

Lampiran 1
Kuesioner

KUESIONER PENELITIAN

Karakteristik Responden

- a. Jenis kelamin
 1. Laki-laki
 2. wanita
- b. Pendidikan
 1. SMA
 2. D3/S1
 3. S2/S3
- c. Pekerjaan
 1. Pelajar/Mahasiswa
 2. PNS
 3. Swasta
 4. Guru/Dosen
 5. Lainnya/Pengusaha
- d. Usia
 1. 17 tahun s/d 27 tahun
 2. 28 tahun s/d 38 tahun
 3. 39 tahun s/d 50 tahun

Keterangan:

1. Isilah kolom di lembar berikutnya dengan tanda \times atau \surd yang paling sesuai menurut anda
2. Tidak ada jawaban salah atau benar
3. Pilihan jawaban yang tersedia sebagai berikut:

Jawaban	Simbol	Skor
SangatSetuju	SS	5
Setuju	S	4
Netral	N	3
TidakSetuju	TS	2
SangatTidakSetuju	STS	1

Citra Merek

No	Indikator	STS	TS	N	S	SS
1	Produk makanan di Waroeng Steak & shake memiliki harga yang kompetitif.					
2	Produk makanan di Waroeng Steak & shake memberi pelayanan yang baik terhadap pelanggan yang baru datang.					
3	Secara keseluruhan produk makanan di Waroeng Steak & shake di sukai oleh pelanggan.					

Kepercayaan Merek

1	Saya yakin bahwa di Waroeng Steak & Shake adalah makan yang sehat.					
2	Saya percaya cara pembuatan di Waroeng Steak & Shake dilakukan dengan bersih.					
3	Saya percaya bahwa di Waroeng Steak & Shake digemari karena perkulineran.					

Loyalitas Merek

1	Saya akan merekomendasikan kepada orang lain tentang Waroeng Steak & Shake.					
2	Akan terus menjadi pelanggan setia Waroeng Steak & Shake.					
3	Saya tidak memiliki keinginan untuk berpindah ke produk lain yang sejenis.					
4	Pilihan pertama untuk produk di Waroeng Steak & Shake.					
5	Saya akan menyatakan hal-hal positif mengenai produk di Waroeng Steak & Shake kepada teman-teman					

Lampiran 2
**Karakteristik Responden dan
Rekapitulasi Jawaban Responden**

Profil Responden

Frequencies

Statistics

		Kode Responden	JenisKelamin	Pendidikan	Pekerjaan	Usia
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0

Frequency Table

JenisKelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	56	56,0	56,0	56,0
	Wanita	44	44,0	44,0	100,0
	Total	100	100,0	100,0	

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	D3/S1	47	47,0	47,0	47,0
	S2/S3	9	9,0	9,0	56,0
	SMA	44	44,0	44,0	100,0
	Total	100	100,0	100,0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Guru/Dosen	6	6,0	6,0	6,0
	Lainnya/Pengusaha	26	26,0	26,0	32,0
	Pelajar/Mahasiswa	35	35,0	35,0	67,0
	PNS	17	17,0	17,0	84,0
	Swasta	16	16,0	16,0	100,0
	Total	100	100,0	100,0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17 - 27 tahun	65	65,0	65,0	65,0
28 - 38 tahun	23	23,0	23,0	88,0
39 - 50 tahun	12	12,0	12,0	100,0
Total	100	100,0	100,0	

REKAPITULASI JAWABAN RESPONDEN

No	Citra Merek			SUM	Kepercayaan Merek			SUM	Loyalitas Merek					SUM
	CM1	CM2	CM3		KM1	KM2	KM3		LM1	LM2	LM3	LM4	LM5	
1	5	2	5	12	3	2	2	7	3	2	5	2	5	17
2	5	4	5	14	5	3	4	12	5	3	5	4	5	22
3	3	5	4	12	5	5	5	15	5	5	3	5	4	22
4	4	4	4	12	3	4	4	11	3	4	4	4	4	19
5	3	3	3	9	3	3	3	9	3	3	3	3	3	15
6	4	3	4	11	5	3	3	11	5	3	4	3	4	19
7	3	3	3	9	4	3	3	10	3	3	3	3	3	15
8	4	5	4	13	3	5	5	13	3	5	4	5	4	21
9	3	4	3	10	2	4	4	10	2	4	3	4	3	16
10	3	2	5	10	5	4	2	11	5	4	3	2	5	19
11	3	4	5	12	3	2	4	9	5	2	3	4	5	19
12	5	5	5	15	3	5	5	13	3	5	5	5	5	23
13	4	3	4	11	3	3	3	9	3	3	4	3	4	17
14	4	3	4	11	2	3	3	8	2	3	4	3	4	16
15	5	4	5	14	5	4	4	13	1	4	5	4	5	19
16	4	3	4	11	2	3	3	8	2	3	4	3	4	16
17	3	2	3	8	2	2	2	6	2	2	3	2	3	12
18	1	1	1	3	5	1	1	7	1	1	1	1	1	5
19	4	5	4	13	5	5	5	15	5	5	4	5	4	23
20	5	2	5	12	5	2	2	9	2	2	5	2	5	16
21	2	4	2	8	4	4	4	12	3	4	2	4	2	15
22	3	4	3	10	5	4	4	13	2	4	3	4	3	16
23	4	5	3	12	3	5	5	13	4	5	4	5	3	21
24	3	5	3	11	4	5	5	14	2	5	3	5	3	18
25	4	3	2	9	5	4	3	12	5	4	4	3	2	18
26	4	4	4	12	4	4	4	12	4	4	4	4	4	20
27	4	2	4	10	4	2	2	8	5	2	4	2	4	17
28	4	5	5	14	3	3	3	9	2	3	4	3	4	16
29	5	5	5	15	3	2	2	7	3	2	3	2	3	13
30	5	4	4	13	5	5	5	15	2	5	5	5	5	22
31	4	4	4	12	5	5	5	15	4	5	2	5	5	21
32	4	5	5	14	5	5	5	15	5	5	3	5	5	23
33	5	4	4	13	4	3	4	11	5	4	5	4	4	22
34	4	5	5	14	4	4	4	12	4	4	4	4	4	20

