

LAMPIRAN

Lampiran 1: kuesioner

KUESIONER

A. Identitas responden

Petunjuk pengisian : jawablah identitas diri anda dengan jujur dan benar

Nama :

Usia :

Jenis kelamin :

Alamat :

Pendidikan :

B. Daftar pertanyaan

Petunjuk pengisian : jawablah berikut dengan memberikan tanda centang

() pada kolom jawaban yang telah disediakan. Setiap kolom jawaban memiliki skor sebagai berikut:

1. STS (sangat tidak setuju) : 1
2. TS (tidak setuju) : 2
3. N (netral) : 3
4. S (setuju) : 4
5. SS (sangat setuju) : 5

Pertanyaan berikut bertujuan mengetahui “Pengaruh Brand Love, Privasi Branding, Brand Experience Terhadap Brand Loyalty” (Studi Kasus Pada Pengguna Kartu Perdana Indosat di Pasuruan)

A. Variabel *Brand Love* (X1)

No	Brand Love	STS	TS	N	S	SS
1.	Paket telepon yang di tawarkan IM3 memiliki harga yang murah					
2.	Saya menggunakan kartu perdana indosat di atas 1 tahun					
3.	Kartu perdana IM3 menjadi pilihan utama dalam memilih kartu					
4.	Paket SMS yang ada di kartu perdana IM3 memiliki masa aktif panjang					
5.	Kartu perdana IM3 sesuai dengan yang anda harapkan					
6.	Kartu perdana IM3 memiliki kebaruan yang dikeluarkan dalam segi harga paket					
7.	Kartu perdana IM3 diminati semua kalangan					

B. Variabel *Privasi Branding* (X2)

No.	<i>Privasi Branding</i>	STS	TS	N	S	SS
8.	Kartu perdana IM3 memiliki jaringan yang stabil					
9.	Kartu perdana IM3 memiliki kualitas yang baik					
10.	Kartu perdana IM3 mudah didapatkan di conter-conter terdekat					

C. Variabel *Brand Experience* (X3)

No.	<i>Brand experience</i>	STS	TS	N	S	SS
11.	Saya lebih memilih membeli kartu indosat karena pilihan paketan sesuai dengan kebutuhan saya					
12.	Konsumen merasa mendapat Pengalaman baik dengan					

	menggunakan kartu perdana IM3					
13.	Saya berpendapat bahwa kartu perdana IM3 paling diminati masyarakat					

D. Variabel *Brand Loyalty*

No.	<i>Brand Loyalty</i>	STS	TS	N	S	SS
13.	Saya mendapatkan banyak bonus dengan menggunakan kartu perdana IM3					
14.	Logo yang digunakan kartu perdana indosat mudah diingat					
15.	Saya selalu menggunakan kartu perdana IM3					
16.	Meskipun banyak pesaing saya tetap menggunakan kartu perdana IM3					
17.	Kartu perdana IM3 memberikan pilihan layanan harga yang terbaik					

Lampiran 2: Frekuensi Jawaban Responden

Frekuensi Jawaban Variabel *Brand Love***Frequencies**

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7
N	Valid	105	105	105	105	105	105	105
	Missing	0	0	0	0	0	0	0
Mean		3.6762	4.3429	3.6286	3.4857	3.2476	3.5238	3.7048
Median		4.0000	4.0000	4.0000	3.0000	3.0000	4.0000	4.0000

Frequency Table**X1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	1	1.0	1.0	1.0
	tidak setuju	10	9.5	9.5	10.5
	Netral	29	27.6	27.6	38.1
	Setuju	47	44.8	44.8	82.9
	sangat setuju	18	17.1	17.1	100.0
	Total	105	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	1	1.0	1.0	1.0
	tidak setuju	2	1.9	1.9	2.9

