
LAMPIRAN

Kuesioner Pendahuluan

Hasil Kuesioner Pendahuluan

Kuesioner Penelitian

Hasil Kuesioner Pendahuluan

Seluruh Asosiasi Merek

Asosiasi Merek Dengan Atribut i Dibuang

Asosiasi Merek Dengan Atribut h Dibuang

Asosiasi Merek Dengan Atribut 3 Dibuang

Tabel Harga Kritik Chi Kuadrat

Tabel Harga Kritik Dari *r Product - Moment*

Komentar Dosen Penguji

KUESIONER PENDAHULUAN

Kepada responden yang terhormat,

Saya selaku mahasiswa Universitas Kristen Maranatha Jurusan Teknik Industri yang sedang melakukan penelitian untuk keperluan Tugas Akhir mengenai “**Usulan dan Pengembangan Strategi Pemasaran Berdasarkan Ekuitas Merek**” dengan **Studi Kasus di Toserba Yogya Bandung** memohon bantuannya untuk mengisi kuesioner dibawah ini. Terima Kasih.

Petunjuk Pengisian : Isilah atribut – atribut dibawah ini berdasarkan tingkat kepentingan dalam berbelanja / memilih swalayan, dengan memberikan tanda silang (x) pada pilihan yang tersedia dan juga dengan mengisi titik – titik yang telah disediakan dibawah ini.

Keterangan :

STP : Sangat tidak penting TP : Tidak Penting P : Penting SP : Sangat penting

| No | Atribut | Swalayan | | | |
|----|--|----------|----|---|----|
| | | STP | TP | P | SP |
| 1 | Keramahan pelayan dalam melayani konsumen | | | | |
| 2 | Kerapihan seragam yang dikenakan oleh pelayan | | | | |
| 3 | Ketanggapan pelayan dalam melayani konsumen | | | | |
| 4 | Harga produk yang murah | | | | |
| 5 | Menjual produk – produk yang bersih | | | | |
| 6 | Menjual produk - produk dengan kemasan yang tidak rusak | | | | |
| 7 | Menjual produk – produk yang ,masa kadaluarsa masih lama | | | | |
| 8 | Menjual sayur - sayuran yang masih segar | | | | |
| 9 | Menjual aneka daging yang masih segar | | | | |
| 10 | Menjual aneka ikan yang masih segar | | | | |
| 11 | Menjual buah - buahan yang masih segar | | | | |
| 12 | Ketersediaan barang dalam berbagai jenis merek | | | | |
| 13 | Kelengkapan dalam menjual produk | | | | |
| 14 | Ketersediaan barang dalam berbagai variasi harga | | | | |
| 15 | Menjual produk – produk yang sudah dikenal mereknya | | | | |
| 16 | Banyaknya acara kegiatan promosi yang dilakukan | | | | |
| 17 | Promosi melalui diskon pada produk tertentu | | | | |
| 18 | Perolehan kupon hadiah yang menarik | | | | |
| 19 | Perolehan kupon undian | | | | |
| 20 | Pemberian diskon bagi pemilik <i>member card</i> | | | | |
| 21 | Adanya diskon pada hari - hari dan jam - jam tertentu | | | | |
| 22 | Rak penyimpanan produk yang bersih | | | | |
| 23 | Lantai tempat belanja yang bersih | | | | |
| 24 | Etalase yang bersih | | | | |
| 25 | Kotak pendingin makanan yang bersih | | | | |
| 26 | Penempatan produk tertata dengan rapih | | | | |
| 27 | Penempatan produk yang tersegmentasi | | | | |
| 28 | Adanya <i>toilet</i> sebagai fasilitas perbelanjaan | | | | |
| 29 | Adanya musholla sebagai fasilitas perbelanjaan | | | | |
| 30 | Adanya tempat makan sebagai fasilitas perbelanjaan | | | | |
| 31 | Adanya lapangan parkir yang luas | | | | |
| 32 | Keamanan tempat parkir | | | | |
| 33 | Biaya parkir yang murah | | | | |
| 34 | Kemudahan dalam akses menuju tempat belanja | | | | |
| 35 | Kemudahan dalam proses pembayaran | | | | |
| 36 | Kemudahan dalam proses <i>complain</i> | | | | |
| 37 | Keranjang belanja yang tidak rusak / layak untuk digunakan | | | | |
| 38 | <i>Trolley</i> yang layak digunakan | | | | |
| 39 | Keindahan bentuk dan warna logo | | | | |

Sebutkan atribut lainnya yang tidak disebutkan diatas yang menurut anda penting ?.....

