

Lampiran 1
Lembar Kuesioner

KUESIONER

I. Identitas Responden

Pilih salah satu jawaban dari alternatif jawaban yang paling sesuai menurut anda.

1. Usia Anda saat ini:
 - a. 20 tahun – 30 tahun
 - b. > 30 tahun – 40 tahun
 - c. > 40 tahun – 50 tahun
2. Pendidikan terakhir:
 - a. SD
 - b. SMP
 - c. SMA
 - d. Perguruan Tinggi
 - e. Lainnya (sebutkan)
3. Pekerjaan:
 - a. Pelajar/Mahasiswa
 - b. Pegawai Swasta
 - c. Wiraswasta
 - d. Pegawai Negeri Sipil
 - e. Lainnya (sebutkan)
4. Pendapatan:
 - a. ≤ Rp. 1.000.000
 - b. > Rp. 1.000.000 – Rp. 1.500.000
 - c. > Rp. 1.500.000 – Rp. 2.500.000
 - d. > Rp. 2.500.000 – Rp. 3.500.000
 - e. > Rp. 3.500.000
5. Frekuensi Belanja di Matahari Department Store selama tiga bulan terakhir
 - a. 1 - 2 kali
 - b. >3 - 5 kali
 - c. > 5 kali
6. Jumlah uang yang dibelanjakan di Matahari Department Store selama tiga bulan terakhir
 - a. 200 – 500 ribu
 - b. > 500 – 700 ribu
 - c. > 700 ribu

II. PERNYATAAN RESPONDEN

Brand Tribalism

1	<i>Degree of fit with lifestyle</i> Matahari Department store menyediakan merek-merek produk yang sesuai dengan gaya hidup saya	(1)Sangat Tidak Sesuai (2)Tidak Sesuai (3)Netral (4)Sesuai (5)Sangat Sesuai
2	<i>Passion in Life</i> Matahari Department store menyediakan merek-merek produk yang dapat mendukung penampilan saya	(1)Sangat Tidak Tersedia (2)Tidak Tersedia (3)Netral (4) Tersedia (5)Sangat Tersedia
3	<i>Reference group acceptance</i> Saya membeli produk bermerek di Matahari Department store karena dengan begitu saya akan diterima oleh kelompok saya	(1)Sangat Tidak Setuju (2)Tidak Setuju (3)Netral (4)Setuju (5)Sangat Setuju
4	<i>Social Visibility of Brand</i> Saya mengetahui bahwa banyak orang yang membeli produk bermerek di Matahari Department store	(1)Sangat Tidak Tahu (2)Tidak Tahu (3)Netral (4) Tahu (5)Sangat Tahu
5	Saya memiliki ingatan yang baik terhadap ciri-ciri produk bermerek yang dijual di Matahari Department store	(1)Sangat Tidak Setuju (2)Tidak Setuju (3)Netral (4) Setuju (5)Sangat Setuju

Brand Reputation

1	Kompetensi Saya percaya Matahari Department store memiliki kompetensi dalam menawarkan produk berkualitas	(1)Sangat Tidak Percaya (2)Tidak Percaya (3)Netral (4) Percaya (5)Sangat Percaya
2	Kredibilitas Saya percaya Matahari Department store mampu mempertahankan kredibilitas sebagai perusahaan yang memperoleh penghargaan tertinggi yaitu menyediakan produk-produk berkualitas baik	(1)Sangat Tidak Percaya (2)Tidak Percaya (3)Netral (4) Percaya (5)Sangat Percaya
3	Nama baik Saya percaya Matahari Department store dapat menjaga nama baik sebagai peritel handal dan paling berkembang di Indonesia	(1)Sangat Tidak Percaya (2)Tidak Percaya (3)Netral (4) Percaya (5)Sangat Percaya

Brand Relationship Quality

1	<i>intimacy</i> Saya merasa sangat dekat dengan merek yang ditawarkan oleh perusahaan Matahari Department store	(1)Sangat Tidak Setuju (2)Tidak Setuju (3)Netral (4) Setuju (5)Sangat Setuju
2	<i>personal commitment</i> Saya tetap mencari merek produk yang akan saya beli di Matahari Department Store, meskipun merek tersebut di retail yang lain tersedia, karena Matahari Department Store adalah retail pilihan saya	(1)Sangat Tidak Setuju (2)Tidak Setuju (3)Netral (4) Setuju (5)Sangat Setuju
3	<i>Passionate attachment</i> Matahari Department Store merupakan bagian dari hidup saya dalam membantu memenuhi kebutuhan pakaian dan mode yang saya inginkan	(1)Sangat Tidak Setuju (2)Tidak Setuju (3)Netral (4) Setuju (5)Sangat Setuju
4	<i>love</i> Matahari Department Store adalah retail yang paling saya sukai karena membantu memenuhi kebutuhan pakaian dan mode yang saya inginkan.	(1)Sangat Tidak Setuju (2)Tidak Setuju (3)Netral (4) Setuju (5)Sangat Setuju
5	<i>self concept connection</i> Saya bangga dapat memberikan kepada keluarga saya produk pakaian terbaik yang saya beli di Matahari Department Store	(1)Sangat Tidak Bangga (2)Tidak Bangga (3)Netral (4) Bangga (5)Sangat Bangga
6	<i>nostalgic connection</i> Saya selalu menggunakan produk yang sudah saya beli dari Matahari Department Store untuk menghadiri acara-acara penting	(1)Sangat Tidak Setuju (2)Tidak Setuju (3)Netral (4) Setuju (5)Sangat Setuju
7	<i>partner quality</i> Jika saya pergi ke Matahari Department Store, saya yakin akan mendapatkan produk yang saya inginkan di Matahari Department Store	(1)Sangat Tidak Setuju (2)Tidak Setuju (3)Netral (4) Setuju (5)Sangat Setuju

