

LAMPIRAN 1 :
Petunjuk Pengisian Kuesioner Penelitian



LAMPIRAN KUISIONER

Perbandingan *Brand Equity* GAME Online *PUBG (Playerunknown's Battleground)* dengan GAME Online *GARENA FREE-FIRE Battleground* (studi kasus pada *Fanpage* komunitas *Game Online Battle Royale PUBG (PlayerUnknown's Battlegrounds)* dengan *GARENA FREE FIRE-Battleground* pada sosial media)

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

- I. Nama :
Jenis kelamin :
Umur :
- II. Petunjuk Pengisian
 - a. Baca Setiap pertanyaan dengan teliti
 - b. Jawablah semua pertanyaan yang tersedia dengan jujur
 - c. Beri tand *Check* (√) pada jawaban anda
 - d. Setelah selesai, mohon cek kembali jawaban anda, Apabila sudah merasa benar silahkan klik tombol “SUMBIT”

Pernyataan	Skor
Sangat Setuju (SS)	5
Setuju (S)	4
Netral (N)	3
Tidak Setuju	2
Sangat tidak setuju	1



LAMPIRAN 2 :
Kueisioner Penelitian

Loyalitas Merek (*Brand Loyalty*)

No.	Pertanyaan/Pernyataan	JAWABAN				
		STS	TS	N	S	SS
1	Bermain Game Battle Royal PUBG sudah menjadi kebiasaan					
2	Bermain Game Battle Royal PUBG karena sudah merasa Puas					
3	Tidak akan terpengaruh dengan permainan Battle Royal lainnya					
4	komitmen akan tetap menggunakan game Battle Royal PUBG					

Kesadaran Merek (*Brand awareness*)

No.	Pertanyaan/Pernyataan	JAWABAN				
		STS	TS	N	S	SS
1	Apabila diminta untuk menyebutkan nama game online Battle Royal, PUBG adalah game yang pertama kali yang muncul Dalam benak saya					
2	Game Online PUBG lebih familiar dari game-game online battle Royale lainnya					
3	Saya mengingat salah satu iklan game online battle Royale PUBG yang ditayangkan di media social dan media TV					
4	PUBG menjadi Alternatif pilihan untuk game battle royal					

Persepsi Kualitas (*Perceived Quality*)

No.	Pertanyaan/Pernyataan	JAWABAN				
		STS	TS	N	S	SS
1	Battle Royal PUBG adalah game yang berkualitas					
2	Kualitas grafis game FPS PUBG baik					
3	Rendering game yang ringan / tidak lag					
4	Map yang luas					
5	Konten map yang beragam					
6	Item / collectible yang beragam					
7	Item wearable / pakaian dan skin yang beragam					
8	Harga pakaian dan skin yang terjangkau					

Asosiasi Merek (*Brand Association*)

No.	Pertanyaan/Pernyataan	JAWABAN				
		STS	TS	N	S	SS
1	Battle Royal PUBG adalah game dengan inovasi desain yang tinggi					
2	Battle Royal PUBG adalah game yang terkenal dengan player terbanyak dan dimainkan oleh banyak kalangan					
3	PUBG adalah game pertama yang memperkenalkan genre Battle Royale					
4	Battle Royal PUBG adalah game yang mudah dimainkan					

Loyalitas Merek (*Brand Loyalty*)

No.	Pertanyaan/Pernyataan	JAWABAN				
		STS	TS	N	S	SS
1	Bermain Game Battle Royal Free-Fire sudah menjadi kebiasaan					
2	Bermain Game Battle Royal Free-fire karena sudah merasa Puas					
3	Tidak akan terpengaruh dengan permainan Battle Royal lainnya					
4	komitmen akan tetap menggunakan game Battle Royal Free-Fire					

Kesadaran Merek (*Brand awareness*)

