



LAMPIRAN 1:
Pengantar Kuesioner & Kuesioner
Penelitian

Pengantar Kuesioner



Perbandingan Ekuitas Merek Antara Honda CBR 250 RR Dan Yamaha R25 (Studi Pada Pemilik CBR 250 RR Dan Yamaha R25 Jember)

Kepada Yth.

Sdr/i. Pemilik CBR 250 RR & R25

di tempat

Berkaitan dengan kegiatan penelitian yang saya lakukan dengan judul “Perbandingan Ekuitas Merek Antara Honda Cbr 250 Rr Dan Yamaha R25 (Studi Pada Pemilik Cbr 250 Rr Dan Yamaha R25 Jember) sebagai salah satu syarat untuk memperoleh gelar Sarjana Ekonomi pada Universitas Muhammadiyah Jember, maka dengan ini saya mengharapkan bantuan saudara untuk mengisi daftar Pernyataan yang saya sertakan di bawah ini.

Agar memperoleh masukan yang berarti, saya berharap kuesioner ini diisi dengan keadaan yang sebenarnya. Semua sumber dan data yang diperoleh dijamin kerahasiaannya.

Atas perhatian dan bantuannya saya mengucapkan banyak terima kasih.

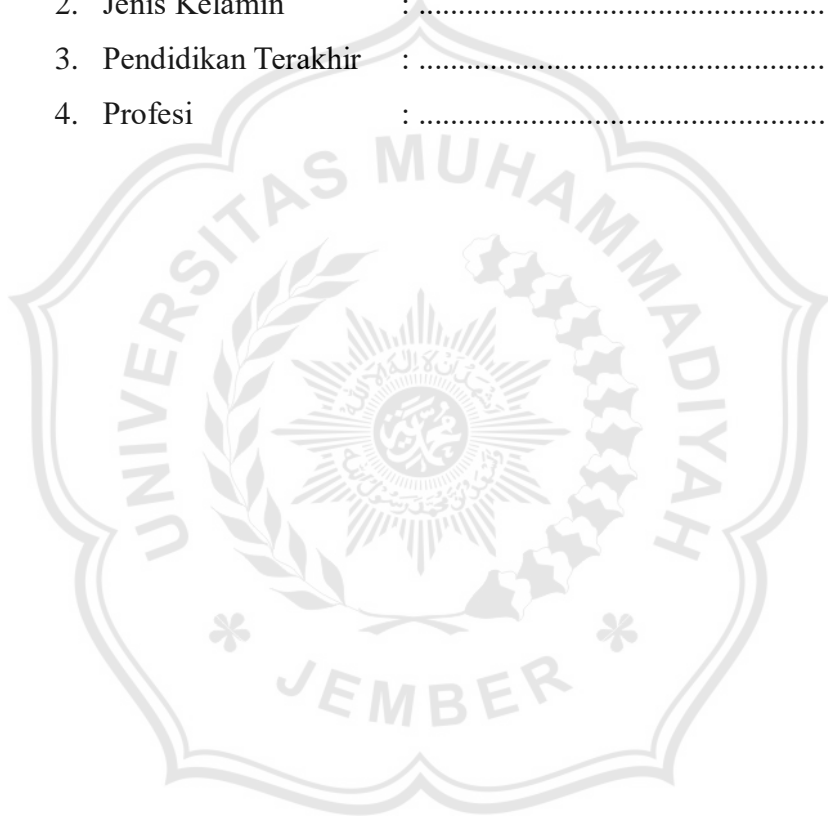
**Yoga Andriawan
1510411238**

Petunjuk Pengisian:

Berilah nilai atau skor dari 1-5 pada setiap pernyataan.

