Lampiran

Daftar Pertanyaan Responden
Penelitian Mengenai Analisis Perbandingan Brand Equity Honda Scoopy Dengan
Honda Scoopy
(Studi Pada Kota Bandar Lampung)

I. Identitas Responden   Honda Scoopy

   1. Nama   :……………………………………..

   2. Jenis Kelamin   : a. Laki-laki   b. Perempuan

   3. Usia   : a. < 20 Tahun   b. 21 – 25 Tahun

                                   c. 26 – 30 Tahun   d. 30 – 35 Tahun

                                   e. 36 – 40 Tahun   f. > 40 Tahun

   4. Profesi   : a. PNS   b. Wiraswasta

                                     b. Karyawan   d. Pelajar/Mahasiswa

                                     e. Lainnya

II. Petunjuk Pengisian

Bacalah dengan teliti peryataan dibawah ini. Anda dapat memberikan tanda checklist (□) pada kolom yang disesuaikan dengan jawaban anda.

Keterangan:

1. STS : Sangat Tidak Setuju

2. TS : Tidak Setuju

3. N : Netral

4. S : Setuju

5. SS : Sangat Setuju

III. Brand Awareness

No.	Peryataan	SS	S	N	TS	STS
1	Bila ditanya mengenai merek skutik retro-modern, saya langsung dapat mnegingat Honda Scoopy					
2	Saya langsung bisa mengenali Honda Scoopy ketika saya melihat motor tersebut					
3	saya bisa menyebutkan varian dariHonda Scoopy					
4	Saya telah mengetahui skutik merek Honda Scoopy sebelum adanya kuisioner ini					
5	Saya dapat menjelaskan spesifikasi dari Honda Scoopy					
6	Merek motor Honda Scoopy melekat kuat di benak saya					

IV. Brand Association

No.	Peryataan	SS	S	N	TS	STS
1	Honda Scoopy memiliki desing/bentuk yang menarik					
2	Honda Scoopy memiliki logo yang sangat unik					
3	Kombinasi warna dari Honda Scoopy terlihat serasi					
4	Harga dari Honda Scoopy sesuai dengan pamor dari merek motor tersebut					
5	Saya lebih percaya diri ketika mengendarai Honda Scoopy					
6	Skutik merek Honda Scoopy adalah skutik yang mencerminkan gaya hidup yang trendi					
7	Honda Scoopy sangat mewakili jenis skutik retro-					

	modern yang sedang tren saat ini					
8	Honda Scoopy dapat mewakili kepribadian saya					
9	Secara keseluruhan bentuk dari Honda Scoopy lebih baik dibandingkan dengan pesaingnnya					

V.   Perceived Quality

No.	Peryataan	SS	S	N	TS	STS
1	Honda Scoopy memiliki performa yang baik					
2	Honda Scoopy sangat nyaman dikendarai					
3	Atribut dan spesifikasi motor Honda Scoopy sesuai dengan dipromosikan oleh produsen motor tersebut					
4	Dealer dari Honda Scoopy memberikan pelayanan yang baik ketika anda service motor					
5	Ketika Anda mengendari Honda Scoopy dalam waktu yang lama tidak ada masalah panas yan berlebihan pada mesinnya					
6	Fitur-fitur dari Honda Scoopy sesuai dengan konsep motor jenis skutik retro-modern					
7	Perusahaan Yamaha mengeluarkan beraneka macam varian/warna dari Honda Scoopy					

VI.   Brand Loyalty

No.	Peryataan	SS	S	N	TS	STS
1	Saya membeli Honda Scoopy karena memang menyukai merek motor tersebut					
2	Saya akan merekomendasikan Honda Scoopy kepada teman/keluarga yang akan membeli motor dengan jenis skutik retro-modern					
3	Saya akan selalu menggunakan Honda Scoopy sebagai alat transportasi saya					

Daftar Pertanyaan Responden
Penelitian Mengenai Analisis Perbandingan Brand Equity Yamaha Fino Dengan
Honda Scoopy
(Studi Pada Kota Bandar Lampung)

VII.   Identitas Responden   Yamaha Fino

5. Nama   :...

6. Jenis Kelamin   : a. Laki-laki   b. Perempuan

7. Usia   : a. < 20 Tahun   b. 21 – 25 Tahun

                         c. 26 – 30 Tahun   d. 30 – 35 Tahun

                         e. 36 – 40 Tahun   f. > 40 Tahun

8. Profesi   : a. PNS   b. Wiraswasta

                         b. Karyawan   d. Pelajar/Mahasiswa

                         e. Lainnya

VIII.   Petunjuk Pengisian

    Bacalah dengan teliti peryataan dibawah ini. Anda dapat memberikan tanda

    checklist (☐) pada kolom yang disesuaikan dengan jawaban anda.