No.	Pertanyaan/Pernyataan	JAWABAN				
		STS	TS	N	S	SS
1	Apabila diminta untuk menyebutkan nama game online Battle Royal, Free Fire adalah game yang pertama kali yang muncul Dalam benak saya					
2	Game Online Free Fire lebih familiar dari game-game online battle Royale lainnya					
3	Saya mengingat salah satu iklan game online battle Royale Free Fire yang ditayangkan di media social dan media TV					
4	Free Fire menjadi Alternatif pilihan untuk game battle royal					

Persepsi Kualitas (*Perceived Quality*)

No.	Pertanyaan/Pernyataan	JAWABAN				
		STS	TS	N	S	SS
1	Battle Royal Free Fire adalah game yang berkualitas					
2	Kualitas grafis game Free Fire baik					
3	Rendering game yang ringan / tidak lag					
4	Map yang luas					
5	Konten map yang beragam					
6	Item / collectible yang beragam					
7	Item wearable / pakaian dan skin yang beragam					
8	Harga pakaian dan skin yang terjangkau					

Asosiasi Merek (*Brand Association*)

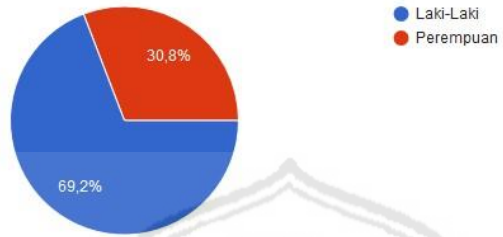
No.	Pertanyaan/Pernyataan	JAWABAN				
		STS	TS	N	S	SS
1	Battle Royal Free Fire adalah game dengan inovasi desain yang tinggi					
2	Battle Royal Free Fire adalah game yang terkenal dengan player terbanyak dan dimainkan oleh banyak kalangan					
3	Free Fire adalah game pertama yang memperkenalkan genre Battle Royale					
4	Battle Royal Free Fire adalah game yang mudah dimainkan					



LAMPIRAN 3 :
Rekapitulasi Hasil Kuseioner Google Forms

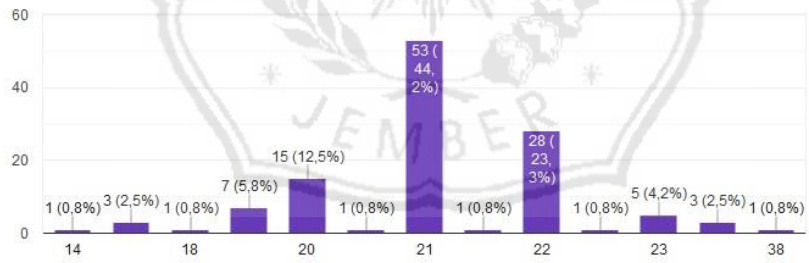
Jenis Kelamin

120 tanggapan



Umur

120 tanggapan



LAMPIRAN 4:
Rekapitulasi Jawaban Responden



2	2	2	2	1	1	3	1	4	4	2	3	3	4	5	1	3	4	5	4
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LAMPIRAN 5:
Frekuensi Pernyataan Responden



X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	10	8.3	8.3	8.3
TS	10	8.3	8.3	16.7
N	42	35.0	35.0	51.7
S	32	26.7	26.7	78.3
SS	26	21.7	21.7	100.0
Total	120	100.0	100.0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	10	8.3	8.3	8.3
TS	10	8.3	8.3	16.7
N	44	36.7	36.7	53.3
S	32	26.7	26.7	80.0
SS	24	20.0	20.0	100.0
Total	120	100.0	100.0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	10	8.3	8.3	8.3
TS	10	8.3	8.3	16.7
N	50	41.7	41.7	58.3
S	16	13.3	13.3	71.7
SS	34	28.3	28.3	100.0
Total	120	100.0	100.0	

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	14	11.7	11.7	11.7
TS	14	11.7	11.7	23.3
N	38	31.7	31.7	55.0
S	26	21.7	21.7	76.7
SS	28	23.3	23.3	100.0
Total	120	100.0	100.0	

