

The logo of Universitas Muhammadiyah Jember is a circular emblem with a scalloped border. It features a central sunburst with rays, flanked by two crossed wheat stalks. The text "UNIVERSITAS MUHAMMADIYAH" is written in an arc across the top, and "JEMBER" is written across the bottom. Two small stars are positioned on either side of the word "JEMBER".

LAMPIRAN 1
KUESIONER INDOMIE DAN MIE SEDAAP

KUESIONER

Ekuitas Merek Indomie dan Mie Sedaap

Identitas Responden

Nama :

Umur :

Jenis kelamin :

1. Apakah anda pernah mengkonsumsi atau membeli Indomie ?
 - a. Ya
 - b. Tidak
2. Seberapa sering anda mengkonsumsi atau membeli Indomie ?
 - a. 1-2 kali
 - b. 2-3 kali
 - c. Lebih dari 4 kali

Petunjuk pengisian

Berilah tanda (✓) pada salah satu angka yang tertera dalam tabel.

Kriteria jawaban Ekuitas Merek Indomie dan Mie sedaap sebagai pedoman bagi yang sering mengkonsumsi mie instan merek Indomie dan Mie sedaap menggunakan skala dengan nilai 1-10.

Dimensi-dimensi Ekuitas Merek :

1. *Brand Awareness* (Kesadaran Merek)
2. *Brand Association* (Asosisai Merek)
3. *Preceived Quality* (Persepsi Kualitas)
4. *Brand Loyalty* (Loyalitas Merek)



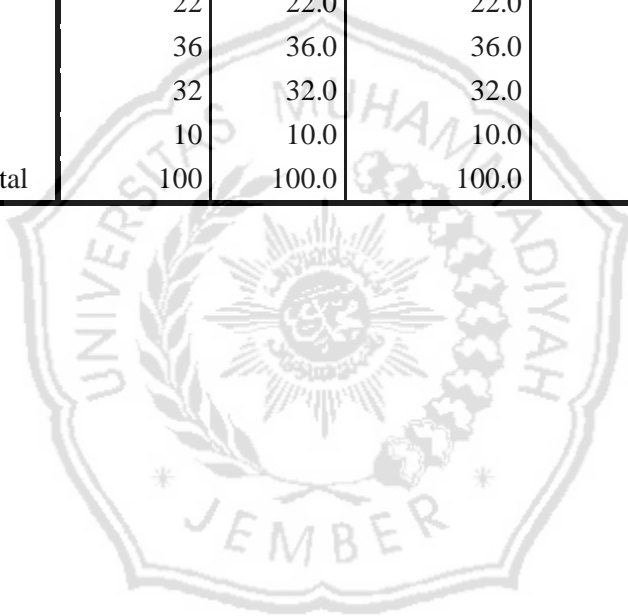
LAMPIRAN 2
KARAKTERISTIK RESPONDEN

JENIS KELAMIN

	Frequency	Percent	Valid Percent	Cumulative Percent
Laki-Laki	41	41.0	41.0	41.0
Valid Perempuan	59	59.0	59.0	100.0
Total	100	100.0	100.0	

UMUR

	Frequency	Percent	Valid Percent	Cumulative Percent
20	22	22.0	22.0	22.0
21	36	36.0	36.0	58.0
Valid 22	32	32.0	32.0	90.0
23	10	10.0	10.0	100.0
Total	100	100.0	100.0	





