

KUESIONER

Responden yang terhormat,

Terima kasih sebelumnya atas waktu yang Anda sediakan untuk mengisi kuesioner ini. Kuesioner ini berisikan penilaian Anda mengenai citra toko, merek pabrik, dan merek privat Giant Supermarket di Surabaya.

BAGIAN PERTAMA

Beri tanda (x) pada jawaban yang sesuai dengan pilihan Anda

a. Apakah Anda berdomisili di Surabaya?

1. Ya

2. Tidak

(jika Anda menjawab “Tidak”, mohon jangan dilanjutkan)

b. Apa pendidikan terakhir Anda?

1. SMP dan sederajat

2. SMU dan sederajat

3. Perguruan Tinggi

(jika Anda menjawab “SMP dan sederajat”, mohon jangan dilanjutkan)

c. Apakah Anda pernah berbelanja merek pabrik dan merek privat di Giant Supermarket?

1. Ya

2. Tidak

(jika Anda menjawab “Tidak”, mohon jangan dilanjutkan)

d. Di Giant Supermarket manakah Anda biasanya berbelanja?

1. Giant Supermarket Klampis

2. Giant Supermarket Rungkut Mapan

3. Giant Supermarket Mayjen Sungkono

4. Giant Supermarket HR Muhammad

5. Giant Supermarket Wiyung

6. Giant Supermarket Mulyosari

7. Giant Supermarket Manukan

e. Berapa kali dalam tiga bulan terakhir Anda berbelanja di Giant Supermarket tersebut?

1. Satu kali

2. Dua kali – tiga kali

3. Empat kali – lima kali

4. Lebih dari lima kali

(jika Anda menjawab “Satu kali”, mohon jangan dilanjutkan)

Lampiran 1 (Lanjutan)

BAGIAN KEDUA

BERILAH TANDA (√) PADA SALAH SATU PILIHAN JAWABAN YANG MENURUT ANDA PALING TEPAT!

Keterangan:

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Netral

4 = Setuju

5 = Sangat setuju

Var	No:	Pernyataan	1	2	3	4	5
Citra Toko	1.	Pegawai Giant Supermarket melayani dengan ramah.					
	2.	Pegawai Giant Supermarket melayani dengan cepat.					
	3.	Pegawai Giant Supermarket bersedia membantu konsumen.					
	4.	Terdapat perasaan nyaman ketika berbelanja di Giant Supermarket.					
	5.	Kualitas barang-barang di Giant Supermarket sangat terjaga.					
	6.	Terdapat banyak pilihan barang yang dijual di Giant Supermarket.					
	7.	Harga barang-barang yang dijual di Giant lebih murah daripada di Supermarket lain.					
	8.	Harga barang-barang yang dijual di Giant sesuai dengan kualitasnya.					
	9.	Ruangan Giant Supermarket bersih.					
	10.	Tata letak barang di Giant Supermarket rapi.					
	11.	Mudah mencari barang yang dibutuhkan di Giant Supermarket.					
Merek pabrik	11.	Merek-merek pabrik yang dijual di Giant Supermarket adalah merek yang biasanya saya gunakan					
	12.	Merek-merek pabrik yang dijual di Giant Supermarket memiliki kualitas yang baik.					
	13.	Merek-merek pabrik yang dijual di Giant Supermarket adalah merek umum yang sudah dikenal luas.					
Merek privat	14.	Saya suka membeli barang-barang yang bermerek "Giant"					
	15.	Barang-barang yang bermerek "Giant" memiliki kualitas yang baik.					
	16.	Harga barang-barang yang bermerek "Giant" sesuai dengan kualitasnya.					

- Terima kasih atas kesediaan Anda mengisi kuesioner ini -

Lampiran 2a

Jawaban Karakteristik Responden

No	Domisili	Pendidikan terakhir	Pernah belanja	Giant	Frekuensi
1	1	2	1	1	2
2	1	2	1	1	2
3	1	2	1	1	3
4	1	3	1	1	2
5	1	2	1	1	2
6	1	2	1	1	2
7	1	2	1	1	2
8	1	3	1	1	2
9	1	2	1	1	2
10	1	3	1	1	3
11	1	2	1	1	2
12	1	2	1	1	2
13	1	3	1	1	2
14	1	2	1	1	2
15	1	3	1	1	3
16	1	2	1	1	4
17	1	3	1	1	2
18	1	2	1	1	3
19	1	2	1	1	2
20	1	2	1	1	2
21	1	3	1	1	2
22	1	2	1	1	3
23	1	2	1	1	2
24	1	2	1	1	2
25	1	2	1	1	2
26	1	3	1	1	2
27	1	2	1	1	2
28	1	2	1	1	2
29	1	2	1	1	2
30	1	3	1	1	2

Lampiran 2a (Lanjutan)

No	Domisili	Pendidikan Terakhir	Pernah Belanja	Giant	Frekuensi
31	1	2	1	2	2
32	1	2	1	2	2
33	1	3	1	2	2
34	1	2	1	2	2
35	1	2	1	2	3
36	1	2	1	2	3
37	1	2	1	2	2
38	1	2	1	2	3
39	1	2	1	2	2
40	1	2	1	2	3
41	1	2	1	2	2
42	1	2	1	2	2
43	1	2	1	2	2
44	1	2	1	2	2
45	1	2	1	2	2
46	1	2	1	2	2
47	1	3	1	2	2
48	1	2	1	2	2
49	1	2	1	2	2
50	1	2	1	2	2
51	1	2	1	2	3
52	1	2	1	2	2
53	1	2	1	2	2
54	1	2	1	2	2
55	1	3	1	2	3
56	1	2	1	2	2
57	1	3	1	2	3
58	1	2	1	2	2
59	1	2	1	2	2
60	1	3	1	2	3

Lampiran 2a (Lanjutan)

No	Domisili	Pendidikan Terakhir	Pernah Belanja	Giant	Frekuensi
61	1	2	1	3	2
62	1	2	1	3	2
63	1	3	1	3	2
64	1	2	1	3	2
65	1	3	1	3	2
66	1	2	1	3	2
67	1	2	1	3	2
68	1	2	1	3	2
69	1	2	1	3	2
70	1	2	1	3	2
71	1	2	1	3	2
72	1	3	1	3	2
73	1	2	1	3	2
74	1	2	1	3	2
75	1	3	1	3	4
76	1	3	1	3	2
77	1	2	1	3	2
78	1	2	1	3	2
79	1	2	1	3	2
80	1	2	1	3	3
81	1	2	1	3	3
82	1	2	1	3	3
83	1	2	1	3	3
84	1	2	1	3	2
85	1	2	1	3	2
86	1	2	1	3	2
87	1	3	1	3	2
88	1	2	1	3	2
89	1	2	1	3	2
90	1	2	1	3	2