Dimanakah anda sering berbelanja ? (Jawaban boleh lebih dari satu)

Hasil Kuesioner Pendahuluan

| Responden | Atribut | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------|---------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | | | |
| 1 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | | |
| 2 | 4 | 2 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 2 | 2 | 2 | 2 | 3 | 3 | 4 | 2 | 4 | 4 | 3 | 2 | 3 | 2 | 3 | 4 | 2 | 3 | 4 | 2 | 4 | 2 | 3 | 2 | 3 | 3 | 2 | | |
| 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 4 | 2 | 4 | 2 | 3 | 2 | 4 | 2 | 3 | 4 | 3 | |
| 4 | 4 | 2 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 2 | 4 | 3 | 2 | 2 | 3 | 4 | 4 | 3 | 3 | 2 | | |
| 5 | 4 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 4 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 4 | 2 | 4 | 4 | 2 | | |
| 6 | 4 | 2 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 4 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | | |
| 7 | 4 | 2 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 4 | 2 | 4 | 4 | 2 | 2 | 3 | 4 | 4 | 3 | 4 | 3 | | |
| 8 | 4 | 2 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 3 | 3 | 2 | 2 | 2 | 2 | 4 | 3 | 4 | 3 | 4 | 2 | 4 | 4 | 3 | 3 | 2 | 4 | 2 | 2 | 2 | 2 | 3 | 4 | 3 | 3 | 2 | |
| 9 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | | |
| 10 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 4 | 3 | 2 | 3 | 2 | | |
| 11 | 3 | 2 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 2 | 2 | 3 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 2 | 3 | 4 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | |
| 12 | 4 | 2 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 2 | 2 | 3 | 2 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 2 | 3 | 4 | 4 | 2 | 3 | 3 | 1 | | |
| 13 | 4 | 2 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 4 | 3 | 2 | 3 | 4 | 2 | 3 | 4 | 2 | | |
| 14 | 4 | 2 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 2 | 4 | 4 | 2 | 3 | 2 | 2 | 2 | 2 | 4 | 3 | 4 | 3 | 4 | 2 | 4 | 4 | 3 | 3 | 4 | 4 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | |
| 15 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 4 | 4 | 4 | 2 | 3 | 4 | 4 | 2 | 3 | 2 | 3 | 4 | 3 | |
| 16 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 4 | 2 | 3 | 4 | 2 | 3 | 4 | 2 | 4 | 2 | 3 | 2 | 2 | |
| 17 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 4 | 3 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 4 | 2 | 3 | 4 | 3 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 4 | 3 | |
| 18 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 2 | 3 | 4 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 2 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | |
| 19 | 4 | 2 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 2 | 3 | 3 | 2 | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 3 | 2 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 3 | 2 | | |
| 20 | 4 | 2 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 2 | 2 | 3 | 3 | 2 | 4 | 2 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 2 | 4 | 3 | 2 | 4 | 3 | 3 | 2 | 4 | 3 | 2 | 3 | |
| 21 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | 4 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 4 | 4 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | |
| 22 | 4 | 2 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 4 | 4 | 2 | 3 | 3 | 4 | 4 | 2 | 4 | 3 | 4 | 4 | 2 | 3 | 4 | 4 | 4 | 2 | 3 | 4 | 2 | 3 | 4 | 3 |
| 23 | 4 | 2 | 4 | 4 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 4 | 4 | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 4 | 4 | 2 | 3 | 2 | 4 | 2 | 4 | 2 | 3 | 4 | 3 |
| 24 | 4 | 2 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 2 | |
| 25 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 2 | 4 | 3 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 2 | |
| 26 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 2 | 4 | 2 | 3 | 4 | 2 | 3 | 4 | 2 | 3 | 4 | 2 | |
| 27 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 2 | 3 | 4 | 4 | 2 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | |
| 28 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 4 | 4 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 3 | 4 | 3 | 2 | 4 | 2 | 3 | 3 | 2 | |
| 29 | 4 | 2 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 2 | 2 | 3 | 4 | 3 | 2 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 2 | 3 | 2 | 4 | 2 | 4 | 2 | 3 | 1 | |
| 30 | 4 | 2 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 3 | 2 | |

Atribut lainnya yang tidak disebutkan diatas yaitu suhu (15 responden), pencapaian dalam ruangan (10 responden) dan penjualan voucher pulsa (5 responden).

- Tempat perbelanjaan yang sering di kunjungi Toserba Yogya (15 responden), Giant (12 orang), dan Hypermart (3 responden).

KUESIONER PENELITIAN

Kepada responden yang terhormat,

Saya selaku mahasiswa Universitas Kristen Maranatha Jurusan Teknik Industri yang sedang melakukan penelitian untuk keperluan Tugas Akhir mengenai “**Usulan dan Pengembangan Strategi Pemasaran berdasarkan Ekuitas Merek**” dengan **Studi Kasus di Toserba Yogya** Bandung memohon bantuannya untuk mengisi kuesioner dibawah ini.