Identitas responden

1. Usia :
2. Jenis Kelamin :
3. Pendidikan Terakhir :
4. Profesi :



Kuesioner Honda CBR 250RR

1. Pengetahuan Merek

No	Pernyataan	Pilihan Jawaban				
		STS	TS	KS	S	SS
1	Honda CBR 250RR yang memiliki citra baik dimata konsumen					
2	Honda CBR 250RR yang mudah dipahami oleh konsumen					
3	Honda CBR 250RR diyakini merek terbaik oleh konsumen					
4	Honda CBR 250RR yang sudah terkenal					

2. Kualitas Merek

No	Pernyataan	Pilihan Jawaban				
		STS	TS	KS	S	SS
1	CBR 250RR memiliki daya tahan yang tangguh					
2	Motor CBR 250RR Tidak mudah rusak dan digunakan dalam waktu jangka panjang					
3	Honda CBR 250RR meminimalisir Resiko/ dampak negatif					
4	Honda CBR 250RR memiliki spesifikasi produk yang tinggi					

3. Asumsi Merek

No	Pernyataan	Pilihan Jawaban				
		STS	TS	KS	S	SS
1	Honda CBR 250RR adalah merek dikenal baik oleh banyak orang					
2	Honda CBR 250RR tidak mempunyai citra buruk di mata publik					
3	Honda CBR 250RR adalah merek yang sudah mendunia					
4	Honda CBR 250RR adalah merek no 1					

4. Kesetiaan Merek

No	Pernyataan	Pilihan Jawaban				
		STS	TS	KS	S	SS
1	Konsumen Honda CBR 250RR enggan berpindah ke merek motor lain					
2	Kualitas produk Honda CBR 250RR meningkat namun merek tetap					

3	Merek Honda CBR 250RR mudah diingat oleh masyarakat
4	Ketersediaan merekomendasikan merek Honda CBR 250RR kepada orang lain

Kuesioner Yamaha R 251. Pengetahuan Merek

No	Pernyataan	Pilihan Jawaban				
		STS	TS	KS	S	SS
1	Yamaha R25 yang memiliki citra baik dimata konsumen					
2	Merek Yamaha R25 yang mudah dipahami oleh konsumen					
3	Yamaha R25 diyakini sebagai merek terbaik oleh konsumen					
4	Yamaha R25 adalah merek yang sudah terkenal					

2. Kualitas Merek

No	Pernyataan	Pilihan Jawaban				
		STS	TS	KS	S	SS
1	Yamaha R25 memiliki daya tahan yang tangguh					
2	Motor CBR 250RR Tidak mudah rusak dan digunakan dalam waktu jangka panjang					
3	Yamaha R25 meminimalisir resiko/dampak negatif					
4	Yamaha R25 memiliki spesifikasi produk yang tinggi					

3. Asumsi Merek

No	Pernyataan	Pilihan Jawaban				
		STS	TS	KS	S	SS
1	Yamaha R25 adalah merek dikenal baik oleh banyak orang					
2	Yamaha R25 tidak mempunyai citra buruk di mata publik					
3	Yamaha R25 adalah merek yang sudah mendunia					
4	Yamaha R25 adalah merek no 1					

5. Kesetiaan Merek

No	Pernyataan	Pilihan Jawaban				
		STS	TS	KS	S	SS

-
- 1 Konsumen Yamaha R25 enggan berpindah ke merek motor lain
 - 2 Kualitas produk Yamaha R25 meningkat namun merek tetap
 - 3 Merek Yamaha R25 mudah diingat oleh masyarakat
 - 4 Ketersediaan merekomendasikan merek Yamaha R25 kepada orang lain



LAMPIRAN 2:

