LAMPIRAN 3

DESKRIPTIF JAWABAN RESPONDEN DAN TCR

2. DESKRIPTIF JAWABAN RESPONDEN VARIABEL CITRA MEREK

| **Statistics** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Citra Merek 1 | Citra Merek 2 | Citra Merek 3 | Citra Merek 5 | Citra Merek 6 | Citra Merek 7 |
| N | Valid | 100 | 100 | 100 | 100 | 100 | 100 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.15 | 3.03 | 3.36 | 3.79 | 3.26 | 3.43 |

**Frequency Table**

| **Citra Merek 1** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 6 | 6.0 | 6.0 | 6.0 |
| TS | 16 | 16.0 | 16.0 | 22.0 |
| N | 41 | 41.0 | 41.0 | 63.0 |
| S | 31 | 31.0 | 31.0 | 94.0 |
| SS | 6 | 6.0 | 6.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **Citra Merek 2** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 5 | 5.0 | 5.0 | 5.0 |
| TS | 21 | 21.0 | 21.0 | 26.0 |
| N | 47 | 47.0 | 47.0 | 73.0 |
| S | 20 | 20.0 | 20.0 | 93.0 |
| SS | 7 | 7.0 | 7.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **Citra Merek 3** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 2 | 2.0 | 2.0 | 2.0 |
| TS | 16 | 16.0 | 16.0 | 18.0 |
| N | 40 | 40.0 | 40.0 | 58.0 |
| S | 28 | 28.0 | 28.0 | 86.0 |
| SS | 14 | 14.0 | 14.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **Citra Merek 5** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 2 | 2.0 | 2.0 | 2.0 |
| TS | 7 | 7.0 | 7.0 | 9.0 |
| N | 21 | 21.0 | 21.0 | 30.0 |
| S | 50 | 50.0 | 50.0 | 80.0 |
| SS | 20 | 20.0 | 20.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **Citra Merek 6** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 4 | 4.0 | 4.0 | 4.0 |
| TS | 13 | 13.0 | 13.0 | 17.0 |
| N | 39 | 39.0 | 39.0 | 56.0 |
| S | 41 | 41.0 | 41.0 | 97.0 |
| SS | 3 | 3.0 | 3.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **Citra Merek 7** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 11 | 11.0 | 11.0 | 11.0 |
| N | 41 | 41.0 | 41.0 | 52.0 |
| S | 42 | 42.0 | 42.0 | 94.0 |
| SS | 6 | 6.0 | 6.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

2. DESKRIPTIF JAWABAN RESPONDEN VARIABEL KEPERCAYAAN

| **Statistics** | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Kepercayaan 1 | Kepercayaan 2 | Kepercayaan 3 | Kepercayaan 4 | Kepercayaan 5 | Kepercayaan 6 | Kepercayaan 7 | Kepercayaan 8 |
| N | Valid | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.41 | 3.40 | 3.42 | 3.45 | 3.32 | 3.26 | 3.36 | 3.40 |