Terima Kasih.

BAGIAN 1 (EKUITAS MEREK)

Petunjuk Pengisian : Jawablah pertanyaan ini dengan memberikan tanda silang (x) pada pilihan yang tersedia dan dengan mengisi titik – titik yang telah disediakan dibawah ini.

A. Brand Awareness (Kesadaran Merek)

1. Sebutkan merek pasar swalayan yang Anda ketahui (jawab 1 saja) ?
2. Sebutkan merek pasar swalayan lainnya selain yang disebutkan di atas ?
3. Apakah Anda mengenal pasar swalayan dengan merek Toserba Yogya ?
 - a. Ya, saya mengenal dan telah menuliskannya dipertanyaan no 1 dan no 2.
 - b. Ya, saya mengenal setelah mengisi pertanyaan ini.
 - c. Tidak mengenal sama sekali.
4. Darimanakah anda mengenal pasar swalayan dengan merek Toserba Yogya ?

| | | |
|-------------------|------------------|------------------|
| a. Iklan di Radio | d. Papan Reklame | g. Lainnya,..... |
| b Surat Kabar | e. Teman | |
| c. Iklan Di TV | f. Pamflet | |

B. Brand Association (Asosiasi / Kesan Merek)

Apakah kesan Anda terhadap pasar swalayan dengan merek Toserba Yogya ?

- | | | |
|--|-------|----------|
| a. Menjual produk – produk yang berkualitas baik | a. ya | b. tidak |
| b. Menjual semua produk kebutuhan rumah tangga | a. ya | b. tidak |
| c. Harga produk yang murah dibandingkan dengan pesaing | a.ya | b.tidak |
| d. Kemudahan akses ketempat belanja | a.ya | b.tidak |
| e. Terdapat banyak cabang pasar swalayan | a.ya | b.tidak |
| f. Banyak kegiatan promosi | a.ya | b.tidak |
| g. Kemudahan dalam pembayaran | a.ya | b. tidak |
| h. Profesional dalam pelayanan | a.ya | b.tidak |
| i. Nyaman dalam berbelanja | a.ya | b.tidak |
| j. Memberikan fasilitas perbelanjaan yang lengkap | a.ya | b.tidak |

C. Brand Perceived Quality(Persepsi Kualitas Merek)

- a. Apakah Anda adalah salah satu konsumen / mengenal dari pasar swalayan dengan merek Toserba Yogya & Giant ? Jika ya, tolong berikan penilaian Anda terhadap atribut – atribut pasar swalayan merek Toserba Yogya dan Giant pada halaman berikutnya, dengan cara mencheck list salah ketiga kolom pilihan yang tersedia :

c. Sore ($13.00 \leq \text{jam} < 18.00$)

d. Malam ($18.00 \leq \text{jam} < 22.00$)

9. Faktor utama yang mempengaruhi Anda dalam berbelanja di Toserba Yogya :

- | | | |
|-------------|-------------------|------------------|
| a. Merek | d. Kebiasaan | g. Lainnya |
| b. Harga | e. Banyak promosi | |
| c. Kualitas | f. Nyaman | |

10. Berapakah biaya yang Anda keluarkan untuk berbelanja di Toserba Yogya dalam sebulan :

- | | | |
|---------------------------------------|---------------------------------------|------------------|
| a. < 300 ribu | c. $750 \leq \text{biaya} < 1,5$ juta | e. Lainnya |
| b. $300 \leq \text{biaya} < 750$ ribu | d. $1,5 \leq \text{biaya} < 2,5$ juta | |