Rekapitulasi Kuesioner



CBR 250RR

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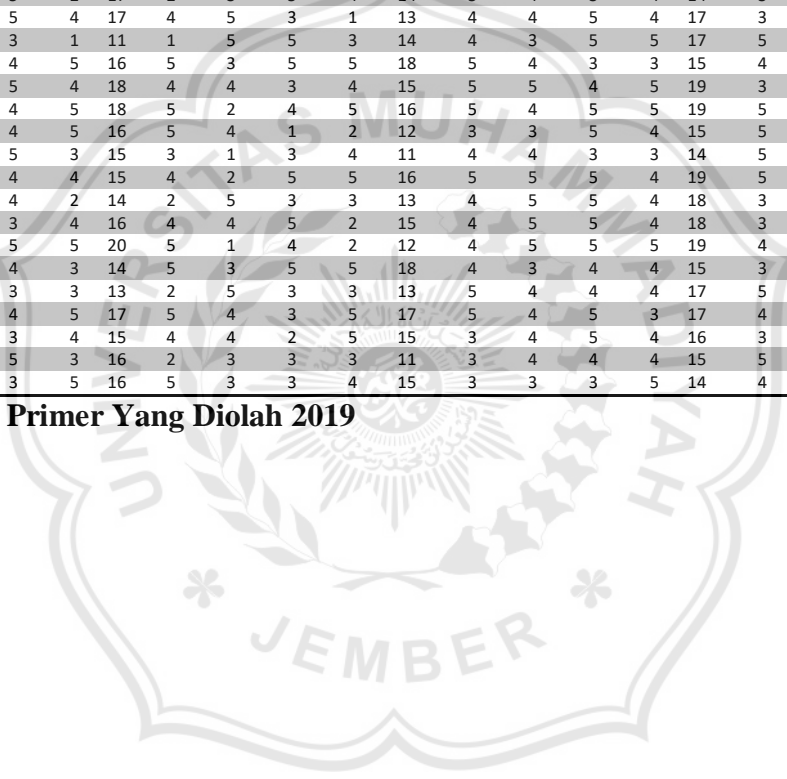
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Data Primer Yang Diolah 2019 Yamaha R25

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4	5	3	4	16	4	4	5	2	15	4	5	5	4	18	3	1	5	3	12
5	5	5	5	20	5	1	4	2	12	4	5	5	5	19	4	4	3	5	16
4	3	4	3	14	5	3	5	5	18	4	3	4	4	15	3	5	5	4	17
4	3	3	3	13	2	5	3	3	13	5	4	4	4	17	5	3	3	3	14
5	3	4	5	17	5	4	3	5	17	5	4	5	3	17	4	3	3	3	13
3	5	3	4	15	4	4	2	5	15	3	4	5	4	16	3	3	4	5	15
4	4	5	3	16	2	3	3	3	11	3	4	4	4	15	5	5	3	5	18
5	3	3	5	16	5	3	3	4	15	3	3	3	5	14	4	4	5	5	18

Data Primer Yang Diolah 2019



LAMPIRAN 3:

Frekuensi Pernyataan Responden



Frekuensi Pernyataan Responden

CBR 250RR

Statistics

		x1.1	x1.2	x1.3	x1.4
N	Valid	80	80	80	80
	Missing	0	0	0	0

x1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.3	1.3	1.3
	2	14	17.5	17.5	18.8
	3	13	16.3	16.3	35.0
	4	23	28.7	28.7	63.7
	5	29	36.3	36.3	100.0
	Total	80	100.0	100.0	

x1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.3	1.3	1.3
	3	19	23.8	23.8	25.0
	4	23	28.7	28.7	53.8
	5	37	46.3	46.3	100.0
	Total	80	100.0	100.0	

x1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	6.3	6.3	6.3
	2	12	15.0	15.0	21.3
	3	10	12.5	12.5	33.8
	4	21	26.3	26.3	60.0
	5	32	40.0	40.0	100.0
	Total	80	100.0	100.0	

x1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.8	3.8	3.8
	3	23	28.7	28.7	32.5
	4	23	28.7	28.7	61.3
	5	31	38.8	38.8	100.0
	Total	80	100.0	100.0	