Keterangan:

6. STS : Sangat Tidak Setuju

7. TS : Tidak Setuju

8. N : Netral

9. S : Setuju

10. SS : Sangat Setuju

IX. Brand Awareness

No.	Peryataan	SS	S	N	TS	STS
1	Bila ditanya mengenai merek skutik retro-modern, saya langsung dapat mnegingat Yamaha Fino					
2	Saya langsung bisa mengenali Yamaha Fino ketika saya melihat motor tersebut					
3	saya bisa menyebutkan varian dariYamaha Fino					
4	Saya telah mengetahui skutik merek Yamaha Fino sebelum adanya kuisioner ini					
5	Saya dapat menjelaskan spesifikasi dari Yamaha Fino					
6	Merek motor Yamaha Fino melekat kuat di benak saya					

X. Brand Association

No.	Peryataan	SS	S	N	TS	STS
1	Yamaha Fino memiliki desing/bentuk yang menarik					
2	Yamaha Fino memiliki logo yang sangat unik					
3	Kombinasi warna dari Yamaha Fino terlihat serasi					
4	Harga dari Yamaha Fino sesuai dengan pamor dari merek motor tersebut					
5	Saya lebih percaya diri ketika mengendarai Yamaha Fino					
6	Skutik merek Yamaha Fino adalah skutik yang mencerminkan gaya hidup yang trendi					
7	Yamaha Fino sangat mewakili jenis skutik retro-modern yang sedang tren saat ini					
8	Yamaha Fino dapat mewakili kepribadian saya					
9	Secara keseluruhan bentuk dari Yamaha Fino lebih baik dibandingkan dengan pesaingnnya					

XI.   Perceived Quality

No.	Peryataan	SS	S	N	TS	STS
1	Yamaha Fino memiliki performa yang baik					
2	Yamaha Fino sangat nyaman dikendarai					
3	Atribut dan spesifikasi motor Yamaha Fino sesuai dengan dipromosikan oleh produsen motor tersebut					
4	Dealer dari Yamaha Fino memberikan pelayanan yang baik ketika anda service motor					
5	Ketika Anda mengendari Yamaha Fino dalam waktu yang lama tidak ada masalah panas yan berlebihan pada mesinnya					
6	Fitur-fitur dari Yamaha Fino sesuai dengan konsep motor jenis skutik retro-modern					
7	Perusahaan Yamaha mengeluarkan beraneka macam varian/warna dari Yamaha Fino					

XII.   Brand Loyalty

No.	Peryataan	SS	S	N	TS	STS
1	Saya membeli Yamaha Fino karena memang menyukai merek motor tersebut					
2	Saya akan merekomendasikan Yamaha Fino kepada teman/keluarga yang akan membeli motor dengan jenis skutik retro-modern					
3	Saya akan selalu menggunakan Yamaha Fino sebagai alat transportasi saya					

Lampiran 3. Uji Validitas

Yamaha Fino

Brand Awareness

Correlations

		idktr1	idktr2	idktr3	idktr4	idktr5	idktr6	Total
idktr1	Pearson Correlation	1	.667**	.456*	-.082	.189	.463**	.738**
	Sig. (2-tailed)		.000	.011	.667	.318	.010	.000
	N	30	30	30	30	30	30	30
idktr2	Pearson Correlation	.667**	1	.427*	.070	.180	.302	.721**
	Sig. (2-tailed)	.000		.019	.711	.341	.105	.000
	N	30	30	30	30	30	30	30
idktr3	Pearson Correlation	.456*	.427*	1	.265	.225	.242	.731**
	Sig. (2-tailed)	.011	.019		.158	.233	.199	.000
	N	30	30	30	30	30	30	30
idktr4	Pearson Correlation	-.082	.070	.265	1	.470**	.057	.446*
	Sig. (2-tailed)	.667	.711	.158		.009	.763	.014
	N	30	30	30	30	30	30	30
idktr5	Pearson Correlation	.189	.180	.225	.470**	1	.103	.520**
	Sig. (2-tailed)	.318	.341	.233	.009		.590	.003
	N	30	30	30	30	30	30	30
idktr6	Pearson Correlation	.463**	.302	.242	.057	.103	1	.584**
	Sig. (2-tailed)	.010	.105	.199	.763	.590		.001
	N	30	30	30	30	30	30	30
Total	Pearson Correlation	.738**	.721**	.731**	.446*	.520**	.584**	1
	Sig. (2-tailed)	.000	.000	.000	.014	.003	.001	
	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).

Correlations

		idktr1	idktr2	idktr3	idktr4	idktr5	idktr6	Idktr7	idktr8	idktr9	total
idktr1	Pearson Correlation	1	.413*	.522**	.233	.089	.089	.213	.366*	.239	.615**
	Sig. (2-tailed)		.023	.003	.216	.639	.640	.259	.047	.203	.000
	N	30	30	30	30	30	30	30	30	30	30
idktr2	Pearson Correlation	.413*	1	.453*	.227	.000	-.193	-.131	.163	.043	.404*
	Sig. (2-tailed)	.023		.012	.228	1.000	.308	.491	.389	.823	.027
	N	30	30	30	30	30	30	30	30	30	30
idktr3	Pearson Correlation	.522**	.453*	1	.259	.134	.036	-.099	.217	.282	.579**
	Sig. (2-tailed)	.003	.012		.167	.482	.851	.603	.248	.131	.001
	N	30	30	30	30	30	30	30	30	30	30
idktr4	Pearson Correlation	.233	.227	.259	1	.196	.233	-.017	.308	.222	.519**
	Sig. (2-tailed)	.216	.228	.167		.298	.216	.929	.097	.238	.003
	N	30	30	30	30	30	30	30	30	30	30
idktr5	Pearson Correlation	.089	.000	.134	.196	1	.572**	.527**	.242	.097	.552**
	Sig. (2-tailed)	.639	1.000	.482	.298		.001	.003	.197	.610	.002
	N	30	30	30	30	30	30	30	30	30	30
idktr6	Pearson Correlation	.089	-.193	.036	.233	.572**	1	.460*	.311	.239	.515**
	Sig. (2-tailed)	.640	.308	.851	.216	.001		.010	.094	.203	.004
	N	30	30	30	30	30	30	30	30	30	30
Idktr7	Pearson Correlation	.213	-.131	-.099	-.017	.527**	.460*	1	.502**	.330	.525**
	Sig. (2-tailed)	.259	.491	.603	.929	.003	.010		.005	.075	.003
	N	30	30	30	30	30	30	30	30	30	30
idktr8	Pearson Correlation	.366*	.163	.217	.308	.242	.311	.502**	1	.654**	.742**
	Sig. (2-tailed)	.047	.389	.248	.097	.197	.094	.005		.000	.000
	N	30	30	30	30	30	30	30	30	30	30
idktr9	Pearson Correlation	.239	.043	.282	.222	.097	.239	.330	.654**	1	.627**
	Sig. (2-tailed)	.203	.823	.131	.238	.610	.203	.075	.000		.000
	N	30	30	30	30	30	30	30	30	30	30
total	Pearson Correlation	.615**	.404*	.579**	.519**	.552**	.515**	.525**	.742**	.627**	1

