

Lampiran 1 Kuisisioner

PENGANTAR KUESIONER



ANALISIS PERBANDINGAN BRAND EQUITY PRODUK SEPATU MEREK BATA DENGAN MEREK ARDILES STUDI KASUS DI SUN EAST MALL GENTENG

Kepada Yth.

Sdr. Konsumen Sun East Mall Genteng

di tempat

Berkaitan dengan kegiatan penelitian yang saya lakukan dengan judul “Perbandingan Ekuitas Merek Produk Sepatu Merek Bata dengan Merek Ardiles (Studi kasus pada Konsumen Sun East Mall Genteng)” 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 terimakasih

Nanda Sandy Basuki Santana
NIM. 15.041.1278

KUESIONER PENELITIAN

(Diisi Oleh Peneliti)

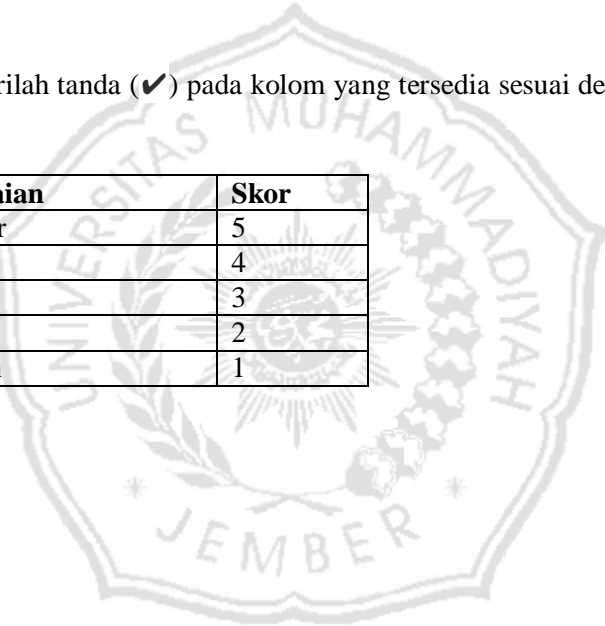
Bagian 1 :

1. Nama :
2. Usia :
3. Jenis Kelamin
 - a. Laki-Laki
 - b. Perempuan
4. Pendidikan Terakhir :

Bagian 2 :

Petunjuk : Berilah tanda (✓) pada kolom yang tersedia sesuai dengan keadaan yang anda alami

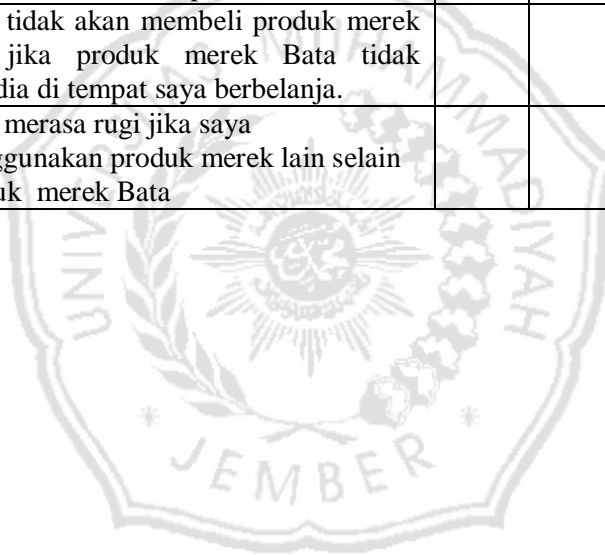
Skala Penilaian	Skor
Sangat Benar	5
Benar	4
Ragu-Ragu	3
Salah	2
Sangat Salah	1



