LAMPIRAN 1

KUESIONER

Kepada : Yth. Responden

Dengan Hormat,

Dengan segala kerendahan hati perkenankanlah saya mahasiswa Universitas Katolik Widya Mandala Surabaya jurusan manajemen, memohon kepada anda agar bersedia menjawab pertanyaan yang saya ajukan seperti yang terlampir dalam kuesioner ini. Saat ini saya sedang melakukan penelitian tentang Pengaruh *Brand Trust*, *Perceived Value* dan *Customer Satisfaction* terhadap *Brand Loyalty* pada pelanggan Klinik Kecantikan Natasha *Skin Care* di Kota Surabaya. Hasil penelitian ini hanya untuk kepentingan studi. Akhir kata, atas segala bantuan anda saya ucapkan terima kasih.

Hormat Saya,

Zhaskia Saldy

Identifikasi Responden

1. Usia :
    a. 18-25 tahun
    b. 26-40 tahun

KUESIONER

Jawablah pernyataan berikut dengan memberi tanda (√) pada kolom alternatif jawaban yang menjadi pilihan Anda :

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

Pernyataan		STS	TS	N	S	SS
Variabel X						
Brand Trust (X_1)						
1	Saya percaya pada produk Natasha					
2	Saya percaya bahwa Natasha dapat diandalkan					
3	Saya percaya bahwa produk Natasha aman digunakan					
4	Saya percaya Natasha jujur pada pelanggannya					
5	Saya percaya produk Natasha sesuai dengan harapan saya					
Perceived Value (X_2)						
6	Natasha memiliki produk yang layak untuk digunakan					
7	Natasha memiliki harga yang pantas bagi saya					
8	Natasha menawarkan nilai yang baik					
9	Natasha memiliki kualitas yang sesuai dengan produknya					

Pernyataan		STS	TS	N	S	SS
Customer Satisfaction (X_3)						
10	Natasha memiliki kualitas pelayanan yang baik					
11	Natasha dapat menjamin kualitas layanan yang diberikannya					
12	Natasha cepat dan tanggap dalam menangani keluhan pelanggannya					
13	Natasha memiliki pegawai atau staf yang ramah dan sopan					
14	Natasha mampu memenuhi permintaan pelanggannya					
Variabel Y						
Brand Loyalty (Y)						
15	Natasha mampu memenuhi kebutuhan pelanggan akan produknya					
16	Natasha memiliki nilai pembelian yang tinggi					
17	Natasha mampu menginformasikan hal-hal yang positif					
18	Natasha pantas direkomendasikan pada orang lain					
19	Natasha akan menjadi pilihan pertama di pembelian produk kecantikan saya selanjutnya					

LAMPIRAN 2
PENGISIAN KUESIONER RESPONDEN

No. Responden	X_1					X_2				X_3				
	$X_{1.1}$	$X_{1.2}$	$X_{1.3}$	$X_{1.4}$	$X_{1.5}$	$X_{2.1}$	$X_{2.2}$	$X_{2.3}$	$X_{2.4}$	$X_{3.1}$	$X_{3.2}$	$X_{3.3}$	$X_{3.4}$	$X_{3.5}$
1	5	5	4	4	5	4	5	4	4	5	4	5	5	4
2	3	3	4	4	3	3	4	3	4	3	4	3	3	4
3	5	4	4	5	4	4	4	5	4	5	5	4	4	5
4	5	5	4	5	5	4	5	4	5	4	5	5	5	4
5	3	3	4	4	3	4	3	4	3	3	4	3	3	4
6	4	4	3	4	4	3	4	4	3	4	4	4	4	3
7	4	4	4	5	4	5	4	4	5	5	5	4	4	5
8	4	4	5	5	5	4	4	5	4	5	4	5	5	4
9	3	4	4	4	3	3	4	4	3	4	4	3	3	4
10	5	5	4	5	4	5	5	5	4	5	4	4	4	5
11	3	3	4	3	4	3	4	3	3	3	4	3	4	4
12	4	4	4	3	4	4	4	3	4	4	3	3	3	4
13	5	4	4	4	5	4	5	4	5	4	5	4	4	5
14	4	4	3	4	4	3	4	4	3	3	3	4	4	3
15	4	4	3	3	3	4	3	4	3	3	4	3	3	4
16	4	4	5	4	4	5	4	4	5	4	4	4	4	5
17	5	4	4	5	5	4	4	5	5	5	5	5	4	4
18	4	4	5	4	4	5	5	5	4	5	4	4	5	5
19	4	4	4	4	4	4	4	4	4	4	4	4	4	4
20	5	4	4	5	4	4	5	4	4	4	5	5	4	4