| | | Sig. (2-tailed) | .000 | .027 | .001 | .003 | .002 | .004 | .003 | .000 | .000 | |
| | | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

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

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

Brand Associaotion
Perceived Quality

Correlations

		idktr1	idktr2	idktr3	idktr4	idktr5	idktr6	Idktr7	total
idktr1	Pearson Correlation	1	.501**	.328	.217	.108	.272	.393*	.574**
	Sig. (2-tailed)		.005	.076	.250	.570	.146	.032	.001
	N	30	30	30	30	30	30	30	30
idktr2	Pearson Correlation	.501**	1	.533**	.203	.352	.140	.399*	.686**
	Sig. (2-tailed)	.005		.002	.283	.056	.459	.029	.000
	N	30	30	30	30	30	30	30	30
idktr3	Pearson Correlation	.328	.533**	1	.248	.522**	.258	.209	.699**
	Sig. (2-tailed)	.076	.002		.186	.003	.168	.268	.000
	N	30	30	30	30	30	30	30	30
idktr4	Pearson Correlation	.217	.203	.248	1	.264	.313	.250	.563**
	Sig. (2-tailed)	.250	.283	.186		.158	.092	.182	.001
	N	30	30	30	30	30	30	30	30
idktr5	Pearson Correlation	.108	.352	.522**	.264	1	.453*	.336	.701**
	Sig. (2-tailed)	.570	.056	.003	.158		.012	.069	.000
	N	30	30	30	30	30	30	30	30
idktr6	Pearson Correlation	.272	.140	.258	.313	.453*	1	.538**	.651**
	Sig. (2-tailed)	.146	.459	.168	.092	.012		.002	.000
	N	30	30	30	30	30	30	30	30
Idktr7	Pearson Correlation	.393*	.399*	.209	.250	.336	.538**	1	.663**
	Sig. (2-tailed)	.032	.029	.268	.182	.069	.002		.000
	N	30	30	30	30	30	30	30	30
total	Pearson Correlation	.574**	.686**	.699**	.563**	.701**	.651**	.663**	1
	Sig. (2-tailed)	.001	.000	.000	.001	.000	.000	.000	
	N	30	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).

Brand Loyalty

Correlations

		idktr1	idktr2	idktr3	total
idktr1	Pearson Correlation	1	.579**	.465**	.807**
	Sig. (2-tailed)		.001	.010	.000
	N	30	30	30	30
idktr2	Pearson Correlation	.579**	1	.725**	.900**
	Sig. (2-tailed)	.001		.000	.000
	N	30	30	30	30
idktr3	Pearson Correlation	.465**	.725**	1	.850**
	Sig. (2-tailed)	.010	.000		.000
	N	30	30	30	30
total	Pearson Correlation	.807**	.900**	.850**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

Honda Scoopy

Brand Awareness

Correlations

		idktr1	idktr2	idktr3	idktr4	idktr5	idktr6	Total
idktr1	Pearson Correlation	1	.325	.209	.187	.278	.197	.553**
	Sig. (2-tailed)		.080	.268	.324	.137	.297	.002
	N	30	30	30	30	30	30	30
idktr2	Pearson Correlation	.325	1	.413*	.524**	.497**	.267	.792**
	Sig. (2-tailed)	.080		.023	.003	.005	.153	.000
	N	30	30	30	30	30	30	30
idktr3	Pearson Correlation	.209	.413*	1	.370	.320	.028	.652**
	Sig. (2-tailed)	.268	.023		.044	.085	.884	.000
	N	30	30	30	30	30	30	30
idktr4	Pearson Correlation	.187	.524**	.370	1	.505**	.095	.713**
	Sig. (2-tailed)	.324	.003	.044		.004	.619	.000
	N	30	30	30	30	30	30	30
idktr5	Pearson Correlation	.278	.497**	.320	.505**	1	.215	.721**
	Sig. (2-tailed)	.137	.005	.085	.004		.254	.000
	N	30	30	30	30	30	30	30
idktr6	Pearson Correlation	.197	.267	.028	.095	.215	1	.413*

	Sig. (2-tailed)	.297	.153	.884	.619	.254		.023
	N	30	30	30	30	30	30	30
Total	Pearson Correlation	.553**	.792**	.652**	.713**	.721**	.413*	1
	Sig. (2-tailed)	.002	.000	.000	.000	.000	.023	
	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).

