# DAFTAR LAMPIRAN

* 1. **KUESIONER**

# IDENTITAS PENULIS

Nama : Yuniarti Harahap

NPM 173114008

Alamat : Medan Amplas

Jeniskelamin : Perempuan

Umur : 22 Tahun

Fakultas : Ekonomi

Jurusan : Manajemen

Asal PerguruanTinggi : Universitas Muslim Nusantara Al-Washliyah Medan

Bersama ini saya mengharapkan kesediaan Bpk/ibu untuk mengisi daftar pernyataan dalam kuesioner ini dengan tujuan sebagai data untuk penyusunan skripsi dengan judul : ” Pengaruh *Brand Image* Terhadap Loylaitas Pelanggan Pada Aroma Bakery Cake & Shop Jl Jenderal Abdul Haris No 31 BC Medan Johor”. Atas kesediaan Bpk/Ibu menjawab dengan sejujurnya dan sebaik-baiknya, saya mengucapkan terimakasih.

Saya berharap agar jawaban yang diberikan oleh Bpk/Ibu sesuai dengan keadaan yang sebenarnya, kerahasian identitas responden akan kami jaga.

Medan, Juni 2021

Yuniarti Harahap

# Identitas Responden

Nama :

Jabatan :

Pendidikan :

Usia :

Masa Bekerja :

# Petunjuk Pengisian

* 1. Pilihlah jawaban paling tepat menurut anda.
  2. Bacalah pertanyaan dengan seksama.
  3. Isikan semua nomor dengan memilih satu diantara 5 altenatif jawaban dengan memberikan tanda checklist (√) pada kolom yang sudah disediakan.
  4. Alternatif jawaban sebagai berikut.

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| **Keterangan :** |  | **Nilai** |
| SS | = Sangat Setuju | 5 |
| S | = Setuju | 4 |
| KS | = Kurang setuju | 3 |
| TS | = Tidak Setuju | 2 |
| STS | = Sangat Tidak Setuju | 1 |

* 1. Jawablah semua pertanyaan tanpa ada yang terlewat.

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| No | Item Pertanyaan **Brand Image ( Variabel X)** | Jawaban Responden | | | | |
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| **SS** | **S** | **KS** | **TS** | **STS** |
| 5 | 4 | 3 | 2 | 1 |
| **1** | **Pengenalan** |  |  |  |  |  |
| a | Produk Aroma Bakery Cake & Shop memiliki citra merek yang sesuai dengan harga, rasa, dan kualitas produk sehingga banyak dikenal orang |  |  |  |  |  |
| b | Produsen aroma bakery cake & shop mampu memberikan produk kue sesuai dengan yang diharapkan oleh konsumen |  |  |  |  |  |
| **2** | **Reputasi** |  |  |  |  |  |
| a | Kualitas mutu dan produk-produk aroma Bakery Cake & Shop terjamin dimata  Konsumen |  |  |  |  |  |
| b | Produk-produk yang dipasarkan Aroma  Bakery Cake & Shop memiliki citra yang Positif |  |  |  |  |  |
| c | Aroma bakery cake & shop mampu melakukan perubahan dan inovasi |  |  |  |  |  |
| **3** | **Daya Tarik** |  |  |  |  |  |
| a | Karyawan Aroma bakery cake & shop selalu memberikan pelayanan yang Memuaskan |  |  |  |  |  |
| b | Kemasan dan rasa produk yang ditawarkan oleh aroma bakery cake & shop dapat menarik perhatian konsumen |  |  |  |  |  |
| **4** | **Kesetiaan** |  |  |  |  |  |
| a | Konsumen Aroma Bakery Cake & Shop selalu ramai pengunjung |  |  |  |  |  |
| b | Konsumen selalu puas berbelanja di Aroma Bakery Cake & Shop |  |  |  |  |  |
| c | Aroma Bakery Cake & Shop selalu meningkatkan kualitas pelayanan kepada  Konsumen |  |  |  |  |  |

