

LAMPIRAN I:



**Pengantar Kuesioner,
Petunjuk Pengisian,
Kuesioner Penelitian**

Pengantar Kuesioner



Ekuiatas Merek Jasa Gerai Buah-Buahan Terhadap Persepsi Konsumen Di Jember

Dengan Hormat, saya yang bertanda tangan dibawah ini :

Nama : Agus Setia Budi

NIM : 1610411146

Fakultas : Ekonomi

Jurusan : Manajemen

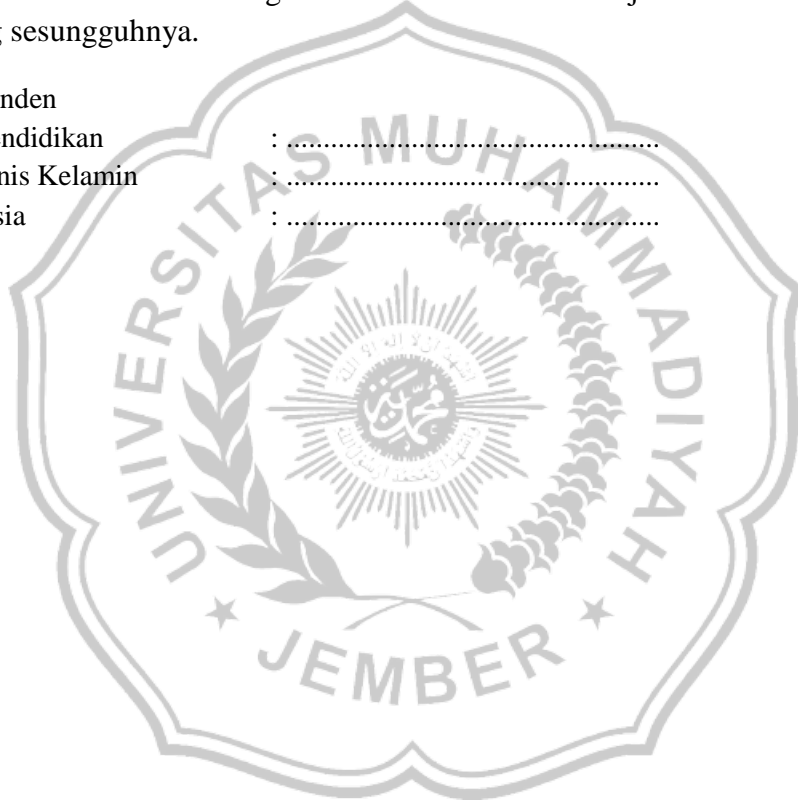
Mahasiswa : Universitas Muhammdiyah Jember

Saudara/saudari responden yang terhormat, bersama ini saya mohon kesediaan dari saudara/saudari untuk mengisi kuisisioner yang tertera dibawah ini. Informasi yang saudara/saudari berikan merupakan bantuan yang sangat berarti bagi saya dalam menyelesaikan penelitian ini. Atas bantuan dan perhatian saya ucapkan terima kasih.

Petunjuk : Untuk pertanyaan-pertanyaan di bawah ini, Anda dimohon untuk memberikan jawaban terhadap semua pernyataan dalam kuesioner dengan memberikan penilaian tentang sejauhmana pernyataan ini sesuai dengan realita/keadaan sesungguhnya. Isilah dengan rentang nilai 1-10 dalam kotak yang tersedia serta berikan jawaban pada pertanyaan di baris di bawahnya. Nilai 1 – 10 bermakna bahwa semakin ke angka 10 adalah semakin setuju atau sesuai dengan keadaan yang sesungguhnya.

