

LAMPIRAN 1

HASIL FREKUENSI KARAKTERISTIK RESPONDEN.

Statistics

	Jenis Kelamin	USIA	PENDIDIKAN	PRODUK YANG DIBELI	FREKUENSI KUNJUNGAN
N Valid	110	110	110	110	110
Missing	0	0	0	0	0

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PRIA	23	20,9	20,9	20,9
	WANITA	87	79,1	79,1	100,0
	Total	110	100,0	100,0	

USIA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30 TAHUN	65	59,1	59,1	59,1
	31-40 TAHUN	33	30,0	30,0	89,1
	41-50 TAHUN	10	9,1	9,1	98,2
	51 TAHUN KEATAS	2	1,8	1,8	100,0
	Total	110	100,0	100,0	

PENDIDIKAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA	17	15,5	15,5	15,5
	D3	28	25,5	25,5	40,9
	S1	65	59,1	59,1	100,0
	Total	110	100,0	100,0	

PRODUK YANG DIBELI

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	365	77	70,0	70,0	70,0
	CARE	18	16,4	16,4	86,4
	BIO ORGANIK	15	13,6	13,6	100,0
	Total	110	100,0	100,0	

FREKUENSI KUNJUNGAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3-4 KALI	13	11,8	11,8	11,8
	5-6 KALI	52	47,3	47,3	59,1
	7-8 KALI	27	24,5	24,5	83,6
	LEBIH DARI 9 KALI	18	16,4	16,4	100,0
	Total	110	100,0	100,0	

LAMPIRAN 2. UJI VALIDITAS dan RELIABILITAS

UJI VALIDITAS

PLB Knowledge/Familiarity (X1)

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1TOTAL
X1.1	Pearson Correlation	1	,471**	,626**	,565**	,665**	,822**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	110	110	110	110	110	110
X1.2	Pearson Correlation	,471**	1	,556**	,580**	,577**	,787**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	110	110	110	110	110	110
X1.3	Pearson Correlation	,626**	,556**	1	,584**	,532**	,812**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	110	110	110	110	110	110
X1.4	Pearson Correlation	,565**	,580**	,584**	1	,564**	,816**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	110	110	110	110	110	110
X1.5	Pearson Correlation	,665**	,577**	,532**	,564**	1	,817**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	110	110	110	110	110	110
X1TOTAL	Pearson Correlation	,822**	,787**	,812**	,816**	,817**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	110	110	110	110	110	110

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

PLB Preference (X2)

Correlations

		X2.1	X2.2	X2.3	X2TOTAL
X2.1	Pearson Correlation	1	,261**	,564**	,780**
	Sig. (2-tailed)		,006	,000	,000
	N	110	110	110	110
X2.2	Pearson Correlation	,261**	1	,351**	,710**
	Sig. (2-tailed)	,006		,000	,000
	N	110	110	110	110
X2.3	Pearson Correlation	,564**	,351**	1	,823**
	Sig. (2-tailed)	,000	,000		,000
	N	110	110	110	110
X2TOTAL	Pearson Correlation	,780**	,710**	,823**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	110	110	110	110

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

PLB Patronage Behaviour (X3)

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	YTOTAL
Y1.1	Pearson Correlation	1	,653**	,612**	,685**	,948**	,913**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	110	110	110	110	110	110
Y1.2	Pearson Correlation	,653**	1	,542**	,677**	,680**	,836**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	110	110	110	110	110	110
Y1.3	Pearson Correlation	,612**	,542**	1	,545**	,574**	,761**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	110	110	110	110	110	110
Y1.4	Pearson Correlation	,685**	,677**	,545**	1	,683**	,845**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	110	110	110	110	110	110
Y1.5	Pearson Correlation	,948**	,680**	,574**	,683**	1	,910**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	110	110	110	110	110	110
YTOTAL	Pearson Correlation	,913**	,836**	,761**	,845**	,910**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	110	110	110	110	110	110

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

UJI RELIABILITAS

PLB Knowledge/Familiarity (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
,869	5