No. Responden	Y					X_1	X_2	X_3	Y	RES_1	E2	LnE2
	$Y_{1.1}$	$Y_{1.2}$	$Y_{1.3}$	$Y_{1.4}$	$Y_{1.5}$	X_1	X_2	X_3	Y	RES_1	E2	LnE2
1	4	5	5	5	4	4.40	4.25	4.60	4.66	0.17772	0.03	-3.45
2	4	4	4	4	3	3.80	3.50	3.80	3.93	0.06811	0.00	-5.37
3	5	5	5	5	4	4.60	4.25	4.60	4.93	0.38388	0.14	-1.91
4	5	5	4	5	4	4.80	4.50	4.60	4.73	0.07311	0.00	-5.23
5	4	4	4	4	3	3.40	3.50	3.40	3.86	0.26816	0.07	-2.63
6	4	4	4	4	3	3.40	3.50	3.40	3.86	0.26816	0.07	-2.63
7	5	4	4	5	4	4.20	4.50	4.60	4.4	-0.07869	0.00	-5.08
8	5	5	4	5	4	4.60	4.25	4.60	4.66	0.11721	0.0	-4.28
9	4	4	3	4	3	3.60	3.50	3.60	3.73	0.00147	2.17	-13.03
10	5	4	4	4	4	4.60	4.75	4.40	4.33	-0.24379	0.05	-2.82
11	4	3	4	3	3	3.40	3.25	3.60	3.46	-0.15441	0.02	-3.73
12	4	4	4	4	4	4.00	4.00	4.00	4.0	-0.09910	0.00	-4.62
13	4	5	4	5	4	4.40	4.50	4.40	4.46	3.150376	9.92	-16.12
14	4	4	4	4	3	3.80	3.50	3.40	3.93	0.21381	0.04	-3.08
15	4	4	4	4	3	3.40	3.50	3.40	3.93	0.33483	0.11	-2.18
16	4	4	5	4	4	4.20	4.50	4.20	4.26	-0.06632	0.00	-5.42
17	5	4	5	5	4	4.60	4.50	4.60	4.66	0.06695	0.00	-5.40
18	5	4	4	5	4	4.20	4.75	4.60	4.46	-0.06228	0.00	-5.55
19	3	4	4	3	4	3.80	3.75	3.40	3.6	-0.16978	0.02	-3.54
20	5	4	5	4	4	4.40	4.25	4.40	4.46	0.05057	0.00	-5.96

No. Responden	X_1					X_2				X_3				
	$X_{1.1}$	$X_{1.2}$	$X_{1.3}$	$X_{1.4}$	$X_{1.5}$	$X_{2.1}$	$X_{2.2}$	$X_{2.3}$	$X_{2.4}$	$X_{3.1}$	$X_{3.2}$	$X_{3.3}$	$X_{3.4}$	$X_{3.5}$
21	3	3	3	3	3	4	3	3	4	3	4	3	3	4
22	2	2	2	2	2	2	2	2	2	2	2	2	2	2
23	4	5	5	4	5	4	4	5	4	5	4	5	5	5
24	4	5	5	5	4	5	4	4	5	4	5	4	5	4
25	2	2	2	3	3	3	2	3	2	2	2	3	3	2
26	4	4	5	5	4	4	4	5	4	4	5	4	4	5
27	2	2	1	1	1	2	2	2	1	2	2	1	2	1
28	4	5	5	4	4	5	4	4	5	4	5	4	5	5
29	3	4	4	3	4	4	3	4	4	4	3	4	3	3
30	5	4	4	5	5	5	4	4	5	4	4	5	4	4
31	4	4	4	4	5	5	4	4	5	5	4	4	5	5
32	4	5	5	4	5	4	5	5	4	4	5	5	4	4
33	2	2	3	2	2	2	2	2	3	3	2	2	3	3
34	3	3	3	3	3	3	4	3	4	3	4	4	3	3
35	5	5	4	4	4	5	4	5	5	5	4	4	5	5
36	4	4	4	4	4	5	4	4	5	5	5	5	4	4
37	4	5	5	4	5	5	5	4	5	4	5	4	4	5
38	5	4	4	4	5	5	4	4	5	4	4	5	4	4
39	4	5	5	4	4	4	4	4	4	4	4	4	5	5
40	3	3	3	3	4	3	3	4	3	3	4	4	4	4

No. Responden	Y					X_1	X_2	X_3	Y	RES_1	E2	LnE2
	$Y_{1.1}$	$Y_{1.2}$	$Y_{1.3}$	$Y_{1.4}$	$Y_{1.5}$	X_1	X_2	X_3	Y	RES_1	E2	LnE2
21	4	3	4	4	3	3.00	3.50	3.40	3.60	0.12252	0.01	-4.19
22	2	2	2	2	2	2.00	2.00	2.00	2.00	-0.36339	0.13	-2.02
23	5	5	5	5	4	4.60	4.25	4.80	4.93	0.31103	0.09	-2.33
24	4	5	5	5	4	4.60	4.50	4.40	4.73	0.20647	0.04	-3.15
25	3	2	3	3	2	2.40	2.50	2.40	2.60	-0.13064	0.01	-4.07
26	5	4	4	4	4	4.40	4.25	4.40	4.26	-0.14942	0.02	-3.80
27	2	2	2	2	1	1.40	1.75	1.60	1.93	-0.05257	0.00	-5.89
28	5	4	4	5	4	4.40	4.50	4.60	4.53	-0.00586	3.44	-10.27
29	4	4	3	3	3	3.60	3.75	3.40	3.53	-0.17593	0.03	-3.47
30	4	5	4	5	4	4.60	4.50	4.20	4.46	0.01265	1.60	-8.73
31	4	5	4	5	4	4.20	4.50	4.60	4.40	-0.07869	0.00	-5.08
32	5	4	5	5	4	4.60	4.50	4.40	4.73	0.206471	0.04	-3.15
33	2	2	3	2	2	2.20	2.25	2.60	2.26	-0.42605	0.18	-1.70
34	4	4	4	4	3	3.00	3.50	3.40	3.80	0.32252	0.10	-2.26
35	5	5	5	5	4	4.40	4.75	4.60	4.93	0.34386	0.11	-2.13
36	5	5	5	5	4	4.00	4.50	4.60	4.80	0.38181	0.14	-1.92
37	5	4	5	4	4	4.60	4.75	4.40	4.53	-0.04379	0.00	-6.25
38	4	5	4	4	4	4.40	4.50	4.20	4.26	-0.12683	0.01	-4.12
39	5	4	5	4	4	4.40	4.00	4.40	4.53	0.16750	0.02	-3.57
40	3	4	3	4	3	3.20	3.25	3.80	3.40	-0.23342	0.05	-2.90

