

LAMPIRAN A
KUESIONER PENELITIAN



Saudara/saudari yang saya hormati,

Saya Kevin Eka Putra mahasiswa jurusan Manajemen Pemasaran, Fakultas Ekonomi Universitas Kristen Maranatha. Dalam hal ini saya sedang melakukan penelitian proposal Seminar Manajemen Pemasaran. Kuesioner ini berhubungan dengan persepsi dan kepuasan anda terhadap Starbucks Café di Paris Van Java, Bandung. Hasil kuesioner tidak untuk dipublikasikan, melainkan hanya untuk kepentingan penelitian saja.

Atas bantuan, kesedian waktu, dan kerja samanya saya ucapkan terima kasih.

DATA RESPONDEN :

No. Kuesioner (Diisi oleh peneliti) :.....

Umur:.....

Jenis Kelamin : L / P

Universitas/Jurusan :...../..... (Kosongkan jika sudah bekerja)

Pekerjaan (Jika sudah bekerja) :

- Pegawai Swasta.
- Pegawai Negeri Sipil.
- Wirausaha.
- Ibu Rumah Tangga.
- Karyawan.
- Lainnya:.....

Frekuensi berkunjung ke Starbucks Paris Van Java :

- Sering (1-2x dalam seminggu)
- Jarang (1x dalam 2 minggu)
- Sekali dalam sebulan
- Sangat Jarang (2 bulan hanya 1x)
- Baru kali ini.

PETUNJUK PENGISIAN :

Berikan pendapat/persepsi anda mengenai pelayanan dan kepuasan anda terhadap pelayanan Starbucks Café Paris Van Java, Bandung. Untuk memudahkan anda menjawab telah disediakan Jawaban. Tidak ada jawaban yang betul dan yang salah, anda bebas memberikan jawaban.

Contoh Pengisian :

No.	Pernyataan	Skala				
		STS	TS	N	S	SS
1	Apakah X	✓				

Anda dipersilahkan untuk menceklis (V) atau menyilang (X), di skala berapakah pernyataan tersebut menurut anda. Silahkan saudara/saudari menjawab sejujur-jujurnya. Terima kasih.

STS = SANGAT TIDAK SETUJU

TS = TIDAK SETUJU

N = NETRAL

S = SETUJU

SS = SANGAT SETUJU

- Kuesioner di halaman selanjutnya –

No.	Pernyataan	Skala				
		STS	TS	N	S	SS
1	Starbucks membuat saya impresif ketika saya melihat merk tersebut.					
2	Starbucks menarik dalam merangsang keinginan saya untuk mencoba.					
3	Saya memiliki perasaan khusus terhadap Starbucks.					
4	Ada keterikatan emosi yang kuat antara saya dengan Starbucks.					
5	Starbucks adalah merk yang memberikan saya emosional					

	ketika saya mencobanya.					
6	Saya akan mengajak rekan saya secara tindakan nyata ketika saya menggunakan Starbucks.					
7	Starbucks berpengaruh untuk tubuh saya.					
8	Starbucks membuat saya berpikir akan produk mereka.					
9	Starbucks membuat saya ingin tahu lebih lagi.					
10	Saya sangat puas dengan pelayanan Starbucks.					
11	Saya sangat puas dengan Starbucks.					
12	Saya sangat senang dengan Starbucks.					
13	Saya membuat keputusan yang tepat ketika saya memutuskan untuk mengkonsumsi Starbucks.					
14	Starbucks sangat bagus dalam memuaskan kebutuhan saya.					
15	Servis yang dilakukan oleh Starbucks sangat memuaskan.					
16	Saya percaya dengan mengkonsumsi Starbucks saya akan dapat memuaskan pengalaman saya dalam meminum kopi/bverages.					
17	Saya sangat puas dengan pelayanan Starbucks.					
18	Saya ketagihan mengkonsumsi					