Netral	8	7.6	7.6	10.5
Setuju	43	41.0	41.0	51.4
sangat setuju	51	48.6	48.6	100.0
Total	105	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	3	2.9	2.9	2.9
	tidak setuju	6	5.7	5.7	8.6
	Netral	40	38.1	38.1	46.7
	Setuju	34	32.4	32.4	79.0
	sangat setuju	22	21.0	21.0	100.0
	Total	105	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	2	1.9	1.9	1.9
	tidak setuju	15	14.3	14.3	16.2
	Netral	36	34.3	34.3	50.5
	Setuju	34	32.4	32.4	82.9
	sangat setuju	18	17.1	17.1	100.0
	Total	105	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	3	2.9	2.9	2.9
	tidak setuju	15	14.3	14.3	17.1
	Netral	52	49.5	49.5	66.7

Setuju	23	21.9	21.9	88.6
sangat setuju	12	11.4	11.4	100.0
Total	105	100.0	100.0	

X1.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid sangat tidak setuju	1	1.0	1.0	1.0
tidak setuju	11	10.5	10.5	11.4
Netral	37	35.2	35.2	46.7
Setuju	44	41.9	41.9	88.6
sangat setuju	12	11.4	11.4	100.0
Total	105	100.0	100.0	

X1.7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid sangat tidak setuju	1	1.0	1.0	1.0
tidak setuju	12	11.4	11.4	12.4
Netral	32	30.5	30.5	42.9
Setuju	32	30.5	30.5	73.3
sangat setuju	28	26.7	26.7	100.0
Total	105	100.0	100.0	

Frekuensi Jawaban *Privasi Branding***Frequencies****Statistics**

	X2.1	X2.2	X2.3
N Valid	105	105	105
Missing	0	0	0
Mean	3.0762	3.3905	4.3905
Median	3.0000	3.0000	4.0000

Frequency Table

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid sangat tidak setuju	13	12.4	12.4	12.4
tidak setuju	20	19.0	19.0	31.4
Netral	31	29.5	29.5	61.0
Setuju	28	26.7	26.7	87.6
sangat setuju	13	12.4	12.4	100.0
Total	105	100.0	100.0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid sangat tidak setuju	7	6.7	6.7	6.7
tidak setuju	14	13.3	13.3	20.0
netral	33	31.4	31.4	51.4
setuju	33	31.4	31.4	82.9
sangat setuju	18	17.1	17.1	100.0
Total	105	100.0	100.0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid tidak setuju	2	1.9	1.9	1.9
netral	4	3.8	3.8	5.7
setuju	50	47.6	47.6	53.3
sangat setuju	49	46.7	46.7	100.0
Total	105	100.0	100.0	

Frekuensi Variabel *Brand Experience*

Frequencies

Statistics

		X3.1	X3.2	X3.3
N	Valid	105	105	105
	Missing	0	0	0
Mean		3.7714	3.4762	3.6762
Median		4.0000	3.0000	4.0000

Frequency Table

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	2	1.9	1.9	1.9
	tidak setuju	12	11.4	11.4	13.3
	Netral	23	21.9	21.9	35.2
	Setuju	39	37.1	37.1	72.4
	sangat setuju	29	27.6	27.6	100.0
	Total	105	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	2	1.9	1.9	1.9
	tidak setuju	7	6.7	6.7	8.6
	Netral	48	45.7	45.7	54.3
	Setuju	35	33.3	33.3	87.6
	sangat setuju	13	12.4	12.4	100.0
	Total	105	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	2	1.9	1.9	1.9
	tidak setuju	7	6.7	6.7	8.6
	netral	39	37.1	37.1	45.7
	setuju	32	30.5	30.5	76.2
	sangat setuju	25	23.8	23.8	100.0
	Total	105	100.0	100.0	

Frekuensi Jawaban Variabel *Brand Loyalty***Frequencies****Statistics**

		Y.1	Y.2	Y.3	Y.4	Y.5
N	Valid	105	105	105	105	105
	Missing	0	0	0	0	0
	Mean	3.4381	4.0190	3.7429	3.5905	3.5429
	Median	3.0000	4.0000	4.0000	4.0000	3.0000

Frequency Table**Y.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	2	1.9	1.9	1.9
	tidak setuju	14	13.3	13.3	15.2
	netral	40	38.1	38.1	53.3
	setuju	34	32.4	32.4	85.7
	sangat setuju	15	14.3	14.3	100.0
	Total	105	100.0	100.0	

