

LAMPIRAN

Lampiran 1

Kuisisioner

Assalaamualaikum wr wb.

Dengan hormat,

Saya Irvan Firdaus mahasiswa S1 prodi Manajemen dan Bisnis Fakultas Ekonomi Universitas Muhammadiyah Yogyakarta, memohon kesediaannya saudara/I untuk menjadi responden dalam penelitian saya dan mengisi kuesioner ini. Penelitian ini dilakukan dalam rangka skripsi sebagai salah satu syarat untuk menyelesaikan studi saya. Penelitian ini bertujuan untuk mengetahui wawasan konsumen muda (Mahasiswa) tentang ekuitas merek di Universitas Muhammadiyah Yogyakarta.

Dengan adanya latar belakang demikian, saya memohon bantuan dan kesediaannya saudara/I untuk terlibat dalam penelitian ini dan mengisi kuesioner yang telah terlampir. Saya sangat berharap saudara/I dapat memberikan jawaban yang akurat sesuai dengan apa yang saudara/I yang pernah alami dan lakukan. Atas waktu dan perhatian yang saudara/I berikan saya ucapkan terimakasih.

Nama responden :
NIM :
Fakultas :
Kode Responden :

Petunjuk pengisian bagian 1 dan 2: pilihlah salah satu jawaban yang paling sesuai dibawah ini dengan memberi tanda silang (X) atau lingkaran (O).

Bagian 1

1. Jenis kelamin
 - a. Laki-laki
 - b. Perempuan
2. Usia
 - a. 18-20 tahun
 - b. 21-25 tahun

Bagian 2

1. Apakah anda pernah membeli sepatu olahraga dari salah satu merek adidas, nike, dan reebok dalam 1 tahun terakhir ?
 - a. Ya (apabila ya, silahkan lanjut mengisi kuisisioner)
 - b. Tidak (apabila tidak, partisipasi anda cukup sampai disini. terimakasih)

2. Berapa uang yang anda habiskan dalam 1 tahun terakhir untuk membeli sepatu olahraga ?
 - a. Kurang dari Rp. 800.000
 - b. Rp. 800.000 sampai dengan Rp. 1.600.000
 - c. Diatas Rp. 1.600.000 sampai Rp. 2.400.000
 - d. Diatas Rp. 2.400.000 sampai Rp. 3.200.000
 - e. Diatas Rp. 3.200.000
3. Frekuensi membeli produk sepatu olahraga dalam 1 tahun terakhir
 - a. 1 – 2 kali
 - b. 3 – 4 kali
 - c. 5 – 6 kali
 - d. Diatas 6 kali
4. Merek sepatu olahraga yang sedang anda gunakan (pilih salah satu).
 - a. Adidas
 - b. Nike
 - c. Reebok
5. Merek sepatu olahraga yang paling favorit (pilih salah satu).
 - a. Adidas
 - b. Nike
 - c. Reebok

Bagian 3

Petunjuk pengisian:

Berilah tanda ceklis, centang atau silang pada kolom jawaban yang menurut Anda paling sesuai.

Keterangan:

1. Sangat tidak setuju (STS)
2. Tidak setuju (TS)
3. Ragu-ragu / netral (N)
4. Setuju (S)
5. Sangat setuju (SS)

Kode	Pernyataan (Asosiasi Merek)	STS	TS	N	S	SS
AM1	Merek tersebut memiliki keperibadian sendiri.					
AM2	Merek tersebut berbeda dengan merek pesaing lainnya					
AM3	Saya percaya dengan perusahaan yang memiliki merek tersebut.					
AM4	Saya familiar dengan merek tersebut.					

<i>AM5</i>	Saya mempunyai alasan memilih atau membeli merek tersebut dibanding merek pesaing lainnya.					
Kode	Pernyataan (Loyalitas Merek)	STS	TS	N	S	SS
<i>LM1</i>	Saya secara teratur merujuk atau merekomendasikan merek tersebut.					
<i>LM2</i>	Saya biasanya menggunakan merek tersebut sebagai pilihan utama dibanding merek pesaing lainnya.					
<i>LM3</i>	Saya akan merekomendasikan merek tersebut kepada orang lain.					
<i>LM4</i>	Saya tidak akan beralih ke merek pesaing lainnya.					
<i>LM5</i>	Saya puas dengan merek tersebut.					
Kode	Pernyataan (Kesadaran Merek)	STS	TS	N	S	SS
<i>KM1</i>	Saya sadar dengan kehadiran merek tersebut.					
<i>KM2</i>	Saya dapat mengenali merek tersebut dibanding merek pesaing lainnya.					
<i>KM3</i>	Saya tahu bagaimana tampilannya merek tersebut.					
<i>KM4</i>	Beberapa karakteristik merek tersebut terlintas dengan cepat dipikiran saya					
<i>KM5</i>	Saya dapat dengan cepat mengingat symbol atau logo dari merek tersebut.					
Kode	Pernyataan (Citra Merek)	STS	TS	N	S	SS
<i>CM1</i>	Merek tersebut memiliki citra yang berbeda dibandingkan merek pesaing lainnya.					
<i>CM2</i>	Merek tersebut memiliki citra bersih.					
<i>CM3</i>	Merek tersebut mapan.					
Kode	Pernyataan (Ekuitas Merek)	STS	TS	N	S	SS
<i>EM1</i>	Merek tersebut mapan					
<i>EM2</i>	Saya lebih memilih merek tersebut dibandingkan merek pesaing lainnya meskipun merek pesaing lainnya memiliki fitur atau fungsi yang sama.					