Lampiran 2a (Lanjutan)

No	Domisili	Pendidikan Terakhir	Pernah Belanja	Giant	Frekuensi
91	1	3	1	4	2
92	1	2	1	4	2
93	1	3	1	4	2
94	1	3	1	4	2
95	1	2	1	4	2
96	1	2	1	4	3
97	1	2	1	4	2
98	1	2	1	4	2
99	1	3	1	4	2
100	1	2	1	4	2
101	1	2	1	4	2
102	1	3	1	4	3
103	1	2	1	4	2
104	1	2	1	4	2
105	1	2	1	4	2
106	1	2	1	4	2
107	1	2	1	4	2
108	1	2	1	4	2
109	1	2	1	4	2
110	1	2	1	4	2
111	1	2	1	4	2
112	1	2	1	4	2
113	1	2	1	4	2
114	1	3	1	4	2
115	1	2	1	4	3
116	1	2	1	4	2
117	1	2	1	4	2
118	1	3	1	4	2
119	1	3	1	4	2
120	1	2	1	4	3

Lampiran 2a (Lanjutan)

No	Domisili	Pendidikan Terakhir	Pernah Belanja	Giant	Frekuensi
121	1	2	1	5	2
122	1	2	1	5	2
123	1	3	1	5	2
124	1	2	1	5	2
125	1	2	1	5	2
126	1	3	1	5	2
127	1	2	1	5	3
128	1	2	1	5	2
129	1	3	1	5	2
130	1	2	1	5	2
131	1	2	1	5	2
132	1	2	1	5	3
133	1	3	1	5	2
134	1	2	1	5	4
135	1	3	1	5	2
136	1	2	1	5	3
137	1	2	1	5	2
138	1	2	1	5	2
139	1	2	1	5	2
140	1	2	1	5	2
141	1	2	1	5	2
142	1	2	1	5	2
143	1	3	1	5	2
144	1	2	1	5	2
145	1	2	1	5	3
146	1	3	1	5	2
147	1	2	1	5	2
148	1	2	1	5	2
149	1	2	1	5	2
150	1	3	1	5	2

Lampiran 2a (Lanjutan)

No	Domisili	Pendidikan Terakhir	Pernah Belanja	Giant	Frekuensi
151	1	3	1	6	3
152	1	2	1	6	2
153	1	2	1	6	2
154	1	3	1	6	2
155	1	2	1	6	2
156	1	2	1	6	2
157	1	3	1	6	2
158	1	2	1	6	2
159	1	2	1	6	2
160	1	2	1	6	4
161	1	2	1	6	2
162	1	2	1	6	2
163	1	3	1	6	2
164	1	2	1	6	2
165	1	2	1	6	2
166	1	3	1	6	2
167	1	2	1	6	2
168	1	2	1	6	3
169	1	2	1	6	2
170	1	2	1	6	2
171	1	3	1	6	2
172	1	2	1	6	2
173	1	3	1	6	4
174	1	3	1	6	2
175	1	2	1	6	2
176	1	2	1	6	2
177	1	3	1	6	2
178	1	2	1	6	2
179	1	2	1	6	2
180	1	3	1	6	2

Lampiran 2a (Lanjutan)

No	Domisili	Pendidikan Terakhir	Pernah Belanja	Giant	Frekuensi
181	1	2	1	7	2
182	1	2	1	7	3
183	1	2	1	7	2
184	1	2	1	7	2
185	1	2	1	7	2
186	1	2	1	7	4
187	1	2	1	7	2
188	1	3	1	7	2
189	1	2	1	7	3
190	1	3	1	7	2
191	1	2	1	7	2
192	1	3	1	7	2
193	1	2	1	7	2
194	1	2	1	7	2
195	1	3	1	7	2
196	1	2	1	7	2
197	1	2	1	7	2
198	1	3	1	7	2
199	1	2	1	7	2
200	1	2	1	7	3
201	1	2	1	7	2
202	1	3	1	7	2
203	1	2	1	7	2
204	1	3	1	7	3
205	1	2	1	7	2
206	1	2	1	7	2
207	1	2	1	7	2
208	1	2	1	7	4
209	1	3	1	7	3
210	1	2	1	7	2

Lampiran 2b

Jawaban Responden Mengenai
Citra toko, merek pabrik, dan merek privat Giant Supermarket di Surabaya