Brand Association

Correlations

		idktr1	idktr2	idktr3	idktr4	idktr5	idktr6	idktr7	idktr8	idktr9	total
idktr1	Pearson Correlation	1	.523**	.167	.283	-.031	.150	.179	.151	.311	.538**
	Sig. (2-tailed)		.003	.378	.129	.871	.429	.344	.424	.095	.002
	N	30	30	30	30	30	30	30	30	30	30
idktr2	Pearson Correlation	.523**	1	.329	.367*	.028	-.094	.051	.130	.189	.498**
	Sig. (2-tailed)	.003		.076	.046	.882	.620	.791	.495	.316	.005
	N	30	30	30	30	30	30	30	30	30	30
idktr3	Pearson Correlation	.167	.329	1	.535**	.261	-.061	-.099	-.099	-.191	.375*
	Sig. (2-tailed)	.378	.076		.002	.164	.750	.603	.602	.311	.041
	N	30	30	30	30	30	30	30	30	30	30
idktr4	Pearson Correlation	.283	.367*	.535**	1	.450*	.319	.087	.047	.042	.666**
	Sig. (2-tailed)	.129	.046	.002		.013	.086	.648	.803	.826	.000
	N	30	30	30	30	30	30	30	30	30	30
idktr5	Pearson Correlation	-.031	.028	.261	.450*	1	.498**	-.117	-.106	-.116	.432*
	Sig. (2-tailed)	.871	.882	.164	.013		.005	.540	.577	.541	.017
	N	30	30	30	30	30	30	30	30	30	30
idktr6	Pearson Correlation	.150	-.094	-.061	.319	.498**	1	.384*	.249	.165	.581**
	Sig. (2-tailed)	.429	.620	.750	.086	.005		.036	.185	.384	.001
	N	30	30	30	30	30	30	30	30	30	30
idktr7	Pearson Correlation	.179	.051	-.099	.087	-.117	.384*	1	.678**	.485**	.558**
	Sig. (2-tailed)	.344	.791	.603	.648	.540	.036		.000	.007	.001
	N	30	30	30	30	30	30	30	30	30	30
idktr8	Pearson Correlation	.151	.130	-.099	.047	-.106	.249	.678**	1	.686**	.575**
	Sig. (2-tailed)	.424	.495	.602	.803	.577	.185	.000		.000	.001
	N	30	30	30	30	30	30	30	30	30	30
idktr9	Pearson Correlation	.311	.189	-.191	.042	-.116	.165	.485**	.686**	1	.530**
	Sig. (2-tailed)	.095	.316	.311	.826	.541	.384	.007	.000		.003
	N	30	30	30	30	30	30	30	30	30	30
total	Pearson Correlation	.538**	.498**	.375*	.666**	.432*	.581**	.558**	.575**	.530**	1
	Sig. (2-tailed)	.002	.005	.041	.000	.017	.001	.001	.001	.003	
	N	30	30	30	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).

Perceived Quality

Correlations

		idktr1	idktr2	idktr3	idktr4	idktr5	idktr6	idktr7	total
idktr1	Pearson Correlation	1	.610**	.547**	.223	.114	.102	.245	.703**
	Sig. (2-tailed)		.000	.002	.236	.548	.590	.192	.000
	N	30	30	30	30	30	30	30	30
idktr2	Pearson Correlation	.610**	1	.315	.107	-.232	.187	.010	.496**
	Sig. (2-tailed)	.000		.090	.573	.217	.322	.958	.005
	N	30	30	30	30	30	30	30	30
idktr3	Pearson Correlation	.547**	.315	1	.612**	-.098	.000	.058	.632**
	Sig. (2-tailed)	.002	.090		.000	.605	1.000	.762	.000
	N	30	30	30	30	30	30	30	30
idktr4	Pearson Correlation	.223	.107	.612**	1	.211	.131	.094	.639**
	Sig. (2-tailed)	.236	.573	.000		.264	.490	.620	.000
	N	30	30	30	30	30	30	30	30
idktr5	Pearson Correlation	.114	-.232	-.098	.211	1	.389*	.176	.422*
	Sig. (2-tailed)	.548	.217	.605	.264		.034	.352	.020
	N	30	30	30	30	30	30	30	30
idktr6	Pearson Correlation	.102	.187	.000	.131	.389*	1	.219	.534**
	Sig. (2-tailed)	.590	.322	1.000	.490	.034		.246	.002
	N	30	30	30	30	30	30	30	30
idktr7	Pearson Correlation	.245	.010	.058	.094	.176	.219	1	.446*
	Sig. (2-tailed)	.192	.958	.762	.620	.352	.246		.014
	N	30	30	30	30	30	30	30	30
total	Pearson Correlation	.703**	.496**	.632**	.639**	.422*	.534**	.446*	1
	Sig. (2-tailed)	.000	.005	.000	.000	.020	.002	.014	
	N	30	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).