LAMPIRAN 3
REKAPITULASI INDOMIE

NO	X1.1	X1.2	X1.3	X1.4	X1.5	X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2	X3.1	X3.2	X3.3	X3.4	X3.5	X3	X4.1	X4.2	X4.3	X4.4	X4.5	X4
1	9	8	9	9	9	8,80	9	7	8	9	8	8,20	9	8	7	9	8	8,20	9	9	8	9	7	8,40
2	10	10	10	10	10	10,00	10	10	10	10	10	10,00	10	10	10	10	10	10,00	10	10	10	10	10	10,00
3	9	5	7	7	9	7,40	10	5	7	5	5	6,40	5	5	5	7	8	6,00	9	4	6	7	5	6,20
4	10	10	10	10	10	10,00	10	6	8	8	9	8,20	6	6	7	7	7	6,60	10	8	8	7	7	8,00
5	10	8	10	10	10	9,60	9	1	6	6	6	5,60	7	5	6	7	10	7,00	10	4	5	7	6	6,40
6	5	5	5	5	5	5,00	5	4	5	4	4	4,40	4	5	5	5	6	5,00	5	5	5	5	5	5,00
7	7	7	7	7	7	7,20	7	8	7	8	8	7,60	7	8	8	8	8	7,80	7	8	7	8	8	7,60
8	10	10	10	10	10	10,00	8	1	8	9	8	6,80	5	8	8	9	10	8,00	10	9	9	9	8	9,00
9	8	8	8	10	8	8,40	9	8	10	9	8	8,80	8	10	9	8	7	8,40	8	9	9	8	9	8,60
10	9	9	9	8	8	8,60	8	8	10	10	9	9,00	8	9	9	8	8	8,40	9	9	9	8	9	8,80
11	1	1	5	10	1	3,60	6	5	5	5	5	5,20	5	1	1	5	10	4,40	1	1	1	5	1	1,80
12	9	9	8	8	8	8,40	8	8	10	8	7	8,20	7	7	6	9	7	7,20	9	8	8	9	6	8,00
13	9	9	8	9	9	8,80	7	1	1	1	7	3,40	1	6	6	7	8	5,60	9	3	2	7	6	5,40
14	2	3	6	3	5	3,80	5	5	5	5	5	5,00	5	5	5	5	6	5,20	2	2	2	5	5	3,20
15	9	9	9	9	9	9,00	9	9	9	9	9	9,00	9	9	8	9	9	8,80	9	9	10	9	8	9,00
16	8	8	5	10	8	7,80	5	3	6	5	5	4,80	5	8	7	6	9	7,00	8	7	5	6	7	6,60
17	10	10	9	9	9	9,40	9	9	9	9	9	9,00	9	8	9	9	9	8,80	10	9	9	9	9	9,20
18	4	3	6	10	10	6,60	2	2	2	4	4	2,80	4	2	2	2	5	3,00	4	2	2	2	2	2,40
19	5	5	6	8	5	5,80	5	6	5	5	5	5,20	5	5	5	6	7	5,60	5	4	4	6	5	4,80
20	5	7	7	6	7	6,40	5	9	3	5	5	5,40	10	6	6	6	5	6,60	5	3	2	6	6	4,40
21	7	7	9	9	9	8,20	8	9	8	8	8	8,20	8	8	8	8	9	8,20	7	9	8	8	8	8,00
22	3	3	3	3	3	3,00	3	3	3	3	3	3,00	3	3	3	3	3	3,00	3	3	3	3	3	3,00
23	6	5	9	10	10	8,00	8	6	6	8	8	7,20	7	8	8	8	8	7,80	6	6	8	8	8	7,20
24	9	9	9	6	10	8,60	9	10	9	9	9	9,20	8	8	10	8	9	8,60	9	9	8	8	10	8,80