11. Produk lainnya yang seharusnya ada di Toserba Yogya

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 81 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 2 | 2 | 4 | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 2 | |
| 82 | 4 | 3 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 3 | 4 | 3 | 2 | 2 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 4 | 4 | 3 | 2 | |
| 83 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 2 | 3 | 4 | 3 | 2 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 2 | |
| 84 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 2 | 4 | 3 | 4 | 3 | 4 | 2 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | |
| 85 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 2 | 3 | 2 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | |
| 86 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 2 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | |
| 87 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 2 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 2 | 3 | 3 | |
| 88 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | |
| 89 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | |
| 90 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | |
| 91 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | |
| 92 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 2 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 2 | 3 | 3 | 4 | 2 | |
| 93 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | |
| 94 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 2 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | |
| 95 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 4 | 3 | 3 | |
| 96 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | |
| 97 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | |
| 98 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 2 | 4 | 3 | 4 | 3 | 2 | |
| 99 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 2 | 2 | 4 | 3 | 3 | 3 | |
| 100 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 4 | 3 | 3 | 4 | 3 | |
| 101 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 4 | 3 | 3 | |
| 102 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 2 | 3 | 3 | |
| 103 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 3 | 3 | 4 | 3 | |
| 104 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 4 | 3 | 4 | 3 | 4 | 4 | |
| 105 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 3 | 4 | 4 | 4 | |
| 106 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | |
| 107 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | |
| 108 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 2 | |
| 109 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 2 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | |
| 110 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | |
| 111 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 2 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | |
| 112 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 2 | 4 | 4 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 3 | 4 | 4 | 3 | 2 | |
| 113 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 2 | 4 | 4 | 3 | 4 | 3 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | |
| 114 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 4 | 3 | 4 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | |
| 115 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 2 | 3 | 4 | 3 | |
| 116 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | |
| 117 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | |
| 118 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 2 | 4 | 3 | 2 | 4 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 |
| 119 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | |
| 120 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 2 | 4 | 3 | 4 | 2 | 3 | 2 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | |

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 81 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 2 |
| 82 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 1 |
| 83 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 2 |
| 84 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 |
| 85 | 3 | 3 | 4 | 2 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 2 | 3 | 4 | 4 | 3 | 3 |
| 86 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 |
| 87 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 |
| 88 | 4 | 4 | 2 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 |
| 89 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 2 |
| 90 | 3 | 3 | 2 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 4 | 4 | 3 | 3 | 4 | 3 |
| 91 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 2 |
| 92 | 3 | 3 | 4 | 2 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 |
| 93 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 4 | 4 | 3 | 4 | 3 |
| 94 | 3 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 |
| 95 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 96 | 4 | 4 | 3 | 2 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 2 |
| 97 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |
| 98 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 |
| 99 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 |
| 100 | 4 | 4 | 3 | 2 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 4 | 3 | 3 | 3 |
| 101 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 |
| 102 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 |
| 103 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 2 | 3 | 4 | 3 | 3 |
| 104 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 2 |
| 105 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 2 | 3 |
| 106 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 |
| 107 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 |
| 108 | 4 | 4 | 2 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 |
| 109 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 2 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 2 | 2 | 4 | 3 | 2 | 3 | 4 |
| 110 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 2 |
| 111 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 |
| 112 | 3 | 3 | 2 | 2 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 |
| 113 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 3 | 4 | 3 | 4 | 3 |
| 114 | 3 | 3 | 2 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 3 | 2 | 4 | 4 | 3 | 4 |
| 115 | 3 | 3 | 4 | 2 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 2 | 4 | 4 | 3 |
| 116 | 3 | 4 | 4 | 2 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 4 | 3 | 3 | 2 |
| 117 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 |
| 118 | 3 | 3 | 2 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 |
| 119 | 4 | 4 | 4 | 2 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 |
| 120 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 4 | 3 | 3 |

▪ Seluruh Asosiasi Merek

| Uji 1 | | | | | | | | | | | | |
|-----------|----------|---|---|---|---|---|---|---|---|---|-------|---------------|
| Responden | Asosiasi | | | | | | | | | | Total | Kuadrat Total |
| | a | b | c | d | e | f | g | h | i | j | | |
| 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 7 | 49 |
| 2 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 5 | 25 |
| 3 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 7 | 49 |
| 4 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 4 | 16 |
| 5 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 7 | 49 |
| 6 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 5 | 25 |
| 7 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 7 | 49 |
| 8 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 6 | 36 |
| 9 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 6 | 36 |
| 10 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 5 | 25 |
| 11 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 6 | 36 |
| 12 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 7 | 49 |
| 13 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 7 | 49 |
| 14 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 7 | 49 |
| 15 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 6 | 36 |
| 16 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 7 | 49 |
| 17 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 5 | 25 |
| 18 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 7 | 49 |
| 19 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 7 | 49 |
| 20 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 7 | 49 |
| 21 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 7 | 49 |
| 22 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 7 | 49 |
| 23 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 6 | 36 |
| 24 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 6 | 36 |
| 25 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 5 | 25 |
| 26 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 6 | 36 |
| 27 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 7 | 49 |
| 28 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 6 | 36 |
| 29 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 7 | 49 |
| 30 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 8 | 64 |
| 31 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 7 | 49 |
| 32 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 7 | 49 |
| 33 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 7 | 49 |
| 34 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 7 | 49 |
| 35 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 8 | 64 |
| 36 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 6 | 36 |
| 37 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 7 | 49 |
| 38 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 5 | 25 |
| 39 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 7 | 49 |
| 40 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 6 | 36 |
| 41 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 6 | 36 |
| 42 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 6 | 36 |
| 43 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 8 | 64 |
| 44 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 7 | 49 |
| 45 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 8 | 64 |
| 46 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 6 | 36 |
| 47 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 8 | 64 |
| 48 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 8 | 64 |
| 49 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 6 | 36 |
| 50 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 5 | 25 |
| 51 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 7 | 49 |
| 52 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 7 | 49 |
| 53 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 8 | 64 |
| 54 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 8 | 64 |
| 55 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 4 | 16 |
| 56 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 10 | 100 |
| 57 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 8 | 64 |
| 58 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 7 | 49 |
| 59 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 6 | 36 |
| 60 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 9 | 81 |