Identitas responden

1. Pendidikan :
2. Jenis Kelamin :
3. Usia :



Kuesioner Penelitian

A. Kuisisioner Brand Equity

No	<i>Brand Equity</i>	Angka
	<i>Brand Awareness (Kesadaran merek)</i>	
1.	Hypermarket adalah perusahaan yang mudah Diingat	
2.	Hypermarket adalah perusahaan yang dikenal dikalangan masyarakat banyuwangi.	
3.	Hypermarket dapat dipercaya	
	<i>Perceived Quality (Persepsi Kualitas)</i>	
1.	Produk Hypermarket banyak diminati	
2.	Produk Hypermarker memiliki harga yang Terjangkau	
3.	Hypermarket memberikan kualitas produk yang baik	
	<i>Brand Association (Asosiasi Merek)</i>	
1.	Hypermarket peka terhadap kebutuhan Pelanggan	
2.	Hypermarket memiliki popularitas yang baik dibandingkan yang lainnya	
3.	Hypermarket memiliki citra yang lebih baik dari pada yang lain	
	<i>Brand Loyalty (Loyalitas Merek)</i>	
1.	Saya selalu membeli produk dari hypermarket	
2.	Saya selalu puas dengan produk dari Hypermarket	
3.	Saya tidak akan berpindah dari hypermarket ke merek lainnya meskipun ada tawaran/ promosi menarik dari merek tersebut	

B. Kuisisioner Persepsi Konsumen

	Persepsi Konsumen	Angka
1.	Hypermarket memiliki karakteristik yang baik	
2.	Hypermarket memberikan pelayanan yang baik	
3.	Hypermarket memiliki produk yang terpercaya (tidak curang dalam jenis atau jumlah produk)	
4.	Produk yang dijual oleh Hpermarket memiliki nilai manfaat yang baik	



LAMPIRAN II:
Karakteristik Responden

Statistics

		Pendidikan	Jenis_Kelamin	Usia
N	Valid	160	160	160
	Missing	0	0	0

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA	87	54.4	54.4	54.4
	D3	33	20.6	20.6	75.0
	S1	40	25.0	25.0	100.0
	Total	160	100.0	100.0	

Jenis_Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	96	60.0	60.0	60.0
	Wanita	64	40.0	40.0	100.0
	Total	160	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-30 Tahun	102	63.7	63.7	63.7
	31-50 Tahun	58	36.3	36.3	100.0
	Total	160	100.0	100.0	

Sumber: Data Primer Yang Di Olah 2020

The logo of Universitas Muhammadiyah Jember is a circular emblem with a scalloped border. It features a central sunburst with Arabic calligraphy, flanked by two olive branches. The text 'UNIVERSITAS MUHAMMADIYAH' is written along the top inner edge, and 'JEMBER' is at the bottom, separated by two stars.

LAMPIRAN III:
Hasil Uji Validitas

Kesadaran Merek (X1)

		Correlations			
		X1.1	X1.2	X1.3	X1
X1.1	Pearson Correlation	1	-.322**	-.267**	.743**
	Sig. (2-tailed)		.000	.001	.002
	N	160	160	160	160
X1.2	Pearson Correlation	-.322**	1	.539**	.708**
	Sig. (2-tailed)	.000		.000	.000
	N	160	160	160	160
X1.3	Pearson Correlation	-.267**	.539**	1	.752**
	Sig. (2-tailed)	.001	.000		.000
	N	160	160	160	160
X1	Pearson Correlation	.243**	.708**	.752**	1
	Sig. (2-tailed)	.002	.000	.000	
	N	160	160	160	160

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

Persepsi Kualitas (X2)

		Correlations			
		X2.1	X2.2	X2.3	X2
X2.1	Pearson Correlation	1	-.515**	.367**	.742**
	Sig. (2-tailed)		.000	.000	.000
	N	160	160	160	160
X2.2	Pearson Correlation	-.515**	1	-.742**	.709**
	Sig. (2-tailed)	.000		.000	.008
	N	160	160	160	160
X2.3	Pearson Correlation	.367**	-.742**	1	.570**
	Sig. (2-tailed)	.000	.000		.000
	N	160	160	160	160
X2	Pearson Correlation	.742**	-.209**	.570**	1
	Sig. (2-tailed)	.000	.008	.000	
	N	160	160	160	160