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| No | Item Pertanyaan **Loyalitas Pelanggan ( Variabel Y)** | Jawaban Responden | | | | |
|  | | | | |
| **STS** | **TS** | **KS** | **S** | **SS** |
| 1 | 2 | 3 | 4 | 5 |
| **1** | ***Trust*** |  |  |  |  |  |
| a | Kualitas produk yang ditawarkan oleh Aroma Bakery Cake & Shop  sudah sesuai dengan keinginan Konsumen |  |  |  |  |  |
| b | Saya menyukai varian cake yang diproduksi oleh Aroma Bakery Cake & Shop |  |  |  |  |  |
| **2** | ***Emotion commitment*** |  |  |  |  |  |
| a | Saya tidak akan beralih ke produk lain untuk membeli cake |  |  |  |  |  |
| b | Saya akan membeli kembali produk Aroma Bakery Cake & Shop dalam waktu dekat |  |  |  |  |  |
| **3** | ***Switching cost*** |  |  |  |  |  |
| a | Saya akan tetap membeli produk Aroma Bakery Cake & Shop  meskipun ada kenaikan harga dari yang sebelumnya |  |  |  |  |  |
| b | Menurut saya harga produk yang ditawarkan oleh Aroma Bakery Cake & Shop masih terjangkau |  |  |  |  |  |
| **4** | ***Word of mouth*** |  |  |  |  |  |
| a | Saya akan merekomendasikan  kepada orang lain untuk membeli produk Aroma Bakery Cake & Shop |  |  |  |  |  |
| b | Saya akan mengajak keluarga saya untuk membeli produk Aroma Bakery Cake & Shop setiap minggu |  |  |  |  |  |
| **5** | ***Cooperation*** |  |  |  |  |  |
| a | Saya merasa puas dengan produk Aroma Bakery Cake & Shop |  |  |  |  |  |
| b | Produk Aroma Bakery Cake & Shop  yang ditawarkan membuat saya untuk melakukan pembelian ulang |  |  |  |  |  |

* 1. **Hasil Output SPSS**

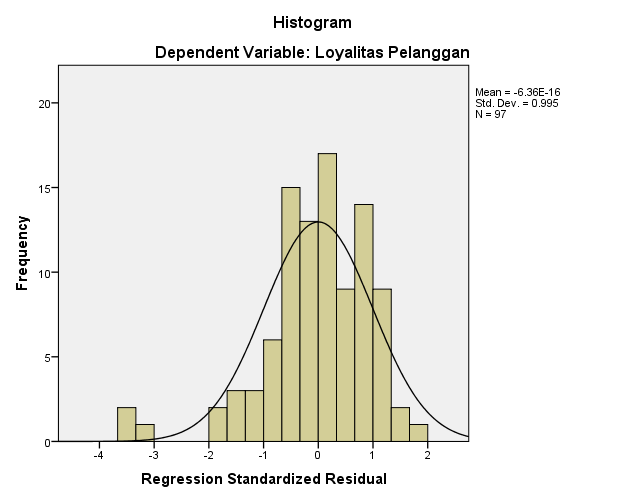
|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .902 | .908 | 10 |

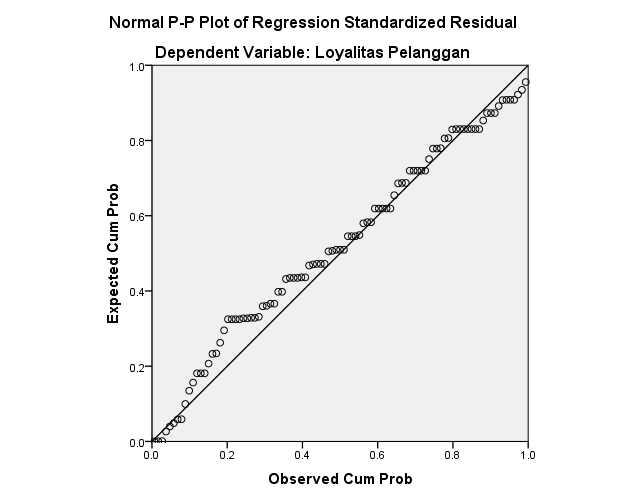
|  |  |  |  |  |  |
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| **Hasil Uji Validitas *Brand Image***  **Item-Total Statistics** | | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| var001 | 35.11 | 13.206 | .664 | .664 | .892 |
| var002 | 35.04 | 13.790 | .738 | .653 | .888 |
| var003 | 34.98 | 13.625 | .790 | .688 | .885 |
| var004 | 34.93 | 13.713 | .687 | .573 | .891 |
| var005 | 34.99 | 13.364 | .743 | .615 | .887 |
| var006 | 34.55 | 13.938 | .461 | .459 | .907 |
| var007 | 35.16 | 14.181 | .532 | .470 | .900 |
| var008 | 35.02 | 13.145 | .772 | .685 | .885 |
| var009 | 34.79 | 13.999 | .614 | .498 | .895 |
| var0010 | 35.03 | 12.884 | .662 | .544 | .893 |