No	Citra Toko (CT)											Merek Pabrik (MPa)					Merek Privat (MPr)						
	1	2	3	4	5	6	7	8	9	10	11	Tot	Mean	12	13	14	Tot	Mean	15	16	17	Tot	Mean
1	3	4	4	2	3	2	4	2	4	2	3	33	3.00	4	5	3	12	4.00	3	3	4	10	3.33
2	4	5	4	5	4	4	4	5	4	5	4	48	4.36	4	4	4	12	4.00	3	3	3	9	3.00
3	5	5	4	5	3	4	4	5	2	5	5	47	4.27	3	4	2	9	3.00	3	4	3	10	3.33
4	4	5	5	4	5	4	5	4	4	5	5	50	4.55	4	5	4	13	4.33	4	4	3	11	3.67
5	5	4	5	5	4	4	4	5	4	4	4	48	4.36	3	4	2	9	3.00	3	3	4	10	3.33
6	3	4	3	5	4	4	4	3	5	5	5	45	4.09	4	4	5	13	4.33	3	4	3	10	3.33
7	3	2	3	3	4	3	4	3	5	4	4	38	3.45	3	4	2	9	3.00	4	3	3	10	3.33
8	5	5	4	5	4	4	5	5	5	4	4	50	4.55	4	5	4	13	4.33	3	3	4	10	3.33
9	5	4	5	4	5	4	4	5	4	4	5	49	4.45	4	4	2	10	3.33	3	4	3	10	3.33
10	4	5	4	3	3	4	3	4	4	5	5	44	4.00	4	4	4	12	4.00	4	3	2	9	3.00
11	5	5	4	4	5	5	4	5	5	5	5	52	4.73	3	5	4	12	4.00	3	4	4	11	3.67
12	3	5	4	5	4	4	4	3	3	3	3	41	3.73	5	5	2	12	4.00	2	3	2	7	2.33
13	2	4	3	2	2	4	4	2	3	2	3	31	2.82	5	4	4	13	4.33	2	2	2	6	2.00
14	5	4	4	5	4	4	5	5	5	5	4	50	4.55	3	5	5	13	4.33	3	2	4	9	3.00
15	4	4	4	5	5	3	4	4	5	5	5	48	4.36	5	5	4	14	4.67	4	3	4	11	3.67
16	5	4	5	4	4	3	4	5	5	4	4	47	4.27	3	4	3	10	3.33	4	4	4	12	4.00
17	5	4	5	5	4	4	4	4	4	5	5	49	4.45	4	5	5	14	4.67	3	4	4	11	3.67
18	4	5	4	5	3	5	5	3	4	1	3	42	3.82	5	5	5	15	5.00	4	3	3	10	3.33
19	3	5	5	4	4	4	4	4	4	4	4	45	4.09	4	4	3	11	3.67	3	3	4	10	3.33
20	5	5	5	4	5	5	4	3	3	3	4	46	4.18	5	5	4	14	4.67	2	4	2	8	2.67
21	4	4	4	5	4	5	4	5	4	5	5	49	4.45	5	5	5	15	5.00	4	4	4	12	4.00
22	3	4	5	4	5	4	5	5	4	5	5	49	4.45	3	4	2	9	3.00	4	4	4	12	4.00
23	4	4	5	3	3	3	3	1	2	5	4	37	3.36	4	4	2	10	3.33	3	2	4	9	3.00
24	3	3	4	5	4	5	4	3	3	2	2	38	3.45	3	5	3	11	3.67	2	2	2	6	2.00
25	5	5	5	4	4	5	5	5	4	4	5	51	4.64	4	4	3	11	3.67	4	4	3	11	3.67
26	3	5	3	5	3	4	4	4	4	4	4	43	3.91	5	5	2	12	4.00	4	3	4	11	3.67
27	5	4	5	4	4	5	3	3	2	4	2	41	3.73	5	4	3	12	4.00	3	2	2	7	2.33
28	5	3	4	3	3	3	2	1	2	1	4	31	2.82	4	4	2	10	3.33	2	2	3	7	2.33
29	5	5	4	3	4	4	5	2	2	5	2	41	3.73	3	3	2	8	2.67	3	2	3	8	2.67
30	5	4	5	4	4	4	5	5	4	5	4	49	4.45	3	4	2	9	3.00	4	3	3	10	3.33

Lampiran 2b (Lanjutan)

No	Citra Toko (CT)											Merek Pabrik (MPa)					Merek Privat (MPr)						
	1	2	3	4	5	6	7	8	9	10	11	Tot	Mean	12	13	14	Tot	Mean	15	16	17	Tot	Mean
31	4	3	4	3	4	4	3	5	5	5	5	45	4.09	4	4	5	13	4.33	3	3	4	10	3.33
32	4	4	4	5	5	5	5	4	4	4	4	48	4.36	3	4	3	10	3.33	2	3	3	8	2.67
33	3	5	5	4	4	4	4	5	4	4	3	45	4.09	4	5	3	12	4.00	2	3	4	9	3.00
34	4	4	3	4	3	3	5	1	4	4	5	40	3.64	3	4	4	11	3.67	2	1	1	4	1.33
35	4	5	4	5	4	3	3	4	4	5	4	45	4.09	3	4	4	11	3.67	2	3	3	8	2.67
36	3	4	4	4	4	4	3	5	4	5	4	44	4.00	5	5	5	15	5.00	3	2	3	8	2.67
37	5	4	5	5	3	4	4	5	4	5	5	49	4.45	5	4	3	12	4.00	3	3	3	9	3.00
38	5	4	4	4	5	3	4	2	4	1	5	36	3.73	5	4	3	12	4.00	2	2	2	6	2.00
39	4	5	5	5	5	4	5	5	4	4	2	48	4.36	4	5	4	13	4.33	1	3	3	7	2.33
40	4	5	5	5	5	5	5	5	4	5	5	53	4.82	3	4	5	12	4.00	3	2	3	8	2.67
41	3	5	5	4	5	5	3	5	4	4	5	48	4.36	4	4	5	13	4.33	1	3	3	7	2.33
42	3	2	4	5	5	3	3	5	4	4	2	40	3.64	3	5	5	13	4.33	3	2	3	8	2.67
43	4	4	4	2	4	3	4	5	4	5	3	40	3.82	3	4	3	10	3.33	1	3	2	6	2.00
44	3	4	2	4	5	4	4	4	4	5	5	44	4.00	3	5	5	13	4.33	3	3	2	8	2.67
45	4	4	5	5	5	4	4	5	4	4	3	47	4.27	5	4	3	12	4.00	3	1	4	8	2.67
46	5	5	4	4	4	5	5	5	4	5	5	51	4.64	5	4	4	13	4.33	1	3	3	7	2.33
47	5	5	5	5	4	4	5	5	4	4	4	50	4.55	3	5	4	12	4.00	3	1	3	7	2.33
48	4	5	5	5	4	3	4	4	4	5	5	48	4.36	5	4	5	14	4.67	4	4	2	10	3.33
49	4	4	5	4	4	3	3	4	4	3	2	36	3.64	3	4	5	12	4.00	2	3	4	9	3.00
50	5	4	4	5	4	3	4	3	4	4	4	44	4.00	3	4	5	12	4.00	4	3	2	9	3.00
51	5	5	4	5	3	4	5	4	4	5	4	48	4.36	4	5	3	12	4.00	3	1	4	8	2.67
52	4	5	4	5	5	4	5	4	4	4	3	47	4.27	4	4	3	11	3.67	2	2	2	6	2.00
53	3	4	4	5	5	4	5	4	4	3	2	43	3.91	5	4	4	13	4.33	3	3	2	8	2.67
54	4	4	4	4	4	3	3	5	4	4	5	44	4.00	3	5	4	12	4.00	3	3	4	10	3.33
55	3	5	5	4	5	4	4	5	4	5	4	48	4.36	3	4	5	12	4.00	1	2	4	7	2.33
56	4	5	5	4	3	4	3	4	4	5	5	46	4.18	4	4	3	11	3.67	3	2	3	8	2.67
57	5	5	5	5	4	4	4	2	4	5	4	47	4.27	4	5	5	14	4.67	1	2	3	6	2.00
58	4	5	4	5	5	3	3	5	4	4	1	43	3.91	3	4	3	10	3.33	2	1	2	5	1.67
59	5	4	4	4	4	4	4	5	4	3	5	46	4.18	3	4	4	11	3.67	1	1	3	5	1.67
60	5	5	4	5	4	3	5	4	4	5	5	49	4.45	4	4	5	13	4.33	3	3	4	10	3.33

