LAMPIRAN

Lampiran 01 Data Penjualan Minyak Kutus-Kutus

BULAN JANUARI		
No	**Nama barang**	**Jumlah Barang**
1	MKK 15 ml	24,591
2	MKK 35 ml	17,783
3	MKK 50 ml	8,447
4	MKK 100 ml	5,983
Total		56,804

BULAN FEBRUARI		
No	**Nama barang**	**Jumlah Barang**
1	MKK 15 ml	18,733
2	MKK 35 ml	15,956
3	MKK 50 ml	7,865
4	MKK100 ml	6,924
Total		49,508

BULAN MARET		
No	**Nama barang**	**Jumlah Barang**
1	MKK 15 ml	20,762
2	MKK 35 ml	18,923
3	MKK 50 ml	9,439
4	MKK 100 ml	6,782
Total		55,906

BULAN APRIL		
No	**Nama barang**	**Jumlah Barang**
1	MKK 15 ml	20,596
2	MKK 35 ml	14,463
3	MKK 50 ml	2,506
4	MKK 100 ml	4,436
Total		42,001

Lampiran 02 Kuisioner Penelitian

KUESIONER

PENGARUH EKUITAS MEREK DAN KEPUASAN KONSUMEN TERHADAP LOYALITAS MEREK MINYAK KUTUS-KUTUS CABANG DANGIN PURI DENPASAR UTARA

No. Responden :

I. Indentitas Responden

Nama :

Jenis Kelamin :

Umur :

Pekerjaan :

II. Petunjuk Pengisian

Dalam mengisi kuesioner ini, diharapkan saudara/saudari mengisi secara lengkap dan benar pada daftar pernyataan yang tersusun secara sistematis. Untuk menjawab kuesioner tersebut saudara/saudari mencantumkan tanda pada pilihan jawaban pada kolom yang tersedia.

Penelitian ini dilakukan hanya semata-mata untuk ilmu pengetahuan dan kepentingan skripsi peneliti.

Penelitian ini dapat dilakukan berdasarkan skala berikut ini :

Keterangan	Arti	Skor
SS	Sangat Setuju	5
S	Setuju	4
KS	Kurang Setuju	3
TS	Tidak Setuju	2
STS	Sangat Tidak Setuju	1

BUTIR PERNYATAAN

III. Ekuitas Merek

No	PERNYATAAN	SS	S	KS	TS	STS
1	Saya sadar dan dapat mengetahui produk minyak kutus-kutus apabila ada seseorang menyebutkannya					
2	Saya dapat merasakan bahwa kualitas minyak kutus-kutus sama dengan harapan dan juga keinginan saya					
3	Saya merasa bahwa merek minyak kutus-kutus memiliki banyak manfaat yang baik					
4	Saya ingin kembali membeli produk minyak kutus-kutus					

IV. Kepuasan Konsumen

No	PERNYATAAN	SS	S	KS	TS	STS
1	Saya merasa puas terhadap kualitas merek minyak kutus-kutus					
2	Minyak kutus-kutus memberikan kualitas pelayanan yang begitu baik					
3	saya akan merekomendasikan minyak kutus-kutus kepada orang lain dan akan menciptakan pelanggan baru					

V. Loyalitas Merek

No	PERNYATAAN	SS	S	KS	TS	STS
1	Saya ingin melakukan pembelian kembali terhadap produk merek minyak kutus-kutus					
2	Produk merek minyak kutus-kutus sangat bagus, sehingga saya akan					

	merekomendasikan ke orang lain					
3	Saya tidak terpengaruh oleh produk lain yang sejenis dengan minyak kutus-Kutus					

Lampiran 03 Data Penelitian

1. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Ekuitas Merek

Data Ordinal

No.	1	2	3	4	Total
1	5	5	4	5	19
2	4	4	4	4	16
3	4	4	4	4	16
4	5	4	5	4	18
5	4	4	4	4	16
6	4	4	4	4	16
7	5	5	4	4	18
8	5	5	5	5	20
9	4	3	3	3	13
10	4	4	3	4	15
11	4	4	4	4	16
12	4	4	4	4	16
13	4	4	5	4	17
14	4	4	3	4	15
15	4	4	5	4	17
16	5	4	4	4	17
17	4	4	4	4	16
18	4	3	3	4	14
19	3	4	4	3	14
20	4	4	4	4	16
21	4	5	5	4	18
22	4	4	4	4	16
23	4	4	4	4	16
24	4	4	4	4	16
25	4	4	4	4	16
26	5	5	5	5	20
27	4	4	4	4	16
28	4	4	4	4	16
29	3	3	4	3	13
30	3	4	4	3	14