25	9	9	9	8	9	8,80	9	9	9	9	9	9,00	9	9	10	9	10	9,40	9	8	8	9	10	8,80
26	10	10	10	10	10	10,00	5	3	5	8	5	5,20	5	10	10	6	8	7,80	10	10	6	6	10	8,40
27	10	5	7	3	1	5,20	4	3	3	4	3	3,40	3	4	1	3	6	3,40	10	5	6	3	1	5,00
28	10	10	10	10	10	10,00	10	10	10	10	10	10,00	9	9	9	9	10	9,20	10	10	9	9	9	9,40
29	10	10	8	10	10	9,60	10	1	5	9	6	6,20	5	5	6	7	5	5,60	10	7	5	7	6	7,00
30	6	6	5	6	7	6,00	6	6	7	6	7	6,40	6	7	7	6	7	6,60	6	7	7	6	7	6,60
31	10	9	6	10	10	9,00	10	7	7	8	6	7,60	5	9	9	9	9	8,20	10	9	9	9	9	9,20
32	9	9	8	8	9	8,60	8	8	8	9	9	8,40	9	9	9	8	9	8,80	9	9	9	8	9	8,80
33	7	8	7	7	8	7,40	8	8	8	7	8	7,80	7	8	7	8	8	7,60	7	8	7	8	7	7,40
34	9	9	9	9	10	9,20	7	7	8	8	9	7,80	7	10	10	8	10	9,00	9	10	9	8	10	9,20
35	6	7	8	8	9	7,60	9	8	9	7	9	8,40	9	9	8	8	9	8,60	6	8	9	8	8	7,80
36	10	8	10	10	10	9,60	8	5	7	6	4	6,00	7	5	4	5	10	6,20	10	6	7	5	4	6,40
37	10	6	8	8	9	8,20	8	9	8	9	8	8,40	8	9	8	8	8	8,20	10	8	9	8	8	8,60
38	4	4	10	10	6	6,80	6	2	3	6	4	4,20	4	10	4	4	8	6,00	4	2	3	4	4	3,40
39	5	5	10	10	10	8,00	10	5	10	10	5	8,00	5	6	5	5	5	5,20	5	1	4	5	5	4,00
40	5	5	5	6	5	5,20	9	5	6	7	7	6,80	5	5	6	7	5	5,60	5	6	4	7	6	5,60
41	8	8	7	8	8	7,80	7	5	7	7	6	6,40	5	7	7	6	7	6,40	8	6	6	6	7	6,60
42	8	5	7	7	6	6,60	6	9	7	6	7	7,00	7	7	6	7	7	6,80	8	7	7	7	6	7,00
43	8	7	8	9	8	8,00	8	9	8	8	9	8,40	8	8	8	9	8	8,20	8	8	9	9	8	8,40
44	10	8	10	9	9	9,20	9	5	8	8	8	7,60	5	10	9	9	9	8,40	10	9	10	9	9	9,40
45	7	7	8	7	6	7,00	7	5	8	7	7	6,80	7	6	7	7	7	6,80	7	8	5	7	7	6,80
46	5	4	5	7	7	5,60	7	5	6	8	6	6,40	6	6	5	5	6	5,60	5	6	6	5	5	5,40
47	8	7	5	6	8	6,80	4	6	5	5	5	5,00	8	7	9	7	7	7,60	8	6	7	7	9	7,40
48	8	9	10	9	10	9,20	8	1	5	9	8	6,20	1	8	5	7	9	6,00	8	5	5	7	5	6,00
49	1	2	2	5	4	2,80	4	2	2	2	1	2,20	2	1	1	2	2	1,60	1	2	3	2	1	1,80
50	9	8	10	10	10	9,40	10	7	9	10	8	8,80	7	7	7	9	10	8,00	9	6	7	9	7	7,60
51	4	3	2	4	6	3,80	4	4	4	7	3	4,40	2	4	4	6	7	4,60	4	2	2	6	4	3,60