Lampiran 2

Data Responden

	JENIS KELAMIN		USIA		UANG YANG DIHABISKAN					FREKUENSI				DIGUNAKAN			FAVORIT		
	L	P	18-20	21-25	<8	>8-16	16-24	24-32	>32	1-2	3-4	5-6	>6	A	N	R	A	N	R
FEO 1	1			1					1		1				1			1	
FEO 2	1			1		1					1			1			1		
FEO 3	1			1		1				1				1			1		
FEO 4	1			1		1				1				1			1		
FEO 5	1		1			1				1				1			1		
FEO 6	1			1		1				1					1			1	
FEO 7	1			1	1					1						1			1
FEO 8	1			1		1					1					1			1
FEO 9	1			1		1				1					1				1
FE1 0		1		1	1					1					1				1
FISO 1	1		1			1				1						1			1
FISO 2	1		1		1						1			1			1		
FISO 3	1			1	1					1					1				1
FISO 4	1		1		1					1				1			1		
FISO 5	1			1		1				1				1			1		
FISO 6	1		1			1				1					1				1
FISO 7	1		1			1				1					1				1
FISO 8	1		1		1					1				1			1		
FISO 9	1		1			1				1				1			1		

FIS1																		
0	1		1			1				1					1			1
FH0																		
1	1			1	1					1					1			1
FH0																		
2	1			1	1					1					1			1
FH0																		
3	1			1		1				1					1			1
FH0																		
4	1			1			1			1					1			1
FH0																		
5	1			1			1			1					1			1
FH0																		
6	1			1		1				1					1			1
FH0																		
7	1			1		1				1					1			1
FH0																		
8	1			1	1					1					1			1
FH0																		
9	1			1	1					1					1			1
FH1																		
0	1			1	1					1					1			1
FB0																		
1	1			1	1					1					1			1
FB0																		
2		1		1	1					1					1			1
FB0																		
3	1			1	1					1					1			1
FB0																		
4	1			1		1				1					1			1
FB0																		
5	1			1		1				1					1			1
FB0																		
6	1			1		1				1					1			1
FB0																		
7	1			1		1				1					1			1
FB0																		
8	1			1	1					1						1		1
FB0																		
9		1		1	1					1					1			1
FB1																		
0	1			1	1					1					1			1
FA0																		
1		1		1	1					1					1			1
FA0																		
2	1			1			1			1					1			1

FA03		1	1	1					1					1			1	
FA04		1	1	1					1	1				1			1	
FA05	1		1	1					1					1			1	
FA06		1	1	1					1						1			1
FA07		1	1	1					1					1			1	
FA08	1		1	1					1					1			1	
FA09		1	1	1					1						1			1
FA10	1		1	1					1					1			1	
FP01		1	1	1					1					1			1	
FP02	1		1	1					1					1			1	
FP03	1		1	1					1					1			1	
FP04	1		1	1					1					1			1	
FP05	1		1	1					1					1			1	
FP06	1		1	1					1						1			1
FP07	1		1	1					1					1			1	
FP08	1		1	1					1					1			1	
FP09		1	1	1					1						1			1
FP10		1	1	1					1					1			1	
FT01	1		1	1		1			1					1			1	
FT02	1		1	1					1					1			1	
FT03	1		1	1					1					1			1	
FT04	1		1	1					1					1			1	
FT05	1		1	1						1				1			1	

FT06	1		1		1					1						1			1
FT07	1		1	1						1						1			1
FT08	1		1		1					1					1			1	
FT09		1	1	1						1				1			1		
FT10	1		1		1					1						1			1
FKO1	1		1		1					1					1			1	
FKO2		1	1	1						1					1			1	
FKO3	1		1	1						1				1			1		
FKO4	1		1		1					1					1			1	
FKO5		1	1		1					1					1			1	
FKO6		1	1			1				1	1				1			1	
FKO7		1	1		1					1					1			1	
FKO8		1	1		1					1					1			1	
FKO9		1	1		1					1				1			1		
FK10		1	1	1						1					1			1	
	laki-laki	perepuan	18--20	21--25	<8	>8--16	>16--24	>24--32	>32	1--2	3--4			adidas	nike	reebok	adidas	nike	reebok
total	60	20	28	52	39	35	5	0	1	72	8	0	0	32	37	11	32	37	11
persentasi	75%	25%	35%	65%	49%	44%	6%		1%	90%	10%			40%	46%	14%	40%	46%	14%

