

## **BAB V**

### **PENUTUP**

#### **5.1. Kesimpulan**

Penelitian ini bertujuan menguji pengaruh ekuitas merek terhadap kesukaan merek, pengaruh ekuitas merek terhadap niat pemeriksaan, pengaruh citra merek terhadap ekuitas merek, pengaruh kesadaran merek terhadap ekuitas merek, pengaruh kualitas persepsian terhadap ekuitas merek, dan pengaruh kesetiaan merek terhadap ekuitas merek pada pasien pengguna jasa pelayanan laboratorium klinik budi sehat Surakarta. Berdasarkan hasil SEM menunjukkan bahwa tidak semua hipotesis terdukung. Hipotesis yang terdukung adalah Hipotesis 1a, 1b, 2. Sedangkan hipotesis yang tidak terdukung adalah hipotesis 3, 4, 5. Citra merek mempunyai pengaruh positif signifikan terhadap ekuitas merek, dengan demikian semakin kuat citra merek yang dibangun oleh laboratorium klinik budi sehat maka semakin bagus pula nilai ekuitas merek pada laboratorium klinik budi sehat. Hasil ini dimaknai bahwa semakin baik ekuitas merek maka semakin tinggi kesukaan konsumen dalam memilih merek. Ekuitas merek juga berpengaruh secara signifikan terhadap niat pemeriksaan pada laboratorium klinik budi sehat, hasil penelitian ini menunjukkan bahwa semakin tinggi niat pelanggan untuk periksa. Sementara apabila ekuitas merek laboratorium klinik budi sehat buruk, maka niat pelanggan untuk periksa akan menurun.

Ekuitas merek berpengaruh secara positif dan signifikan pada kesukaan merek dan niat pemeriksaan pada laboratorium klinik budi sehat. Hal ini memiliki arti bahwa aspek-aspek pada ekuitas memiliki peran penting pada benak

pelanggan dalam menentukan kesukaan dan pada akhirnya berniat untuk memeriksakan kesehatan.

## **5.2. Keterbatasan dan Saran Bagi Peneliti yang Akan Datang**

Pelaksanaan penelitian tidak lepas dari sebuah keterbatasan. Keterbatasan dalam penelitian ini adalah penelitian dilakukan pada konsumen laboratorium klinik budi sehat di surakarta yang terdiri dari lima klaster yaitu Jebres, Laweyan, Banjarsari, Pasar Kliwon, Serengan untuk memenuhi jumlah responden yang dibutuhkan, Penelitian ini menggunakan alat ukur berupa kuisioner secara daring, sehingga jumlah responden dalam setiap klaster sulit dikontrol sehingga sampel kurang mewakili populasinya.

Dalam upaya memperbaiki hasil penelitian, maka ke depan perlu dilakukan penelitian serupa, dengan menggunakan kuisioner secara langsung kepada responden dan tidak hanya pada satu laboratorium klinik saja dalam pengambilan sampel sehingga hasilnya memungkinkan untuk digeneralisasi ke ranah yang lebih luas.

## **5.3. Implikasi Manajerial**

Penerapan hasil penelitian pada ekuitas merek, perusahaan penyedia jasa laboratorium klinik perlu membangun kesadaran merek, kualitas persepsian dan kesetiaan merek untuk lebih meningkatkan ekuitas merek. Sebaiknya laboratorium klinik budi sehat dapat mengenalkan dengan cara membuat pameran pelayanan terbaik dan terbaru agar konsumen dapat lebih mengingat laboratorium klinik budi sehat dibandingkan laboratorium klinik lainnya.

Supaya pelanggan lebih setia terhadap laboratorium klinik budi sehat, maka sebaiknya membuat laboratorium klinik yang memberikan kesan trendi agar konsumen saat memeriksakan lebih percaya diri, dan memberikan kualitas yang terbaik sehingga konsumen menyukai dan merekomendasikan kepada orang lain. Sehingga harapan konsumen akan terpenuhi dan daya cek kesehatan untuk perawatan kembali akan meningkat.

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# LAMPIRAN

## KUESIONER PENELITIAN



Kepada Yth  
Bp/ Ibu/ Sdr. Responden  
di Surakarta

Saat ini saya sedang melakukan penelitian Skripsi dengan judul Antesedan dan Konsekuensi Ekuitas Merek dalam Industri Laboratorium Klinik. Saya mohon kesediaan Bapak/Ibu/Sdr untuk mengisi kuisoner dengan sejujurnya. Segala informasi tentang responden akan dirahasiakan.

Atas perhatian dan kerjasamanya, diucapkan terima kasih.

Peneliti,  
Bella Esty Pratiwi  
14160372L.

### PETUNJUK PENGISIAN

Jawablah beberapa pernyataan dibawah ini dengan memberikan tanda  $\surd$  pada kotak yang tersedia.

### IDENTITAS RESPONDEN

Isilah identitas diri saudara dengan keadaan yang sebenarnya:

Nama :

Jenis Kelamin :  Laki-laki  Perempuan

Usia :  < 25 tahun  40 – 49 tahun  
 26 – 30 tahun  > 50 tahun

31 – 39 tahun

Pendidikan :  SMA  D-III  S-1  S-2

Pekerjaan :  Pegawai Negeri

Karyawan Swasta

Wiraswasta

Pedagang

Mahasiswa

Pendapatan Pribadi :  Rp.1.500.000-Rp.3.000.000

Rp.3.000.000-Rp.5.000.000

Rp.5.000.000- Rp.7.000.000

> Rp.7.000.000

### **PETUNJUK MENJAWAB**

Mohon untuk memberikan  $\surd$  pada setiap pernyataan yang anda pilih.

Keterangan:

SS : Sangat Setuju

S : Setuju

CS : Cukup Setuju

TS : Tidak Setuju

STS : Sangat Tidak Setuju

### **KUESIONER PENELITIAN**

No	Pernyataan	SS	S	CS	TS	STS
KS1	Saya menyukai laboratorium klinik Budi sehat daripada laboratorium klinik Parahita.					
KS2	Saya lebih sering priksa di laboratorium klinik Budi Sehat.					
KS3	Saya tertarik untuk memeriksakan kesehatan di laboratorium klinik Budi Sehat.					
NP1	Saya ingin memeriksakan kesehatan di laboratorium					

	klirik Budi Sehat.					
NP2	Saya sangat menyukai dan rutin periksa di laboratorium klinik Budi sehat.					
NP3	Saya berencana memeriksakan kesehatan di laboratorium klinik Budi sehat.					
NP4	Saya memilih periksa kesehatan di laboratorium klinik Budi Sehat.					
EM1	Saya lebih mengenal laboratorium klinik Budi sehat daripada laboratorium klinik parahita.					
EM2	Laboratorium klinik Budi Sehat memiliki kualitas yang lebih bagus daripada laboratorium klinik Parahita.					
EM3	Saya menganggap harga yang lebih tinggi untuk jenis pelayanan tertentu itu masuk akal.					
EM4	Pelayanan yang baik membuat saya tertarik untuk memeriksakan kesehatan di laboratorium klinik Budi Sehat.					

No	Pernyataan	SS	S	CS	TS	STS
CM1	Saya memperhatikan pelayanan dari laboratorium klinik Budi sehat.					
CM2	Saya puas dengan keakuratan hasil laboratorium klinik Budi Sehat.					
CM3	Laboratorium klinik budi sehat sesuai dengan selogannya yaitu menjamin ketepatan hasil.					
CM4	Saya tertarik paket pemeriksaan kesehatan dari laboratorium klinik Budi Sehat.					
CM5	Lingkungan laboratorium klinik Budi Sehat sangat rapi dan bersih.					
KM1	Saya mengakui kinerja laboratorium klinik budi sehat yang bagus.					
KM2	Saya selalu mengingat laboratorium klinik Budi Sehat jika ingin memeriksakan kesehatan.					
KM3	Budi sehat adalah laboratorium klinik utama pilihan saya.					
KP1	Laboratorium klinik Budi Sehat dapat diandalkan karena sudah terakreditasi penuh.					
KP2	Karyawan laboratorium klinik Budi Sehat berperilaku baik kepada pelanggan.					

KP3	Laboratorium klinik Budi Sehat mempunyai fasilitas dan lingkungan baik.					
LY1	Saya setia pada laboratorium klinik Budi Sehat.					
LY2	Saya tidak akan pindah ke laboratorium klinik lain untuk memeriksakan kesehatan.					
LY3	Saya menceritakan laboratorium klinik Budi Sehat ke orang lain.					
LY4	Saya menyarankan kepada orang lain untuk periksa kesehatan di laboratorium klinik Budi Sehat.					



## Lampiran 2. UJI VALIDITAS KUESIONER

### Factor Analysis

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,261
	Approx. Chi-Square	661,281
Bartlett's Test of Sphericity	Df	351
	Sig.	,000

#### Communalities

	Initial	Extraction
suka1	1,000	,748
suka2	1,000	,777
suka3	1,000	,616
niat1	1,000	,785
niat2	1,000	,564
niat3	1,000	,792
niat4	1,000	,761
ekuitas1	1,000	,765
ekuitas2	1,000	,710
ekuitas3	1,000	,464
ekuitas4	1,000	,681
citra1	1,000	,762
citra2	1,000	,783
citra3	1,000	,768
citra4	1,000	,636
citra5	1,000	,491
ksadaran1	1,000	,862
ksadaran2	1,000	,673
ksadaran3	1,000	,838
sepsi1	1,000	,505
sepsi2	1,000	,639
sepsi3	1,000	,727
sepsi4	1,000	,651
loyal1	1,000	,648
loyal2	1,000	,899
loyal3	1,000	,874
loyal4	1,000	,475

Extraction Method: Principal Component Analysis.

## Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,326	16,024	16,024	4,326	16,024	16,024	3,226	11,947	11,947
2	3,906	14,468	30,492	3,906	14,468	30,492	3,176	11,763	23,710
3	2,761	10,227	40,719	2,761	10,227	40,719	2,733	10,120	33,830
4	2,487	9,210	49,929	2,487	9,210	49,929	2,689	9,960	43,790
5	1,963	7,269	57,198	1,963	7,269	57,198	2,583	9,565	53,355
6	1,867	6,914	64,112	1,867	6,914	64,112	2,434	9,013	62,368
7	1,586	5,874	69,986	1,586	5,874	69,986	2,057	7,618	69,986
8	1,146	4,243	74,230						
9	1,091	4,042	78,271						
10	,895	3,314	81,586						
11	,813	3,011	84,597						
12	,683	2,530	87,127						
13	,663	2,454	89,581						
14	,559	2,071	91,653						
15	,456	1,690	93,343						
16	,355	1,314	94,657						
17	,289	1,072	95,728						
18	,245	,908	96,636						
19	,188	,696	97,332						
20	,173	,641	97,973						
21	,153	,568	98,541						
22	,118	,437	98,978						
23	,092	,341	99,319						
24	,079	,294	99,614						
25	,059	,220	99,833						
26	,036	,135	99,968						
27	,009	,032	100,000						

Extraction Method: Principal Component Analysis.

Component Matrix<sup>a</sup>

	Component						
	1	2	3	4	5	6	7
suka1		,529					
suka2		,610	,412				
suka3		,577					
niat1		-,609	,526				
niat2		-,459	,502				
niat3		-,702	,491				
niat4		-,554	,615				
ekuitas1		,518					
ekuitas2		,445		,511			
ekuitas3			,413	,437			
ekultas4						,492	,441
citra1	,649						
citra2	,623			,526			
citra3	,646						
citra4	,627						
citra5	,468						
ksadaran1	,457			-,403	,573		
ksadaran2	,498						
ksadaran3	,441			-,630	,443		
sepsi1			,407				
sepsi2				-,407			
sepsi3			,480		-,450		
sepsi4							,629
loyal1	,564	-,433					
loyal2	,600				-,461		
loyal3	,604					,469	
loyal4	,527						

Extraction Method: Principal Component Analysis.

a. 7 components extracted.

Rotated Component Matrix<sup>a</sup>

	Component						
	1	2	3	4	5	6	7
suka1				,845			
suka2				,841			
suka3				,705			
niat1	,871						
niat2	,743						
niat3	,827						
niat4	,858						
ekuitas1						,821	
ekuitas2						,739	
ekuitas3						,541	
ekuitas4						,773	
citra1		,826					
citra2		,830					
citra3		,755					
citra4		,732					
citra5		,576					
ksadaran1					,907		
ksadaran2					,738		
ksadaran3					,867		
sepsi1							,621
sepsi2							,662
sepsi3							,682
sepsi4							,726
loyal1			,649				
loyal2			,901				
loyal3			,918				
loyal4			,503				

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.<sup>a</sup>

a. Rotation converged in 7 iterations.

### Component Transformation Matrix

Component	1	2	3	4	5	6	7
1	,189	,676	,522	,213	,390	-,052	,186
2	-,641	,027	-,228	,537	,271	,400	,122
3	,697	-,165	-,335	,390	,036	,272	,383
4	,094	,512	-,111	-,052	-,510	,573	-,355
5	,089	,097	-,347	-,572	,659	,296	-,114
6	,149	-,480	,570	,124	,191	,430	-,430
7	-,168	-,115	,325	-,410	-,206	,402	,693

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

### Lampiran 3. UJI RELIABILITAS KUESIONER

#### VARIABEL KESUKAAN MEREK

#### Reliability

##### Case Processing Summary

		N	%
Cases	Valid	40	97,6
	Excluded <sup>a</sup>	1	2,4
	Total	41	100,0

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

##### Reliability Statistics

Cronbach's Alpha	N of Items
,803	3

##### Item Statistics

	Mean	Std. Deviation	N
suka1	4,65	,533	40
suka2	4,80	,405	40
suka3	4,58	,549	40

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
suka1	9,38	,702	,703	,672
suka2	9,23	,897	,722	,692
suka3	9,45	,767	,568	,829

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
14,03	1,615	1,271	3

**VARIABEL NIAT PEMERIKSAAN****Reliability****Case Processing Summary**

		N	%
Cases	Valid	40	97,6
	Excluded <sup>a</sup>	1	2,4
	Total	41	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,865	4

**Item Statistics**

	Mean	Std. Deviation	N
niat1	4,13	,723	40
niat2	4,03	,698	40
niat3	3,98	,733	40
niat4	3,88	,883	40

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
niat1	11,88	3,907	,765	,808
niat2	11,98	4,333	,619	,863
niat3	12,03	3,871	,765	,807
niat4	12,13	3,446	,730	,827

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
16,00	6,615	2,572	4

**VARIABEL EKUITAS MEREK****Reliability****Case Processing Summary**

		N	%
Cases	Valid	40	97,6
	Excluded <sup>a</sup>	1	2,4
	Total	41	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,715	4

**Item Statistics**

	Mean	Std. Deviation	N
ekuitas1	4,60	,545	40
ekuitas2	4,68	,526	40
ekuitas3	4,45	,504	40
ekuitas4	3,93	,797	40

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ekuitas1	13,05	1,895	,642	,577
ekuitas2	12,98	2,076	,531	,643
ekuitas3	13,20	2,267	,419	,700
ekuitas4	13,73	1,538	,497	,693

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
17,65	3,156	1,777	4

**VARIABEL CITRA MEREK****Reliability****Case Processing Summary**

		N	%
Cases	Valid	40	97,6
	Excluded <sup>a</sup>	1	2,4
	Total	41	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,814	5

**Item Statistics**

	Mean	Std. Deviation	N
citra1	4,05	,677	40
citra2	4,18	,594	40
citra3	4,18	,594	40
citra4	4,05	,749	40
citra5	4,28	,751	40



**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
citra1	16,68	4,122	,720	,741
citra2	16,55	4,459	,698	,754
citra3	16,55	4,562	,649	,767
citra4	16,68	4,174	,597	,781
citra5	16,45	4,664	,412	,840

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
20,73	6,563	2,562	5

**VARIABEL KESADARAN MEREK****Reliability****Case Processing Summary**

		N	%
Cases	Valid	40	97,6
	Excluded <sup>a</sup>	1	2,4
	Total	41	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,852	3

**Item Statistics**

	Mean	Std. Deviation	N
ksadaran1	4,28	,716	40
ksadaran2	4,35	,622	40
ksadaran3	4,25	,707	40

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ksadaran1	8,60	1,426	,762	,755
ksadaran2	8,53	1,743	,676	,839
ksadaran3	8,63	1,471	,740	,777

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
12,88	3,240	1,800	3

**VARIABEL KUALITAS PERSEPSIAN****Reliability****Case Processing Summary**

		N	%
Cases	Valid	40	97,6
	Excluded <sup>a</sup>	1	2,4
	Total	41	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,622	4

**Item Statistics**

	Mean	Std. Deviation	N
sepsi1	4,25	,494	40
sepsi2	4,18	,781	40
sepsi3	4,20	,464	40
sepsi4	4,15	,533	40

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
sepsi1	12,53	1,743	,423	,545
sepsi2	12,60	1,169	,449	,546
sepsi3	12,58	1,789	,430	,546
sepsi4	12,63	1,728	,375	,572

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
16,78	2,538	1,593	4

**VARIABEL KESETIAAN MEREK****Reliability****Case Processing Summary**

		N	%
Cases	Valid	40	97,6
	Excluded <sup>a</sup>	1	2,4
	Total	41	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,797	4

**Item Statistics**

	Mean	Std. Deviation	N
loyal1	4,58	,549	40
loyal2	4,53	,506	40
loyal3	4,58	,501	40
loyal4	4,33	,656	40