Data Interval

No.	1	2	3	4	Total
1	4.155	4.254	2.518	4.370	15.296
2	2.606	2.654	2.518	2.666	10.443
3	2.606	2.654	2.518	2.666	10.443
4	4.155	2.654	4.014	2.666	13.489
5	2.606	2.654	2.518	2.666	10.443
6	2.606	2.654	2.518	2.666	10.443
7	4.155	4.254	2.518	2.666	13.593
8	4.155	4.254	4.014	4.370	16.793
9	2.606	1.000	1.000	1.000	5.606
10	2.606	2.654	1.000	2.666	8.926
11	2.606	2.654	2.518	2.666	10.443
12	2.606	2.654	2.518	2.666	10.443
13	2.606	2.654	4.014	2.666	11.940
14	2.606	2.654	1.000	2.666	8.926
15	2.606	2.654	4.014	2.666	11.940
16	4.155	2.654	2.518	2.666	11.992
17	2.606	2.654	2.518	2.666	10.443
18	2.606	1.000	1.000	2.666	7.272
19	1.000	2.654	2.518	1.000	7.171
20	2.606	2.654	2.518	2.666	10.443
21	2.606	4.254	4.014	2.666	13.541
22	2.606	2.654	2.518	2.666	10.443
23	2.606	2.654	2.518	2.666	10.443
24	2.606	2.654	2.518	2.666	10.443
25	2.606	2.654	2.518	2.666	10.443
26	4.155	4.254	4.014	4.370	16.793
27	2.606	2.654	2.518	2.666	10.443
28	2.606	2.654	2.518	2.666	10.443
29	1.000	1.000	2.518	1.000	5.518
30	1.000	2.654	2.518	1.000	7.171

2. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Kepuasan Konsumen

Data Ordinal

No.	1	2	3	Total
1	5	4	5	14
2	4	4	5	13
3	4	4	3	11
4	4	4	4	12
5	4	4	4	12
6	4	3	3	10
7	4	4	4	12
8	4	4	4	12
9	4	4	4	12
10	4	4	4	12
11	3	3	4	10
12	4	3	3	10
13	4	4	4	12
14	5	5	4	14
15	5	5	5	15
16	4	3	3	10
17	3	3	4	10
18	4	4	4	12
19	3	4	4	11
20	4	4	4	12
21	4	4	3	11
22	3	3	4	10
23	4	4	4	12
24	4	4	4	12
25	4	5	5	14
26	4	4	4	12
27	5	4	5	14
28	5	5	5	15
29	5	5	4	14
30	5	5	5	15

Data Interval

No.	1	2	3	Total
1	3.926	2.400	3.811	10.137
2	2.471	2.400	3.811	8.682
3	2.471	2.400	1.000	5.871
4	2.471	2.400	2.405	7.276
5	2.471	2.400	2.405	7.276
6	2.471	1.000	1.000	4.471
7	2.471	2.400	2.405	7.276
8	2.471	2.400	2.405	7.276
9	2.471	2.400	2.405	7.276
10	2.471	2.400	2.405	7.276
11	1.000	1.000	2.405	4.405
12	2.471	1.000	1.000	4.471
13	2.471	2.400	2.405	7.276
14	3.926	3.800	2.405	10.131
15	3.926	3.800	3.811	11.537
16	2.471	1.000	1.000	4.471
17	1.000	1.000	2.405	4.405
18	2.471	2.400	2.405	7.276
19	1.000	2.400	2.405	5.805
20	2.471	2.400	2.405	7.276
21	2.471	2.400	1.000	5.871
22	1.000	1.000	2.405	4.405
23	2.471	2.400	2.405	7.276
24	2.471	2.400	2.405	7.276
25	2.471	3.800	3.811	10.082
26	2.471	2.400	2.405	7.276
27	3.926	2.400	3.811	10.137
28	3.926	3.800	3.811	11.537
29	3.926	3.800	2.405	10.131
30	3.926	3.800	3.811	11.537

3. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Loyalitas Merek

Data Ordinal

No.	1	2	3	Total
1	4	4	4	12
2	5	5	5	15
3	4	4	4	12
4	4	4	4	12
5	4	4	4	12
6	4	4	4	12
7	4	4	4	12
8	4	3	3	10
9	4	4	4	12
10	4	4	4	12
11	4	4	4	12
12	4	3	4	11
13	3	3	4	10
14	4	4	4	12
15	4	4	4	12
16	3	4	3	10
17	4	4	4	12
18	5	4	4	13
19	4	5	4	13
20	5	5	5	15
21	4	3	4	11
22	3	4	4	11
23	4	3	3	10
24	5	5	5	15
25	3	3	3	9
26	5	4	5	14
27	4	4	4	12
28	4	4	4	12
29	5	5	5	15
30	4	3	4	11