Item Statistics

	Mean	Std. Deviation	N
X1.1	3,3545	1,13805	110
X1.2	3,3909	1,12597	110
X1.3	3,2727	1,07438	110
X1.4	3,4545	1,13037	110
X1.5	3,4818	1,02027	110

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	13,6000	12,774	,705	,839
X1.2	13,5636	13,184	,655	,851
X1.3	13,6818	13,191	,700	,840
X1.4	13,5000	12,876	,697	,841
X1.5	13,4727	13,426	,714	,837

PLB Preference (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
,655	3

Item Statistics

	Mean	Std. Deviation	N
X2.1	3,3182	1,06600	110
X2.2	3,5000	1,13937	110
X2.3	3,4364	1,07965	110

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	6,9364	3,326	,497	,519
X2.2	6,7545	3,600	,346	,721
X2.3	6,8182	3,068	,571	,413

PLB Patronage Behaviour (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
,907	5

Item Statistics

	Mean	Std. Deviation	N
Y1.1	3,1909	1,12107	110
Y1.2	3,3182	1,15681	110
Y1.3	3,3455	1,05305	110
Y1.4	3,3727	1,14827	110
Y1.5	3,2091	1,09289	110

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	13,2455	14,150	,857	,866
Y1.2	13,1182	14,766	,734	,893
Y1.3	13,0909	16,120	,639	,911
Y1.4	13,0636	14,721	,748	,890
Y1.5	13,2273	14,361	,855	,867

Uji Reliabilitas

Item Statistics

	Mean	Std. Deviation	N
X1	3,3909	,89006	110
X2	3,4182	,84283	110
Y	3,2873	,95149	110

Lampiran 3

Hasil Analisis PLB Knowledge/Familiarity terhadap PLB Preference

Descriptive Statistics

	Mean	Std. Deviation	N
X2	3,4152	1,06486	110
X1	3,3030	1,09446	110

Correlations

		X2	X1
Pearson Correlation	X2	1,000	,871
	X1	,871	1,000
Sig. (1-tailed)	X2	.	,000
	X1	,000	.
N	X2	110	110
	X1	110	110

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X1 ^a	.	Enter

- a. All requested variables entered.
b. Dependent Variable: X2

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,871 ^a	,758	,756	,52616	1,752

- a. Predictors: (Constant), X1
b. Dependent Variable: X2

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93,698	1	93,698	338,448	,000 ^a
	Residual	29,899	108	,277		
	Total	123,597	109			

- a. Predictors: (Constant), X1
b. Dependent Variable: X2

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics		
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	,617	,160		3,853	,000					
	X1	,847	,046		18,397	,000	,871	,871	,871	1,000	1,000

a. Dependent Variable: X2

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	X1
1	1	1,950	1,000	,03	,03
	2	,050	6,224	,97	,97

a. Dependent Variable: X2

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1,4642	4,8527	3,4152	,92715	110
Std. Predicted Value	-2,104	1,551	,000	1,000	110
Standard Error of Predicted Value	,050	,117	,069	,017	110
Adjusted Predicted Value	1,4885	4,8480	3,4153	,92538	110
Residual	-1,72320	1,68868	,00000	,52374	110
Std. Residual	-3,275	3,209	,000	,995	110
Stud. Residual	-3,292	3,246	,000	1,004	110
Deleted Residual	-1,74079	1,72684	-,00012	,53337	110
Stud. Deleted Residual	-3,454	3,401	,004	1,030	110
Mahal. Distance	,001	4,428	,991	1,053	110
Cook's Distance	,000	,119	,009	,023	110
Centered Leverage Value	,000	,041	,009	,010	110

a. Dependent Variable: X2

Lampiran 4

1. Uji Normalitas PLB Knowledge/Familiarity terhadap PLB Preference

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		110
Normal Parameters(a,b)	Mean	,0000000
	Std. Deviation	,94006259
Most Extreme Differences	Absolute	,128
	Positive	,128
	Negative	-,089
Kolmogorov-Smirnov Z		1,346
Asymp. Sig. (2-tailed)		,053

a Test distribution is Normal.

b Calculated from data.