Item-Total Statistics

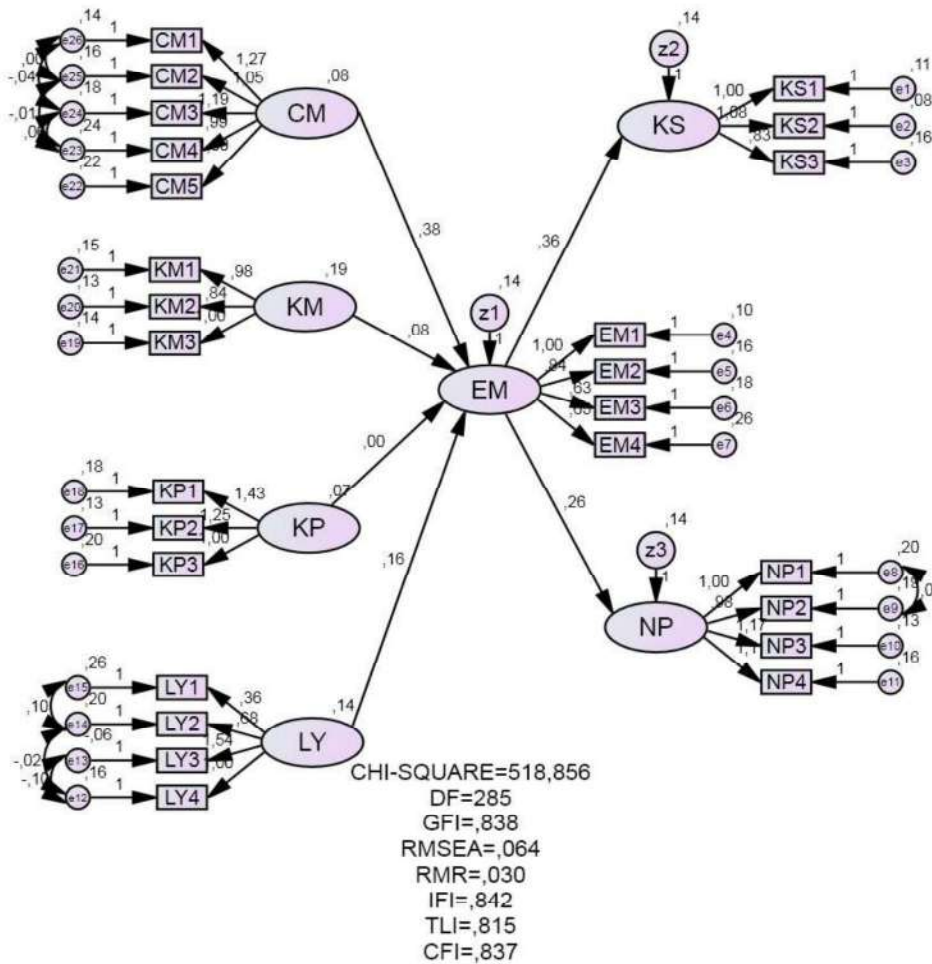
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
loyal1	13,43	1,892	,584	,757
loyal2	13,48	1,794	,758	,678
loyal3	13,43	1,840	,726	,695
loyal4	13,68	1,866	,436	,850

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18,00	3,077	1,754	4

Lampiran 4. HASIL UJI ANALISI DESKRIPTIF

Model Struktural



## Analysis Summary

### Date and Time

Date: 20 Mei 2020

Time: 11:39:23

### Title

gambar sem fix: 20 Mei 2020 11:39

### Notes for Group (Group number 1)

The model is recursive.

Sample size = 200

### Your model contains the following variables (Group number 1)

#### Observed, endogenous variables

EM1

EM2

EM3

EM4

KS1

KS2

KS3

CM5

CM4

CM3

CM2

CM1

NP1

NP2

NP3

NP4

KM3

KM2

KM1

KP3

KP2

KP1

LY4

LY3

LY2

LY1

Unobserved, endogenous variables

EM

KS

NP

Unobserved, exogenous variables

e4

e5

e6

e7

e1

e2

e3

CM

e22

e23

e24

e25

e26

e8

e9

e10

e11

KM  
 e19  
 e20  
 e21  
 KP  
 e16  
 e17  
 e18  
 LY  
 e12  
 e13  
 e14  
 e15  
 z1  
 z2  
 z3

Variable counts (Group number 1)

Number of variables in your model: 62  
 Number of observed variables: 26  
 Number of unobserved variables: 36  
 Number of exogenous variables: 33  
 Number of endogenous variables: 29

Parameter Summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	36	0	0	0	0	36
Labeled	0	0	0	0	0	0
Unlabeled	25	8	33	0	0	66
Total	61	8	33	0	0	102

## Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
LY1	3,000	5,000	,028	,159	-1,294	-3,735
LY2	3,000	5,000	-,134	-,776	-1,482	-4,278
LY3	3,000	5,000	-,194	-1,120	-1,465	-4,228
LY4	2,000	5,000	-,542	-3,129	,319	,922
KP1	2,000	5,000	-,516	-2,980	1,193	3,444
KP2	3,000	5,000	,413	2,385	-1,506	-4,347
KP3	2,000	5,000	-,074	-,427	,252	,729
KM1	2,000	5,000	-,356	-2,056	,242	,699
KM2	3,000	5,000	,124	,718	-1,252	-3,613
KM3	3,000	5,000	-,231	-1,333	-,762	-2,199
NP4	2,000	5,000	-,366	-2,112	,966	2,790
NP3	2,000	5,000	-,345	-1,993	,203	,586
NP2	2,000	5,000	-,282	-1,629	,270	,780
NP1	3,000	5,000	-,346	-1,998	-,685	-1,977
CM1	2,000	5,000	-,023	-,133	,938	2,707
CM2	3,000	5,000	,424	2,447	-,703	-2,029
CM3	3,000	5,000	-,067	-,389	-,833	-2,404
CM4	2,000	5,000	-,263	-1,516	,330	,951
CM5	2,000	5,000	-,447	-2,580	1,438	4,151
KS3	3,000	5,000	-,134	-,776	-1,482	-4,278
KS2	3,000	5,000	-,294	-1,699	-1,416	-4,087
KS1	3,000	5,000	-,335	-1,933	-1,389	-4,010
EM4	2,000	5,000	-,225	-1,300	,378	1,091
EM3	4,000	5,000	,201	1,161	-1,960	-5,657
EM2	3,000	5,000	-,174	-1,005	-1,471	-4,247
EM1	3,000	5,000	-,093	-,538	-1,710	-4,935



Variable	min	max	skew	c.r.	kurtosis	c.r.
Multivariate					76,968	14,263

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
5	72,505	,000	,001
20	61,180	,000	,000
69	56,883	,000	,000
23	55,600	,001	,000
22	52,818	,001	,000
62	51,680	,002	,000
27	51,621	,002	,000
25	51,588	,002	,000
59	48,867	,004	,000
4	47,847	,006	,000
18	47,231	,007	,000
118	46,848	,007	,000
19	44,166	,015	,000
33	42,877	,020	,000
54	42,796	,020	,000
31	42,480	,022	,000
11	42,329	,023	,000
24	42,204	,023	,000
15	41,861	,025	,000
60	41,749	,026	,000
51	40,040	,039	,000
58	39,024	,049	,000
127	38,936	,049	,000
37	38,890	,050	,000

Observation number	Mahalanobis d-squared	p1	p2
77	38,871	,050	,000
44	38,000	,061	,000
52	37,988	,061	,000
39	37,879	,062	,000
28	37,697	,065	,000
53	37,324	,070	,000
7	37,303	,070	,000
9	37,070	,074	,000
57	36,328	,086	,000
113	35,684	,098	,001
93	35,239	,107	,002
50	35,047	,111	,002
10	34,224	,129	,016
152	33,793	,140	,031
56	33,383	,151	,055
80	33,126	,158	,069
117	32,798	,168	,098
108	32,736	,170	,081
63	32,619	,173	,075
119	32,414	,180	,085
64	32,326	,183	,075
65	32,326	,183	,053
149	32,166	,188	,055
8	32,126	,189	,043
68	30,855	,234	,379
144	30,800	,236	,344
17	30,531	,246	,413

Observation number	Mahalanobis d-squared	p1	p2
67	30,229	,258	,504
21	30,111	,263	,502
45	30,023	,267	,484
171	29,840	,274	,518
74	29,746	,278	,505
14	29,680	,281	,477
70	29,496	,289	,514
13	29,429	,292	,489
12	29,383	,294	,452
169	29,206	,302	,487
132	29,151	,304	,456
6	28,964	,313	,499
140	28,483	,335	,699
187	28,411	,339	,682
43	28,335	,342	,667
129	28,273	,345	,644
130	28,273	,345	,587
131	28,273	,345	,528
110	28,224	,348	,498
90	28,111	,353	,503
121	28,000	,358	,508
125	28,000	,358	,450
109	27,724	,372	,552
114	27,720	,372	,496
105	27,690	,374	,455
75	27,654	,376	,419
76	27,654	,376	,363

Observation number	Mahalanobis d-squared	p1	p2
194	27,608	,378	,334
61	27,428	,387	,380
48	27,263	,396	,420
139	27,135	,402	,438
3	27,090	,405	,408
87	26,956	,412	,431
88	26,956	,412	,376
83	26,661	,427	,496
84	26,661	,427	,440
193	26,535	,434	,459
42	26,258	,449	,572
78	26,048	,460	,643
41	26,034	,461	,597
148	25,963	,465	,585
116	25,698	,480	,687
197	25,634	,483	,673
165	25,326	,501	,786
196	25,303	,502	,755
156	25,259	,504	,732
16	24,932	,523	,841
178	24,700	,536	,891
179	24,700	,536	,863

Notes for Model (Group number 1 - Default model)

The following covariance matrix is not positive definite (Group number 1 - Default model)

	e15	e14	e13	e12
e15	,255			
e14	,096	,204		
e13	,000	,000	-,059	
e12	,000	-,018	-,099	,161

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
EM <--- KM	,084	,082	1,019	,308	
EM <--- KP	,002	,145	,016	,987	
EM <--- CM	,379	,138	2,755	,006	
EM <--- LY	,159	,180	,881	,379	
KS <--- EM	,363	,096	3,778	***	
NP <--- EM	,260	,094	2,767	,006	
EM1 <--- EM	1,000				
EM2 <--- EM	,839	,122	6,883	***	
EM3 <--- EM	,635	,108	5,859	***	
EM4 <--- EM	,645	,123	5,233	***	
KS1 <--- KS	1,000				
KS2 <--- KS	1,079	,119	9,049	***	
KS3 <--- KS	,833	,101	8,264	***	
CM5 <--- CM	1,000				
CM4 <--- CM	,985	,219	4,503	***	
CM3 <--- CM	1,194	,250	4,776	***	
CM2 <--- CM	1,048	,228	4,605	***	