Lampiran 3

Frekuensi Jawaban Responden

KOD E RESP OND EN	A M 1	A M 2	A M 3	A M 4	A M 5	T / A M	L M 1	L M 2	L M 3	L M 4	L M 5	T / L M	K M 1	K M 2	K M 3	K M 4	K M 5	T / K M	C M 1	C M 2	C M 3	T / C M	E M 1	E M 2	T / E M	
FE01	5	5	5	5	5	2	4	5	5	4	5	2	5	5	5	5	5	2	4	5	5	1	4	5	5	0
FE02	5	5	5	5	5	2	4	4	4	4	5	2	5	5	5	5	5	2	5	5	5	1	5	5	5	0
FE03	4	4	5	4	4	1	3	5	3	4	4	9	4	5	3	3	5	2	0	3	3	4	0	4	5	9
FE04	5	4	5	5	4	2	4	4	3	2	4	1	4	4	5	4	5	2	4	5	4	1	3	4	2	6
FE05	5	4	5	5	4	2	3	4	4	2	4	1	5	5	5	5	5	2	4	4	5	1	3	4	3	7
FE06	4	4	4	5	3	2	3	3	3	3	4	1	4	4	4	4	4	2	0	4	3	5	1	5	3	8
FE07	4	5	5	5	5	2	5	5	5	3	4	2	4	4	4	4	5	2	4	5	5	1	4	5	5	0
FE08	4	4	4	3	3	1	3	4	3	3	3	1	4	3	3	3	4	1	7	3	4	4	1	4	3	7
FE09	5	5	5	5	5	2	4	5	5	3	4	2	4	4	5	3	5	2	1	5	5	5	1	5	5	0
FE10	3	3	4	5	4	1	3	3	4	3	4	1	4	4	4	5	4	2	1	3	3	4	0	4	3	7
FIS01	4	4	5	4	4	2	4	4	3	4	4	1	4	4	4	4	4	2	0	4	4	4	1	4	4	8
FIS02	4	3	4	4	5	2	4	3	3	3	4	1	4	4	4	4	4	2	0	4	3	3	0	3	3	6
FIS03	4	5	4	3	4	2	3	4	4	2	4	1	4	4	4	5	4	2	1	4	3	3	0	3	3	6
FIS04	4	4	4	4	4	2	3	4	3	3	4	1	4	4	4	4	4	2	0	4	4	4	1	4	4	8
FIS05	5	4	5	3	5	2	4	5	3	3	5	2	4	4	4	4	5	2	1	5	5	5	1	5	4	9
FIS06	4	3	5	4	4	2	5	2	4	2	4	1	4	5	4	5	5	2	3	4	3	4	1	4	3	7
FIS07	4	4	5	3	5	1	4	4	3	2	5	1	4	4	3	4	5	2	0	3	4	5	2	5	4	9
FIS08	4	4	5	5	4	2	4	4	4	2	5	1	4	4	5	4	5	2	4	5	4	1	3	4	3	7
FIS09	4	5	4	3	4	2	3	4	2	3	4	1	4	4	4	5	5	2	5	4	4	1	4	3	7	

FIS10	4	4	4	4	4	2	0	3	4	4	2	4	1	7	4	4	4	4	5	2	1	4	4	5	1	3	4	3	7
FH01	4	5	5	4	4	2	2	3	4	4	3	4	1	8	4	3	5	4	5	2	1	4	4	4	1	2	4	3	7
FH02	4	4	4	4	5	2	1	3	3	3	3	3	1	5	4	5	5	5	5	2	4	4	3	5	1	2	4	3	7
FH03	3	4	4	4	5	2	0	3	3	4	4	5	1	9	3	3	4	5	5	2	0	5	4	5	1	4	4	4	8
FH04	5	5	5	5	5	2	5	5	5	3	5	5	2	3	5	5	5	5	5	2	5	5	4	4	1	3	5	4	9
FH05	4	3	3	4	3	1	7	3	3	3	3	4	1	6	4	3	3	4	4	1	8	4	3	4	1	1	4	3	7
FH06	4	4	4	3	3	1	8	3	4	3	3	4	1	7	4	4	3	4	4	1	9	5	5	5	1	5	5	4	9
FH07	3	3	4	4	4	1	8	4	4	4	4	4	2	0	4	4	4	4	4	2	0	4	4	4	1	2	4	5	9
FH08	4	3	3	4	3	1	7	3	3	3	3	4	1	6	4	4	4	4	4	2	0	4	3	4	1	1	4	3	7
FH09	2	2	3	4	5	1	6	2	3	3	2	4	1	4	4	3	4	4	5	2	0	3	4	4	1	1	4	3	7
FH10	3	5	5	5	4	2	2	1	2	2	2	5	1	2	4	4	4	4	4	2	0	4	1	4	9	4	3	7	
FB01	5	5	5	5	4	2	4	4	3	4	3	4	1	8	4	4	4	4	4	2	0	3	3	4	1	0	4	3	7
FB02	4	3	3	4	4	1	8	3	3	3	3	4	1	6	4	4	4	4	4	2	0	4	4	4	1	2	4	3	7
FB03	4	5	3	4	5	2	1	4	5	3	4	4	2	0	5	4	5	4	4	2	5	5	5	1	5	5	5	0	
FB04	3	4	4	3	5	1	9	5	5	5	3	4	2	2	4	5	4	4	4	2	1	4	3	3	1	0	3	5	8
FB05	4	4	4	4	3	1	9	3	3	4	3	4	1	7	4	3	4	3	5	1	9	3	3	3	9	4	3	7	
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FB08	3	4	4	4	4	1	9	2	3	4	2	4	1	5	4	4	4	4	4	2	0	4	4	4	1	2	4	3	7
FB09	4	4	3	4	5	2	0	3	4	4	3	4	1	8	4	5	4	4	5	2	2	4	5	4	1	3	3	1	4
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FA02	4	4	4	4	4	2	0	4	3	3	2	3	1	5	4	4	4	4	5	2	1	3	4	5	1	2	5	4	9