	Starbucks.					
19	Starbucks menjamin kualitasnya dengan baik.					
20	Starbucks selalu bisa menemukan apa yang menjadi ekspektasi saya.					
21	Starbucks selalu menjanjikan / menjamin kepuasan saya.					
22	Saya merasa nyaman ketika mengkonsumsi produk Starbucks.					
23	Starbucks tidak pernah mengecewakan saya.					
24	Saya dapat mengandalkan Starbucks ketika saya sedang mengerjakan tugas kantor/kuliah.					
25	Starbucks selalu berusaha untuk memuaskan saya.					
26	Saya akan melakukan pembelian ulang produk Starbucks di masa depan.					
27	Saya akan lebih intes membeli produk Starbucks dibandingkan produk lain.					
28	Saya akan memilih Starbucks sebagai prioritas utama saya ketika akan pergi ke Café.					
29	Saya akan membeli produk Starbucks lagi kedepannya jika saya membutuhkan kopi lagi.					
30	Saya akan menjadi pelanggan					

	setia Starbucks.					
31	Saya berani untuk membayar lebih untuk membeli Starbucks lagi di masa yang akan datang.					
32	Saya akan membeli produk Starbucks lagi, meskipun ada produk substitusi yang lebih murah.					
33	Iklan dari pesaing lain tidak akan membuat saya mengurangi ketertarikan saya untuk membeli Starbucks.					
34	Saya mengatakan hal-hal yang positif kepada orang lain tentang Starbucks.					
35	Saya akan merekomendasikan Starbucks kepada siapapun yang meminta pendapat saya.					
36	Saya selalu menyarankan Starbucks kepada orang lain.					
37	Saya akan menjadikan Starbucks sebagai pilihan utama dalam beberapa tahun kedepan.					
38	Starbucks membawa produk yang saya cari.					
39	Saya mendapatkan nilai-nilai yang baik mengenai Starbucks.					

LAMPIRAN B
DAFTAR TABEL

Tabel 4.1.

USIA

Usia	Frequency	Percent	Valid Percent	Cumulative Percent
11-16	9	3%	3%	3%
17-22	246	82%	82%	85%
23-28	29	9.7%	9.7%	94.7%
29-34	6	2.1%	2.1%	96.8%
35-40	6	2.1%	2.1%	99.8%
>40	6	2.1%	2.1%	100%
	300	100.0	100.0	

Tabel 4.2.

PEKERJAAN

Pekerjaan	Frequency	Percent	Valid Percent	Cumulative Percent
Ibu Rumah Tangga	2	.7	.7	.7
Karyawan	8	2.7	2.7	3.3
Mahasiswa	262	87.3	87.3	90.7
Pegawai	22	7.3	7.3	98.0
Wirausaha	6	2.0	2.0	100.0
	300	100.0	100.0	

Tabel 4.3.

Frekuensi Kunjungan

Frekuensi Kunjungan	Frequency	Percent	Valid Percent	Cumulative Percent
Baru pertama kali	28	9.3	9.3	9.3
Jarang	65	21.7	21.7	31.0
Sangat jarang	114	38.0	38.0	69.0
Sekali dalam sebulan	76	25.3	25.3	94.3

Sering	17	5.7	5.7	100.0
	300	100.0	100.0	

Tabel 4.4.

BE 1 INDIKATOR BRAND EXPERIENCE

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	4	1.3	1.3	1.3
	TS	15	5.0	5.0	6.3
	N	66	22.0	22.0	28.3
	S	130	43.3	43.3	71.7
	SS	85	28.3	28.3	100.0
	Total	300	100.0	100.0	

Tabel 4.5.

BE 2 INDIKATOR BRAND EXPERIENCE

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	5	1.7	1.7	1.7
	TS	30	10.0	10.0	11.7
	N	59	19.7	19.7	31.3
	S	129	43.0	43.0	74.3
	SS	77	25.7	25.7	100.0
	Total	300	100.0	100.0	

Tabel 4.6.

BE 3 INDIKATOR BRAND EXPERIENCE

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	16	5.3	5.3	5.3
	TS	42	14.0	14.0	19.3
	N	65	21.7	21.7	41.0
	S	109	36.3	36.3	77.3
	SS	68	22.7	22.7	100.0

	Total	300	100.0	100.0	
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Tabel 4.7

BE 4 INDIKATOR BRAND EXPERIENCE

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	32	10.7	10.7	10.7
	TS	63	21.0	21.0	31.7
	N	90	30.0	30.0	61.7
	S	85	28.3	28.3	90.0
	SS	30	10.0	10.0	100.0
	Total	300	100.0	100.0	

Tabel 4.8.

BE 5 INDIKATOR BRAND EXPERIENCE

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	18	6.0	6.0	6.0
	TS	58	19.3	19.3	25.3
	N	82	27.3	27.3	52.7
	S	100	33.3	33.3	86.0
	SS	42	14.0	14.0	100.0
	Total	300	100.0	100.0	

Tabel 4.9.