Niat beli ulang

1	Minat membeli dengan jumlah yang sama Saya berminat membeli produk di masa mendatang di Matahari Department store dengan jumlah yang sama	(1)Sangat Tidak Setuju (2)Tidak Setuju (3)Netral (4) Setuju (5)Sangat Setuju
2	Minat membeli dengan menambah jumlah pembelian Saya berminat membeli produk di masa mendatang dengan menambah jumlah pembelian	(1)Sangat Tidak Setuju (2)Tidak Setuju (3)Netral (4) Setuju (5)Sangat Setuju
3	Minat membeli dengan penambahan frekuensi Saya berminat membeli produk di masa mendatang di Matahari Department store dengan menambah frekuensi pembelian	(1)Sangat Tidak Setuju (2)Tidak Setuju (3)Netral (4) Setuju (5)Sangat Setuju

Lampiran 2

Hasil Jawaban Pengisian Kuesioner

No	Identitas Responden					
	Usia	Pendidikan	Pekerjaan	Pendapatan	Frekuensi	Uang belanja
1	4	3	3	4	3	3
2	2	4	4	5	4	3
3	3	4	4	4	3	3
4	2	3	4	1	3	3
5	4	4	4	1	3	3
6	2	4	3	2	4	2
7	4	4	4	1	3	2
8	3	4	4	4	3	3
9	2	4	4	4	4	2
10	3	4	2	3	3	2
11	4	4	3	4	3	3
12	4	4	3	4	4	3
13	4	4	4	5	4	2
14	2	4	4	5	3	2
15	2	4	4	3	3	2
16	4	4	4	3	3	3
17	2	4	4	3	4	2
18	4	5	4	3	3	2
19	2	4	4	2	3	2
20	4	4	4	2	4	2
21	3	4	4	4	4	2
22	3	4	3	5	4	2
23	4	4	3	5	4	2
24	4	4	3	5	3	1
25	3	4	4	4	3	2
26	4	4	3	4	3	2
27	3	4	3	4	3	2
28	3	3	4	4	3	3
29	3	4	3	3	4	2
30	3	3	3	3	3	2
31	2	4	3	4	4	2
32	4	4	4	4	4	2
33	3	4	4	4	4	3
34	2	4	3	4	3	2
35	2	3	3	3	4	2
36	4	4	4	4	3	2
37	3	4	3	4	3	2
38	2	4	3	4	3	2
39	3	4	3	3	3	2
40	4	4	3	4	4	3
41	2	4	3	4	4	2
42	4	3	2	3	4	2
43	3	4	4	4	4	2
44	3	4	4	3	3	2
45	4	4	4	4	4	2
46	4	4	2	3	3	2
47	3	3	4	4	4	2
48	4	3	4	4	3	1
49	4	4	4	4	4	3
50	4	4	4	3	4	2
51	3	3	4	4	2	2

No	Identitas Responden					
	Usia	Pendidikan	Pekerjaan	Pendapatan	Frekuensi	Uang belanja
52	2	4	4	4	4	3
53	3	4	4	3	3	2
54	4	4	3	4	4	2
55	2	3	3	4	3	3
56	2	4	4	4	3	2
57	3	4	4	4	2	3
58	3	4	3	3	2	2
59	3	4	3	4	3	3
60	4	4	4	4	4	3
61	3	3	4	4	3	2
62	3	4	4	3	4	2
63	4	4	4	4	3	3
64	4	4	4	4	2	1
65	2	3	4	3	3	2
66	2	3	4	4	3	3
67	3	5	3	3	3	3
68	4	4	2	4	3	3
69	2	4	4	3	3	2
70	4	3	3	4	4	2
71	4	4	4	4	4	3
72	4	4	4	4	4	3
73	3	4	3	4	2	2
74	4	4	3	4	4	3
75	3	4	3	3	3	2
76	4	4	4	3	4	2
77	2	4	3	4	3	2
78	3	3	4	3	3	3
79	4	3	3	4	4	2
80	2	3	3	4	3	2
81	4	4	3	4	3	2
82	3	4	4	4	3	3
83	4	4	4	4	4	2
84	4	4	3	4	3	3
85	4	4	2	3	3	2
86	2	4	4	4	4	2
87	3	3	3	4	4	3
88	3	4	3	3	4	2
89	2	4	3	4	4	3
90	2	4	2	3	3	1
91	4	4	4	4	4	3
92	4	4	2	3	4	2
93	4	4	5	4	3	1
94	2	5	3	4	3	2
95	3	4	3	4	4	3
96	4	4	3	4	4	3
97	2	4	5	4	4	2
98	4	4	4	3	3	3
99	3	4	3	4	3	1
100	3	4	3	3	2	2
101	3	4	1	4	4	3
102	2	3	4	3	4	3

