.068 | .334\*\* |
| Sig. (2-tailed) |  | .485 | .932 | .667 | .394 | .948 | .658 | .267 | .229 | .562 | .003 |
| N | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 |
| ITEM2 | Pearson Correlation | .082 | 1 | .214 | .192 | -.057 | .077 | -.036 | .133 | -.088 | -.204 | .356\*\* |
| Sig. (2-tailed) | .485 |  | .065 | .098 | .630 | .512 | .758 | .254 | .451 | .078 | .002 |
| N | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 |
| ITEM3 | Pearson Correlation | .010 | .214 | 1 | .114 | .170 | .153 | .165 | .003 | .060 | -.097 | .431\*\* |
| Sig. (2-tailed) | .932 | .065 |  | .329 | .145 | .191 | .158 | .978 | .609 | .406 | .000 |
| N | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 |
| ITEM4 | Pearson Correlation | .051 | .192 | .114 | 1 | .012 | .173 | .180 | .111 | -.145 | .020 | .450\*\* |
| Sig. (2-tailed) | .667 | .098 | .329 |  | .920 | .138 | .123 | .344 | .214 | .863 | .000 |
| N | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 |
| ITEM5 | Pearson Correlation | .100 | -.057 | .170 | .012 | 1 | -.027 | .336\*\* | .044 | .364\*\* | .190 | .537\*\* |
| Sig. (2-tailed) | .394 | .630 | .145 | .920 |  | .815 | .003 | .705 | .001 | .103 | .000 |
| N | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 |
| ITEM6 | Pearson Correlation | -.008 | .077 | .153 | .173 | -.027 | 1 | -.046 | -.048 | .098 | -.010 | .355\*\* |
| Sig. (2-tailed) | .948 | .512 | .191 | .138 | .815 |  | .693 | .685 | .403 | .931 | .002 |
| N | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 |
| ITEM7 | Pearson Correlation | .052 | -.036 | .165 | .180 | .336\*\* | -.046 | 1 | .074 | .121 | .073 | .487\*\* |
| Sig. (2-tailed) | .658 | .758 | .158 | .123 | .003 | .693 |  | .528 | .303 | .533 | .000 |
| N | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 |
| ITEM8 | Pearson Correlation | .130 | .133 | .003 | .111 | .044 | -.048 | .074 | 1 | -.273\* | .073 | .329\*\* |
| Sig. (2-tailed) | .267 | .254 | .978 | .344 | .705 | .685 | .528 |  | .018 | .534 | .004 |
| N | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 |
| ITEM9 | Pearson Correlation | -.141 | -.088 | .060 | -.145 | .364\*\* | .098 | .121 | -.273\* | 1 | .270\* | .307\*\* |
| Sig. (2-tailed) | .229 | .451 | .609 | .214 | .001 | .403 | .303 | .018 |  | .019 | .007 |
| N | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 |
| ITEM10 | Pearson Correlation | -.068 | -.204 | -.097 | .020 | .190 | -.010 | .073 | .073 | .270\* | 1 | .307\*\* |
| Sig. (2-tailed) | .562 | .078 | .406 | .863 | .103 | .931 | .533 | .534 | .019 |  | .007 |
| N | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 |
| Total | Pearson Correlation | .334\*\* | .356\*\* | .431\*\* | .450\*\* | .537\*\* | .355\*\* | .487\*\* | .329\*\* | .307\*\* | .307\*\* | 1 |
| Sig. (2-tailed) | .003 | .002 | .000 | .000 | .000 | .002 | .000 | .004 | .007 | .007 |  |
| N | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | |  |  |  |  |  |  |  |  |  |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | |  |  |  |  |  |  |  |  |  |

* 1. Kepercayaan Merek (X)