No. Responden	X_1					X_2				X_3				
	$X_{1.1}$	$X_{1.2}$	$X_{1.3}$	$X_{1.4}$	$X_{1.5}$	$X_{2.1}$	$X_{2.2}$	$X_{2.3}$	$X_{2.4}$	$X_{3.1}$	$X_{3.2}$	$X_{3.3}$	$X_{3.4}$	$X_{3.5}$
41	4	3	3	3	4	4	4	4	4	3	3	4	3	3
42	4	4	4	4	5	5	5	5	5	4	4	5	4	4
43	5	5	4	4	4	4	4	4	4	4	4	4	5	5
44	4	4	5	4	5	5	5	5	5	4	5	5	5	4
45	4	4	4	5	4	4	4	4	4	5	4	4	5	5
46	4	4	3	4	3	3	3	3	3	4	4	3	4	4
47	4	4	5	4	4	4	4	4	4	5	4	5	5	4
48	5	5	4	4	5	5	5	5	5	4	4	4	4	5
49	2	2	2	2	3	2	3	3	3	3	2	2	3	3
50	5	4	4	5	5	5	5	4	5	5	4	5	4	5
51	4	5	4	4	4	4	5	5	5	5	5	5	5	5
52	4	5	5	5	5	5	4	5	3	3	5	4	4	4
53	4	4	4	4	4	4	4	4	5	5	5	4	4	4
54	5	5	5	4	4	4	5	5	5	5	4	4	4	4
55	5	5	5	4	4	4	5	4	5	5	4	4	5	4
56	4	4	5	5	5	5	5	4	4	5	5	5	5	5
57	3	2	2	3	3	2	3	2	3	3	3	3	3	3
58	5	4	4	5	4	4	5	4	4	5	5	5	5	5
59	1	3	1	3	1	3	3	3	3	3	3	1	1	1
60	3	4	3	4	4	4	3	3	4	3	4	4	3	3

No. Responden	Y					X_1	X_2	X_3	Y	RES_1	E2	LnE2
	$Y_{1.1}$	$Y_{1.2}$	$Y_{1.3}$	$Y_{1.4}$	$Y_{1.5}$	X_1	X_2	X_3	Y	RES_1	E2	LnE2
41	4	4	4	4	3	3.40	4.00	3.20	3.86	0.24049	0.05	-2.85
42	5	5	4	4	4	4.20	5.00	4.20	4.40	-0.03351	0.00	-6.79
43	5	5	5	4	4	4.40	4.00	4.40	4.73	0.36750	0.13	-2.00
44	5	5	4	5	4	4.40	5.00	4.60	4.66	0.0269	7.25	-7.22
45	4	5	5	4	4	4.20	4.00	4.60	4.40	0.02183	4.76	-7.64
46	4	4	4	4	3	3.60	3.00	3.80	3.93	0.22914	0.05	-2.94
47	4	5	5	5	4	4.20	4.00	4.60	4.66	0.28850	0.08	-2.48
48	5	5	5	5	4	4.60	5.00	4.20	4.93	0.37879	0.14	-1.94
49	2	3	3	2	2	2.20	2.75	2.60	2.40	-0.39324	0.15	-1.86
50	5	5	5	5	4	4.60	4.75	4.60	4.86	0.21669	0.04	-3.05
51	5	5	5	4	5	4.20	4.75	5.00	4.80	0.12534	0.01	-4.15
52	4	5	5	4	5	4.80	4.25	4.00	4.60	0.20858	0.04	-3.13
53	4	5	5	5	5	4.00	4.25	4.40	4.80	0.50493	0.25	-1.36
54	5	5	5	4	5	4.60	4.75	4.20	4.80	0.29572	0.08	-2.43
55	5	4	5	5	5	4.60	4.50	4.40	4.80	0.27313	0.07	-2.59
56	4	5	4	5	5	4.60	4.50	5.00	4.60	-0.14541	0.02	-3.85
57	3	3	3	3	3	2.60	2.50	3.00	3.00	-0.00970	9.42	-9.27
58	5	5	4	5	5	4.40	4.25	5.00	4.80	0.165361	0.02	-3.59
59	3	1	3	1	1	1.80	3.00	1.80	1.80	-0.63108	0.39	-0.92
60	4	3	4	4	4	3.60	3.50	3.40	3.80	0.14099	0.01	-3.91