No	Identitas Responden					
	Usia	Pendidikan	Pekerjaan	Pendapatan	Frekuensi	Uang belanja
103	4	3	5	4	3	3
104	3	4	4	4	3	2
105	3	3	1	4	4	3
106	3	4	3	4	3	1
107	3	4	4	4	4	2
108	4	4	3	3	3	2
109	2	4	3	4	3	3
110	3	3	1	3	3	2
111	4	4	1	4	4	2
112	4	4	4	4	4	2
113	4	4	4	4	3	2
114	3	4	3	4	2	3
115	2	5	3	4	2	3
116	2	4	3	3	4	3
117	3	4	1	3	3	3
118	3	3	1	4	4	3
119	2	4	3	3	3	3
120	4	3	4	5	4	2
121	4	3	1	2	4	2
122	4	4	3	1	3	3
123	4	4	4	1	4	2
124	2	3	1	2	4	3
125	4	5	3	2	4	2
126	3	3	4	2	3	2
127	2	4	4	3	4	1
128	2	3	4	3	4	2
129	2	4	4	5	3	3
130	4	3	3	5	4	3
131	4	4	3	3	3	3
132	4	4	3	3	3	1
133	4	4	3	3	3	3
134	2	3	1	4	3	2
135	4	4	4	3	4	3
136	2	4	4	4	4	3
137	3	4	4	3	3	1
138	2	4	3	3	4	3
139	4	4	1	4	3	3
140	4	4	2	3	4	2
141	3	4	4	3	4	3
142	2	3	3	3	4	3
143	4	3	4	4	3	3
144	3	4	4	3	3	2
145	3	3	4	3	4	1
146	3	5	3	4	3	3
147	3	4	3	4	4	2
148	4	4	4	3	3	2
149	2	4	3	4	3	3
150	4	4	1	3	3	2

No	Reputasi Merek (X1)				Brand Tribalism (X2)					
	X1.1	X1.2	X1.3	Total	X2.1	X2.2	X2.3	X2.4	X2.5	Total
1	4	3	4	11	4	3	5	5	4	21
2	5	5	4	14	5	4	4	5	4	22
3	5	5	5	15	3	3	5	5	2	18
4	4	3	3	10	2	3	5	3	3	16
5	4	5	4	13	4	5	4	5	3	21
6	5	5	4	14	5	4	2	2	3	16
7	5	4	5	14	4	3	2	2	4	15
8	4	4	4	12	3	5	4	5	4	21
9	4	5	5	14	5	4	5	2	4	20
10	5	4	4	13	3	3	4	2	3	15
11	5	5	4	14	4	5	5	5	3	22
12	5	5	4	14	4	4	5	5	3	21
13	5	5	5	15	4	4	4	4	4	20
14	5	5	5	15	5	5	2	2	2	16
15	5	5	5	15	5	5	2	2	4	18
16	4	4	4	12	4	3	5	5	4	21
17	5	5	5	15	5	4	4	4	4	21
18	4	4	5	13	4	5	4	4	4	21
19	5	5	4	14	5	5	2	2	4	18
20	4	4	4	12	4	4	2	2	4	16
21	4	4	3	11	3	4	4	4	3	18
22	3	5	4	12	3	4	4	4	4	19
23	5	4	3	12	4	4	4	4	4	20
24	3	4	5	12	4	3	4	4	4	19
25	2	5	4	11	3	3	4	4	4	18
26	4	5	4	13	4	5	4	4	2	19
27	3	4	3	10	3	3	4	4	4	18
28	3	3	3	9	3	3	3	3	4	16
29	4	5	4	13	3	4	4	4	4	19
30	2	2	4	8	3	3	4	4	3	17
31	3	4	3	10	2	4	5	4	3	18
32	4	4	4	12	4	4	4	4	3	19
33	4	4	4	12	3	4	5	5	3	20
34	4	5	4	13	5	5	3	4	4	21
35	3	3	3	9	5	4	4	4	3	20
36	4	5	4	13	4	5	4	4	2	19
37	5	4	3	12	3	3	2	2	4	14
38	4	5	3	12	5	3	2	2	4	16
39	3	4	3	10	3	3	4	4	4	18
40	4	4	4	12	4	4	2	3	4	17
41	5	4	5	14	5	4	2	2	4	17
42	4	3	3	10	4	4	5	4	4	21
43	4	4	3	11	3	4	5	2	2	16
44	3	5	3	11	3	3	2	2	4	14
45	4	4	4	12	4	4	2	2	3	15
46	4	4	4	12	4	3	3	4	3	17
47	4	3	3	10	3	4	4	4	3	18
48	5	2	4	11	4	3	4	4	4	19
49	4	4	4	12	4	4	3	5	4	20
50	2	5	2	9	4	4	3	4	4	19
51	3	3	3	9	3	2	3	4	4	16