	Estimate	S.E.	C.R.	P	Label
CM1 <--- CM	1,273	,287	4,439	***	
NP1 <--- NP	1,000				
NP2 <--- NP	,980	,104	9,401	***	
NP3 <--- NP	1,174	,148	7,940	***	
NP4 <--- NP	1,110	,141	7,871	***	
KM3 <--- KM	1,000				
KM2 <--- KM	,842	,106	7,925	***	
KM1 <--- KM	,978	,122	7,992	***	
KP3 <--- KP	1,000				
KP2 <--- KP	1,252	,269	4,653	***	
KP1 <--- KP	1,433	,306	4,682	***	
LY4 <--- LY	1,000				
LY3 <--- LY	1,540	,533	2,892	,004	
LY2 <--- LY	,685	,668	1,025	,305	
LY1 <--- LY	,356	,360	,989	,323	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
EM <--- KM	,091
EM <--- KP	,002
EM <--- CM	,273
EM <--- LY	,149
KS <--- EM	,359
NP <--- EM	,262
EM1 <--- EM	,787
EM2 <--- EM	,646
EM3 <--- EM	,509
EM4 <--- EM	,446

	Estimate
KS1 <--- KS	,775
KS2 <--- KS	,835
KS3 <--- KS	,645
CM5 <--- CM	,521
CM4 <--- CM	,496
CM3 <--- CM	,624
CM2 <--- CM	,604
CM1 <--- CM	,692
NP1 <--- NP	,664
NP2 <--- NP	,664
NP3 <--- NP	,790
NP4 <--- NP	,740
KM3 <--- KM	,761
KM2 <--- KM	,705
KM1 <--- KM	,740
KP3 <--- KP	,512
KP2 <--- KP	,671
KP1 <--- KP	,662
LY4 <--- LY	,681
LY3 <--- LY	1,104
LY2 <--- LY	,492
LY1 <--- LY	,254

Covariances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
--	----------	------	------	---	-------

	Estimate	S.E.	C.R.	P	Label
e8 <--> e9	,066	,020	3,266	,001	
e14 <--> e15	,096	,035	2,723	,006	
e12 <--> e14	-,018	,029	-,626	,531	
e12 <--> e13	-,099	,205	-,482	,630	
e24 <--> e26	-,035	,021	-1,691	,091	
e25 <--> e26	-,001	,023	-,026	,979	
e23 <--> e25	-,014	,018	-,795	,427	
e23 <--> e24	,062	,025	2,503	,012	

Correlations: (Group number 1 - Default model)

	Estimate
e8 <--> e9	,339
e14 <--> e15	,421
e12 <--> e14	-,102
e24 <--> e26	-,216
e25 <--> e26	-,004
e23 <--> e25	-,072
e23 <--> e24	,296

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
CM	,082	,025	3,243	,001	
KM	,188	,035	5,304	***	
KP	,070	,023	3,018	,003	
LY	,139	,156	,889	,374	
z1	,142	,028	5,050	***	
z2	,141	,026	5,462	***	
z3	,145	,032	4,575	***	



	Estimate	S.E.	C.R.	P	Label
e4	,098	,021	4,668	***	
e5	,156	,021	7,419	***	
e6	,182	,021	8,818	***	
e7	,265	,029	9,168	***	
e1	,107	,018	5,919	***	
e2	,081	,019	4,337	***	
e3	,157	,019	8,304	***	
e22	,220	,026	8,350	***	
e23	,243	,032	7,677	***	
e24	,183	,032	5,803	***	
e25	,156	,026	6,076	***	
e26	,145	,034	4,226	***	
e8	,197	,026	7,669	***	
e9	,190	,025	7,673	***	
e10	,129	,023	5,522	***	
e11	,159	,024	6,712	***	
e19	,137	,024	5,725	***	
c20	,135	,019	6,953	***	
e21	,148	,024	6,205	***	
e16	,197	,025	8,033	***	
e17	,133	,026	5,055	***	
e18	,184	,035	5,241	***	
e12	,161	,155	1,039	,299	
e13	-,059	,299	-,197	,844	
e14	,204	,063	3,259	,001	
e15	,255	,030	8,522	***	

## Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
EM	,105
NP	,069
KS	,129
LY1	,065
LY2	,242
LY3	1,218
LY4	,463
KP1	,439
KP2	,451
KP3	,262
KM1	,548
KM2	,497
KM3	,579
NP4	,548
NP3	,625
NP2	,440
NP1	,441
CM1	,478
CM2	,365
CM3	,389
CM4	,247
CM5	,271
KS3	,416
KS2	,698
KS1	,601
EM4	,199

	Estimate
EM3	,259
EM2	,417
EM1	,619

Covariances: (Group number 1 - Default model)

	M.I.	Par Change
KM <--> KP	10,648	,037
CM <--> LY	9,108	,023
CM <--> KP	6,978	,020
CM <--> KM	7,944	,032
z3 <--> KP	7,064	,026
z2 <--> z3	8,307	,037
e12 <--> KP	4,372	,024
e12 <--> CM	18,615	,050
e18 <--> KM	12,653	,062
e18 <--> z2	8,536	,044
e17 <--> z3	5,227	,030
e16 <--> e15	16,049	,061
e21 <--> CM	6,424	,027
e21 <--> e18	4,817	,035
e21 <--> e17	5,176	-,031
e20 <--> e17	7,842	,035
e19 <--> z2	4,287	-,028
e19 <--> e18	6,427	,040
e11 <--> e20	4,980	,030
e10 <--> LY	5,301	,023
e9 <--> e21	4,645	-,029
e8 <--> z2	7,114	,035

	M.I.	Par Change
e8 <--> e12	5,800	-,037
e25 <--> z2	5,888	-,031
e24 <--> KM	6,501	,039
e23 <--> z1	8,330	-,043
e23 <--> z3	7,625	,040
e22 <--> z2	5,860	,036
e22 <--> e14	4,491	,029
e22 <--> e20	7,876	,041
e22 <--> e19	5,084	-,035
e22 <--> e23	4,622	,036
e3 <--> KP	6,701	,025
e3 <--> e8	7,682	,036
e2 <--> e25	8,379	-,033
e1 <--> e23	4,524	-,027
e7 <--> CM	7,860	,035
e7 <--> e16	4,794	,039
e7 <--> e26	9,108	,051
c6 <--> c14	5,037	,028
e6 <--> e12	5,517	-,037
e6 <--> e25	8,607	,040
e6 <--> e23	4,952	-,033
e6 <--> e7	5,974	,041
e5 <--> LY	4,133	-,020
e5 <--> z3	4,816	-,029
e5 <--> e11	4,878	,031
e5 <--> e10	9,777	-,042
e4 <--> e12	8,663	,041

Variances: (Group number 1 - Default model)

	M.I.	Par Change
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Regression Weights: (Group number 1 - Default model)

	M.I.	Par Change
NP <--- KP	7,064	,378
NP <--- KS	6,825	,219
KS <--- NP	7,504	,234
LY1 <--- KP3	14,807	,242
LY2 <--- CM5	4,274	,106
LY4 <--- KP	4,372	,343
LY4 <--- CM	18,615	,613
LY4 <--- EM	6,837	,266
LY4 <--- KP2	4,999	,160
LY4 <--- CM1	12,422	,237
LY4 <--- CM2	4,280	,147
LY4 <--- CM3	10,609	,210
LY4 <--- CM4	5,413	,145
LY4 <--- CM5	9,406	,197
LY4 <--- EM1	10,379	,225
KP1 <--- KM	12,653	,329
KP1 <--- KS	7,469	,266
KP1 <--- KM1	12,911	,222
KP1 <--- KM3	14,207	,234
KP1 <--- CM3	4,312	,134
KP1 <--- CM4	7,189	,167
KP1 <--- KS3	7,668	,189
KP1 <--- KS2	7,375	,186
KP2 <--- NP	4,964	,192

	M.I.	Par Change
KP2 <--- NP4	4,016	,103
KP3 <--- LY1	23,607	,312
KP3 <--- LY2	7,401	,176
KP3 <--- EM4	5,784	,140
KM1 <--- CM	6,424	,324
KM1 <--- CM3	5,218	,133
KM1 <--- CM4	6,555	,143
KM1 <--- CM5	5,924	,141
KM1 <--- KS3	4,151	,125
KM2 <--- KP2	5,932	,145
KM2 <--- NP4	4,781	,109
KM2 <--- CM5	8,711	,158
KM3 <--- KS	5,875	-,208
KM3 <--- KP1	6,066	,135
KM3 <--- CM5	5,703	-,136
KM3 <--- KS2	5,590	-,143
KM3 <--- KS1	5,645	-,144
NP4 <--- CM2	4,057	,131
NP4 <--- EM2	4,149	,127
NP3 <--- LY	5,301	,168
NP3 <--- LY4	5,561	,134
NP3 <--- CM4	4,026	,110
NP3 <--- EM2	5,962	-,147
NP2 <--- KM1	4,862	-,116
NP1 <--- KS	6,290	,212
NP1 <--- KS3	11,881	,205
NP1 <--- KS2	4,369	,124

