

LAMPIRAN

LEMBAR KUESIONER PENELITIAN

PETUNJUK PENGISIAN

Isilah pernyataan dibawah ini dengan sebenar-benarnya.

1. Nama :
2. Usia :
- | | | | |
|--------------------------|---------------|--------------------------|---------------|
| <input type="checkbox"/> | 21 – 30 Tahun | <input type="checkbox"/> | 31 – 40 Tahun |
| <input type="checkbox"/> | 41 – 50 Tahun | <input type="checkbox"/> | > 50 Tahun |
3. Jenis Kelamin :
- | | | | |
|--------------------------|-----------|--------------------------|-----------|
| <input type="checkbox"/> | Laki-laki | <input type="checkbox"/> | Perempuan |
|--------------------------|-----------|--------------------------|-----------|
4. Pekerjaan :
- | | | | |
|--------------------------|----------------|--------------------------|------------------|
| <input type="checkbox"/> | Pegawai Swasta | <input type="checkbox"/> | Wirausaha |
| <input type="checkbox"/> | Pegawai Negeri | <input type="checkbox"/> | Ibu Rumah Tangga |

Berilah tanda centang (√) dibawah pada salah satu alternatif jawaban yang paling tepat dengan kriteria jawaban:

- 1 : Sangat Tidak Setuju
- 2 : Tidak Setuju
- 3 : Ragu-Ragu
- 4 : Setuju
- 5 : Sangat Setuju

No	Pernyataan	1	2	3	4	5
Brand Awareness						
Recall (X₁)						
1	Saya mudah menyebutkan merek KYTA					
2	Saya mudah mengingat merek KYTA					
Recognition (X₂)						
1	Saya mengenali merek KYTA sebagai kategori produk olahan herbal					
2	Saya mengenali merek KYTA melalui logonya					
3	Saya mengenali merek KYTA melalui warna dominannya					
Purchase (X₃)						
1	Saya membandingkan merek KYTA dengan merek lain ketika ingin membeli olahan jahe merah					
2	Saya menjadikan merek KYTA sebagai pilihan pertama ketika ingin membeli olahan jahe merah					
Consumption (X₄)						
1	Saya mengingat merek KYTA ketika sedang menggunakan merek lain					
2	Saya ingin membeli lagi produk dari merek KYTA					
Keputusan Pembelian						
Pilihan Produk						
1	Saya membeli produk KYTA atas keinginan sendiri					
2	Saya membeli produk KYTA untuk kesehatan					
Pilihan Merek						
1	Saya membeli produk KYTA karena sudah tersertifikasi BPOM					
2	Saya membeli produk KYTA karena memiliki harga yang terjangkau					
Pilihan Penyalur						
1	Saya membeli produk KYTA pada distributor terdekat					

2	Saya membeli produk KYTA pada distributor yang paling dipercaya					
Waktu Pembelian						
1	Saya membeli produk KYTA saat ada diskon					
2	Saya membeli produk KYTA saat stok dirumah telah habis					

Correlations

		X1.1	X1.2	T.X1
X1.1	Pearson Correlation	1	.539**	.862**
	Sig. (2-tailed)		.000	.000
	N	85	85	85
X1.2	Pearson Correlation	.539**	1	.891**
	Sig. (2-tailed)	.000		.000
	N	85	85	85
T.X1	Pearson Correlation	.862**	.891**	1
	Sig. (2-tailed)	.000	.000	
	N	85	85	85

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

Correlations

		X2.1	X2.2	X2.3	T.X2
X2.1	Pearson Correlation	1	.472**	.430**	.785**
	Sig. (2-tailed)		.000	.000	.000
	N	85	85	85	85
X2.2	Pearson Correlation	.472**	1	.458**	.824**
	Sig. (2-tailed)	.000		.000	.000
	N	85	85	85	85
X2.3	Pearson Correlation	.430**	.458**	1	.782**
	Sig. (2-tailed)	.000	.000		.000
	N	85	85	85	85
T.X2	Pearson Correlation	.785**	.824**	.782**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	85	85	85	85

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

Correlations

		X3.1	X3.2	T.X3
X3.1	Pearson Correlation	1	.566**	.888**
	Sig. (2-tailed)		.000	.000
	N	85	85	85
X3.2	Pearson Correlation	.566**	1	.882**
	Sig. (2-tailed)	.000		.000
	N	85	85	85
T.X3	Pearson Correlation	.888**	.882**	1
	Sig. (2-tailed)	.000	.000	
	N	85	85	85

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

Correlations

		X4.1	X4.2	T.X4
X4.1	Pearson Correlation	1	.509**	.877**
	Sig. (2-tailed)		.000	.000
	N	85	85	85
X4.2	Pearson Correlation	.509**	1	.859**
	Sig. (2-tailed)	.000		.000
	N	85	85	85
T.X4	Pearson Correlation	.877**	.859**	1
	Sig. (2-tailed)	.000	.000	
	N	85	85	85

