

LAMPIRAN 1

KUESIONER PENELITIAN

KUESIONER

Kuesioner penelitian ini disusun dengan maksud untuk pencarian data penelitian dengan judul **“Pengaruh *Self Congruity*, *Brand Satisfaction*, dan *Brand Experience* Terhadap *Brand Loyalty*” (Studi Kasus Pada Konsumen Kosmetik Wardah di Kecamatan Purwosari)** yang disusun oleh Arini Isna Auladah Mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik Prodi Administrasi Bisnis Universitas Yudharta Pasuruan.

Oleh karena itu, mohon kesediaan anda untuk mengisi dengan sebenar-benarnya pertanyaan dalam kuesioner ini.

1. KARAKTERISTIK RESPONDEN

- a. Nama :
- b. Jenis Kelamin : Laki-Laki Perempuan
- c. Usia : 15-30 Thn 31-45 Thn
>45 Thn
- d. Tingkat Pendidikan : SMA/SMK D3 S1

2. Petunjuk Pengisian

Berilah tanda *checklist* (\surd) pada skor jawaban yang menurut anda paling sesuai dengan keadaan untuk masing-masing item pertanyaan.

Keterangan :

- a. Sangat Setuju (SS) : 5
- b. Setuju (S) : 4
- c. Netral (N) : 3
- d. Tidak Setuju (TS) : 2
- e. Sangat Tidak Setuju (STS) : 1

A Variabel *Self Congruity* (X_1)

NO	Pernyataan	STS	TS	N	S	SS
X _{1.1}	Tipikal kosmetik Wardah mencerminkan tipe orang seperti saya					
X _{1.2}	Citra konsumen kosmetik Wardah sama dengan bagaimana saya ingin orang lain melihat saya					
X _{1.3}	Tipikal konsumen kosmetik Wardah hampir sama dengan orang-orang yang saya kagumi					
X _{1.4}	Citra dari tipikal konsumen kosmetik Wardah sama dengan bagaimana saya ingin orang lain melihat saya					

B *Brand Satisfaction* (X_2)

No	Pernyataan	STS	TS	N	S	SS
X _{2.1}	Menggunakan kosmetik Wardah merupakan pengalaman yang sangat memuaskan					
X _{2.2}	Konsumen sangat senang dengan kosmetik Wardah					
X _{2.3}	Kosmetik Wardah sesuai dengan ekspektasi konsumen					

C *Brand Experience (X₃)*

No	Pernyataan	STS	TS	N	S	SS
X _{3.1.1}	Ketika melihat brand Wardah, saya mendapatkan kesan yang kuat mengenai brand Wardah dan produknya					
X _{3.1.2}	Brand Wardah menarik panca indera saya secara positif					
X _{3.2.1}	Brand Wardah mendorong perasaan (emosi) saya secara positif					
X _{3.2.2}	Brand ini menimbulkan hubungan emosi yang kuat bagi saya					
X _{3.3.1}	Menggunakan kosmetik Wardah merupakan pengalaman yang positif					
X _{3.3.2}	Aktivitas saya banyak menggunakan brand Wardah					
X _{3.4.1}	Brand Wardah menstimulasi rasa ingin tahu saya					
X _{3.4.2}	Saya tidak banyak menggunakan pemikiran ketika menggunakan kosmetik Wardah					

D *Brand Loyalty (Y)*

No	Pernyataan	STS	TS	C	S	SS
Y ₁	Saya berkomitmen untuk selalu menggunakan kosmetik Wardah					
Y ₂	Saya akan selalu menggunakan kosmetik Wardah sama dengan yang saya gunakan saat ini					
Y ₃	Saya bersedia membayar lebih karena harga yang dibayar sesuai dengan produk yang berkualitas					
Y ₄	Meskipun kosmetik yang lain sedang diskon, saya akan tetap menggunakan kosmetik Wardah					
Y ₅	Saya tidak terpengaruh dengan tawaran kosmetik yang lain kecuali kosmetik Wardah					
Y ₆	Saya aktif memberikan informasi tentang kosmetik Wardah kepada orang lain agar membeli kosmetik Wardah					