Pernyataan pada Produk Sepatu Sekolah Bata

Kesadaran merek (<i>brand awareness</i>)						
No	Pernyataan	SS	S	CS	TS	STS
1	Sepatu Merek Bata adalah merek yang pertama kali muncul dalam benak saya ketika memikirkan sebuah merek Sepatu.					
2	Sepatu merek Bata adalah merek yang pertama kali muncul dalam benak saya ketika hendak membeli Sepatu.					
3	Saya telah mengenal Sepatu merek Bata sebelumnya.					
4	Saya dengan mudah mengenali Sepatu merek Bata ketika melihat kemasannya.					
5	Saya dengan mudah mengenali Sepatu merek Bata ketika melihat tayangan iklannya di televisi					
Asosiasi merek (<i>brand association</i>)						
1	Produk merek Bata adalah Sepatu yang berasal dari perusahaan yang memiliki reputasi baik.					
2	Produk merek Bata adalah Sepatu yang bebas bahan kimia.					
3	Produk merek Bata adalah produk yang memiliki mutu yang baik.					
4	Produk merek Bata adalah Sepatu yang memiliki kemasan yang paling menarik dibandingkan dengan kemasan Sepatu lainnya.					
5	Produk merek Bata adalah Sepatu yang sistem distribusinya baik					
Persepsi kualitas merek (<i>brand perceived quality</i>)						
1	Menurut saya, Sepatu merek Bata aman untuk digunakan dibandingkan dengan Sepatu merek lainnya.					
2	Menurut saya, Sepatu merek Bata memberikan hasil yang lebih baik bagi wajah di tiap-tiap jenis masalah wajah dibandingkan dengan Sepatu merek lainnya.					

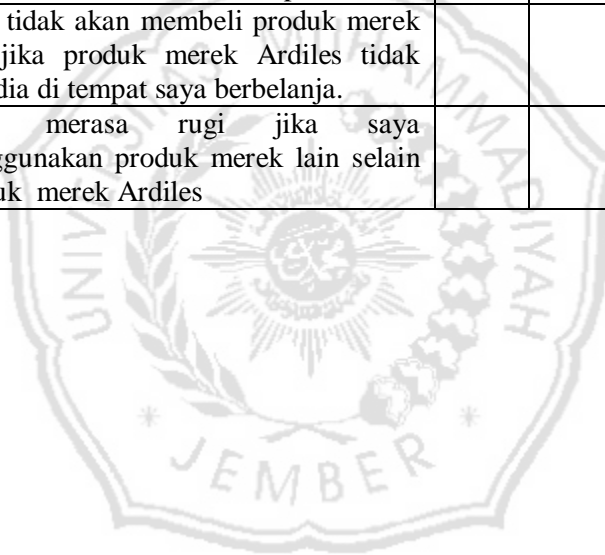
3	Menurut saya, harga Sepatu merek Bata sesuai dengan kualitas yang dihasilkannya.					
4	Menurut saya, Sepatu merek Bata paling mudah didapat.					
5	Menurut saya, Sepatu merek Bata paling berkualitas					
Loyalitas merek (<i>brand loyalty</i>)						
1	Saya ingin mencoba Sepatu merek lain selain Sepatu merek Bata.					
2	Saya menggunakan Sepatu merek Bata karena sudah menjadi kebiasaan.					
3	Saya menggunakan produk merek Bata karena sudah merasa puas.					
4	Saya tidak akan membeli produk merek lain jika produk merek Bata tidak tersedia di tempat saya berbelanja.					
5	Saya merasa rugi jika saya menggunakan produk merek lain selain produk merek Bata					