52	4	3	2	4	6	3,80	4	4	4	7	3	4,40	2	4	4	6	7	4,60	4	2	2	6	4	3,60	
53	1	1	8	1	10	4,20	8	1	7	5	3	4,80	1	3	1	4	3	2,40	1	1	1	4	1	1,60	
54	5	3	3	7	7	5,00	5	1	1	10	3	4,00	1	5	3	5	8	4,40	5	1	1	1	5	3	3,00
55	8	7	8	10	10	8,60	9	7	8	8	6	7,60	6	5	6	7	10	6,80	8	7	7	7	6	7,00	
56	5	6	7	6	6	6,00	8	7	7	7	6	7,00	8	7	6	6	7	6,80	5	7	7	6	6	6,20	
57	6	7	10	9	7	7,80	6	5	5	5	6	5,40	5	6	6	5	5	5,40	6	5	5	5	6	5,40	
58	5	5	9	9	9	7,40	9	9	9	9	9	9,00	8	7	6	8	6	7,00	5	4	4	8	6	5,40	
59	8	5	8	10	10	8,20	10	5	6	10	8	7,80	6	7	7	10	10	8,00	8	7	8	10	7	8,00	
60	4	1	5	10	10	6,00	9	5	7	5	3	5,80	3	1	2	4	5	3,00	4	1	5	4	2	3,20	
61	5	5	7	6	5	5,60	5	5	5	5	5	5,00	5	6	6	5	5	5,40	5	5	5	5	6	5,20	
62	5	4	10	10	10	7,80	8	5	7	9	7	7,20	7	6	7	7	9	7,20	5	6	6	7	7	6,20	
63	3	3	2	5	5	3,60	5	2	6	5	8	5,20	3	3	3	6	7	4,40	3	2	1	6	3	3,00	
64	3	3	8	8	8	6,00	6	4	7	8	5	6,00	5	4	7	5	7	5,60	3	7	6	5	7	5,60	
65	10	10	10	10	10	10,00	10	10	9	8	8	9,00	8	9	9	9	9	8,80	10	8	9	9	9	9,00	
66	5	5	8	10	10	7,60	10	3	8	9	7	7,40	5	9	9	8	10	8,20	5	5	7	8	9	6,80	
67	10	10	10	10	10	10,00	10	10	10	10	10	10,00	10	10	10	10	10	10,00	10	10	10	10	10	10,00	
68	7	9	10	10	10	9,20	7	5	6	6	7	6,20	6	7	6	7	8	6,80	7	4	5	7	6	5,80	
69	8	7	7	7	7	7,20	7	7	7	7	7	7,00	7	7	7	7	7	7,00	8	7	7	7	7	7,20	
70	7	7	7	7	7	7,00	7	7	7	7	7	7,00	6	7	7	6	9	7,00	7	6	6	6	7	6,40	
71	8	6	10	10	10	8,80	10	10	10	10	10	10,00	10	10	10	10	10	10,00	8	9	9	9	10	9,20	
72	8	7	7	10	9	8,20	9	9	9	6	10	8,60	7	8	6	10	6	7,40	8	6	5	10	6	7,00	
73	10	10	10	10	10	10,00	10	7	5	4	7	6,60	7	7	7	8	8	7,40	10	9	8	8	7	8,40	
74	9	9	7	10	10	9,00	9	9	8	8	7	8,20	9	9	8	8	9	8,60	9	9	6	8	8	8,00	
75	4	4	5	5	5	4,60	5	6	6	6	5	5,60	6	6	6	4	9	6,20	4	3	4	4	6	4,20	
76	9	9	9	9	9	9,00	9	9	9	9	9	9,00	9	9	9	9	9	9,00	9	9	9	9	9	9,00	
77	6	6	5	7	7	6,20	7	7	6	7	7	6,80	6	7	7	6	8	6,80	6	6	7	6	7	6,40	
78	8	8	9	8	8	8,20	8	8	8	7	9	8,00	8	8	8	8	8	8,00	8	8	8	8	8	8,00	
79	9	9	8	9	9	8,80	9	8	8	9	8	8,40	9	9	8	8	9	8,60	9	8	8	8	8	8,20	
80	6	7	8	6	10	7,40	7	6	6	9	7	7,00	7	9	7	7	9	7,80	6	7	7	7	7	6,80	
81	7	8	8	8	8	7,80	7	8	8	8	8	7,80	7	8	8	9	8	8,00	7	8	8	9	8	8,00	
82	10	10	9	9	9	9,40	8	8	8	8	8	8,00	8	8	8	8	8	8,00	10	9	9	9	8	8,80	
83	3	4	5	5	5	4,40	5	5	5	5	6	5,20	5	5	5	5	5	5,00	3	4	4	5	5	4,20	
84	9	8	9	9	6	8,20	7	5	6	7	7	6,40	7	7	7	8	9	7,60	9	7	7	8	7	7,60	
85	9	9	9	6	8	8,20	8	7	7	8	7	7,40	8	7	7	7	8	7,40	9	8	8	7	7	7,80	
86	6	7	6	6	8	6,60	7	8	6	8	8	7,40	9	8	9	7	8	8,20	6	6	8	7	9	7,20	
87	5	8	3	5	5	5,20	5	5	5	4	8	5,40	5	3	3	5	9	5,00	5	3	5	5	3	4,20	
88	6	7	5	6	3	5,40	1	5	4	8	3	4,20	4	7	6	4	5	5,20	6	5	3	4	6	4,80	
89	5	4	5	4	6	4,80	6	3	4	5	6	4,80	5	5	7	7	6	6,00	5	3	5	7	7	5,40	
90	2	2	8	5	4	4,20	4	2	2	3	3	2,80	3	4	4	4	10	5,00	2	4	5	4	4	3,80	
91	7	6	7	7	7	6,80	6	7	7	7	7	6,80	6	7	6	7	7	6,60	7	7	6	7	6	6,60	
92	4	8	6	8	6	6,40	6	7	4	8	6	6,20	6	5	6	5	8	6,00	4	6	6	5	6	5,40	
93	9	8	9	8	9	8,60	9	8	9	8	9	8,60	8	8	9	7	8	8,00	9	8	9	7	9	8,40	
94	4	7	5	6	4	5,20	6	5	5	6	3	5,00	8	6	6	6	6	6,40	4	9	5	6	6	6,00	
95	8	7	8	7	7	7,40	8	7	8	8	8	7,80	9	8	7	7	8	7,80	8	7	7	7	7	7,20	
96	9	10	10	9	9	9,40	9	8	9	9	8	8,60	8	9	9	9	8	8,60	9	8	10	9	9	9,00	
97	7	7	7	7	7	7,00	8	8	8	7	7	7,60	6	7	7	6	7	6,60	7	6	7	6	7	6,60	
98	6	5	5	5	7	5,60	6	5	7	5	7	6,00	5	7	7	5	6	6,00	6	7	7	5	7	6,40	
99	8	9	8	9	9	8,60	9	8	8	8	8	8,20	9	9	9	7	9	8,60	8	8	8	7	9	8,00	
100	7	8	7	6	8	7,20	6	6	8	7	8	7,00	6	8	8	7	9	7,60	7	8	7	7	8	7,40	