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

Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	T.Y
Y1	Pearson Correlation	1	.313**	.423**	.197	.280**	.372**	.285**	.406**	.611**
	Sig. (2-tailed)		.004	.000	.071	.009	.000	.008	.000	.000
	N	85	85	85	85	85	85	85	85	85
Y2	Pearson Correlation	.313**	1	.568**	.371**	.312**	.324**	.304**	.522**	.696**
	Sig. (2-tailed)	.004		.000	.000	.004	.003	.005	.000	.000
	N	85	85	85	85	85	85	85	85	85
Y3	Pearson Correlation	.423**	.568**	1	.151	.378**	.225*	.246*	.310**	.610**
	Sig. (2-tailed)	.000	.000		.167	.000	.038	.023	.004	.000
	N	85	85	85	85	85	85	85	85	85
Y4	Pearson Correlation	.197	.371**	.151	1	.313**	.498**	.468**	.532**	.671**
	Sig. (2-tailed)	.071	.000	.167		.004	.000	.000	.000	.000
	N	85	85	85	85	85	85	85	85	85
Y5	Pearson Correlation	.280**	.312**	.378**	.313**	1	.384**	.418**	.310**	.650**
	Sig. (2-tailed)	.009	.004	.000	.004		.000	.000	.004	.000
	N	85	85	85	85	85	85	85	85	85
Y6	Pearson Correlation	.372**	.324**	.225*	.498**	.384**	1	.183	.566**	.670**
	Sig. (2-tailed)	.000	.003	.038	.000	.000		.094	.000	.000
	N	85	85	85	85	85	85	85	85	85
Y7	Pearson Correlation	.285**	.304**	.246*	.468**	.418**	.183	1	.381**	.629**
	Sig. (2-tailed)	.008	.005	.023	.000	.000	.094		.000	.000
	N	85	85	85	85	85	85	85	85	85
Y8	Pearson Correlation	.406**	.522**	.310**	.532**	.310**	.566**	.381**	1	.762**
	Sig. (2-tailed)	.000	.000	.004	.000	.004	.000	.000		.000
	N	85	85	85	85	85	85	85	85	85
T.Y	Pearson Correlation	.611**	.696**	.610**	.671**	.650**	.670**	.629**	.762**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	85	85	85	85	85	85	85	85	85

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
.698	2

Reliability Statistics

Cronbach's Alpha	N of Items
.712	3

Reliability Statistics

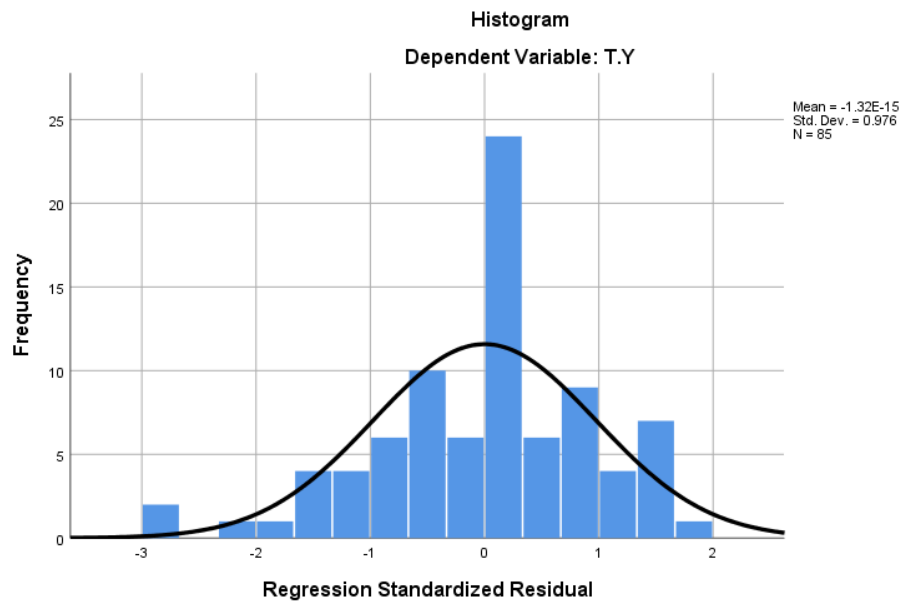
Cronbach's Alpha	N of Items
.723	2

Reliability Statistics

Cronbach's Alpha	N of Items
.673	2

Reliability Statistics

Cronbach's Alpha	N of Items
.817	8



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		85	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	2.70254863	
Most Extreme Differences	Absolute	.116	
	Positive	.050	
	Negative	-.116	
Test Statistic		.116	
Asymp. Sig. (2-tailed)		.007 ^c	
Monte Carlo Sig. (2-tailed)	Sig.	.188 ^d	
	99% Confidence Interval	Lower Bound	.178
		Upper Bound	.198

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	19.001	1.584		11.998	.000		
	T.X1	.539	.170	.256	3.180	.002	.722	1.386
	T.X2	.084	.104	.062	.802	.425	.777	1.287
	T.X3	.191	.148	.104	1.292	.200	.725	1.379
	T.X4	1.026	.151	.559	6.799	.000	.695	1.440

a. Dependent Variable: T.Y1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.436	3.891		1.911	.060
	T.X1	.071	.417	.022	.169	.866
	T.X2	-.338	.256	-.162	-1.320	.190
	T.X3	.054	.363	.019	.148	.883
	T.X4	-.502	.371	-.175	-1.353	.180

a. Dependent Variable: LN_RES2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	19.001	1.584		11.998	.000		
	T.X1	.539	.170	.256	3.180	.002	.722	1.386
	T.X2	.084	.104	.062	.802	.425	.777	1.287
	T.X3	.191	.148	.104	1.292	.200	.725	1.379
	T.X4	1.026	.151	.559	6.799	.000	.695	1.440

a. Dependent Variable: T.Y1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	19.001	1.584		11.998	.000		
	T.X1	.539	.170	.256	3.180	.002	.722	1.386
	T.X2	.084	.104	.062	.802	.425	.777	1.287
	T.X3	.191	.148	.104	1.292	.200	.725	1.379
	T.X4	1.026	.151	.559	6.799	.000	.695	1.440

a. Dependent Variable: T.Y1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	255.495	4	63.874	33.316	.000 ^b
	Residual	153.379	80	1.917		
	Total	408.874	84			

a. Dependent Variable: T.Y1

b. Predictors: (Constant), T.X4, T.X2, T.X3, T.X1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.790 ^a	.625	.606	1.385

a. Predictors: (Constant), T.X4, T.X2, T.X3, T.X1