Data Interval

No.	1	2	3	Total
1	2.518	2.406	2.565	7.488
2	4.014	3.811	4.114	11.939
3	2.518	2.406	2.565	7.488
4	2.518	2.406	2.565	7.488
5	2.518	2.406	2.565	7.488
6	2.518	2.406	2.565	7.488
7	2.518	2.406	2.565	7.488
8	2.518	1.000	1.000	4.518
9	2.518	2.406	2.565	7.488
10	2.518	2.406	2.565	7.488
11	2.518	2.406	2.565	7.488
12	2.518	1.000	2.565	6.083
13	1.000	1.000	2.565	4.565
14	2.518	2.406	2.565	7.488
15	2.518	2.406	2.565	7.488
16	1.000	2.406	1.000	4.406
17	2.518	2.406	2.565	7.488
18	4.014	2.406	2.565	8.985
19	2.518	3.811	2.565	8.894
20	4.014	3.811	4.114	11.939
21	2.518	1.000	2.565	6.083
22	1.000	2.406	2.565	5.971
23	2.518	1.000	1.000	4.518
24	4.014	3.811	4.114	11.939
25	1.000	1.000	1.000	3.000
26	4.014	2.406	4.114	10.534
27	2.518	2.406	2.565	7.488
28	2.518	2.406	2.565	7.488
29	4.014	3.811	4.114	11.939
30	2.518	1.000	2.565	6.083

4. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Ekuitas Merek

Data Ordinal

No.	1	2	3	4	X1
1	5	5	5	5	20
2	5	5	5	4	19
3	5	5	5	5	20
4	5	4	5	5	19
5	5	5	5	5	20
6	3	4	4	3	14
7	5	5	5	5	20
8	5	4	4	4	17
9	3	3	3	3	12
10	4	4	4	4	16
11	5	5	5	5	20
12	5	5	5	5	20
13	4	4	4	5	17
14	4	5	5	5	19
15	4	5	4	5	18
16	3	3	3	3	12
17	5	4	5	4	18
18	5	4	5	5	19
19	5	5	5	5	20
20	2	3	2	3	10
21	4	5	4	5	18
22	4	5	4	4	17
23	5	5	5	5	20
24	5	5	4	5	19
25	5	5	5	4	19
26	5	4	5	4	18
27	3	2	3	2	10
28	4	5	4	5	18
29	2	3	3	3	11
30	4	4	5	4	17
31	3	4	4	4	15
32	4	4	4	4	16
33	4	4	4	4	16
34	5	4	5	4	18
35	4	5	5	5	19
36	2	3	2	3	10
37	5	4	5	5	19
38	3	2	3	3	11

No.	1	2	3	4	X1
39	4	5	4	4	17
40	4	4	4	4	16
41	4	4	4	4	16
42	5	5	4	5	19
43	3	3	3	3	12
44	4	4	4	4	16
45	3	2	3	2	10
46	4	3	4	4	15
47	4	4	4	4	16
48	2	3	2	3	10
49	4	5	4	5	18
50	5	5	5	4	19
51	4	4	4	4	16
52	4	5	5	5	19
53	5	5	5	5	20
54	3	3	2	3	11
55	5	4	5	5	19
56	5	4	5	4	18
57	4	4	3	4	15
58	4	5	4	5	18
59	5	5	5	5	20
60	3	3	3	2	11
61	5	4	5	4	18
62	4	4	4	4	16
63	4	4	4	4	16
64	4	5	4	5	18
65	5	4	5	4	18
66	3	4	3	4	14
67	5	5	4	5	19
68	4	4	4	4	16
69	4	5	4	4	17
70	4	4	4	4	16
71	3	3	3	3	12
72	5	5	5	5	20
73	4	3	4	3	14
74	4	5	4	4	17
75	5	5	5	5	20