| **Correlations** | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | ITEM1 | ITEM2 | ITEM3 | ITEM4 | ITEM5 | ITEM6 | ITEM7 | ITEM8 | ITEM9 | ITEM10 | Total |
| ITEM1 | Pearson Correlation | 1 | .184 | .020 | .094 | -.017 | -.038 | .139 | -.206 | -.086 | .236\* | .323\*\* |
| Sig. (2-tailed) |  | .115 | .864 | .423 | .885 | .747 | .233 | .077 | .463 | .042 | .005 |
| N | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 |
| ITEM2 | Pearson Correlation | .184 | 1 | .273\* | .138 | -.011 | .053 | .099 | .036 | -.077 | .168 | .480\*\* |
| Sig. (2-tailed) | .115 |  | .018 | .238 | .926 | .650 | .397 | .757 | .514 | .150 | .000 |
| N | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 |
| ITEM3 | Pearson Correlation | .020 | .273\* | 1 | -.026 | -.206 | .241\* | -.003 | -.073 | .121 | -.107 | .338\*\* |
| Sig. (2-tailed) | .864 | .018 |  | .825 | .076 | .037 | .980 | .535 | .300 | .359 | .003 |
| N | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 |
| ITEM4 | Pearson Correlation | .094 | .138 | -.026 | 1 | .155 | .003 | .076 | .150 | -.019 | .073 | .414\*\* |
| Sig. (2-tailed) | .423 | .238 | .825 |  | .186 | .983 | .517 | .199 | .871 | .533 | .000 |
| N | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 |
| ITEM5 | Pearson Correlation | -.017 | -.011 | -.206 | .155 | 1 | .053 | .068 | .150 | .104 | .008 | .377\*\* |
| Sig. (2-tailed) | .885 | .926 | .076 | .186 |  | .652 | .562 | .198 | .376 | .944 | .001 |
| N | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 |
| ITEM6 | Pearson Correlation | -.038 | .053 | .241\* | .003 | .053 | 1 | .048 | -.004 | -.063 | -.091 | .316\*\* |
| Sig. (2-tailed) | .747 | .650 | .037 | .983 | .652 |  | .682 | .970 | .592 | .435 | .006 |
| N | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 |
| ITEM7 | Pearson Correlation | .139 | .099 | -.003 | .076 | .068 | .048 | 1 | .008 | .075 | .056 | .404\*\* |
| Sig. (2-tailed) | .233 | .397 | .980 | .517 | .562 | .682 |  | .944 | .520 | .634 | .000 |
| N | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 |
| ITEM8 | Pearson Correlation | -.206 | .036 | -.073 | .150 | .150 | -.004 | .008 | 1 | .107 | .090 | .359\*\* |
| Sig. (2-tailed) | .077 | .757 | .535 | .199 | .198 | .970 | .944 |  | .360 | .440 | .002 |
| N | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 |
| ITEM9 | Pearson Correlation | -.086 | -.077 | .121 | -.019 | .104 | -.063 | .075 | .107 | 1 | -.112 | .321\*\* |
| Sig. (2-tailed) | .463 | .514 | .300 | .871 | .376 | .592 | .520 | .360 |  | .340 | .005 |
| N | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 |
| ITEM10 | Pearson Correlation | .236\* | .168 | -.107 | .073 | .008 | -.091 | .056 | .090 | -.112 | 1 | .370\*\* |
| Sig. (2-tailed) | .042 | .150 | .359 | .533 | .944 | .435 | .634 | .440 | .340 |  | .001 |
| N | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 |
| Total | Pearson Correlation | .323\*\* | .480\*\* | .338\*\* | .414\*\* | .377\*\* | .316\*\* | .404\*\* | .359\*\* | .321\*\* | .370\*\* | 1 |
| Sig. (2-tailed) | .005 | .000 | .003 | .000 | .001 | .006 | .000 | .002 | .005 | .001 |  |
| N | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 | 75 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | |  |  |  |  |  |  |  |  |  |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | |  |  |  |  |  |  |  |  |  |

1. **Uji Reabilitas**
   1. Kepercayaan Merek (X) b. Loyalitas Pelanggan (Y)

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .856 | 688 |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .772 | 10 |

**LAMPIRAN 5**

**Hasil Uji Normalitas**

| **One-Sample Kolmogorov-Smirnov Test** | | |
| --- | --- | --- |
|  |  | Unstandardized Residual |
| N | | 75 |
| Normal Parametersa | .0000000 | .0000000 |
| 2.79097655 | 3.94078343 |
| Most Extreme Differences | .114 | .119 |
| .114 | .060 |
| -.056 | -.119 |
| Kolmogorov-Smirnov Z | | .984 |
| Asymp. Sig. (2-tailed) | | .288 |
| a. Test distribution is Normal.  b. Calculated from data. | | |



**LAMPIRAN 6**

**Uji Regresi Linear Sederhana**

* + - 1. **Uji Regresi Linear Sederhana dan Uji Parsial (Uji T)**

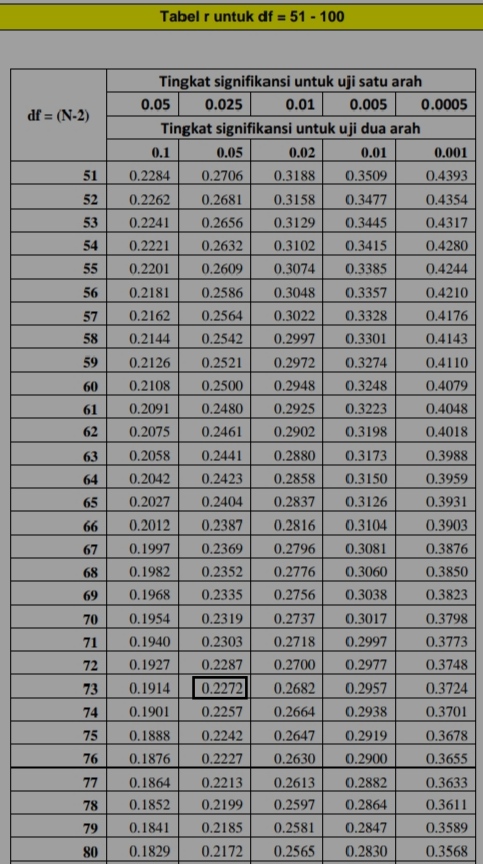
| **Coefficientsa** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 10.883 | 2.910 |  | 3.739 | .000 |
| Kepercayaan Merek | .672 | .073 | .735 | 9.256 | .000 |
| a. Dependent Variable: Loyalitas Pelanggan (Y) | | | |  |  |  |

* + - 1. **Uji Determinasi (R2)**

| **Model Summaryb** | | | | |
| --- | --- | --- | --- | --- |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .735a | .540 | .534 | 2.810 |
| a. Predictors: (Constant), Kepercayaan Merek (X) | | | | |
| b. Dependent Variable: Loyalitas Pelanggan (Y) | | | | |

**LAMPIRAN 7**

**Tabel r**



**LAMPIRAN 8**

**Tabel t**