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	18	15.0	15.0	15.0
TS	29	24.2	24.2	39.2
N	32	26.7	26.7	65.8
S	15	12.5	12.5	78.3
SS	26	21.7	21.7	100.0
Total	120	100.0	100.0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	14	11.7	11.7	11.7
TS	25	20.8	20.8	32.5
N	31	25.8	25.8	58.3
S	17	14.2	14.2	72.5
SS	33	27.5	27.5	100.0
Total	120	100.0	100.0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	15	12.5	12.5	12.5
TS	23	19.2	19.2	31.7
N	45	37.5	37.5	69.2
S	17	14.2	14.2	83.3
SS	20	16.7	16.7	100.0
Total	120	100.0	100.0	

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	13	10.8	10.8	10.8
TS	21	17.5	17.5	28.3
N	31	25.8	25.8	54.2
S	23	19.2	19.2	73.3
SS	32	26.7	26.7	100.0
Total	120	100.0	100.0	

X3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	12	10.0	10.0	10.0
TS	19	15.8	15.8	25.8
N	29	24.2	24.2	50.0
S	25	20.8	20.8	70.8
SS	35	29.2	29.2	100.0
Total	120	100.0	100.0	

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	14	11.7	11.7	11.7
TS	13	10.8	10.8	22.5
N	31	25.8	25.8	48.3
S	34	28.3	28.3	76.7
SS	28	23.3	23.3	100.0
Total	120	100.0	100.0	

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	13	10.8	10.8	10.8
TS	16	13.3	13.3	24.2
N	50	41.7	41.7	65.8
S	21	17.5	17.5	83.3
SS	20	16.7	16.7	100.0
Total	120	100.0	100.0	

X3.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	6	5.0	5.0	5.0
TS	13	10.8	10.8	15.8
N	43	35.8	35.8	51.7
S	27	22.5	22.5	74.2
SS	31	25.8	25.8	100.0
Total	120	100.0	100.0	

X3.5

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	8	6.7	6.7	6.7
TS	17	14.2	14.2	20.8
N	42	35.0	35.0	55.8
S	24	20.0	20.0	75.8
SS	29	24.2	24.2	100.0
Total	120	100.0	100.0	

X3.6

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	6	5.0	5.0	5.0
TS	13	10.8	10.8	15.8
N	41	34.2	34.2	50.0
S	21	17.5	17.5	67.5
SS	39	32.5	32.5	100.0
Total	120	100.0	100.0	

X3.7

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	12	10.0	10.0	10.0
TS	15	12.5	12.5	22.5
N	32	26.7	26.7	49.2
S	24	20.0	20.0	69.2
SS	37	30.8	30.8	100.0
Total	120	100.0	100.0	

X3.8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	24	20.0	20.0	20.0
TS	24	20.0	20.0	40.0
N	48	40.0	40.0	80.0
S	17	14.2	14.2	94.2
SS	7	5.8	5.8	100.0
Total	120	100.0	100.0	

X4.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	10	8.3	8.3	8.3
TS	22	18.3	18.3	26.7
N	37	30.8	30.8	57.5
S	23	19.2	19.2	76.7
SS	28	23.3	23.3	100.0
Total	120	100.0	100.0	

X4.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	9	7.5	7.5	7.5
TS	21	17.5	17.5	25.0
N	37	30.8	30.8	55.8
S	27	22.5	22.5	78.3
SS	26	21.7	21.7	100.0
Total	120	100.0	100.0	

X4.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	24	20.0	20.0
	TS	29	24.2	44.2
	N	29	24.2	68.3
	S	19	15.8	84.2
	SS	19	15.8	100.0
	Total	120	100.0	100.0

X4.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	9	7.5	7.5
	TS	16	13.3	20.8
	N	39	32.5	53.3
	S	28	23.3	76.7
	SS	28	23.3	100.0
	Total	120	100.0	100.0