FA03	4	4	4	4	4	2	0	4	5	5	3	4	2	1	4	4	4	4	5	2	1	4	5	5	1	4	4	8
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FA05	4	4	4	5	5	2	2	3	4	3	4	4	1	8	5	4	4	5	5	2	3	4	4	4	2	4	4	8
FA06	4	4	4	4	4	2	0	2	2	2	2	4	1	2	4	2	4	4	4	1	8	4	4	4	2	4	4	8
FA07	4	4	4	4	4	2	0	3	3	4	3	3	1	6	3	3	4	4	3	1	7	3	4	4	1	4	4	8
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FA09	2	4	4	4	4	1	8	4	4	4	4	5	2	1	4	4	4	4	4	2	0	4	4	4	2	4	4	8
FA10	4	4	4	4	4	2	0	3	2	2	2	4	1	3	4	2	3	4	4	1	7	2	2	4	8	4	3	7
FP01	4	3	3	4	4	1	8	3	3	3	2	4	1	5	4	4	4	4	4	2	0	3	3	3	9	4	4	8
FP02	4	4	4	4	4	2	0	3	3	3	3	4	1	6	4	3	4	4	5	2	0	3	3	3	9	3	2	5
FP03	3	3	4	5	4	1	9	3	3	3	2	4	1	5	4	4	3	3	4	1	8	4	4	4	2	4	2	6
FP04	3	4	5	5	4	2	1	3	3	3	1	5	1	5	5	4	5	5	5	2	4	3	4	4	1	4	2	6
FP05	4	4	5	5	4	2	2	3	5	3	3	4	1	8	5	4	4	4	5	2	4	4	4	2	4	5	9	
FP06	5	4	5	4	5	2	3	4	4	4	3	4	1	9	4	5	4	4	5	2	5	5	5	5	5	5	4	9
FP07	4	4	5	5	4	2	2	4	4	5	4	5	2	2	4	4	4	5	5	2	5	4	5	4	5	5	0	1
FP08	4	5	4	4	3	2	0	3	3	3	3	4	1	6	5	4	4	3	5	2	1	4	3	4	1	4	4	8
FP09	4	4	5	4	4	2	1	3	3	3	3	4	1	6	4	4	4	3	3	2	1	4	4	5	3	5	4	9
FP10	4	4	5	4	5	2	2	3	4	3	4	4	1	8	4	4	4	4	5	2	1	4	5	5	4	5	3	8
FT01	4	4	5	4	5	2	2	4	3	3	4	4	1	8	4	4	4	4	4	2	0	4	4	4	2	4	4	8
FT02	4	3	3	2	5	1	7	2	2	1	2	3	1	0	4	4	4	2	4	1	8	2	2	2	6	2	3	5
FT03	4	4	4	5	5	2	2	3	4	4	2	4	1	7	5	5	4	4	5	2	3	4	3	3	0	3	4	7
FT04	3	3	4	5	5	2	0	4	3	3	2	4	1	6	4	5	5	4	5	2	3	5	5	5	5	5	3	8
FT05	4	4	4	4	5	2	1	3	3	3	3	4	1	6	4	4	4	5	5	2	2	4	4	5	3	5	4	9