Pernyataan pada Produk Sepatu Sekolah Ardiles

Kesadaran merek (<i>brand awareness</i>)						
No	Pernyataan	SS	S	CS	TS	STS
1	Sepatu Merek Ardiles adalah merek yang pertama kali muncul dalam benak saya ketika memikirkan sebuah merek Sepatu.					
2	Sepatu merek Ardiles adalah merek yang pertama kali muncul dalam benak saya ketika hendak membeli Sepatu.					
3	Saya telah mengenal Sepatu merek Bata sebelumnya.					
4	Saya dengan mudah mengenali Sepatu merek Ardiles ketika melihat kemasannya.					
5	Saya dengan mudah mengenali Sepatu merek Ardiles ketika melihat tayangan iklannya di televisi					
Asosiasi merek (<i>brand association</i>)						
1	Produk merek Ardiles adalah Sepatu yang berasal dari perusahaan yang memiliki reputasi baik.					
2	Produk merek Ardiles adalah Sepatu yang bebas bahan kimia.					
3	Produk merek Ardiles adalah produk yang memiliki mutu yang baik.					
4	Produk merek Ardiles adalah Sepatu yang memiliki kemasan yang paling menarik dibandingkan dengan kemasan Sepatu lainnya.					
5	Produk merek Ardiles adalah Sepatu yang sistem distribusinya baik					
Persepsi kualitas merek (<i>brand perceived quality</i>)						
1	Menurut saya, Sepatu merek Ardiles aman untuk digunakan dibandingkan dengan Sepatu merek lainnya.					
2	Menurut saya, Sepatu merek Ardiles memberikan hasil yang lebih baik bagi wajah di tiap-tiap jenis masalah wajah dibandingkan dengan Sepatu merek lainnya.					

3	Menurut saya, harga Sepatu merek Ardiles sesuai dengan kualitas yang dihasilkannya.					
4	Menurut saya, Sepatu merek Ardiles paling mudah didapat.					
5	Menurut saya, Sepatu merek Ardiles paling berkualitas					
Loyalitas merek (<i>brand loyalty</i>)						
1	Saya ingin mencoba Sepatu merek lain selain Sepatu merek Ardiles.					
2	Saya menggunakan Sepatu merek Ardiles karena sudah menjadi kebiasaan.					
3	Saya menggunakan produk merek Ardiles karena sudah merasa puas.					
4	Saya tidak akan membeli produk merek lain jika produk merek Ardiles tidak tersedia di tempat saya berbelanja.					
5	Saya merasa rugi jika saya menggunakan produk merek lain selain produk merek Ardiles					



Lampiran 2 Rekapitulasi Kuisiонер

a. Sepatu Bata

No	Kesadaran merek (brand awareness)						Asosiasi merek (brand association)						Persepsi kualitas merek (brand perceived quality)						Loyalitas merek (brand loyalty)					
	1	2	3	4	5	X1	1	2	3	4	5	X2	1	2	3	4	5	X3	1	2	3	4	5	X4
1	5	4	4	5	4	2	4	4	5	4	4	2	4	4	4	4	4	20	4	4	4	5	4	2
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9	3	5	5	5	5	5	2	5	5	5	4	3	2	3	4	5	4	4	20	5	4	3	5	5	2

b. Sepatu Ardiles

No	Kesadaran merek (brand awareness)						Asosiasi merek (brand association)						Persepsi kualitas merek (brand perceived quality)						Loyalitas merek (brand loyalty)					
	1	2	3	4	5	X	1	2	3	4	5	X	1	2	3	4	5	X3	1	2	3	4	5	X
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11	4	4	4	4	4	2	4	5	5	5	5	2	4	4	5	5	5	23	5	5	4	5	4	2
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2	2					2						2									2					
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3	9	2	2	3	3	3	1	4	4	4	4	0	2	4	4	4	4	2	18	4	4	4	4	4	4	2
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4	2	4	4	4	4	4	2	4	5	5	4	2	2	4	5	4	4	4	21	4	5	5	4	4	4	2
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4	6	4	4	3	5	3	1	9	3	4	4	1	7	3	4	4	4	4	19	3	4	4	3	3	3	1
4	7	4	4	4	4	4	2	0	3	3	3	1	5	3	3	3	3	15	3	3	3	3	3	3	3	1
4	8	4	4	5	5	5	2	3	4	4	5	2	1	4	4	4	4	4	20	4	4	5	4	4	4	2
4	9	4	4	4	4	4	0	4	3	4	3	1	8	4	3	4	4	2	17	4	3	4	3	4	4	1
5	0	4	4	3	4	3	1	8	4	3	3	1	7	4	4	3	4	3	18	4	3	3	3	4	4	1
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5	5	4	5	4	4	4	2	1	4	4	3	1	9	4	4	4	4	4	20	4	4	4	4	5	1	2