2. Uji Normalitas PLB Preference terhadap PLB Patronage Behaviour

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		110
Normal Parameters ^{a,b}	Mean	-,0509822
	Std. Deviation	1,87085253
Most Extreme Differences	Absolute	,133
	Positive	,087
	Negative	-,133
Kolmogorov-Smirnov Z		1,398
Asymp. Sig. (2-tailed)		,040

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 5

Hasil Analisis PLB Preference terhadap PLB Patronage Behaviour

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	X2 ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,522 ^a	,272	,265	,81762	2,480

a. Predictors: (Constant), X2

b. Dependent Variable: Y

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26,998	1	26,998	40,386	,000 ^a
	Residual	72,198	108	,668		
	Total	99,196	109			

a. Predictors: (Constant), X2

b. Dependent Variable: Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,664	,263		6,329	,000
	X2	,467	,074	,522	6,355	,000

a. Dependent Variable: Y

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,1318	4,0013	3,2606	,49768	110
Residual	-1,53395	1,57834	,00000	,81386	110
Std. Predicted Value	-2,268	1,488	,000	1,000	110
Std. Residual	-1,876	1,930	,000	,995	110

a. Dependent Variable: Y

Lampiran 6

Hasil X1 terhadap Y melalui X2

Descriptive Statistics

	Mean	Std. Deviation	N
Y	3,2606	,95397	110
X1	3,3030	1,09446	110
X2	3,4152	1,06486	110

Correlations

		Y	X1	X2
Pearson Correlation	Y	1,000	,503	,522
	X1	,503	1,000	,871
	X2	,522	,871	1,000
Sig. (1-tailed)	Y	.	,000	,000
	X1	,000	.	,000
	X2	,000	,000	.
N	Y	110	110	110
	X1	110	110	110
	X2	110	110	110

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	X2, X1 ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,531 ^a	,282	,268	,81595	2,479

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27,958	2	13,979	20,997	,000 ^a
	Residual	71,237	107	,666		
	Total	99,196	109			

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1,621	,265		6,121	,000					
	X1	,174	,145	,200	2,201	,032	,503	,115	,098	,242	4,134
	X2	,311	,149	,348	2,086	,039	,522	,198	,171	,242	4,134

a. Dependent Variable: Y

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	X1	X2
1	1	2,928	1,000	,01	,00	,00
	2	,060	7,012	,97	,08	,05
	3	,012	15,650	,02	,92	,95

a. Dependent Variable: Y

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,1071	4,0499	3,2606	,50646	110
Std. Predicted Value	-2,278	1,558	,000	1,000	110
Standard Error of Predicted Value	,082	,280	,128	,044	110
Adjusted Predicted Value	2,0733	4,0406	3,2626	,50521	110
Residual	-1,62235	1,57861	,00000	,80843	110
Std. Residual	-1,988	1,935	,000	,991	110
Stud. Residual	-2,013	1,953	-,001	1,007	110
Deleted Residual	-1,74058	1,60847	-,00195	,83471	110
Stud. Deleted Residual	-2,043	1,979	-,002	1,012	110
Mahal. Distance	,122	11,813	1,982	2,468	110
Cook's Distance	,000	,166	,011	,020	110
Centered Leverage Value	,001	,108	,018	,023	110

a. Dependent Variable: Y

KUESIONER

Saya Melinda Danke, dari Universitas Katolik Widya Mandala Surabaya jurusan Manajemen. Saya sedang menyelesaikan skripsi yang berjudul “Pengaruh *Private Label Brand* “PLB” terhadap *PLB Patronage Behaviour* melalui variabel mediasi *PLB Preference* di Super Indo Surabaya”. Oleh karena itu saya meminta bantuan Bapak/Ibu, Saudara/i sekalian untuk mengisi kuesioner yang saya susun ini.