**Frequency Table**

| **Kepercayaan 1** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 4 | 4.0 | 4.0 | 4.0 |
| TS | 12 | 12.0 | 12.0 | 16.0 |
| N | 34 | 34.0 | 34.0 | 50.0 |
| S | 39 | 39.0 | 39.0 | 89.0 |
| SS | 11 | 11.0 | 11.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **Kepercayaan 2** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | 1.0 | 1.0 | 1.0 |
| TS | 9 | 9.0 | 9.0 | 10.0 |
| N | 47 | 47.0 | 47.0 | 57.0 |
| S | 35 | 35.0 | 35.0 | 92.0 |
| SS | 8 | 8.0 | 8.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **Kepercayaan 3** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 12 | 12.0 | 12.0 | 12.0 |
| N | 42 | 42.0 | 42.0 | 54.0 |
| S | 38 | 38.0 | 38.0 | 92.0 |
| SS | 8 | 8.0 | 8.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **Kepercayaan 4** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | 1.0 | 1.0 | 1.0 |
| TS | 7 | 7.0 | 7.0 | 8.0 |
| N | 45 | 45.0 | 45.0 | 53.0 |
| S | 40 | 40.0 | 40.0 | 93.0 |
| SS | 7 | 7.0 | 7.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **Kepercayaan 5** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 3 | 3.0 | 3.0 | 3.0 |
| TS | 8 | 8.0 | 8.0 | 11.0 |
| N | 50 | 50.0 | 50.0 | 61.0 |
| S | 32 | 32.0 | 32.0 | 93.0 |
| SS | 7 | 7.0 | 7.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **Kepercayaan 6** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 2 | 2.0 | 2.0 | 2.0 |
| TS | 10 | 10.0 | 10.0 | 12.0 |
| N | 53 | 53.0 | 53.0 | 65.0 |
| S | 30 | 30.0 | 30.0 | 95.0 |
| SS | 5 | 5.0 | 5.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **Kepercayaan 7** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 2 | 2.0 | 2.0 | 2.0 |
| TS | 16 | 16.0 | 16.0 | 18.0 |
| N | 40 | 40.0 | 40.0 | 58.0 |
| S | 28 | 28.0 | 28.0 | 86.0 |
| SS | 14 | 14.0 | 14.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **Kepercayaan 8** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 4 | 4.0 | 4.0 | 4.0 |
| TS | 13 | 13.0 | 13.0 | 17.0 |
| N | 33 | 33.0 | 33.0 | 50.0 |
| S | 39 | 39.0 | 39.0 | 89.0 |
| SS | 11 | 11.0 | 11.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

3. DESKRIPTIF JAWABAN RESPONDEN VARIABEL LOYALITAS KONSUMEN

| **Statistics** | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Loyalitas 1 | Loyalitas 2 | Loyalitas 3 | Loyalitas 4 | Loyalitas 5 | Loyalitas 6 |
| N | Valid | 100 | 100 | 100 | 100 | 100 | 100 |
| Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 3.79 | 3.79 | 3.70 | 4.05 | 3.55 | 3.74 |

**Frequency Table**

| **Loyalitas 1** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 2 | 2.0 | 2.0 | 2.0 |
| TS | 7 | 7.0 | 7.0 | 9.0 |
| N | 21 | 21.0 | 21.0 | 30.0 |
| S | 50 | 50.0 | 50.0 | 80.0 |
| SS | 20 | 20.0 | 20.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **Loyalitas 2** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | 1.0 | 1.0 | 1.0 |
| TS | 5 | 5.0 | 5.0 | 6.0 |
| N | 26 | 26.0 | 26.0 | 32.0 |
| S | 50 | 50.0 | 50.0 | 82.0 |
| SS | 18 | 18.0 | 18.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **Loyalitas 3** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 2 | 2.0 | 2.0 | 2.0 |
| TS | 6 | 6.0 | 6.0 | 8.0 |
| N | 28 | 28.0 | 28.0 | 36.0 |
| S | 48 | 48.0 | 48.0 | 84.0 |
| SS | 16 | 16.0 | 16.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **Loyalitas 4** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | TS | 2 | 2.0 | 2.0 | 2.0 |
| N | 19 | 19.0 | 19.0 | 21.0 |
| S | 51 | 51.0 | 51.0 | 72.0 |
| SS | 28 | 28.0 | 28.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **Loyalitas 5** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 3 | 3.0 | 3.0 | 3.0 |
| TS | 9 | 9.0 | 9.0 | 12.0 |
| N | 32 | 32.0 | 32.0 | 44.0 |
| S | 42 | 42.0 | 42.0 | 86.0 |
| SS | 14 | 14.0 | 14.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |

| **Loyalitas 6** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | STS | 1 | 1.0 | 1.0 | 1.0 |
| TS | 8 | 8.0 | 8.0 | 9.0 |
| N | 23 | 23.0 | 23.0 | 32.0 |
| S | 52 | 52.0 | 52.0 | 84.0 |
| SS | 16 | 16.0 | 16.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 |  |