No	Reputasi Merek (X1)				Brand Tribalism (X2)					
	X1.1	X1.2	X1.3	Total	X2.1	X2.2	X2.3	X2.4	X2.5	Total
52	3	5	3	11	5	4	5	5	4	23
53	4	5	4	13	3	3	3	2	2	13
54	4	5	4	13	4	4	4	4	4	20
55	3	3	3	9	5	5	4	3	4	21
56	5	5	5	15	5	5	4	4	4	22
57	2	5	2	9	3	2	5	5	2	17
58	4	5	4	13	3	2	4	4	3	16
59	3	5	3	11	3	3	5	5	4	20
60	3	5	3	11	4	4	5	5	4	22
61	2	2	4	8	3	3	2	2	4	14
62	2	5	5	12	3	4	4	4	3	18
63	3	4	3	10	4	3	3	3	4	17
64	5	5	4	14	4	2	2	2	4	14
65	2	2	5	9	2	3	4	4	3	16
66	2	2	5	9	2	3	3	3	3	14
67	5	5	3	13	3	3	3	3	4	16
68	3	5	4	12	4	5	5	5	5	24
69	2	5	5	12	5	5	4	4	3	21
70	4	2	4	10	4	4	4	4	5	21
71	4	4	5	13	4	4	3	3	4	18
72	3	5	5	13	4	4	3	3	4	18
73	3	4	4	11	3	2	4	4	4	17
74	3	5	4	12	4	4	3	3	4	18
75	4	4	3	11	3	3	4	4	5	19
76	2	4	4	10	4	4	2	2	4	16
77	3	4	4	11	2	3	4	4	5	18
78	5	3	3	11	3	3	3	3	5	17
79	3	3	3	9	4	4	4	4	4	20
80	2	3	2	7	2	3	4	4	4	17
81	3	4	3	10	4	3	4	4	4	19
82	2	4	2	8	3	3	5	3	5	19
83	4	5	4	13	4	4	3	4	4	19
84	3	4	3	10	4	5	5	3	5	22
85	3	5	3	11	4	3	4	4	4	19
86	5	5	5	15	5	4	4	4	3	20
87	3	3	3	9	3	4	3	5	2	17
88	5	4	5	14	3	4	4	4	4	19
89	5	4	5	14	5	4	3	5	5	22
90	3	5	3	11	5	5	3	3	2	18
91	4	5	4	13	4	4	5	5	3	21
92	4	5	4	13	4	4	4	4	3	19
93	4	4	4	12	4	3	5	5	4	21
94	2	5	5	12	5	5	2	2	3	17
95	4	4	4	12	3	4	3	3	4	17
96	3	5	4	12	4	4	5	5	4	22
97	4	4	5	13	5	4	4	4	4	21
98	3	4	4	11	4	3	5	5	4	21
99	3	4	3	10	3	3	5	5	3	19
100	3	4	3	10	3	2	4	4	3	16
101	3	5	5	13	3	4	5	5	5	22
102	5	2	3	10	5	4	3	3	3	18

No	Reputasi Merek (X1)				Brand Tribalism (X2)					
	X1.1	X1.2	X1.3	Total	X2.1	X2.2	X2.3	X2.4	X2.5	Total
103	4	3	3	10	4	5	5	5	5	24
104	4	4	3	11	3	3	4	4	4	18
105	5	3	3	11	3	4	5	5	5	22
106	4	4	3	11	3	5	3	3	3	17
107	4	4	4	12	3	4	2	2	2	13
108	4	4	3	11	4	3	2	2	2	13
109	3	4	3	10	5	5	5	5	5	25
110	4	2	4	10	3	5	4	4	4	20
111	3	5	4	12	4	4	5	4	5	22
112	3	5	3	11	4	4	2	4	2	16
113	2	4	4	10	4	3	3	4	3	17
114	3	4	3	10	3	2	5	5	5	20
115	4	3	4	11	5	2	3	5	3	18
116	5	5	5	15	5	4	5	5	5	24
117	3	4	4	11	3	5	3	3	3	17
118	2	3	2	7	3	4	4	5	4	20
119	4	4	3	11	5	5	4	5	4	23
120	4	3	3	10	4	4	4	4	4	20
121	4	3	3	10	4	4	4	4	4	20
122	2	4	3	9	4	3	5	3	5	20
123	5	4	2	11	4	4	3	4	3	18
124	3	3	2	8	5	4	5	3	5	22
125	4	4	3	11	4	4	4	4	4	20
126	4	3	3	10	3	3	4	4	4	18
127	3	4	4	11	5	4	3	5	3	20
128	5	3	3	11	2	4	4	4	4	18
129	3	5	4	12	5	5	3	5	3	21
130	5	2	4	11	4	4	3	3	3	17
131	4	4	4	12	4	5	5	5	5	24
132	3	4	4	11	4	3	4	4	4	19
133	5	5	5	15	4	5	5	5	5	24
134	4	3	3	10	2	5	4	2	4	17
135	2	4	5	11	4	4	5	3	5	21
136	3	5	3	11	5	4	4	5	4	22
137	5	4	4	13	3	5	5	4	5	22
138	4	5	4	13	5	4	3	5	3	20
139	5	4	4	13	4	5	5	5	5	24
140	4	5	3	12	4	4	4	4	4	20
141	3	5	5	13	3	4	5	5	5	22
142	5	2	3	10	5	4	5	3	5	22
143	4	3	3	10	4	5	5	5	5	24
144	4	4	3	11	3	3	4	4	4	18
145	5	3	3	11	3	4	5	5	5	22
146	4	4	3	11	3	5	3	3	3	17
147	4	4	4	12	3	4	5	2	5	19
148	4	4	3	11	4	3	4	2	4	17
149	3	4	3	10	5	6	5	5	5	26
150	4	4	3	11	4	3	4	2	4	17
Mear	3.720	4.067	3.700		3.780	3.827	3.833	3.787	3.780	