Statistics

		x2.1	x2.2	x2.3	x2.4
N	Valid	80	80	80	80
	Missing	0	0	0	0

x2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	6.3	6.3	6.3
	3	25	31.3	31.3	37.5
	4	18	22.5	22.5	60.0
	5	32	40.0	40.0	100.0
	Total	80	100.0	100.0	

x2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.8	3.8	3.8
	2	9	11.3	11.3	15.0
	3	26	32.5	32.5	47.5
	4	15	18.8	18.8	66.3
	5	27	33.8	33.8	100.0
	Total	80	100.0	100.0	

x2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	33	41.3	41.3	41.3
	4	24	30.0	30.0	71.3
	5	23	28.7	28.7	100.0
	Total	80	100.0	100.0	

x2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.5	2.5	2.5
	3	22	27.5	27.5	30.0
	4	22	27.5	27.5	57.5
	5	34	42.5	42.5	100.0
	Total	80	100.0	100.0	

Statistics

		x3.1	x3.2	x3.3	x3.4
N	Valid	80	80	80	80
	Missing	0	0	0	0

x3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.8	3.8	3.8
	2	4	5.0	5.0	8.8
	3	29	36.3	36.3	45.0
	4	15	18.8	18.8	63.7
	5	29	36.3	36.3	100.0
	Total	80	100.0	100.0	

x3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.3	1.3	1.3
	3	25	31.3	31.3	32.5
	4	19	23.8	23.8	56.3
	5	35	43.8	43.8	100.0
	Total	80	100.0	100.0	

x3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.5	2.5	2.5
	3	32	40.0	40.0	42.5
	4	24	30.0	30.0	72.5
	5	22	27.5	27.5	100.0
	Total	80	100.0	100.0	

x3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.3	1.3	1.3
	3	27	33.8	33.8	35.0
	4	22	27.5	27.5	62.5
	5	30	37.5	37.5	100.0
	Total	80	100.0	100.0	

Statistics

		x4.1	x4.2	x4.3	x4.4
N	Valid	80	80	80	80
	Missing	0	0	0	0

x4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.3	1.3	1.3
	3	20	25.0	25.0	26.3
	4	30	37.5	37.5	63.7
	5	29	36.3	36.3	100.0
	Total	80	100.0	100.0	

x4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	28	35.0	35.0	35.0
	4	26	32.5	32.5	67.5
	5	26	32.5	32.5	100.0
	Total	80	100.0	100.0	

x4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.3	1.3	1.3
	3	22	27.5	27.5	28.7
	4	25	31.3	31.3	60.0
	5	32	40.0	40.0	100.0
	Total	80	100.0	100.0	

x4.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	23	28.7	28.7	28.7
	4	32	40.0	40.0	68.8
	5	25	31.3	31.3	100.0
	Total	80	100.0	100.0	

R25

Statistics

		x1.1	x1.2	x1.3	x1.4
N	Valid	80	80	80	80
	Missing	0	0	0	0

x1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	22	27.5	27.5	27.5
	4	34	42.5	42.5	70.0
	5	24	30.0	30.0	100.0
	Total	80	100.0	100.0	

x1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	28	35.0	35.0	35.0
	4	26	32.5	32.5	67.5
	5	26	32.5	32.5	100.0
	Total	80	100.0	100.0	

x1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	24	30.0	30.0	30.0
	4	32	40.0	40.0	70.0
	5	24	30.0	30.0	100.0
	Total	80	100.0	100.0	

x1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.8	3.8	3.8
	2	4	5.0	5.0	8.8
	3	22	27.5	27.5	36.3
	4	31	38.8	38.8	75.0
	5	20	25.0	25.0	100.0
	Total	80	100.0	100.0	