LAMPIRAN 6 :
Lampiran Uji Validitas



		X1.1	X1.2	X1.3	X1.4	BRAND LOYALTY
X1.1	Pearson	1	.800**	.694**	.676**	.899**
	Correlation					
	Sig. (2-tailed)		.000	.000	.000	.000
	N	120	120	120	120	120
X1.2	Pearson	.800**	1	.691**	.568**	.865**
	Correlation					
	Sig. (2-tailed)	.000		.000	.000	.000
	N	120	120	120	120	120
X1.3	Pearson	.694**	.691**	1	.731**	.890**
	Correlation					
	Sig. (2-tailed)	.000	.000		.000	.000
	N	120	120	120	120	120
X1.4	Pearson	.676**	.568**	.731**	1	.855**
	Correlation					
	Sig. (2-tailed)	.000	.000	.000		.000
	N	120	120	120	120	120
BRAND LOYALTY	Pearson	.899**	.865**	.890**	.855**	1
	Correlation					
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	120	120	120	120	120

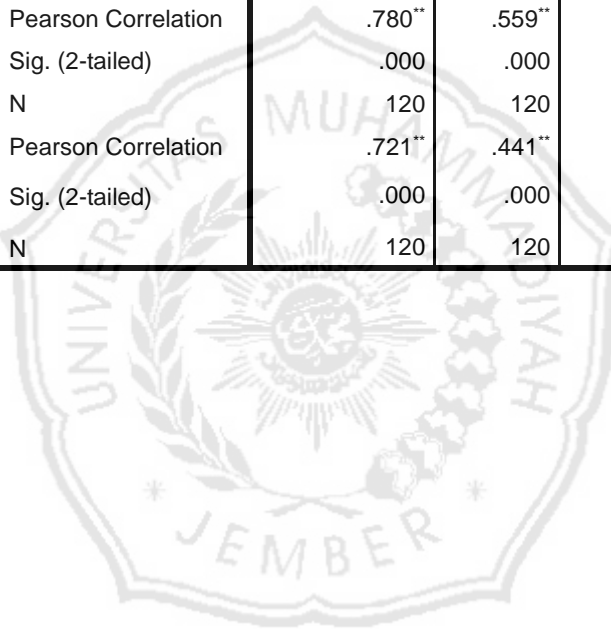
		X2.1	X2.2	X2.3	X2.4
X2.1	Pearson Correlation	1	.730**	.583**	.740**
	Sig. (2-tailed)		.000	.000	.000
	N	120	120	120	120
X2.2	Pearson Correlation	.730**	1	.640**	.781**
	Sig. (2-tailed)	.000		.000	.000
	N	120	120	120	120
X2.3	Pearson Correlation	.583**	.640**	1	.646**
	Sig. (2-tailed)	.000	.000		.000
	N	120	120	120	120
X2.4	Pearson Correlation	.740**	.781**	.646**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	120	120	120	120
BRAND AWARENESS	Pearson Correlation	.877**	.904**	.811**	.907**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	120	120	120	120

		PERCEIVED QUALITY	X3.1	X3.2	X3.3
	Pearson Correlation	1	.855**	.815**	.652**
PERCEIVED QUALITY	Sig. (2-tailed)		.000	.000	.000
	N	120	120	120	120
X3.1	Pearson Correlation	.855**	1	.791**	.460**
	Sig. (2-tailed)	.000		.000	.000
	N	120	120	120	120
X3.2	Pearson Correlation	.815**	.791**	1	.452**
	Sig. (2-tailed)	.000	.000		.000
	N	120	120	120	120
X3.3	Pearson Correlation	.652**	.460**	.452**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	120	120	120	120
X3.4	Pearson Correlation	.891**	.731**	.669**	.481**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	120	120	120	120
X3.5	Pearson Correlation	.896**	.732**	.678**	.455**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	120	120	120	120
X3.6	Pearson Correlation	.890**	.750**	.711**	.391**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	120	120	120	120
X3.7	Pearson Correlation	.868**	.695**	.648**	.404**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	120	120	120	120
X3.8	Pearson Correlation	.411**	.162	.121	.496**
	Sig. (2-tailed)	.000	.078	.188	.000
	N	120	120	120	120