56	4	4	4	4	4	20	5	4	4	5	3	21	3	4	4	4	4	19	4	4	4	4	20		
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83	4	4	5	4	4	1	5	5	5	5	5	5	4	4	5	4	5	22	5	5	5	5	5	25	
84	4	4	2	5	4	1	9	3	3	3	4	2	5	4	4	4	4	20	3	4	3	3	3	16	

Lampiran 3 Jawaban Responden

a. Sepatu Bata

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	6.0	6.0	6.0
	3.00	12	12.0	12.0	18.0
	4.00	60	60.0	60.0	78.0
	5.00	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	10	10.0	10.0	10.0
	3.00	12	12.0	12.0	22.0
	4.00	54	54.0	54.0	76.0
	5.00	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	4.0	4.0	4.0
	3.00	26	26.0	26.0	30.0
	4.00	50	50.0	50.0	80.0
	5.00	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	28	28.0	28.0	28.0
	4.00	44	44.0	44.0	72.0
	5.00	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	12	12.0	12.0	14.0
	4.00	52	52.0	52.0	66.0
	5.00	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	7	7.0	7.0	7.0
	3.00	13	13.0	13.0	20.0
	4.00	52	52.0	52.0	72.0
	5.00	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	19	19.0	19.0	21.0
	4.00	58	58.0	58.0	79.0
	5.00	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	7	7.0	7.0	7.0
	3.00	23	23.0	23.0	30.0
	4.00	50	50.0	50.0	80.0
	5.00	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	18	18.0	18.0	20.0
	4.00	59	59.0	59.0	79.0
	5.00	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	7	7.0	7.0	7.0
	3.00	22	22.0	22.0	29.0
	4.00	51	51.0	51.0	80.0
	5.00	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	7	7.0	7.0	10.0
	4.00	78	78.0	78.0	88.0
	5.00	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	7	7.0	7.0	8.0
	4.00	61	61.0	61.0	69.0
	5.00	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	4.0	4.0	4.0
	3.00	10	10.0	10.0	14.0
	4.00	70	70.0	70.0	84.0
	5.00	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	5	5.0	5.0	6.0
	4.00	59	59.0	59.0	65.0
	5.00	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	11	11.0	11.0	11.0
	4.00	63	63.0	63.0	74.0
	5.00	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

X4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	7	7.0	7.0	8.0
	4.00	51	51.0	51.0	59.0
	5.00	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

X4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	4.0	4.0	4.0
	3.00	10	10.0	10.0	14.0
	4.00	60	60.0	60.0	74.0
	5.00	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

X4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	6.0	6.0	6.0
	3.00	19	19.0	19.0	25.0
	4.00	51	51.0	51.0	76.0
	5.00	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

X4.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	7	7.0	7.0	8.0
	4.00	51	51.0	51.0	59.0
	5.00	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

X4.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	4.0	4.0	4.0
	3.00	11	11.0	11.0	15.0
	4.00	59	59.0	59.0	74.0
	5.00	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

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X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	7	7.0	7.0	10.0
	4.00	78	78.0	78.0	88.0
	5.00	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	7	7.0	7.0	8.0
	4.00	60	60.0	60.0	68.0
	5.00	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	4.0	4.0	4.0
	3.00	10	10.0	10.0	14.0
	4.00	70	70.0	70.0	84.0
	5.00	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	5	5.0	5.0	6.0
	4.00	58	58.0	58.0	64.0
	5.00	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	11	11.0	11.0	11.0
	4.00	63	63.0	63.0	74.0
	5.00	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	6.0	6.0	6.0
	3.00	12	12.0	12.0	18.0
	4.00	60	60.0	60.0	78.0
	5.00	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	10	10.0	10.0	10.0
	3.00	12	12.0	12.0	22.0
	4.00	54	54.0	54.0	76.0
	5.00	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	4.0	4.0	4.0
	3.00	26	26.0	26.0	30.0
	4.00	50	50.0	50.0	80.0
	5.00	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	28	28.0	28.0	28.0
	4.00	44	44.0	44.0	72.0
	5.00	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	12	12.0	12.0	14.0
	4.00	52	52.0	52.0	66.0
	5.00	34	34.0	34.0	100.0
Total		100	100.0	100.0	