LAMPIRAN 2

LAMPIRAN HASIL KUESIONER

LAMPIRAN HASIL KUESIONER *SELF CONGRUITY* (X₁)

responden	<i>self congruity</i>				total
	X1.1	X1.2	X1.3	X1.4	
1	3	3	3	3	12
2	3	4	3	2	12
3	3	4	3	3	13
4	5	5	5	5	20
5	5	4	4	5	18
6	5	3	4	2	14
7	4	4	3	3	14
8	4	3	4	4	15
9	5	5	5	5	20
10	4	4	4	3	15
11	3	3	4	3	13
12	3	4	4	4	15
13	4	4	4	5	17
14	4	5	3	3	15
15	4	3	3	4	14
16	4	4	4	5	17
17	3	4	3	5	15
18	2	3	3	3	11
19	5	4	4	5	18
20	5	4	5	5	19
21	4	4	3	3	14
22	2	2	3	3	10
23	5	5	4	4	18
24	5	5	4	4	18
25	5	5	5	5	20
26	5	5	4	5	19
27	4	4	5	4	17
28	4	4	4	3	15
29	4	3	4	4	15
30	5	4	4	4	17
31	3	4	4	3	14
32	3	4	3	4	14
33	4	4	3	4	15
34	5	4	4	5	18

35	4	3	4	4	15
36	4	3	3	4	14
37	4	4	3	3	14
38	5	5	4	4	18
39	3	3	4	4	14
40	4	3	5	4	16
41	4	4	3	4	15
42	4	4	5	4	17
43	4	4	5	4	17
44	2	5	5	4	16
45	4	4	4	4	16
46	5	4	4	5	18
47	4	4	3	3	14
48	4	4	4	4	16
49	5	5	4	4	18
50	4	5	3	4	16
51	5	5	4	4	18
52	4	4	3	4	15
53	4	5	3	5	17
54	5	5	5	5	20
55	3	4	4	3	14
56	4	5	5	4	18
57	4	3	3	4	14
58	5	4	4	3	16
59	3	4	4	4	15
60	4	4	3	4	15
61	4	3	4	4	15
62	3	4	4	5	16
63	3	4	4	4	15
64	4	4	4	4	16
65	5	4	4	4	17
66	4	5	4	4	17
67	4	4	4	5	17
68	3	4	5	4	16
69	4	4	4	3	15
70	3	4	3	4	14
71	5	5	5	5	20
72	3	4	4	4	15
73	4	4	4	4	16
74	5	5	5	5	20
75	4	4	4	4	16

76	5	5	5	5	20
77	5	3	5	3	16
78	5	5	5	5	20
79	4	4	3	5	16
80	4	4	4	4	16
81	5	4	4	4	17
82	5	5	5	5	20
83	5	5	5	5	20
84	4	4	4	4	16
85	4	2	3	3	12
86	3	4	3	2	12
87	4	5	5	4	18
88	4	3	4	4	15
89	3	3	4	4	14
90	4	3	3	3	13
91	4	4	4	3	15
92	4	4	3	5	16
93	5	4	4	5	18
94	4	4	4	4	16
95	4	4	3	3	14
96	4	4	3	3	14
97	3	3	4	3	13
98	3	3	3	2	11
99	3	3	4	4	14
100	4	5	4	5	18

LAMPIRAN HASIL KUESIONER *BRAND SATISFACTION* (X₂)

Responden	<i>brand satisfaction</i>			total
	X2.1	X2.2	X2.3	
1	4	3	3	10
2	4	4	5	13
3	5	4	5	14
4	5	5	5	15
5	5	5	5	15
6	5	4	4	13
7	4	4	3	11
8	5	5	4	14
9	5	5	5	15
10	5	5	5	15

