

Lampiran 2

Hasil Kuisisioner 100 Responden

| No. | KEPERCAYAAN TERHADAP MEREK (X) |    |    |    |    |            |                               |    |    |            |                               |    |    |            | LOYALITAS MEREK (Y) |    |    |    | TOTAL (Y) |
|-----|--------------------------------|----|----|----|----|------------|-------------------------------|----|----|------------|-------------------------------|----|----|------------|---------------------|----|----|----|-----------|
|     | Karakteristik Merek (X1)       |    |    |    |    | TOTAL (X1) | Karakteristik Perusahaan (X2) |    |    | TOTAL (X2) | Karakteristik Kons Merek (X3) |    |    | TOTAL (X3) |                     |    |    |    |           |
|     | 1                              | 2  | 3  | 4  | 5  |            | 1                             | 2  | 3  |            | 1                             | 2  | 3  |            | 1                   | 2  | 3  | 4  |           |
| 1   | 70                             | 70 | 80 | 80 | 90 | 390        | 70                            | 86 | 70 | 226        | 80                            | 80 | 66 | 226        | 70                  | 70 | 70 | 70 | 280       |
| 2   | 75                             | 85 | 85 | 90 | 90 | 425        | 95                            | 82 | 60 | 237        | 90                            | 95 | 98 | 283        | 95                  | 95 | 82 | 80 | 352       |
| 3   | 90                             | 95 | 95 | 95 | 95 | 470        | 80                            | 95 | 95 | 270        | 95                            | 95 | 95 | 285        | 85                  | 93 | 93 | 93 | 364       |
| 4   | 90                             | 95 | 92 | 87 | 90 | 454        | 70                            | 90 | 90 | 250        | 90                            | 96 | 85 | 271        | 75                  | 71 | 90 | 90 | 326       |
| 5   | 95                             | 98 | 95 | 90 | 95 | 473        | 78                            | 97 | 94 | 269        | 95                            | 95 | 95 | 285        | 74                  | 76 | 97 | 96 | 343       |
| 6   | 70                             | 80 | 80 | 90 | 90 | 410        | 75                            | 80 | 87 | 242        | 95                            | 95 | 70 | 260        | 75                  | 75 | 98 | 95 | 343       |
| 7   | 85                             | 85 | 95 | 95 | 95 | 455        | 92                            | 90 | 90 | 272        | 80                            | 75 | 95 | 250        | 97                  | 96 | 82 | 90 | 365       |
| 8   | 80                             | 80 | 80 | 80 | 80 | 400        | 90                            | 78 | 85 | 253        | 80                            | 90 | 80 | 250        | 95                  | 97 | 85 | 80 | 357       |
| 9   | 75                             | 75 | 80 | 95 | 85 | 410        | 80                            | 75 | 89 | 244        | 60                            | 60 | 80 | 200        | 95                  | 95 | 70 | 70 | 330       |
| 10  | 95                             | 90 | 95 | 95 | 95 | 470        | 98                            | 95 | 95 | 288        | 92                            | 93 | 90 | 275        | 92                  | 98 | 95 | 90 | 375       |