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	6.0	6.0	6.0
	3.00	13	13.0	13.0	19.0
	4.00	71	71.0	71.0	90.0
	5.00	10	10.0	10.0	100.0
Total		100	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	12	12.0	12.0	12.0
	4.00	68	68.0	68.0	80.0
	5.00	20	20.0	20.0	100.0
Total		100	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	6	6.0	6.0	8.0
	4.00	53	53.0	53.0	61.0
	5.00	39	39.0	39.0	100.0
Total		100	100.0	100.0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	4.0	4.0	4.0
	3.00	11	11.0	11.0	15.0
	4.00	60	60.0	60.0	75.0
	5.00	25	25.0	25.0	100.0
Total		100	100.0	100.0	

X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	6.0	6.0	6.0
	3.00	17	17.0	17.0	23.0
	4.00	52	52.0	52.0	75.0
	5.00	25	25.0	25.0	100.0
Total		100	100.0	100.0	

X4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	20	20.0	20.0	20.0
	4.00	56	56.0	56.0	76.0
	5.00	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

X4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	4.0	4.0	4.0
	3.00	16	16.0	16.0	20.0
	4.00	44	44.0	44.0	64.0
	5.00	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

X4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	16	16.0	16.0	18.0
	4.00	58	58.0	58.0	76.0
	5.00	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

X4.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	18	18.0	18.0	20.0
	4.00	56	56.0	56.0	76.0
	5.00	24	24.0	24.0	100.0
Total		100	100.0	100.0	

X4.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	14	14.0	14.0	14.0
	4.00	64	64.0	64.0	78.0
	5.00	22	22.0	22.0	100.0
Total		100	100.0	100.0	

Lampiran 4 Uji Instrumen

a. Uji Validitas

a. Sepatu Bata

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	X1
X1.1	Pearson Correlation	1	.391**	.470**	.667**	.338**	.767**
	Sig. (2-tailed)		.000	.000	.000	.001	.000
	N	100	100	100	100	100	100
X1.2	Pearson Correlation	.391**	1	.489**	.493**	.347**	.752**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
X1.3	Pearson Correlation	.470**	.489**	1	.621**	.299**	.778**
	Sig. (2-tailed)	.000	.000		.000	.002	.000
	N	100	100	100	100	100	100
X1.4	Pearson Correlation	.667**	.493**	.621**	1	.263**	.819**
	Sig. (2-tailed)	.000	.000	.000		.008	.000
	N	100	100	100	100	100	100
X1.5	Pearson Correlation	.338**	.347**	.299**	.263**	1	.591**
	Sig. (2-tailed)	.001	.000	.002	.008		.000
	N	100	100	100	100	100	100
X1	Pearson Correlation	.767**	.752**	.778**	.819**	.591**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