BE 6 INDIKATOR BRAND EXPERIENCE

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	13	4.3	4.3	4.3
	TS	34	11.3	11.3	15.7
	N	61	20.3	20.3	36.0
	S	124	41.3	41.3	77.3

	SS	68	22.7	22.7	100.0
	Total	300	100.0	100.0	

Tabel 4.10.

BE 7 INDIKATOR BRAND EXPERIENCE

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	42	14.0	14.0	14.0
	TS	80	26.7	26.7	40.7
	N	83	27.7	27.7	68.3
	S	71	23.7	23.7	92.0
	SS	24	8.0	8.0	100.0
	Total	300	100.0	100.0	

Tabel 4.11.

BE 8 INDIKATOR BRAND EXPERIENCE

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	13	4.3	4.3	4.3
	TS	28	9.3	9.3	13.7
	N	68	22.7	22.7	36.3
	S	127	42.3	42.3	78.7
	SS	64	21.3	21.3	100.0
	Total	300	100.0	100.0	

Tabel 4.12.

BS 1 INDIKATOR BRAND SATISFACTION

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	12	4.0	4.0	4.0
	TS	40	13.3	13.3	17.3
	N	65	21.7	21.7	39.0
	S	119	39.7	39.7	78.7
	SS	64	21.3	21.3	100.0
	Total	300	100.0	100.0	

Tabel 4.13.

BS 2 INDIKATOR BRAND SATISFACTION

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	1	.3	.3	.3
	TS	6	2.0	2.0	2.3
	N	38	12.7	12.7	15.0
	S	154	51.3	51.3	66.3
	SS	101	33.7	33.7	100.0
	Total	300	100.0	100.0	

Tabel 4.14.

BS 3 INDIKATOR BRAND SATISFACTION

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	1	.3	.3	.3
	TS	9	3.0	3.0	3.3
	N	58	19.3	19.3	22.7
	S	142	47.3	47.3	70.0
	SS	90	30.0	30.0	100.0
	Total	300	100.0	100.0	

Tabel 4.15.

BS 4 INDIKATOR BRAND SATISFACTION

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	4	1.3	1.3	1.3
	TS	23	7.7	7.7	9.0
	N	81	27.0	27.0	36.0
	S	132	44.0	44.0	80.0
	SS	60	20.0	20.0	100.0
	Total	300	100.0	100.0	

Tabel 4.16.

BS 5 INDIKATOR BRAND SATISFACTION

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	12	4.0	4.0	4.0
	TS	36	12.0	12.0	16.0
	N	100	33.3	33.3	49.3
	S	103	34.3	34.3	83.7
	SS	49	16.3	16.3	100.0
	Total	300	100.0	100.0	

Tabel 4.17.

BS 6 INDIKATOR BRAND SATISFACTION

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	1	.3	.3	.3
	TS	9	3.0	3.0	3.3
	N	41	13.7	13.7	17.0
	S	156	52.0	52.0	69.0
	SS	93	31.0	31.0	100.0
	Total	300	100.0	100.0	

Tabel 4.18.

BS 7 INDIKATOR BRAND SATISFACTION

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	11	3.7	3.7	3.7
	TS	22	7.3	7.3	11.0
	N	84	28.0	28.0	39.0
	S	121	40.3	40.3	79.3
	SS	62	20.7	20.7	100.0
	Total	300	100.0	100.0	

Tabel 4.19.

BS 8 INDIKATOR BRAND SATISFACTION

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	1	.3	.3	.3
	TS	11	3.7	3.7	4.0
	N	56	18.7	18.7	22.7
	S	141	47.0	47.0	69.7
	SS	91	30.3	30.3	100.0
	Total	300	100.0	100.0	

Tabel 4.20.

BS 9 INDIKATOR BRAND SATISFACTION

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	35	11.7	11.7	11.7
	TS	54	18.0	18.0	29.7
	N	79	26.3	26.3	65.0
	S	81	27.0	27.0	83.0
	SS	51	17.0	17.0	100.0
	Total	300	100.0	100.0	

Tabel 4.21.

BT 1 INDIKATOR BRAND TRUST

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	4	1.3	1.3	1.3
	TS	8	2.7	2.7	4.0
	N	38	12.7	12.7	16.7
	S	151	50.3	50.3	67.0
	SS	99	33.0	33.0	100.0
	Total	300	100.0	100.0	

Tabel 4.22.