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| **Reliability Statistics** | | | | | |
| Cronbach's Alpha | | Cronbach's Alpha Based on Standardized Items | | N of Items | |
| .881 | | .885 | | 10 | |
| **Hasil Uji Validitas Loyalitas Pelanggan**  **Item-Total Statistics** | | | | | | | | |
|  | Scale Mean if Item Deleted | | Scale Variance if Item Deleted | | Corrected Item-Total Correlation | | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| var001 | 33.93 | | 13.088 | | .655 | | .671 | .866 |
| var002 | 33.89 | | 14.122 | | .582 | | .512 | .873 |
| var003 | 33.80 | | 13.951 | | .669 | | .541 | .868 |
| var004 | 33.69 | | 13.258 | | .640 | | .447 | .868 |
| var005 | 33.90 | | 13.281 | | .695 | | .548 | .864 |
| var006 | 33.55 | | 13.063 | | .592 | | .523 | .872 |
| var007 | 33.82 | | 13.834 | | .474 | | .604 | .880 |
| var008 | 34.04 | | 13.207 | | .566 | | .498 | .874 |
| var009 | 33.66 | | 13.789 | | .554 | | .570 | .874 |
| var0010 | 33.92 | | 12.764 | | .742 | | .627 | .860 |

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| **Uji Koefisien Determinasi**  **Model Summaryb** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .753a | .566 | .562 | 2.678 |
| a. Predictors: (Constant), Brand Image | | | | |
| b. Dependent Variable: Loyalitas Pelanggan | | | | |

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| **Hasil Analisis Regresi Linear Sederhana**  **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 8.537 | 2.621 |  | 3.257 | .002 |
| Brand Image | .748 | .067 | .753 | 11.139 | .000 |
| a. Dependent Variable: Loyalitas Pelanggan | | | | | | |





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| **Item 1**  **Produk Aroma Bakery Cake & Shop memiliki citra merek yang sesuai dengan harga, rasa, dan kualitas produk sehingga banyak dikenal orang** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 3 | 3.1 | 3.1 | 3.1 |
| 3 | 26 | 26.8 | 26.8 | 29.9 |
| 4 | 62 | 63.9 | 63.9 | 93.8 |
| 5 | 6 | 6.2 | 6.2 | 100.0 |
| Total | 97 | 100.0 | 100.0 |  |

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| **Item 2**  **Produsen aroma bakery cake & shop mampu memberikan produk kue sesuai dengan yang diharapkan oleh konsumen** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 22 | 22.7 | 22.7 | 22.7 |
| 4 | 72 | 74.2 | 74.2 | 96.9 |
| 5 | 3 | 3.1 | 3.1 | 100.0 |
| Total | 97 | 100.0 | 100.0 |  |

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| **Item 3**  **Kualitas mutu dan produk-produk aroma Bakery Cake & Shop terjamin dimata konsumen** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 1 | 1.0 | 1.0 | 1.0 |
| 3 | 15 | 15.5 | 15.5 | 16.5 |
| 4 | 77 | 79.4 | 79.4 | 95.9 |
| 5 | 4 | 4.1 | 4.1 | 100.0 |
| Total | 97 | 100.0 | 100.0 |  |