| | | | | | | | | | | | | | |
|-----------------------|------|------|------|------|------|------|------|------|------|------|-------|------|----|
| 61 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 6 | 36 |
| 62 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 7 | 49 |
| 63 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 8 | 64 |
| 64 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 7 | 49 |
| 65 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 7 | 49 |
| 66 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 6 | 36 |
| 67 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 8 | 64 |
| 68 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 7 | 49 |
| 69 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 6 | 36 |
| 70 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 6 | 36 |
| 71 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 6 | 36 |
| 72 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 7 | 49 |
| 73 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 7 | 49 |
| 74 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 8 | 64 |
| 75 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 7 | 49 |
| 76 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 7 | 49 |
| 77 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 7 | 49 |
| 78 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 8 | 64 |
| 79 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 6 | 36 |
| 80 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 1 | 6 | 36 |
| 81 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 8 | 64 |
| 82 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 8 | 64 |
| 83 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 7 | 49 |
| 84 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 8 | 64 |
| 85 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 7 | 49 |
| 86 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 7 | 49 |
| 87 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 7 | 49 |
| 88 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 8 | 64 |
| 89 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 6 | 36 |
| 90 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 6 | 36 |
| 91 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 5 | 25 |
| 92 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 8 | 64 |
| 93 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 7 | 49 |
| 94 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 5 | 25 |
| 95 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 6 | 36 |
| 96 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 6 | 36 |
| 97 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 5 | 25 |
| 98 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 6 | 36 |
| 99 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 6 | 36 |
| 100 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 6 | 36 |
| 101 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 4 | 16 |
| 102 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 8 | 64 |
| 103 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 6 | 36 |
| 104 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 8 | 64 |
| 105 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 5 | 25 |
| 106 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 7 | 49 |
| 107 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 6 | 36 |
| 108 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 8 | 64 |
| 109 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 5 | 25 |
| 110 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 7 | 49 |
| 111 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 4 | 16 |
| 112 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 7 | 49 |
| 113 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 8 | 64 |
| 114 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 6 | 36 |
| 115 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 6 | 36 |
| 116 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 8 | 64 |
| 117 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 6 | 36 |
| 118 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 8 | 64 |
| 119 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 4 | 16 |
| 120 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 7 | 49 |
| Jumlah | 85 | 79 | 97 | 82 | 73 | 88 | 76 | 71 | 67 | 78 | 796 | 5428 | |
| Kuadrat Jumlah | 7225 | 6241 | 9409 | 6724 | 5329 | 7744 | 5776 | 5041 | 4489 | 6084 | 64062 | | |

▪ Asosiasi Merek Setelah Atribut i Dibuang

| Uji 2 | | | | | | | | | | | |
|-----------|----------|---|---|---|---|---|---|---|---|-------|---------------|
| Responden | Asosiasi | | | | | | | | | Total | Kuadrat Total |
| | a | b | c | d | e | f | g | h | j | | |
| 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 6 | 36 |
| 2 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 5 | 25 |
| 3 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 6 | 36 |
| 4 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 4 | 16 |
| 5 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 7 | 49 |
| 6 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 5 | 25 |
| 7 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 6 | 36 |
| 8 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 6 | 36 |
| 9 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 6 | 36 |
| 10 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 4 | 16 |
| 11 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 6 | 36 |
| 12 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 6 | 36 |
| 13 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 7 | 49 |
| 14 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 6 | 36 |
| 15 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 6 | 36 |
| 16 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 6 | 36 |
| 17 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 5 | 25 |
| 18 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 6 | 36 |
| 19 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 7 | 49 |
| 20 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 6 | 36 |
| 21 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 7 | 49 |
| 22 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 6 | 36 |
| 23 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 6 | 36 |
| 24 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 5 | 25 |
| 25 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 4 | 16 |
| 26 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 6 | 36 |
| 27 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 6 | 36 |
| 28 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 5 | 25 |
| 29 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 7 | 49 |
| 30 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 7 | 49 |
| 31 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 6 | 36 |
| 32 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 7 | 49 |
| 33 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 6 | 36 |
| 34 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 7 | 49 |
| 35 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 7 | 49 |
| 36 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 5 | 25 |
| 37 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 6 | 36 |
| 38 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 5 | 25 |
| 39 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 6 | 36 |
| 40 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 5 | 25 |
| 41 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 6 | 36 |
| 42 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 5 | 25 |
| 43 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 7 | 49 |
| 44 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 7 | 49 |
| 45 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 7 | 49 |
| 46 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 6 | 36 |
| 47 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 7 | 49 |
| 48 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 7 | 49 |
| 49 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 6 | 36 |
| 50 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 5 | 25 |
| 51 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 6 | 36 |
| 52 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 7 | 49 |
| 53 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 7 | 49 |
| 54 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 7 | 49 |
| 55 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 4 | 16 |
| 56 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 9 | 81 |
| 57 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 8 | 64 |
| 58 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 6 | 36 |
| 59 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 6 | 36 |
| 60 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 8 | 64 |