Brand Loyalty

Correlations

		idktr1	idktr2	idktr3	total
idktr1	Pearson Correlation	1	.564**	.015	.710**
	Sig. (2-tailed)		.001	.936	.000
	N	30	30	30	30
idktr2	Pearson Correlation	.564**	1	.434*	.901**
	Sig. (2-tailed)	.001		.017	.000
	N	30	30	30	30
idktr3	Pearson Correlation	.015	.434*	1	.631**
	Sig. (2-tailed)	.936	.017		.000
	N	30	30	30	30
total	Pearson Correlation	.710**	.901**	.631**	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).

Lampiran 4. Uji Reliabilitas

Yamaha Fino

Brand Awareness

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.692	6

Brand Association

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.731	9

Perceived Quality

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.768	7

Brand Loyalty

Case Processing Summary

	N	%
Cases Valid	30	100.0
Excluded^a	0	.0
Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.810	3

Honda Scoopy

Brand Awareness

Case Processing Summary

	N	%
Cases Valid	30	100.0
Excluded^a	0	.0
Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.720	6

Brand Association

Case Processing Summary

	N	%
Cases Valid	30	100.0
Excluded^a	0	.0
Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.676	9

Perceived Quality

Case Processing Summary

	N	%

Cases	Valid	30	100.0
	Excluded^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.609	7

Brand Loyalty

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.615	3

Honda Scoopy

Brand Awareness

item1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	37	38.5	38.5	38.5
	4	43	44.8	44.8	83.3
	3	8	8.3	8.3	91.7
	2	8	8.3	8.3	100.0
	Total	96	100.0	100.0	

item2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	44	45.8	45.8	45.8
	4	36	37.5	37.5	83.3
	3	8	8.3	8.3	91.7
	2	8	8.3	8.3	100.0
	Total	96	100.0	100.0	

item3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	35	36.5	36.5	36.5
	4	34	35.4	35.4	71.9
	3	16	16.7	16.7	88.5
	2	11	11.5	11.5	100.0
	Total	96	100.0	100.0	

item4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	42	43.8	43.8	43.8
	4	40	41.7	41.7	85.4
	3	6	6.2	6.2	91.7
	2	7	7.3	7.3	99.0
	1	1	1.0	1.0	100.0
	Total	96	100.0	100.0	

item5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	35	36.5	36.5	36.5
	4	41	42.7	42.7	79.2
	3	10	10.4	10.4	89.6

		Frequency	Percent	Valid Percent	Cumulative Percent
	2	9	9.4	9.4	99.0
	1	1	1.0	1.0	100.0
	Total	96	100.0	100.0	

item6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	32	33.3	33.3	33.3
	4	38	39.6	39.6	72.9
	3	19	19.8	19.8	92.7
	2	7	7.3	7.3	100.0
	Total	96	100.0	100.0	

Brand Association

item1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	35	36.5	36.5	36.5
	4	40	41.7	41.7	78.1
	3	20	20.8	20.8	99.0
	2	1	1.0	1.0	100.0
	Total	96	100.0	100.0	

item2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	39	40.6	40.6	40.6
	4	39	40.6	40.6	81.2
	3	17	17.7	17.7	99.0
	2	1	1.0	1.0	100.0
	Total	96	100.0	100.0	

item3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	34	35.4	35.4	35.4
	4	44	45.8	45.8	81.2
	3	12	12.5	12.5	93.8

		2	6	6.2	6.2	100.0
	Total		96	100.0	100.0	

item4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	18	18.8	18.8	18.8
	4	50	52.1	52.1	70.8
	3	21	21.9	21.9	92.7
	2	7	7.3	7.3	100.0
	Total	96	100.0	100.0	

item5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	20	20.8	20.8	20.8
	4	45	46.9	46.9	67.7
	3	25	26.0	26.0	93.8
	2	6	6.2	6.2	100.0
	Total	96	100.0	100.0	

item6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	23	24.0	24.0	24.0
	4	38	39.6	39.6	63.5
	3	32	33.3	33.3	96.9
	2	3	3.1	3.1	100.0
	Total	96	100.0	100.0	

item7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	20	20.8	20.8	20.8
	4	52	54.2	54.2	75.0
	3	20	20.8	20.8	95.8
	2	4	4.2	4.2	100.0

item7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	20	20.8	20.8	20.8
	4	52	54.2	54.2	75.0
	3	20	20.8	20.8	95.8
	2	4	4.2	4.2	100.0
	Total	96	100.0	100.0	

item8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	23	24.0	24.0	24.0
	4	41	42.7	42.7	66.7
	3	29	30.2	30.2	96.9
	2	3	3.1	3.1	100.0
	Total	96	100.0	100.0	

item9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	18	18.8	18.8	18.8
	4	51	53.1	53.1	71.9
	3	23	24.0	24.0	95.8
	2	4	4.2	4.2	100.0
	Total	96	100.0	100.0	

Perceived Quality

item1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	29	30.2	30.2	30.2
	4	56	58.3	58.3	88.5
	3	11	11.5	11.5	100.0
	Total	96	100.0	100.0	

item2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	32	33.3	33.3	33.3
	4	51	53.1	53.1	86.5
	3	13	13.5	13.5	100.0
	Total	96	100.0	100.0	

item3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	31	32.3	32.3	32.3
	4	52	54.2	54.2	86.5
	3	11	11.5	11.5	97.9
	2	2	2.1	2.1	100.0
	Total	96	100.0	100.0	

item4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	20	20.8	20.8	20.8
	4	59	61.5	61.5	82.3
	3	13	13.5	13.5	95.8
	2	4	4.2	4.2	100.0
	Total	96	100.0	100.0	

item5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	17	17.7	17.7	17.7
	4	52	54.2	54.2	71.9
	3	19	19.8	19.8	91.7
	2	8	8.3	8.3	100.0
	Total	96	100.0	100.0	

item6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	11	11.5	11.5	11.5
	4	61	63.5	63.5	75.0
	3	20	20.8	20.8	95.8
	2	4	4.2	4.2	100.0
	Total	96	100.0	100.0	

item7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	14	14.6	14.6	14.6
	4	68	70.8	70.8	85.4
	3	12	12.5	12.5	97.9
	2	2	2.1	2.1	100.0
	Total	96	100.0	100.0	