LAMPIRAN 3
REKAPITULASI MIE SEDAAP

NO	X1.1	X1.2	X1.3	X1.4	X1.5	X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2	X3.1	X3.2	X3.3	X3.4	X3.5	X3	X4.1	X4.2	X4.3	X4.4	X4.5	X4
1	8	7	7	7	6	7,00	7	7	7	7	8	7,20	8	8	6	7	7	7,20	8	7	7	6	7	7,00
2	8	8	8	8	8	8,00	8	8	8	8	8	8,00	8	8	8	8	8	8,00	8	5	5	8	8	6,80
3	5	5	7	8	7	6,40	8	4	5	7	5	5,80	5	4	4	5	8	5,20	4	7	6	5	5	5,40
4	4	4	4	4	4	4,00	4	4	4	4	4	4,00	4	4	5	5	4	4,40	4	5	5	5	5	4,80
5	10	10	10	10	10	10,00	10	1	8	10	10	7,80	10	10	9	8	10	9,40	10	1	2	1	8	4,40
6	5	5	5	5	5	5,00	5	4	4	5	4	4,40	4	5	5	5	5	4,80	5	4	4	4	5	4,40
7	8	8	7	8	8	7,80	8	8	7	8	8	7,80	8	8	7	8	8	7,80	8	8	8	7	8	7,80
8	7	7	9	10	10	8,60	8	1	8	8	7	6,40	7	8	8	8	10	8,20	8	8	9	5	8	7,60
9	9	9	9	8	8	8,60	8	9	9	8	8	8,40	8	9	8	9	8	8,40	9	8	9	8	9	8,60
10	9	9	9	9	9	9,00	9	9	9	9	8	8,80	8	9	8	8	9	8,40	9	10	9	5	8	8,20
11	10	9	10	10	10	9,80	9	5	6	6	5	6,20	5	5	4	6	10	6,00	5	7	6	1	6	5,00
12	7	7	8	7	6	7,00	8	7	7	6	7	7,00	7	7	9	7	7	7,40	7	7	8	6	7	7,00
13	5	5	8	9	9	7,20	8	1	1	1	6	3,40	6	10	10	9	9	8,80	10	9	9	5	9	8,40
14	5	7	7	7	5	6,20	5	5	5	5	5	5,00	5	5	5	5	7	5,40	5	7	5	6	5	5,60
15	9	9	9	9	9	9,00	9	9	9	9	9	9,00	9	8	9	8	9	8,60	8	8	8	9	8	8,20
16	5	8	8	8	8	7,40	5	2	4	4	5	4,00	5	5	5	5	8	5,60	5	6	4	5	5	5,00
17	7	8	8	8	8	7,80	7	8	7	8	8	7,60	8	8	6	7	8	7,40	8	7	8	8	7	7,60
18	9	9	7	9	9	8,60	3	3	3	3	7	3,80	7	9	9	9	9	8,60	9	6	9	7	9	8,00
19	8	8	8	8	8	8,00	7	6	8	7	7	7,00	7	7	8	7	8	7,40	7	6	6	6	7	6,40
20	2	2	4	4	4	3,20	4	3	4	4	4	3,80	4	4	4	4	4	4,00	4	4	4	3	4	3,80
21	6	6	8	9	9	7,60	9	7	8	7	7	7,60	7	7	7	8	9	7,60	7	6	7	6	8	6,80
22	3	3	3	3	3	3,00	3	3	3	3	3	3,00	3	3	3	3	3	3,00	3	3	3	3	3	3,00
23	5	7	7	9	9	7,40	8	7	8	8	8	7,80	8	8	8	8	9	8,20	8	6	7	3	8	6,40
24	9	10	9	9	9	9,20	9	8	9	8	9	8,60	9	9	9	9	9	9,00	9	9	9	9	9	9,00
25	10	10	9	10	9	9,60	10	9	9	9	10	9,40	10	9	9	7	10	9,00	9	9	8	8	7	8,20
26	5	5	8	5	5	5,60	5	4	5	5	5	4,80	5	4	4	5	5	4,60	4	5	5	5	5	4,80
27	4	6	3	7	7	5,40	3	2	3	3	5	3,20	5	8	9	5	7	6,80	8	5	7	2	5	5,40
28	9	9	9	10	9	9,20	8	7	8	7	8	7,60	8	9	7	8	10	8,40	9	7	8	5	8	7,40
29	1	1	5	7	8	4,40	8	3	6	10	9	7,20	9	8	8	8	7	8,00	8	5	5	10	8	7,20
30	5	5	5	6	6	5,40	7	5	6	6	6	6,00	6	7	6	6	6	6,20	7	6	7	5	6	6,20
31	8	8	10	10	10	9,20	8	7	7	7	7	7,20	7	6	7	8	10	7,60	6	10	10	1	8	7,00
32	8	10	7	9	8	8,40	8	8	8	9	8	8,20	8	8	8	10	9	8,60	8	8	9	9	10	8,80
33	10	10	10	10	10	10,00	10	10	10	10	10	10,00	10	10	10	10	10	10,00	10	10	10	10	10	10,00
34	5	6	5	6	5	5,40	6	7	7	6	7	6,60	7	6	6	7	6	6,40	6	5	7	7	7	6,40
35	6	5	4	3	3	4,20	4	4	2	3	3	3,20	3	3	4	3	3	3,20	3	5	4	4	3	3,80
36	7	7	7	8	9	7,60	6	5	6	5	5	5,40	5	7	6	5	8	6,20	7	7	6	5	5	6,00
37	10	9	9	8	9	9,00	9	8	9	9	9	8,80	9	9	8	9	8	8,60	9	7	7	6	9	7,60
38	10	10	10	10	10	10,00	7	3	4	7	10	6,20	10	10	10	6	10	9,20	10	10	10	6	6	8,40
39	5	5	10	10	10	8,00	10	5	10	10	5	8,00	5	10	10	10	10	9,00	10	1	10	1	10	6,40
40	9	9	9	9	9	9,00	10	9	8	9	8	8,80	8	8	8	8	9	8,20	8	8	8	8	8	8,00
41	3	3	6	7	7	5,20	5	4	5	6	4	4,80	4	3	3	6	7	4,60	3	3	3	5	6	4,00
42	7	7	7	7	6	6,80	8	7	6	5	7	6,60	7	7	7	8	7	7,20	7	6	6	6	8	6,60
43	6	8	8	7	8	7,40	8	7	8	8	7	7,60	7	8	8	9	7	7,80	8	8	8	8	9	8,20
44	7	8	10	10	10	9,00	9	5	9	9	9	8,20	9	8	9	9	10	9,00	8	9	9	6	9	8,20
45	6	7	8	10	7	7,60	7	2	4	7	8	5,60	8	7	6	7	10	7,60	7	8	10	6	7	7,60
46	8	8	7	8	8	7,80	6	7	6	7	6	6,40	6	7	7	8	8	7,20	7	8	7	8	8	7,60
47	8	6	6	5	8	6,60	6	8	6	8	5	6,60	5	8	6	7	5	6,20	8	7	9	8	7	7,80
48	7	6	10	7	7	7,40	1	1	1	10	7	4,00	7	1	1	6	7	4,40	1	5	5	1	6	3,60
49	4	4	4	4	4	4,00	4	2	3	3	5	3,40	5	5	5	5	4	4,80	5	2	2	3	5	3,40