Lampiran 2b (Lanjutan)

No	Citra Toko (CT)											Merek Pabrik (MPa)					Merek Privat (MPr)						
	1	2	3	4	5	6	7	8	9	10	11	Tot	Mean	12	13	14	Tot	Mean	15	16	17	Tot	Mean
61	5	5	4	5	5	2	5	4	4	5	5	49	4.45	3	5	3	11	3.67	3	4	3	10	3.33
62	4	5	4	5	5	3	4	4	4	4	5	47	4.27	3	5	3	11	3.67	4	2	3	9	3.00
63	4	5	5	5	5	3	4	5	4	5	4	49	4.45	3	5	5	13	4.33	3	3	4	10	3.33
64	3	4	4	4	5	3	4	5	4	5	5	46	4.18	5	4	4	13	4.33	1	2	4	7	2.33
65	4	5	5	4	5	3	3	4	4	5	4	46	4.18	5	4	4	13	4.33	3	3	3	9	3.00
66	3	5	4	4	4	4	4	4	4	4	4	44	4.00	3	5	4	12	4.00	4	2	3	9	3.00
67	5	5	5	4	4	2	4	4	4	4	4	45	4.09	3	4	5	12	4.00	3	3	3	9	3.00
68	5	4	4	4	4	4	5	4	4	3	3	44	4.00	5	4	4	13	4.33	4	1	2	7	2.33
69	4	4	4	5	3	4	5	4	4	5	5	47	4.27	3	4	3	10	3.33	2	3	3	8	2.67
70	4	5	4	5	3	2	3	4	4	4	4	42	3.82	3	5	5	13	4.33	3	3	4	10	3.33
71	4	5	4	5	3	4	4	5	4	4	5	47	4.27	3	5	3	11	3.67	4	4	2	10	3.33
72	4	5	5	5	4	4	4	5	4	5	4	49	4.45	5	5	5	15	5.00	3	1	3	7	2.33
73	4	5	5	4	5	2	5	4	4	4	3	45	4.09	3	4	4	11	3.67	4	4	4	12	4.00
74	4	5	4	4	4	2	5	4	4	4	5	45	4.09	3	4	5	12	4.00	4	4	3	11	3.67
75	3	4	4	4	4	4	3	5	4	4	4	43	3.91	4	4	3	11	3.67	1	3	3	7	2.33
76	3	5	4	4	5	4	4	4	4	5	4	46	4.18	3	5	3	11	3.67	4	3	4	11	3.67
77	3	4	4	5	5	4	3	5	4	5	4	46	4.18	3	5	5	13	4.33	2	3	4	9	3.00
78	5	4	4	5	4	2	4	5	4	5	5	47	4.27	3	4	4	11	3.67	4	4	3	11	3.67
79	5	5	5	5	3	2	5	4	4	5	5	48	4.36	5	4	5	14	4.67	1	4	4	9	3.00
80	4	5	5	4	3	2	5	5	4	4	4	45	4.09	5	4	5	14	4.67	3	1	3	7	2.33
81	4	5	5	5	3	4	5	5	4	5	5	50	4.55	3	5	3	11	3.67	1	4	3	8	2.67
82	5	4	4	4	3	2	4	5	4	5	5	45	4.09	4	4	3	11	3.67	3	1	4	8	2.67
83	5	5	4	5	4	2	4	4	4	5	3	45	4.09	3	5	4	12	4.00	3	3	4	10	3.33
84	5	5	4	5	5	2	3	4	4	3	5	45	4.09	3	4	3	10	3.33	2	4	3	9	3.00
85	4	5	4	4	4	4	4	5	4	4	5	47	4.27	3	4	3	10	3.33	2	3	3	8	2.67
86	3	4	4	4	4	4	4	4	4	5	5	45	4.09	5	5	3	13	4.33	2	2	3	7	2.33
87	3	5	4	4	5	4	5	5	4	4	4	47	4.27	5	5	4	14	4.67	2	2	2	6	2.00
88	5	4	4	5	4	4	5	4	4	4	5	48	4.36	3	5	3	11	3.67	3	3	3	9	3.00
89	5	5	5	4	5	4	5	5	4	4	5	51	4.64	4	4	4	12	4.00	3	3	4	10	3.33
90	4	5	5	4	4	4	4	4	4	4	2	44	4.00	3	5	3	11	3.67	1	3	2	6	2.00

Lampiran 2b (Lanjutan)