| 11  | 82                             | 72 | 85 | 80 | 85 | 404        | 99                            | 80 | 75 | 254        | 60                            | 80 | 80 | 220        | 95                  | 96 | 80 | 80 | 351       |
| 12  | 92                             | 95 | 95 | 95 | 90 | 467        | 90                            | 93 | 93 | 276        | 95                            | 95 | 95 | 285        | 95                  | 95 | 95 | 95 | 380       |
| 13  | 85                             | 96 | 95 | 95 | 90 | 461        | 85                            | 95 | 95 | 275        | 99                            | 91 | 99 | 289        | 95                  | 90 | 95 | 95 | 375       |
| 14  | 70                             | 80 | 70 | 70 | 80 | 370        | 95                            | 71 | 80 | 246        | 70                            | 90 | 60 | 220        | 97                  | 98 | 80 | 81 | 356       |
| 15  | 75                             | 60 | 80 | 80 | 70 | 365        | 90                            | 68 | 70 | 228        | 60                            | 80 | 80 | 220        | 90                  | 90 | 70 | 80 | 330       |
| 16  | 95                             | 95 | 80 | 90 | 80 | 440        | 80                            | 90 | 90 | 260        | 80                            | 60 | 95 | 235        | 90                  | 95 | 90 | 90 | 365       |
| 17  | 84                             | 90 | 60 | 75 | 70 | 379        | 80                            | 82 | 90 | 252        | 75                            | 60 | 90 | 225        | 90                  | 75 | 82 | 90 | 337       |
| 18  | 71                             | 61 | 65 | 75 | 80 | 352        | 80                            | 70 | 70 | 220        | 80                            | 80 | 60 | 220        | 92                  | 92 | 72 | 60 | 316       |
| 19  | 70                             | 60 | 95 | 90 | 95 | 410        | 90                            | 60 | 80 | 230        | 95                            | 85 | 70 | 250        | 80                  | 90 | 80 | 84 | 334       |
| 20  | 80                             | 80 | 84 | 85 | 90 | 419        | 98                            | 75 | 75 | 248        | 71                            | 55 | 80 | 206        | 80                  | 80 | 75 | 75 | 310       |
| 21  | 65                             | 70 | 70 | 60 | 70 | 335        | 95                            | 85 | 86 | 266        | 60                            | 70 | 70 | 200        | 90                  | 80 | 85 | 80 | 335       |
| 22  | 70                             | 70 | 70 | 70 | 55 | 335        | 80                            | 70 | 65 | 215        | 70                            | 75 | 70 | 215        | 94                  | 90 | 75 | 70 | 329       |
| 23  | 60                             | 60 | 75 | 65 | 65 | 325        | 80                            | 75 | 72 | 227        | 60                            | 65 | 60 | 185        | 73                  | 74 | 62 | 79 | 288       |
| 24  | 75                             | 75 | 65 | 75 | 65 | 355        | 75                            | 80 | 71 | 226        | 72                            | 73 | 75 | 220        | 65                  | 70 | 81 | 80 | 296       |
| 25  | 75                             | 75 | 75 | 95 | 90 | 410        | 75                            | 85 | 65 | 225        | 80                            | 90 | 70 | 240        | 80                  | 80 | 75 | 85 | 320       |