FT06	4	4	5	4	3	2 0	3	3	3	2	3	1 4	3	3	4	4	4	1 8	3	2	4	9	4	4	8
FT07	4	4	4	4	4	2 0	3	3	3	4	4	1 7	4	3	3	2	3	1 5	3	4	4	1 1	4	3	7
FT08	4	5	4	4	5	2 2	3	3	2	3	4	1 5	4	4	5	5	5	2 3	5	3	5	1 3	5	4	9
FT09	4	4	4	4	4	2 0	3	4	3	3	4	1 7	4	4	4	3	4	1 9	3	3	3	9	3	4	7
FT10	2	4	3	5	4	1 8	4	3	4	3	4	1 8	4	4	4	4	5	2 1	3	3	4	1 0	4	3	7
FK01	3	4	3	3	4	1 7	3	3	2	2	4	1 4	4	4	3	3	3	1 7	3	4	3	1 0	3	2	5
FK02	4	3	4	5	3	1 9	3	3	4	3	5	1 8	4	4	5	4	5	2 2	3	3	4	1 0	4	3	7
FK03	4	4	4	4	5	2 1	3	3	3	2	3	1 4	4	4	4	4	5	2 1	4	3	4	1 1	4	3	7
FK04	4	3	4	3	4	1 8	3	4	4	3	4	1 8	4	4	4	3	4	1 9	4	3	3	1 0	3	2	5
FK05	4	4	5	5	3	2 1	3	3	3	3	4	1 6	5	5	5	3	3	2 1	3	3	3	9	4	3	7
FK06	4	3	4	4	4	1 9	3	4	3	3	5	1 8	3	4	4	4	4	1 9	4	3	4	1 1	5	4	9
FK07	4	4	3	4	5	2 0	3	3	4	3	4	1 7	4	3	4	4	4	1 9	3	3	4	1 0	4	4	8
FK08	3	4	4	4	4	1 9	4	4	3	2	3	1 6	4	4	4	4	4	2 0	3	3	3	9	3	2	5
FK09	5	5	5	5	4	2 4	4	3	4	2	4	1 7	4	4	5	4	5	2 2	5	3	3	1 1	4	3	7
FK10	4	4	3	5	5	2 1	3	2	3	3	4	1 5	4	5	4	4	5	2 2	4	3	4	1 1	4	3	7

Lampiran 4

Klasifikasi Responden

1. Klasifikasi Responden Berdasarkan Jenis Kelamin

Statistics

		LAKI_LAKI	PEREMPUAN
N	Valid	60	20
	Missing	20	60

LAKI_LAKI

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	60	75.0	100.0	100.0
Missing	System	20	25.0		
Total		80	100.0		

PEREMPUAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	20	25.0	100.0	100.0
Missing	System	60	75.0		
Total		80	100.0		

2. Klasifikasi Responden Berdasarkan Usia

Statistics

		Usia_18tahun_s ampai_20tahun	Usia_21tahun_s ampai_25tahun
N	Valid	28	52
	Missing	52	28

Usia_18tahun_sampai_20tahun

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	28	35.0	100.0	100.0
Missing	System	52	65.0		
Total		80	100.0		

Usia_21tahun_sampai_25tahun

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	52	65.0	100.0	100.0
Missing	System	28	35.0		
Total		80	100.0		

3. Klasifikasi Responden Berdasarkan Dana Yang Dialokasikan Selama 1 Tahun

Statistics

		kurang_dari_Rp 800000	lebih_dari_Rp80 0000_sd_Rp160 0000	lebih_dari_Rp16 00000_sd_Rp24 00000	lebih_dari_Rp24 00000_sd_Rp32 00000	lebih_dari_Rp32 00000
N	Valid	39	35	5	0	1
	Missing	41	45	75	80	79

kurang_dari_Rp800000

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	39	48.8	100.0	100.0
Missing	System	41	51.2		
Total		80	100.0		

lebih_dari_Rp800000_sd_Rp1600000

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	35	43.8	100.0	100.0
Missing	System	45	56.2		
Total		80	100.0		

lebih_dari_Rp1600000_sd_Rp2400000

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	6.2	100.0	100.0
Missing	System	75	93.8		
Total		80	100.0		

lebih_dari_Rp2400000_sd_Rp3200000

		Frequency	Percent
Missing	System	80	100.0

lebih_dari_Rp3200000

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.2	100.0	100.0
Missing	System	79	98.8		
Total		80	100.0		

4. **Klasifikasi Responden Berdasarkan Frekuesnsi Membeli Dalam 1 Tahun**

Statistics

		Frekuensi_1_sa mpai_2kali	Frekuensi_3_sa mpai_4kali	Frekuensi_5_sa mpai_6kali	lebihdari_6kali
N	Valid	72	8	0	0
	Missing	8	72	80	80

Frekuensi_1_sampai_2kali

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	72	90.0	100.0	100.0
Missing	System	8	10.0		
Total		80	100.0		

Frekuensi_3_sampai_4kali

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	10.0	100.0	100.0
Missing	System	72	90.0		
Total		80	100.0		

Frekuensi_5_sampai_6kali

		Frequency	Percent
Missing	System	80	100.0

lebihdari_6kali

		Frequency	Percent
Missing	System	80	100.0

5. Klasifikasi Responden Berdasarkan Merek Sepatu Olahraga Yang Digunakan

Statistics

		Adidas	Nike	Reebok
N	Valid	32	37	11
	Missing	48	43	69

Adidas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	32	40.0	100.0	100.0
Missing	System	48	60.0		
Total		80	100.0		

Nike

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	37	46.2	100.0	100.0
Missing	System	43	53.8		
Total		80	100.0		

Reebok

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	13.8	100.0	100.0
Missing	System	69	86.2		
Total		80	100.0		

6. Klasifikasi Responden Berdasarkan Merek Sepatu Olahraga Yang Difavoritkan

Statistics

		Adidas	Nike	Reebok
N	Valid	32	37	11
	Missing	48	43	69

Adidas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	32	40.0	100.0	100.0
Missing	System	48	60.0		
Total		80	100.0		

Nike

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	37	46.2	100.0	100.0
Missing	System	43	53.8		
Total		80	100.0		

