

**LAMPIRAN 1**  
**KUESIONER**

## Kuesioner

*Assalamualaikum Wr Wb.*

Dengan hormat,

Saya Ayu Dya Suardini mahasiswa S1 prodi Manajemen dan Bisnis Fakultas Ekonomi Universitas Muhammadiyah Yogyakarta, memohon kesediaan saudara/I untuk menjadi responden dalam penelitian saya yang berjudul “Pengaruh Citra Merek, Kepercayaan Merek dan Kualitas Persepsian Terhadap Loyalitas Pelanggan Jasa Klinik Kecantikan Natsha Skin Care”. Penelitian ini dilakukan dalam rangka skripsi sebagai salah satu syarat untuk menyelesaikan studi saya.

Berdasarkan 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.

### Identitas Responden:

Nama :

Usia :

Jenis Kelamin :

Pekerjaan :

Sudah berapa kali anda menggunakan jasa klinik kecantikan Natasha Skin Care:

- 1-2 kali
- 3-4 kali
- >4 kali

### Petunjuk:

Berilah jawaban pernyataan/pertanyaan dengan tanda (✓) pada kolom yang tersedia sesuai dengan kondisi saudara/i.

### Keterangan:

Sangat Tidak Setuju = STS

Setuju = S

Tidak Setuju = TS

Sangat Setuju = SS

Netral = N

## 1. Citra Merek (*brand image*)

No	Pertanyaan	STS	TS	N	S	SS
1	Jasa klinik kecantikan Natasha Skin Care memiliki ciri/atribut yang berbeda di setiap produk					
2	Merek Natasha sudah banyak dikenal orang					
3	Merek Natasha yang mudah diingat					
4	Jasa klinik kecantikan Natasha mempunyai karakter unik sehingga berbeda dari produk yang lain					
5	Banyak manfaat yang diperoleh baik setelah menggunakan produk Natasha Skin Care					
6	Merek Natasha memberikan kesan positif kepada konsumen					
7	Jasa Klinik kecantikan Natasha Skin Care mempunyai reputasi merek kosmetik dengan kualitas yang baik					

## 2. Kepercayaan Merek (*brand trust*)

No	Pertanyaan	STS	TS	N	S	SS
1	Kebutuhan saya terpenuhi ketika menggunakan produk Natasha Skin Care					

2	Saya percaya dengan produk Natasha Skin Care					
3	Saya merasa bahwa Natasha Skin Care akan memudahkan saya dalam melakukan kegiatan					
4	Saya yakin jasa klinik kecantikan Natasha Skin Care tidak akan mengecewakan					
5	Saya merasa aman menggunakan jasa klinik kecantikan Natasha Skin Care					

### 3. Kualitas Persepsian (*perceived quality*)

No	Pertanyaan	STS	S	N	S	SS
1	Produk aman digunakan untuk semua jenis kulit					
2	Produk membawa perubahan yang lebih baik					
3	Produk memiliki mutu yang baik					
4	Khasiat produk Natasha Skin Care yang terjamin sesuai dengan kulit saya					
5	Produk Natasha Skin Care memiliki kandungan bahan baku yang aman					
6	Jasa klinik kecantikan Natasha Skin Care bermanfaat untuk saya					
7	Desain kemasan yang menarik					

8	Warna kemasan produk Natasha Skin Care yang menarik					
9	Produk Natasha skin Care tidak menimbulkan masalah pada kulit konsumen					

#### 4. Loyalitas Pelanggan

No	Pertanyaan	STS	TS	N	S	SS
1	Saya akan melakukan pembelian ulang produk dan layanan secara terus menerus di Jasa Klinik kecantikan Natasha Skin Care					
2	Saya akan mengajak orang lain untuk menggunakan jasa klinik kecantikan Natasha Skin Care					
3	Saya tidak tertarik untuk beralih ke layanan jasa yang lain					
4	Saya akan tetap setia menjadi pelanggan jasa klinik kecantikan Natasha Skin Care					

**LAMPIRAN 2**

**PRE TEST UJI VALIDITAS DAN**

**RELIABILITAS**

## Uji Validitas Citra Merek (X1)

### Correlations

		CM1	CM2	CM3	CM4	CM5
CM1	Pearson Correlation	1	.212	.325	.400*	.330
	Sig. (2-tailed)		.221	.057	.017	.053
	N	35	35	35	35	35
CM2	Pearson Correlation	.212	1	.625**	.294	.267
	Sig. (2-tailed)	.221		.000	.087	.121
	N	35	35	35	35	35
CM3	Pearson Correlation	.325	.625**	1	.474**	.416*
	Sig. (2-tailed)	.057	.000		.004	.013
	N	35	35	35	35	35
CM4	Pearson Correlation	.400*	.294	.474**	1	.501**
	Sig. (2-tailed)	.017	.087	.004		.002
	N	35	35	35	35	35
CM5	Pearson Correlation	.330	.267	.416*	.501**	1
	Sig. (2-tailed)	.053	.121	.013	.002	
	N	35	35	35	35	35
CM6	Pearson Correlation	.162	.332	.140	.426*	.576**
	Sig. (2-tailed)	.351	.052	.422	.011	.000
	N	35	35	35	35	35
CM7	Pearson Correlation	.079	.449**	.555**	.440**	.647**
	Sig. (2-tailed)	.651	.007	.001	.008	.000