Y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	3	2.9	2.9	2.9
	netral	21	20.0	20.0	22.9
	setuju	52	49.5	49.5	72.4
	sangat setuju	29	27.6	27.6	100.0
	Total	105	100.0	100.0	

Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	1	1.0	1.0	1.0
	tidak setuju	10	9.5	9.5	10.5
	netral	28	26.7	26.7	37.1
	setuju	42	40.0	40.0	77.1
	sangat setuju	24	22.9	22.9	100.0
	Total	105	100.0	100.0	

Y.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	2	1.9	1.9	1.9
	tidak setuju	12	11.4	11.4	13.3
	netral	37	35.2	35.2	48.6
	setuju	30	28.6	28.6	77.1
	sangat setuju	24	22.9	22.9	100.0
	Total	105	100.0	100.0	

Y.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangat tidak setuju	4	3.8	3.8	3.8
	tidak setuju	10	9.5	9.5	13.3
	netral	39	37.1	37.1	50.5
	setuju	29	27.6	27.6	78.1
	sangat setuju	23	21.9	21.9	100.0
	Total	105	100.0	100.0	

Lampiran 3: Uji Validitas

Brand Love (X1)

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	Total
X1.1	Pearson Correlation	1	.254**	.397**	.430**	.526**	.353**	.313**	.697**
	Sig. (2-tailed)		.009	.000	.000	.000	.000	.001	.000
	N	105	105	105	105	105	105	105	105
X1.2	Pearson Correlation	.254**	1	.270**	.227*	.237*	.172	.249*	.488**
	Sig. (2-tailed)	.009		.005	.020	.015	.079	.010	.000
	N	105	105	105	105	105	105	105	105
X1.3	Pearson Correlation	.397**	.270**	1	.493**	.449**	.290**	.402**	.716**
	Sig. (2-tailed)	.000	.005		.000	.000	.003	.000	.000
	N	105	105	105	105	105	105	105	105
X1.4	Pearson Correlation	.430**	.227*	.493**	1	.454**	.324**	.312**	.705**
	Sig. (2-tailed)	.000	.020	.000		.000	.001	.001	.000
	N	105	105	105	105	105	105	105	105
X1.5	Pearson Correlation	.526**	.237*	.449**	.454**	1	.418**	.450**	.760**
	Sig. (2-tailed)	.000	.015	.000	.000		.000	.000	.000
	N	105	105	105	105	105	105	105	105
X1.6	Pearson Correlation	.353**	.172	.290**	.324**	.418**	1	.395**	.624**

	Sig. (2-tailed)	.000	.079	.003	.001	.000		.000	.000
	N	105	105	105	105	105	105	105	105
X1.7	Pearson Correlation	.313**	.249*	.402**	.312**	.450**	.395**	1	.680**
	Sig. (2-tailed)	.001	.010	.000	.001	.000	.000		.000
	N	105	105	105	105	105	105	105	105
Total	Pearson Correlation	.697**	.488**	.716**	.705**	.760**	.624**	.680**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	105	105	105	105	105	105	105	105

Privasi Branding (X2)

Correlations

		X2.1	X2.2	X2.3	Total
X2.1	Pearson Correlation	1	.780**	.410**	.911**
	Sig. (2-tailed)		.000	.000	.000
	N	105	105	105	105
X2.2	Pearson Correlation	.780**	1	.508**	.929**
	Sig. (2-tailed)	.000		.000	.000
	N	105	105	105	105
X2.3	Pearson Correlation	.410**	.508**	1	.668**
	Sig. (2-tailed)	.000	.000		.000
	N	105	105	105	105
Total	Pearson Correlation	.911**	.929**	.668**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	105	105	105	105

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

Brand Experience (X3)

Correlations

		X3.1	X3.2	X3.3	Total
X3.1	Pearson Correlation	1	.431**	.561**	.849**
	Sig. (2-tailed)		.000	.000	.000
	N	105	105	105	105
X3.2	Pearson Correlation	.431**	1	.377**	.728**
	Sig. (2-tailed)	.000		.000	.000
	N	105	105	105	105
X3.3	Pearson Correlation	.561**	.377**	1	.816**
	Sig. (2-tailed)	.000	.000		.000
	N	105	105	105	105
Total	Pearson Correlation	.849**	.728**	.816**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	105	105	105	105