| | | | | | | | | | | | |
|-----------------------|------|------|------|------|------|------|------|------|------|-------|------|
| 61 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 5 | 25 |
| 62 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 7 | 49 |
| 63 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 7 | 49 |
| 64 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 6 | 36 |
| 65 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 7 | 49 |
| 66 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 5 | 25 |
| 67 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 7 | 49 |
| 68 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 7 | 49 |
| 69 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 6 | 36 |
| 70 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 5 | 25 |
| 71 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 6 | 36 |
| 72 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 7 | 49 |
| 73 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 7 | 49 |
| 74 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 7 | 49 |
| 75 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 7 | 49 |
| 76 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 6 | 36 |
| 77 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 7 | 49 |
| 78 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 7 | 49 |
| 79 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 5 | 25 |
| 80 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 6 | 36 |
| 81 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 7 | 49 |
| 82 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 7 | 49 |
| 83 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 6 | 36 |
| 84 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 7 | 49 |
| 85 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 7 | 49 |
| 86 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 6 | 36 |
| 87 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 7 | 49 |
| 88 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 7 | 49 |
| 89 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 5 | 25 |
| 90 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 5 | 25 |
| 91 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 5 | 25 |
| 92 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 7 | 49 |
| 93 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 6 | 36 |
| 94 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 4 | 16 |
| 95 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 6 | 36 |
| 96 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 5 | 25 |
| 97 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 5 | 25 |
| 98 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 5 | 25 |
| 99 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 5 | 25 |
| 100 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 6 | 36 |
| 101 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 4 | 16 |
| 102 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 7 | 49 |
| 103 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 6 | 36 |
| 104 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 7 | 49 |
| 105 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 5 | 25 |
| 106 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 6 | 36 |
| 107 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 5 | 25 |
| 108 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 8 | 64 |
| 109 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 4 | 16 |
| 110 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 7 | 49 |
| 111 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 1 | 4 | 16 |
| 112 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 6 | 36 |
| 113 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 8 | 64 |
| 114 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 5 | 25 |
| 115 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 5 | 25 |
| 116 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 8 | 64 |
| 117 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 5 | 25 |
| 118 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 8 | 64 |
| 119 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 3 | 9 |
| 120 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 7 | 49 |
| Jumlah | 85 | 79 | 97 | 82 | 73 | 88 | 76 | 71 | 78 | 729 | 4567 |
| Kuadrat Jumlah | 7225 | 6241 | 9409 | 6724 | 5329 | 7744 | 5776 | 5041 | 6084 | 59573 | |