N		35	35	35	35	35
CitraMerek	Pearson Correlation	.509**	.656**	.724**	.723**	.788**
	Sig. (2-tailed)	.002	.000	.000	.000	.000
N		35	35	35	35	35

### Correlations

		CM6	CM7	CitraMerek
CM1	Pearson Correlation	.162	.079	.509**
	Sig. (2-tailed)	.351	.651	.002
	N	35	35	35
CM2	Pearson Correlation	.332	.449**	.656**
	Sig. (2-tailed)	.052	.007	.000
	N	35	35	35
CM3	Pearson Correlation	.140	.555**	.724**
	Sig. (2-tailed)	.422	.001	.000
	N	35	35	35
CM4	Pearson Correlation	.426*	.440**	.723**
	Sig. (2-tailed)	.011	.008	.000
	N	35	35	35
CM5	Pearson Correlation	.576**	.647**	.788**
	Sig. (2-tailed)	.000	.000	.000
	N	35	35	35
CM6	Pearson Correlation	1	.419*	.647**



	Sig. (2-tailed)		.012	.000
	N	35	35	35
CM7	Pearson Correlation	.419*	1	.761**
	Sig. (2-tailed)	.012		.000
	N	35	35	35
CitraMerek	Pearson Correlation	.647**	.761**	1
	Sig. (2-tailed)	.000	.000	
	N	35	35	35

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

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

## Uji Validitas Kepercayaan Merek (X2)

### Correlations

		KM1	KM2	KM3	KM4	KM5
KM1	Pearson Correlation	1	.846**	.722**	.739**	.630**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	35	35	35	35	35
KM2	Pearson Correlation	.846**	1	.831**	.877**	.728**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	35	35	35	35	35
KM3	Pearson Correlation	.722**	.831**	1	.843**	.639**
	Sig. (2-tailed)	.000	.000		.000	.000

	N	35	35	35	35	35
KM4	Pearson Correlation	.739**	.877**	.843**	1	.746**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	35	35	35	35	35
KM5	Pearson Correlation	.630**	.728**	.639**	.746**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	35	35	35	35	35
KepercayaanMerek	Pearson Correlation	.887**	.955**	.896**	.930**	.826**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	35	35	35	35	35

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

### Uji Validitas Kualitas Persepsian (X3)

#### Correlations

		KP1	KP2	KP3	KP4	KP5
KP1	Pearson Correlation	1	.697**	.768**	.646**	.435**
	Sig. (2-tailed)		.000	.000	.000	.009
	N	35	35	35	35	35
KP2	Pearson Correlation	.697**	1	.865**	.850**	.576**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	35	35	35	35	35
KP3	Pearson Correlation	.768**	.865**	1	.767**	.431**
	Sig. (2-tailed)					
	N	35	35	35	35	35

	Sig. (2-tailed)	.000	.000		.000	.010
	N	35	35	35	35	35
KP4	Pearson Correlation	.646**	.850**	.767**	1	.519**
	Sig. (2-tailed)	.000	.000	.000		.001
	N	35	35	35	35	35
KP5	Pearson Correlation	.435**	.576**	.431**	.519**	1
	Sig. (2-tailed)	.009	.000	.010	.001	
	N	35	35	35	35	35
KP6	Pearson Correlation	.465**	.771**	.713**	.814**	.643**
	Sig. (2-tailed)	.005	.000	.000	.000	.000
	N	35	35	35	35	35
KP7	Pearson Correlation	.501**	.485**	.485**	.340*	.362*
	Sig. (2-tailed)	.002	.003	.003	.045	.033
	N	35	35	35	35	35
KP8	Pearson Correlation	.561**	.521**	.548**	.401*	.350*
	Sig. (2-tailed)	.000	.001	.001	.017	.039
	N	35	35	35	35	35
KP9	Pearson Correlation	.416*	.741**	.602**	.777**	.589**
	Sig. (2-tailed)	.013	.000	.000	.000	.000
	N	35	35	35	35	35
KualitasPersepsian	Pearson Correlation	.781**	.934**	.886**	.884**	.697**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	35	35	35	35	35

