

Lampiran 5. Distribusi Frekuensi Jawaban Responden tentang Indikator Citra Merek Produk Pelembab Wajah Ponds di Bandar Lampung

Frequency Table

Jenis Kelamin

	frequency	percent	valid percent	cumulative percent
valid laki laki	23	23,0	23,0	23,0
perempuan	77	77,0	77,0	100,0
total	100	100,0	100,0	

Usia

	frequency	percent	valid percent	cumulative percent
valid < 20 tahun	15	15,0	15,0	15,0
20-30 th	55	55,0	55,0	70,0
31-40 th	14	14,0	14,0	84,0
>40 th	16	16,0	16,0	100,0
total	100	100,0	100,0	

Pendidikan

	frequency	percent	valid percent	cumulative percent
valid SMP	6	6,0	6,0	6,0
SMU	29	29,0	29,0	35,0
D1/D2/D3	16	16,0	16,0	51,0
S1/S2/S3	49	49,0	49,0	100,0
total	100	100,0	100,0	

Pekerjaan

	frequency	percent	valid percent	cumulative percent
valid pegawai negeri/TNI	11	11,0	11,0	11,0
pegawai swasta	18	18,0	18,0	29,0
pelajar/mahasiswa	41	41,0	41,0	70,0
ibu rumah tangga	16	16,0	16,0	86,0
lain lain	14	14,0	14,0	100,0
total	100	100,0	100,0	

Pengeluaran/bulan

	frequency	percent	valid percent	cumulative percent
valid <500.000	18	18,0	18,0	18,0
500.000-1.000.000	37	37,0	37,0	55,0
1.000.000-2.000.000	17	17,0	17,0	72,0
2.000.000-3.000.000	9	9,0	9,0	81,0
3.000.000	19	19,0	19,0	100,0
total	100	100,0	100,0	

X1.1

	frequency	percent	valid percent	cumulative percent
valid ragu ragu	6	6,0	6,0	6,0
setuju	87	87,0	87,0	93,0
sangat	7	7,0	7,0	100,0
setuju total	100	100,0	100,0	

X1.2

	frequency	percent	valid percent	cumulative percent
valid tidak setuju	1	1,0	1,0	1,0
ragu ragu	38	38,0	38,0	39,0
setuju	58	58,0	58,0	97,0
sangat	3	3,0	3,0	100,0
setuju total	100	100,0	100,0	

X1.3

	frequency	percent	valid percent	cumulative percent
valid ragu ragu	33	33,0	33,0	33,0
setuju	63	63,0	63,0	96,0
sangat	4	4,0	4,0	100,0
setuju total	100	100,0	100,0	

X1.4

	frequency	percent	valid percent	cumulative percent
valid ragu ragu	11	11,0	11,0	11,0
setuju	55	55,0	55,0	66,0
sangat	34	34,0	34,0	100,0
setuju total	100	100,0	100,0	

X1.5

		frequency	percent	valid percent	cumulative percent
valid	tidak setuju	1	1,0	1,0	1,0
	ragu ragu	27	27,0	27,0	28,0
	setuju	62	62,0	62,0	90,0
	sangat	10	10,0	10,0	100,0
	total	100	100,0	100,0	

X2.1

		frequency	percent	valid percent	cumulative percent
valid	tidak setuju	2	2,0	2,0	2,0
	ragu ragu	5	5,0	5,0	7,0
	setuju	60	60,0	60,0	67,0
	sangat	33	33,0	33,0	100,0
	total	100	100,0	100,0	

X2.2

		frequency	percent	valid percent	cumulative percent
valid	tidak setuju	17	17,0	17,0	17,0
	ragu ragu	43	43,0	43,0	60,0
	setuju	29	29,0	29,0	89,0
	sangat	11	11,0	11,0	100,0
	total	100	100,0	100,0	

X2.3

		frequency	percent	valid percent	cumulative percent
valid	tidak setuju	7	7,0	7,0	7,0
	ragu ragu	8	8,0	8,0	15,0
	setuju	71	71,0	71,0	86,0
	sangat	14	14,0	14,0	100,0
	total	100	100,0	100,0	

X2.4

		frequency	percent	valid percent	cumulative percent
valid	tidak setuju	4	4,0	4,0	4,0
	ragu ragu	9	9,0	9,0	13,0
	setuju	67	67,0	67,0	80,0
	sangat	20	20,0	20,0	100,0
	total	100	100,0	100,0	

X2.5

		frequency	percent	valid percent	cumulative percent
valid	tidak setuju	5	5,0	5,0	5,0
	ragu ragu	15	15,0	15,0	20,0
	setuju	67	67,0	67,0	87,0
	sangat	13	13,0	13,0	100,0
	total	100	100,0	100,0	

