

Lampiran 4. Data Frekuensi Jawaban Responden

1. Tabel frekuensi X1 (Brand Extension)

Pernyataan 1

Statistics

x1.1

N	Valid	100
	Missing	0

x1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	14	14.0	14.0	14.0
	S	58	58.0	58.0	72.0
	SS	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

Pernyataan 2

Statistics

x1.2

N	Valid	100
	Missing	0

x1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	28	28.0	28.0	28.0
	S	48	48.0	48.0	76.0
	SS	21	21.0	21.0	97.0
	TS	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Pernyataan 3

Statistics

x1.3

N	Valid	100
	Missing	0

x1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	28	28.0	28.0	28.0
	S	56	56.0	56.0	84.0
	SS	11	11.0	11.0	95.0
	TS	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Pernyataan 4

Statistics

x2.1

N	Valid	100
	Missing	0

x2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	6	6.0	6.0	6.0
	S	54	54.0	54.0	60.0
	SS	37	37.0	37.0	97.0
	TS	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Pernyataan 5

Statistics

x2.2

N	Valid	100
	Missing	0

x2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	15	15.0	15.0	15.0
	S	58	58.0	58.0	73.0
	SS	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

Pernyataan 6

Statistics

x2.3

N	Valid	100
	Missing	0

x2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	2	2.0	2.0	2.0
	S	45	45.0	45.0	47.0
	SS	53	53.0	53.0	100.0
	Total	100	100.0	100.0	

Pernyataan 7

Statistics

x3.1

N	Valid	100
	Missing	0

x3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	15	15.0	15.0	15.0
	S	60	60.0	60.0	75.0
	SS	23	23.0	23.0	98.0
	TS	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Pernyataan 8

Statistics

x3.2

N	Valid	100
	Missing	0

x3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	26	26.0	26.0	26.0
	S	41	41.0	41.0	67.0
	SS	30	30.0	30.0	97.0
	TS	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Pernyataan 9

Statistics

x3.3

N	Valid	100
	Missing	0

x3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	10	10.0	10.0	10.0
	S	48	48.0	48.0	58.0
	SS	41	41.0	41.0	99.0
	TS	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Pernyataan 10

Statistics

x4.1

N	Valid	100
	Missing	0

x4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	27	27.0	27.0	27.0
	S	17	17.0	17.0	44.0
	SS	35	35.0	35.0	79.0
	STS	4	4.0	4.0	83.0
	TS	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

Pernyataan 11

Statistics

x4.2

N	Valid	100
	Missing	0

x4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	24	24.0	24.0	24.0
	S	37	37.0	37.0	61.0
	SS	27	27.0	27.0	88.0
	TS	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Pernyataan 12

Statistics

x4.3

N	Valid	100
	Missing	0

x4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	42	42.0	42.0	42.0
	S	37	37.0	37.0	79.0
	SS	6	6.0	6.0	85.0
	STS	4	4.0	4.0	89.0
	TS	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

Pernyataan 13

Statistics

y1.1

N	Valid	100
	Missing	0

y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	24	24.0	24.0	24.0
	S	46	46.0	46.0	70.0
	SS	22	22.0	22.0	92.0
	TS	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

Pernyataan 14

Statistics

y1.2

N	Valid	100
	Missing	0

y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	33	33.0	33.0	33.0
	S	42	42.0	42.0	75.0
	SS	15	15.0	15.0	90.0
	STS	1	1.0	1.0	91.0
	TS	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

Pernyataan 15

Statistics

y1.3

N	Valid	100
	Missing	0

y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	16	16.0	16.0	16.0
	S	52	52.0	52.0	68.0
	SS	29	29.0	29.0	97.0
	TS	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Pernyataan 16

Statistics

y2.1

N	Valid	100
	Missing	0

y2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	7	7.0	7.0	7.0
	S	58	58.0	58.0	65.0
	SS	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

Pernyataan 17

Statistics

y2.2

N	Valid	100
	Missing	0

y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	7	7.0	7.0	7.0
	S	56	56.0	56.0	63.0
	SS	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

Pernyataan 18

Statistics

y2.3

N	Valid	100
	Missing	0

y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	4	4.0	4.0	4.0
	S	64	64.0	64.0	68.0
	SS	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

Pernyataan 19

Statistics

y3.1

N	Valid	100
	Missing	0

y3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	14	14.0	14.0	14.0
	S	56	56.0	56.0	70.0
	SS	29	29.0	29.0	99.0
	TS	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Pernyataan 20

Statistics

y3.2

N	Valid	100
	Missing	0

y3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	9	9.0	9.0	9.0
	S	56	56.0	56.0	65.0
	SS	32	32.0	32.0	97.0
	TS	3	3.0	3.0	100.0
	Total	100	100.0	100.0	