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

Asosiasi Merek (X3)

		Correlations			
		X3.1	X3.2	X3.3	X3
X3.1	Pearson Correlation	1	-.322**	-.267**	.743**
	Sig. (2-tailed)		.000	.001	.002
	N	160	160	160	160
X3.2	Pearson Correlation	-.322**	1	.539**	.708**
	Sig. (2-tailed)	.000		.000	.000
	N	160	160	160	160
X3.3	Pearson Correlation	-.267**	.539**	1	.752**
	Sig. (2-tailed)	.001	.000		.000
	N	160	160	160	160
X3	Pearson Correlation	.243**	.708**	.752**	1
	Sig. (2-tailed)	.002	.000	.000	
	N	160	160	160	160

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

Loyalitas Merek (X4)

		Correlations			
		X4.1	X4.2	X4.3	X4
X4.1	Pearson Correlation	1	-.515**	.367**	.742**
	Sig. (2-tailed)		.000	.000	.000
	N	160	160	160	160
X4.2	Pearson Correlation	-.515**	1	-.742**	.709**
	Sig. (2-tailed)	.000		.000	.008
	N	160	160	160	160
X4.3	Pearson Correlation	.367**	-.742**	1	.570**
	Sig. (2-tailed)	.000	.000		.000
	N	160	160	160	160
X4	Pearson Correlation	.742**	-.209**	.570**	1
	Sig. (2-tailed)	.000	.008	.000	
	N	160	160	160	160

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

Persepsi Konsumen (Y)

		Correlations				
		Y1	Y2	Y3	Y4	y
Y1	Pearson Correlation	1	.230**	-.034	.230**	.539**
	Sig. (2-tailed)		.003	.669	.003	.000
	N	160	160	160	160	160
Y2	Pearson Correlation	.230**	1	.038	1.000**	.862**
	Sig. (2-tailed)	.003		.637	.000	.000
	N	160	160	160	160	160
Y3	Pearson Correlation	-.034	.038	1	.038	.382**
	Sig. (2-tailed)	.669	.637		.637	.000
	N	160	160	160	160	160
Y4	Pearson Correlation	.230**	1.000**	.038	1	.862**
	Sig. (2-tailed)	.003	.000	.637		.000
	N	160	160	160	160	160
y	Pearson Correlation	.539**	.862**	.382**	.862**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	160	160	160	160	160

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

LAMPIRAN IV:

Hasil Uji Reliabilitas



Kesadaran Merek (X1)

Case Processing Summary

		N	%
Cases	Valid	160	100.0
	Excluded ^a	0	.0
	Total	160	100.0

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

Reliability Statistics

Cronbach's

Alpha	N of Items
-------	------------

Persepsi Kualitas (X2)

Case Processing Summary

		N	%
Cases	Valid	160	100.0
	Excluded ^a	0	.0
	Total	160	100.0

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

Reliability Statistics

Cronbach's

Alpha	N of Items
-------	------------

Asosiasi Merek (X3)

Case Processing Summary

		N	%
Cases	Valid	160	100.0
	Excluded ^a	0	.0
	Total	160	100.0

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

Reliability Statistics

Cronbach's

Alpha	N of Items
-------	------------

Loyalitas Merek (X4)

Case Processing Summary

		N	%
Cases	Valid	160	100.0
	Excluded ^a	0	.0
	Total	160	100.0

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

Reliability Statistics

Cronbach's

Alpha	N of Items
-------	------------

Persepsi Konsumen (Y)