| 26  | 83                             | 90 | 95 | 90 | 95 | 453        | 55                            | 84 | 80 | 219        | 70                            | 90 | 73 | 233        | 74                  | 75 | 90 | 90 | 329       |
| 27  | 88                             | 70 | 95 | 80 | 95 | 428        | 80                            | 80 | 91 | 251        | 85                            | 80 | 70 | 235        | 76                  | 75 | 91 | 90 | 332       |
| 28  | 64                             | 74 | 95 | 80 | 80 | 393        | 80                            | 72 | 95 | 247        | 95                            | 80 | 60 | 235        | 90                  | 90 | 97 | 88 | 365       |
| 29  | 70                             | 75 | 75 | 95 | 90 | 405        | 75                            | 96 | 95 | 266        | 75                            | 75 | 65 | 215        | 90                  | 90 | 90 | 95 | 365       |
| 30  | 95                             | 98 | 90 | 95 | 90 | 468        | 80                            | 93 | 93 | 266        | 85                            | 80 | 95 | 260        | 75                  | 75 | 99 | 99 | 348       |
| 31  | 93                             | 95 | 90 | 90 | 95 | 463        | 80                            | 98 | 80 | 258        | 90                            | 95 | 95 | 280        | 80                  | 80 | 95 | 95 | 350       |
| 32  | 75                             | 75 | 65 | 65 | 65 | 345        | 71                            | 75 | 80 | 226        | 60                            | 55 | 85 | 200        | 72                  | 80 | 80 | 80 | 312       |
| 33  | 70                             | 73 | 95 | 95 | 85 | 418        | 95                            | 95 | 97 | 287        | 95                            | 85 | 73 | 253        | 85                  | 84 | 93 | 95 | 357       |
| 34  | 90                             | 90 | 95 | 95 | 90 | 460        | 65                            | 90 | 90 | 245        | 85                            | 80 | 90 | 255        | 80                  | 65 | 90 | 90 | 325       |
| 35  | 55                             | 66 | 78 | 60 | 60 | 319        | 45                            | 70 | 70 | 185        | 80                            | 72 | 65 | 217        | 40                  | 29 | 70 | 70 | 209       |
| 36  | 79                             | 80 | 75 | 85 | 80 | 399        | 90                            | 80 | 84 | 254        | 55                            | 65 | 70 | 190        | 60                  | 60 | 84 | 80 | 284       |
| 37  | 60                             | 70 | 75 | 75 | 80 | 360        | 65                            | 78 | 65 | 208        | 65                            | 65 | 72 | 202        | 75                  | 70 | 80 | 65 | 290       |
| 38  | 80                             | 80 | 85 | 85 | 90 | 420        | 85                            | 90 | 90 | 265        | 90                            | 80 | 80 | 250        | 75                  | 80 | 85 | 85 | 325       |

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|----|----|----|----|----|----|-----|----|-----|----|-----|----|----|----|-----|----|----|----|----|-----|
| 39 | 70 | 65 | 60 | 70 | 50 | 315 | 64 | 70  | 65 | 199 | 80 | 70 | 65 | 215 | 64 | 70 | 70 | 65 | 269 |