Reebok

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	13.8	100.0	100.0
Missing	System	69	86.2		
Total		80	100.0		

Lampiran 5

Analisis Deskriptif Jawaban Responden

Statistics

	AM 1	AM 2	AM 3	AM 4	AM 5	LM 1	LM 2	LM 3	LM 4	LM 5	KM 1	KM 2	KM 3	KM 4	KM 5	CM 1	CM 2	CM 3	EM 1	EM 2
N Valid	80	80	80	80	80	80	80	80	80	80	80	80	80	80	80	80	80	80	80	80
Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

1. Pernyataan Variabel Asosiasi Merek

AM1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	3.8	3.8	3.8
3	13	16.2	16.2	20.0
4	54	67.5	67.5	87.5
5	10	12.5	12.5	100.0
Total	80	100.0	100.0	

AM2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.2	1.2	1.2
3	15	18.8	18.8	20.0
4	50	62.5	62.5	82.5
5	14	17.5	17.5	100.0
Total	80	100.0	100.0	

AM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	15	18.8	18.8	18.8
	4	39	48.8	48.8	67.5
	5	26	32.5	32.5	100.0
	Total	80	100.0	100.0	

AM4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.2	1.2	1.2
	3	9	11.2	11.2	12.5
	4	42	52.5	52.5	65.0
	5	28	35.0	35.0	100.0
	Total	80	100.0	100.0	

AM5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	20	25.0	25.0	25.0
	4	42	52.5	52.5	77.5
	5	18	22.5	22.5	100.0
	Total	80	100.0	100.0	

2. Pernyataan Variabel Loyalitas Merek

LM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.2	1.2	1.2
	2	5	6.2	6.2	7.5
	3	46	57.5	57.5	65.0
	4	24	30.0	30.0	95.0
	5	4	5.0	5.0	100.0
	Total	80	100.0	100.0	

LM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.2	1.2	1.2
	2	7	8.8	8.8	10.0
	3	35	43.8	43.8	53.8
	4	27	33.8	33.8	87.5
	5	10	12.5	12.5	100.0
	Total	80	100.0	100.0	

LM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.2	1.2	1.2
	2	6	7.5	7.5	8.8
	3	41	51.2	51.2	60.0
	4	26	32.5	32.5	92.5
	5	6	7.5	7.5	100.0
	Total	80	100.0	100.0	

LM4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.5	2.5	2.5
	2	25	31.2	31.2	33.8
	3	39	48.8	48.8	82.5
	4	13	16.2	16.2	98.8
	5	1	1.2	1.2	100.0
	Total	80	100.0	100.0	

LM5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	8	10.0	10.0	10.0
	4	59	73.8	73.8	83.8
	5	13	16.2	16.2	100.0
	Total	80	100.0	100.0	

3. Pernyataan Variabel Kesadaran Merek**KM1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	5.0	5.0	5.0
	4	65	81.2	81.2	86.2
	5	11	13.8	13.8	100.0
	Total	80	100.0	100.0	

KM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.5	2.5	2.5
	3	12	15.0	15.0	17.5
	4	52	65.0	65.0	82.5
	5	14	17.5	17.5	100.0
	Total	80	100.0	100.0	

KM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	11.2	11.2	11.2
	4	54	67.5	67.5	78.8
	5	17	21.2	21.2	100.0
	Total	80	100.0	100.0	

KM4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.5	2.5	2.5
	3	12	15.0	15.0	17.5
	4	50	62.5	62.5	80.0
	5	16	20.0	20.0	100.0
	Total	80	100.0	100.0	

KM5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	6.2	6.2	6.2
	4	32	40.0	40.0	46.2
	5	43	53.8	53.8	100.0
	Total	80	100.0	100.0	

4. Pernyataan Variabel Citra Merek**CM1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.5	2.5	2.5
	3	24	30.0	30.0	32.5
	4	41	51.2	51.2	83.8
	5	13	16.2	16.2	100.0
	Total	80	100.0	100.0	

CM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.2	1.2	1.2
	2	3	3.8	3.8	5.0
	3	30	37.5	37.5	42.5
	4	32	40.0	40.0	82.5
	5	14	17.5	17.5	100.0
	Total	80	100.0	100.0	

CM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.2	1.2	1.2
	3	13	16.2	16.2	17.5
	4	43	53.8	53.8	71.2
	5	23	28.8	28.8	100.0
	Total	80	100.0	100.0	

5. Pernyataan variabel ekuitas merek

EM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.2	1.2	1.2
	3	10	12.5	12.5	13.8
	4	50	62.5	62.5	76.2
	5	19	23.8	23.8	100.0
	Total	80	100.0	100.0	

EM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.2	1.2	1.2
	2	8	10.0	10.0	11.2
	3	35	43.8	43.8	55.0
	4	26	32.5	32.5	87.5
	5	10	12.5	12.5	100.0
	Total	80	100.0	100.0	