Case Processing Summary

		N	%
Cases	Valid	160	100.0
	Excluded ^a	0	.0
	Total	160	100.0

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

Reliability Statistics

Cronbach's

Alpha	N of Items
-------	------------



LAMPIRAN V:
Hasil Uji Uji Regresi, Uji
Asumsi Klasik Dan Uji
Hipotesis

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X4, X3 ^b	.	Enter

a. Dependent Variable: y

b. Tolerance = .000 limit reached.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.807 ^a	.652	.647	1.284

a. Predictors: (Constant), X4, X3

b. Dependent Variable: y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	484.622	2	242.311	146.896	.000 ^b
	Residual	258.978	157	1.650		
	Total	743.600	159			

a. Dependent Variable: y

b. Predictors: (Constant), X4, X3

Excluded Variables^a

Model		Beta	In t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	X1	.414 ^b	7.522	.041	.	.809	1.236	.000
	X2	.468 ^b	7.566	.036	.	.809	1.236	.000

a. Dependent Variable: y

b. Predictors in the Model: (Constant), X4, X3

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error				Beta	t
1	(Constant)	1.797	2.906		24.022	.000		
	X3	.414	.082	.708	7.522	.034	.809	1.236
	X4	.468	.131	.787	7.566	.018	.809	1.236

a. Dependent Variable: y

Coefficient Correlations^a

Model		X4	X3
1	Correlations	X4	1.000
		X3	-.437
	Covariances	X4	.017
		X3	-.005

a. Dependent Variable: y

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	X3	X4
1	1	2.998	1.000	.00	.00	.00
	2	.002	40.482	.16	.96	.06
	3	.001	69.659	.84	.04	.94