Jawaban serta identitas anda akan penulis rahasiakan dan hasil kuesioer akan digunakan untuk penelitian ilmiah. Tanggapan yang diberikan akan penulis susun untuk menjadi bahan dalam penyusunan skripsi. Super Indo memiliki private brand bernama “365”, “CARE” dan “BIO ORGANIK”, yang terdiri dari berbagai macam produk makanan dan minuman hingga kebutuhan rumah tangga sehari – hari. *Private label* sendiri memiliki arti yaitu : produk yang dikembangkan oleh pengecer dan tersedia untuk dijual hanya dari pengecer”. Saya ucapkan terima kasih atas partisipasi Bapak/Ibu/Saudara/Saudari telah mengisi kuesioner tentang produk-produk “Private Label Brand” Super Indo “365”, “CARE” dan “BIO ORGANIK”.

Surabaya, Agustus 2014

Melinda Danke

A. Karakteristik Responden

Petunjuk pengisian :

Saya mohon kesediaan anda untuk mengisi beberapa pertanyaan dibawah ini sebagai kelengkapan data penelitian. Beri tanda (√) pada jawaban yang anda pilih.

1. Sebutkan jenis kelamin anda?
 Laki – Laki
 Perempuan

2. Usia anda saat ini?
 18-30 tahun
 31-40 tahun
 41-50 tahun
 51 tahun ke atas

3. Pendidikan terakhir anda?
 SD
 SMP
 SMA
 D3
 S1
 Lainnya

4. Produk *Private Label Brand* apa yang pernah anda beli?
 365
 CARE
 BIO ORGANIK

5. Pernah membeli produk *Private Label Brand* Superindo berapa kali dalam 6 bulan terakhir?
 1-2 kali
 3-4 kali
 5-6 kali
 7-8 kali
 lebih dari 9 kali







No. Responden: _____

Kuesioner “Private Label Brand” Super Indo Surabaya





PLB Knowledge/Familiarity

PERNYATAAN	STS	TS	N	S	SS
1.Saya mengetahui akan adanya “ <i>Private Label Brand</i> ” Super Indo					
2.Saya mengetahui tentang “ <i>Private Label Brand</i> ” Super Indo dibandingkan orang lain					
3.Saya cukup familiar dengan “ <i>Private Label Brand</i> ” yang ditawarkan Super Indo					
4.Saya cukup familiar dengan “ <i>Private Label Brand</i> ” yang ditawarkan Super Indo dibandingkan dengan orang lain					
5.Saya mengetahui perbedaan kualitas antara “ <i>Private Label Brand</i> ” Super Indo dengan produk <i>private brand</i> ritel lainnya					

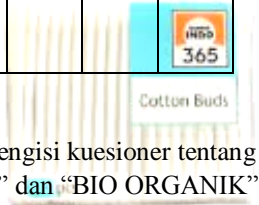
PLB Preference

PERNYATAAN	STS	TS	N	S	SS
1.Saya berbelanja di Super Indo karena saya menyukai “ <i>Private Label Brand</i> ” yang ditawarkan					
2.Saya suka untuk mengunjungi Super Indo karena “ <i>Private Label Brand</i> ” yang ditawarkan					
3.Saya memilih untuk membeli “ <i>Private Label Brand</i> ” Super Indo daripada produk <i>private brand</i> ritel lainnya					

PLB Patronage Behaviour

PERNYATAAN	STS	TS	N	S	SS
1.Saya memilih untuk membeli “ <i>Private Label Brand</i> ” Super Indo					
2.Ada kemungkinan yang kuat bahwa saya akan membeli “ <i>Private Label Brand</i> ” Super Indo					
3.Di masa depan, kemungkinan besar saya					

akan membeli “Private Label Brand” Super Indo					
4.Saya akan membeli “Private Label Brand” Super Indo pada kunjungan berikutnya di Super Indo					
5.Saya bersedia untuk membayar harga yang lebih mahal untuk “Private Label Brand” Super Indo dibandingkan produk <i>private brand</i> ritel lainnya					



Terima kasih atas partisipasi Bapak/Ibu/Saudara/Saudari telah mengisi kuesioner tentang produk-produk “Private Label Brand” Super Indo “365”, “CARE” dan “BIO ORGANIK” ya.