Correlations

	X2.1	X2.2	X2.3	X2.4	X2.5	X2
X2.1 Pearson Correlation	1	.470**	.528**	.070	-.012	.731**
Sig. (2-tailed)		.000	.000	.486	.903	.000
N	100	100	100	100	100	100
X2.2 Pearson Correlation	.470**	1	.466**	-.127	-.199*	.546**
Sig. (2-tailed)	.000		.000	.209	.047	.000
N	100	100	100	100	100	100
X2.3 Pearson Correlation	.528**	.466**	1	-.021	-.025	.696**
Sig. (2-tailed)	.000	.000		.838	.802	.000
N	100	100	100	100	100	100
X2.4 Pearson Correlation	.070	-.127	-.021	1	.459**	.456**
Sig. (2-tailed)	.486	.209	.838		.000	.000
N	100	100	100	100	100	100
X2.5 Pearson Correlation	-.012	-.199*	-.025	.459**	1	.434**
Sig. (2-tailed)	.903	.047	.802	.000		.000
N	100	100	100	100	100	100
X2 Pearson Correlation	.731**	.546**	.696**	.456**	.434**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	100	100	100	100	100	100

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

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

Correlations

	X3.1	X3.2	X3.3	X3.4	X3.5	X3
X3.1 Pearson Correlation	1	.360**	.194	.277**	.218*	.635**
Sig. (2-tailed)		.000	.054	.005	.029	.000
N	100	100	100	100	100	100
X3.2 Pearson Correlation	.360**	1	.188	.268**	.103	.612**
Sig. (2-tailed)	.000		.060	.007	.308	.000
N	100	100	100	100	100	100
X3.3 Pearson Correlation	.194	.188	1	.091	.401**	.616**
Sig. (2-tailed)	.054	.060		.366	.000	.000
N	100	100	100	100	100	100
X3.4 Pearson Correlation	.277**	.268**	.091	1	.333**	.623**
Sig. (2-tailed)	.005	.007	.366		.001	.000
N	100	100	100	100	100	100
X3.5 Pearson Correlation	.218*	.103	.401**	.333**	1	.654**
Sig. (2-tailed)	.029	.308	.000	.001		.000
N	100	100	100	100	100	100
X3 Pearson Correlation	.635**	.612**	.616**	.623**	.654**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	100	100	100	100	100	100

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

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

Correlations

	X4.1	X4.2	X4.3	X4.4	X4.5	X4
X4.1 Pearson Correlation	1	.333**	.403**	.018	-.005	.603**
Sig. (2-tailed)		.001	.000	.857	.960	.000
N	100	100	100	100	100	100
X4.2 Pearson Correlation	.333**	1	.454**	-.012	-.049	.622**
Sig. (2-tailed)	.001		.000	.905	.626	.000
N	100	100	100	100	100	100
X4.3 Pearson Correlation	.403**	.454**	1	.099	-.059	.703**
Sig. (2-tailed)	.000	.000		.325	.557	.000
N	100	100	100	100	100	100
X4.4 Pearson Correlation	.018	-.012	.099	1	.337**	.481**
Sig. (2-tailed)	.857	.905	.325		.001	.000
N	100	100	100	100	100	100
X4.5 Pearson Correlation	-.005	-.049	-.059	.337**	1	.422**
Sig. (2-tailed)	.960	.626	.557	.001		.000
N	100	100	100	100	100	100
X4 Pearson Correlation	.603**	.622**	.703**	.481**	.422**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	100	100	100	100	100	100

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



b. Sepatu Ardiles

Correlations

	X1.1	X1.2	X1.3	X1.4	X1.5	X1
X1.1 Pearson Correlation	1	.358**	.194	.276**	.218*	.634**
Sig. (2-tailed)		.000	.054	.005	.029	.000
N	100	100	100	100	100	100
X1.2 Pearson Correlation	.358**	1	.188	.278**	.098	.614**
Sig. (2-tailed)	.000		.062	.005	.332	.000
N	100	100	100	100	100	100
X1.3 Pearson Correlation	.194	.188	1	.091	.401**	.615**
Sig. (2-tailed)	.054	.062		.366	.000	.000
N	100	100	100	100	100	100
X1.4 Pearson Correlation	.276**	.278**	.091	1	.327**	.625**
Sig. (2-tailed)	.005	.005	.366		.001	.000
N	100	100	100	100	100	100
X1.5 Pearson Correlation	.218*	.098	.401**	.327**	1	.650**
Sig. (2-tailed)	.029	.332	.000	.001		.000
N	100	100	100	100	100	100
X1 Pearson Correlation	.634**	.614**	.615**	.625**	.650**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	100	100	100	100	100	100