a. Dependent Variable: y

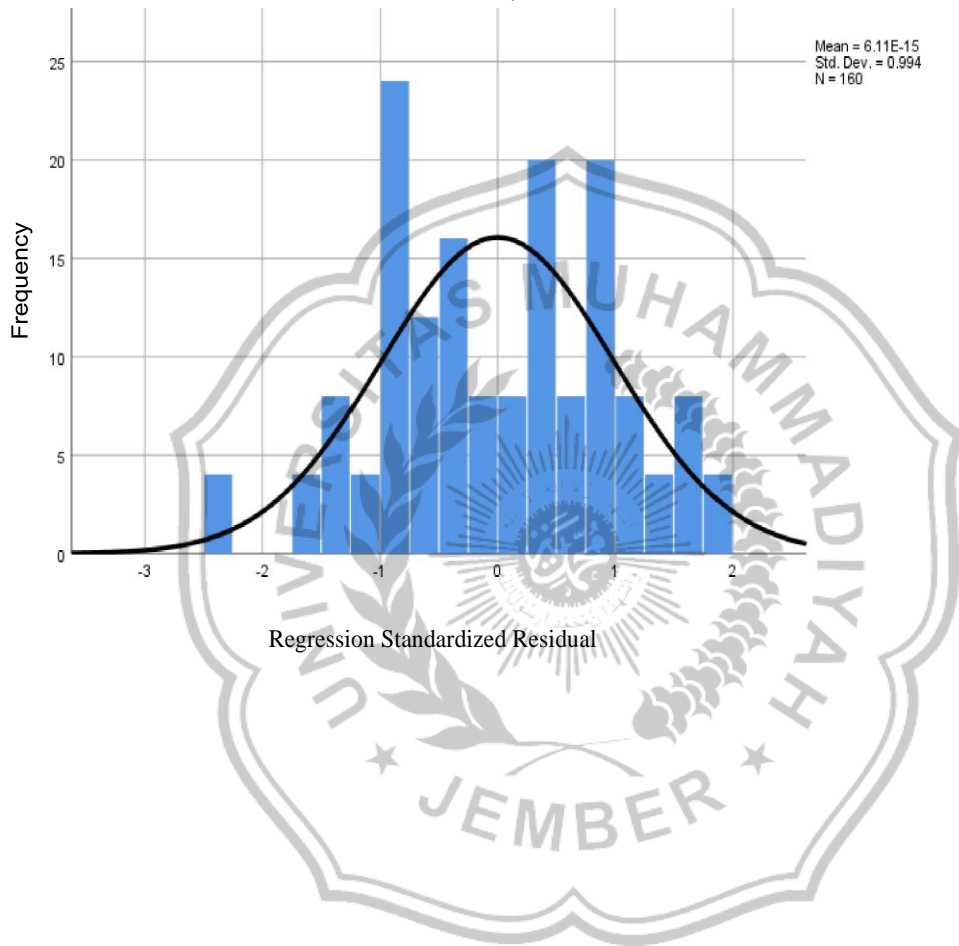
Residuals Statistics^a

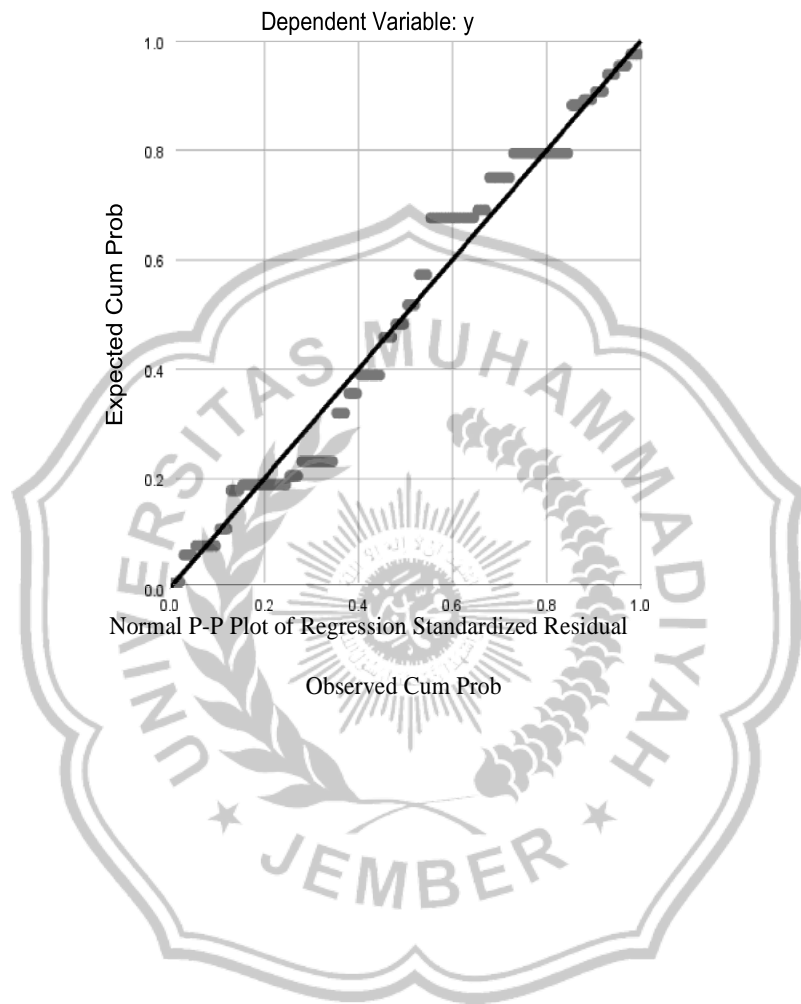
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	28.02	34.99	31.95	1.746	160
Std. Predicted Value	-2.251	1.743	.000	1.000	160
Standard Error of Predicted Value	.104	.299	.169	.047	160
Adjusted Predicted Value	-27.94	35.09	31.95	1.751	160
Residual	-2.944	2.524	.000	1.276	160
Std. Residual	-2.292	1.965	.000	.994	160
Stud. Residual	-2.302	1.987	.000	1.003	160
Deleted Residual	-2.970	2.581	-.001	1.301	160
Stud. Deleted Residual	-2.335	2.007	-.001	1.007	160
Mahal. Distance	.045	7.621	1.987	1.709	160
Cook's Distance	.000	.039	.006	.009	160
Centered Leverage Value	.000	.048	.012	.011	160