No	Niat Beli Ulang (Y2)				Brand Relationship Quality (Y1)							Total
	Y2.1	Y2.2	Y2.3	Total	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	
1	5	3	5	13	3	4	4	4	4	4	4	27
2	5	4	4	13	4	4	5	5	5	2	5	30
3	5	4	5	14	4	4	5	5	4	3	4	29
4	4	4	4	12	3	3	2	3	3	3	1	18
5	5	4	4	13	4	4	5	5	5	3	1	27
6	4	3	2	9	3	4	4	4	4	3	2	24
7	3	4	2	9	3	3	5	5	4	1	1	22
8	5	4	4	13	3	3	4	5	4	4	4	27
9	5	4	2	11	3	3	4	5	5	5	4	29
10	4	2	2	8	3	3	5	4	4	4	3	26
11	5	3	5	13	3	3	4	4	4	5	4	27
12	5	3	5	13	3	4	4	4	5	3	4	27
13	4	4	4	12	4	3	5	5	5	5	5	32
14	5	4	2	11	3	4	5	5	5	5	5	32
15	5	4	2	11	3	4	5	5	5	3	3	28
16	5	4	5	14	4	4	4	4	4	3	3	26
17	5	4	4	13	4	3	4	4	4	3	3	25
18	5	4	4	13	3	3	5	5	4	3	3	26
19	5	4	2	11	4	4	4	4	4	2	2	24
20	4	4	2	10	4	4	4	4	4	2	2	24
21	4	4	4	12	3	3	3	4	4	4	4	25
22	4	3	4	11	3	4	5	5	4	5	5	31
23	4	3	4	11	4	4	4	4	4	5	5	30
24	3	3	4	10	3	4	5	4	5	5	5	31
25	3	4	4	11	4	4	3	3	3	4	4	25
26	5	3	4	12	3	3	3	5	5	4	4	27
27	3	3	4	10	3	3	3	4	3	4	4	24
28	4	4	3	11	3	3	4	4	4	4	4	26
29	3	3	4	10	3	3	4	4	4	4	3	25
30	3	3	3	9	3	3	3	4	4	3	3	23
31	4	3	4	11	3	3	4	3	3	4	4	24
32	5	4	4	13	4	4	4	4	4	3	4	27
33	4	4	4	12	4	4	4	4	4	4	4	28
34	5	3	4	12	3	3	4	4	5	4	4	27
35	5	3	4	12	3	3	4	5	4	4	3	26
36	5	4	3	12	4	4	3	5	5	4	4	29
37	4	3	2	9	3	3	4	4	4	4	4	26
38	5	3	2	10	3	3	3	5	3	4	4	25
39	5	3	5	13	3	3	3	4	4	4	3	24
40	5	3	5	13	3	3	4	4	4	4	4	26
41	5	3	2	10	3	3	5	5	5	4	4	29
42	4	2	4	10	2	2	4	4	3	4	3	22
43	4	4	2	10	4	4	4	4	4	4	4	28
44	2	4	5	11	4	4	3	3	2	4	3	23
45	4	4	2	10	4	4	5	4	4	4	4	29
46	4	2	4	10	2	2	4	4	5	3	3	23
47	4	4	4	12	2	2	3	4	3	4	4	22
48	5	4	3	12	3	3	4	5	5	4	4	28
49	4	4	4	12	3	4	4	4	3	4	4	26
50	4	4	5	13	4	3	4	3	5	3	3	25
51	3	4	4	11	4	3	3	4	4	4	4	26