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

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

Correlations

	X2.1	X2.2	X2.3	X2.4	X2.5	X2
X2.1 Pearson Correlation	1	.391**	.470**	.667**	.338**	.767**
Sig. (2-tailed)		.000	.000	.000	.001	.000
N	100	100	100	100	100	100
X2.2 Pearson Correlation	.391**	1	.489**	.493**	.347**	.752**
Sig. (2-tailed)	.000		.000	.000	.000	.000
N	100	100	100	100	100	100
X2.3 Pearson Correlation	.470**	.489**	1	.621**	.299**	.778**
Sig. (2-tailed)	.000	.000		.000	.002	.000
N	100	100	100	100	100	100
X2.4 Pearson Correlation	.667**	.493**	.621**	1	.263**	.819**
Sig. (2-tailed)	.000	.000	.000		.008	.000
N	100	100	100	100	100	100
X2.5 Pearson Correlation	.338**	.347**	.299**	.263**	1	.591**
Sig. (2-tailed)	.001	.000	.002	.008		.000
N	100	100	100	100	100	100
X2 Pearson Correlation	.767**	.752**	.778**	.819**	.591**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	100	100	100	100	100	100

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



Correlations

	X3.1	X3.2	X3.3	X3.4	X3.5	X3
X3.1 Pearson Correlation	1	.326**	.254*	.414**	.210*	.639**
Sig. (2-tailed)		.001	.011	.000	.036	.000
N	100	100	100	100	100	100
X3.2 Pearson Correlation	.326**	1	.259**	.237*	.381**	.614**
Sig. (2-tailed)	.001		.009	.018	.000	.000
N	100	100	100	100	100	100
X3.3 Pearson Correlation	.254*	.259**	1	.339**	.372**	.656**
Sig. (2-tailed)	.011	.009		.001	.000	.000
N	100	100	100	100	100	100
X3.4 Pearson Correlation	.414**	.237*	.339**	1	.416**	.726**
Sig. (2-tailed)	.000	.018	.001		.000	.000
N	100	100	100	100	100	100
X3.5 Pearson Correlation	.210*	.381**	.372**	.416**	1	.735**
Sig. (2-tailed)	.036	.000	.000	.000		.000
N	100	100	100	100	100	100
X3 Pearson Correlation	.639**	.614**	.656**	.726**	.735**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	100	100	100	100	100	100

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

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

Correlations

	X4.1	X4.2	X4.3	X4.4	X4.5	X4
X4.1 Pearson Correlation	1	.658**	.302**	.639**	.601**	.833**
Sig. (2-tailed)		.000	.002	.000	.000	.000
N	100	100	100	100	100	100
X4.2 Pearson Correlation	.658**	1	.381**	.481**	.475**	.803**
Sig. (2-tailed)	.000		.000	.000	.000	.000
N	100	100	100	100	100	100
X4.3 Pearson Correlation	.302**	.381**	1	.407**	.333**	.634**
Sig. (2-tailed)	.002	.000		.000	.001	.000
N	100	100	100	100	100	100
X4.4 Pearson Correlation	.639**	.481**	.407**	1	.567**	.804**
Sig. (2-tailed)	.000	.000	.000		.000	.000
N	100	100	100	100	100	100
X4.5 Pearson Correlation	.601**	.475**	.333**	.567**	1	.755**
Sig. (2-tailed)	.000	.000	.001	.000		.000
N	100	100	100	100	100	100
X4 Pearson Correlation	.833**	.803**	.634**	.804**	.755**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	100	100	100	100	100	100