	M.I.	Par Change
CM1 <--- LY4	5,701	,138
CM1 <--- EM4	10,621	,180
CM1 <--- EM3	4,525	,136
CM2 <--- KS2	7,331	-,158
CM2 <--- EM3	7,418	,166
CM3 <--- KM	6,501	,208
CM3 <--- KM1	4,517	,116
CM3 <--- KM2	5,170	,138
CM4 <--- EM	5,745	-,232
CM4 <--- NP	4,050	,191
CM4 <--- KP1	4,078	,119
CM4 <--- KM1	4,083	,119
CM4 <--- NP4	4,034	,114
CM4 <--- NP3	4,957	,128
CM4 <--- EM3	8,409	-,197
CM4 <--- EM2	6,785	-,170
CM5 <--- KM1	4,594	,131
CM5 <--- KM2	8,620	,198
CM5 <--- KS1	4,719	,146
KS3 <--- KP	6,701	,362
KS3 <--- KP1	5,993	,129
KS3 <--- KP3	4,651	,126
KS3 <--- NP2	8,843	,154
KS3 <--- NP1	11,706	,173
KS2 <--- CM2	7,788	-,148
EM4 <--- CM	7,860	,424
EM4 <--- KP3	5,904	,177

	M.I.	Par Change
EM4 <--- CM1	11,395	,241
EM4 <--- EM3	4,079	,153
EM3 <--- LY1	6,620	,156
EM3 <--- LY2	8,614	,179
EM3 <--- CM2	9,985	,201
EM3 <--- EM4	4,527	,117
EM2 <--- LY	4,133	-,147
EM2 <--- NP	4,360	-,181
EM2 <--- NP3	9,323	-,160
EM2 <--- NP1	6,003	-,127
EM2 <--- CM3	5,280	-,129
EM2 <--- CM4	6,377	-,137
EM1 <--- LY4	5,674	,123
EM1 <--- CM1	5,320	-,124

Minimization History (Default model)

Iteration	Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	16	-,519	9999,000	1862,879	0	9999,000
1	e	7	-,132	2,387	1030,728	21	,639
2	e*	2	-,039	,979	789,275	5	,708
3	e	2	-,030	1,276	605,309	6	,766
4	e	0	2217,536	,904	541,820	5	,936
5	e	1	-,034	1,350	535,302	1	,321
6	e	0	1019,074	,340	519,864	5	,937
7	e	1	-,005	,378	519,227	1	,655
8	e	0	2147,688	,079	518,911	7	,963
9	e	0	1975,48	,122	518,880	2	,000



Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTris	Ratio
10	e	0	2253,001	6	,084	518,862	1	1,236
11	e	0	2779,990		,070	518,857	1	1,140
12	e	0	3373,055		,032	518,856	1	1,108
13	e	0	3677,635		,010	518,856	1	1,037
14	e	0	3615,660		,001	518,856	1	1,003

### Model Fit Summary

#### CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	66	518,856	285	,000	1,821
Saturated model	351	,000	0		
Independence model	26	1763,780	325	,000	5,427

#### RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,030	,838	,800	,680
Saturated model	,000	1,000		
Independence model	,055	,520	,481	,481

#### Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	,706	,665	,842	,815	,837
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

## Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,877	,619	,734
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

## NCP

Model	NCP	LO 90	HI 90
Default model	233,856	173,917	301,628
Saturated model	,000	,000	,000
Independence model	1438,780	1310,836	1574,200

## FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	2,607	1,175	,874	1,516
Saturated model	,000	,000	,000	,000
Independence model	8,863	7,230	6,587	7,911

## RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,064	,055	,073	,005
Independence model	,149	,142	,156	,000

## AIC

Model	AIC	BCC	BIC	CAIC
Default model	650,856	671,577	868,545	934,545
Saturated model	702,000	812,198	1859,709	2210,709
Independence model	1815,780	1823,943	1901,536	1927,536

## ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	3,271	2,969	3,611	3,375
Saturated model	3,528	3,528	3,528	4,081
Independence model	9,125	8,482	9,805	9,166

## HOELTER

Model	HOELTER	HOELTER
	.05	.01
Default model	125	132
Independence model	42	44

## Execution time summary

Minimization: ,094

Miscellaneous: 3,244

Bootstrap: ,000

Total: 3,338

Lampiran 5. TABULASI DATA

No responden	KESUKAAN MEREK			NIAT PERIKSA				EKUITAS MEREK				CITRA MEREK								
	KS1	KS2	KS3	rereta KS	NP1	NP2	NP3	NP4	Rerata NP	EM1	EM2	EM3	EM4	rerata EM	CM1	CM2	CM3	CM4	CM5	Rerata CM
1	5	5	4	4,66666667	5	5	5	5	5	5	5	5	4	4,75	5	5	5	5	5	5
2	5	5	5	5	5	5	4	4	4,5	5	5	5	4	4,75	5	5	5	5	5	5
3	5	5	5	5	4	4	4	3	3,75	4	4	4	3	3,75	5	5	5	5	5	5
4	4	5	4	4,33333333	5	4	5	5	4,75	3	4	5	4	4	5	5	5	5	4	4,8
5	5	5	3	4,33333333	5	3	3	5	4	5	5	5	5	5	4	4	4	4	4	4
6	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	5	4,2
7	5	5	5	5	5	5	5	5	5	4	5	4	3	4	4	4	3	3	5	3,8
8	4	4	4	4	5	5	5	5	5	4	5	4	3	4	5	5	4	4	5	4,6
9	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	5	4,4
10	4	5	4	4,33333333	3	4	4	3	3,5	5	5	4	4	4,5	4	4	4	4	4	4
11	5	5	5	5	3	3	4	4	3,5	4	4	4	3	3,75	4	4	4	3	5	4
12	4	4	4	4	5	4	4	5	4,5	5	5	4	4	4,5	5	5	5	5	5	5
13	5	5	5	5	5	4	4	4	4,25	4	4	4	3	3,75	4	3	4	5	4	4
14	5	5	4	4,66666667	4	4	4	4	4	5	4	4	3	4	4	3	4	4	4	3,8
15	5	5	5	5	3	4	3	3	3,25	5	5	5	4	4,75	4	5	4	4	5	4,4
16	5	5	5	5	5	5	5	5	5	5	4	5	5	4,75	5	5	4	4	5	4,6
17	5	5	5	5	3	3	3	3	3	4	4	4	3	3,75	4	4	5	4	4	4,2
18	4	4	4	4	5	5	4	3	4,25	4	3	4	4	3,75	3	3	3	3	2	2,8

No	KESUKAAN MEREK					NIAT PERIKSA					EKUITAS MEREK					CITRA MEREK					
	KS1	KS2	KS3	rereta KS		NP1	NP2	NP3	NP4	Rerata NP	EM1	EM2	EM3	EM4	rerata EM	CM1	CM2	CM3	CM4	CM5	Rerata CM
18	4	4	4	4		5	5	4	3	4,25	4	3	4	4	3,75	3	3	3	3	2	2,8
19	4	4	4	4		4	4	5	5	4,5	4	4	4	3	3,75	3	4	3	5	4	3,8
20	4	5	4	4,33333333		5	5	5	5	5	4	5	5	3	4,25	3	4	3	3	4	3,4
21	5	5	4	4,66666667		3	3	4	4	3,5	5	5	5	5	5	4	4	4	3	4	3,8
22	5	5	5	5		4	4	3	3	3,5	5	5	5	4	4,75	4	4	4	3	5	4
23	5	5	5	5		4	4	3	3	3,5	5	5	5	5	5	2	4	4	2	4	3,2
24	5	5	5	5		4	4	3	3	3,5	5	5	5	5	5	3	3	4	3	4	3,4
25	5	5	5	5		3	4	2	2	2,75	4	5	4	4	4,25	5	5	5	5	4	4,8
26	4	4	4	4		4	3	4	3	3,5	4	4	4	3	3,75	4	4	4	4	5	4,2
27	3	4	4	3,66666667		4	3	4	2	3,25	5	5	5	5	5	4	4	4	4	4	4
28	5	5	5	5		4	3	4	4	3,75	5	5	4	5	4,75	4	4	4	4	3	3,8
29	5	5	5	5		5	5	5	5	5	5	5	4	4	4,5	4	4	4	4	4	4
30	4	5	5	4,66666667		4	4	4	4	4	5	5	4	4	4,5	3	4	4	4	4	3,8
31	5	5	5	5		4	4	4	4	4	4	5	3	4,25	4	4	4	4	4	4	4
32	5	5	4	4,66666667		4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
33	4	4	4	4		4	5	4	4	4,25	5	5	4	4	4,5	4	4	4	4	2	3,6
34	5	5	5	5		3	3	3	3	3	5	5	4	4	4,5	4	4	4	4	5	4,2
35	5	5	5	5		4	4	4	4	4	5	5	5	4	4,75	4	4	5	5	5	4,6
36	5	5	5	5		4	4	4	4	4	5	5	4	5	4,75	4	4	4	4	4	4
37	5	5	5	5		4	4	4	4	4	5	5	5	2	4,25	4	4	5	4	4	4,2
38	5	5	5	5		4	4	4	4	4	5	5	5	5	5	4	4	4	4	4	4