35	5	5	5	15	5	3	5	13	3	5	3	5	5	21
36	5	5	5	15	4	4	4	12	3	4	3	4	4	18
37	5	3	3	11	5	3	5	13	3	5	3	5	5	21
38	3	3	3	9	5	4	5	14	5	5	5	5	5	25
39	3	3	3	9	5	3	5	13	4	5	4	5	5	23
40	3	4	4	11	3	3	3	9	2	3	4	3	3	15
41	4	5	5	14	3	3	3	9	4	3	2	3	3	15
42	5	5	5	15	3	5	3	11	5	3	5	3	3	19
43	5	5	5	15	4	4	4	12	3	4	3	4	4	18
44	5	5	5	15	5	4	5	14	3	5	3	5	5	21
45	5	4	4	13	5	5	5	15	4	5	4	5	5	23
46	4	5	5	14	5	4	5	14	3	5	3	5	5	21
47	5	5	5	15	5	3	5	13	2	5	2	5	5	19
48	5	5	5	15	4	5	4	13	1	4	5	4	4	18
49	5	5	5	15	5	4	5	14	5	5	5	5	5	25
50	5	5	5	15	5	5	5	15	2	5	2	5	5	19
51	5	5	5	15	5	2	5	12	4	5	4	5	5	23
52	5	5	5	15	5	3	5	13	4	5	4	5	5	23
53	5	5	5	15	5	4	5	14	5	5	5	5	5	25
54	5	5	5	15	5	3	5	13	5	5	5	5	5	25
55	5	5	5	15	5	4	5	14	3	5	4	5	5	22
56	5	5	5	15	5	4	5	14	4	5	4	5	5	23
57	5	5	5	15	5	4	5	14	2	5	2	5	5	19
58	5	5	5	15	5	4	5	14	3	5	3	5	5	21
59	5	5	5	15	5	3	5	13	5	5	2	5	5	22
60	5	5	5	15	5	5	5	15	5	5	5	5	5	25
61	5	5	5	15	5	2	5	12	5	5	3	5	5	23
62	5	5	5	15	5	3	5	13	4	5	5	5	5	24
63	5	5	5	15	5	3	5	13	4	5	5	5	5	24
64	5	5	5	15	5	4	5	14	4	5	3	5	5	22
65	5	5	5	15	5	5	5	15	5	5	4	5	5	24
66	5	5	5	15	5	5	5	15	3	5	5	5	5	23
67	5	5	5	15	5	4	5	14	5	5	4	5	5	24
68	5	5	5	15	5	3	5	13	3	5	3	5	5	21
69	5	5	5	15	5	4	5	14	3	5	2	5	5	20
70	5	5	5	15	5	3	5	13	1	5	5	5	5	21
71	5	5	5	15	5	4	5	14	4	5	3	5	5	22
72	5	5	5	15	5	5	5	15	5	5	3	5	5	23
73	5	5	5	15	5	3	5	13	4	5	3	5	5	22
74	5	5	5	15	5	3	5	13	4	5	2	5	5	21
75	5	5	5	15	5	4	5	14	5	5	5	5	5	25