| 40 | 70 | 80 | 75 | 80 | 70 | 375 | 70 | 75  | 85 | 230 | 70 | 80 | 80 | 230 | 76 | 70 | 75 | 65 | 286 |
| 41 | 60 | 60 | 60 | 70 | 70 | 320 | 71 | 70  | 70 | 211 | 70 | 80 | 60 | 210 | 73 | 60 | 70 | 70 | 273 |
| 42 | 80 | 80 | 85 | 85 | 75 | 405 | 60 | 80  | 80 | 220 | 80 | 75 | 80 | 235 | 60 | 60 | 80 | 80 | 280 |
| 43 | 75 | 65 | 60 | 60 | 55 | 315 | 58 | 90  | 95 | 243 | 65 | 45 | 70 | 180 | 50 | 50 | 85 | 90 | 275 |
| 44 | 85 | 50 | 80 | 80 | 80 | 375 | 60 | 65  | 55 | 180 | 85 | 80 | 50 | 215 | 62 | 64 | 65 | 65 | 256 |
| 45 | 75 | 75 | 50 | 79 | 61 | 340 | 65 | 45  | 65 | 175 | 50 | 60 | 85 | 195 | 53 | 50 | 50 | 65 | 218 |
| 46 | 60 | 50 | 75 | 95 | 90 | 370 | 80 | 70  | 80 | 230 | 75 | 80 | 60 | 215 | 70 | 80 | 70 | 70 | 290 |
| 47 | 63 | 73 | 90 | 90 | 90 | 406 | 64 | 65  | 61 | 190 | 90 | 90 | 80 | 260 | 61 | 61 | 59 | 65 | 246 |
| 48 | 45 | 45 | 80 | 80 | 70 | 320 | 80 | 40  | 50 | 170 | 60 | 55 | 54 | 169 | 80 | 70 | 60 | 50 | 260 |
| 49 | 41 | 41 | 72 | 83 | 55 | 292 | 45 | 45  | 45 | 135 | 80 | 75 | 50 | 205 | 40 | 35 | 45 | 45 | 165 |
| 50 | 50 | 74 | 65 | 95 | 95 | 379 | 63 | 58  | 61 | 182 | 71 | 84 | 50 | 205 | 63 | 60 | 71 | 68 | 262 |
| 51 | 35 | 35 | 73 | 45 | 50 | 238 | 50 | 50  | 55 | 155 | 57 | 70 | 38 | 165 | 50 | 50 | 45 | 50 | 195 |
| 52 | 80 | 80 | 75 | 80 | 85 | 400 | 91 | 71  | 81 | 243 | 75 | 80 | 76 | 231 | 72 | 71 | 80 | 80 | 303 |
| 53 | 78 | 60 | 80 | 80 | 80 | 378 | 65 | 64  | 63 | 192 | 80 | 90 | 60 | 230 | 61 | 61 | 60 | 61 | 243 |
| 54 | 50 | 51 | 80 | 85 | 80 | 346 | 80 | 86  | 80 | 246 | 75 | 70 | 55 | 200 | 87 | 85 | 80 | 90 | 342 |
| 55 | 68 | 50 | 75 | 65 | 65 | 323 | 70 | 70  | 65 | 205 | 55 | 65 | 50 | 170 | 65 | 55 | 65 | 50 | 235 |
| 56 | 51 | 55 | 74 | 71 | 75 | 326 | 60 | 65  | 75 | 200 | 80 | 85 | 50 | 215 | 55 | 80 | 55 | 65 | 255 |
| 57 | 70 | 82 | 60 | 60 | 60 | 332 | 70 | 70  | 70 | 210 | 60 | 50 | 70 | 180 | 70 | 70 | 70 | 70 | 280 |
| 58 | 45 | 45 | 90 | 90 | 90 | 360 | 60 | 75  | 60 | 195 | 80 | 90 | 55 | 225 | 60 | 60 | 70 | 75 | 265 |
| 59 | 70 | 50 | 85 | 65 | 65 | 335 | 60 | 60  | 60 | 180 | 65 | 75 | 50 | 190 | 60 | 60 | 60 | 60 | 240 |
| 60 | 65 | 75 | 90 | 90 | 90 | 410 | 75 | 66  | 67 | 208 | 75 | 70 | 50 | 195 | 70 | 75 | 62 | 61 | 268 |
| 61 | 75 | 60 | 90 | 55 | 70 | 350 | 65 | 21  | 75 | 161 | 85 | 75 | 45 | 205 | 45 | 41 | 50 | 25 | 161 |
| 62 | 85 | 85 | 85 | 85 | 85 | 425 | 85 | 30  | 45 | 160 | 90 | 80 | 80 | 250 | 75 | 75 | 75 | 35 | 260 |
| 63 | 87 | 79 | 85 | 90 | 85 | 426 | 75 | 80  | 78 | 233 | 80 | 75 | 70 | 225 | 95 | 90 | 75 | 80 | 340 |
| 64 | 92 | 98 | 80 | 82 | 95 | 447 | 80 | 100 | 95 | 275 | 85 | 80 | 99 | 264 | 95 | 80 | 80 | 80 | 335 |
| 65 | 78 | 90 | 88 | 75 | 77 | 408 | 75 | 95  | 45 | 215 | 90 | 95 | 80 | 265 | 78 | 73 | 55 | 50 | 256 |
| 66 | 97 | 79 | 95 | 90 | 80 | 441 | 75 | 80  | 80 | 235 | 62 | 78 | 78 | 218 | 78 | 93 | 75 | 77 | 323 |
| 67 | 75 | 70 | 80 | 80 | 80 | 385 | 75 | 70  | 75 | 220 | 85 | 82 | 70 | 237 | 80 | 75 | 70 | 70 | 295 |
| 68 | 90 | 90 | 80 | 80 | 85 | 425 | 88 | 80  | 80 | 248 | 85 | 81 | 85 | 251 | 90 | 75 | 85 | 80 | 330 |
| 69 | 70 | 90 | 75 | 80 | 75 | 390 | 75 | 90  | 40 | 205 | 75 | 80 | 75 | 230 | 70 | 80 | 70 | 50 | 270 |
| 70 | 68 | 50 | 70 | 70 | 60 | 318 | 80 | 60  | 40 | 180 | 70 | 55 | 50 | 175 | 60 | 60 | 40 | 40 | 200 |
| 71 | 50 | 20 | 61 | 61 | 20 | 212 | 61 | 20  | 20 | 101 | 61 | 65 | 20 | 146 | 61 | 41 | 20 | 20 | 142 |