No. Responden	X_1					X_2				X_3				
	$X_{1.1}$	$X_{1.2}$	$X_{1.3}$	$X_{1.4}$	$X_{1.5}$	$X_{2.1}$	$X_{2.2}$	$X_{2.3}$	$X_{2.4}$	$X_{3.1}$	$X_{3.2}$	$X_{3.3}$	$X_{3.4}$	$X_{3.5}$
61	5	4	4	5	5	5	5	5	4	4	4	5	5	4
62	4	5	4	4	4	4	4	4	4	4	5	5	5	4
63	4	5	5	5	5	5	4	4	5	5	5	5	4	5
64	5	5	5	5	4	4	4	4	5	5	5	5	5	5
65	3	4	3	3	4	4	3	3	3	3	4	4	4	3
66	5	4	4	4	5	5	5	5	5	5	5	5	5	5
67	4	5	5	5	5	5	3	5	5	5	5	5	5	5
68	3	4	3	3	4	4	3	3	3	3	4	4	4	3
69	5	4	4	4	5	5	5	5	5	5	5	5	5	5
70	4	5	5	5	5	5	3	5	5	5	5	5	5	5
71	5	5	5	5	5	5	5	5	5	4	4	4	4	4
72	4	5	3	3	4	5	3	3	4	4	5	5	5	5
73	5	5	4	4	4	5	5	4	4	5	5	5	5	5
74	5	5	5	5	5	5	3	4	4	4	3	4	4	4
75	5	5	5	5	5	5	5	4	5	5	4	4	4	4
76	5	5	5	5	5	5	5	5	5	5	5	5	5	5
77	5	5	5	5	5	5	5	5	5	5	5	5	5	5
78	4	4	4	4	3	4	4	3	3	4	4	4	4	3
79	3	4	3	4	4	4	3	3	4	3	4	4	3	3
80	5	4	4	5	5	5	5	5	4	4	4	5	5	4

No. Responden	Y					X_1	X_2	X_3	Y	RES_1	E2	LnE2
	$Y_{1.1}$	$Y_{1.2}$	$Y_{1.3}$	$Y_{1.4}$	$Y_{1.5}$	X_1	X_2	X_3	Y	RES_1	E2	LnE2
61	5	5	5	5	5	4.60	4.75	4.40	5.00	0.42287	0.17	-1.72
62	5	4	5	5	5	4.20	4.00	4.60	4.80	0.42183	0.17	-1.72
63	4	4	5	4	5	4.80	4.50	4.80	4.40	-0.33307	0.11	-2.19
64	5	4	4	4	4	4.80	4.25	5.00	4.20	-0.55565	0.30	-1.17
65	3	4	4	4	4	3.40	3.25	3.60	3.80	0.17891	0.03	-3.44
66	5	5	5	5	5	4.40	5.00	5.00	5.00	0.21457	0.04	-3.07
67	5	4	5	4	3	4.80	4.50	5.00	4.20	-0.60592	0.36	-1.00
68	3	4	4	4	4	3.40	3.25	3.60	3.80	0.17891	0.03	-3.44
69	5	5	5	5	5	4.40	5.00	5.00	5.00	0.21457	0.04	-3.07
70	5	4	5	4	3	4.80	4.50	5.00	4.20	-0.60592	0.36	-1.00
71	4	4	4	4	5	5.00	5.00	4.00	4.20	-0.40270	0.16	-1.81
72	5	5	5	5	5	3.80	3.75	4.80	5.00	0.72026	0.51	-0.65
73	5	4	4	4	5	4.40	4.50	5.00	4.40	-0.28490	0.08	-2.51
74	5	5	5	5	5	5.00	4.00	3.80	5.00	0.67119	0.45	-0.79
75	4	4	4	4	5	5.00	4.75	4.20	4.20	-0.42529	0.18	-1.70
76	4	4	5	4	5	5.00	5.00	5.00	4.40	-0.56695	0.32	-1.13
77	5	5	5	3	3	5.00	5.00	5.00	4.20	-0.76695	0.58	-0.53
78	4	4	4	4	4	3.80	3.50	3.80	4.00	0.13478	0.01	-4.00
79	4	3	4	4	4	3.60	3.50	3.40	3.80	0.14099	0.01	-3.91
80	5	5	5	5	5	4.60	4.75	4.40	5.00	0.42287	0.17	-1.72

No. Responden	X_1					X_2				X_3				
	$X_{1.1}$	$X_{1.2}$	$X_{1.3}$	$X_{1.4}$	$X_{1.5}$	$X_{2.1}$	$X_{2.2}$	$X_{2.3}$	$X_{2.4}$	$X_{3.1}$	$X_{3.2}$	$X_{3.3}$	$X_{3.4}$	$X_{3.5}$
81	4	5	4	4	4	4	4	4	4	4	5	5	5	4
82	4	5	5	5	5	5	4	4	5	5	5	5	4	5
83	5	5	5	5	4	4	4	4	5	5	5	5	5	5
84	3	4	3	3	4	4	3	3	3	3	4	4	4	3
85	5	5	5	5	5	5	5	5	4	4	4	4	5	4
86	5	4	4	4	4	4	4	5	5	5	4	5	4	4
87	5	5	5	5	5	5	5	5	5	5	5	5	5	4
88	3	3	4	3	4	4	4	4	4	5	4	4	4	4
89	5	5	5	5	5	5	5	5	5	5	4	4	4	4
90	4	4	4	4	5	4	5	5	4	4	4	5	5	5
91	5	5	5	4	4	5	4	5	4	5	4	5	4	5
92	4	4	4	4	5	4	5	5	5	5	5	4	4	4
93	4	5	5	5	5	4	4	4	5	5	4	4	5	4
94	4	4	4	3	3	3	3	3	4	3	3	4	3	4
95	3	3	3	3	4	4	4	4	4	4	3	4	4	4
96	4	4	5	4	5	5	4	5	4	4	4	5	4	5
97	4	4	5	5	5	5	5	5	4	4	4	4	4	5
98	5	5	5	5	5	4	5	4	4	4	5	5	5	5
99	3	3	4	4	4	3	4	4	4	3	3	3	3	4
100	5	5	5	4	4	4	4	5	4	5	5	5	5	5