Brand Loyalty

item1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	42	43.8	43.8	43.8
	4	45	46.9	46.9	90.6
	3	5	5.2	5.2	95.8
	2	4	4.2	4.2	100.0
	Total	96	100.0	100.0	

item2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	29	30.2	30.2	30.2
	4	44	45.8	45.8	76.0
	3	17	17.7	17.7	93.8
	2	6	6.2	6.2	100.0
	Total	96	100.0	100.0	

item3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	45	46.9	46.9	46.9
	4	34	35.4	35.4	82.3
	3	10	10.4	10.4	92.7
	2	7	7.3	7.3	100.0
	Total	96	100.0	100.0	

Lampiran 5. Distribusi Jawaban Responden

Yamaha Fino

X1 (Brand Awareness)

Indikator 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	10	10.4	10.4	10.4
	4	27	28.1	28.1	38.5
	3	38	39.6	39.6	78.1
	2	21	21.9	21.9	100.0
	Total	96	100.0	100.0	

item2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	7	7.3	7.3	7.3
	4	33	34.4	34.4	41.7
	3	30	31.2	31.2	72.9
	2	26	27.1	27.1	100.0
	Total	96	100.0	100.0	

item3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	11	11.5	11.5	11.5
	4	30	31.2	31.2	42.7
	3	28	29.2	29.2	71.9
	2	27	28.1	28.1	100.0
	Total	96	100.0	100.0	

item4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	9	9.4	9.4	9.4
	4	29	30.2	30.2	39.6
	3	36	37.5	37.5	77.1
	2	22	22.9	22.9	100.0
	Total	96	100.0	100.0	

item5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	6	6.2	6.2	6.2

		Frequency	Percent	Valid Percent	Cumulative Percent
	4	27	28.1	28.1	34.4
	3	40	41.7	41.7	76.0
	2	23	24.0	24.0	100.0
	Total	96	100.0	100.0	

item6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	10	10.4	10.4	10.4
	4	28	29.2	29.2	39.6
	3	28	29.2	29.2	68.8
	2	30	31.2	31.2	100.0
	Total	96	100.0	100.0	

X2 (Brand Asosiation)

item1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	14	14.6	14.6	14.6
	4	45	46.9	46.9	61.5
	3	23	24.0	24.0	85.4
	2	14	14.6	14.6	100.0
	Total	96	100.0	100.0	

item2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	24	25.0	25.0	25.0
	4	41	42.7	42.7	67.7
	3	22	22.9	22.9	90.6
	2	9	9.4	9.4	100.0
	Total	96	100.0	100.0	

item3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	26	27.1	27.1	27.1
	4	40	41.7	41.7	68.8

		Frequency	Percent	Valid Percent	Cumulative Percent
	3	18	18.8	18.8	87.5
	2	12	12.5	12.5	100.0
	Total	96	100.0	100.0	

item4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	19	19.8	19.8	19.8
	4	44	45.8	45.8	65.6
	3	23	24.0	24.0	89.6
	2	10	10.4	10.4	100.0
	Total	96	100.0	100.0	

item5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	24	25.0	25.0	25.0
	4	44	45.8	45.8	70.8
	3	20	20.8	20.8	91.7
	2	8	8.3	8.3	100.0
	Total	96	100.0	100.0	

item6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	22	22.9	22.9	22.9
	4	46	47.9	47.9	70.8
	3	20	20.8	20.8	91.7
	2	8	8.3	8.3	100.0
	Total	96	100.0	100.0	

item7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	18	18.8	18.8	18.8
	4	51	53.1	53.1	71.9
	3	18	18.8	18.8	90.6
	2	9	9.4	9.4	100.0
	Total	96	100.0	100.0	

item8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	15	15.6	15.6	15.6
	4	40	41.7	41.7	57.3
	3	27	28.1	28.1	85.4

		Frequency	Percent	Valid Percent	Cumulative Percent
	2	14	14.6	14.6	100.0
	Total	96	100.0	100.0	

item9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	22	22.9	22.9	22.9
	4	48	50.0	50.0	72.9
	3	15	15.6	15.6	88.5
	2	11	11.5	11.5	100.0
	Total	96	100.0	100.0	