11	4	5	5	14
12	4	4	5	13
13	4	4	5	13
14	3	4	3	10
15	5	3	4	12
16	3	4	3	10
17	5	5	5	15
18	4	3	4	11
19	5	4	5	14
20	5	4	5	14
21	5	4	3	12
22	4	3	3	10
23	5	5	4	14
24	4	4	4	12
25	5	5	5	15
26	5	5	5	15
27	4	5	5	14
28	5	5	4	14
29	4	5	4	13
30	5	5	4	14
31	4	5	5	14
32	4	4	4	12
33	4	4	4	12
34	4	5	5	14
35	4	4	5	13
36	3	3	3	9
37	4	4	4	12
38	4	5	4	13
39	3	3	3	9
40	4	4	5	13
41	5	4	4	13
42	5	5	5	15
43	5	5	5	15
44	5	5	5	15
45	4	4	4	12
46	5	4	5	14
47	5	4	4	13
48	4	4	4	12
49	5	5	4	14
50	4	4	4	12
51	5	4	5	14

52	4	3	3	10
53	4	4	3	11
54	5	4	4	13
55	3	3	3	9
56	4	4	5	13
57	5	5	5	15
58	5	5	5	15
59	5	5	5	15
60	5	4	4	13
61	5	5	5	15
62	5	4	4	13
63	5	4	4	13
64	5	4	4	13
65	5	4	5	14
66	5	4	5	14
67	5	4	4	13
68	5	5	4	14
69	5	4	5	14
70	4	5	4	13
71	5	5	5	15
72	5	5	5	15
73	4	4	4	12
74	5	5	5	15
75	3	4	4	11
76	5	5	5	15
77	5	5	5	15
78	5	5	5	15
79	3	4	4	11
80	4	4	4	12
81	4	5	5	14
82	5	5	5	15
83	5	5	5	15
84	4	4	4	12
85	5	5	4	14
86	4	5	5	14
87	5	4	4	13
88	4	5	5	14
89	4	5	5	14
90	5	4	4	13
91	5	4	5	14
92	5	4	4	13

93	4	4	4	12
94	4	4	3	11
95	4	3	4	11
96	4	4	4	12
97	4	3	4	11
98	4	4	4	12
99	4	3	4	11
100	4	3	3	10

LAMPIRAN HASIL KUESIONER *BRAND EXPERIENCE* (X₃)

responden	<i>brand experience</i> (X ₃)								total
	X3.1.1	X3.1.2	X3.2.1	X3.2.2	X3.3.1	X3.3.2	X3.4.1	X3.4.2	
1	3	3	3	3	3	4	3	4	26
2	3	2	3	3	4	5	3	4	27
3	3	3	3	3	4	5	4	5	30
4	4	4	5	4	5	4	4	5	35
5	4	5	5	4	5	5	4	5	37
6	4	3	4	4	4	2	3	3	27
7	4	3	3	3	3	3	3	4	26
8	4	5	4	4	4	5	4	4	34
9	5	5	5	5	5	5	5	5	40
10	5	5	4	4	4	5	4	5	36
11	5	3	4	3	5	5	4	5	34
12	4	4	4	4	4	4	4	4	32
13	3	3	3	3	5	5	5	5	32
14	3	3	3	3	4	4	4	5	29
15	4	3	4	4	4	4	5	3	31
16	3	4	3	3	3	3	4	4	27
17	3	3	2	2	3	5	3	3	24
18	3	3	3	3	4	3	4	4	27
19	4	4	3	3	5	4	5	5	33
20	4	4	3	3	5	4	4	5	32
21	4	3	4	4	3	5	3	3	29
22	3	3	3	3	3	3	3	3	24
23	5	5	5	5	5	3	5	5	38
24	4	4	5	4	4	3	5	4	33
25	5	5	5	5	5	5	5	5	40
26	5	4	4	4	5	5	4	5	36
27	4	4	4	4	5	5	4	5	35