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



b. Uji Reliabilitas

a. Sepatu Bata

X1

Reliability Statistics

Cronbach's Alpha	N of Items
.791	6

X2

Reliability Statistics

Cronbach's Alpha	N of Items
.719	6

X3

Reliability Statistics

Cronbach's Alpha	N of Items
.747	6

X4

Reliability Statistics

Cronbach's Alpha	N of Items
.714	6

b. Sepatu Ardiles

X1

Reliability Statistics

Cronbach's Alpha	N of Items
.747	6

X2

Reliability Statistics

Cronbach's Alpha	N of Items
.791	6

X3

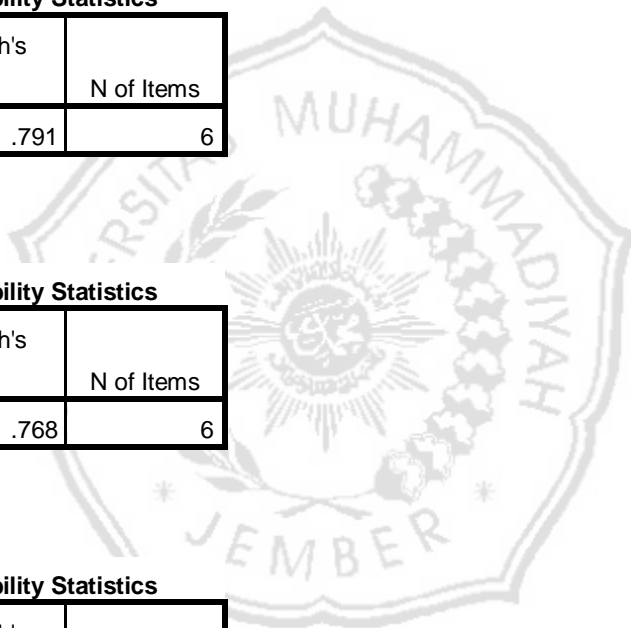
Reliability Statistics

Cronbach's Alpha	N of Items
.768	6

X4

Reliability Statistics

Cronbach's Alpha	N of Items
.797	6



Lampiran 5 Independent Sample t-test

Group Statistics

	VAR00049	N	Mean	Std. Deviation	Std. Error Mean
X1	1.00	100	19.9400	2.88787	.28879
	.00	100	20.6400	1.89907	.18991
X2	1.00	100	19.6500	2.24002	.22400
	.00	100	19.9400	2.88787	.28879
X3	1.00	100	20.6200	1.89513	.18951
	.00	100	20.2400	2.34034	.23403
X4	1.00	100	20.7200	2.03544	.20354
	.00	100	20.3000	2.67612	.26761

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	15.665	.000	2.025	198	.044	-.70000	.34563	1.38160	-.01840
Equal variances not assumed			2.025	171.134	.044	-.70000	.34563	1.38225	-.01775

X2 Equal variances assumed	6.092	.014	-.793	198	.428	-.29000	.36548	-	1.01073	.43073
Equal variances not assumed			-.793	186.466	.429	-.29000	.36548	-	1.01100	.43100
X3 Equal variances assumed	3.981	.047	1.262	198	.208	.38000	.30114	-.21386		.97386
Equal variances not assumed			1.262	189.794	.209	.38000	.30114	-.21402		.97402
X4 Equal variances assumed	4.688	.032	1.249	198	.213	.42000	.33622	-.24304		1.08304
Equal variances not assumed			1.249	184.822	.213	.42000	.33622	-.24333		1.08333



Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1 (Bata)	100	14.00	25.00	19.9400	2.88787
X2 (Bata)	100	15.00	25.00	19.6500	2.24002
X3 (Bata)	100	14.00	25.00	20.4000	2.32249
X4 (Bata)	100	16.00	25.00	20.7200	2.03544
X1 (Ardiles)	100	13.00	25.00	20.6400	1.89907
X2 (Ardiles)	100	14.00	25.00	19.9400	2.88787
X3 (Ardiles)	100	14.00	25.00	20.2400	2.34034
X4 (Ardiles)	100	14.00	25.00	20.3000	2.67612
Valid N (listwise)	100				