BT 2 INDIKATOR BRAND TRUST

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	10	3.3	3.3	3.3
	TS	27	9.0	9.0	12.3
	N	70	23.3	23.3	35.7
	S	126	42.0	42.0	77.7
	SS	67	22.3	22.3	100.0
	Total	300	100.0	100.0	

Tabel 4.23.

BT 3 INDIKATOR BRAND TRUST

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	9	3.0	3.0	3.0
	TS	20	6.7	6.7	9.7
	N	69	23.0	23.0	32.7
	S	144	48.0	48.0	80.7
	SS	58	19.3	19.3	100.0
	Total	300	100.0	100.0	

Tabel 4.24.

BT 4 INDIKATOR BRAND TRUST

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	7	2.3	2.3	2.3
	TS	17	5.7	5.7	8.0
	N	68	22.7	22.7	30.7
	S	130	43.3	43.3	74.0
	SS	78	26.0	26.0	100.0
	Total	300	100.0	100.0	

Tabel 4.25.

BT 5 INDIKATOR BRAND TRUST

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	7	2.3	2.3	2.3
	TS	22	7.3	7.3	9.7
	N	80	26.7	26.7	36.3
	S	137	45.7	45.7	82.0
	SS	54	18.0	18.0	100.0
	Total	300	100.0	100.0	

Tabel 4.26.

BT 6 INDIKATOR BRAND TRUST

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	15	5.0	5.0	5.0
	TS	36	12.0	12.0	17.0
	N	77	25.7	25.7	42.7
	S	108	36.0	36.0	78.7
	SS	64	21.3	21.3	100.0
	Total	300	100.0	100.0	

Tabel 4.27.

BT 7 INDIKATOR BRAND TRUST

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	5	1.7	1.7	1.7
	TS	22	7.3	7.3	9.0
	N	64	21.3	21.3	30.3
	S	133	44.3	44.3	74.7
	SS	76	25.3	25.3	100.0
	Total	300	100.0	100.0	

Tabel 4.28.

BL 1 INDIKATOR BRAND LOYALTY

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	5	1.7	1.7	1.7
	TS	20	6.7	6.7	8.3
	N	54	18.0	18.0	26.3
	S	141	47.0	47.0	73.3
	SS	80	26.7	26.7	100.0
	Total	300	100.0	100.0	

Tabel 4.29.

BL 2 INDIKATOR BRAND LOYALTY

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	14	4.7	4.7	4.7
	TS	56	18.7	18.7	23.3
	N	84	28.0	28.0	51.3
	S	97	32.3	32.3	83.7
	SS	49	16.3	16.3	100.0
	Total	300	100.0	100.0	

Tabel 4.30.

BL 3 INDIKATOR BRAND LOYALTY

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	27	9.0	9.0	9.0
	TS	71	23.7	23.7	32.7
	N	74	24.7	24.7	57.3
	S	86	28.7	28.7	86.0
	SS	42	14.0	14.0	100.0
	Total	300	100.0	100.0	

Tabel 4.31.

BL 4 INDIKATOR BRAND LOYALTY

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	16	5.3	5.3	5.3
	TS	34	11.3	11.3	16.7
	N	68	22.7	22.7	39.3
	S	132	44.0	44.0	83.3
	SS	50	16.7	16.7	100.0
	Total	300	100.0	100.0	

Tabel 4.32.

BL 5 INDIKATOR BRAND LOYALTY

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	20	6.7	6.7	6.7
	TS	51	17.0	17.0	23.7
	N	92	30.7	30.7	54.3
	S	92	30.7	30.7	85.0
	SS	45	15.0	15.0	100.0
	Total	300	100.0	100.0	

Tabel 4.33.

BL 6 INDIKATOR BRAND LOYALTY

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	27	9.0	9.0	9.0
	TS	63	21.0	21.0	30.0
	N	88	29.3	29.3	59.3
	S	79	26.3	26.3	85.7
	SS	43	14.3	14.3	100.0
	Total	300	100.0	100.0	

Tabel 4.34.

BL 7 INDIKATOR BRAND LOYALTY

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	27	9.0	9.0	9.0
	TS	63	21.0	21.0	30.0
	N	83	27.7	27.7	57.7
	S	87	29.0	29.0	86.7
	SS	40	13.3	13.3	100.0
	Total	300	100.0	100.0	

Tabel 4.35.