		X3.4	X3.5	X3.6	X3.7	X3.8
PERCEIVED QUALITY	Pearson Correlation	.891	.896**	.890**	.868**	.411**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	120	120	120	120	120
X3.1	Pearson Correlation	.731**	.732	.750**	.695**	.162**
	Sig. (2-tailed)	.000	.000	.000	.000	.078
	N	120	120	120	120	120
X3.2	Pearson Correlation	.669**	.678**	.711	.648**	.121**
	Sig. (2-tailed)	.000	.000	.000	.000	.188
	N	120	120	120	120	120
X3.3	Pearson Correlation	.481**	.455**	.391**	.404	.496**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	120	120	120	120	120
X3.4	Pearson Correlation	1**	.836**	.854**	.784**	.242
	Sig. (2-tailed)		.000	.000	.000	.008
	N	120	120	120	120	120
X3.5	Pearson Correlation	.836**	1**	.852**	.820**	.249**
	Sig. (2-tailed)	.000		.000	.000	.006
	N	120	120	120	120	120
X3.6	Pearson Correlation	.854**	.852**	1**	.841**	.171**
	Sig. (2-tailed)	.000	.000		.000	.062
	N	120	120	120	120	120
X3.7	Pearson Correlation	.784**	.820**	.841**	1**	.233**
	Sig. (2-tailed)	.000	.000	.000		.010
	N	120	120	120	120	120
X3.8	Pearson Correlation	.242**	.249	.171	.233**	1**
	Sig. (2-tailed)	.008	.006	.062	.010	
	N	120	120	120	120	120

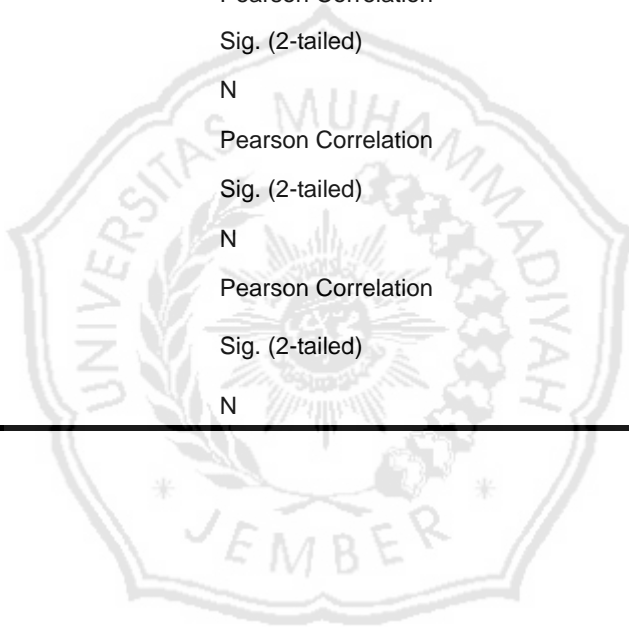
		X3.4	X3.5	X3.6	X3.7	X3.8
PERCEIVED QUALITY	Pearson Correlation	.891	.896**	.890**	.868**	.411**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	120	120	120	120	120
X3.1	Pearson Correlation	.731**	.732	.750**	.695**	.162**
	Sig. (2-tailed)	.000	.000	.000	.000	.078
	N	120	120	120	120	120
X3.2	Pearson Correlation	.669**	.678**	.711	.648**	.121**
	Sig. (2-tailed)	.000	.000	.000	.000	.188
	N	120	120	120	120	120
X3.3	Pearson Correlation	.481**	.455**	.391**	.404	.496**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	120	120	120	120	120
X3.4	Pearson Correlation	1**	.836**	.854**	.784**	.242
	Sig. (2-tailed)		.000	.000	.000	.008
	N	120	120	120	120	120
X3.5	Pearson Correlation	.836**	1**	.852**	.820**	.249**
	Sig. (2-tailed)	.000		.000	.000	.006
	N	120	120	120	120	120
X3.6	Pearson Correlation	.854**	.852**	1**	.841**	.171**
	Sig. (2-tailed)	.000	.000		.000	.062
	N	120	120	120	120	120
X3.7	Pearson Correlation	.784**	.820**	.841**	1**	.233**
	Sig. (2-tailed)	.000	.000	.000		.010
	N	120	120	120	120	120
X3.8	Pearson Correlation	.242**	.249	.171	.233**	1**
	Sig. (2-tailed)	.008	.006	.062	.010	
	N	120	120	120	120	120