▪ Asosiasi Merek Setelah Atribut h Dibuang

| Uji 3 | | | | | | | | | | |
|-----------|----------|---|---|---|---|---|---|---|-------|---------------|
| Responden | Asosiasi | | | | | | | | Total | Kuadrat Total |
| | a | b | c | d | e | f | g | j | | |
| 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 6 | 36 |
| 2 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 4 | 16 |
| 3 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 6 | 36 |
| 4 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 3 | 9 |
| 5 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 7 | 49 |
| 6 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 5 | 25 |
| 7 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 5 | 25 |
| 8 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 6 | 36 |
| 9 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 5 | 25 |
| 10 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 4 | 16 |
| 11 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 6 | 36 |
| 12 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 5 | 25 |
| 13 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 6 | 36 |
| 14 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 6 | 36 |
| 15 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 5 | 25 |
| 16 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 6 | 36 |
| 17 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 4 | 16 |
| 18 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 6 | 36 |
| 19 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 6 | 36 |
| 20 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 5 | 25 |
| 21 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 6 | 36 |
| 22 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 6 | 36 |
| 23 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 5 | 25 |
| 24 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 5 | 25 |
| 25 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 4 | 16 |
| 26 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 5 | 25 |
| 27 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 6 | 36 |
| 28 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 4 | 16 |
| 29 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 6 | 36 |
| 30 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 6 | 36 |
| 31 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 6 | 36 |
| 32 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 6 | 36 |
| 33 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 5 | 25 |
| 34 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 6 | 36 |
| 35 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 7 | 49 |
| 36 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 4 | 16 |
| 37 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 1 | 5 | 25 |
| 38 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 5 | 25 |
| 39 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 5 | 25 |
| 40 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 5 | 25 |
| 41 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 6 | 36 |
| 42 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 5 | 25 |
| 43 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 7 | 49 |
| 44 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 6 | 36 |
| 45 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 6 | 36 |
| 46 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 5 | 25 |
| 47 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 7 | 49 |
| 48 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 6 | 36 |
| 49 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 6 | 36 |
| 50 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 5 | 25 |
| 51 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 5 | 25 |
| 52 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 6 | 36 |
| 53 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 7 | 49 |
| 54 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 6 | 36 |
| 55 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 3 | 9 |
| 56 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 8 | 64 |
| 57 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 8 | 64 |
| 58 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 5 | 25 |
| 59 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 6 | 36 |
| 60 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 7 | 49 |

| | | | | | | | | | | |
|-----------------------|------|------|------|------|------|------|------|------|-------|------|
| 61 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 5 | 25 |
| 62 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 6 | 36 |
| 63 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 7 | 49 |
| 64 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 6 | 36 |
| 65 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 6 | 36 |
| 66 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 5 | 25 |
| 67 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 6 | 36 |
| 68 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 6 | 36 |
| 69 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 5 | 25 |
| 70 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 4 | 16 |
| 71 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 6 | 36 |
| 72 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 7 | 49 |
| 73 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 6 | 36 |
| 74 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 7 | 49 |
| 75 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 6 | 36 |
| 76 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 1 | 5 | 25 |
| 77 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 6 | 36 |
| 78 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 7 | 49 |
| 79 | 0 | 0 | 0 | 1 | 1 | 1 | 0 | 1 | 4 | 16 |
| 80 | 1 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 5 | 25 |
| 81 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 6 | 36 |
| 82 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 6 | 36 |
| 83 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 5 | 25 |
| 84 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 7 | 49 |
| 85 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 6 | 36 |
| 86 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 5 | 25 |
| 87 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 6 | 36 |
| 88 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 7 | 49 |
| 89 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 1 | 4 | 16 |
| 90 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 4 | 16 |
| 91 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 4 | 16 |
| 92 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 6 | 36 |
| 93 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 5 | 25 |
| 94 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 4 | 16 |
| 95 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 5 | 25 |
| 96 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 4 | 16 |
| 97 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 4 | 16 |
| 98 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 5 | 25 |
| 99 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 4 | 16 |
| 100 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 5 | 25 |
| 101 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 3 | 9 |
| 102 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 6 | 36 |
| 103 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 6 | 36 |
| 104 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 6 | 36 |
| 105 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 1 | 4 | 16 |
| 106 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 6 | 36 |
| 107 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 5 | 25 |
| 108 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 7 | 49 |
| 109 | 1 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 4 | 16 |
| 110 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 7 | 49 |
| 111 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 3 | 9 |
| 112 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 6 | 36 |
| 113 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 7 | 49 |
| 114 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 5 | 25 |
| 115 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 5 | 25 |
| 116 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 7 | 49 |
| 117 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 5 | 25 |
| 118 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 7 | 49 |
| 119 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 3 | 9 |
| 120 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 6 | 36 |
| Jumlah | 85 | 79 | 97 | 82 | 73 | 88 | 76 | 78 | 658 | 3748 |
| Kuadrat Jumlah | 7225 | 6241 | 9409 | 6724 | 5329 | 7744 | 5776 | 6084 | 54532 | |