X3 (Perceived Quality)

item1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	2	2.1	2.1	2.1
	4	71	74.0	74.0	76.0
	3	21	21.9	21.9	97.9
	2	2	2.1	2.1	100.0
	Total	96	100.0	100.0	

item2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	6	6.2	6.2	6.2
	4	63	65.6	65.6	71.9
	3	22	22.9	22.9	94.8
	2	5	5.2	5.2	100.0
	Total	96	100.0	100.0	

item3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	5	5.2	5.2	5.2
	4	62	64.6	64.6	69.8
	3	24	25.0	25.0	94.8
	2	5	5.2	5.2	100.0

item3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	5	5.2	5.2	5.2
	4	62	64.6	64.6	69.8
	3	24	25.0	25.0	94.8
	2	5	5.2	5.2	100.0
	Total	96	100.0	100.0	

item4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	6	6.2	6.2	6.2
	4	56	58.3	58.3	64.6
	3	30	31.2	31.2	95.8
	2	4	4.2	4.2	100.0
	Total	96	100.0	100.0	

item5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	4	4.2	4.2	4.2
	4	58	60.4	60.4	64.6
	3	27	28.1	28.1	92.7
	2	7	7.3	7.3	100.0
	Total	96	100.0	100.0	

item6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	4	4.2	4.2	4.2
	4	65	67.7	67.7	71.9
	3	21	21.9	21.9	93.8
	2	6	6.2	6.2	100.0
	Total	96	100.0	100.0	

item7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	8	8.3	8.3	8.3
	4	61	63.5	63.5	71.9
	3	23	24.0	24.0	95.8
	2	4	4.2	4.2	100.0
	Total	96	100.0	100.0	

X4 (Brand Loyalty)

item1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	3	3.1	3.1	3.1
	4	51	53.1	53.1	56.2
	3	36	37.5	37.5	93.8
	2	6	6.2	6.2	100.0
	Total	96	100.0	100.0	

item2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	11	11.5	11.5	11.5
	4	42	43.8	43.8	55.2
	3	40	41.7	41.7	96.9
	2	3	3.1	3.1	100.0
	Total	96	100.0	100.0	

item3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	26	27.1	27.1	27.1
	4	42	43.8	43.8	70.8
	3	26	27.1	27.1	97.9
	2	2	2.1	2.1	100.0
	Total	96	100.0	100.0	

Lampiran 6. Diskriminan

Discriminant

Analysis Case Processing Summary

Unweighted Cases		N	Percent
Valid		192	100.0
Excluded	Missing or out-of-range group codes	0	.0
	At least one missing discriminating variable	0	.0
	Both missing or out-of-range group codes and at least one missing discriminating variable	0	.0
	Total	0	.0
Total		192	100.0

Group Statistics

		Valid N (listwise)	
BrandEquity		Unweighted	Weighted
0	BrandAwareness	96	96.000
	BrandAssociation	96	96.000
	PerceivedQuality	96	96.000
	BrandLoyalty	96	96.000
1	BrandAwareness	96	96.000
	BrandAssociation	96	96.000
	PerceivedQuality	96	96.000
	BrandLoyalty	96	96.000
Total	BrandAwareness	192	192.000
	BrandAssociation	192	192.000
	PerceivedQuality	192	192.000
	BrandLoyalty	192	192.000

Tests of Equality of Group Means

	Wilks' Lambda	F	df1	df2	Sig.
BrandAwareness	.614	119.679	1	190	.000
BrandAssociation	.963	7.380	1	190	.007
PerceivedQuality	.835	37.418	1	190	.000
BrandLoyalty	.869	28.546	1	190	.000

Analysis 1

Box's Test of Equality of Covariance Matrices

Log Determinants

BrandEquity	Rank	Log Determinant
0	4	8.317
1	4	7.930
Pooled within-groups	4	8.225

The ranks and natural logarithms of determinants printed are those of the group covariance matrices.

Test Results

Box's M		19.231
F	Approx.	1.879
	df1	10
	df2	1.726E5
	Sig.	.043

Tests null hypothesis of equal population covariance matrices.

Summary of Canonical Discriminant Functions

Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	1.017ᵃ	100.0	100.0	.710

a. First 1 canonical discriminant functions were used in the analysis.

Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.496	131.883	4	.000

Standardized Canonical Discriminant Function Coefficients

	Function
	1
BrandAwareness	.815
BrandAssociation	.223
PerceivedQuality	.537
BrandLoyalty	.206

Structure Matrix

	Function
	1
BrandAwareness	.787
PerceivedQuality	.440
BrandLoyalty	.384
BrandAssociation	.195

Pooled within-groups correlations between discriminating variables and standardized canonical discriminant functions

Variables ordered by absolute size of correlation within function.

Functions at Group Centroids

BrandEquity	Function
	1
0	-1.003
1	1.003

Unstandardized canonical discriminant functions evaluated at group means

Analysis Case Processing Summary

Unweighted Cases		N	Percent
Valid		192	100.0
Excluded	Missing or out-of-range group codes	0	.0
	At least one missing discriminating variable	0	.0
	Both missing or out-of-range group codes and at least one missing discriminating variable	0	.0
	Total	0	.0
Total		192	100.0

Group Statistics

BrandEquity		Mean	Std. Deviation	Valid N (listwise)	
				Unweighted	Weighted
0	BrandAwareness	19.33	3.399	96	96.000
	BrandAssociation	33.96	4.801	96	96.000
	PerceivedQuality	25.93	2.407	96	96.000
	BrandLoyalty	11.12	1.706	96	96.000
1	BrandAwareness	24.54	3.195	96	96.000
	BrandAssociation	35.59	3.426	96	96.000
	PerceivedQuality	28.16	2.637	96	96.000
	BrandLoyalty	12.52	1.908	96	96.000
Total	BrandAwareness	21.94	4.200	192	192.000
	BrandAssociation	34.78	4.240	192	192.000
	PerceivedQuality	27.04	2.755	192	192.000
	BrandLoyalty	11.82	1.936	192	192.000