No	Niat Beli Ulang (Y2)				Brand Relationship Quality (Y1)							Total
	Y2.1	Y2.2	Y2.3	Total	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	
52	5	4	3	12	4	4	3	5	3	4	4	27
53	3	4	3	10	3	3	4	4	3	4	3	24
54	4	3	5	12	3	3	4	5	4	4	4	27
55	5	3	3	11	3	4	4	5	4	3	4	27
56	5	4	3	12	2	4	5	5	5	4	4	29
57	3	4	5	12	3	4	4	5	3	4	4	27
58	3	3	5	11	4	3	4	5	3	4	3	26
59	3	3	4	10	3	3	4	4	5	4	4	27
60	4	4	4	12	4	4	3	4	3	4	4	26
61	4	4	4	12	4	4	5	4	4	4	4	29
62	3	4	4	11	4	4	5	5	5	4	3	30
63	4	4	4	12	4	4	5	4	4	4	4	29
64	3	4	4	11	4	4	4	4	5	4	4	29
65	5	4	3	12	4	4	3	4	4	4	3	26
66	5	4	5	14	4	4	3	4	4	4	4	27
67	3	3	3	9	2	4	4	3	3	4	3	23
68	5	2	5	12	2	4	4	5	4	4	4	27
69	5	4	4	13	4	3	4	2	4	3	3	23
70	4	3	3	10	4	4	4	4	3	4	4	27
71	4	4	3	11	4	4	4	4	4	4	4	28
72	4	4	4	12	3	4	4	3	5	4	4	27
73	2	3	3	8	3	4	3	4	2	4	4	24
74	5	3	4	12	4	4	5	5	5	4	4	31
75	2	3	4	9	3	4	4	5	4	4	3	27
76	4	4	4	12	4	4	4	4	4	3	3	26
77	3	3	3	9	4	4	4	3	4	4	4	27
78	3	4	4	11	3	3	4	4	4	4	3	25
79	5	3	4	12	3	3	3	4	3	3	4	23
80	5	3	3	11	2	3	3	4	4	4	4	24
81	4	3	4	11	4	4	4	4	4	4	4	28
82	5	4	3	12	4	3	4	5	3	4	4	27
83	5	4	4	13	4	4	5	5	5	4	4	31
84	5	3	4	12	3	3	4	4	5	4	4	27
85	4	2	4	10	4	3	5	4	4	4	3	27
86	5	4	3	12	4	3	5	5	5	4	4	30
87	5	3	4	12	2	4	3	3	4	4	4	24
88	4	3	4	11	2	3	5	5	5	4	3	27
89	5	3	5	13	2	4	4	5	5	4	4	28
90	5	2	4	11	3	4	5	5	5	4	3	29
91	4	4	5	13	3	4	5	4	4	4	4	28
92	4	2	3	9	2	4	3	5	4	3	3	24
93	4	3	5	12	3	3	4	3	4	4	4	25
94	5	3	5	13	3	3	4	5	5	4	4	28
95	4	3	4	11	3	3	3	4	4	4	4	25
96	5	3	4	12	3	3	4	5	4	4	4	27
97	5	4	5	14	4	4	3	4	5	4	4	28
98	3	4	4	11	4	4	4	4	3	4	3	26
99	3	3	5	11	3	3	3	3	3	4	4	23
100	2	3	4	9	3	3	3	4	4	3	3	23
101	5	5	4	14	3	4	3	5	4	4	4	27
102	3	4	4	11	3	4	3	3	3	3	3	22

No	Niat Beli Ulang (Y2)				Brand Relationship Quality (Y1)							
	Y2.1	Y2.2	Y2.3	Total	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Total
103	3	4	5	12	4	4	4	3	4	4	4	27
104	4	4	3	11	3	5	3	4	4	4	4	27
105	3	5	4	12	3	3	3	4	4	4	4	25
106	3	3	5	11	4	4	4	3	4	4	4	27
107	4	4	4	12	3	3	3	3	4	4	4	24
108	3	3	3	9	3	3	3	2	4	4	3	22
109	3	3	6	12	5	5	5	2	4	4	4	29
110	5	5	5	15	5	5	5	3	3	3	3	27
111	5	5	4	14	4	4	4	4	4	4	4	28
112	4	4	4	12	4	4	4	3	4	4	4	27
113	4	4	3	11	3	3	3	3	4	4	4	24
114	3	3	2	8	3	3	3	3	4	4	4	24
115	3	3	2	8	3	3	3	4	4	4	4	25
116	3	3	4	10	5	5	5	4	4	4	3	30
117	5	5	5	15	5	5	5	3	3	3	3	27
118	5	5	4	14	3	3	3	4	4	4	4	25
119	3	3	5	11	4	4	4	4	4	4	3	27
120	4	4	4	12	5	5	5	5	5	5	5	35
121	5	5	4	14	3	3	3	3	3	3	2	20
122	3	3	3	9	4	4	4	3	3	3	1	22
123	4	4	4	12	5	5	5	3	3	3	1	25
124	5	5	4	14	2	3	2	3	3	3	2	18
125	2	3	4	9	5	4	5	3	3	3	2	25
126	5	4	3	12	3	4	3	2	2	2	2	18
127	3	4	4	11	5	4	5	4	4	4	3	29
128	5	4	4	13	5	4	5	4	4	4	3	29
129	5	4	5	14	3	3	3	5	5	5	5	29
130	3	3	4	10	5	3	5	5	5	5	5	33
131	5	3	5	13	4	3	4	4	4	4	3	26
132	4	3	3	10	4	3	4	4	4	4	3	26
133	4	3	5	12	5	5	5	4	4	4	3	30
134	5	5	5	15	4	4	4	4	4	4	4	28
135	4	4	4	12	5	4	5	4	4	4	3	29
136	5	4	4	13	2	4	4	4	4	4	4	26
137	2	4	5	11	3	3	3	4	4	4	3	24
138	3	3	4	10	5	5	5	3	3	3	3	27
139	5	5	5	15	2	2	2	4	4	4	4	22
140	2	2	4	8	4	4	4	3	4	4	3	26
141	4	4	4	12	3	3	3	3	3	3	3	21
142	3	3	4	10	4	4	4	4	4	4	3	27
143	4	4	5	13	4	4	4	4	3	3	4	26
144	4	4	3	11	4	4	4	4	3	3	3	25
145	4	4	4	12	3	3	3	4	3	3	3	22
146	3	3	5	11	3	3	3	4	4	4	4	25
147	3	3	4	10	4	4	4	4	4	4	4	28
148	4	4	3	11	3	3	3	4	4	4	3	24
149	3	3	6	12	5	5	5	4	4	4	4	31
150	5	5	3	13	3	3	3	3	3	3	3	21
Mean	4.060	3.567	3.867		3.453	3.587	3.927	4.020	3.953	3.773	3.540	