Lampiran 6

Hasil uji validitas

1. Hasil Uji Validitas Pernyataan Variabel Asosiasi Merek

Correlations

		AM1	AM2	AM3	AM4	AM5	Total_AM
AM1	Pearson Correlation	1	.379**	.443**	.082	.161	.663**
	Sig. (2-tailed)		.001	.000	.471	.154	.000
	N	80	80	80	80	80	80
AM2	Pearson Correlation	.379**	1	.400**	.132	.281*	.661**
	Sig. (2-tailed)	.001		.000	.242	.012	.000
	N	80	80	80	80	80	80
AM3	Pearson Correlation	.443**	.400**	1	.251*	.265*	.741**
	Sig. (2-tailed)	.000	.000		.024	.017	.000
	N	80	80	80	80	80	80
AM4	Pearson Correlation	.082	.132	.251*	1	.091	.486**
	Sig. (2-tailed)	.471	.242	.024		.422	.000
	N	80	80	80	80	80	80
AM5	Pearson Correlation	.161	.281*	.265*	.091	1	.486**
	Sig. (2-tailed)	.154	.012	.017	.422		.000
	N	80	80	80	80	80	80
Total_AM	Pearson Correlation	.663**	.661**	.741**	.486**	.486**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	80	80	80	80	80	80

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

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

2. Hasil Uji Validitas Pernyataan Variabel Loyalitas Merek

Correlations

		LM1	LM2	LM3	LM4	LM5	Total_LM
LM1	Pearson Correlation	1	.526**	.505**	.325**	.152	.743**
	Sig. (2-tailed)		.000	.000	.003	.178	.000
	N	80	80	80	80	80	80
LM2	Pearson Correlation	.526**	1	.458**	.462**	.217	.811**
	Sig. (2-tailed)	.000		.000	.000	.054	.000
	N	80	80	80	80	80	80
LM3	Pearson Correlation	.505**	.458**	1	.234*	.224*	.719**
	Sig. (2-tailed)	.000	.000		.037	.045	.000
	N	80	80	80	80	80	80
LM4	Pearson Correlation	.325**	.462**	.234*	1	.251*	.672**
	Sig. (2-tailed)	.003	.000	.037		.025	.000
	N	80	80	80	80	80	80
LM5	Pearson Correlation	.152	.217	.224*	.251*	1	.460**
	Sig. (2-tailed)	.178	.054	.045	.025		.000
	N	80	80	80	80	80	80
Total_LM	Pearson Correlation	.743**	.811**	.719**	.672**	.460**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	80	80	80	80	80	80

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

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

3. Hasil Uji Validitas Pernyataan Variabel Kesadaran Merek

Correlations

		KM1	KM2	KM3	KM4	KM5	Total_KM
KM1	Pearson Correlation	1	.415**	.331**	.132	.225*	.565**
	Sig. (2-tailed)		.000	.003	.244	.045	.000
	N	80	80	80	80	80	80
KM2	Pearson Correlation	.415**	1	.349**	.172	.249*	.660**
	Sig. (2-tailed)	.000		.002	.128	.026	.000
	N	80	80	80	80	80	80
KM3	Pearson Correlation	.331**	.349**	1	.365**	.371**	.716**
	Sig. (2-tailed)	.003	.002		.001	.001	.000
	N	80	80	80	80	80	80
KM4	Pearson Correlation	.132	.172	.365**	1	.457**	.676**
	Sig. (2-tailed)	.244	.128	.001		.000	.000
	N	80	80	80	80	80	80
KM5	Pearson Correlation	.225*	.249*	.371**	.457**	1	.707**
	Sig. (2-tailed)	.045	.026	.001	.000		.000
	N	80	80	80	80	80	80
Total_KM	Pearson Correlation	.565**	.660**	.716**	.676**	.707**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	80	80	80	80	80	80

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

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

4. Hasil Uji Validitas Pernyataan Variabel Citra Merek

Correlations

		CM1	CM2	CM3	Total_CM
CM1	Pearson Correlation	1	.495**	.480**	.792**
	Sig. (2-tailed)		.000	.000	.000
	N	80	80	80	80
CM2	Pearson Correlation	.495**	1	.560**	.855**
	Sig. (2-tailed)	.000		.000	.000
	N	80	80	80	80
CM3	Pearson Correlation	.480**	.560**	1	.814**
	Sig. (2-tailed)	.000	.000		.000
	N	80	80	80	80
Total_CM	Pearson Correlation	.792**	.855**	.814**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	80	80	80	80

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

5. Hasil Uji Validitas Pernyataan Variabel Ekuitas Merek

Correlations

		EM1	EM2	Total_EM
EM1	Pearson Correlation	1	.466**	.802**
	Sig. (2-tailed)		.000	.000
	N	80	80	80
EM2	Pearson Correlation	.466**	1	.902**
	Sig. (2-tailed)	.000		.000
	N	80	80	80
Total_EM	Pearson Correlation	.802**	.902**	1
	Sig. (2-tailed)	.000	.000	
	N	80	80	80

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

Lampiran 7

Hasil uji reliabilitas

1. Hasil Uji Reliabilitas Pernyataan Variabel Asosiasi Merek

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.622	.623	5

Item Statistics

	Mean	Std. Deviation	N
AM1	3.89	.656	80
AM2	3.96	.645	80
AM3	4.14	.707	80
AM4	4.21	.688	80
AM5	3.98	.693	80