Analysis 1

Stepwise Statistics

Variables Entered/Removed[a,b,c,d]

Step	Entered	Min. D Squared		Exact F			
		Statistic	Between Groups	Statistic	df1	df2	Sig.
1	BrandAwareness	2.493	0 and 1	119.679	1	190.000	6.456E-22
2	Perceived Quality	3.653	0 and 1	87.209	2	189.000	1.470E-27
3	BrandAssociation	3.862	0 and 1	61.138	3	188.000	1.242E-27
4	BrandLoyalty	4.025	0 and 1	47.535	4	187.000	1.573E-27

At each step, the variable that maximizes the Mahalanobis distance between the two closest groups is entered.

a. Maximum number of steps is 8.

b. Maximum significance of F to enter is .05.

c. Minimum significance of F to remove is .10.

d. F level. tolerance. or VIN insufficient for further computation.

Variables in the Analysis

Step		Tolerance	Sig. of F to Remove	Min. D Squared	Between Groups
1	BrandAwareness	1.000	.000		
2	BrandAwareness	.986	.000	.780	0 and 1
	PerceivedQuality	.986	.000	2.493	0 and 1
3	BrandAwareness	.986	.000	.957	0 and 1
	PerceivedQuality	.985	.000	2.669	0 and 1
	BrandAssociation	.999	.024	3.653	0 and 1
4	BrandAwareness	.947	.000	1.496	0 and 1
	PerceivedQuality	.982	.000	2.886	0 and 1
	BrandAssociation	.998	.030	3.825	0 and 1
	BrandLoyalty	.959	.050	3.862	0 and 1

Variables Not in the Analysis

Step		Tolerance	Min. Tolerance	Sig. of F to Enter	Min. D Squared	Between Groups

0	BrandAwareness	1.000	1.000	.000	2.493	0 and 1
	BrandAssociation	1.000	1.000	.007	.154	0 and 1
	PerceivedQuality	1.000	1.000	.000	.780	0 and 1
	BrandLoyalty	1.000	1.000	.000	.595	0 and 1
1	BrandAssociation	1.000	1.000	.024	2.669	0 and 1
	PerceivedQuality	.986	.986	.000	3.653	0 and 1
	BrandLoyalty	.963	.963	.011	2.719	0 and 1
2	BrandAssociation	.999	.985	.024	3.862	0 and 1
	BrandLoyalty	.960	.947	.040	3.825	0 and 1
3	BrandLoyalty	.959	.947	.050	4.025	0 and 1

Wilks' Lambda

Step	Number of Variables	Lambda	df1	df2	df3	Exact F Statistic	df1	df2	Sig.
1	1	.614	1	1	190	119.679	1	190.000	.000
2	2	.520	2	1	190	87.209	2	189.000	.000
3	3	.506	3	1	190	61.138	3	188.000	.000
4	4	.496	4	1	190	47.535	4	187.000	.000

Summary of Canonical Discriminant Functions

Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	1.017[a]	100.0	100.0	.710

a. First 1 canonical discriminant functions were used in the analysis.

Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.496	131.883	4	.000

Standardized Canonical Discriminant Function Coefficients

	Function
	1
BrandAwareness	.815
BrandAssociation	.223
PerceivedQuality	.537
BrandLoyalty	.206

Structure Matrix

	Function
	1

BrandAwareness	.787
PerceivedQuality	.440
BrandLoyalty	.384
BrandAssociation	.195

Pooled within-groups correlations between discriminating variables and standardized canonical discriminant functions
 Variables ordered by absolute size of correlation within function.

Canonical Discriminant Function Coefficients

	Function
	1
BrandAwareness	.247
BrandAssociation	.053
PerceivedQuality	.213
BrandLoyalty	.114
(Constant)	-14.368

Unstandardized coefficients

Functions at Group Centroids

	Function
BrandEquity	1
0	-1.003
1	1.003

Unstandardized canonical discriminant functions evaluated at group means

Classification Statistics

Classification Processing Summary

Processed		192
Excluded	Missing or out-of-range group codes	0
	At least one missing discriminating variable	0
Used in Output		192

Prior Probabilities for Groups

BrandEquity	Prior	Cases Used in Analysis	
		Unweighted	Weighted
0	.500	96	96.000

| | | .500 | 96 | 96.000 |
| Total | | 1.000 | 192 | 192.000 |

Classification Function Coefficients

	BrandEquity	
	0	1
BrandAwareness	1.966	2.462
BrandAssociation	2.045	2.152
PerceivedQuality	4.423	4.850
BrandLoyalty	2.414	2.641
(Constant)	-125.184	-154.009

Fisher's linear discriminant functions

Classification Results[b,c]

		BrandEquity	Predicted Group Membership		Total
			0	1	
Original	Count	0	79	17	96
		1	12	84	96
	%	0	82.3	17.7	100.0
		1	12.5	87.5	100.0
Cross-validated[a]	Count	0	79	17	96
		1	13	83	96
	%	0	82.3	17.7	100.0
		1	13.5	86.5	100.0

a. Cross validation is done only for those cases in the analysis. In cross validation, each case is classified by the functions derived from all cases other than that case.

b. 84.9% of original grouped cases correctly classified.

c. 84.4% of cross-validated grouped cases correctly classified.