Statistics

		x2.1	x2.2	x2.3	x2.4
N	Valid	80	80	80	80
	Missing	0	0	0	0

x2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	7.5	7.5	7.5
	2	10	12.5	12.5	20.0
	3	22	27.5	27.5	47.5
	4	14	17.5	17.5	65.0
	5	28	35.0	35.0	100.0
	Total	80	100.0	100.0	

x2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	5.0	5.0	5.0
	2	11	13.8	13.8	18.8
	3	14	17.5	17.5	36.3
	4	20	25.0	25.0	61.3
	5	31	38.8	38.8	100.0
	Total	80	100.0	100.0	

x2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	7.5	7.5	7.5
	2	14	17.5	17.5	25.0
	3	18	22.5	22.5	47.5
	4	12	15.0	15.0	62.5
	5	30	37.5	37.5	100.0
	Total	80	100.0	100.0	

x2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	8.8	8.8	8.8
	2	17	21.3	21.3	30.0
	3	11	13.8	13.8	43.8
	4	16	20.0	20.0	63.7
	5	29	36.3	36.3	100.0
	Total	80	100.0	100.0	

Statistics

		x3.1	x3.2	x3.3	x3.4
N	Valid	80	80	80	80
	Missing	0	0	0	0

x3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	19	23.8	23.8	23.8
	4	32	40.0	40.0	63.7
	5	29	36.3	36.3	100.0
	Total	80	100.0	100.0	

x3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	20	25.0	25.0	25.0
	4	29	36.3	36.3	61.3
	5	31	38.8	38.8	100.0
	Total	80	100.0	100.0	

x3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	16	20.0	20.0	20.0
	4	27	33.8	33.8	53.8
	5	37	46.3	46.3	100.0
	Total	80	100.0	100.0	

x3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	21	26.3	26.3	26.3
	4	36	45.0	45.0	71.3
	5	23	28.7	28.7	100.0
	Total	80	100.0	100.0	

Statistics

		x4.1	x4.2	x4.3	x4.4
N	Valid	80	80	80	80
	Missing	0	0	0	0

x4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	6.3	6.3	6.3
	3	25	31.3	31.3	37.5
	4	18	22.5	22.5	60.0
	5	32	40.0	40.0	100.0
	Total	80	100.0	100.0	

x4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.8	3.8	3.8
	2	9	11.3	11.3	15.0
	3	26	32.5	32.5	47.5
	4	15	18.8	18.8	66.3
	5	27	33.8	33.8	100.0
	Total	80	100.0	100.0	

x4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	33	41.3	41.3	41.3
	4	24	30.0	30.0	71.3
	5	23	28.7	28.7	100.0
	Total	80	100.0	100.0	

x4.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.5	2.5	2.5
	3	22	27.5	27.5	30.0
	4	22	27.5	27.5	57.5
	5	34	42.5	42.5	100.0
	Total	80	100.0	100.0	

The background features a large, light gray watermark of the Universitas Muhammadiyah Jember logo. The logo is a shield-shaped emblem with a scalloped border. It contains a central sunburst with Arabic calligraphy, flanked by two palm branches. The text "UNIVERSITAS MUHAMMADIYAH" is written in an arc across the top, and "JEMBER" is written in an arc across the bottom, with two small floral symbols on either side.

LAMPIRAN 4:

Hasil Uji Validitas

CBR 250RR

Correlations

		x1.1	x1.2	x1.3	x1.4	x1
x1.1	Pearson Correlation	1	-.052	.033	.017	.505**
	Sig. (2-tailed)		.647	.774	.884	.000
	N	80	80	80	80	80
x1.2	Pearson Correlation	-.052	1	-.042	.451**	.499**
	Sig. (2-tailed)	.647		.714	.000	.000
	N	80	80	80	80	80
x1.3	Pearson Correlation	.033	-.042	1	.048	.581**
	Sig. (2-tailed)	.774	.714		.675	.000
	N	80	80	80	80	80
x1.4	Pearson Correlation	.017	.451**	.048	1	.599**
	Sig. (2-tailed)	.884	.000	.675		.000
	N	80	80	80	80	80
x1	Pearson Correlation	.505**	.499**	.581**	.599**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	80	80	80	80	80