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| **Item.4**  **Produk-produk yang dipasarkan Aroma Bakery Cake & Shop memiliki citra yang positif** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 17 | 17.5 | 17.5 | 17.5 |
| 4 | 71 | 73.2 | 73.2 | 90.7 |
| 5 | 9 | 9.3 | 9.3 | 100.0 |
| Total | 97 | 100.0 | 100.0 |  |

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| **Item 5**  **Aroma bakery cake & shop mampu melakukan perubahan dan inovasi** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 22 | 22.7 | 22.7 | 22.7 |
| 4 | 67 | 69.1 | 69.1 | 91.8 |
| 5 | 8 | 8.2 | 8.2 | 100.0 |
| Total | 97 | 100.0 | 100.0 |  |
| **Item 6**  **Karyawan Aroma bakery cake & shop selalu memberikan pelayanan yang memuaskan** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 10 | 10.3 | 10.3 | 10.3 |
| 4 | 48 | 49.5 | 49.5 | 59.8 |
| 5 | 39 | 40.2 | 40.2 | 100.0 |
| Total | 97 | 100.0 | 100.0 |  |
| **Item 7**  **Kemasan dan rasa produk yang ditawarkan oleh aroma bakery cake & shop dapat menarik perhatian konsumen** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 34 | 35.1 | 35.1 | 35.1 |
| 4 | 60 | 61.9 | 61.9 | 96.9 |
| 5 | 3 | 3.1 | 3.1 | 100.0 |
| Total | 97 | 100.0 | 100.0 |  |

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| **Item 8**  **Konsumen Aroma Bakery Cake & Shop selalu ramai pengunjung** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 4 | 4.1 | 4.1 | 4.1 |
| 3 | 13 | 13.4 | 13.4 | 17.5 |
| 4 | 76 | 78.4 | 78.4 | 95.9 |
| 5 | 4 | 4.1 | 4.1 | 100.0 |
| Total | 97 | 100.0 | 100.0 |  |

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| **Item 9**  **Konsumen selalu puas berbelanja di Aroma Bakery Cake & Shop** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 10 | 10.3 | 10.3 | 10.3 |
| 4 | 72 | 74.2 | 74.2 | 84.5 |
| 5 | 15 | 15.5 | 15.5 | 100.0 |
| Total | 97 | 100.0 | 100.0 |  |

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| **Item 10**  **Aroma Bakery Cake & Shop selalu meningkatkan kualitas pelayanan kepada konsumen** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 5 | 5.2 | 5.2 | 5.2 |
| 3 | 18 | 18.6 | 18.6 | 23.7 |
| 4 | 64 | 66.0 | 66.0 | 89.7 |
| 5 | 10 | 10.3 | 10.3 | 100.0 |
| Total | 97 | 100.0 | 100.0 |  |

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| **Item 11**  **Kualitas produk yang ditawarkan oleh Aroma Bakery Cake & Shop sudah sesuai dengan keinginan konsumen** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 3 | 3.1 | 3.1 | 3.1 |
| 3 | 32 | 33.0 | 33.0 | 36.1 |
| 4 | 58 | 59.8 | 59.8 | 95.9 |
| 5 | 4 | 4.1 | 4.1 | 100.0 |
| Total | 97 | 100.0 | 100.0 |  |