| | | | | | | | | | |
|-----------------------|------|------|------|------|------|------|------|-------|------|
| 61 | 0 | 1 | 1 | 1 | 1 | 0 | 0 | 4 | 16 |
| 62 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 5 | 25 |
| 63 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 6 | 36 |
| 64 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 5 | 25 |
| 65 | 0 | 1 | 0 | 1 | 1 | 1 | 1 | 5 | 25 |
| 66 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 5 | 25 |
| 67 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 5 | 25 |
| 68 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 6 | 36 |
| 69 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 4 | 16 |
| 70 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 3 | 9 |
| 71 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 6 | 36 |
| 72 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 6 | 36 |
| 73 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 5 | 25 |
| 74 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 6 | 36 |
| 75 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 6 | 36 |
| 76 | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 4 | 16 |
| 77 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 5 | 25 |
| 78 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 6 | 36 |
| 79 | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 3 | 9 |
| 80 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 5 | 25 |
| 81 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 5 | 25 |
| 82 | 1 | 1 | 0 | 1 | 0 | 1 | 1 | 5 | 25 |
| 83 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 5 | 25 |
| 84 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 6 | 36 |
| 85 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 5 | 25 |
| 86 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 5 | 25 |
| 87 | 1 | 0 | 1 | 1 | 1 | 1 | 0 | 5 | 25 |
| 88 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 6 | 36 |
| 89 | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 4 | 16 |
| 90 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 4 | 16 |
| 91 | 1 | 0 | 1 | 0 | 1 | 1 | 0 | 4 | 16 |
| 92 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 5 | 25 |
| 93 | 1 | 0 | 0 | 1 | 1 | 1 | 0 | 4 | 16 |
| 94 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 4 | 16 |
| 95 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 4 | 16 |
| 96 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 4 | 16 |
| 97 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 3 | 9 |
| 98 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 4 | 16 |
| 99 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 3 | 9 |
| 100 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 5 | 25 |
| 101 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 2 | 4 |
| 102 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 6 | 36 |
| 103 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 5 | 25 |
| 104 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 6 | 36 |
| 105 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 3 | 9 |
| 106 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 5 | 25 |
| 107 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 4 | 16 |
| 108 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 6 | 36 |
| 109 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 4 | 16 |
| 110 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 6 | 36 |
| 111 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 3 | 9 |
| 112 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 5 | 25 |
| 113 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 6 | 36 |
| 114 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 4 | 16 |
| 115 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 4 | 16 |
| 116 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 6 | 36 |
| 117 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 5 | 25 |
| 118 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 6 | 36 |
| 119 | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 3 | 9 |
| 120 | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 6 | 36 |
| Jumlah | 85 | 79 | 97 | 82 | 88 | 76 | 78 | 585 | 2981 |
| Kuadrat Jumlah | 7225 | 6241 | 9409 | 6724 | 7744 | 5776 | 6084 | 49203 | |

KOMENTAR DOSEN PENGUJI

Nama Mahasiswa : Restu Arie Wibowo
NRP : 0523150
Judul Tugas Akhir : Usulan Strategi Pemasaran Berdasarkan Ekuitas Merek
(Studi Kasus di Toserba Yogya, Bandung)

Komentar – Komentar Dosen Penguji :

1. Selogan berdasarkan *Positioning* sebaiknya dipertimbangkan kembali !
2. Jumlah responden kurang mewakili sebaiknya dimasukkan kedalam saran penelitian lebih lanjut !

KOMENTAR DOSEN PENGUJI

Nama Mahasiswa : Restu Arie Wibowo
NRP : 0523150
Judul Tugas Akhir : Usulan Strategi Pemasaran Berdasarkan Ekuitas Merek
(Studi Kasus di Toserba Yogya, Bandung)

Komentar – Komentar Dosen Penguji :

1. *Other Proprietary Assets* mengapa tidak dibahas ?
2. Seharusnya ada penjelasan di bab 3, seharusnya bisa dijelaskan bentuk – bentuk *Other Proprietary Assets* !
3. *Top Of Mind* : Giant, perlu ada penjelasan dengan lokasi penyebaran kuesioner
4. *Positioning*, “ Pilihan Keluarga Bijak Terdekat ”, terdekat apanya ?
5. Usulan strategi pemasaran seharusnya dikelompokkan dalam strategi bauran pemasaran !

KOMENTAR DOSEN PENGUJI

Nama Mahasiswa : Restu Arie Wibowo
NRP : 0523150
Judul Tugas Akhir : Usulan Strategi Pemasaran Berdasarkan Ekuitas Merek
(Studi Kasus di Toserba Yogya, Bandung)

Komentar – Komentar Dosen Penguji :

1. Penyebaran kuesioner dijelaskan untuk berapa responden di masing – masing tempat penyebaran !
2. Halaman 5 -7, tabel 5.8 dan tabel 5.9, penulisan masih salah → perbaiki !
3. Usulan meningkatkan *Brand Recall* → *Top Of Mind* ditambahkan lagi !

DATA PENULIS

Nama : Restu Arie Wibowo
Alamat di Bandung : Jl. Kartaatmaja no 16, Gatot Subroto. Bandung
No. Telp Rumah : (022) 7330063
No. Handphone : 0817 – 62 – 63 - 06
Alamat *e-mail* : race2_mossy@yahoo.com
Pendidikan : SMU Negeri 1 Bandung
Jurusan Teknik Industri Universitas Kristen Maranatha
Nilai Tugas Akhir : A
Tanggal USTA : 31 Januari 2011