28	4	4	4	4	5	5	4	5	35
29	4	5	4	4	5	4	4	5	35
30	4	4	4	4	4	4	4	5	33
31	4	3	4	3	4	4	3	5	30
32	3	4	3	3	4	3	4	3	27
33	4	4	4	4	4	4	4	4	32
34	5	4	3	3	4	3	4	4	30
35	4	3	3	4	4	3	3	5	29
36	3	4	4	3	3	3	3	3	26
37	4	3	4	4	4	4	4	3	30
38	4	4	5	4	5	4	5	5	36
39	4	3	3	3	3	3	3	3	25
40	3	4	4	3	3	4	5	3	29
41	4	4	3	3	4	4	4	4	30
42	5	5	4	4	4	5	5	5	37
43	4	5	4	3	5	5	4	5	35
44	4	5	3	4	3	2	3	5	29
45	4	5	5	3	4	5	4	4	34
46	4	4	4	3	5	4	3	4	31
47	4	4	4	3	5	4	4	4	32
48	4	4	4	4	4	4	4	4	32
49	4	4	4	4	4	4	3	5	32
50	4	4	3	4	3	4	4	5	31
51	4	3	5	4	3	5	4	5	33
52	4	4	4	4	4	3	4	4	31
53	4	5	5	3	5	3	5	5	35
54	5	5	4	5	4	4	4	4	35
55	4	4	4	4	4	4	3	3	30
56	4	5	4	4	5	4	4	4	34
57	4	4	3	3	5	4	3	4	30
58	4	4	4	4	5	4	4	4	33
59	4	3	3	3	4	4	4	5	30
60	4	4	4	4	5	4	4	4	33
61	4	4	4	4	5	4	4	5	34
62	4	4	4	4	5	4	5	5	35
63	4	4	4	4	5	5	4	5	35
64	4	3	4	3	4	5	5	5	33
65	4	3	3	3	5	4	4	5	31
66	4	3	4	4	5	4	5	4	33
67	4	3	3	4	3	4	4	5	30
68	4	3	3	4	4	4	4	5	31

69	4	3	4	3	4	4	3	4	29
70	4	3	4	5	4	4	4	4	32
71	5	5	5	5	5	5	5	5	40
72	5	5	5	4	5	5	5	5	39
73	4	4	4	3	4	4	4	4	31
74	5	5	5	5	5	5	5	5	40
75	4	4	4	4	4	5	4	3	32
76	5	5	5	5	5	5	5	5	40
77	5	4	3	3	5	5	5	4	34
78	5	5	5	5	5	5	5	5	40
79	4	3	4	2	5	2	3	5	28
80	4	4	4	3	4	4	4	4	31
81	5	5	5	5	5	4	4	4	37
82	5	5	5	5	5	5	5	5	40
83	5	5	5	5	5	5	5	5	40
84	4	4	4	4	4	3	3	4	30
85	4	4	4	4	4	4	4	4	32
86	4	3	4	4	4	2	2	5	28
87	4	4	4	4	5	3	4	4	32
88	4	4	3	4	3	4	3	4	29
89	4	4	3	4	3	3	3	4	28
90	5	4	4	4	5	4	5	4	35
91	5	3	4	4	5	5	4	5	35
92	3	4	4	4	5	5	3	5	33
93	3	3	3	4	4	4	3	4	28
94	3	4	4	4	5	4	3	5	32
95	3	4	4	4	5	5	4	5	34
96	4	4	4	4	4	5	4	5	34
97	4	3	4	4	4	5	3	5	32
98	3	4	4	4	5	4	3	5	32
99	3	4	4	4	4	4	4	4	31
100	3	3	3	3	4	5	4	4	29

LAMPIRAN HASIL KUESIONER *BRAND LOYALTY* (Y)