Inter-Item Correlation Matrix

	AM1	AM2	AM3	AM4	AM5
AM1	1.000	.379	.443	.082	.161
AM2	.379	1.000	.400	.132	.281
AM3	.443	.400	1.000	.251	.265
AM4	.082	.132	.251	1.000	.091
AM5	.161	.281	.265	.091	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
AM1	16.29	3.195	.406	.246	.553
AM2	16.21	3.106	.463	.241	.525
AM3	16.04	2.796	.542	.312	.475
AM4	15.96	3.581	.201	.067	.653
AM5	16.20	3.352	.293	.107	.610

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.18	4.577	2.139	5

2. Hasil Uji Reliabilitas Pernyataan Variabel Loyalitas Merek

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.725	.716	5

Item Statistics

	Mean	Std. Deviation	N
LM1	3.31	.722	80
LM2	3.48	.871	80
LM3	3.38	.786	80
LM4	2.82	.776	80
LM5	4.06	.512	80

Inter-Item Correlation Matrix

	LM1	LM2	LM3	LM4	LM5
LM1	1.000	.526	.505	.325	.152
LM2	.526	1.000	.458	.462	.217
LM3	.505	.458	1.000	.234	.224
LM4	.325	.462	.234	1.000	.251
LM5	.152	.217	.224	.251	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
LM1	13.74	4.348	.568	.372	.647
LM2	13.58	3.716	.627	.412	.615
LM3	13.68	4.298	.511	.320	.668
LM4	14.23	4.506	.447	.246	.694
LM5	12.99	5.633	.282	.095	.742

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.05	6.580	2.565	5

3. Hasil Uji Reliabilitas Pernyataan Variabel Kesadarab Merek

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.681	.689	5

Item Statistics

	Mean	Std. Deviation	N
KM1	4.09	.427	80
KM2	3.98	.656	80
KM3	4.10	.565	80
KM4	4.00	.675	80
KM5	4.48	.616	80

Inter-Item Correlation Matrix

	KM1	KM2	KM3	KM4	KM5
KM1	1.000	.415	.331	.132	.225
KM2	.415	1.000	.349	.172	.249
KM3	.331	.349	1.000	.365	.371
KM4	.132	.172	.365	1.000	.457
KM5	.225	.249	.371	.457	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KM1	16.55	3.111	.389	.217	.655
KM2	16.66	2.606	.399	.231	.650
KM3	16.54	2.606	.523	.276	.593
KM4	16.64	2.538	.412	.254	.645
KM5	16.16	2.543	.488	.274	.606

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.64	3.880	1.970	5

4. Hasil uji reliabilitas pernyataan variabel citra merek

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.756	.758	3

Item Statistics

	Mean	Std. Deviation	N
CM1	3.81	.731	80
CM2	3.69	.851	80
CM3	4.10	.704	80

Inter-Item Correlation Matrix

	CM1	CM2	CM3
CM1	1.000	.495	.480
CM2	.495	1.000	.560
CM3	.480	.560	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CM1	7.79	1.891	.552	.305	.710
CM2	7.91	1.524	.612	.380	.648
CM3	7.50	1.873	.604	.368	.657

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.60	3.534	1.880	3

5. Hasil Uji Reliabilitas Pernyataan Variabel Pernyataan Variabel Ekuitas Merek

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.614	.636	2

Item Statistics

	Mean	Std. Deviation	N
EM1	4.09	.640	80
EM2	3.45	.884	80

Inter-Item Correlation Matrix

	EM1	EM2
EM1	1.000	.466
EM2	.466	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
EM1	3.45	.782	.466	.217	.a
EM2	4.09	.410	.466	.217	.a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.54	1.720	1.312	2

Lampiran 8

Hasil Uji Regresi Linier Berganda

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Total_CM, Total_KM, Total_LM, Total_AM ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: Total_EM

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.662 ^a	.438	.408	1.009	1.816

a. Predictors: (Constant), Total_CM, Total_KM, Total_LM, Total_AM

b. Dependent Variable: Total_EM

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.469	4	14.867	14.591	.000 ^a
	Residual	76.419	75	1.019		
	Total	135.887	79			

a. Predictors: (Constant), Total_CM, Total_KM, Total_LM, Total_AM

b. Dependent Variable: Total_EM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.162	1.342		.866	.389
	Total_AM	.152	.072	.235	2.117	.038
	Total_LM	.127	.056	.249	2.282	.025
	Total_KM	-.107	.071	-.161	-1.509	.136
	Total_CM	.286	.077	.409	3.719	.000

a. Dependent Variable: Total_EM

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.81	9.67	7.54	.868	80
Residual	-3.853	1.761	.000	.984	80
Std. Predicted Value	-3.145	2.463	.000	1.000	80
Std. Residual	-3.817	1.745	.000	.974	80

a. Dependent Variable: Total_EM

Histogram

Dependent Variable: Total_EM