No	Citra Toko (CT)											Merek Pabrik (MPa)					Merek Privat (MPr)						
	1	2	3	4	5	6	7	8	9	10	11	Tot	Mean	12	13	14	Tot	Mean	15	16	17	Tot	Mean
91	5	4	5	4	4	4	3	4	4	4	2	43	3.91	5	4	4	13	4.33	2	1	4	7	2.33
92	4	5	5	5	3	4	4	5	4	5	4	48	4.36	3	5	3	11	3.67	3	2	2	7	2.33
93	5	5	4	4	3	4	4	4	4	4	5	46	4.18	4	5	4	13	4.33	3	3	4	10	3.33
94	3	5	4	5	3	4	3	5	4	4	5	45	4.09	3	5	3	11	3.67	3	3	3	9	3.00
95	3	5	5	5	5	4	4	5	4	5	5	50	4.55	3	4	4	11	3.67	3	3	4	10	3.33
96	4	5	5	4	5	4	5	5	4	5	5	51	4.64	5	5	3	13	4.33	3	3	4	10	3.33
97	5	4	5	5	4	4	4	5	4	4	5	49	4.45	4	4	4	12	4.00	2	3	2	7	2.33
98	4	4	4	4	4	4	4	5	4	5	4	46	4.18	3	5	3	11	3.67	3	3	2	8	2.67
99	3	5	4	5	5	4	5	5	4	4	5	49	4.45	3	4	4	11	3.67	3	3	4	10	3.33
100	3	4	4	5	4	4	4	4	4	5	4	45	4.09	4	5	4	13	4.33	3	3	2	8	2.67
101	4	5	5	4	3	4	5	4	4	3	4	45	4.09	3	4	3	10	3.33	2	1	3	6	2.00
102	4	4	5	5	4	4	4	4	5	4	4	47	4.27	3	5	4	12	4.00	3	4	4	11	3.67
103	4	5	3	5	4	4	4	4	2	5	5	45	4.09	5	5	4	14	4.67	3	3	3	9	3.00
104	4	5	5	4	4	5	4	4	4	4	5	48	4.36	5	4	5	14	4.67	4	2	4	10	3.33
105	4	5	4	5	4	4	5	5	3	4	4	47	4.27	3	5	4	12	4.00	3	4	3	10	3.33
106	4	4	5	4	5	4	4	4	4	4	4	46	4.18	4	5	4	13	4.33	1	4	4	9	3.00
107	4	4	4	5	5	4	4	4	4	5	4	47	4.27	5	5	5	15	5.00	3	3	4	10	3.33
108	4	4	5	5	4	5	4	5	5	4	4	49	4.45	4	4	5	13	4.33	4	3	3	10	3.33
109	4	5	4	5	4	4	5	4	4	4	5	48	4.36	3	5	5	13	4.33	3	1	4	8	2.67
110	4	4	4	5	4	4	5	4	4	4	4	46	4.18	4	4	5	13	4.33	1	2	3	6	2.00
111	5	4	4	5	4	4	4	4	5	4	4	47	4.27	5	5	4	14	4.67	3	3	3	9	3.00
112	2	5	4	5	5	4	4	4	2	1	3	39	3.55	3	4	5	12	4.00	4	3	4	11	3.67
113	2	5	5	4	4	4	4	2	2	5	3	39	3.55	4	5	5	14	4.67	1	4	3	8	2.67
114	5	4	5	5	4	4	5	4	2	5	4	47	4.27	4	5	4	13	4.33	3	1	3	7	2.33
115	5	4	4	5	4	5	4	4	5	4	5	49	4.45	4	5	4	13	4.33	3	1	3	7	2.33
116	5	5	5	4	4	4	3	5	5	4	5	49	4.45	3	4	5	12	4.00	3	3	4	10	3.33
117	5	4	5	4	5	5	4	5	5	5	4	51	4.64	5	4	4	13	4.33	4	3	4	11	3.67
118	3	5	4	5	4	5	4	1	3	3	1	38	3.45	4	5	4	13	4.33	4	3	4	11	3.67
119	5	5	5	4	5	4	5	4	5	4	5	51	4.64	5	4	4	13	4.33	3	3	4	10	3.33
120	5	4	5	4	5	4	4	4	4	1	4	44	4.00	5	5	4	14	4.67	3	3	4	10	3.33

Lampiran 2b (Lanjutan)

No	Citra Toko (CT)												Merek Pabrik (MPa)				Merek Privat (MPr)						
	1	2	3	4	5	6	7	8	9	10	11	Tot	Mean	12	13	14	Tot	Mean	15	16	17	Tot	Mean
121	4	4	4	5	4	5	4	5	5	5	3	48	4.36	4	5	4	13	4.33	3	4	3	10	3.33
122	5	5	5	4	4	5	4	5	5	5	4	51	4.64	5	5	4	14	4.67	4	3	3	10	3.33
123	5	5	5	5	4	5	2	1	2	4	43	3.91	4	5	5	14	4.67	1	3	4	8	2.67	
124	2	5	5	4	4	5	4	2	4	5	3	43	3.91	4	5	5	14	4.67	3	1	3	7	2.33
125	5	5	4	4	5	5	4	4	4	5	5	50	4.55	5	5	4	14	4.67	3	3	4	10	3.33
126	4	4	4	3	4	4	5	5	5	5	5	48	4.36	5	4	4	13	4.33	3	4	4	11	3.67
127	3	4	5	4	4	4	5	2	4	2	3	40	3.64	5	5	4	14	4.67	2	3	3	8	2.67
128	5	4	4	3	4	4	5	2	4	1	1	37	3.36	4	5	4	13	4.33	3	3	4	10	3.33
129	1	4	4	5	5	5	5	5	3	2	1	40	3.64	4	5	5	14	4.67	1	3	2	6	2.00
130	4	4	5	4	4	4	4	5	4	4	4	46	4.18	5	4	4	13	4.33	2	3	3	8	2.67
131	5	4	5	4	5	5	4	4	4	5	5	50	4.55	5	4	5	14	4.67	3	1	2	6	2.00
132	5	4	5	4	4	4	4	5	4	4	3	46	4.18	5	5	4	14	4.67	3	1	3	7	2.33
133	5	5	4	5	5	4	4	5	2	5	3	47	4.27	4	5	5	14	4.67	3	4	4	11	3.67
134	1	5	5	5	4	5	4	2	1	1	3	36	3.27	4	5	5	14	4.67	3	1	3	7	2.33
135	5	5	4	4	5	5	4	4	4	4	3	47	4.27	4	5	4	13	4.33	2	3	2	7	2.33
136	4	5	5	4	4	4	5	1	5	5	4	46	4.18	5	3	4	12	4.00	2	3	3	8	2.67
137	5	4	4	5	5	5	4	5	4	5	4	50	4.55	5	5	4	14	4.67	3	2	3	8	2.67
138	3	5	4	5	5	4	4	4	3	1	4	42	3.82	5	4	4	13	4.33	3	2	4	9	3.00
139	4	4	4	5	4	4	5	2	4	4	2	42	3.82	4	4	5	13	4.33	1	4	4	9	3.00
140	4	5	4	3	5	4	5	5	5	4	3	47	4.27	4	3	4	11	3.67	1	1	4	6	2.00
141	5	5	4	4	4	4	5	4	5	4	5	49	4.45	4	5	5	14	4.67	2	3	4	9	3.00
142	5	5	4	5	5	4	5	4	4	5	3	49	4.45	4	4	5	13	4.33	4	4	3	11	3.67
143	5	5	4	4	5	4	4	4	4	5	2	46	4.18	5	5	4	14	4.67	3	2	4	9	3.00
144	5	5	5	4	5	5	4	3	5	4	2	47	4.27	5	5	5	15	5.00	4	2	3	9	3.00
145	5	5	4	5	5	4	5	4	4	2	4	47	4.27	4	4	4	12	4.00	3	4	2	9	3.00
146	4	5	4	4	5	5	4	4	5	5	4	49	4.45	5	5	5	15	5.00	4	3	4	11	3.67
147	5	4	5	4	5	5	4	4	4	5	5	50	4.55	5	4	4	13	4.33	3	4	3	10	3.33
148	5	4	4	5	5	4	5	4	4	5	4	49	4.45	4	5	5	14	4.67	3	3	2	8	2.67
149	5	5	4	5	4	4	5	3	5	4	3	47	4.27	5	4	5	14	4.67	4	3	3	10	3.33
150	4	5	4	4	5	5	4	4	4	4	5	48	4.36	5	4	4	13	4.33	4	4	4	12	4.00