No responden	KESUKAAN MEREK					NIAT PERIKSA					EKUITAS MEREK					CITRA MEREK					
	KS1	KS2	KS3	rereta KS		NP1	NP2	NP3	NP4	Rerata NP	EM1	EM2	EM3	EM4	rerata EM	CM1	CM2	CM3	CM4	CM5	Rerata CM
39	4	5	5	4,66666667		3	3	3	3	3	5	5	5	4	4,75	4	5	5	5	4	4,6
40	5	5	5	5		4	4	4	3	3,75	5	5	4	4	4,5	4	5	5	5	5	4,8
41	5	5	5	5		5	5	4	4	4,5	4	4	4	4	4	4	5	5	4	4	4,4
42	5	5	5	5		4	4	5	4	4,25	4	4	4	4	4	4	4	4	5	4	4,2
43	4	5	5	4,66666667		5	5	5	5	5	4	4	5	5	4,5	4	4	5	5	4	4,4
44	4	5	5	4,66666667		5	5	4	4	4,5	4	4	5	4,25	5	4	5	4	4	4	4,4
45	5	4	5	4,66666667		4	4	4	4	4	5	5	5	5	5	5	4	4	4	4	4,4
46	4	4	4	4		5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
47	4	4	4	4		4	4	4	4	4	5	5	4	4,5	4	5	5	5	4	4	4,6
48	4	5	5	4,66666667		5	5	5	4	4,75	5	5	4	5	4,75	4	4	5	5	5	4,6
49	5	5	5	5		5	4	4	4	4,25	4	4	4	4	4	4	4	4	4	4	4
50	5	4	5	4,66666667		5	4	5	4	4,5	5	4	5	4,75	4	4	5	5	4	4	4,4
51	4	5	5	4,66666667		4	5	5	4	4,5	5	4	5	4,75	5	4	5	5	5	5	4,8
52	5	5	4	4,66666667		5	4	5	4	4,5	5	4	5	4,75	4	4	5	4	4	4	4,2
53	5	4	5	4,66666667		5	4	5	4	4,5	5	4	5	4,5	5	4	4	5	4	4	4,4
54	5	4	5	4,66666667		4	5	4	5	4,5	4	5	4	4,5	4	5	5	4	5	4	4,6
55	5	5	4	4,66666667		4	4	4	4	4	4	4	5	4,25	4	4	4	4	4	4	4
56	5	5	5	5		5	4	5	4	4,5	5	5	4	4,75	4	4	5	4	4	5	4,4
57	5	4	5	4,66666667		4	4	5	4	4,25	4	4	5	4,5	4	4	5	4	4	4	4,2
58	4	5	4	4,33333333		4	4	4	5	4,25	5	5	4	4,75	5	4	5	5	4	4	4,6
59	5	3	4	4		4	4	4	4	4	4	4	4	4	5	5	5	4	5	4	4,8

No responden	KESUKAAN MEREK				NIAT PERIKSA				EKUITAS MEREK				CITRA MEREK							
	KS1	KS2	KS3	rereta KS	NP1	NP2	NP3	NP4	Rerata NP	EM1	EM2	EM3	EM4	rerata EM	CM1	CM2	CM3	CM4	CM5	Rerata CM
60	4	4	5	4,333333333	5	5	5	5	5	4	5	5	5	4,75	4	4	5	5	4	4,4
61	5	4	4	4,333333333	4	4	4	3	3,75	5	5	5	5	5	4	5	5	4	4	4,4
62	5	5	4	4,666666667	5	5	5	5	5	4	4	5	5	4,5	5	5	4	5	5	4,8
63	5	5	5	5	4	4	5	5	4,5	5	5	5	4	4,75	5	4	5	4	5	4,6
64	5	5	4	4,666666667	4	4	5	4	4,25	5	4	4	4	4,25	4	4	5	5	4	4,4
65	5	5	4	4,666666667	4	4	5	4	4,25	5	4	4	4	4,25	4	4	5	5	4	4,4
66	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	5	4,2
67	4	4	5	4,333333333	5	4	4	4	4,25	4	4	4	4	4	4	5	5	5	4	4,6
68	4	5	4	4,333333333	5	5	5	5	5	5	5	5	5	5	4	4	5	5	4	4,4
69	5	5	4	4,666666667	5	5	5	5	5	5	3	5	4	4,25	3	5	5	5	4	4,4
70	5	5	5	5	5	4	4	4	4,25	5	4	4	4	4,25	4	5	4	5	5	4,6
71	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
72	5	5	5	5	5	4	4	4	4,5	4	4	4	4	4	5	4	5	5	5	4,8
73	5	5	5	5	5	4	4	4	4,5	4	4	4	4	4	5	4	5	5	5	4,8
74	5	5	5	5	4	4	4	4	4	4	4	5	5	4,5	5	4	5	5	5	4,8
75	5	4	5	4,666666667	5	5	4	4	4,5	5	5	5	4	4,75	5	4	4	4	5	4,4
76	5	4	5	4,666666667	5	5	4	4	4,5	5	5	5	4	4,75	5	4	4	4	5	4,4
77	5	4	5	4,666666667	4	5	5	5	4,75	4	4	5	5	4,25	4	4	5	5	5	4,6
78	5	5	5	5	5	4	4	4	4,75	5	4	5	5	4,75	5	5	5	5	5	5
79	5	5	5	5	5	5	4	4	4,75	4	4	4	4	4	4	4	4	4	4	4
80	5	5	5	5	4	5	5	5	4,75	5	5	4	3	4,25	4	4	4	4	4	4

No responden	KESUKAAN MEREK				NIAT PERIKSA				EKUITAS MEREK				CITRA MEREK							
	KS1	KS2	KS3	rereta KS	NP1	NP2	NP3	NP4	Rerata NP	EM1	EM2	EM3	EM4	rerata EM	CM1	CM2	CM3	CM4	CM5	Re rata CM
81	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4,4
82	5	5	5	5	5	5	5	5	5	5	5	5	4	4,75	4	4	4	4	4	4
83	5	5	4	4,66666667	4	3	4	4	3,75	5	5	4	5	4,75	4	4	5	5	5	4,6
84	5	5	4	4,66666667	4	3	4	4	3,75	5	5	4	5	4,75	4	4	5	5	5	4,6
85	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	5	5	5	4,6
86	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	5	5	5	4,6
87	5	5	4	4,66666667	5	5	5	5	5	5	5	5	5	5	5	4	4	4	5	4,4
88	5	5	4	4,66666667	5	5	5	5	5	5	5	5	5	5	5	4	4	4	5	4,4
89	5	5	4	4,66666667	4	4	5	5	4,5	5	5	5	5	5	5	5	4	4	4	4,6
90	4	4	5	4,33333333	5	5	4	4	4,5	4	4	4	4	4	4	4	4	5	4	4,2
91	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
92	4	4	5	4,33333333	5	5	4	4	4,5	4	4	4	4	4	4	4	4	4	4	4
93	5	4	3	4	4	4	4	4	4	5	5	5	5	5	5	5	4	4	5	4,8
94	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
95	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	5	5	5	5	4,6
96	5	5	5	5	5	5	5	5	5	5	5	5	5	4,75	4	4	4	4	4	4
97	5	5	5	5	5	5	5	5	5	5	5	5	5	4,75	4	4	4	4	4	4
98	5	5	5	5	5	5	4	5	4,75	5	4	4	4	4,25	4	4	4	4	4	4
99	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
100	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	4,6
101	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	4,4





No	KESUKAAN MEREK				NIAT PERIKSA				EKUITAS MEREK				CITRA MEREK							
	KS1	KS2	KS3	rereta KS	NP1	NP2	NP3	NP4	Rerata NP	EM1	EM2	EM3	EM4	rerata EM	CM1	CM2	CM3	CM4	CM5	Rerata CM
123	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
124	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
125	4	4	4	4	3	4	4	4	3,75	5	5	5	5	5	5	4	5	5	5	4,8
126	4	4	4	4	4	4	4	4	4	5	5	5	4	4,75	4	4	4	4	4	4
127	4	4	4	4	5	5	5	4	4,75	5	4	5	5	4,75	5	5	4	4	4	4,4
128	4	4	4	4	4	4	4	4	4	4	5	4	4	4,5	4	4	5	4	4	4,2
129	4	4	5	4,33333333	5	4	4	5	4,5	5	5	5	4	4,75	4	5	4	4	4	4,2
130	4	4	5	4,33333333	5	4	4	5	4,5	5	5	4	4	4,75	4	5	4	4	4	4,2
131	4	4	5	4,33333333	5	4	4	5	4,5	5	5	4	4	4,75	4	5	4	4	4	4,2
132	4	4	4	4	4	4	4	4	4	5	4	4	5	4,5	5	5	4	4	4	4,4
133	4	4	4	4	5	4	4	4	4,25	4	4	5	4	4,25	5	5	5	4	5	4,8
134	5	4	4	4,33333333	4	4	4	4	4	4	5	5	4	4,5	4	5	4	4	4	4,2
135	5	4	4	4,33333333	4	4	4	4	4	4	5	5	4	4,5	4	5	4	4	4	4,2
136	5	4	4	4,33333333	4	4	4	4	4	4	5	5	4	4,5	4	5	4	4	4	4,2
137	5	5	4	4,66666667	4	4	4	4	4	4	4	5	5	4,5	5	5	5	5	5	5
138	5	5	5	5	5	5	4	4	4,75	4	4	4	4	4	4	4	5	5	4	4,4
139	4	4	4	4	5	5	4	4	4,75	4	4	4	4	4	4	4	4	5	5	4,4
140	5	5	5	5	4	4	5	5	4,5	5	5	5	5	5	5	5	4	5	5	4,8
141	4	4	4	4	4	4	4	4	4,25	5	4	5	4	4,5	4	5	5	4	4	4,4
142	4	4	4	4	4	4	4	4	4,25	5	4	5	4	4,5	4	5	5	4	4	4,4
143	4	4	4	4	4	4	4	4	4,25	5	4	5	4	4,5	4	5	5	4	4	4,4