X2.6

		frequency	percent	valid percent	cumulative percent
valid	tidak setuju	1	1,0	1,0	1,0
	ragu ragu	2	2,0	2,0	3,0
	setuju	86	86,0	86,0	89,0
	sangat	11	11,0	11,0	100,0
	total	100	100,0	100,0	

X2.7

		frequency	percent	valid percent	cumulative percent
valid	tidak setuju	15	15,0	15,0	15,0
	ragu ragu	18	18,0	18,0	33,0
	setuju	63	63,0	63,0	96,0
	sangat	4	4,0	4,0	100,0
	total	100	100,0	100,0	

X2.8

		frequency	percent	valid percent	cumulative percent
valid	tidak setuju	9	9,0	9,0	9,0
	ragu ragu	31	31,0	31,0	40,0
	setuju	55	55,0	55,0	95,0
	sangat	5	5,0	5,0	100,0
	total	100	100,0	100,0	

X3.1

		frequency	percent	valid percent	cumulative percent
valid	tidak setuju	8	8,0	8,0	8,0
	ragu ragu	23	23,0	23,0	31,0
	setuju	44	44,0	44,0	75,0
	sangat	25	25,0	25,0	100,0
	total	100	100,0	100,0	

X3.2

		frequency	percent	valid percent	cumulative percent
valid	tidak setuju	4	4,0	4,0	4,0
	ragu ragu	28	28,0	28,0	32,0
	setuju	14	14,0	14,0	46,0
	sangat	45	45,0	45,0	91,0
	setuju	9	9,0	9,0	100,0
	total	100	100,0	100,0	

Loyalitas Konsumen

		frequency	percent	valid percent	cumulative percent
valid	tidak loyal	16	16,0	16,0	16,0
	loyal	84	84,0	84,0	100,0
	total	100	100,0	100,0	

Lampiran 6.Hasil Analisis Regresi Logistik

Logistic Regression

Case Processing Summary

Unweighted cases		N	Percent
selected cases	Included in Analysis	100	100,0
	Missing cases	0	,0
	total	100	100,0
unselected cases		0	,0
total		100	100,0

a. if weight is in effect, see classification table for the total number of cases

Depenent Variable Encoding

Original Value	Internal Value
tidak loyal	0
loyal	1

Block 0: Beginning Block

Classification Table^{a,b}

Observed	Predicted		
	Keputusan Konsumen		Percentage correct
	tidak loyal	loyal	
step 0 keputusan konsumen	0	16	,0
tidak loyal	0	84	100,0
loyal			84,0
overall percentage			

a. constant is included in the model

b.the cut value is ,500

Variables in the Equations

	B	S.E.	Waid	df	Sig.	Exp(B)
step 0 Constant	1,658	,273	36,956	1	,000	5,250

Variables not in the Equations

		score	df	sig.
step 0	Variables	x1	21,031	1
		x2	35,779	1
		x3	28,735	1
	overall statistic		43,285	3

Block 1: Method= Enter

Omnibus Tests of Model Coefficients

		chi-square	df	sig.
step 1	step	52,101	3	,000
	block	52,101	3	,000
	model	52,101	3	,000

Model summary

step	-2 log likellhood	Cox & Snell R square	Nagelkerke R Square
1	35,833	,406	,694

**a. estimation terminated at iteration number 7, because
parameter estimates changed by less than ,001**

hosmer and lemeshow test

step	chi-square	df	sig
1	8,346	8	,400

Clasification Table

observed			Predicted		
			keputusan konsumen		percentage correct
			tidak loyal	loyal	
step 1	keputusan konsumen	tidak loyal	10	6	62,5
		loyal	4	80	95,2
	overall percentage				90,0

Variables in the Equations

	B	S.E.	Waid	df	Sig.	Exp(B)
step 1	x1	,858	4,435	1	,035	2,359
	x2	1,750	8,286	1	,004	5,756
	x3	1,322	4,948	1	,026	3,751
	constant	3,804	19,230	1	,000	44,886

.variable(s) entered on step 1:X1,X2,X3.

Lampiran 7 Tabel Harga Kritik dari rho Spearman

Tabel Harga Kritik dari rho Spearman

N (1)	interval	Kepercayaan	N (1)	Interval	Kepercayaan
	95%	99%		95%	99%
	(2)	(3)		(2)	(3)
5	1,000	16	0,506	0,665
6	0,886	0,929	18	0,472	0,625
7	0,786	0,929	20	0,450	0,591
8	0,738	0,881	22	0,428	0,562
9	0,683	0,833	24	0,409	0,537
10	0,648	0,794	26	0,392	0,515
12	0,591	0,777	28	0,377	0,496
14	0,544	0,715	30	0,361	0,478