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

Correlations

		x2.1	x2.2	x2.3	x2.4	x2
x2.1	Pearson Correlation	1	.121	.179	.076	.605**
	Sig. (2-tailed)		.284	.112	.503	.000
	N	80	80	80	80	80
x2.2	Pearson Correlation	.121	1	-.029	.129	.619**
	Sig. (2-tailed)	.284		.796	.256	.000
	N	80	80	80	80	80
x2.3	Pearson Correlation	.179	-.029	1	.136	.493**
	Sig. (2-tailed)	.112	.796		.229	.000
	N	80	80	80	80	80
x2.4	Pearson Correlation	.076	.129	.136	1	.554**
	Sig. (2-tailed)	.503	.256	.229		.000
	N	80	80	80	80	80
x2	Pearson Correlation	.605**	.619**	.493**	.554**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	80	80	80	80	80

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

Correlations

		x3.1	x3.2	x3.3	x3.4	x3
x3.1	Pearson Correlation	1	.009	.184	-.257*	.572**
	Sig. (2-tailed)		.937	.102	.022	.000
	N	80	80	80	80	80
x3.2	Pearson Correlation	.009	1	.072	-.034	.509**
	Sig. (2-tailed)	.937		.527	.766	.000
	N	80	80	80	80	80
x3.3	Pearson Correlation	.184	.072	1	-.063	.587**
	Sig. (2-tailed)	.102	.527		.576	.000
	N	80	80	80	80	80
x3.4	Pearson Correlation	-.257*	-.034	-.063	1	.276*
	Sig. (2-tailed)	.022	.766	.576		.013
	N	80	80	80	80	80
x3	Pearson Correlation	.572**	.509**	.587**	.276*	1
	Sig. (2-tailed)	.000	.000	.000	.013	
	N	80	80	80	80	80

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

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

Correlations

		x4.1	x4.2	x4.3	x4.4	x4
x4.1	Pearson Correlation	1	-.091	-.031	-.183	.371**
	Sig. (2-tailed)		.423	.784	.104	.001
	N	80	80	80	80	80
x4.2	Pearson Correlation	-.091	1	.130	.040	.582**
	Sig. (2-tailed)	.423		.252	.723	.000
	N	80	80	80	80	80
x4.3	Pearson Correlation	-.031	.130	1	-.118	.547**
	Sig. (2-tailed)	.784	.252		.296	.000
	N	80	80	80	80	80
x4.4	Pearson Correlation	-.183	.040	-.118	1	.366**
	Sig. (2-tailed)	.104	.723	.296		.001
	N	80	80	80	80	80
x4	Pearson Correlation	.371**	.582**	.547**	.366**	1
	Sig. (2-tailed)	.001	.000	.000	.001	
	N	80	80	80	80	80

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

R25

Correlations

		x1.1	x1.2	x1.3	x1.4	x1
x1.1	Pearson Correlation	1	.041	.043	.057	.491**
	Sig. (2-tailed)		.717	.708	.615	.000
	N	80	80	80	80	80
x1.2	Pearson Correlation	.041	1	.059	-.053	.470**
	Sig. (2-tailed)	.717		.603	.642	.000
	N	80	80	80	80	80
x1.3	Pearson Correlation	.043	.059	1	.129	.548**
	Sig. (2-tailed)	.708	.603		.255	.000
	N	80	80	80	80	80
x1.4	Pearson Correlation	.057	-.053	.129	1	.613**
	Sig. (2-tailed)	.615	.642	.255		.000
	N	80	80	80	80	80
x1	Pearson Correlation	.491**	.470**	.548**	.613**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	80	80	80	80	80