Responden	<i>brand loyalty</i> (Y)						total
	Y1	Y2	Y3	Y4	Y5	Y6	
1	4	4	3	3	3	4	21
2	4	4	3	3	4	3	21
3	5	5	4	5	4	5	28

4	5	5	4	5	5	5	29
5	5	5	4	4	5	5	28
6	5	4	3	4	3	4	23
7	3	3	5	1	1	4	17
8	4	5	4	4	4	4	25
9	5	5	5	5	5	5	30
10	5	5	5	5	4	4	28
11	3	4	5	4	4	4	24
12	4	4	4	4	4	4	24
13	4	3	3	3	5	5	23
14	3	4	4	4	4	5	24
15	4	3	5	3	4	4	23
16	4	4	4	4	4	4	24
17	5	5	4	5	5	5	29
18	3	3	3	3	3	3	18
19	5	5	4	4	5	5	28
20	5	5	4	4	4	5	27
21	4	5	4	3	4	4	24
22	3	3	4	3	3	3	19
23	4	4	1	2	2	4	17
24	4	5	4	4	4	5	26
25	5	5	5	5	5	5	30
26	5	4	4	4	4	5	26
27	5	5	3	3	5	4	25
28	4	5	5	4	4	4	26
29	5	4	4	4	5	5	27
30	4	4	4	4	5	5	26
31	4	3	4	5	5	4	25
32	3	3	4	3	3	2	18
33	4	4	4	4	4	3	23
34	3	4	4	3	3	4	21
35	4	4	3	4	4	5	24
36	3	3	3	3	3	3	18
37	4	4	4	4	5	5	26
38	4	5	4	4	4	5	26
39	3	3	3	3	2	2	16
40	4	3	3	4	4	3	21
41	5	5	4	3	4	5	26
42	5	5	4	5	5	5	29
43	4	4	4	5	5	4	26
44	4	3	5	4	4	5	25

45	3	3	3	4	4	4	21
46	4	4	3	4	4	5	24
47	5	4	4	4	4	5	26
48	4	4	3	4	4	4	23
49	2	3	4	4	3	3	19
50	4	3	5	4	5	4	25
51	5	4	3	5	4	5	26
52	3	3	3	3	3	4	19
53	3	5	3	3	3	3	20
54	4	5	5	4	4	4	26
55	5	5	4	5	5	3	27
56	4	3	4	4	3	3	21
57	5	5	3	3	4	5	25
58	5	4	3	3	4	5	24
59	5	4	3	4	4	4	24
60	5	4	5	5	4	4	27
61	5	4	3	3	4	5	24
62	5	4	4	3	4	5	25
63	4	4	4	3	4	4	23
64	4	4	3	4	4	5	24
65	5	4	4	4	4	4	25
66	4	4	4	4	3	4	23
67	4	4	3	4	4	5	24
68	5	4	4	5	4	5	27
69	5	4	3	4	4	4	24
70	4	4	5	5	4	5	27
71	5	5	4	5	5	5	29
72	5	5	5	4	4	3	26
73	4	4	4	4	4	4	24
74	5	5	5	5	5	5	30
75	3	4	4	4	4	3	22
76	5	5	5	5	5	5	30
77	5	5	4	5	5	5	29
78	5	5	5	5	5	5	30
79	2	3	4	2	3	4	18
80	4	4	2	4	4	4	22
81	4	5	5	4	4	4	26
82	5	5	5	5	5	5	30
83	5	5	5	5	5	5	30
84	3	3	3	3	3	3	18
85	4	4	4	4	4	4	24

86	4	5	4	4	3	5	25
87	4	4	4	4	5	4	25
88	4	5	4	3	4	4	24
89	5	3	4	4	5	4	25
90	4	4	3	4	4	5	24
91	5	5	4	4	5	5	28
92	4	4	3	3	4	4	22
93	5	4	3	3	4	4	23
94	5	5	4	4	4	5	27
95	5	5	4	4	4	4	26
96	5	4	3	4	4	4	24
97	4	4	3	3	4	4	22
98	5	4	4	4	4	5	26
99	4	4	3	3	4	4	22
100	4	4	3	3	4	4	22