No. Responden	Y					X_1	X_2	X_3	Y	RES_1	E2	LnE2
	$Y_{1.1}$	$Y_{1.2}$	$Y_{1.3}$	$Y_{1.4}$	$Y_{1.5}$	X_1	X_2	X_3	Y	RES_1	E2	LnE2
81	5	4	5	5	5	4.20	4.00	4.60	4.80	0.42183	0.17	-1.72
82	4	4	5	4	5	4.80	4.50	4.80	4.40	-0.33307	0.11	-2.19
83	5	4	4	4	4	4.80	4.25	5.00	4.20	-0.55565	0.30	-1.17
84	3	4	4	4	4	3.40	3.25	3.60	3.80	0.17891	0.03	-3.44
85	5	5	4	5	4	5.00	4.75	4.20	4.60	-0.02529	6.39	-7.35
86	5	4	5	4	4	4.20	4.50	4.40	4.40	-0.00584	3.41	-10.28
87	4	4	5	5	4	5.00	5.00	4.80	4.40	-0.49410	0.24	-1.41
88	4	3	3	4	4	3.40	4.00	4.20	3.60	-0.39042	0.15	-1.88
89	4	4	4	4	4	5.00	5.00	4.20	4.00	-0.67555	0.45	-0.78
90	5	5	4	4	4	4.20	4.50	4.60	4.40	-0.07869	0.00	-5.08
91	4	5	4	5	5	4.60	4.50	4.60	4.60	2.87882	8.28	-16.30
92	5	5	4	5	4	4.20	4.75	4.40	4.60	0.14389	0.02	-3.87
93	4	4	4	5	5	4.80	4.25	4.40	4.40	-0.13711	0.01	-3.97
94	4	4	3	3	3	3.60	3.25	3.40	3.40	-0.20874	0.04	-3.13
95	3	4	4	3	4	3.20	4.00	3.80	3.60	-0.18421	0.03	-3.38
96	5	5	5	4	5	4.40	4.50	4.40	4.80	0.33364	0.11	-2.19
97	5	5	4	5	5	4.60	4.75	4.20	4.80	0.29572	0.08	-2.43
98	4	4	4	5	5	5.00	4.25	4.80	4.40	-0.34332	0.11	-2.13
99	4	4	4	4	4	3.60	3.75	3.20	4.00	0.36357	0.13	-2.02
100	5	4	5	5	5	4.60	4.25	5.00	4.80	0.10485	0.01	-4.51

No. Responden	X_1					X_2				X_3				
	$X_{1.1}$	$X_{1.2}$	$X_{1.3}$	$X_{1.4}$	$X_{1.5}$	$X_{2.1}$	$X_{2.2}$	$X_{2.3}$	$X_{2.4}$	$X_{3.1}$	$X_{3.2}$	$X_{3.3}$	$X_{3.4}$	$X_{3.5}$
101	5	5	5	5	5	5	5	5	5	5	5	5	5	5
102	5	5	5	5	5	5	5	5	5	5	5	5	5	5
103	4	4	4	4	3	4	4	3	3	4	4	4	4	3
104	3	4	3	4	4	4	3	3	4	3	4	4	3	3
105	5	4	4	5	5	5	5	5	4	4	4	5	5	4
106	4	5	4	4	4	4	4	4	4	4	5	5	5	4
107	4	5	5	5	5	5	4	4	5	5	5	5	4	5
108	5	5	5	5	4	4	4	4	5	5	5	5	5	5
109	3	4	3	3	4	4	3	3	3	3	4	4	4	3
110	5	5	5	5	5	5	5	5	4	4	4	4	5	4
111	5	4	4	4	4	4	4	5	5	5	4	5	4	4
112	5	5	5	5	5	5	5	5	5	5	5	5	5	4
113	3	3	4	3	4	4	4	4	4	5	4	4	4	4
114	5	5	5	5	5	5	5	5	5	5	4	4	4	4
115	4	4	4	4	5	4	5	5	4	4	4	5	5	5
116	5	5	5	4	4	5	4	5	4	5	4	5	4	5
117	4	4	4	4	5	4	5	5	5	5	5	4	4	4
118	4	5	5	5	5	4	4	4	5	5	4	4	5	4
119	4	4	4	3	3	3	3	3	4	3	3	4	3	4
120	3	3	3	3	4	4	4	4	4	4	3	4	4	4