BL 8 INDIKATOR BRAND LOYALTY

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	16	5.3	5.3	5.3
	TS	57	19.0	19.0	24.3
	N	86	28.7	28.7	53.0
	S	96	32.0	32.0	85.0
	SS	45	15.0	15.0	100.0
	Total	300	100.0	100.0	

Tabel 4.36.

BL 9 INDIKATOR BRAND LOYALTY

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	5	1.7	1.7	1.7
	TS	19	6.3	6.3	8.0
	N	89	29.7	29.7	37.7
	S	131	43.7	43.7	81.3
	SS	56	18.7	18.7	100.0
	Total	300	100.0	100.0	

Tabel 4.37.

BL 10 INDIKATOR BRAND LOYALTY

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	9	3.0	3.0	3.0
	TS	24	8.0	8.0	11.0
	N	77	25.7	25.7	36.7
	S	136	45.3	45.3	82.0
	SS	54	18.0	18.0	100.0
	Total	300	100.0	100.0	

Tabel 4.38.

BL 11 INDIKATOR BRAND LOYALTY

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	15	5.0	5.0	5.0
	TS	48	16.0	16.0	21.0
	N	76	25.3	25.3	46.3
	S	105	35.0	35.0	81.3
	SS	56	18.7	18.7	100.0
	Total	300	100.0	100.0	

Tabel 4.39.

BL 12 INDIKATOR BRAND LOYALTY

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	18	6.0	6.0	6.0
	TS	53	17.7	17.7	23.7
	N	81	27.0	27.0	50.7
	S	100	33.3	33.3	84.0
	SS	48	16.0	16.0	100.0
	Total	300	100.0	100.0	

Tabel 4.40.

BL 13 INDIKATOR BRAND LOYALTY

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	14	4.7	4.7	4.7
	TS	28	9.3	9.3	14.0
	N	98	32.7	32.7	46.7
	S	112	37.3	37.7	84.0
	SS	48	16.0	16.0	100.0
	Total	300	100.0	100.0	

Tabel 4.41.

BL 14 INDIKATOR BRAND LOYALTY

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	STS	7	2.3	2.3	2.3
	TS	17	5.7	5.7	8.0
	N	86	28.7	28.7	36.7
	S	133	44.3	44.3	81.0
	SS	57	19.0	19.0	100.0
	Total	300	100.0	100.0	

Tabel 4.42.

CONFIRMATORY FACTOR ANALYSIS

	1	2	3	4
BE1		.473	.582	
BE2			.609	
BE3	.415		.593	
BE4	.453		.706	
BE5			.669	
BE6			.591	
BE7			.595	

BE8			.403	.576
BS1			.457	
BS2		.829		
BS3		.736		
BS4	.460	.495		
BS5	.439		.439	
BS6		.695		
BS7				.531
BS8		.750		
BS9	.526		.516	
BT1		.617		
BT2				.543
BT3		.538		.482
BT4		.466		.631
BT5		.410		.542
BT6	.409			.473
BT7		.530		
BL1	.532			
BL2	.710			
BL3	.723			
BL4	.680			
BL5	.756			
BL6	.743			
BL7	.822			
BL8	.656			
BL9	.558	.461		

BL10	.561	.458		
BL11	.684			
BL12	.764			
BL13	.664			
BL14	.480			

Tabel 4.42.

CONFIRMATORY FACTOR ANALYSIS

	1	2	3	4
BE1			.625	
BE2			.655	
BE3			.600	
BE4			.727	
BE5			.709	
BE6			.613	
BE7			.584	
BS2		.822		
BS3		.714		
BS4		.503		
BS6		.709		
BS8		.769		
BT2				.600
BT3				.581
BT4				.640
BT5				.665

BL1	.531			
BL2	.706			
BL3	.731			
BL4	.689			
BL5	.754			
BL6	.740			
BL7	.834			
BL8	.630			
BL9	.553			
BL10	.569			
BL11	.684			
BL12	.757			
BL13	.651			

Tabel 4.44.

VALIDITAS

Variabel / Indikator	Factor Loading	Simpulan
Brand Experience = 1,2,3,4,5,6,7	.625/.655/.600/.727.709/.613/.584	VALID
Brand Satisfaction = 2,3,4,6,8	.822/.714/.503/.709/.769	VALID
Brand Trust = 2,3,4,5	.600/.581/.640/.665	VALID
Brand Loyalty = 1,2,3,4,5,6,7,8,9,10,11, 12,13	.531/.706/.731/.689/.754/.740/.834/.630/.553/.569/.684/.757/.651	VALID

Tabel 4.45.