LAMPIRAN 3
HASIL VALIDITAS DAN RELIABILITAS

Hasil Validitas dan Reliabilitas variabel Reputasi Merek (X1)

Correlations

		X1.1	X1.2	X1.3	Reputasi Merek (X1)
X1.1	Pearson Correlation	1	,039	,195*	,645**
	Sig. (2-tailed)		,640	,017	,000
	N	150	150	150	150
X1.2	Pearson Correlation	,039	1	,268**	,649**
	Sig. (2-tailed)	,640		,001	,000
	N	150	150	150	150
X1.3	Pearson Correlation	,195*	,268**	1	,704**
	Sig. (2-tailed)	,017	,001		,000
	N	150	150	150	150
Reputasi Merek (X1)	Pearson Correlation	,645**	,649**	,704**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	150	150	150	150

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,737	3

Item Statistics

	Mean	Std. Deviation	N
X1.1	3,7200	,94208	150
X1.2	4,0667	,88740	150
X1.3	3,7000	,81718	150

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	7,7667	1,845	,143	,422
X1.2	7,4200	1,856	,188	,324
X1.3	7,7867	1,739	,320	,074

Hasil Validitas dan Reliabilitas variabel *brand tribalism* (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	Brand Tribalism (X2)
X2.1	Pearson Correlation	1	,372**	-,149	,023	,045	,405**
	Sig. (2-tailed)		,000	,068	,782	,586	,000
	N	150	150	150	150	150	150
X2.2	Pearson Correlation	,372**	1	,062	,088	,059	,515**
	Sig. (2-tailed)	,000		,451	,282	,470	,000
	N	150	150	150	150	150	150
X2.3	Pearson Correlation	-,149	,062	1	,597**	,352**	,692**
	Sig. (2-tailed)	,068	,451		,000	,000	,000
	N	150	150	150	150	150	150
X2.4	Pearson Correlation	,023	,088	,597**	1	,154	,700**
	Sig. (2-tailed)	,782	,282	,000		,060	,000
	N	150	150	150	150	150	150
X2.5	Pearson Correlation	,045	,059	,352**	,154	1	,544**
	Sig. (2-tailed)	,586	,470	,000	,060		,000
	N	150	150	150	150	150	150
Brand Tribalism (X2)	Pearson Correlation	,405**	,515**	,692**	,700**	,544**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	150	150	150	150	150	150

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

Reliability Statistics

Cronbach's Alpha	N of Items
,650	5

Item Statistics

	Mean	Std. Deviation	N
X2.1	3,7800	,84242	150
X2.2	3,8267	,84143	150
X2.3	3,8333	,98592	150
X2.4	3,7867	1,03358	150
X2.5	3,7800	,84242	150

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	15,2267	5,868	,094	,548
X2.2	15,1800	5,383	,222	,476
X2.3	15,1733	4,332	,403	,350
X2.4	15,2200	4,213	,396	,352
X2.5	15,2267	5,250	,259	,455

Hasil Validitas dan Reliabilitas variabel *brand relationship quality* (Y1)

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Brand Relationship Quality (Y1)
Y1.1	Pearson Correlation	1	,570**	,453**	-,139	-,045	-,035	-,080	-,458**
	Sig. (2-tailed)		,000	,000	,090	,582	,675	,329	,000
	N	150	150	150	150	150	150	150	150
Y1.2	Pearson Correlation	,570**	1	,408**	-,091	-,055	-,065	-,019	,447**
	Sig. (2-tailed)	,000		,000	,266	,501	,429	,817	,000
	N	150	150	150	150	150	150	150	150
Y1.3	Pearson Correlation	,453**	,408**	1	,274**	,351**	,047	,020	,678**
	Sig. (2-tailed)	,000	,000		,001	,000	,568	,805	,000
	N	150	150	150	150	150	150	150	150
Y1.4	Pearson Correlation	-,139	-,091	,274**	1	,460**	,219**	,287**	,532**
	Sig. (2-tailed)	,090	,266	,001		,000	,007	,000	,000
	N	150	150	150	150	150	150	150	150
Y1.5	Pearson Correlation	-,045	-,055	,351**	,460**	1	,271**	,330**	,604**
	Sig. (2-tailed)	,582	,501	,000	,000		,001	,000	,000
	N	150	150	150	150	150	150	150	150
Y1.6	Pearson Correlation	-,035	-,065	,047	,219**	,271**	1	,651**	,528**
	Sig. (2-tailed)	,675	,429	,568	,007	,001		,000	,000
	N	150	150	150	150	150	150	150	150
Y1.7	Pearson Correlation	-,080	-,019	,020	,287**	,330**	,651**	1	,574**
	Sig. (2-tailed)	,329	,817	,805	,000	,000	,000		,000
	N	150	150	150	150	150	150	150	150
Brand Relationship Quality (Y1)	Pearson Correlation	,458**	,447**	,678**	,532**	,604**	,528**	,574**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	150	150	150	150	150	150	150	150