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

Correlations

		x2.1	x2.2	x2.3	x2.4	x2
x2.1	Pearson Correlation	1	-.046	-.077	-.076	.338**
	Sig. (2-tailed)		.686	.496	.503	.002
	N	80	80	80	80	80
x2.2	Pearson Correlation	-.046	1	-.040	.030	.387**
	Sig. (2-tailed)	.686		.727	.790	.000
	N	80	80	80	80	80
x2.3	Pearson Correlation	-.077	-.040	1	.762**	.750**
	Sig. (2-tailed)	.496	.727		.000	.000
	N	80	80	80	80	80
x2.4	Pearson Correlation	-.076	.030	.762**	1	.783**
	Sig. (2-tailed)	.503	.790	.000		.000
	N	80	80	80	80	80
x2	Pearson Correlation	.338**	.387**	.750**	.783**	1
	Sig. (2-tailed)	.002	.000	.000	.000	
	N	80	80	80	80	80

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

Correlations

		x3.1	x3.2	x3.3	x3.4	x3
x3.1	Pearson Correlation	1	.075	-.013	-.160	.461**
	Sig. (2-tailed)		.506	.907	.156	.000
	N	80	80	80	80	80
x3.2	Pearson Correlation	.075	1	.105	-.027	.600**
	Sig. (2-tailed)	.506		.352	.810	.000
	N	80	80	80	80	80
x3.3	Pearson Correlation	-.013	.105	1	-.055	.532**
	Sig. (2-tailed)	.907	.352		.626	.000
	N	80	80	80	80	80
x3.4	Pearson Correlation	-.160	-.027	-.055	1	.368**
	Sig. (2-tailed)	.156	.810	.626		.001
	N	80	80	80	80	80
x3	Pearson Correlation	.461**	.600**	.532**	.368**	1
	Sig. (2-tailed)	.000	.000	.000	.001	
	N	80	80	80	80	80

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

Correlations

		x4.1	x4.2	x4.3	x4.4	x4
x4.1	Pearson Correlation	1	.121	.179	.076	.605**
	Sig. (2-tailed)		.284	.112	.503	.000
	N	80	80	80	80	80
x4.2	Pearson Correlation	.121	1	-.029	.129	.619**
	Sig. (2-tailed)	.284		.796	.256	.000
	N	80	80	80	80	80
x4.3	Pearson Correlation	.179	-.029	1	.136	.493**
	Sig. (2-tailed)	.112	.796		.229	.000
	N	80	80	80	80	80
x4.4	Pearson Correlation	.076	.129	.136	1	.554**
	Sig. (2-tailed)	.503	.256	.229		.000
	N	80	80	80	80	80
x4	Pearson Correlation	.605**	.619**	.493**	.554**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	80	80	80	80	80

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

LAMPIRAN 5:

Hasil Uji Reliabilitas



CBR 250RR

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.669	5

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.696	5

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.610	5

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.628	5

R25

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.661	5

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.699	5

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.615	5

Case Processing Summary

		N	%
Cases	Valid	80	100.0
	Excluded ^a	0	.0
	Total	80	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.696	5

LAMPIRAN 6:

Hasil Uji Independent Sample T test



Group Statistics

	Motor	N	Mean	Std. Deviation	Std. Error Mean
x1	CBR 250RR	80	15.83	2.299	.257
	Yamaha R25	80	15.76	1.809	.202
x2	CBR 250RR	80	15.61	2.225	.249
	Yamaha R25	80	14.50	3.019	.338
x3	CBR 250RR	80	15.73	1.842	.206
	Yamaha R25	80	16.55	1.517	.170
x4	CBR 250RR	80	16.19	1.535	.172
	Yamaha R25	80	15.61	2.225	.249

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
x1	Equal variances assumed	5.513	.020	.191	158	.849	.063	.327	-.583	.708
	Equal variances not assumed			.191	149.712	.849	.063	.327	-.584	.709
x2	Equal variances assumed	9.201	.003	2.653	158	.009	1.113	.419	.284	1.941
	Equal variances not assumed			2.653	145.260	.009	1.113	.419	.284	1.941
x3	Equal variances assumed	2.821	.095	-3.093	158	.002	-.825	.267	-1.352	-.298
	Equal variances not assumed			-3.093	152.408	.002	-.825	.267	-1.352	-.298
x4	Equal variances assumed	10.010	.002	1.903	158	.059	.575	.302	-.022	1.172
	Equal variances not assumed			1.903	140.331	.059	.575	.302	-.022	1.172