No	KESUKAAN MEREK				NIAT PERIKSA				EKUITAS MEREK				CITRA MEREK								
	KS1	KS2	KS3	rereta KS	NP1	NP2	NP3	NP4	Rerata NP	EM1	EM2	EM3	EM4	rerata EM	CM1	CM2	CM3	CM4	CM5	Rerata CM	
165	4	4	5	4,333333333	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4,2
166	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
167	4	4	4	4	4	4	4	4	4	5	5	4	4,5	4,5	5	4	4	4	4	4	4,2
168	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4,2
169	4	5	5	4,666666667	5	4	5	5	4,75	5	5	5	4	4,75	4	4	4	4	4	4	4
170	4	4	4	4	3	4	4	4	3,75	4	4	4	4	4	4	4	4	4	5	4,2	
171	4	4	4	4	4	4	4	4	4	4	4	4	5	4,25	5	5	5	5	4	4,8	
172	4	5	5	4,666666667	5	4	4	5	4,5	5	5	4	4	4,5	4	4	4	4	4	4	4
173	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4
174	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4,2	
175	5	5	5	5	5	4	4	4	4,25	4	4	4	4	4	4	4	4	4	4	4	4
176	5	5	5	5	5	5	4	4	4,75	4	4	4	4	4	4	4	4	4	4	4	4
177	5	5	5	5	5	5	4	4	4,75	4	4	4	4	4	4	4	4	4	4	4	4
178	4	4	4	4	4	4	4	4	4,25	5	5	4	4	4,5	4	4	5	4	4	4	4,2
179	4	4	4	4	4	4	4	4	4,25	5	5	4	4	4,5	4	4	5	4	4	4	4,2
180	3	4	4	3,666666667	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
181	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
182	4	4	4	4	3	4	4	4	3,75	4	4	4	4	4	4	4	4	4	4	4	4
183	5	5	5	5	5	4	4	4	4,5	5	4	4	4	4,25	4	4	4	4	5	4,2	
184	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
185	5	5	4	4,666666667	5	5	5	4	4,75	5	5	4	5	4,75	4	4	4	4	4	4	4

No	KESUKAAN MEREK					NIAT PERIKSA					EKUITAS MEREK					CITRA MEREK					
	KS1	KS2	KS3	rereta KS		NP1	NP2	NP3	NP4	Rerata NP	EM1	EM2	EM3	EM4	rerata EM	CM1	CM2	CM3	CM4	CM5	Rerata CM
186	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
187	5	5	4	4,66666667	4	5	5	5	4,75	5	5	5	5	5	5	5	5	5	5	5	5
188	4	4	4	4	4	4	4	4	4	4	4	4	5	4,5	4	4	4	4	4	4	4
189	4	3	4	3,66666667	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
190	5	5	5	5	4	4	4	4	4	4	4	5	4	4,25	4	4	4	4	4	4	4
191	4	4	4	4	4	4	4	4	4	4	4	4	5	4,5	5	5	4	5	5	5	4,8
192	5	5	5	5	5	5	5	5	5	5	5	5	4	4,75	4	4	4	4	4	4	4
193	4	4	4	4	4	5	5	4	4,25	4	5	4	4	4,25	5	5	5	5	5	4	4,8
194	5	4	4	4,33333333	5	4	4	4	4,25	4	4	4	5	4,25	5	4	4	4	4	4	4,2
195	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
196	5	5	5	5	5	5	5	5	5	5	5	4	4	4,5	4	4	4	5	5	4	4,4
197	5	4	5	4,66666667	4	4	4	4	4	4	5	4	4	4,25	4	5	4	4	5	5	4,4
198	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	4,8
199	4	5	5	4,66666667	5	4	4	4	4,25	5	5	4	4	4,5	4	4	4	5	5	5	4,4
200	4	4	4	4	4	4	4	4	4	4	5	4	5	4,75	4	4	4	4	4	4	4

No responden	KESADARAN MEREK					KUALITAS PERSEPSIAN					LOYALITAS MEREK				
	KM1	KM2	KM3	Rerata KM		KP1	KP2	KP3	Rerata		LY1	LY2	LY3	LY4	Rerata
1	5	5	4	4,66666667		4	4	4	4		5	5	5	5	5
2	5	5	5	5		4	4	4	4		5	5	5	5	5
3	5	5	5	5		4	4	4	4		5	5	5	5	5
4	4	5	4	4,33333333		5	5	4	4,66666667		5	5	5	4	4,75
5	5	5	3	4,33333333		3	4	4	3,66666667		5	4	4	4	4,25
6	5	5	5	5		5	4	4	4,33333333		5	4	5	4	4,5
7	5	5	5	5		5	5	5	5		5	5	5	5	5
8	4	4	4	4		4	4	5	4,33333333		5	4	4	4	4,25
9	4	4	4	4		2	4	4	3,33333333		4	4	4	5	4,25
10	4	5	4	4,33333333		4	4	5	4,33333333		5	4	4	4	4,25
11	5	5	5	5		5	5	4	4,66666667		4	5	5	4	4,5
12	4	4	4	4		4	4	4	4		5	5	5	5	5
13	5	5	5	5		4	4	4	4		4	5	5	4	4,5
14	5	5	5	5		4	4	4	4		4	4	4	5	4,25
15	4	3	3	3,33333333		5	4	4	4,33333333		4	4	4	5	4,25
16	4	4	4	4		5	5	4	4,66666667		5	5	5	5	5
17	4	4	4	4		5	4	4	4,33333333		5	5	5	5	5
18	4	4	4	4		4	4	4	4		5	5	5	4	4,75
19	3	3	4	3,33333333		4	4	4	4		5	5	5	4	4,75
20	2	4	3	3		2	5	4	3,66666667		5	4	4	4	4,25
21	3	4	3	3,33333333		4	4	4	4		5	5	5	5	5
22	3	4	3	3,33333333		3	4	2	3		3	4	4	3	3,5
23	5	5	5	5		5	4	4	4,33333333		4	4	4	4	4
24	4	4	4	4		4	5	5	4,66666667		4	5	5	4	4,5

No responden	KESADARAN MEREK						KUALITAS PERSEPSIAN						LOYALITAS MEREK					
	KM1	KM2	KM3	Rerata KM	KP1	KP2	KP3	Rerata	LY1	LY2	LY3	LY4	Rerata					
25	4	4	4	4	4	4	4	4	4	5	5	5	5					
26	4	4	4	4	4	4	4	4	4	5	5	4	4,75					
27	5	4	5	4,66666667	4	4	5	4,333333333	4	4	5	4	4,25					
28	4	3	3	3,333333333	4	4	4	4	4	4	4	4	4					
29	4	4	4	4	3	4	4	3,666666667	5	5	5	4	4,75					
30	4	4	4	4	5	4	4	4,333333333	4	4	4	4	4					
31	4	4	4	4	5	5	5	5	4	4	4	2	3,5					
32	4	4	5	4,333333333	5	4	4	4,333333333	4	4	4	4	4					
33	5	4	5	4,66666667	4	4	4	4	4	4	4	5	4,25					
34	5	5	5	5	4	4	4	4	4	4	4	4	4					
35	4	4	4	4	5	5	5	5	4	4	4	4	4					
36	4	4	4	4	5	4	4	4,333333333	5	5	5	5	5					
37	5	5	5	5	4	4	4	4	5	4	4	4	4,25					
38	5	5	5	5	4	3	4	3,666666667	5	5	5	4	4,75					
39	4	5	5	4,66666667	4	4	4	4	5	5	5	5	5					
40	5	5	5	5	5	5	5	5	5	5	5	5	5					
41	4	4	4	4	4	5	5	4,666666667	4	4	4	5	4,25					
42	5	4	4	4,333333333	5	4	4	4,333333333	4	4	5	4	4,25					
43	5	5	5	5	4	4	5	4,333333333	5	5	5	4	4,75					
44	4	4	5	4,333333333	5	4	4	4,333333333	4	4	5	4	4,25					
45	4	4	5	4,333333333	5	5	5	5	5	5	4	4	4,5					
46	5	5	5	5	4	5	4	4,333333333	5	5	5	5	5					
47	5	5	5	5	4	4	4	4	4	4	4	4	4					
48	5	5	5	5	5	5	5	5	5	4	4	5	4,5					





No responden	KESADARAN MEREK						KUALITAS PERSEPSIAN						LOYALITAS MEREK				
	KM1	KM2	KM3	Rerata KM	KP1	KP2	KP3	Rerata	LY1	LY2	LY3	LY4	Rerata				
71	4	4	4	4	4	4	4	4	4	4	4	4	4,25				
72	5	4	4	4,33333333	5	5	4	4,66666667	4	4	4	5	4,25				
73	5	4	4	4,33333333	5	5	4	4,66666667	4	4	4	5	4,25				
74	4	5	5	4,66666667	5	5	5	5	4	5	5	5	4,75				
75	4	4	4	4	4	5	4	4,33333333	4	4	4	5	4,25				
76	4	4	4	4	4	5	4	4,33333333	4	4	4	5	4,25				
77	4	5	4	4,33333333	5	5	4	4,66666667	5	5	5	5	5				
78	5	5	4	4,66666667	4	4	5	4,33333333	5	5	5	5	5				
79	4	5	4	4,33333333	4	4	4	4	4	4	4	4	4				
80	4	4	5	4,33333333	4	5	5	4,66666667	4	4	4	5	4,25				
81	4	4	4	4	4	4	4	4	4	5	5	5	4,75				
82	4	4	4	4	3	4	4	3,66666667	5	5	5	5	5				
83	5	5	5	5	4	4	4	4	4	5	5	5	4,75				
84	5	5	5	5	4	4	4	4	4	5	5	5	4,75				
85	4	4	4	4	4	4	4	4	4	4	4	4	4				
86	4	4	4	4	4	4	4	4	4	4	4	4	4				
87	3	4	3	3,33333333	5	5	5	5	5	5	5	5	5				
88	3	4	3	3,33333333	5	5	5	5	5	5	5	5	5				
89	4	4	4	4	4	4	4	4	4	4	4	5	4,5				
90	4	4	5	4,33333333	5	5	5	5	4	5	5	4	4,5				
91	4	4	4	4	4	4	4	4	4	4	4	4	4				
92	4	4	4	4	4	5	5	4,66666667	5	5	5	5	5				
93	5	5	5	5	4	4	5	4,33333333	4	4	4	4	4				

