

Lampiran 1: Kuesioner Penelitian

Kuesioner Survey

Pengaruh *Brand Image* Terhadap kepuasan Konsumen dan Loyalitas Konsumen AMDK Aqua Galon

(Pada warga yang berdomisili warga kelurahan Pagedangan,
Tangerang)

IDENTITAS RESPONDEN

Petunjuk : Isi data responden sesuai dengan data yang tersedia
dengan tanda silang (X)

1. Usia
 - a. 20-25 tahun
 - b. 26-35 tahun
 - c. 36-44 tahun
 - d. >45 tahun
2. Jenis kelamin
 - a. Laki-laki
 - b. Perempuan
3. Lokasi
 - a. Barleria
 - b. Angelonia
 - c. Permata medang
 - d. Newton
4. Pengeluaran Perbulan
 - a. Rp 1.000.000- Rp 1.500.000
 - b. Rp 2.000.000- Rp 3.000.000
 - c. >3.500.000
5. Lamanya menjadi Konsumen
 - a. 1-5 tahun
 - b. 6-10 tahun
 - c. >10 tahun
6. Berapa banyak Air Mineral Dalam Kemasan galon Merek Aqua yang biasa anda beli perminggu
 - a. 2 gaon
 - b. 3-5Galon
 - c. 6-7galon
 - d.>8 galon

A. PETUNJUK PENGISIAN

Silahkan tentukan pendapat setuju maupun ketidak setujuan anda terhadap setiap pernyataan/pertanyaan. Jawaban yang disediakan meliputi:

1 = Sangat Tidak Setuju

2 = Tidak setuju

3 = Antara Setuju dan Tidak Setuju

4 = Setuju

5 = Sangat setuju

Contoh

No	Pernyataan	1	2	3	4	5
	Saya selalu membeli produk di perusahaan			√		

B. PERNYATAAN PENELITIAN

1. Brand Image

No	Pernyataan	1	2	3	4	5
1	Saya setuju jika Pt. Danone adalah perusahaan Air minum sudah banyak dikenal					
2	Saya setuju jika merek Aqua produk Air mineral paling terkenal					
3	Saya setuju merek “Aqua” dapat dengan mudah diingat oleh Anda					
4	Saya yakin semua orang pasti mudah mengingat merek aqua					
5	Saya setuju merek aqua mudah diucapkan					
6	Semua orang bisa mengucapkan air mineral sejenis dengan sebutan Merek Aqua					
7	Saya mengingat merek Aqua memberikan kesan positif					
8	Saya yakin setiap kegiatan yang dilakukan oleh Pt. Danone bersifat positif					
9	Saya setuju Desain kemasan (bentuk, warna, logo, dll) Aqua menarik (<i>eye catching</i>)					
10	Saya setuju jika air Aqua selalu memperhatikan kehygienis tutup dan tisuanya					
11	Saya percaya merek Aqua selalu menjaga kemurnian airnya agar selalu jernih					
12	Saya setuju jika merek AMDK galon Aqua adalah air Kesehatan					
13	Merek AMDK Aqua juga memberikan contoh nilai sosial					

2. Kepuasan Konsumen

No	Pernyataan	1	2	3	4	5
1	AMDK Aqua sesuai dengan harapan					
2	Sesuai harapan saya AMDK Aqua dapat menghilangkan dahaga					
3	Sesuai dengan harapan saya AMDK Aqua (jernih, sehat, aman)					
4	Konsumen merasa puas dengan kualitas yang diberikan AMDK Aqua					
5	Ukuran AMDK Aqua cukup memenuhi kebutuhan					
6	AMDK Aqua bermanfaat bagi kesehatan karena mineralnya rendah					
7	saya yakin AMDK Aqua tidak akan kalah bersaing dengan produk lain					
8	Saya puas dengan Aqua karena itu saya lebih memilih AMDK aqua dari pada merek lain					
9	AMDK Aqua lebih terjaga kejernihannya di bandingkan merek lain					
10	Konsumen lebih menyukai AMDK Aqua dari pada AMDK pesaing sejenis lain					
11	Produk Aqua sesuai dengan yang saya inginkan dan meningkatkan konsentrasi					
12	Saya puas karena rasa produk Aqua sesuai dengan rasa yang saya inginkan					

3. Loyalitas Konsumen

No	Pernyataan	1	2	3	4	5
1	Saya setuju pembelian yang berulang merupakan akibat dari kepuasan yang saya rasakan terhadap suatu produk.					
2	Saya akan merasa lebih puas ketika mencoba suatu produk lebih dari sekali.					
3	Saya setuju menginformasi tentang suatu produk kepada orang lain sudah menjadi hal yang lumrah ketika saya puas terhadap produk tersebut.					
4	Saya setuju produk yang bagus harus disebarluaskan ke orang lain.					
5	Rasa puas dan percaya akan suatu produk membuat Anda merasa tidak perlu untuk mencoba produk lain.					
6	Saya setuju mencoba produk lain hanya akan membuat saya membuang-buang uang dan waktu ketika telah menemukan produk yang pas dengan harapan saya.					