Data Interval

No.	1	2	3	4	X1
1	4.025	4.097	4.025	4.144	16.292
2	4.025	4.097	4.025	2.906	15.053
3	4.025	4.097	4.025	4.144	16.292
4	4.025	2.871	4.025	4.144	15.066
5	4.025	4.097	4.025	4.144	16.292
6	1.896	2.871	2.787	1.943	9.497
7	4.025	4.097	4.025	4.144	16.292
8	4.025	2.871	2.787	2.906	12.589
9	1.896	1.943	1.867	1.943	7.650
10	2.806	2.871	2.787	2.906	11.370
11	4.025	4.097	4.025	4.144	16.292
12	4.025	4.097	4.025	4.144	16.292
13	2.806	2.871	2.787	4.144	12.608
14	2.806	4.097	4.025	4.144	15.072
15	2.806	4.097	2.787	4.144	13.834
16	1.896	1.943	1.867	1.943	7.650
17	4.025	2.871	4.025	2.906	13.828
18	4.025	2.871	4.025	4.144	15.066
19	4.025	4.097	4.025	4.144	16.292
20	1.000	1.943	1.000	1.943	5.886
21	2.806	4.097	2.787	4.144	13.834
22	2.806	4.097	2.787	2.906	12.595
23	4.025	4.097	4.025	4.144	16.292
24	4.025	4.097	2.787	4.144	15.053
25	4.025	4.097	4.025	2.906	15.053
26	4.025	2.871	4.025	2.906	13.828
27	1.896	1.000	1.867	1.000	5.763
28	2.806	4.097	2.787	4.144	13.834
29	1.000	1.943	1.867	1.943	6.753
30	2.806	2.871	4.025	2.906	12.608
31	1.896	2.871	2.787	2.906	10.460
32	2.806	2.871	2.787	2.906	11.370
33	2.806	2.871	2.787	2.906	11.370
34	4.025	2.871	4.025	2.906	13.828
35	2.806	4.097	4.025	4.144	15.072
36	1.000	1.943	1.000	1.943	5.886
37	4.025	2.871	4.025	4.144	15.066
38	1.896	1.000	1.867	1.943	6.706
39	2.806	4.097	2.787	2.906	12.595
40	2.806	2.871	2.787	2.906	11.370
41	2.806	2.871	2.787	2.906	11.370

No.	1	2	3	4	X1
42	4.025	4.097	2.787	4.144	15.053
43	1.896	1.943	1.867	1.943	7.650
44	2.806	2.871	2.787	2.906	11.370
45	1.896	1.000	1.867	1.000	5.763
46	2.806	1.943	2.787	2.906	10.442
47	2.806	2.871	2.787	2.906	11.370
48	1.000	1.943	1.000	1.943	5.886
49	2.806	4.097	2.787	4.144	13.834
50	4.025	4.097	4.025	2.906	15.053
51	2.806	2.871	2.787	2.906	11.370
52	2.806	4.097	4.025	4.144	15.072
53	4.025	4.097	4.025	4.144	16.292
54	1.896	1.943	1.000	1.943	6.783
55	4.025	2.871	4.025	4.144	15.066
56	4.025	2.871	4.025	2.906	13.828
57	2.806	2.871	1.867	2.906	10.450
58	2.806	4.097	2.787	4.144	13.834
59	4.025	4.097	4.025	4.144	16.292
60	1.896	1.943	1.867	1.000	6.706
61	4.025	2.871	4.025	2.906	13.828
62	2.806	2.871	2.787	2.906	11.370
63	2.806	2.871	2.787	2.906	11.370
64	2.806	4.097	2.787	4.144	13.834
65	4.025	2.871	4.025	2.906	13.828
66	1.896	2.871	1.867	2.906	9.540
67	4.025	4.097	2.787	4.144	15.053
68	2.806	2.871	2.787	2.906	11.370
69	2.806	4.097	2.787	2.906	12.595
70	2.806	2.871	2.787	2.906	11.370
71	1.896	1.943	1.867	1.943	7.650
72	4.025	4.097	4.025	4.144	16.292
73	2.806	1.943	2.787	1.943	9.479
74	2.806	4.097	2.787	2.906	12.595
75	4.025	4.097	4.025	4.144	16.292

5. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Kepuasan Konsumen

Data Ordinal

No.	1	2	3	X2
1	5	4	5	14
2	5	5	5	15
3	5	4	5	14
4	5	5	4	14
5	4	5	5	14
6	3	3	3	9
7	5	5	4	14
8	4	5	5	14
9	3	2	3	8
10	4	5	5	14
11	4	4	5	13
12	5	5	4	14
13	4	4	4	12
14	5	4	5	14
15	4	5	4	13
16	3	3	2	8
17	4	5	5	14
18	4	4	4	12
19	5	5	4	14
20	3	3	3	9
21	5	5	4	14
22	4	4	4	12
23	5	4	5	14
24	5	5	4	14
25	4	5	5	14
26	4	4	3	11
27	3	3	3	9
28	5	4	4	13
29	3	3	3	9
30	4	3	4	11
31	4	4	3	11
32	4	3	3	10
33	4	4	3	11
34	4	5	4	13
35	5	4	5	14
36	3	3	3	9
37	4	4	4	12
38	3	3	3	9