LAMPIRAN 7:
Tabel r *Product Moment*

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

Data Primer Yang Diolah 2019

LAMPIRAN 8:
Surat Permohonan Izin Penelitian

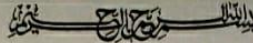




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Nomor : 1413/AU/FE/F/2019 Jember, 23 Dzulqo'dah 1440 H
Lampiran : - 26 Juli 2019 M
Perihal : **Ijin Penelitian**

Kepada : Yth. Bpk/Ibu Pimpinan Yamaha Kebonsari
Di
Tempat

Assalammu'alaikum Wr. Wb.

Dengan hormat, dalam rangka penyelesaian tugas akhir mahasiswa Fakultas Ekonomi Universitas Muhammadiyah Jember, maka dengan ini Pimpinan Fakultas Ekonomi Universitas Muhammadiyah Jember mengajukan permohonan kepada Bapak/Ibu agar mahasiswa tersebut dibawah ini diberikan ijin untuk melaksanakan penelitian pada,

Instansi Tujuan : Yamaha Kebonsari
Nama Mahasiswa : Yoga Andriawan
Nim : 1510411238
Jurusan / Prodi : Manajemen
Alamat : Jl. Letjen Sutoyo, Lingk Kranjingan, Sumbersari
(082331751503)
Judul Penelitian : Perbandingan Ekuitas Merek antara Honda CBR 250 RR dan Yamaha R25 (studi Empiris Pada MPM motor Kebonsari dan Yamaha Kebonsari Jember)

Demikian atas bantuan dan kerjasama yang baik kami sampaikan terima kasih.

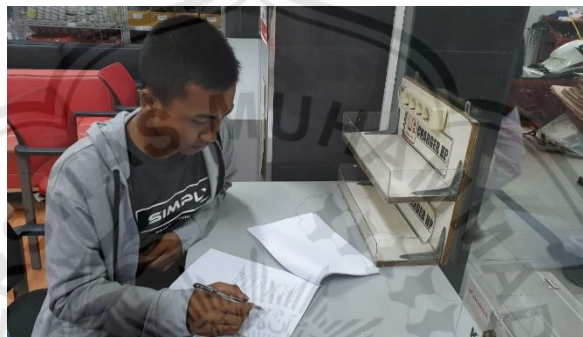
Wassalammu'alaikum Wr. Wb.

Dekan,

Nr. Arik Susbiyani, M. Si
NPK. 01 09 289



**LAMPIRAN 9:
DOKUMENTASI PENGISIAN
KUISIONER**





LAMPIRAN 10 :
LEMBAR REVISI



FORMULIR
REVISI UJIAN SKRIPSI DAN KOMPREHENSIF

No. Dok : FM-00401 20003-08.

Judul : Perbandingan Ekuitas Merek Antara Honda CBR250RR dan Yamaha R25
(studi Empiris pada MPN Motor Kabonsari Jember dan Yamaha Kabonsari Jember)
 Peneliti : Yoga Andriawan
 NIM : 1510411238 HARI/TGL: 2/3

No.	Penguji	Hal	Bagian yang direvisi (jika ada)	Tanda tangan awal	Tanda tangan akhir
1.	Ketua Penguji <u>Hurula</u>	1. 2. 3.	1. <u>Sangat baik</u> 2. <u>Foto kegunaan</u> 3.		
2.	Anggota (Pembimbing 1) <u>Retro</u>		- <u>lebih banyak</u> - <u>masukan</u> - <u>penelitian</u> - <u>dan</u>		
3.	Anggota (Pembimbing 2) <u>Retro</u>		- <u>dan sekalian</u>		