2. Tabulasi Pretest Kuesioner Responden

DATA RESPONDE N	CITRA MEREK (X)													TOTAL L	KEPUASAN KONSUMEN (Y)												TOTAL L	LOYALITAS KONSUMEN (Z)						TOTAL L
	1	2	3	4	5	6	7	8	9	10	11	12	13		1	2	3	4	5	6	7	8	9	10	11	12		1	2	3	4	5	6	
1	4	4	5	5	5	5	4	5	4	3	3	4	4	55	4	4	4	4	4	4	4	5	5	4	5	4	51	4	5	5	5	4	4	27
2	5	5	5	5	5	5	5	5	4	4	4	3	3	58	5	5	4	5	5	5	5	5	5	5	5	4	58	4	4	4	5	5	4	26
3	4	5	4	4	4	5	4	4	4	5	4	4	4	55	4	4	5	4	4	4	5	4	4	4	5	4	51	4	4	5	4	4	4	25
4	5	5	5	4	4	5	4	5	4	3	4	5	4	57	4	5	4	5	5	5	4	4	4	5	4	4	53	5	5	5	4	4	5	28
5	4	4	4	4	4	4	4	4	4	3	3	3	4	49	4	3	3	4	3	4	4	4	4	4	4	3	44	4	4	4	4	3	3	22
6	4	4	4	5	5	4	4	5	4	4	4	5	5	57	4	4	5	4	5	4	4	4	5	5	5	4	53	4	4	4	5	5	5	27
7	3	4	3	2	3	3	2	3	3	2	3	3	2	36	3	4	3	3	4	3	3	4	3	3	4	3	40	3	4	3	4	3	4	21
8	5	5	5	5	5	5	5	5	5	5	5	5	5	65	4	4	5	4	4	4	4	4	4	4	5	5	51	5	5	4	5	4	5	28
9	5	5	5	5	5	5	5	5	4	4	4	4	4	60	5	5	5	5	5	5	5	5	5	5	5	5	60	4	4	4	4	4	4	24
10	5	5	5	5	5	5	5	5	5	4	4	4	4	61	5	4	4	4	4	4	5	5	5	5	5	4	54	4	4	4	4	4	4	24
11	5	5	5	5	5	5	5	5	5	4	5	5	5	64	5	5	4	4	4	4	5	5	5	5	5	4	55	5	5	4	4	4	5	27
12	4	5	5	4	5	5	4	4	4	4	5	4	4	57	4	4	4	5	4	5	4	4	4	5	4	5	52	4	4	5	4	4	5	26
13	5	5	5	5	5	5	5	5	5	5	5	5	5	65	5	5	5	5	5	5	5	5	5	5	5	60	5	5	5	5	5	5	30	
14	4	4	5	4	4	4	3	3	3	2	3	2	3	44	3	3	4	4	4	4	5	5	3	3	4	3	45	4	3	3	3	3	3	19
15	5	4	5	5	4	5	5	4	5	5	5	4	4	60	4	4	3	3	3	3	3	5	5	4	5	4	46	5	5	5	4	4	5	28

16	4	4	4	5	5	4	4	5	5	5	5	4	4	58	4	4	4	5	4	5	4	4	5	4	4	5	52	4	4	5	5	4	4	26	
17	5	4	5	5	4	5	5	4	5	5	5	4	4	60	4	4	3	4	4	4	4	5	5	4	5	4	50	5	5	5	4	4	5	28	
18	5	5	5	5	5	5	5	4	5	5	5	5	4	63	5	5	5	5	5	5	5	5	5	5	5	5	60	5	5	5	5	5	5	30	
19	4	5	5	5	5	5	5	3	3	3	4	4	3	54	4	3	3	4	4	4	4	4	4	4	4	3	45	4	3	4	4	4	3	22	
20	4	4	4	4	4	4	3	3	4	4	4	4	4	50	4	4	4	4	4	4	4	4	4	4	4	4	48	4	4	4	4	4	4	24	
21	5	5	5	5	5	5	5	4	5	4	5	5	5	63	5	5	4	5	5	5	5	5	5	5	5	4	58	5	4	5	5	4	3	26	
22	5	5	5	5	5	5	5	5	5	5	5	4	4	63	5	5	4	4	4	5	5	5	5	5	5	5	57	4	4	4	5	5	5	27	
23	5	4	4	4	5	5	3	3	4	3	2	2	3	47	4	4	3	3	3	3	4	4	4	3	3	2	40	4	4	4	3	4	2	21	
24	4	5	4	3	5	5	4	4	5	3	5	4	5	56	4	4	5	4	5	3	5	4	5	4	4	5	52	5	4	3	4	5	4	25	
25	5	4	4	4	4	3	4	4	4	3	4	3	4	50	4	4	3	5	4	4	4	4	4	4	4	3	47	4	4	3	4	4	3	22	
26	5	5	5	5	5	5	4	4	3	4	2	3	3	53	5	5	5	5	5	4	5	5	4	4	5	3	55	5	4	4	4	4	4	25	
27	4	4	4	4	3	4	5	5	4	4	4	5	5	55	4	4	3	4	5	5	5	5	4	4	3	4	50	4	4	3	5	5	3	24	
28	4	5	5	5	5	5	5	4	3	4	3	5	4	57	4	3	4	4	5	5	5	5	5	4	5	5	54	4	4	4	5	5	4	26	
29	5	5	5	5	5	5	4	4	4	4	4	4	4	58	4	4	4	4	4	4	4	4	4	4	4	4	48	4	5	4	4	4	4	25	
30	4	4	5	5	5	5	4	5	4	3	3	4	4	55	4	4	4	4	4	4	4	4	5	5	4	5	3	50	4	4	5	5	5	4	27