| 72 | 70 | 75 | 70 | 70 | 65 | 350 | 70 | 75  | 70 | 215 | 70 | 60 | 60 | 190 | 60 | 65 | 60 | 50 | 235 |
| 73 | 80 | 80 | 85 | 80 | 82 | 407 | 80 | 60  | 60 | 200 | 80 | 65 | 85 | 230 | 60 | 81 | 80 | 80 | 301 |
| 74 | 90 | 98 | 80 | 80 | 95 | 443 | 89 | 80  | 58 | 227 | 90 | 90 | 75 | 255 | 85 | 85 | 90 | 60 | 320 |
| 75 | 85 | 85 | 70 | 85 | 55 | 380 | 85 | 80  | 80 | 245 | 70 | 70 | 85 | 225 | 60 | 80 | 40 | 15 | 195 |
| 76 | 75 | 50 | 70 | 50 | 70 | 315 | 75 | 30  | 30 | 135 | 60 | 90 | 50 | 200 | 50 | 50 | 30 | 30 | 160 |
| 77 | 76 | 94 | 84 | 78 | 74 | 406 | 91 | 99  | 90 | 280 | 88 | 93 | 82 | 263 | 77 | 70 | 85 | 80 | 312 |
| 78 | 79 | 55 | 70 | 70 | 75 | 349 | 70 | 55  | 55 | 180 | 70 | 55 | 55 | 180 | 55 | 75 | 55 | 55 | 240 |
| 79 | 85 | 80 | 95 | 90 | 75 | 425 | 70 | 70  | 90 | 230 | 90 | 80 | 75 | 245 | 75 | 65 | 80 | 20 | 240 |
| 80 | 75 | 80 | 75 | 80 | 75 | 385 | 75 | 60  | 60 | 195 | 80 | 75 | 70 | 225 | 75 | 80 | 60 | 40 | 255 |
| 81 | 65 | 75 | 75 | 75 | 80 | 370 | 50 | 75  | 75 | 200 | 90 | 68 | 75 | 233 | 50 | 50 | 50 | 50 | 200 |
| 82 | 75 | 70 | 79 | 75 | 88 | 387 | 50 | 76  | 79 | 205 | 55 | 78 | 50 | 183 | 50 | 77 | 75 | 50 | 252 |
| 83 | 50 | 50 | 75 | 50 | 50 | 275 | 70 | 50  | 15 | 135 | 72 | 65 | 50 | 187 | 85 | 75 | 50 | 55 | 265 |
| 84 | 90 | 97 | 92 | 93 | 96 | 468 | 80 | 70  | 60 | 210 | 95 | 90 | 85 | 270 | 60 | 85 | 80 | 60 | 285 |
| 85 | 65 | 50 | 81 | 81 | 72 | 349 | 85 | 40  | 40 | 165 | 70 | 70 | 50 | 190 | 70 | 50 | 50 | 5  | 175 |

|     |    |     |    |    |    |     |    |    |    |     |    |    |    |     |    |    |    |    |     |
|-----|----|-----|----|----|----|-----|----|----|----|-----|----|----|----|-----|----|----|----|----|-----|
| 86  | 70 | 70  | 70 | 55 | 70 | 335 | 60 | 60 | 40 | 160 | 82 | 88 | 55 | 225 | 60 | 75 | 80 | 40 | 255 |
| 87  | 90 | 85  | 83 | 90 | 84 | 432 | 85 | 80 | 85 | 250 | 82 | 80 | 88 | 250 | 90 | 90 | 90 | 80 | 350 |
| 88  | 98 | 100 | 95 | 95 | 98 | 486 | 95 | 78 | 90 | 263 | 96 | 95 | 98 | 289 | 86 | 78 | 65 | 77 | 306 |
| 89  | 78 | 80  | 89 | 90 | 93 | 430 | 90 | 50 | 50 | 190 | 90 | 88 | 80 | 258 | 89 | 92 | 50 | 25 | 256 |
| 90  | 70 | 86  | 90 | 90 | 90 | 426 | 85 | 70 | 70 | 225 | 90 | 90 | 81 | 261 | 85 | 70 | 81 | 70 | 306 |
| 91  | 70 | 75  | 80 | 80 | 80 | 385 | 75 | 80 | 75 | 230 | 80 | 90 | 71 | 241 | 65 | 70 | 80 | 80 | 295 |
| 92  | 78 | 74  | 80 | 85 | 80 | 397 | 85 | 93 | 93 | 271 | 75 | 70 | 76 | 221 | 50 | 50 | 95 | 95 | 290 |
| 93  | 75 | 75  | 75 | 65 | 65 | 355 | 75 | 95 | 95 | 265 | 55 | 65 | 75 | 195 | 75 | 85 | 95 | 95 | 350 |
| 94  | 92 | 97  | 74 | 71 | 75 | 409 | 60 | 71 | 80 | 211 | 80 | 85 | 96 | 261 | 50 | 60 | 80 | 81 | 271 |
| 95  | 90 | 95  | 60 | 60 | 60 | 365 | 63 | 68 | 70 | 201 | 60 | 50 | 97 | 207 | 73 | 80 | 70 | 80 | 303 |
| 96  | 80 | 95  | 90 | 90 | 90 | 445 | 45 | 90 | 90 | 225 | 80 | 90 | 95 | 265 | 45 | 54 | 90 | 90 | 279 |
| 97  | 98 | 92  | 85 | 65 | 65 | 405 | 41 | 82 | 90 | 213 | 65 | 75 | 98 | 238 | 41 | 50 | 82 | 90 | 263 |
| 98  | 99 | 95  | 90 | 90 | 90 | 464 | 50 | 70 | 70 | 190 | 75 | 70 | 96 | 241 | 74 | 50 | 72 | 60 | 256 |
| 99  | 90 | 95  | 90 | 55 | 70 | 400 | 35 | 60 | 80 | 175 | 85 | 75 | 95 | 255 | 35 | 38 | 80 | 84 | 237 |
| 100 | 85 | 80  | 70 | 70 | 75 | 380 | 80 | 85 | 80 | 245 | 70 | 55 | 75 | 200 | 60 | 60 | 80 | 75 | 312 |