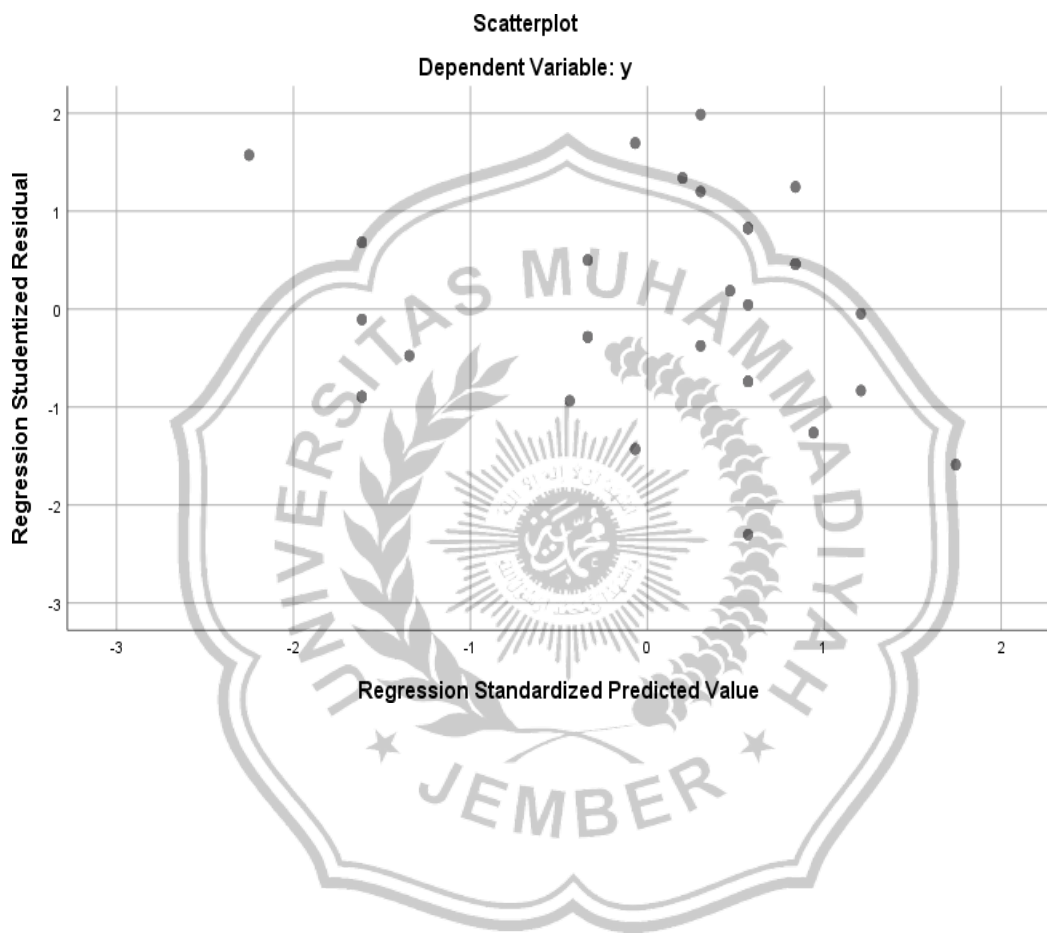
a. Dependent Variable: y

Histogram Dependent

Variable: y

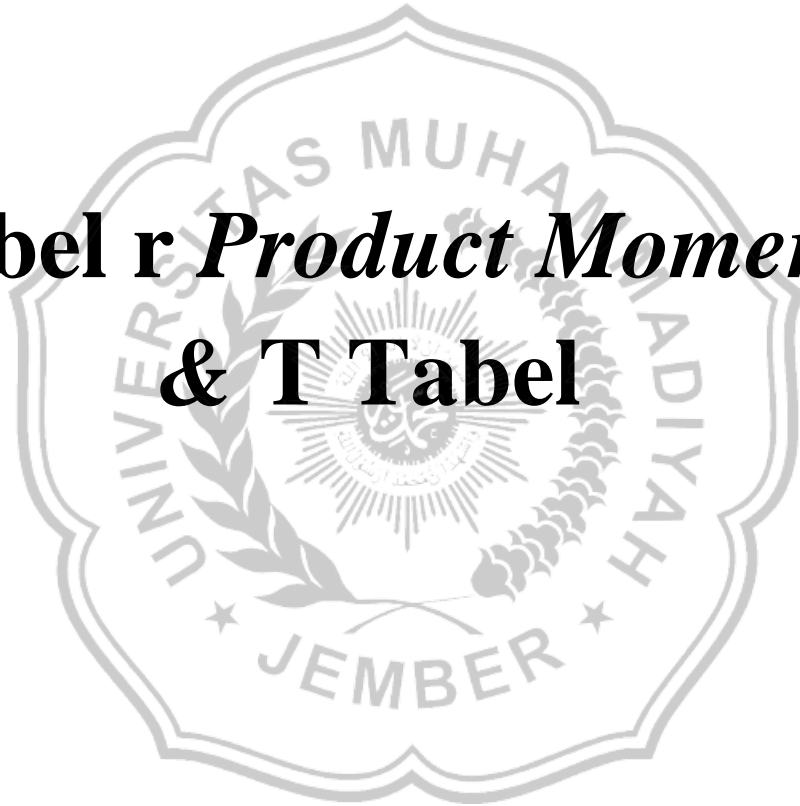






LAMPIRAN VI:

**Tabel r *Product Moment*
& T Tabel**



Tabel r product Moment (Sig = 0,05)

df	r	df	r	Df	r	df	r
1	0.9969	26	0.3739	51	0.2706	76	0.2227
2	0.9500	27	0.3673	52	0.2681	77	0.2213
3	0.8783	28	0.3610	53	0.2656	78	0.2199
4	0.8114	29	0.3550	54	0.2632	79	0.2165
5	0.7545	30	0.3494	55	0.2609	80	0.2162
6	0.7067	31	0.3440	56	0.2586	81	0.2159
7	0.6664	32	0.3388	57	0.2564	82	0.2146
8	0.6319	33	0.3388	58	0.2542	83	0.2133
9	0.6021	34	0.3291	59	0.2521	84	0.2120
10	0.5760	35	0.3246	60	0.2500	85	0.2108
11	0.5529	36	0.3202	61	0.2480	86	0.2096
12	0.5324	37	0.3160	62	0.2461	87	0.2084
13	0.5140	38	0.3120	63	0.2441	88	0.2072
14	0.4973	39	0.3081	64	0.2423	89	0.2061
15	0.4821	40	0.3044	65	0.2404	90	0.2050
16	0.4683	41	0.3008	66	0.2387	91	0.2039
17	0.4555	42	0.2973	67	0.2369	92	0.2028
18	0.4438	43	0.2940	68	0.2352	93	0.2017
19	0.4329	44	0.2907	69	0.2335	94	0.2006
20	0.4227	45	0.2876	70	0.2319	95	0.1996
21	0.4132	46	0.2845	71	0.2303	96	0.1986
22	0.4044	47	0.2816	72	0.2287	97	0.1975
23	0.3961	48	0.2787	73	0.2272	98	0.1966
24	0.3882	49	0.2759	74	0.2257	99	0.1956
25	0.3809	50	0.2732	75	0.2242	100	0.1946