3. Output Uji Validitas

a. Variabel *Brand Image*

Correlations														
	VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	VAR00007	VAR00008	VAR00009	VAR00010	VAR00011	VAR00012	VAR00013	skorettotal
VAR00001 Pearson Correlation	1	,418*	,596**	,577**	,388*	,497**	,569**	,326	,506**	,469**	,292	,138	,243	,635**
Sig. (2-tailed)		.021	.001	.001	.034	.005	.001	.079	.004	.009	.117	.466	.195	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00002 Pearson Correlation	,418*	1	,521**	,275	,528**	,639**	,508**	,228	,153	,325	,327	,393*	,184	,570**
Sig. (2-tailed)	.021		.003	.142	.003	.000	.004	.225	.419	.080	.078	.032	.330	.001
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00003 Pearson Correlation	,596**	,521**	1	,753**	,559**	,750**	,648**	,330	,191	,313	,225	,285	,167	,657**
Sig. (2-tailed)	.001	.003		.000	.001	.000	.000	.075	.312	.093	.232	.127	.378	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00004 Pearson Correlation	,577**	,275	,753**	1	,638**	,571**	,725**	,494**	,317	,584**	,227	,379*	,318	,744**
Sig. (2-tailed)	.001	.142	.000		.000	.001	.000	.006	.088	.001	.227	.039	.087	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00005 Pearson Correlation	,388*	,528**	,559**	,638**	1	,640**	,391*	,315	,264	,271	,144	,191	,224	,572**
Sig. (2-tailed)	.034	.003	.001	.000		.000	.033	.090	.158	.147	.449	.312	.234	.001
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00006 Pearson Correlation	,497**	,639**	,750**	,571**	,640**	1	,573**	,282	,318	,421*	,204	,326	,230	,671**
Sig. (2-tailed)	.005	.000	.000	.001	.000		.001	.131	.086	.020	.279	.078	.222	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00007 Pearson Correlation	,569**	,508**	,648**	,725**	,391*	,573**	1	,563**	,498**	,637**	,547**	,598**	,526*	,865**
Sig. (2-tailed)	.001	.004	.000	.000	.033	.001		.001	.005	.000	.002	.000	.003	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00008 Pearson Correlation	,326	,228	,330	,494**	,315	,282	,563**	1	,483**	,418*	,338	,535**	,565**	,665**
Sig. (2-tailed)	.079	.225	.075	.006	.090	.131	.001		.007	.022	.067	.002	.001	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00009 Pearson Correlation	,506**	,153	,191	,317	,264	,318	,498**	,483**	1	,633**	,770**	,443*	,650**	,721**
Sig. (2-tailed)	.004	.419	.312	.088	.158	.086	.005	.007		.000	.000	.014	.000	.000
N	30	30	30	30	30	30	30	30	30	30	30	30	30	30

VAR00010	Pearson Correlation Sig. (2-tailed) N	,469** .009 30	,325 .080 30	,313 .093 30	,584** .001 30	,271 .147 30	,421* .020 30	,637** .000 30	,418* .022 30	,633** .000 30	1 30	,625** .000 30	,528** .003 30	,464** .010 30	,771** .000 30
VAR00011	Pearson Correlation Sig. (2-tailed) N	,292 .117 30	,327 .078 30	,225 .232 30	,227 .227 30	,144 .449 30	,204 .279 30	,547** .002 30	,338 .067 30	,770** .000 30	,625** .000 30	1 30	,597** .000 30	,600** .000 30	,697** .000 30
VAR00012	Pearson Correlation Sig. (2-tailed) N	,138 .466 30	,393* .032 30	,285 .127 30	,379* .039 30	,191 .312 30	,326 .078 30	,598** .000 30	,535** .002 30	,443 .014 30	,528** .003 30	,597** .000 30	1 30	,746** .000 30	,719** .000 30
VAR00013	Pearson Correlation Sig. (2-tailed) N	,243 .195 30	,184 .330 30	,167 .378 30	,318 .087 30	,224 .234 30	,230 .222 30	,526** .003 30	,565** .001 30	,650** .000 30	,464** .010 30	,600** .000 30	,746** .000 30	1 30	,693** .000 30
skoretotall	Pearson Correlation Sig. (2-tailed) N	,635** .000 30	,570** .001 30	,657** .000 30	,744** .000 30	,572** .001 30	,671** .000 30	,865** .000 30	,665** .000 30	,721** .000 30	,771** .000 30	,697** .000 30	,719** .000 30	,693** .000 30	1 30

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

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

b. Variabel kepuasan konsumen

Correlations													
	VAR0 00014	VAR0 00015	VAR0 00016	VAR0 00017	VAR0 00018	VAR0 00019	VAR0 00020	VAR0 00021	VAR0 00022	VAR0 00023	VAR0 00024	VAR0 00025	skoretotall
VAR000014	1	,734** .000 30	,408* .025 30	,520** .003 30	,392* .032 30	,480** .007 30	,605** .000 30	,510** .004 30	,650** .000 30	,771** .000 30	,530** .003 30	,365* .047 30	,812** .000 30
VAR000015		1	,430* .018 30	,496** .005 30	,472** .009 30	,379* .039 30	,343 .064 30	,350 .058 30	,395* .031 30	,638** .000 30	,380* .038 30	,321 .084 30	,699** .000 30
VAR000016			1	,445* .014 30	,581** .001 30	,274 .144 30	,523** .003 30	,091 .631 30	,295 .113 30	,435 .016 30	,516** .004 30	,559** .001 30	,682** .000 30