No. Responden	Y					X_1	X_2	X_3	Y	RES_1	E2	LnE2
	$Y_{1.1}$	$Y_{1.2}$	$Y_{1.3}$	$Y_{1.4}$	$Y_{1.5}$	X_1	X_2	X_3	Y	RES_1	E2	LnE2
101	4	4	5	4	5	5.00	5.00	5.00	4.40	-0.56695	0.32	-1.13
102	5	5	5	3	3	5.00	5.00	5.00	4.20	-0.76695	0.58	-0.53
103	4	4	4	4	4	3.80	3.50	3.80	4.00	0.13478	0.01	-4.00
104	4	3	4	4	4	3.60	3.50	3.40	3.80	0.14099	0.01	-3.91
105	5	5	5	5	5	4.60	4.75	4.40	5.00	0.42287	0.17	-1.72
106	5	4	5	5	5	4.20	4.00	4.60	4.80	0.42183	0.17	-1.72
107	4	4	5	4	5	4.80	4.50	4.80	4.40	-0.33307	0.11	-2.19
108	5	4	4	4	4	4.80	4.25	5.00	4.20	-0.55565	0.30	-1.17
109	3	4	4	4	4	3.40	3.25	3.60	3.80	0.17891	0.03	-3.44
110	5	5	4	5	4	5.00	4.75	4.20	4.60	-0.02529	6.39	-7.35
111	5	4	5	4	4	4.20	4.50	4.40	4.40	-0.00584	3.41	-10.28
112	4	4	5	5	4	5.00	5.00	4.80	4.40	-0.49410	0.24	-1.41
113	4	3	3	4	4	3.40	4.00	4.20	3.60	-0.39042	0.15	-1.88
114	4	4	4	4	4	5.00	5.00	4.20	4.00	-0.67555	0.45	-0.78
115	5	5	4	4	4	4.20	4.50	4.60	4.40	-0.07869	0.00	-5.08
116	4	5	4	5	5	4.60	4.50	4.60	4.60	2.87882	8.28	-16.30
117	5	5	4	5	4	4.20	4.75	4.40	4.60	0.14389	0.02	-3.87
118	4	4	4	5	5	4.80	4.25	4.40	4.40	-0.13711	0.01	-3.97
119	4	4	3	3	3	3.60	3.25	3.40	3.40	-0.20874	0.04	-3.13
120	3	4	4	3	4	3.20	4.00	3.80	3.60	-0.18421	0.03	-3.38

No. Responden	X_1					X_2				X_3				
	$X_{1.1}$	$X_{1.2}$	$X_{1.3}$	$X_{1.4}$	$X_{1.5}$	$X_{2.1}$	$X_{2.2}$	$X_{2.3}$	$X_{2.4}$	$X_{3.1}$	$X_{3.2}$	$X_{3.3}$	$X_{3.4}$	$X_{3.5}$
121	4	4	5	4	5	5	4	5	4	4	4	5	4	5
122	4	4	5	5	5	5	5	5	4	4	4	4	4	5
123	5	5	5	5	5	4	5	4	4	4	5	5	5	5
124	3	3	4	4	4	3	4	4	4	3	3	3	3	4
125	5	5	5	4	4	4	4	5	4	5	5	5	5	5
126	3	4	4	4	3	3	4	4	4	4	4	3	3	3
127	5	4	4	4	5	5	4	4	5	5	4	4	4	5
128	3	4	4	4	4	4	4	4	3	4	4	4	4	3
129	4	5	5	5	4	4	4	5	5	5	4	4	4	5
130	5	5	5	4	4	4	5	4	5	4	5	4	4	4
131	5	5	5	5	4	4	4	4	4	4	4	4	4	4
132	3	4	4	4	4	3	3	4	3	3	4	4	3	4
133	5	5	5	4	4	5	5	4	5	4	4	4	4	4
134	1	2	2	1	1	1	1	1	2	2	2	2	2	2
135	5	5	5	4	4	4	5	5	5	5	4	4	4	4
136	5	5	5	4	4	4	5	4	5	5	4	4	5	4
137	4	4	5	5	5	5	5	4	4	5	5	5	5	5
138	3	2	2	3	3	2	3	2	3	3	3	3	3	3
139	5	4	4	5	4	4	5	4	4	5	5	5	5	5
140	1	3	1	3	1	3	3	3	3	3	3	1	1	1

No. Responden	Y					X_1	X_2	X_3	Y	RES_1	E2	LnE2
	$Y_{1.1}$	$Y_{1.2}$	$Y_{1.3}$	$Y_{1.4}$	$Y_{1.5}$	X_1	X_2	X_3	Y	RES_1	E2	LnE2
121	5	5	5	4	5	4.40	4.50	4.40	4.80	0.33364	0.11	-2.19
122	5	5	4	5	5	4.60	4.75	4.20	4.80	0.29572	0.08	-2.43
123	4	4	4	5	5	5.00	4.25	4.80	4.40	-0.34332	0.11	-2.13
124	4	4	4	4	4	3.60	3.75	3.20	4.00	0.36357	0.13	-2.02
125	5	4	5	5	5	4.60	4.25	5.00	4.80	0.10485	0.01	-4.51
126	3	3	4	3	4	3.60	3.75	3.40	3.40	-0.30927	0.09	-2.34
127	4	5	4	5	5	4.40	4.50	4.40	4.60	0.13364	0.01	-4.02
128	4	4	4	4	3	3.80	3.75	3.80	3.80	-0.11548	0.01	-4.31
129	4	5	5	5	5	4.60	4.50	4.40	4.80	0.27313	0.07	-2.59
130	4	4	5	5	5	4.60	4.50	4.20	4.60	0.14598	0.02	-3.84
131	5	5	5	5	4	4.80	4.00	4.00	4.80	0.45885	0.21	-1.55
132	3	4	4	3	4	3.80	3.25	3.60	3.60	-0.14210	0.02	-3.90
133	5	5	5	4	5	4.60	4.75	4.00	4.80	0.36857	0.13	-1.99
134	2	2	2	2	1	1.40	1.25	2.00	1.80	-0.23107	0.05	-2.92
135	5	5	5	4	5	4.60	4.75	4.20	4.80	0.29572	0.08	-2.43
136	5	4	5	5	5	4.60	4.50	4.40	4.80	0.27313	0.07	-2.59
137	4	5	4	5	5	4.60	4.50	5.00	4.60	-0.14541	0.02	-3.85
138	3	3	3	3	3	2.60	2.50	3.00	3.00	-0.00970	9.42	-9.27
139	5	5	4	5	5	4.40	4.25	5.00	4.80	0.16536	0.02	-3.59
140	3	1	3	1	1	1.80	3.00	1.80	1.80	-0.63108	0.39	-0.92