KMO and BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.962
Bartlett's Test of Sphericity	Approx. Chi-Square	7229.963
	df	435
	Sig.	.000

Tabel 4.46.

Reliability Statistics

Cronbach's Alpha	N of Items
.901	7

Item Total Statistics

	Scale Mean if Item	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BE1	20.2567	28.506	.687	.890
BE2	20.3700	27.679	.707	.887
BE3	20.6100	26.794	.667	.892
BE4	21.1200	25.350	.804	.875
BE5	20.8800	26.180	.750	.882
BE6	20.5133	26.518	.745	.882
BE7	21.3300	27.031	.624	.897

Tabel 4.47.

Reliability Statistics

Cronbach's Alpha	N of Items
.869	4

Item Total Statistics

	Scale Mean if Item	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BS2	15.9100	7.193	.761	.827
BS3	16.0333	6.975	.743	.830
BS4	16.3333	7.012	.606	.868
BS6	15.9667	7.330	.686	.844
BS8	16.0367	7.072	.697	.841

Tabel 4.49.

Reliability Statistics

Cronbach's Alpha	N of Items
.957	13

Item Total Statistics

	Scale Mean if Item	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BL1	40.7400	115.651	.656	.956
BL2	41.2733	109.731	.806	.952
BL3	41.4933	108.431	.793	.953
BL4	41.0900	111.039	.777	.953
BL5	41.3400	108.533	.848	.951
BL6	41.4833	109.441	.761	.954
BL7	41.4767	108.337	.815	.952
BL8	41.3200	111.469	.723	.955
BL9	40.9300	114.600	.736	.954
BL10	40.9700	113.621	.734	.954
BL11	41.1800	109.907	.787	.953
BL12	41.2867	108.051	.866	.951
BL13	41.1367	111.657	.783	.953

Tabel 4.48.

Reliability Statistics

Cronbach's Alpha	N of Items
.873	5

Item Total Statistics

	Scale Mean if Item	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BT2	11.2867	6.045	.723	.840
BT3	11.2567	6.084	.797	.810
BT4	11.1467	6.286	.736	.834
BT5	11.3000	6.679	.659	.863

Tabel 4.50.

Hasil Uji Reliabilitas

Ringkasan Hasil Uji Reliabilitas Kuesioner	Alpha	Keterangan
Brand Experience	.901	Reliabel
Brand Satisfaction	.869	Reliabel
Brand Trust	.873	Reliabel
Brand Loyalty	.957	Reliabel

Tabel 4.51.

ONE-SAMPLE KOLMOGROV-SMIRNOV TEST

		Unstandardized Residual
N		300
Normal Parameters	Mean	.0000000
	Std. Deviation	6.17179099
Most Extreme Differences	Absolute Positive	.065
	Negative	-.065
Test Statistic		.065
Asymp Sig. (2-tailed)		.004

Tabel 4.52.

UJI OUTLIER

RESPONDEN	MD²
300	13.71545
299	13.18520
298	12.29596
5	0.00220
6	0.04248
7	0.04248

Tabel 4.53.

Uji Multikolinearitas

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.646	2.223		-.740	.460		
	TOTAL_BE	1.066	.085	.562	12.553	.000	0.496	2.015
	TOTAL_BS	.318	.171	.092	1.857	.064	0.407	2.456
	TOTAL_BT	.943	.177	.271	5.324	.000	0.384	2.607

Tabel 4.54.

Tabel Uji Heterokedastisitas

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.957	1.464		2.019	.044
	TOTAL_BE	.016	.056	.024	.291	.771
	TOTAL_BS	.300	.113	.238	2.654	.008
	TOTAL_BT	-.319	.117	-.253	-2.735	.007

Tabel 4.55.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.649	.421	.419	2.50016

Tabel 4.56.

Coefficients

Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	11.482	.601		19.121	.000
	BE	.355	.024	.649	14.733	.000

Tabel 4.57.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.674	.455	.453	2.41910

Tabel 4.58.

Coefficients

Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.103	.581		10.504	.000
	BE	.368	.023	.674	15.769	.000

Tabel 4.59.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.840	.706	.703	6.20299

Tabel 4.60.

Coefficients

Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-1.646	2.223		-.740	.000
	BE	1.066	.085	.562	12.553	.000
	BS	.318	.171	.092	1.857	.064
	BT	.943	.177	.271	5.324	.000