LAMPIRAN 3

HASIL UJI VALIDITAS

UJI VALIDITAS *SELF CONGRUITY*

Correlations						
		X1.1	X1.2	X1.3	X1.4	Total_X1
X1.1	Pearson Correlation	1	.444	.386	.430	.759
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X1.2	Pearson Correlation	.444	1	.376	.448	.748
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X1.3	Pearson Correlation	.386	.376	1	.435	.717
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X1.4	Pearson Correlation	.430	.448	.435	1	.782
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Total_X1	Pearson Correlation	.759	.748	.717	.782	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

UJI VALIDITAS *BRAND SATISFACTION*

Correlations					
		X2.1	X2.2	X2.3	Total_X2
X2.1	Pearson Correlation	1	.445	.479	.768
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X2.2	Pearson Correlation	.445	1	.611	.838
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X2.3	Pearson Correlation	.479	.611	1	.857

Total_	Pearson Correlation	.702	.707	.763	.676	.695	.554	.696	.572	
X3	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	1

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

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

UJ VALIDITAS *BRAND LOYALTY*

Correlations								
		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Total_Y
Y.1	Pearson Correlation	1	.588	.153	.496	.586	.550	.774
	Sig. (2-tailed)		.000	.127	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Y.2	Pearson Correlation	.588	1	.283	.422	.447	.458	.728
	Sig. (2-tailed)	.000		.004	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Y.3	Pearson Correlation	.153	.283	1	.434	.317	.178	.549
	Sig. (2-tailed)	.127	.004		.000	.001	.077	.000
	N	100	100	100	100	100	100	100
Y.4	Pearson Correlation	.496	.422	.434	1	.653	.372	.784
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
Y.5	Pearson Correlation	.586	.447	.317	.653	1	.503	.809
	Sig. (2-tailed)	.000	.000	.001	.000		.000	.000
	N	100	100	100	100	100	100	100
Y.6	Pearson Correlation	.550	.458	.178	.372	.503	1	.702
	Sig. (2-tailed)	.000	.000	.077	.000	.000		.000
	N	100	100	100	100	100	100	100
Total_Y	Pearson Correlation	.774	.728	.549	.784	.809	.702	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

LAMPIRAN 4

HASIL UJI RELIABILITAS

UJI RELIABILITAS *SELF CONGRUITY*

Reliability Statistics	
Cronbach's Alpha	N of Items
.743	4

UJI RELIABILITAS *BRAND SATISFACTION*

Reliability Statistics	
Cronbach's Alpha	N of Items
.760	3

UJI RELIABILITAS *BRAND EXPERIENCE*

Reliability Statistics	
Cronbach's Alpha	N of Items
.822	8

UJI RELIABILITAS *BRAND LOYALTY*

Reliability Statistics	
Cronbach's Alpha	N of Items
.818	6

LAMPIRAN 5

HASIL UJI ASUMSI KLASIK

UJI NORMALITAS

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.42829659
Most Extreme Differences	Absolute	.074
	Positive	.051
	Negative	-.074
Test Statistic		.074
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.		

UJI MULTIKOLINIERITAS

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.292	2.358		1.396	.166		
	self congruity	.029	.140	.020	.205	.838	.606	1.651
	brand satisfaction	.835	.185	.411	4.515	.000	.672	1.488
	brand experience	.302	.091	.348	3.326	.001	.508	1.968

a. Dependent Variable: brand loyalty

UJI HETEROSKEDASTISITAS

Coefficients ^a	
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Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.511	1.530		2.295	.024
	self congruity	.089	.091	.126	.980	.329
	brand satisfaction	-.199	.120	-.202	-1.657	.101
	brand experience	-.016	.059	-.038	-.272	.786
a. Dependent Variable: ABRESID						