No. Responden	X_1					X_2				X_3				
	$X_{1.1}$	$X_{1.2}$	$X_{1.3}$	$X_{1.4}$	$X_{1.5}$	$X_{2.1}$	$X_{2.2}$	$X_{2.3}$	$X_{2.4}$	$X_{3.1}$	$X_{3.2}$	$X_{3.3}$	$X_{3.4}$	$X_{3.5}$
141	3	4	3	4	4	4	3	3	4	3	4	4	3	3
142	5	4	4	5	5	5	5	5	4	4	4	5	5	4
143	4	5	4	4	4	4	4	4	4	4	5	5	5	4
144	4	5	5	5	5	5	4	4	5	5	5	5	4	5
145	5	5	5	5	4	4	4	4	5	5	5	5	5	5
146	3	4	3	3	4	4	3	3	3	3	4	4	4	3
147	5	4	4	4	5	5	5	5	5	5	5	5	5	5
148	4	5	5	5	5	5	3	5	5	5	5	5	5	5
149	5	3	3	3	3	4	5	5	5	5	5	5	5	4
150	5	5	5	5	5	4	4	4	5	4	4	5	3	5

No. Responden	Y					X_1	X_2	X_3	Y	RES_1	E2	LnE2
	$Y_{1.1}$	$Y_{1.2}$	$Y_{1.3}$	$Y_{1.4}$	$Y_{1.5}$	X_1	X_2	X_3	Y	RES_1	E2	LnE2
141	4	3	4	4	4	3.60	3.50	3.40	3.80	0.14099	0.01	-3.91
142	5	5	5	5	5	4.60	4.75	4.40	5.00	0.42287	0.17	-1.72
143	5	4	5	5	5	4.20	4.00	4.60	4.80	0.42183	0.17	-1.72
144	4	4	5	4	5	4.80	4.50	4.80	4.40	-0.33307	0.11	-2.19
145	5	4	4	4	4	4.80	4.25	5.00	4.20	-0.55565	0.30	-1.17
146	3	4	4	4	4	3.40	3.25	3.60	3.80	0.17891	0.03	-3.44
147	5	5	5	5	5	4.40	5.00	5.00	5.00	0.21457	0.04	-3.07
148	5	4	5	4	3	4.80	4.50	5.00	4.20	-0.60592	0.36	-1.00
149	5	5	3	5	5	3.40	4.75	4.80	4.60	0.24023	0.05	-2.85
150	5	5	5	4	5	5.00	4.25	4.20	4.80	0.27522	0.07	-2.58

LAMPIRAN 3

Uji Validitas dan Reliabilitas *Brand Trust* (X_1)

Correlations

		x1.1	x1.2	x1.3	x1.4	x1.5	X1
x1.1	Pearson Correlation	1	.709**	.689**	.692**	.664**	.867**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150
x1.2	Pearson Correlation	.709**	1	.762**	.689**	.604**	.862**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150
x1.3	Pearson Correlation	.689**	.762**	1	.740**	.699**	.897**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150
x1.4	Pearson Correlation	.692**	.689**	.740**	1	.708**	.878**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150

x1.5	Pearson Correlation	.664**	.604**	.699**	.708**	1	.845**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150
X1	Pearson Correlation	.867**	.862**	.897**	.878**	.845**	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).

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded[a]	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.946	6

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	20.7187	14.853	.800	.941
x1.2	20.5987	15.576	.803	.940
x1.3	20.6787	14.620	.843	.935
x1.4	20.6853	15.326	.823	.937
x1.5	20.6187	15.416	.775	.943
X1	20.6600	14.964	1.000	.919

Uji Validitas dan Reliabilitas *Perceived Value* (X_2)

Correlations

		x2.1	x2.2	x2.3	x2.4	X2
x2.1	Pearson Correlation	1	.591**	.682**	.653**	.856**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	150	150	150	150	150
x2.2	Pearson Correlation	.591**	1	.707**	.607**	.851**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	150	150	150	150	150
x2.3	Pearson Correlation	.682**	.707**	1	.601**	.876**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	150	150	150	150	150
x2.4	Pearson Correlation	.653**	.607**	.601**	1	.835**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	150	150	150	150	150
X2	Pearson Correlation	.856**	.851**	.876**	.835**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150

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

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded[a]	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.926	5

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	16.4983	8.219	.769	.917
x2.2	16.5717	8.218	.761	.919
x2.3	16.5517	8.062	.799	.911
x2.4	16.4850	8.387	.740	.922
X2	16.5267	8.036	1.000	.877

Uji Validitas dan Reliabilitas *Customer Satisfaction* (X_3)

Correlations

		x3.1	x3.2	x3.3	x3.4	x3.5	X3
x3.1	Pearson Correlation	1	.629**	.640**	.675**	.688**	.843**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150
x3.2	Pearson Correlation	.629**	1	.713**	.662**	.639**	.838**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150
x3.3	Pearson Correlation	.640**	.713**	1	.775**	.680**	.885**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150
x3.4	Pearson Correlation	.675**	.662**	.775**	1	.685**	.883**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150
x3.5	Pearson Correlation	.688**	.639**	.680**	.685**	1	.860**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150
X3	Pearson Correlation	.843**	.838**	.885**	.883**	.860**	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).