VAR000017	Pearson Correlation Sig. (2-tailed) N	,520** .003 30	,496** .005 30	,445* .014 30	1 30	,614** .000 30	,760** .000 30	,461* .010 30	.137 .469 30	.239 .203 30	,614** .000 30	.219 .246 30	,398* .029 30	,707** .000 30
VAR000018	Pearson Correlation Sig. (2-tailed) N	,392* .032 30	,472** .009 30	,581** .001 30	,614** .000 30	1 30	,566** .001 30	,590** .001 30	.290 .120 30	.280 .134 30	,494** .005 30	.257 .171 30	,454* .012 30	,719** .000 30
VAR000019	Pearson Correlation Sig. (2-tailed) N	,480** .007 30	,379 .039 30	.274 .144 30	,760** .000 30	,566** .001 30	1 30	,507** .004 30	.327 .078 30	.302 .105 30	,646** .000 30	.202 .285 30	,550** .002 30	,717** .000 30
VAR000020	Pearson Correlation Sig. (2-tailed) N	,605** .000 30	.343 .064 30	,523** .003 30	,461* .010 30	,590** .001 30	,507** .004 30	1 30	,503** .005 30	.300 .107 30	,416* .022 30	.264 .158 30	.334 .071 30	,687** .000 30
VAR000021	Pearson Correlation Sig. (2-tailed) N	,510** .004 30	.350 .058 30	.091 .631 30	.137 .469 30	.290 .120 30	.327 .078 30	,503** .005 30	1 30	,490** .006 30	.290 .120 30	,540** .002 30	.164 .387 30	,527** .003 30
VAR000022	Pearson Correlation Sig. (2-tailed) N	,650** .000 30	,395* .031 30	.295 .113 30	.239 .203 30	.280 .134 30	.302 .105 30	.300 .107 30	,490** .006 30	1 30	,623** .000 30	.610** .000 30	,528** .003 30	,673** .000 30
VAR000023	Pearson Correlation Sig. (2-tailed) N	,771** .000 30	,638** .000 30	,435* .016 30	,614** .000 30	,494** .005 30	,646** .000 30	,416* .022 30	.290 .120 30	,623** .000 30	1 30	,514** .004 30	,584** .001 30	,837** .000 30
VAR000024	Pearson Correlation Sig. (2-tailed) N	,530** .003 30	,380* .038 30	,516** .004 30	.219 .246 30	.257 .171 30	.202 .285 30	.264 .158 30	,540** .002 30	,610** .000 30	,514** .004 30	1 30	,396* .030 30	,638** .000 30
VAR000025	Pearson Correlation Sig. (2-tailed) N	,365* .047 30	.321 .084 30	,559** .001 30	,398* .029 30	,454* .012 30	,550** .002 30	.334 .071 30	.164 .387 30	,528** .003 30	,584** .001 30	,396* .030 30	1 30	,701** .000 30
skoretotall	Pearson Correlation Sig. (2-tailed) N	,812** .000 30	,699** .000 30	,682** .000 30	,707** .000 30	,719** .000 30	,717** .000 30	,687** .000 30	,527** .003 30	,673** .000 30	,837** .000 30	,638** .000 30	,701** .000 30	1 30

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

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

c. Variabel Loyalitas konsumen

Correlations

		VAR0 00026	VAR0 00027	VAR0 00028	VAR0 00029	VAR0 00030	VAR0 00031	skorettotal
VAR000026	Pearson Correlation	1	,556**	,379*	.106	.232	,389*	,614**
	Sig. (2-tailed)		.001	.039	.576	.217	.034	.000
	N	30	30	30	30	30	30	30
VAR000027	Pearson Correlation	,556**	1	,476**	.267	.159	,596**	,730**
	Sig. (2-tailed)	.001		.008	.154	.401	.001	.000
	N	30	30	30	30	30	30	30
VAR000028	Pearson Correlation	,379*	,476**	1	.318	.142	,480**	,694**
	Sig. (2-tailed)	.039	.008		.086	.453	.007	.000
	N	30	30	30	30	30	30	30
VAR000029	Pearson Correlation	.106	.267	.318	1	,652**	,404*	,661**
	Sig. (2-tailed)	.576	.154	.086		.000	.027	.000
	N	30	30	30	30	30	30	30
VAR000030	Pearson Correlation	.232	.159	.142	,652**	1	,361*	,603**
	Sig. (2-tailed)	.217	.401	.453	.000		.050	.000
	N	30	30	30	30	30	30	30
VAR000031	Pearson Correlation	,389*	,596**	,480**	,404*	,361*	1	,816**
	Sig. (2-tailed)	.034	.001	.007	.027	.050		.000
	N	30	30	30	30	30	30	30
skorettotal	Pearson Correlation	,614**	,730**	,694**	,661**	,603**	,816**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