Lampiran 2b (Lanjutan)

No	Citra Toko (CT)											Merek Pabrik (MPa)					Merek Privat (MPr)						
	1	2	3	4	5	6	7	8	9	10	11	Tot	Mean	12	13	14	Tot	Mean	15	16	17	Tot	Mean
151	3	5	4	4	5	4	4	4	4	5	5	47	4.27	5	4	4	13	4.33	4	3	4	11	3.67
152	5	5	4	5	4	5	4	4	4	4	4	48	4.36	5	4	5	14	4.67	4	4	2	10	3.33
153	5	4	5	4	4	4	5	2	1	4	3	41	3.73	4	5	4	13	4.33	3	3	4	10	3.33
154	4	5	4	5	5	4	5	4	4	4	4	48	4.36	4	4	5	13	4.33	3	3	3	9	3.00
155	5	5	5	5	5	5	4	4	4	4	4	50	4.55	5	4	5	14	4.67	4	4	4	12	4.00
156	4	5	4	4	4	4	4	2	5	4	4	44	4.00	5	4	4	13	4.33	4	4	3	11	3.67
157	5	4	5	4	5	4	4	1	2	4	2	40	3.64	5	4	4	13	4.33	4	3	4	11	3.67
158	1	5	5	4	4	5	5	2	1	5	5	42	3.82	4	4	5	13	4.33	2	4	2	8	2.67
159	5	5	5	4	4	4	5	3	5	4	4	48	4.36	5	5	5	15	5.00	3	3	3	9	3.00
160	4	5	4	5	4	4	4	5	5	5	4	49	4.45	5	4	5	14	4.67	3	3	3	9	3.00
161	4	5	4	4	5	4	4	5	4	5	4	48	4.36	5	4	5	14	4.67	3	3	4	10	3.33
162	5	4	5	4	5	5	4	4	4	5	4	49	4.45	5	5	5	15	5.00	2	3	3	8	2.67
163	5	5	4	5	4	4	4	2	2	5	4	44	4.00	5	4	5	14	4.67	3	1	3	7	2.33
164	5	5	4	4	4	5	4	4	5	3	4	47	4.27	4	5	5	14	4.67	4	2	2	8	2.67
165	5	4	4	5	5	4	5	2	4	5	4	47	4.27	5	5	4	14	4.67	2	3	3	8	2.67
166	4	4	4	5	4	5	4	4	5	4	4	47	4.27	5	4	5	14	4.67	3	3	2	8	2.67
167	4	5	4	4	5	5	4	4	5	5	4	49	4.45	4	5	5	14	4.67	4	1	3	8	2.67
168	5	5	4	4	4	4	5	5	4	4	5	49	4.45	4	5	5	14	4.67	3	3	4	10	3.33
169	3	5	5	4	5	4	4	5	4	5	5	49	4.45	5	5	5	15	5.00	2	3	3	8	2.67
170	4	4	5	5	4	5	4	5	5	5	5	51	4.64	5	5	4	14	4.67	3	3	2	8	2.67
171	5	5	4	4	4	4	5	5	5	4	4	49	4.45	4	4	4	12	4.00	3	4	3	10	3.33
172	5	5	4	5	4	5	5	5	4	5	5	52	4.73	4	5	4	13	4.33	4	3	3	10	3.33
173	5	4	5	5	4	4	5	5	2	3	3	45	4.09	4	5	4	13	4.33	4	3	2	9	3.00
174	5	5	4	5	5	4	4	5	4	4	5	50	4.55	5	5	4	14	4.67	3	4	3	10	3.33
175	4	5	4	5	4	4	5	4	4	5	5	49	4.45	5	5	4	14	4.67	2	2	3	7	2.33
176	4	4	5	5	4	4	5	5	5	4	4	49	4.45	5	4	5	14	4.67	2	3	3	8	2.67
177	4	4	4	5	5	4	5	5	5	4	4	49	4.45	5	4	4	13	4.33	2	3	3	8	2.67
178	5	4	5	4	4	5	5	5	5	5	5	52	4.73	4	5	4	13	4.33	2	3	2	7	2.33
179	4	5	5	4	4	5	4	5	5	4	4	49	4.45	5	5	4	14	4.67	3	2	2	7	2.33
180	4	5	5	4	4	4	5	4	4	5	5	49	4.45	4	5	4	13	4.33	4	3	3	10	3.33

Lampiran 2b (Lanjutan)