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded[a]	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.942	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x3.1	20.8333	13.598	.770	.938
x3.2	20.8200	14.028	.772	.938
x3.3	20.7867	13.088	.828	.931
x3.4	20.8600	13.177	.826	.931
x3.5	20.8667	13.231	.791	.936
X3	20.8333	13.240	1.000	.913

Uji Validitas dan Reliabilitas *Brand Loyalty* (Y)

Correlations

		y1.1	y1.2	y1.3	y1.4	y1.5	Y
y1.1	Pearson Correlation	1	.636**	.632**	.645**	.580**	.820**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150
y1.2	Pearson Correlation	.636**	1	.579**	.721**	.691**	.860**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150
y1.3	Pearson Correlation	.632**	.579**	1	.559**	.644**	.794**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150
y1.4	Pearson Correlation	.645**	.721**	.559**	1	.773**	.880**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150
y1.5	Pearson Correlation	.580**	.691**	.644**	.773**	1	.878**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150

Y	Pearson Correlation	.820**	.860**	.794**	.880**	.878**	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).

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded[a]	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.934	6

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	21.0707	12.375	.740	.930
y1.2	21.1640	11.916	.791	.924
y1.3	21.0907	12.889	.714	.933
y1.4	21.1507	11.660	.818	.921
y1.5	21.1796	11.479	.812	.922
Y	21.1311	11.876	1.000	.901

LAMPIRAN 4

Output Analisis Regresi Linear Berganda

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	X3, 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	.885[a]	.782	.778	.32476	1.860

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55.383	3	18.461	175.040	.000[a]
	Residual	15.398	146	.105		
	Total	70.781	149			

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.628	.164		3.838	.000		
	X1	.303	.080	.340	3.759	.000	.183	5.479
	X2	.201	.079	.207	2.538	.012	.225	4.453
	X3	.364	.075	.385	4.887	.000	.241	4.156

a. Dependent Variable: Y

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	X1	X2	X3
1	1	3.970	1.000	.00	.00	.00	.00
	2	.021	13.777	.93	.04	.02	.02
	3	.005	27.607	.00	.02	.48	.80
	4	.004	32.063	.06	.93	.51	.18

a. Dependent Variable: Y

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.9859	4.9670	4.2262	.60967	150
Std. Predicted Value	-3.675	1.215	.000	1.000	150
Standard Error of Predicted Value	.027	.116	.050	.017	150
Adjusted Predicted Value	1.9916	4.9803	4.2276	.60524	150
Residual	-.76696	.72027	.00000	.32147	150
Std. Residual	-2.362	2.218	.000	.990	150
Stud. Residual	-2.382	2.282	-.002	1.007	150
Deleted Residual	-.78033	.76225	-.00136	.33311	150
Stud. Deleted Residual	-2.421	2.315	-.004	1.013	150
Mahal. Distance	.056	18.032	2.980	3.235	150
Cook's Distance	.000	.151	.009	.021	150
Centered Leverage Value	.000	.121	.020	.022	150

a. Dependent Variable: Y

Output Uji Park

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	X3, X2, X1[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: LnE2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.067[a]	.004	-.016	2.81758

a. Predictors: (Constant), X3, X2, X1

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.232	3	1.744	.220	.883[a]
	Residual	1159.061	146	7.939		
	Total	1164.293	149			

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: LnE2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.039	1.419		-2.847	.005
	X1	.513	.698	.142	.734	.464
	X2	-.194	.687	-.049	-.282	.778
	X3	-.214	.647	-.056	-.331	.741

a. Dependent Variable: LnE2

Output Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	.32147117
Most Extreme Differences	Absolute	.102
	Positive	.068
	Negative	-.102
Kolmogorov-Smirnov Z		1.253
Asymp. Sig. (2-tailed)		.087

a. Test distribution is Normal.

Output Korelasi Berganda

Descriptive Statistics

	Mean	Std. Deviation	N
X1	4.1320	.77367	150
X2	4.1317	.70870	150
X3	4.1667	.72775	150
Y	4.2262	.68923	150

Correlations

		X1	X2	X3	Y
X1	Pearson Correlation	1	.868**	.858**	.849**
	Sig. (2-tailed)		.000	.000	.000
	N	150	150	150	150
X2	Pearson Correlation	.868**	1	.821**	.817**
	Sig. (2-tailed)	.000		.000	.000
	N	150	150	150	150
X3	Pearson Correlation	.858**	.821**	1	.846**
	Sig. (2-tailed)	.000	.000		.000
	N	150	150	150	150
Y	Pearson Correlation	.849**	.817**	.846**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	150	150	150	150

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

Analisis Regresi Linear Berganda

Variabel bebas	B	t_{hitung}	Sig.
Constant	0.628	3.838	0.000
Brand Trust (X_1)	0.303	3.759	0.000
Perceived Value (X_2)	0.201	2.538	0.012
Customer Satisfaction (X_3)	0.364	4.887	0.000
Variabel terikat	*Brand Loyalty* (Y)		
F hitung (3/146;5%)	175.040		
R Square	0.782		
R	0.885		
Adjusted R Square	0.778		
F tabel (3/146;5%)	2.65		
t tabel (146;5%)	1.984		