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

4. Output Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
,951	31

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	128,33	172,644	,546	,949
VAR00002	128,27	173,306	,574	,949
VAR00003	128,20	172,028	,606	,949
VAR00004	128,30	168,079	,664	,948
VAR00005	128,23	172,116	,532	,950
VAR00006	128,17	171,247	,602	,949
VAR00007	128,53	164,671	,779	,947
VAR00008	128,57	167,633	,679	,948
VAR00009	128,63	169,344	,609	,949
VAR00010	128,97	164,102	,706	,948
VAR00011	128,80	166,166	,592	,949
VAR00012	128,83	164,833	,697	,948
VAR00013	128,83	168,971	,604	,949
VAR00014	128,60	169,697	,754	,948
VAR00015	128,67	170,575	,602	,949
VAR00016	128,83	170,075	,545	,950
VAR00017	128,60	172,386	,511	,950
VAR00018	128,57	172,737	,478	,950
VAR00019	128,60	170,524	,575	,949
VAR00020	128,43	173,357	,454	,950
VAR00021	128,30	175,045	,438	,950
VAR00022	128,37	168,516	,751	,948
VAR00023	128,57	167,289	,815	,947
VAR00024	128,33	170,299	,638	,949
VAR00025	128,83	165,178	,717	,948
VAR00026	128,53	172,602	,590	,949
VAR00027	128,60	173,697	,478	,950
VAR00028	128,63	171,344	,499	,950
VAR00029	128,50	171,293	,600	,949
VAR00030	128,63	171,275	,597	,949
VAR00031	128,73	167,651	,586	,949

Lampiran 100 Responden

DATA RESPONDEN	CITRA MEREK													TOTAL	KEPUASAN KONSUMEN												TOTAL	LOYALITAS KONSUMEN						TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13		1	2	3	4	5	6	7	8	9	10	11	12		1	2	3	4	5	6	
1	4	4	4	4	5	4	4	4	4	5	5	5	5	57	4	5	5	5	3	3	3	4	4	4	4	4	48	3	3	4	4	4	4	22
2	4	4	5	5	3	4	4	3	3	5	4	2	3	49	4	4	3	5	4	4	4	4	4	4	4	4	48	3	3	3	3	3	3	18
3	4	2	2	2	3	4	4	4	4	3	3	2	2	39	4	4	4	4	4	4	4	4	4	4	3	3	46	2	3	2	3	4	4	18
4	4	4	4	4	4	5	5	5	5	2	2	3	3	50	5	5	5	5	5	5	3	3	3	3	3	3	48	5	5	5	5	4	5	29
5	5	4	3	5	5	5	5	5	4	4	4	4	4	57	4	4	4	4	4	4	4	4	3	4	4	5	48	4	3	4	4	4	4	23
6	4	4	4	4	4	4	4	3	3	3	5	5	5	52	3	3	3	3	3	3	4	4	4	5	4	3	42	2	3	2	3	3	3	16
7	3	5	4	4	4	4	4	5	5	4	3	5	5	55	5	3	4	5	4	4	4	4	5	3	3	4	48	5	4	5	5	5	5	29
8	3	3	3	3	3	3	4	5	4	4	4	3	5	47	4	4	4	4	5	4	2	2	4	4	4	4	45	4	3	3	3	3	4	20
9	5	4	3	4	4	4	4	4	5	3	3	5	4	52	4	3	4	4	4	4	4	4	3	3	3	3	43	4	4	4	5	4	5	26
10	5	4	4	4	4	4	5	5	3	5	4	3	3	53	4	4	4	4	4	4	4	4	4	4	4	4	48	4	4	3	4	4	4	23
11	4	4	4	3	3	3	4	5	3	3	3	3	3	45	4	4	3	3	3	3	4	4	4	5	4	5	46	5	5	5	5	5	5	30
12	4	4	4	4	4	5	4	5	5	5	5	5	5	59	5	4	4	4	5	4	4	4	3	4	4	4	49	4	3	3	4	4	4	22
13	5	4	4	4	4	4	3	5	3	4	4	4	4	52	4	4	4	4	4	5	5	5	5	5	5	5	55	4	4	4	4	4	4	24
14	4	5	5	5	5	5	4	5	3	5	4	3	4	57	5	5	5	5	5	4	4	3	3	4	4	4	51	5	5	4	5	5	5	29
15	4	4	4	4	4	5	4	5	5	4	4	4	4	55	4	4	4	4	5	5	4	4	4	4	4	4	50	5	5	4	4	4	5	27
16	5	3	3	3	3	5	4	5	5	5	4	5	3	53	3	3	3	3	5	4	5	5	4	5	5	5	50	4	4	3	3	3	3	20
17	4	4	3	4	4	4	3	4	5	5	4	4	4	52	5	4	4	4	4	4	5	5	4	4	4	5	52	5	5	5	5	4	4	28
18	5	4	4	4	4	4	4	5	5	4	4	5	4	56	4	3	4	4	4	4	4	4	3	3	3	3	43	4	5	5	5	4	4	27
19	4	5	4	5	5	4	3	5	5	5	5	5	4	59	4	4	5	5	5	4	4	4	4	4	5	4	52	4	5	5	5	5	4	28
20	4	4	4	4	5	5	5	3	4	4	4	3	4	53	4	3	4	4	4	4	4	3	4	4	4	4	46	3	3	3	4	4	3	20
21	4	4	4	4	3	4	2	4	4	4	4	4	4	49	5	5	3	3	3	4	4	4	4	4	4	4	47	3	4	4	4	4	4	23
22	5	5	4	3	4	5	4	4	5	5	4	3	5	56	4	2	5	4	4	5	4	4	3	3	3	3	44	4	5	4	5	5	5	28
23	5	4	4	3	4	4	3	4	4	5	5	5	5	55	5	4	4	4	5	5	4	5	4	4	5	5	54	5	5	5	5	4	4	28