No	Citra Toko (CT)											Merek Pabrik (MPa)					Merek Privat (MPr)						
	1	2	3	4	5	6	7	8	9	10	11	Tot	Mean	12	13	14	Tot	Mean	15	16	17	Tot	Mean
181	5	4	4	5	5	4	4	4	4	5	5	49	4.45	5	4	4	13	4.33	3	3	2	8	2.67
182	4	5	4	4	4	5	4	5	5	5	5	50	4.55	5	4	5	14	4.67	3	4	3	10	3.33
183	4	5	5	4	5	4	5	4	4	5	4	49	4.45	5	4	5	14	4.67	3	2	4	9	3.00
184	5	4	5	4	4	4	5	3	4	4	3	45	4.09	5	4	5	14	4.67	3	3	4	10	3.33
185	4	4	5	4	4	4	5	2	5	4	5	46	4.18	5	4	5	14	4.67	3	2	3	8	2.67
186	5	4	5	4	4	4	5	2	4	5	4	46	4.18	5	4	4	13	4.33	4	3	4	11	3.67
187	5	4	5	4	5	5	4	5	5	5	5	52	4.73	4	5	5	14	4.67	3	2	3	8	2.67
188	5	5	5	4	5	5	4	4	2	4	5	48	4.36	5	3	5	13	4.33	2	3	4	9	3.00
189	5	4	5	4	4	5	5	5	5	4	4	50	4.55	4	5	5	14	4.67	2	4	3	9	3.00
190	4	4	5	5	4	5	5	2	4	5	5	48	4.36	4	5	4	13	4.33	3	3	4	10	3.33
191	5	4	5	4	4	4	4	5	4	4	2	45	4.09	4	5	5	14	4.67	3	2	3	8	2.67
192	5	4	5	4	5	4	5	5	4	5	4	50	4.55	5	4	4	13	4.33	4	2	3	9	3.00
193	4	5	4	4	5	4	5	4	5	4	4	48	4.36	5	4	4	13	4.33	2	3	4	9	3.00
194	4	5	5	4	4	4	4	5	4	4	4	47	4.27	5	4	4	13	4.33	2	2	3	7	2.33
195	4	5	4	5	5	5	4	3	5	5	2	47	4.27	4	5	5	14	4.67	3	2	3	8	2.67
196	4	5	4	4	5	5	5	4	4	4	5	49	4.45	5	4	4	13	4.33	3	3	4	10	3.33
197	4	4	5	5	5	5	4	4	5	4	5	50	4.55	4	5	5	14	4.67	1	2	3	6	2.00
198	4	5	4	4	5	5	5	2	5	5	5	49	4.45	4	5	5	14	4.67	4	3	4	11	3.67
199	5	4	4	5	5	5	5	4	4	4	5	50	4.55	4	4	5	13	4.33	1	3	3	7	2.33
200	5	4	5	4	4	5	4	2	4	5	5	47	4.27	5	4	5	14	4.67	3	1	4	8	2.67
201	5	5	5	4	4	5	4	4	4	5	3	48	4.36	5	5	4	14	4.67	1	3	4	8	2.67
202	5	5	4	4	5	4	5	5	4	5	4	50	4.55	5	5	5	15	5.00	1	1	3	5	1.67
203	5	5	4	4	4	4	5	4	4	4	4	47	4.27	5	5	5	15	5.00	2	3	3	8	2.67
204	5	4	5	4	5	5	5	5	4	5	4	51	4.64	5	4	5	14	4.67	1	1	4	6	2.00
205	4	5	4	4	5	4	5	4	4	5	5	49	4.45	4	4	5	13	4.33	4	1	3	8	2.67
206	5	5	4	4	5	5	4	4	4	5	5	50	4.55	4	4	4	12	4.00	3	3	4	10	3.33
207	5	5	5	4	4	5	4	4	5	5	4	50	4.55	5	4	4	13	4.33	2	3	3	8	2.67
208	4	4	5	5	4	4	4	5	4	5	5	49	4.45	4	5	4	13	4.33	1	2	4	7	2.33
209	5	5	5	4	4	4	4	4	5	5	4	49	4.45	5	5	5	15	5.00	1	2	4	7	2.33
210	4	4	5	4	5	4	5	4	4	4	4	47	4.27	4	5	4	13	4.33	4	3	4	11	3.67
Total	4.22	4.53	4.41	4.38	4.28	4.06	4.28	4.04	4.00	4.22	4.07	46.44	4.23	4.15	4.46	4.11	12.73	4.24	2.78	2.75	3.20	8.73	2.91

Lampiran 3

Frequencies

Domisili

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ya	210	100,0	100,0	100,0

Pendidikan Terakhir

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Perguruan Tinggi	54	25,7	25,7	25,7
SMU dan sederajat	156	74,3	74,3	100,0
Total	210	100,0	100,0	

Pernah berbelanja

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ya	210	100,0	100,0	100,0

Giant

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid HR Muhammad	30	14,3	14,3	14,3
Klampis	30	14,3	14,3	28,6
Manukan	30	14,3	14,3	42,9
Mayjen Sungkono	30	14,3	14,3	57,1
Mulyosari	30	14,3	14,3	71,4
Rungkut Mapan	30	14,3	14,3	85,7
Wiyung	30	14,3	14,3	100,0
Total	210	100,0	100,0	

Lampiran 3 (Lanjutan)

Frekuensi Berbelanja

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2 - 3 kali	171	81,4	81,4	81,4
4 -5 kali	32	15,2	15,2	96,7
lebih dari 5 kali	7	3,3	3,3	100,0
Total	210	100,0	100,0	

Lampiran 4

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Giant * FrekuensiBerbelanja	210	100,0%	0	,0%	210	100,0%

Giant * FrekuensiBerbelanja Crosstabulation

			FrekuensiBerbelanja			Total
			2 - 3 kali	4 -5 kali	lebih dari 5 kali	
Giant	HR Muhammad	Count	26	4	0	30
		% within Giant	86,7%	13,3%	,0%	100,0%
	Klampis	Count	24	5	1	30
		% within Giant	80,0%	16,7%	3,3%	100,0%
	Manukan	Count	23	5	2	30
		% within Giant	76,7%	16,7%	6,7%	100,0%
	Mayjen Sungkono	Count	25	4	1	30
		% within Giant	83,3%	13,3%	3,3%	100,0%
	Mulyosari	Count	26	2	2	30
		% within Giant	86,7%	6,7%	6,7%	100,0%
	Rungkut Mapan	Count	22	8	0	30
		% within Giant	73,3%	26,7%	,0%	100,0%
	Wiyung	Count	25	4	1	30
		% within Giant	83,3%	13,3%	3,3%	100,0%
Total		Count	171	32	7	210
		% within Giant	81,4%	15,2%	3,3%	100,0%