		BRAND ASSOSIATION	X4.1	X4.2	X4.3
BRAND ASSOSIATION	Pearson Correlation	1	.866**	.905**	.780**
	Sig. (2-tailed)		.000	.000	.000
	N	120	120	120	120
X4.1	Pearson Correlation	.866**	1	.837**	.559**
	Sig. (2-tailed)	.000		.000	.000
	N	120	120	120	120
X4.2	Pearson Correlation	.905**	.837**	1	.569**
	Sig. (2-tailed)	.000	.000		.000
	N	120	120	120	120
X4.3	Pearson Correlation	.780**	.559**	.569**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	120	120	120	120
X4.4	Pearson Correlation	.721**	.441**	.569**	.381**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	120	120	120	120



Correlations

		X4.4
BRAND ASSOCIATION	Pearson Correlation	.721
	Sig. (2-tailed)	.000
	N	120
X4.1	Pearson Correlation	.441**
	Sig. (2-tailed)	.000
	N	120
X4.2	Pearson Correlation	.569**
	Sig. (2-tailed)	.000
	N	120
X4.3	Pearson Correlation	.381**
	Sig. (2-tailed)	.000
	N	120
X4.4	Pearson Correlation	1**
	Sig. (2-tailed)	
	N	120



LAMPIRAN 7 :
Hasil Uji Reabilitas



RELIABILITY

/VARIABLES=X1 X1.1 X1.2 X1.3 X1.4

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.940	5

RELIABILITY

/VARIABLES=X2 X2.1 X2.2 X2.3 X2.4

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.939	5

RELIABILITY

/VARIABLES=X3 X3.1 X3.2 X3.3 X3.4 X3.5 X3.6 X3.7 X3.8
 /SCALE('ALL VARIABLES') ALL
 /MODEL=ALPHA.

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.932	9

RELIABILITY

/VARIABLES=X4 X4.1 X4.2 X4.3 X4.4

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Case Processing Summary

		N	%
Cases	Valid	120	100.0
	Excluded ^a	0	.0
	Total	120	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.900	5

LAMPIRAN 8:
Hasil Uji Normalitas dan Uji Mann-Whitney



Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
BRAND LOYALTY	.098	120	.007	.957	120	.001
BRAND AWARENESS	.096	120	.008	.955	120	.001
PERCEIVED QUALITY	.078	120	.073	.970	120	.009
BRAND ASSOSIATION	.097	120	.007	.970	120	.009

a. Lilliefors Significance Correction

Test Statistics^a

	BRAND LOYALTY	BRAND AWARENESS	PERCEIVED QUALITY	BRAND ASSOSIATION
Mann-Whitney U	1800.000	1060.000	1112.500	949.500
Wilcoxon W	3630.000	2890.000	2942.500	2779.500
Z	.000	-3.898	-3.614	-4.485
Asymp. Sig. (2-tailed)	1.000	.000	.000	.000

a. Grouping Variable: game