## Correlations

		KP6	KP7	KP8	KP9
KP1	Pearson Correlation	.465**	.501**	.561**	.416*
	Sig. (2-tailed)	.005	.002	.000	.013
	N	35	35	35	35
KP2	Pearson Correlation	.771**	.485**	.521**	.741**
	Sig. (2-tailed)	.000	.003	.001	.000
	N	35	35	35	35
KP3	Pearson Correlation	.713**	.485**	.548**	.602**
	Sig. (2-tailed)	.000	.003	.001	.000
	N	35	35	35	35
KP4	Pearson Correlation	.814**	.340*	.401*	.777**
	Sig. (2-tailed)	.000	.045	.017	.000
	N	35	35	35	35
KP5	Pearson Correlation	.643**	.362*	.350*	.589**
	Sig. (2-tailed)	.000	.033	.039	.000
	N	35	35	35	35
KP6	Pearson Correlation	1	.438**	.431**	.658**
	Sig. (2-tailed)		.009	.010	.000
	N	35	35	35	35
KP7	Pearson Correlation	.438**	1	.794**	.085
	Sig. (2-tailed)	.009		.000	.627
	N	35	35	35	35

KP8	Pearson Correlation	.431**	.794**	1	.161
	Sig. (2-tailed)	.010	.000		.356
	N	35	35	35	35
KP9	Pearson Correlation	.658**	.085	.161	1
	Sig. (2-tailed)	.000	.627	.356	
	N	35	35	35	35
KualitasPersepsian	Pearson Correlation	.851**	.607**	.648**	.735**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	35	35	35	35

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

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

## Uji Validitas Loyalitas Pelanggan (Y)

### Correlations

		LOY1	LOY2	LOY3	LOY4
LOY1	Pearson Correlation	1	.475**	.715**	.616**
	Sig. (2-tailed)		.004	.000	.000
	N	35	35	35	35
LOY2	Pearson Correlation	.475**	1	.483**	.434**
	Sig. (2-tailed)	.004		.003	.009
	N	35	35	35	35
LOY3	Pearson Correlation	.715**	.483**	1	.734**
	Sig. (2-tailed)				
	N	35	35	35	35

	Sig. (2-tailed)	.000	.003		.000
	N	35	35	35	35
LOY4	Pearson Correlation	.616**	.434**	.734**	1
	Sig. (2-tailed)	.000	.009	.000	
	N	35	35	35	35
LoyalitasPelanggan	Pearson Correlation	.857**	.684**	.902**	.856**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	35	35	35	35

## Uji Reliabilitas Citra Merek (X1)

### Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded <sup>a</sup>	0	.0
	Total	35	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
.813	.814	7

## Uji Reliabilitas Kepercayaan Merek (X2)

### Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded <sup>a</sup>	0	.0
	Total	35	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
.938	.941	5

## Uji Reliabilitas Kualitas Perspsian (X3)

### Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded <sup>a</sup>	0	.0
	Total	35	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
.923	.920	9

### Uji Reliabilitas Loyalitas Pelanggan (Y)

#### Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded <sup>a</sup>	0	.0
	Total	35	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
.848	.845	4



**LAMPIRAN 3**  
**HASIL UJI VALIDITAS DAN**  
**RELIABILITAS**

## Uji Validitas Cita Merek (X1)

### Correlations

		CM1	CM2	CM3	CM4	CM5
CM1	Pearson Correlation	1	.415**	.496**	.412**	.412**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
CM2	Pearson Correlation	.415**	1	.658**	.339**	.321**
	Sig. (2-tailed)	.000		.000	.001	.001
	N	100	100	100	100	100
CM3	Pearson Correlation	.496**	.658**	1	.545**	.457**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
CM4	Pearson Correlation	.412**	.339**	.545**	1	.560**
	Sig. (2-tailed)	.000	.001	.000		.000
	N	100	100	100	100	100
CM5	Pearson Correlation	.412**	.321**	.457**	.560**	1
	Sig. (2-tailed)	.000	.001	.000	.000	
	N	100	100	100	100	100
CM6	Pearson Correlation	.290**	.283**	.327**	.542**	.672**
	Sig. (2-tailed)	.003	.004	.001	.000	.000
	N	100	100	100	100	100
CM7	Pearson Correlation	.429**	.466**	.561**	.531**	.662**
	Sig. (2-tailed)	.000	.000	.000	.000	.000

N		100	100	100	100	100
CitraMerek	Pearson Correlation	.654**	.635**	.753**	.761**	.803**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
N		100	100	100	100	100