Lampiran 100 Responden

DATA RESPONDEN	CITRA MEREK												TOTAL	KEPUASAN KONSUMEN												TOTAL	LOYALITAS KONSUMEN						TOTAL	
	1	2	3	4	3	5	6	7	8	9	10	11		12	1	2	3	4	5	6	7	8	9	10	11		12	1	2	3	4	5		6
24	4	5	4	4	4	4	4	4	4	3	4	2	5	51	4	3	5	5	5	5	5	5	4	4	3	53	3	4	3	2	2	3	17	
25	5	4	4	3	5	5	3	4	3	4	5	4	4	53	4	4	4	4	4	4	4	4	3	4	4	4	47	4	5	3	5	4	5	26
26	4	4	4	4	5	5	4	4	3	4	4	3	4	52	5	3	4	4	4	4	4	4	4	5	5	5	51	4	4	3	4	3	4	22
27	5	4	5	4	4	4	4	4	4	4	4	4	5	55	5	4	5	5	5	5	5	5	4	4	4	4	55	4	3	4	2	3	3	19
28	4	4	4	5	5	5	5	4	3	5	5	3	5	57	4	4	5	5	5	5	5	5	5	3	3	3	52	5	4	4	4	5	5	27
29	5	4	5	5	5	4	5	4	4	5	5	4	4	59	5	5	3	4	4	4	3	3	2	5	3	4	45	4	3	4	3	5	4	23
30	4	4	4	4	5	5	4	5	4	4	4	4	5	56	4	5	3	5	4	5	4	4	5	4	4	4	51	4	4	4	4	4	4	24
31	5	4	4	5	4	4	4	4	5	5	5	5	4	58	5	4	4	4	4	4	4	4	3	4	3	4	47	5	4	3	3	4	4	23
32	4	5	5	5	4	4	5	5	5	5	4	5	4	60	4	4	4	5	5	4	4	5	3	4	4	4	50	5	4	3	3	4	4	23
33	4	4	4	4	4	3	3	4	4	5	5	4	4	52	4	5	5	5	5	4	4	3	4	4	4	3	50	5	4	4	4	3	3	23
34	4	4	4	4	5	5	5	4	5	4	4	4	5	57	3	3	5	5	5	5	4	5	5	5	4	4	53	4	4	5	4	4	4	25
35	3	3	4	3	4	3	4	5	5	4	4	5	4	51	5	5	4	4	4	4	4	4	4	4	4	4	50	5	4	3	4	5	4	25
36	4	5	5	4	5	4	5	4	4	4	3	3	5	55	3	4	4	4	5	5	4	5	3	5	5	5	52	4	4	3	3	3	4	21
37	4	4	4	4	4	4	4	4	4	5	5	5	5	56	4	5	4	4	5	5	4	5	4	4	4	4	52	5	4	4	4	5	5	27
38	5	4	4	4	4	4	4	4	3	4	3	4	5	52	4	4	5	5	5	5	5	5	4	3	3	3	51	3	3	2	3	3	2	16
39	4	5	5	4	4	4	5	5	4	5	4	5	4	58	4	4	4	5	4	4	4	5	4	5	4	4	51	5	5	5	5	5	5	30
40	4	4	4	5	4	4	5	4	4	4	4	4	4	54	4	5	5	4	4	4	5	4	4	4	3	4	50	5	4	4	4	4	4	25
41	4	5	5	5	5	5	5	4	4	4	4	4	4	58	4	5	4	4	4	5	4	4	3	4	4	5	50	5	5	4	4	4	4	26
42	5	4	3	3	3	3	3	5	4	4	4	5	5	51	5	5	4	4	4	5	5	5	4	4	3	4	52	5	5	4	5	5	5	29
43	4	5	5	5	4	4	5	4	5	4	4	5	3	57	3	3	3	3	4	3	3	4	3	5	5	3	42	4	4	4	5	4	4	25
44	4	4	5	5	5	5	2	2	3	5	5	5	4	54	4	5	4	4	4	4	4	5	5	4	2	5	50	5	5	5	5	5	5	30
45	4	5	5	5	5	4	4	4	4	3	3	3	5	54	5	2	5	5	5	5	5	5	5	5	4	4	55	3	3	2	3	2	3	16
46	3	4	4	4	3	3	3	5	5	4	4	5	5	52	4	4	4	5	5	5	5	5	4	4	3	5	53	4	5	5	5	4	4	27