No responden	KESADARAN MEREK						KUALITAS PERSEPSIAN						LOYALITAS MEREK				
	KM1	KM2	KM3	Rerata KM	KP1	KP2	KP3	Rerata	LY1	LY2	LY3	LY4	Rerata				
94	4	4	4	4	5	4	5	4,666666667	5	5	5	5	5				
95	5	5	5	5	5	5	5	5	4	4	4	4	4				
96	5	5	5	5	5	5	5	5	4	4	5	5	4,5				
97	5	5	5	5	5	5	5	5	4	4	5	5	4,5				
98	4	4	4	4	4	4	4	4	4	4	4	4	4				
99	4	4	5	4,333333333	4	4	4	4	4	5	5	4	4,5				
100	5	5	5	5	4	4	5	4,333333333	4	5	5	5	4,75				
101	4	4	4	4	4	4	4	4	4	4	4	4	4				
102	4	4	4	4	4	4	5	4,333333333	5	5	5	5	5				
103	4	4	3	3,666666667	4	4	5	4,333333333	5	5	4	4	4,5				
104	4	5	4	4,333333333	4	5	5	4,666666667	5	4	4	5	4,5				
105	5	5	5	5	4	4	4	4	4	4	5	5	4,5				
106	4	4	4	4	4	5	5	4,666666667	4	4	5	5	4,5				
107	4	4	4	4	4	5	5	4,666666667	4	4	5	5	4,5				
108	4	4	5	4,333333333	5	4	4	4,333333333	4	4	5	5	4,5				
109	4	4	5	4,333333333	4	4	5	4,333333333	4	4	5	4	4,25				
110	5	5	4	4,666666667	4	4	5	4,333333333	4	4	5	4	4,25				
111	5	5	5	5	4	4	4	4	5	5	4	4	4,75				
112	5	5	5	5	4	4	4	4	5	5	4	4	4,75				
113	4	4	4	4	5	5	4	4,666666667	4	5	5	4	4,5				
114	4	4	4	4	5	5	4	4,666666667	4	4	3	4	3,75				
115	4	4	4	4	4	4	4	4	5	5	4	5	4,75				
116	5	5	5	5	4	4	4	4	4	4	4	4	4				
117	5	4	4	4,333333333	5	5	4	4,666666667	4	5	5	5	4,75				

No responden	KESADARAN MEREK				KUALITAS PERSEPSIAN				LOYALITAS MEREK				
	KM1	KM2	KM3	Rerata KM	KP1	KP2	KP3	Rerata	LY1	LY2	LY3	LY4	Rerata
118	5	4	4	4,33333333	5	5	5	5	5	4	5	5	4,75
119	3	5	4	4	4	4	5	4,33333333	5	5	4	4	4,5
120	5	4	5	4,66666667	4	4	4	4	5	5	4	4	4,5
121	5	5	5	5	5	5	5	5	5	5	4	5	4,75
122	5	5	5	5	5	5	5	5	5	5	5	5	5
123	5	5	5	5	5	5	5	5	5	5	5	5	5
124	5	5	5	5	5	5	5	5	5	5	5	5	5
125	5	5	5	5	5	5	5	5	5	5	4	5	4,75
126	4	4	4	4	4	4	5	4,33333333	4	5	5	5	4,75
127	5	5	5	5	4	5	4	4,33333333	5	5	5	4	4,75
128	4	4	4	4	5	5	5	5	5	5	5	4	4,75
129	5	5	5	5	5	5	5	5	4	5	4	4	4,25
130	5	5	5	5	5	5	5	5	4	5	4	4	4,25
131	5	5	5	5	5	5	5	5	4	5	4	4	4,25
132	4	4	4	4	5	5	4	4,66666667	4	4	4	5	4,25
133	4	4	4	4	4	4	4	4	4	4	4	4	4
134	4	4	4	4	4	5	4	4,33333333	4	4	4	4	4
135	4	4	4	4	4	5	4	4,33333333	4	4	4	4	4
136	4	4	4	4	4	5	4	4,33333333	4	4	4	4	4
137	5	4	4	4,33333333	4	4	4	4	4	4	4	4	4
138	5	4	5	4,66666667	5	5	5	5	5	4	4	4	4,25
139	5	5	4	4,66666667	4	4	4	4	4	5	4	4	4,25
140	5	5	5	5	5	4	5	4,66666667	5	5	4	5	4,75
141	4	4	4	4	4	4	5	4,33333333	5	5	5	5	5

No responden	KESADARAN MEREK						KUALITAS PERSEPSIAN						LOYALITAS MEREK				
	KM1	KM2	KM3	Re rata KM	KP1	KP2	KP3	Re rata	LY1	LY2	LY3	LY4	Re rata				
142	4	4	4	4	4	4	4,333333333	4	4	5	5	5	5				
143	4	4	4	4	4	4	4,333333333	4	4	5	5	5	5				
144	5	4	4	4,333333333	5	5	5	5	4	4	5	5	4,5				
145	4	4	4	4	4	4	4	4	5	5	5	5	5				
146	4	4	4	4	4	4	4	4	5	5	5	4	4,75				
147	4	4	4	4	5	4	4,666666667	5	5	5	4	4	4,5				
148	4	4	4	4	4	4	4,333333333	4	4	5	5	5	4,25				
149	5	4	4	4,333333333	4	4	4,333333333	5	5	5	5	5	5				
150	4	4	4	4	4	4	4	4	4	5	5	5	4,75				
151	5	5	5	5	5	5	5	5	5	5	5	5	5				
152	5	5	5	5	5	5	5	5	5	5	5	5	5				
153	5	4	4	4,333333333	4	4	4	4	4	5	4	4	4,25				
154	5	4	4	4,333333333	4	4	4	4	4	5	4	4	4,25				
155	5	5	5	5	4	4	4	4	4	4	4	4	4				
156	4	4	4	4	5	5	5	5	4	4	4	4	4				
157	4	4	5	4,333333333	4	4	4	4	5	5	4	4	4,5				
158	4	4	5	4,333333333	4	4	4	4	5	5	4	4	4,5				
159	4	4	5	4,333333333	5	5	5	5	5	4	4	5	4,5				
160	5	5	5	5	5	4	4,333333333	4	4	4	4	4	4				
161	5	5	5	5	5	4	4,333333333	4	4	4	4	4	4				
162	4	4	4	4	4	4	4	4	4	4	4	4	4				
163	4	4	4	4	4	4	4	4	4	4	4	4	4				
164	4	4	4	4	4	4	4	4	4	4	4	4	4				
165	4	4	4	4	4	5	4,333333333	4	4	5	5	5	4,5				

No responden	KESADARAN MEREK						KUALITAS PERSEPSIAN						LOYALITAS MEREK					
	KM1	KM2	KM3	Rerata KM	KP1	KP2	KP3	Rerata	LY1	LY2	LY3	LY4	Rerata					
166	4	4	4	4	4	4	4	4	4	4	4	4	4					
167	4	4	4	4	4	4	4	4	4	4	4	4	4					
168	4	4	5	4,333333333	5	4	4	4,333333333	4	4	4	4	4					
169	4	5	5	4,666666667	4	5	4	4,333333333	4	4	5	5	4,5					
170	4	4	4	4	4	4	4	4	4	4	4	4	4					
171	4	5	5	4,666666667	4	5	5	4,666666667	5	4	4	4	4,25					
172	5	5	5	5	4	4	4	4	4	4	4	4	4					
173	4	4	4	4	5	5	5	5	5	5	5	4	4,75					
174	5	5	5	5	5	5	5	5	5	5	5	5	5					
175	4	4	4	4	5	5	5	5	5	4	4	4	4,25					
176	4	4	4	4	4	4	4	4	4	4	4	4	4					
177	4	4	4	4	4	4	4	4	4	4	4	4	4					
178	4	5	5	4,666666667	4	5	4	4,333333333	4	4	4	5	4,25					
179	4	5	5	4,666666667	4	5	4	4,333333333	4	4	4	5	4,25					
180	4	5	5	4,666666667	5	5	5	5	5	5	5	4	4,75					
181	4	4	4	4	4	4	4	4	4	4	4	5	4,25					
182	5	5	5	5	5	5	4,666666667	4	4	4	4	4	4					
183	4	4	4	4	4	4	4	4	4	5	5	4	4,5					
184	4	5	5	4,666666667	5	4	5	4,666666667	4	4	4	4	4					
185	4	4	4	4	4	4	4,333333333	4	5	5	5	5	5					
186	4	4	4	4	5	5	5	5	4	4	4	3	3,75					
187	4	4	5	4,333333333	5	5	4	4,666666667	4	5	5	5	4,75					
188	4	4	4	4	4	4	4	4	4	4	4	4	4					
189	4	4	4	4	4	4	4	4	4	5	5	5	4,75					