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| **Item 12**  **Saya menyukai varian cake yang diproduksi oleh Aroma Bakery Cake & Shop** | | | | | | | | | | | | | | | | | |
|  | | | | | | Frequency | | | Percent | | | Valid Percent | | | Cumulative Percent | | |
| Valid | | | 3 | | | 30 | | | 30.9 | | | 30.9 | | | 30.9 | | |
| 4 | | | 67 | | | 69.1 | | | 69.1 | | | 100.0 | | |
| Total | | | 97 | | | 100.0 | | | 100.0 | | |  | | |
| **Item 13**  **Saya tidak akan beralih ke produk lain untuk membeli cake** | | | | | | | | | | | | | | | | | |
|  | | | | | | Frequency | | | Percent | | | Valid Percent | | | Cumulative Percent | | |
| Valid | | | 2 | | | 1 | | | 1.0 | | | 1.0 | | | 1.0 | | |
| 3 | | | 20 | | | 20.6 | | | 20.6 | | | 21.6 | | |
| 4 | | | 76 | | | 78.4 | | | 78.4 | | | 100.0 | | |
| Total | | | 97 | | | 100.0 | | | 100.0 | | |  | | |
| **Item.14**  **Saya akan membeli kembali produk Aroma Bakery Cake & Shop dalam waktu dekat** | | | | | | | | | | | | | | | | | |
|  | | | | | | Frequency | | | Percent | | | Valid Percent | | | Cumulative Percent | | |
| Valid | | | 3 | | | 23 | | | 23.7 | | | 23.7 | | | 23.7 | | |
| 4 | | | 62 | | | 63.9 | | | 63.9 | | | 87.6 | | |
| 5 | | | 12 | | | 12.4 | | | 12.4 | | | 100.0 | | |
| Total | | | 97 | | | 100.0 | | | 100.0 | | |  | | |
| **Item.15**  **Saya akan tetap membeli produk Aroma Bakery Cake & Shop meskipun ada kenaikan harga dari yang sebelumnya** | | | | | | | | | | | | | | | | | |
|  | | | | | | Frequency | | | Percent | | | Valid Percent | | | Cumulative Percent | | |
| Valid | | | 3 | | | 35 | | | 36.1 | | | 36.1 | | | 36.1 | | |
| 4 | | | 58 | | | 59.8 | | | 59.8 | | | 95.9 | | |
| 5 | | | 4 | | | 4.1 | | | 4.1 | | | 100.0 | | |
| Total | | | 97 | | | 100.0 | | | 100.0 | | |  | | |

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| **Item.16**  **Menurut saya harga produk yang ditawarkan oleh Aroma Bakery Cake & Shop masih terjangkau** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 3 | 20 | 20.6 | 20.6 | 20.6 |
| 4 | 54 | 55.7 | 55.7 | 76.3 |
| 5 | 23 | 23.7 | 23.7 | 100.0 |
| Total | 97 | 100.0 | 100.0 |  |

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| **Item 17**  **aya akan merekomendasikan kepada orang lain untuk membeli produk Aroma Bakery Cake & Shop** | | | | | | | | | | | |
|  | | | | Frequency | | Percent | | Valid Percent | | Cumulative Percent | |
| Valid | | 3 | | 33 | | 34.0 | | 34.0 | | 34.0 | |
| 4 | | 55 | | 56.7 | | 56.7 | | 90.7 | |
| 5 | | 9 | | 9.3 | | 9.3 | | 100.0 | |
| Total | | 97 | | 100.0 | | 100.0 | |  | |
| **Item.18**  **Saya akan mengajak keluarga saya untuk membeli produk Aroma Bakery Cake & Shop setiap minggu** | | | | | | | | | | | |
|  | | | | Frequency | | Percent | | Valid Percent | | Cumulative Percent | |
| Valid | | 2 | | 9 | | 9.3 | | 9.3 | | 9.3 | |
| 3 | | 27 | | 27.8 | | 27.8 | | 37.1 | |
| 4 | | 61 | | 62.9 | | 62.9 | | 100.0 | |
| Total | | 97 | | 100.0 | | 100.0 | |  | |
| **Item.19**  **Saya merasa puas dengan produk Aroma Bakery Cake & Shop** | | | | | | | | | | | |
|  | | | | Frequency | | Percent | | Valid Percent | | Cumulative Percent | |
| Valid | | 3 | | 19 | | 19.6 | | 19.6 | | 19.6 | |
| 4 | | 67 | | 69.1 | | 69.1 | | 88.7 | |
| 5 | | 11 | | 11.3 | | 11.3 | | 100.0 | |
| Total | | 97 | | 100.0 | | 100.0 | |  | |

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| **Item.20**  **Produk Aroma Bakery Cake & Shop yang ditawarkan membuat saya untuk melakukan pembelian ulang** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 2 | 5 | 5.2 | 5.2 | 5.2 |
| 3 | 25 | 25.8 | 25.8 | 30.9 |
| 4 | 65 | 67.0 | 67.0 | 97.9 |
| 5 | 2 | 2.1 | 2.1 | 100.0 |
| Total | 97 | 100.0 | 100.0 |  |