Lampiran 100 Responden

DATA RESPONDEN	CITRA MEREK													TOTAL	KEPUASAN KONSUMEN												TOTAL	LOYALITAS KONSUMEN						TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13		1	2	3	4	5	6	7	8	9	10	11	12		1	2	3	4	5	6	
47	3	4	4	4	5	5	4	3	5	4	4	4	5	54	3	3	4	5	5	5	5	4	4	4	4	51	4	4	5	4	4	5	26	
48	3	3	3	4	5	4	4	4	3	4	4	4	4	49	5	4	5	4	4	4	5	4	5	5	3	4	52	4	5	5	4	5	4	27
49	5	4	4	4	4	5	3	3	5	4	3	3	5	52	4	4	5	5	5	5	5	5	5	4	5	57	5	5	5	5	5	5	30	
50	5	4	4	5	5	3	5	4	3	3	3	3	3	50	5	4	4	5	5	3	3	4	3	4	4	5	49	4	4	4	4	4	3	23
51	5	3	3	4	5	3	3	3	3	4	4	5	5	50	4	3	3	3	5	5	4	5	4	5	5	3	49	4	4	4	4	4	4	24
52	4	4	5	4	5	5	5	5	5	5	4	3	4	58	4	4	5	5	5	4	4	4	5	4	5	3	52	5	5	5	5	5	4	29
53	5	4	4	3	5	3	4	4	4	3	3	4	3	49	4	3	4	4	3	3	3	5	4	3	3	2	41	5	5	5	5	5	5	30
54	4	5	5	4	5	3	5	4	3	4	4	4	5	55	5	5	4	4	5	5	4	3	5	4	4	5	53	4	4	4	3	3	2	20
55	5	4	5	4	5	5	4	4	4	3	3	3	4	53	4	2	3	4	5	4	4	4	4	4	4	3	45	5	4	5	4	4	5	27
56	5	3	5	4	5	5	5	4	5	4	4	4	5	58	5	4	4	4	4	5	3	3	4	4	5	3	48	4	4	4	4	4	3	23
57	4	4	4	3	4	5	5	4	4	5	4	5	3	54	4	3	4	5	5	3	5	4	4	4	3	4	48	5	5	4	4	5	3	26
58	4	4	4	4	5	5	4	4	5	4	4	4	3	54	4	4	3	4	5	3	3	3	5	4	5	5	48	5	5	4	4	3	4	25
59	4	5	4	3	5	5	5	5	5	5	5	5	5	61	5	3	5	4	5	5	5	5	4	4	4	4	53	5	5	5	4	5	5	29
60	3	5	5	5	3	4	4	4	3	4	4	4	3	51	5	4	4	3	5	3	4	4	5	4	5	3	49	4	4	4	4	4	4	24
61	4	3	4	2	4	4	4	4	4	4	4	4	3	48	4	4	5	4	5	3	5	4	5	4	5	4	52	4	5	5	4	5	3	26
62	5	4	5	4	4	5	5	4	3	5	5	5	5	59	5	5	5	4	5	5	4	4	5	5	5	4	56	4	5	5	4	5	4	27
63	4	4	4	3	4	4	5	5	5	4	4	5	5	56	4	5	5	4	5	5	5	4	4	4	5	4	54	5	5	5	5	5	4	29
64	4	4	4	4	4	4	3	4	2	3	3	3	5	47	5	4	4	3	4	5	5	4	4	5	4	4	51	5	4	4	4	5	4	26
65	5	5	5	3	4	3	4	5	4	4	4	3	5	54	4	4	4	4	5	5	4	4	5	4	4	3	50	4	4	4	5	4	4	25
66	4	5	5	4	4	3	4	4	3	5	5	4	5	55	4	5	4	3	5	5	5	5	5	5	5	4	55	4	4	5	4	4	3	24
67	4	4	4	4	4	4	4	4	4	4	5	4	5	54	3	3	5	5	3	4	4	4	3	3	4	3	44	4	4	5	5	5	4	27
68	4	5	5	5	4	3	5	5	3	3	5	4	5	56	5	5	4	2	4	4	4	4	4	4	5	5	50	3	4	3	3	4	3	20
69	4	5	4	5	4	4	5	5	4	4	4	3	4	55	3	4	5	4	4	5	5	4	5	5	5	5	54	4	4	4	4	5	5	26

Lampiran 100 Responden

DATA RESPONDEN	CITRA MEREK													TOTAL	KEPUASAN KONSUMEN												TOTAL	LOYALITAS KONSUMEN						TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13		1	2	3	4	5	6	7	8	9	10	11	12		1	2	3	4	5	6	
70	4	4	3	4	3	4	3	4	4	4	4	4	5	50	4	5	4	3	4	4	5	5	4	4	4	4	50	5	5	5	5	5	5	30
71	4	4	4	5	5	4	4	5	5	5	5	4	4	58	4	4	4	4	4	4	3	4	5	4	4	5	49	4	4	5	5	4	4	26
72	5	4	5	5	4	5	5	4	5	5	5	4	4	60	4	4	3	4	4	4	4	5	5	4	5	4	50	5	5	5	4	4	5	28
73	5	5	5	5	5	5	5	4	5	5	5	5	4	63	4	5	5	5	5	5	5	5	5	5	5	5	59	5	5	5	5	5	5	30
74	4	5	5	5	5	5	5	3	3	3	4	4	3	54	4	5	3	4	4	4	4	4	4	4	4	3	47	4	3	4	4	4	3	22
75	4	4	4	4	4	4	3	3	4	4	4	4	4	50	5	5	4	4	4	4	4	4	4	4	4	4	50	4	4	4	4	4	4	24
76	5	5	5	5	5	5	5	4	5	4	5	5	5	63	3	3	4	5	5	5	5	5	5	5	5	4	54	5	4	5	5	4	3	26
77	5	5	5	5	5	5	5	5	5	5	5	4	4	63	4	5	4	4	4	5	5	5	5	5	5	5	56	4	4	4	5	5	5	27
78	5	4	4	4	5	5	3	3	4	3	2	2	3	47	5	2	3	3	3	3	4	4	4	3	3	2	39	4	4	4	3	4	2	21
79	4	5	4	3	5	5	4	4	5	3	5	4	5	56	4	4	5	4	5	3	5	4	5	4	4	5	52	5	4	3	4	5	4	25
80	5	4	4	4	4	3	4	4	4	3	4	3	4	50	3	3	3	5	4	4	4	4	4	4	4	3	45	4	4	3	4	4	3	22
81	5	5	5	5	5	5	4	4	3	4	2	3	3	53	5	4	5	5	5	4	5	5	4	4	5	3	54	5	4	4	4	4	4	25
82	4	4	4	4	3	4	5	5	4	4	4	5	5	55	4	4	3	4	5	5	5	5	4	4	3	4	50	4	4	3	5	5	3	24
83	4	5	5	5	5	5	5	4	3	4	3	5	4	57	4	3	4	4	5	5	5	5	5	4	5	5	54	4	4	4	5	5	4	26
84	5	5	5	5	5	5	4	4	4	4	4	4	4	58	4	4	4	4	4	4	4	4	4	4	4	4	48	4	5	4	4	4	4	25
85	4	4	5	5	5	5	4	5	4	3	3	4	4	55	4	4	4	4	4	4	4	5	5	4	5	3	50	4	4	5	5	5	4	27
86	4	4	5	5	5	5	4	5	4	3	3	4	4	55	4	4	4	4	4	4	4	5	5	4	5	4	51	4	5	5	5	4	4	27
87	5	5	5	5	5	5	5	5	4	4	4	3	3	58	5	5	4	5	5	5	5	5	5	5	5	4	58	4	4	4	5	5	4	26
88	4	5	4	4	4	5	4	4	4	5	4	4	4	55	4	4	5	4	4	4	5	4	4	4	5	4	51	4	4	5	4	4	4	25
89	5	5	5	4	4	5	4	5	4	3	4	5	4	57	4	5	4	5	5	5	4	4	4	5	4	4	53	5	5	5	4	4	5	28
90	4	4	4	4	4	4	4	4	4	3	3	3	4	49	4	3	3	4	3	4	4	4	3	4	4	3	43	4	4	4	4	3	3	22
91	4	4	4	5	5	4	4	5	4	4	4	5	5	57	4	4	5	4	5	4	4	4	5	5	5	4	53	4	4	4	5	5	5	27
92	3	4	3	2	3	3	2	3	3	2	3	3	2	36	3	4	3	3	4	3	3	4	3	3	4	3	40	3	4	3	4	3	4	21