50	9	9	10	10	10	9,60	9	7	9	9	9	8,60	9	9	9	9	10	9,20	9	10	8	4	9	8,00
51	7	7	7	7	7	6,80	6	5	5	6	6	5,60	6	8	7	5	7	6,60	8	7	6	7	5	6,60
52	7	7	7	7	6	6,80	6	5	5	6	6	5,60	6	8	7	5	7	6,60	8	7	6	7	5	6,60
53	10	10	10	10	10	10,00	8	1	4	6	8	5,40	8	10	10	10	10	9,60	10	10	10	7	10	9,40
54	10	10	10	10	10	10,00	5	1	1	10	7	4,80	7	10	10	10	10	9,40	10	10	10	10	10	10,00
55	8	7	8	10	10	8,60	8	6	8	7	5	6,80	5	5	5	7	10	6,40	5	6	6	1	7	5,00
56	6	6	5	7	6	6,00	5	5	5	5	6	5,20	6	5	6	7	7	6,20	5	6	6	7	7	6,20
57	8	9	9	9	8	8,60	5	5	5	5	5	5,00	5	5	5	5	9	5,80	5	5	5	2	5	4,40
58	9	9	9	10	10	9,40	10	9	10	10	9	9,60	9	9	9	9	10	9,20	9	5	7	7	9	7,40
59	10	10	10	10	10	10,00	10	5	8	10	10	8,60	10	9	9	10	10	9,60	9	7	10	7	10	8,60
60	8	8	8	10	10	8,80	9	6	8	9	6	7,60	6	7	6	6	10	7,00	7	10	7	6	6	7,20
61	8	8	5	7	5	6,60	5	5	5	5	5	5,00	5	5	5	5	7	5,40	5	5	5	1	5	4,20
62	8	8	8	8	10	8,40	7	6	6	8	7	6,80	7	8	7	6	8	7,20	8	7	7	7	6	7,00
63	9	10	9	10	10	9,60	8	5	8	7	5	6,60	5	10	10	9	10	8,80	10	9	10	2	9	8,00
64	6	7	8	8	8	7,40	8	5	6	8	6	6,60	6	5	7	6	8	6,40	5	7	8	5	6	6,20
65	9	9	9	9	9	9,00	8	8	8	8	9	8,20	9	8	8	8	9	8,40	8	8	9	8	8	8,20
66	6	6	7	6	6	6,20	7	6	5	5	7	6,00	7	8	7	8	6	7,20	8	7	7	8	8	7,60
67	1	1	1	1	1	1,00	1	1	10	10	6	5,60	6	5	5	7	1	4,80	5	6	6	1	7	5,00
68	7	8	8	8	8	7,80	7	6	6	8	6	6,60	6	6	6	7	8	6,60	6	4	2	2	7	4,20
69	10	10	10	10	10	10,00	10	10	10	10	10	10,00	10	10	10	10	10	10,00	10	10	10	10	10	10,00
70	6	5	5	5	6	5,40	6	5	5	7	5	5,60	5	4	4	5	5	4,60	4	4	4	3	5	4,00
71	7	7	7	10	7	7,60	5	6	2	3	3	3,80	3	4	4	4	10	5,00	4	3	4	4	4	3,80
72	7	9	9	7	9	8,20	9	9	6	10	7	8,20	7	8	7	7	7	7,20	8	7	8	10	7	8,00
73	7	7	8	9	8	7,80	10	6	7	9	8	8,00	8	10	8	8	9	8,60	10	8	9	9	8	8,80
74	9	9	8	9	10	9,00	8	9	8	8	9	8,40	9	8	9	9	9	8,80	8	7	8	7	9	7,80
75	5	5	5	5	5	5,00	5	5	5	6	6	5,40	6	5	6	3	5	5,00	5	3	3	5	3	3,80
76	9	9	9	9	9	9,00	9	9	9	9	9	9,00	9	9	9	9	9	9,00	9	9	9	9	9	9,00
77	8	10	8	7	9	8,40	7	7	6	5	7	6,40	7	7	6	7	7	6,80	7	7	7	7	7	7,00
78	9	8	8	9	8	8,40	9	9	8	8	8	8,40	8	9	9	9	9	8,80	9	8	8	8	9	8,40
79	8	9	9	9	9	8,80	9	9	9	9	8	8,80	8	9	8	8	9	8,40	9	8	9	9	8	8,60
80	6	8	9	7	7	7,40	6	5	5	4	8	5,60	8	4	7	5	7	6,20	4	7	7	6	5	5,80
81	9	9	9	9	9	9,00	9	9	9	9	9	9,00	9	8	8	8	9	8,40	8	9	9	8	8	8,40
82	10	10	9	9	9	9,40	9	9	9	9	9	9,00	9	9	9	9	9	9,00	9	9	9	9	9	9,00
83	8	8	8	9	8	8,20	6	5	8	8	6	6,60	6	8	8	7	9	7,60	8	10	8	6	7	7,80
84	9	10	10	10	10	9,80	7	6	7	6	8	6,80	8	7	7	7	10	7,80	7	9	8	5	7	7,20
85	10	9	10	9	8	9,20	8	8	8	7	7	7,60	7	8	7	9	9	8,00	8	9	9	8	9	8,60
86	6	8	8	7	7	7,20	8	9	7	6	8	7,60	8	8	7	7	7	7,40	8	5	4	4	7	5,60
87	8	8	6	7	7	7,20	7	3	7	3	10	6,00	10	7	6	7	7	7,40	7	5	6	8	7	6,60
88	6	5	9	6	3	5,80	4	7	5	5	6	5,40	6	4	6	7	6	5,80	4	3	3	4	7	4,20
89	7	6	7	8	7	7,00	6	3	5	5	5	4,80	5	7	6	5	8	6,20	7	6	5	5	5	5,60
90	4	4	10	8	5	6,20	3	4	3	4	4	3,60	4	3	2	4	8	4,20	3	5	4	2	4	3,60
91	9	8	9	9	7	8,40	8	9	9	8	8	8,40	8	9	7	7	9	8,00	9	8	7	7	7	7,60
92	6	5	8	6	4	5,80	5	6	7	3	6	5,40	6	7	6	5	6	6,00	7	5	6	9	5	6,40
93	5	6	6	6	6	5,80	6	6	7	7	7	6,60	7	8	7	8	6	7,20	8	8	7	6	8	7,40
94	6	5	6	3	8	5,60	5	6	8	7	4	6,00	4	5	5	9	3	5,20	5	6	6	5	9	6,20
95	9	10	9	10	9	9,40	9	10	9	9	8	9,00	8	9	10	8	10	9,00	9	10	9	9	8	9,00
96	8	8	8	7	8	7,80	8	7	7	7	7	7,20	7	7	8	8	7	7,40	7	7	6	7	8	7,00
97	10	9	9	9	9	9,20	9	10	9	9	9	9,20	9	8	9	9	9	8,80	8	9	9	9	9	8,80
98	7	4	8	6	4	5,80	6	5	6	5	6	5,60	6	5	8	8	6	6,60	5	6	6	6	8	6,20
99	8	8	8	9	8	8,20	7	8	8	8	9	8,00	9	8	7	8	9	8,20	8	8	9	8	8	8,20
100	8	7	9	8	9	8,20	8	8	8	9	8	8,20	8	7	8	8	8	7,80	7	7	7	9	8	7,60