Lampiran 5

UJI VALIDITAS CITRA TOKO

Correlations

Correlations

		CT1	CT2	CT3	CT4	CT5	CT6	CT7	CT8	CT9	CT10	CT11	CTtot
CT1	Pearson Correlation	1	-.002	-.166*	.032	.024	-.009	.133	.096	.179**	-.195*	.112	.438**
	Sig. (2-tailed)		.972	.016	.648	.733	.892	.055	.165	.009	.005	.104	.000
	N	210	210	210	210	210	210	210	210	210	210	210	210
CT2	Pearson Correlation	-.002	1	.059	.100	.054	.056	.162*	.057	-.044	.086	.105	.288**
	Sig. (2-tailed)	.972		.398	.147	.436	.420	.018	.415	.526	.215	.128	.000
	N	210	210	210	210	210	210	210	210	210	210	210	210
CT3	Pearson Correlation	.166**	.059	1	-.060	.057	.137*	.027	.064	-.056	.058	-.023	.249**
	Sig. (2-tailed)	.016	.398		.388	.412	.048	.695	.355	.422	.405	.745	.000
	N	210	210	210	210	210	210	210	210	210	210	210	210
CT4	Pearson Correlation	.032	.100	-.060	1	.107	.048	.105	.179**	-.041	.071	.037	.303**
	Sig. (2-tailed)	.648	.147	.388		.122	.488	.130	.009	.551	.306	.599	.000
	N	210	210	210	210	210	210	210	210	210	210	210	210
CT5	Pearson Correlation	.024	.054	.057	.107	1	.207**	.119	.150*	.080	.070	-.043	.350**
	Sig. (2-tailed)	.733	.436	.412	.122		.003	.086	.030	.250	.310	.536	.000
	N	210	210	210	210	210	210	210	210	210	210	210	210
CT6	Pearson Correlation	-.009	.056	.137*	.048	.207**	1	.105	.015	.060	.049	-.005	.326**
	Sig. (2-tailed)	.892	.420	.048	.488	.003		.130	.824	.387	.483	.947	.000
	N	210	210	210	210	210	210	210	210	210	210	210	210
CT7	Pearson Correlation	.133	.162*	.027	.105	.119	.105	1	-.041	.064	.018	.045	.315**
	Sig. (2-tailed)	.065	.018	.695	.130	.096	.130		.552	.799	.514	.000	.000
	N	210	210	210	210	210	210	210	210	210	210	210	210
CT8	Pearson Correlation	.096	.057	.064	.179**	.150*	.015	-.041	1	.338**	.300**	.230**	.596**
	Sig. (2-tailed)	.165	.415	.355	.009	.030	.824	.552		.000	.000	.001	.000
	N	210	210	210	210	210	210	210	210	210	210	210	210
CT9	Pearson Correlation	-.179**	-.044	-.056	-.041	.080	.060	.064	.338**	1	.280**	.186**	.502**
	Sig. (2-tailed)	.009	.526	.422	.551	.250	.387	.357	.000		.000	.007	.000
	N	210	210	210	210	210	210	210	210	210	210	210	210
CT10	Pearson Correlation	-.195**	.086	.058	.071	.070	.049	.018	.300**	.280**	1	.346**	.609**
	Sig. (2-tailed)	.005	.215	.405	.306	.310	.483	.799	.000	.000		.000	.000
	N	210	210	210	210	210	210	210	210	210	210	210	210
CT11	Pearson Correlation	.112	.105	-.023	.037	-.043	-.005	.045	.230**	.186**	.346**	1	.508**
	Sig. (2-tailed)	.104	.128	.745	.599	.536	.947	.514	.001	.007	.000		.000
	N	210	210	210	210	210	210	210	210	210	210	210	210
CTtot	Pearson Correlation	.438**	.288**	.249**	.303**	.350**	.326**	.315**	.596**	.502**	.609**	.508**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	210	210	210	210	210	210	210	210	210	210	210	210

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

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

Lampiran 5 (Lanjutan)
UJI VALIDITAS MEREK PABRIK
Correlations

Correlations

		MPa12	MPa13	MPa14	MPaTot
MPa12	Pearson Correlation	1	-,061	,247**	,686**
	Sig. (2-tailed)		,381	,000	,000
	N	210	210	210	210
MPa13	Pearson Correlation	-,061	1	,096	,399**
	Sig. (2-tailed)	,381		,166	,000
	N	210	210	210	210
MPa14	Pearson Correlation	,247**	,096	1	,775**
	Sig. (2-tailed)	,000	,166		,000
	N	210	210	210	210
MPaTot	Pearson Correlation	,686**	,399**	,775**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	210	210	210	210

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

UJI VALIDITAS MEREK PRIVAT
Correlations

Correlations

		MPr15	MPr16	MPr17	MPrTot
MPr15	Pearson Correlation	1	,139*	,079	,683**
	Sig. (2-tailed)		,043	,257	,000
	N	210	210	210	210
MPr16	Pearson Correlation	,139*	1	,082	,670**
	Sig. (2-tailed)	,043		,234	,000
	N	210	210	210	210
MPr17	Pearson Correlation	,079	,082	1	,537**
	Sig. (2-tailed)	,257	,234		,000
	N	210	210	210	210
MPrTot	Pearson Correlation	,683**	,670**	,537**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	210	210	210	210

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

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

Lampiran 6

UJI RELIABILITAS CITRA TOKO

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	210	100,0
	Excluded ^a	0	,0
	Total	210	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,802	11

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CT1	40,27	30,754	,358	,796
CT2	40,10	32,093	,317	,798
CT3	40,13	32,464	,306	,799
CT4	40,27	29,237	,517	,780
CT5	40,50	29,845	,595	,775
CT6	40,40	32,317	,294	,800
CT7	40,30	31,390	,433	,789
CT8	40,63	23,551	,820	,736
CT9	40,63	30,102	,384	,794
CT10	40,40	26,731	,540	,778
CT11	40,37	29,275	,493	,782

Lampiran 6 (Lanjutan)

UJI RELIABILITAS MEREK PABRIK

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	210	100,0
	Excluded ^a	0	,0
	Total	210	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,616	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
MPa12	7,63	2,240	,389	,566
MPa13	7,17	2,489	,543	,469
MPa14	8,33	1,264	,477	,524

Lampiran 6 (Lanjutan)
UJI RELIABILITAS MEREK PRIVAT

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	210	100,0
	Excluded ^a	0	,0
	Total	210	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,607	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
MPr15	6,37	1,482	,508	,379
MPr16	6,43	1,564	,365	,582
MPr17	6,33	1,540	,383	,555

Lampiran 7

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Merek Pabrik, _a CltraToko	.	Enter

a. All requested variables entered.

b. Dependent Variable: MerekPrivat

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,176 ^a	,031	,022	,53926	1,510

a. Predictors: (Constant), MerekPabrik, CltraToko

b. Dependent Variable: MerekPrivat

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1,929	2	,964	3,316	,038 ^a
	Residual	60,197	207	,291		
	Total	62,125	209			

a. Predictors: (Constant), MerekPabrik, CltraToko

b. Dependent Variable: MerekPrivat

Lampiran 7 (Lanjutan)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,991	,525		3,792	,000
	CltraToko	,288	,113	,178	2,552	,011
	MerekPabrik	-,069	,080	-,061	-,869	,386

a. Dependent Variable: MerekPrivat

Lampiran 8

Regression Partial : Citra Toko

Variables Entered/Removed^d

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

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,166 ^a	,028	,023	,53895

- a. Predictors: (Constant), CitraToko

Regression Partial : Merek Pabrik

Variables Entered/Removed^d

Model	Variables Entered	Variables Removed	Method
1	Merek ^a Pabrik	.	Enter

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,024 ^a	,001	-,004	,54636

- a. Predictors: (Constant), MerekPabrik