Lampiran 100 Responden

DATA RESPONDEN	CITRA MEREK													TOTAL	KEPUASAN KONSUMEN												TOTAL	LOYALITAS KONSUMEN						TOTAL
	1	2	3	4	5	6	7	8	9	10	11	12	13		1	2	3	4	5	6	7	8	9	10	11	12		1	2	3	4	5	6	
93	5	5	5	5	5	5	5	5	5	5	5	5	5	65	4	4	5	4	4	4	4	4	4	4	5	5	51	5	5	4	5	4	5	28
94	5	5	5	5	5	5	5	5	4	4	4	4	4	60	5	5	5	5	5	5	5	5	5	5	5	5	60	4	4	4	4	4	4	24
95	5	5	5	5	5	5	5	5	5	4	4	4	4	61	5	4	4	4	4	4	5	5	5	5	5	4	54	4	4	4	4	4	4	24
96	5	5	5	5	5	5	5	5	5	4	5	5	5	64	5	5	4	4	4	4	5	5	5	5	5	4	55	5	5	4	4	4	5	27
97	4	5	5	4	5	5	4	4	4	4	5	4	4	57	4	4	4	5	4	5	4	4	4	5	4	5	52	4	4	5	4	4	5	26
98	5	5	5	5	5	5	5	5	5	5	5	5	5	65	5	5	5	5	5	5	5	5	5	5	5	5	60	5	5	5	5	5	5	30
99	4	4	5	4	4	4	3	3	3	2	3	2	3	44	3	3	4	4	4	4	5	5	3	3	4	3	45	4	3	3	3	3	3	19
100	5	4	5	5	4	5	5	4	5	5	5	4	4	60	4	4	3	3	3	3	3	3	5	5	4	5	46	5	5	5	4	4	5	28

Lampiran 6 Hasil Uji Analisis Jalur (*path*)

1. Persamaan Substruktur 1

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	<i>Brand image^b</i>	.	Enter

a. Dependent Variable: kepuasan konsumen

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,501 ^a	.251	.244	3.645	.251	32.905	1	98	.000

a. Predictors: (Constant), *brand image*

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	437,065	1	437,065	32,905	,000 ^b
	Residual	1301,685	98	13,282		
	Total	1738,750	99			

a. Dependent Variable: kepuasan konsumen

b. Predictors: (Constant), *brand image*

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26,734	4,081		6,551	,000
	<i>Brand image</i>	,429	,075	,501	5,736	,000

a. Dependent Variable: kepuasan konsumen

2. Persamaan Substruktur 2

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	kepuasankonsumen, <i>brand image</i> ^b	.	Enter

a. Dependent Variable: loyalitas konsumen

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	,360 ^a	.130	.112	3.282	.130	7.237	2	97	.001

a. Predictors: (Constant), Kepuasan Konsumen, *Brand Image*

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	155,941	2	77,970	7,237	,001 ^b
	Residual	1045,059	97	10,774		
	Total	1201,000	99			

a. Dependent Variable: loyalitas konsumen

b. Predictors: (Constant), kepuasankonsumen, *brand image*

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,315	4,407		2,113	,037
	<i>Brand image</i>	,218	,078	,307	2,807	,006
	Kepuasan konsumen	,074	,091	,089	,815	,417

a. Dependent Variable: loyalitas konsumen