No.	1	2	3	X2
39	4	5	5	14
40	4	4	4	12
41	5	4	4	13
42	4	5	5	14
43	3	2	3	8
44	4	4	3	11
45	3	3	2	8
46	4	4	3	11
47	4	5	4	13
48	3	2	3	8
49	4	5	4	13
50	5	4	5	14
51	4	4	4	12
52	4	5	5	14
53	5	5	5	15
54	3	3	2	8
55	4	5	4	13
56	4	5	5	14
57	4	3	4	11
58	5	4	4	13
59	4	4	5	13
60	3	3	2	8
61	4	4	5	13
62	4	4	3	11
63	4	3	3	10
64	4	5	4	13
65	4	4	5	13
66	3	4	3	10
67	4	5	4	13
68	4	4	4	12
69	4	3	4	11
70	4	5	4	13
71	3	2	3	8
72	5	4	5	14
73	4	3	4	11
74	4	4	3	11
75	5	5	5	15

Data Interval

No.	1	2	3	Y
1	3.663	2.931	4.181	10.774
2	3.663	4.100	4.181	11.944
3	3.663	2.931	4.181	10.774
4	3.663	4.100	3.053	10.816
5	2.327	4.100	4.181	10.607
6	1.000	2.004	2.102	5.106
7	3.663	4.100	3.053	10.816
8	2.327	4.100	4.181	10.607
9	1.000	1.000	2.102	4.102
10	2.327	4.100	4.181	10.607
11	2.327	2.931	4.181	9.438
12	3.663	4.100	3.053	10.816
13	2.327	2.931	3.053	8.310
14	3.663	2.931	4.181	10.774
15	2.327	4.100	3.053	9.480
16	1.000	2.004	1.000	4.004
17	2.327	4.100	4.181	10.607
18	2.327	2.931	3.053	8.310
19	3.663	4.100	3.053	10.816
20	1.000	2.004	2.102	5.106
21	3.663	4.100	3.053	10.816
22	2.327	2.931	3.053	8.310
23	3.663	2.931	4.181	10.774
24	3.663	4.100	3.053	10.816
25	2.327	4.100	4.181	10.607
26	2.327	2.931	2.102	7.359
27	1.000	2.004	2.102	5.106
28	3.663	2.931	3.053	9.647
29	1.000	2.004	2.102	5.106
30	2.327	2.004	3.053	7.384
31	2.327	2.931	2.102	7.359
32	2.327	2.004	2.102	6.432
33	2.327	2.931	2.102	7.359
34	2.327	4.100	3.053	9.480
35	3.663	2.931	4.181	10.774
36	1.000	2.004	2.102	5.106
37	2.327	2.931	3.053	8.310
38	1.000	2.004	2.102	5.106
39	2.327	4.100	4.181	10.607
40	2.327	2.931	3.053	8.310
41	3.663	2.931	3.053	9.647

No.	1	2	3	Y
42	2.327	4.100	4.181	10.607
43	1.000	1.000	2.102	4.102
44	2.327	2.931	2.102	7.359
45	1.000	2.004	1.000	4.004
46	2.327	2.931	2.102	7.359
47	2.327	4.100	3.053	9.480
48	1.000	1.000	2.102	4.102
49	2.327	4.100	3.053	9.480
50	3.663	2.931	4.181	10.774
51	2.327	2.931	3.053	8.310
52	2.327	4.100	4.181	10.607
53	3.663	4.100	4.181	11.944
54	1.000	2.004	1.000	4.004
55	2.327	4.100	3.053	9.480
56	2.327	4.100	4.181	10.607
57	2.327	2.004	3.053	7.384
58	3.663	2.931	3.053	9.647
59	2.327	2.931	4.181	9.438
60	1.000	2.004	1.000	4.004
61	2.327	2.931	4.181	9.438
62	2.327	2.931	2.102	7.359
63	2.327	2.004	2.102	6.432
64	2.327	4.100	3.053	9.480
65	2.327	2.931	4.181	9.438
66	1.000	2.931	2.102	6.033
67	2.327	4.100	3.053	9.480
68	2.327	2.931	3.053	8.310
69	2.327	2.004	3.053	7.384
70	2.327	4.100	3.053	9.480
71	1.000	1.000	2.102	4.102
72	3.663	2.931	4.181	10.774
73	2.327	2.004	3.053	7.384
74	2.327	2.931	2.102	7.359
75	3.663	4.100	4.181	11.944

6. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Loyalitas Merek

Data Ordinal

No.	1	2	3	Y
1	5	5	5	15
2	4	5	4	13
3	4	5	4	13
4	5	5	4	14
5	4	5	4	13
6	4	4	3	11
7	5	5	4	14
8	4	4	4	12
9	4	4	3	11
10	4	4	4	12
11	4	4	4	12
12	5	5	5	15
13	3	4	4	11
14	5	5	4	14
15	4	4	4	12
16	4	4	3	11
17	4	4	4	12
18	4	3	4	11
19	5	5	5	15
20	4	4	3	11
21	4	4	4	12
22	4	4	4	12
23	5	5	5	15
24	4	4	5	13
25	5	5	4	14
26	4	3	4	11
27	4	4	3	11
28	4	4	4	12
29	4	4	3	11
30	4	4	4	12
31	3	4	4	11
32	4	4	4	12
33	4	3	4	11
34	4	4	4	12
35	5	4	4	13
36	4	4	3	11
37	4	4	4	12
38	4	4	3	11

No.	1	2	3	Y
39	4	4	4	12
40	4	3	4	11
41	4	4	4	12
42	5	5	4	14
43	4	4	3	11
44	3	4	4	11
45	3	4	3	10
46	4	3	4	11
47	4	4	4	12
48	3	4	3	10
49	4	5	4	13
50	5	5	4	14
51	4	3	4	11
52	5	5	4	14
53	5	5	4	14
54	3	4	3	10
55	5	4	4	13
56	4	5	4	13
57	3	4	4	11
58	4	5	4	13
59	5	4	4	13
60	3	4	3	10
61	5	4	4	13
62	4	4	4	12
63	4	4	4	12
64	4	5	4	13
65	5	4	4	13
66	4	3	4	11
67	4	5	4	13
68	4	4	4	12
69	3	4	4	11
70	4	4	4	12
71	3	4	3	10
72	4	4	5	13
73	4	3	4	11
74	4	4	4	12
75	5	5	5	15

Data Interval

No.	1	2	3	Y
1	3.910	3.926	4.225	12.062
2	2.462	3.926	2.579	8.968
3	2.462	3.926	2.579	8.968
4	3.910	3.926	2.579	10.415
5	2.462	3.926	2.579	8.968
6	2.462	2.475	1.000	5.937
7	3.910	3.926	2.579	10.415
8	2.462	2.475	2.579	7.516
9	2.462	2.475	1.000	5.937
10	2.462	2.475	2.579	7.516
11	2.462	2.475	2.579	7.516
12	3.910	3.926	4.225	12.062
13	1.000	2.475	2.579	6.054
14	3.910	3.926	2.579	10.415
15	2.462	2.475	2.579	7.516
16	2.462	2.475	1.000	5.937
17	2.462	2.475	2.579	7.516
18	2.462	1.000	2.579	6.041
19	3.910	3.926	4.225	12.062
20	2.462	2.475	1.000	5.937
21	2.462	2.475	2.579	7.516
22	2.462	2.475	2.579	7.516
23	3.910	3.926	4.225	12.062
24	2.462	2.475	4.225	9.163
25	3.910	3.926	2.579	10.415
26	2.462	1.000	2.579	6.041
27	2.462	2.475	1.000	5.937
28	2.462	2.475	2.579	7.516
29	2.462	2.475	1.000	5.937
30	2.462	2.475	2.579	7.516
31	1.000	2.475	2.579	6.054
32	2.462	2.475	2.579	7.516
33	2.462	1.000	2.579	6.041
34	2.462	2.475	2.579	7.516
35	3.910	2.475	2.579	8.964
36	2.462	2.475	1.000	5.937
37	2.462	2.475	2.579	7.516
38	2.462	2.475	1.000	5.937
39	2.462	2.475	2.579	7.516
40	2.462	1.000	2.579	6.041
41	2.462	2.475	2.579	7.516

No.	1	2	3	Y
42	3.910	3.926	2.579	10.415
43	2.462	2.475	1.000	5.937
44	1.000	2.475	2.579	6.054
45	1.000	2.475	1.000	4.475
46	2.462	1.000	2.579	6.041
47	2.462	2.475	2.579	7.516
48	1.000	2.475	1.000	4.475
49	2.462	3.926	2.579	8.968
50	3.910	3.926	2.579	10.415
51	2.462	1.000	2.579	6.041
52	3.910	3.926	2.579	10.415
53	3.910	3.926	2.579	10.415
54	1.000	2.475	1.000	4.475
55	3.910	2.475	2.579	8.964
56	2.462	3.926	2.579	8.968
57	1.000	2.475	2.579	6.054
58	2.462	3.926	2.579	8.968
59	3.910	2.475	2.579	8.964
60	1.000	2.475	1.000	4.475
61	3.910	2.475	2.579	8.964
62	2.462	2.475	2.579	7.516
63	2.462	2.475	2.579	7.516
64	2.462	3.926	2.579	8.968
65	3.910	2.475	2.579	8.964
66	2.462	1.000	2.579	6.041
67	2.462	3.926	2.579	8.968
68	2.462	2.475	2.579	7.516
69	1.000	2.475	2.579	6.054
70	2.462	2.475	2.579	7.516
71	1.000	2.475	1.000	4.475
72	2.462	2.475	4.225	9.163
73	2.462	1.000	2.579	6.041
74	2.462	2.475	2.579	7.516
75	3.910	3.926	4.225	12.062