LAMPIRAN 4
FREKUENSI INDOMIE

1. BRAND AWARENESS (X1)

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	3	3.0	3.0	3.0
2.00	2	2.0	2.0	5.0
3.00	4	4.0	4.0	9.0
4.00	8	8.0	8.0	17.0
5.00	14	14.0	14.0	31.0
Valid 6.00	9	9.0	9.0	40.0
7.00	10	10.0	10.0	50.0
8.00	15	15.0	15.0	65.0
9.00	18	18.0	18.0	83.0
10.00	17	17.0	17.0	100.0
Total	100	100.0	100.0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	3	3.0	3.0	3.0
2.00	2	2.0	2.0	5.0
3.00	8	8.0	8.0	13.0
4.00	6	6.0	6.0	19.0
5.00	13	13.0	13.0	32.0
Valid 6.00	6	6.0	6.0	38.0
7.00	18	18.0	18.0	56.0
8.00	16	16.0	16.0	72.0
9.00	16	16.0	16.0	88.0
10.00	12	12.0	12.0	100.0
Total	100	100.0	100.0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	4	4.0	4.0	4.0
3.00	3	3.0	3.0	7.0
5.00	15	15.0	15.0	22.0
6.00	6	6.0	6.0	28.0
Valid 7.00	16	16.0	16.0	44.0
8.00	20	20.0	20.0	64.0
9.00	16	16.0	16.0	80.0
10.00	20	20.0	20.0	100.0
Total	100	100.0	100.0	

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	1.0	1.0	1.0
3.00	3	3.0	3.0	4.0
4.00	3	3.0	3.0	7.0
5.00	8	8.0	8.0	15.0
Valid 6.00	13	13.0	13.0	28.0
7.00	13	13.0	13.0	41.0
8.00	13	13.0	13.0	54.0
9.00	17	17.0	17.0	71.0
10.00	29	29.0	29.0	100.0
Total	100	100.0	100.0	

X1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	2	2.0	2.0	2.0
3.00	2	2.0	2.0	4.0
4.00	3	3.0	3.0	7.0
5.00	9	9.0	9.0	16.0
6.00	9	9.0	9.0	25.0
7.00	12	12.0	12.0	37.0
8.00	15	15.0	15.0	52.0
9.00	19	19.0	19.0	71.0
10.00	29	29.0	29.0	100.0
Total	100	100.0	100.0	