76	5	5	5	15	5	3	5	13	4	5	2	5	5	21
77	5	5	5	15	5	2	5	12	3	5	2	5	5	20
78	5	5	5	15	5	4	5	14	3	5	5	5	5	23
79	5	4	4	13	5	5	5	15	4	5	5	5	5	24
80	4	4	4	12	5	4	5	14	5	5	5	5	5	25
81	4	4	4	12	5	3	5	13	4	5	4	5	5	23
82	4	4	4	12	4	4	4	12	4	4	5	4	4	21
83	4	4	4	12	4	5	4	13	4	4	3	4	4	19
84	4	4	4	12	4	5	4	13	3	4	4	4	4	19
85	4	5	5	14	4	4	4	12	2	4	5	4	4	19
86	5	5	5	15	4	4	4	12	4	4	4	4	4	20
87	5	5	5	15	4	4	4	12	4	4	4	4	4	20
88	5	5	5	15	5	4	5	14	4	5	3	5	5	22
89	5	5	5	15	5	4	5	14	3	5	3	5	5	21
90	5	5	5	15	5	4	5	14	3	5	5	5	5	23
91	5	5	5	15	5	5	5	15	4	5	2	5	5	21
92	5	5	5	15	5	5	5	15	5	5	4	5	5	24
93	5	5	5	15	5	4	5	14	3	5	5	5	5	23
94	5	5	5	15	5	4	5	14	3	5	4	5	5	22
95	5	5	5	15	5	3	5	13	4	5	3	5	5	22
96	5	5	5	15	5	4	5	14	3	5	3	5	5	21
97	5	5	5	15	5	3	5	13	2	5	3	5	5	20
98	5	3	4	12	5	4	5	14	4	5	5	5	5	24
99	4	3	5	12	5	3	5	13	5	5	4	5	5	24
100	4	5	5	14	5	5	5	15	4	5	5	5	5	24

Lampiran 3
Hasil Uji Validitas

Hasil Uji Validitas

Correlations Citra Merek (X₁)

		Correlations			
		CM1	CM2	CM3	TOTAL
CM1	Pearson Correlation	1	,560**	,765**	,875**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
CM2	Pearson Correlation	,560**	1	,620**	,847**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
CM3	Pearson Correlation	,765**	,620**	1	,902**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
TOTAL	Pearson Correlation	,875**	,847**	,902**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

Correlations Kepercayaan Merek (X₂)

		Correlations			
		KM1	KM2	KM3	TOTAL
KM1	Pearson Correlation	1	,139	,574**	,723**
	Sig. (2-tailed)		,167	,000	,000
	N	100	100	100	100
KM2	Pearson Correlation	,139	1	,459**	,704**
	Sig. (2-tailed)	,167		,000	,000
	N	100	100	100	100
KM3	Pearson Correlation	,574**	,459**	1	,884**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
TOTAL	Pearson Correlation	,723**	,704**	,884**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

Correlations Loyalitas Merek (Y)

		Correlations					
		LM1	LM2	LM3	LM4	LM5	TOTAL
LM1	Pearson Correlation	1	,234*	,153	,234*	,248*	,585**
	Sig. (2-tailed)		,019	,128	,019	,013	,000
	N	100	100	100	100	100	100
LM2	Pearson Correlation	,234*	1	,037	,946**	,615**	,809**
	Sig. (2-tailed)	,019		,712	,000	,000	,000
	N	100	100	100	100	100	100
LM3	Pearson Correlation	,153	,037	1	,047	,211*	,439**
	Sig. (2-tailed)	,128	,712		,639	,035	,000
	N	100	100	100	100	100	100
LM4	Pearson Correlation	,234*	,946**	,047	1	,652**	,822**
	Sig. (2-tailed)	,019	,000	,639		,000	,000
	N	100	100	100	100	100	100
LM5	Pearson Correlation	,248*	,615**	,211*	,652**	1	,768**
	Sig. (2-tailed)	,013	,000	,035	,000		,000
	N	100	100	100	100	100	100
TOTAL	Pearson Correlation	,585**	,809**	,439**	,822**	,768**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

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

Lampiran 4
Hasil Uji Reliabilitas

Hasil Uji Reliabilitas

Hasil Uji Reliability Citra Merek (X₁)

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,842	3

Hasil Uji Reliability Kepercayaan Merek (X₂)

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,660	3

Hasil Uji Reliability Loyalitas Merek (Y)

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded ^a	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.697	5

Lampiran 5

**Hasil Uji Analisis Regresi, Uji F, Uji t,
Dan Koefisien Determinasi**

Hasil Analisis Regresi

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Citra_Merek, Kepercayaan_Merek ^b	.	Enter

a. Dependent Variable: Loyalitas_Merek

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,814 ^a	,662	,655	1,971

a. Predictors: (Constant), Citra_Merek, Kepercayaan_Merek

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	738,074	2	369,037	95,010	,000 ^b
	Residual	376,766	97	3,884		
	Total	1114,840	99			

a. Dependent Variable: Loyalitas_Merek

b. Predictors: (Constant), Citra_Merek, Kepercayaan_Merek

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,735	1,341		2,039	,044
	Kepercayaan_Merek	1,018	,107	,654	9,492	,000
	Citra_Merek	,371	,102	,252	3,653	,000

a. Dependent Variable: Loyalitas_Merek