7. Tabulasi Data Analisis Regresi Linier Berganda

No.	X_1	X_2	Y
1	16.292	10.774	12.062
2	15.053	11.944	8.968
3	16.292	10.774	8.968
4	15.066	10.816	10.415
5	16.292	10.607	8.968
6	9.497	5.106	5.937
7	16.292	10.816	10.415
8	12.589	10.607	7.516
9	7.650	4.102	5.937
10	11.370	10.607	7.516
11	16.292	9.438	7.516
12	16.292	10.816	12.062
13	12.608	8.310	6.054
14	15.072	10.774	10.415
15	13.834	9.480	7.516
16	7.650	4.004	5.937
17	13.828	10.607	7.516
18	15.066	8.310	6.041
19	16.292	10.816	12.062
20	5.886	5.106	5.937
21	13.834	10.816	7.516
22	12.595	8.310	7.516
23	16.292	10.774	12.062
24	15.053	10.816	9.163
25	15.053	10.607	10.415
26	13.828	7.359	6.041
27	5.763	5.106	5.937
28	13.834	9.647	7.516
29	6.753	5.106	5.937
30	12.608	7.384	7.516
31	10.460	7.359	6.054
32	11.370	6.432	7.516
33	11.370	7.359	6.041
34	13.828	9.480	7.516
35	15.072	10.774	8.964
36	5.886	5.106	5.937
37	15.066	8.310	7.516
38	6.706	5.106	5.937
39	12.595	10.607	7.516
40	11.370	8.310	6.041
41	11.370	9.647	7.516
42	15.053	10.607	10.415
43	7.650	4.102	5.937
44	11.370	7.359	6.054

No.	X_1	X_2	Y
45	5.763	4.004	4.475
46	10.442	7.359	6.041
47	11.370	9.480	7.516
48	5.886	4.102	4.475
49	13.834	9.480	8.968
50	15.053	10.774	10.415
51	11.370	8.310	6.041
52	15.072	10.607	10.415
53	16.292	11.944	10.415
54	6.783	4.004	4.475
55	15.066	9.480	8.964
56	13.828	10.607	8.968
57	10.450	7.384	6.054
58	13.834	9.647	8.968
59	16.292	9.438	8.964
60	6.706	4.004	4.475
61	13.828	9.438	8.964
62	11.370	7.359	7.516
63	11.370	6.432	7.516
64	13.834	9.480	8.968
65	13.828	9.438	8.964
66	9.540	6.033	6.041
67	15.053	9.480	8.968
68	11.370	8.310	7.516
69	12.595	7.384	6.054
70	11.370	9.480	7.516
71	7.650	4.102	4.475
72	16.292	10.774	9.163
73	9.479	7.384	6.041
74	12.595	7.359	7.516
75	16.292	11.944	12.062

Lampiran 04 Hasil *Output* Spss

1. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Ekuitas Merek

Output SPSS Uji Validitas Kuesioner Ekuitas Merek

Correlations

		Item1	Item2	Item3	Item4	Total
Item1	Pearson Correlation	1	.575**	.298	.786**	.817**
	Sig. (2-tailed)		.001	.110	.000	.000
	N	30	30	30	30	30
Item2	Pearson Correlation	.575**	1	.553**	.685**	.866**
	Sig. (2-tailed)	.001		.002	.000	.000
	N	30	30	30	30	30
Item3	Pearson Correlation	.298	.553**	1	.370*	.691**
	Sig. (2-tailed)	.110	.002		.044	.000
	N	30	30	30	30	30
Item4	Pearson Correlation	.786**	.685**	.370*	1	.871**
	Sig. (2-tailed)	.000	.000	.044		.000
	N	30	30	30	30	30
Total	Pearson Correlation	.817**	.866**	.691**	.871**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).