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

Reliability Statistics

Cronbach's Alpha	N of Items
,608	7

Item Statistics

	Mean	Std. Deviation	N
Y1.1	3,4533	,79077	150
Y1.2	3,5867	,65729	150
Y1.3	3,9267	,78660	150
Y1.4	4,0200	,75503	150
Y1.5	3,9533	,71735	150
Y1.6	3,7733	,63612	150
Y1.7	3,5400	,81620	150

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	22,8000	6,577	,197	,615
Y1.2	22,6667	6,774	,233	,598
Y1.3	22,3267	5,604	,478	,512
Y1.4	22,2333	6,301	,299	,579
Y1.5	22,3000	6,064	,403	,544
Y1.6	22,4800	6,506	,336	,568
Y1.7	22,7133	6,018	,329	,569

Hasil Validitas dan Reliabilitas variabel Niat beli ulang (Y2)

Correlations

		Y2.1	Y2.2	Y2.3	Niat Beli Ulang (Y2)
Y2.1	Pearson Correlation	1	,250**	-,039	,673**
	Sig. (2-tailed)		,002	,638	,000
	N	150	150	150	150
Y2.2	Pearson Correlation	,250**	1	,003	,602**
	Sig. (2-tailed)	,002		,967	,000
	N	150	150	150	150
Y2.3	Pearson Correlation	-,039	,003	1	,568**
	Sig. (2-tailed)	,638	,967		,000
	N	150	150	150	150
Niat Beli Ulang (Y2)	Pearson Correlation	,673**	,602**	,568**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	150	150	150	150

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

Reliability Statistics

Cronbach's Alpha	N of Items
,616	3

Item Statistics

	Mean	Std. Deviation	N
Y2.1	4,0600	,90658	150
Y2.2	3,5667	,70869	150
Y2.3	3,8667	,91715	150

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y2.1	7,4333	1,348	,122	,101
Y2.2	7,9267	1,599	,182	,181
Y2.3	7,6267	1,645	,025	,390

LAMPIRAN 4
HASIL PATH ANALISIS

Persamaan Path 1

Descriptive Statistics

	Mean	Std. Deviation	N
Brand Relationship Quality (Y1)	26,2533	2,82887	150
Reputasi Merek (X1)	11,4867	1,75987	150
Brand Tribalism (X2)	19,1600	3,04569	150

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand Tribalism (X2), Reputasi Merek (X1) ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Brand Relationship Quality (Y1)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,714 ^a	,510	,503	1,993

a. Predictors: (Constant), Brand Tribalism (X2), Reputasi Merek (X1)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	346,989	2	173,494	30,168	,000 ^a
	Residual	845,385	147	5,751		
	Total	1192,373	149			

a. Predictors: (Constant), Brand Tribalism (X2), Reputasi Merek (X1)

b. Dependent Variable: Brand Relationship Quality (Y1)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations
		B	Std. Error	Beta			Partial
1	(Constant)	11,930	1,930		6,181	,000	
	Reputasi Merek (X1)	,486	,113	,303	4,314	,000	,335
	Brand Tribalism (X2)	,456	,065	,491	6,999	,000	,500

a. Dependent Variable: Brand Relationship Quality (Y1)

Hasil Path analisis 2

Descriptive Statistics

	Mean	Std. Deviation	N
Niat Beli Ulang (Y2)	11,1533	2,40731	150
Brand Relationship Quality (Y1)	26,2533	2,82887	150

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Brand Relationship Quality (Y1)		Enter

a. All requested variables entered.

b. Dependent Variable: Niat Beli Ulang (Y2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,723 ^a	,522	,519	1,66979

a. Predictors: (Constant), Brand Relationship Quality (Y1)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	450,818	1	450,818	161,687	,000 ^a
	Residual	412,656	148	2,788		
	Total	863,473	149			

a. Predictors: (Constant), Brand Relationship Quality (Y1)

b. Dependent Variable: Niat Beli Ulang (Y2)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations
		B	Std. Error	Beta			Partial
1	(Constant)	-4,989	1,277		-3,908	,000	
	Brand Relationship Quality (Y1)	,615	,048	,723	12,716	,000	,723

a. Dependent Variable: Niat Beli Ulang (Y2)