### Correlations

		CM6	CM7	CitraMerek
CM1	Pearson Correlation	.290**	.429**	.654**
	Sig. (2-tailed)	.003	.000	.000
	N	100	100	100
CM2	Pearson Correlation	.283**	.466**	.635**
	Sig. (2-tailed)	.004	.000	.000
	N	100	100	100
CM3	Pearson Correlation	.327**	.561**	.753**
	Sig. (2-tailed)	.001	.000	.000
	N	100	100	100
CM4	Pearson Correlation	.542**	.531**	.761**
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
CM5	Pearson Correlation	.672**	.662**	.803**
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
CM6	Pearson Correlation	1	.655**	.748**

	Sig. (2-tailed)		.000	.000
	N	100	100	100
CM7	Pearson Correlation	.655**	1	.840**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
CitraMerek	Pearson Correlation	.748**	.840**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

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

## Uji Validitas Kepercayaan Merek (X2)

### Correlations

		KM1	KM2	KM3	KM4	KM5
KM1	Pearson Correlation	1	.826**	.667**	.710**	.613**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
KM2	Pearson Correlation	.826**	1	.832**	.799**	.796**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
KM3	Pearson Correlation	.667**	.832**	1	.803**	.742**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100

KM4	Pearson Correlation	.710**	.799**	.803**	1	.681**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
KM5	Pearson Correlation	.613**	.796**	.742**	.681**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100
KepercayaanMerek	Pearson Correlation	.856**	.954**	.904**	.889**	.863**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	100	100	100	100	100

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

### Uji Validitas Kualitas Persepsian (X3)

#### Correlations

		KP1	KP2	KP3	KP4	KP5
KP1	Pearson Correlation	1	.631**	.688**	.571**	.525**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
KP2	Pearson Correlation	.631**	1	.849**	.791**	.674**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
KP3	Pearson Correlation	.688**	.849**	1	.779**	.643**
	Sig. (2-tailed)	.000	.000		.000	.000

	N	100	100	100	100	100
KP4	Pearson Correlation	.571**	.791**	.779**	1	.720**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
KP5	Pearson Correlation	.525**	.674**	.643**	.720**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100
KP6	Pearson Correlation	.439**	.725**	.690**	.785**	.753**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	100	100	100	100	100
KP7	Pearson Correlation	.417**	.466**	.463**	.458**	.399**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	100	100	100	100	100
KP8	Pearson Correlation	.456**	.457**	.471**	.457**	.342**
	Sig. (2-tailed)	.000	.000	.000	.000	.001
	N	100	100	100	100	100
KP9	Pearson Correlation	.429**	.711**	.588**	.610**	.524**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	100	100	100	100	100
KualitasPersepsian	Pearson Correlation	.731**	.893**	.873**	.872**	.785**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	100	100	100	100	100

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

## Uji Validitas Loyalitas Pelanggan (Y)

### Correlations

		LOY1	LOY2	LOY3	LOY4
LOY1	Pearson Correlation	1	.649**	.629**	.738**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
LOY2	Pearson Correlation	.649**	1	.543**	.692**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
LOY3	Pearson Correlation	.629**	.543**	1	.768**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
LOY4	Pearson Correlation	.738**	.692**	.768**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100
LoyalitasPelanggan	Pearson Correlation	.872**	.822**	.851**	.924**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100

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

## Uji Reliabilitas Citra Merek (X1)

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	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
.865	.865	7

## Uji Reliabilitas Kepercayaan Merek (X2)

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	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
.936	.937	5

### Uji Reliabilitas Kualitas Persepsian (X3)

#### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	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
.924	.924	9

## Uji Reliabilitas Loyalitas Pelanggan (Y)

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	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
.891	.890	4

**LAMPIRAN 4**  
**HASIL ANALISIS REGRESI LINIER**  
**BERGANDA**

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	KualitasPersepsian, CitraMerek, KepercayaanMerek <sup>b</sup>		Enter

a. Dependent Variable: LoyalitasPelanggan

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.830 <sup>a</sup>	.689	.679	2.459

a. Predictors: (Constant), KualitasPersepsian, CitraMerek, KepercayaanMerek

**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1285.672	3	428.557	70.864	.000 <sup>b</sup>
	Residual	580.568	96	6.048		
	Total	1866.240	99			

a. Dependent Variable: LoyalitasPelanggan

b. Predictors: (Constant), KualitasPersepsian, CitraMerek, KepercayaanMerek

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.008	1.344		.006	.995
	CitraMerek	-.060	.089	-.071	-.680	.498
	KepercayaanMerek	.511	.122	.579	4.204	.000
	KualitasPersepsian	.183	.079	.330	2.323	.022

a. Dependent Variable: LoyalitasPelanggan