Output SPSS Uji Reliabilitas Kuesioner Ekuitas Merek

Reliability Statistics

Cronbach's Alpha	N of Items
.825	4

2. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Kepuasan Konsumen

Output SPSS Uji Validitas Kuesioner Kepuasan Konsumen

Correlations

		Item1	Item2	Item3	Total
Item1	Pearson Correlation	1	.706**	.424*	.838**
	Sig. (2-tailed)		.000	.019	.000
	N	30	30	30	30
Item2	Pearson Correlation	.706**	1	.587**	.904**
	Sig. (2-tailed)	.000		.001	.000
	N	30	30	30	30
Item3	Pearson Correlation	.424*	.587**	1	.794**
	Sig. (2-tailed)	.019	.001		.000
	N	30	30	30	30
Total	Pearson Correlation	.838**	.904**	.794**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

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

Output SPSS Uji Reliabilitas Kuesioner Kepuasan Konsumen

Reliability Statistics

Cronbach's Alpha	N of Items
.801	3

3. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Loyalitas Merek

Output SPSS Uji Validitas Kuesioner Loyalitas Merek

Correlations

		Item1	Item2	Item3	Total
Item1	Pearson Correlation	1	.566**	.735**	.870**
	Sig. (2-tailed)		.001	.000	.000
	N	30	30	30	30
Item2	Pearson Correlation	.566**	1	.684**	.855**
	Sig. (2-tailed)	.001		.000	.000
	N	30	30	30	30
Item3	Pearson Correlation	.735**	.684**	1	.915**
	Sig. (2-tailed)	.000	.000		.000
	N	30	30	30	30
Total	Pearson Correlation	.870**	.855**	.915**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

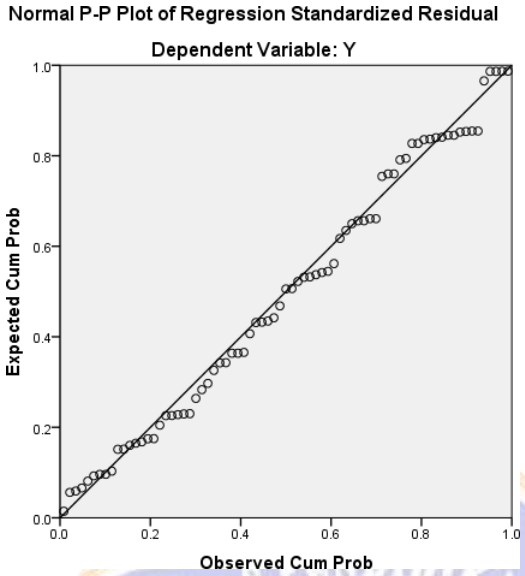
Output SPSS Uji Reliabilitas Kuesioner Loyalitas Merek

Reliability Statistics

Cronbach's Alpha	N of Items
.854	3

4. Output SPSS Uji Asumsi Klasik

Hasil Uji Normalitas

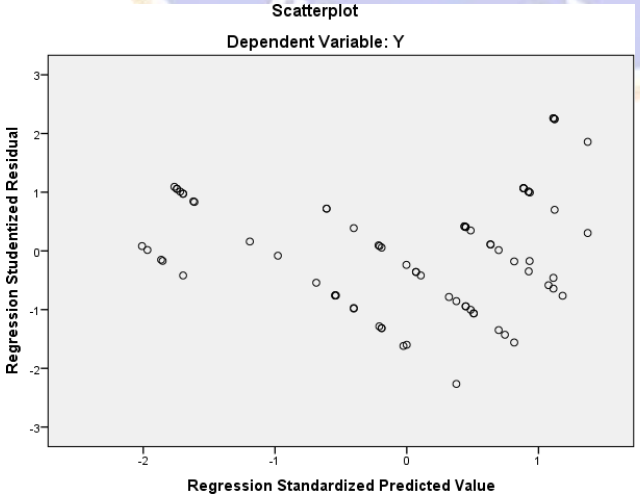


Hasil Uji Multikolinieritas

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	.189	5.284
	X2	.189	5.284

a. Dependent Variable: Y

Hasil Uji Heteroskedastisitas



5. Output SPSS Analisis Regresi Linier Berganda

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	.844[a]	.713	.705	1.084371	.713	89.446	2	72	.000

a. Predictors: (Constant), X2, X1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	210.353	2	105.177	89.446	.000[b]
	Residual	84.662	72	1.176		
	Total	295.015	74			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	1.396	.498		2.804	.006			
	X1	.259	.089	.421	2.901	.005	.822	.324	.183
	X2	.375	.122	.445	3.067	.003	.824	.340	.194

a. Dependent Variable: Y