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

Brand Loyalty (Y)

		Correlations					
		Y.1	Y.2	Y.3	Y.4	Y.5	Total
Y.1	Pearson Correlation	1	.196*	.398**	.311**	.370**	.625**
	Sig. (2-tailed)		.045	.000	.001	.000	.000
	N	105	105	105	105	105	105
Y.2	Pearson Correlation	.196*	1	.295**	.386**	.565**	.635**
	Sig. (2-tailed)	.045		.002	.000	.000	.000
	N	105	105	105	105	105	105
Y.3	Pearson Correlation	.398**	.295**	1	.699**	.456**	.785**
	Sig. (2-tailed)	.000	.002		.000	.000	.000
	N	105	105	105	105	105	105
Y.4	Pearson Correlation	.311**	.386**	.699**	1	.536**	.811**
	Sig. (2-tailed)	.001	.000	.000		.000	.000
	N	105	105	105	105	105	105
Y.5	Pearson Correlation	.370**	.565**	.456**	.536**	1	.805**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	105	105	105	105	105	105
Total	Pearson Correlation	.625**	.635**	.785**	.811**	.805**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	105	105	105	105	105	105

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

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

Lampiran 4: Uji Reabilitas

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Brand Love (X1)	40.1143	58.987	.796	.880
Privasi Branding (X2)	54.8667	86.347	.799	.862

Brand Love (X3)	54.8000	89.219	.842	.860
Brand Loyalty (Y)	47.3905	71.471	.798	.849

Lampiran 5: Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		105
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.92532003
Most Extreme Differences	Absolute	.058
	Positive	.049
	Negative	-.058
Test Statistic		.058
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Lampiran 6: Uji Linearitas

Brand Love terhadap Brand Loyalty

Model Summary and Parameter Estimates

Dependent Variable: Y

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.518	110.485	1	103	.000	3.467	.581

The independent variable is X1.

Privasi Branding terhadap Brand Loyalty

Model Summary and Parameter Estimates

Dependent Variable: Y

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.451	84.496	1	103	.000	8.398	.915

The independent variable is X2.

Brand Experience terhadap Brand Loyalty

Model Summary and Parameter Estimates

Dependent Variable: Y

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.659	199.480	1	103	.000	4.827	1.236

The independent variable is X3.

Lampiran 7: Uji Heterokedastisitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	3.341		
	Brand Love	-.011	.038	-.045	-.297	.767
	Privasi Branding	-.060	.071	-.141	-.849	.398
	Brand Experience	-.076	.074	-.160	-1.022	.309

a. Dependent Variable: RES2

Lampiran 8: Uji Analisis Regresi Berganda

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand Love (X3), Brand Love (X1), Privasi Branding (X2) ^b		Enter

a. Dependent Variable: Brand Loyalty (Y)

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.837 ^a	.701	.692	1.95370

a. Predictors: (Constant), Brand Love (X3), Brand Love (X1), Privasi Branding (X2)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	901.820	3	300.607	78.755	.000 ^b
	Residual	385.513	101	3.817		
	Total	1287.333	104			

a. Dependent Variable: Brand Loyalty (Y)

b. Predictors: (Constant), Brand Love (X3), Brand Love (X1), Privasi Branding (X2)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.230	1.162		1.919	.058
	Brand Love (X1)	.245	.070	.303	3.493	.001
	Privasi Branding (X2)	-.057	.131	-.042	-.433	.666
	Brand Love (X3)	.956	.137	.628	6.961	.000

a. Dependent Variable: Brand Loyalty (Y)

Lampiran 9: Curriculum vitae

CURRICULUM VITAE

Nama : Rofiul Hasanah S.AB

Tempat Tanggal Lahir : Pasuruan, 14 Januari 1997

Alamat : Dsn. Tonggowa RT/RW 040/019, Ds. Jatiarjo,
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