Sumber: <https://www.spssindonesia.com/2014/02>

Tabel Distribusi t			
Df	0,1	0,05	0,025
1	3.0777	6.3138	12.7062
2	1.8856	2.9200	4.3027
3	1.6377	2.3534	3.1824
4	1.5332	2.1318	2.7764
5	1.4759	2.0150	2.5706
6	1.4398	1.9432	2.4469
7	1.4149	1.8946	2.3646
8	1.3968	1.8595	2.3060
9	1.3830	1.8331	2.2622
10	1.3722	1.8125	2.2281
11	1.3634	1.7959	2.2010
12	1.3562	1.7823	2.1788
13	1.3502	1.7709	2.1604
14	1.3450	1.7613	2.1448
15	1.3406	1.7531	2.1314
16	1.3368	1.7459	2.1199
17	1.3334	1.7396	2.1098
18	1.3304	1.7341	2.1009
19	1.3277	1.7291	2.0930
20	1.3253	1.7247	2.0860
21	1.3232	1.7207	2.0796
22	1.3212	1.7171	2.0739
23	1.3195	1.7139	2.0687
24	1.3178	1.7109	2.0639
25	1.3163	1.7081	2.0595
26	1.3150	1.7056	2.0555
27	1.3137	1.7033	2.0518
28	1.3125	1.7011	2.0484
29	1.3114	1.6991	2.0452
30	1.3104	1.6973	2.0423
31	1.3095	1.6955	2.0395
32	1.3086	1.6939	2.0369
33	1.3077	1.6924	2.0345
34	1.3070	1.6909	2.0322
35	1.3062	1.6896	2.0301
36	1.3055	1.6883	2.0281
37	1.3049	1.6871	2.0262
38	1.3042	1.6860	2.0244
39	1.3036	1.6849	2.0227
40	1.3031	1.6839	2.0211
41	1.3025	1.6829	2.0195
42	1.3020	1.6820	2.0181

43	1.3016	1.6811	2.0167
44	1.3011	1.6802	2.0154
45	1.3006	1.6794	2.0141
46	1.3002	1.6787	2.0129
47	1.2998	1.6779	2.0117
48	1.2994	1.6772	2.0106
49	1.2991	1.6766	2.0096
50	1.2987	1.6759	2.0086
51	1.2984	1.6753	2.0076
52	1.2980	1.6747	2.0066
53	1.2977	1.6741	2.0057
54	1.2974	1.6736	2.0049
55	1.2971	1.6730	2.0040
56	1.2969	1.6725	2.0032
57	1.2966	1.6720	2.0025
58	1.2963	1.6716	2.0017
59	1.2961	1.6711	2.0010
60	1.2958	1.6706	2.0003
61	1.2956	1.6702	1.9996
62	1.2954	1.6698	1.9990
63	1.2951	1.6694	1.9983
64	1.2949	1.6690	1.9977
65	1.2947	1.6686	1.9971
66	1.2945	1.6683	1.9966
67	1.2943	1.6679	1.9960
68	1.2941	1.6676	1.9955
69	1.2939	1.6672	1.9949
70	1.2938	1.6669	1.9944
71	1.2936	1.6666	1.9939
72	1.2934	1.6663	1.9935
73	1.2933	1.6660	1.9930
74	1.2931	1.6657	1.9925
75	1.2929	1.6654	1.9921
76	1.2928	1.6652	1.9917
77	1.2926	1.6649	1.9913
78	1.2925	1.6646	1.9908
79	1.2924	1.6644	1.9905
80	1.2922	1.6641	1.9901
81	1.2921	1.6639	1.9897
82	1.2920	1.6636	1.9893
83	1.2918	1.6634	1.9890
84	1.2917	1.6632	1.9886
85	1.2916	1.6630	1.9883
86	1.2915	1.6628	1.9879

87	1.2914	1.6626	1.9876
88	1.2912	1.6624	1.9873
89	1.2911	1.6622	1.987
90	1.291	1.662	1.9867
91	1.2909	1.6618	1.9864
92	1.2908	1.6616	1.9861
93	1.2907	1.6614	1.9858
94	1.2906	1.6612	1.9855
95	1.2905	1.6611	1.9853
96	1.2904	1.6609	1.985
97	1.2903	1.6607	1.9847
98	1.2902	1.6606	1.9845
99	1.2902	1.6604	1.9842
100	1.2901	1.6602	1.984

Sumber: <https://www.spssindonesia.com/2014/02>



LAMPIRAN VII:

Dokumentasi Penelitian



LAMPIRAN VII:

Dokumentasi Penelitian



LAMPIRAN VIII:

Surat Izin Penelitian