2. BRAND ASSOCIATION (X2)**X2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	1.0	1.0	1.0
2.00	1	1.0	1.0	2.0
3.00	1	1.0	1.0	3.0
4.00	6	6.0	6.0	9.0
5.00	12	12.0	12.0	21.0
6.00	12	12.0	12.0	33.0
7.00	14	14.0	14.0	47.0
8.00	19	19.0	19.0	66.0
9.00	20	20.0	20.0	86.0
10.00	14	14.0	14.0	100.0
Total	100	100.0	100.0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	7	7.0	7.0	7.0
2.00	5	5.0	5.0	12.0
3.00	6	6.0	6.0	18.0
4.00	4	4.0	4.0	22.0
5.00	22	22.0	22.0	44.0
Valid 6.00	8	8.0	8.0	52.0
7.00	14	14.0	14.0	66.0
8.00	16	16.0	16.0	82.0
9.00	12	12.0	12.0	94.0
10.00	6	6.0	6.0	100.0
Total	100	100.0	100.0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	2	2.0	2.0	2.0
2.00	3	3.0	3.0	5.0
3.00	4	4.0	4.0	9.0
4.00	5	5.0	5.0	14.0
5.00	14	14.0	14.0	28.0
Valid 6.00	13	13.0	13.0	41.0
7.00	17	17.0	17.0	58.0
8.00	22	22.0	22.0	80.0
9.00	12	12.0	12.0	92.0
10.00	8	8.0	8.0	100.0
Total	100	100.0	100.0	

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	1.0	1.0	1.0
2.00	1	1.0	1.0	2.0
3.00	2	2.0	2.0	4.0
4.00	5	5.0	5.0	9.0
5.00	15	15.0	15.0	24.0
Valid 6.00	9	9.0	9.0	33.0
7.00	16	16.0	16.0	49.0
8.00	24	24.0	24.0	73.0
9.00	18	18.0	18.0	91.0
10.00	9	9.0	9.0	100.0
Total	100	100.0	100.0	

X2.5

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	1.0	1.0	1.0
3.00	10	10.0	10.0	11.0
4.00	4	4.0	4.0	15.0
5.00	12	12.0	12.0	27.0
Valid 6.00	11	11.0	11.0	38.0
7.00	20	20.0	20.0	58.0
8.00	23	23.0	23.0	81.0
9.00	14	14.0	14.0	95.0
10.00	5	5.0	5.0	100.0
Total	100	100.0	100.0	

3. PERCEIVED QUALITY (X3)

X3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	4	4.0	4.0	4.0
2.00	3	3.0	3.0	7.0
3.00	5	5.0	5.0	12.0
4.00	4	4.0	4.0	16.0
5.00	21	21.0	21.0	37.0
Valid 6.00	13	13.0	13.0	50.0
7.00	17	17.0	17.0	67.0
8.00	16	16.0	16.0	83.0
9.00	13	13.0	13.0	96.0
10.00	4	4.0	4.0	100.0
Total	100	100.0	100.0	

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	3	3.0	3.0	3.0
2.00	1	1.0	1.0	4.0
3.00	4	4.0	4.0	8.0
4.00	5	5.0	5.0	13.0
5.00	13	13.0	13.0	26.0
Valid 6.00	11	11.0	11.0	37.0
7.00	20	20.0	20.0	57.0
8.00	19	19.0	19.0	76.0
9.00	16	16.0	16.0	92.0
10.00	8	8.0	8.0	100.0
Total	100	100.0	100.0	

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	4	4.0	4.0	4.0
2.00	2	2.0	2.0	6.0
3.00	4	4.0	4.0	10.0
4.00	5	5.0	5.0	15.0
5.00	8	8.0	8.0	23.0
Valid 6.00	19	19.0	19.0	42.0
7.00	22	22.0	22.0	64.0
8.00	14	14.0	14.0	78.0
9.00	15	15.0	15.0	93.0
10.00	7	7.0	7.0	100.0
Total	100	100.0	100.0	

X3.4

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	2	2.0	2.0	4.0
4.00	6	6.0	6.0	10.0
5.00	14	14.0	14.0	24.0
Valid 6.00	14	14.0	14.0	38.0
7.00	23	23.0	23.0	61.0
8.00	19	19.0	19.0	80.0
9.00	15	15.0	15.0	95.0
10.00	5	5.0	5.0	100.0
Total	100	100.0	100.0	

X3.5

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	1	1.0	1.0	1.0
3.00	2	2.0	2.0	3.0
5.00	10	10.0	10.0	13.0
6.00	9	9.0	9.0	22.0
Valid 7.00	17	17.0	17.0	39.0
8.00	24	24.0	24.0	63.0
9.00	22	22.0	22.0	85.0
10.00	15	15.0	15.0	100.0
Total	100	100.0	100.0	

4. BRAND LOYALTY (X4)**X4.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	3	3.0	3.0	3.0
2.00	2	2.0	2.0	5.0
3.00	4	4.0	4.0	9.0
4.00	8	8.0	8.0	17.0
5.00	14	14.0	14.0	31.0
Valid 6.00	9	9.0	9.0	40.0
7.00	10	10.0	10.0	50.0
8.00	15	15.0	15.0	65.0
9.00	18	18.0	18.0	83.0
10.00	17	17.0	17.0	100.0
Total	100	100.0	100.0	

X4.2

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	5	5.0	5.0	5.0
2.00	7	7.0	7.0	12.0
3.00	6	6.0	6.0	18.0
4.00	7	7.0	7.0	25.0
5.00	7	7.0	7.0	32.0
Valid 6.00	14	14.0	14.0	46.0
7.00	14	14.0	14.0	60.0
8.00	18	18.0	18.0	78.0
9.00	17	17.0	17.0	95.0
10.00	5	5.0	5.0	100.0
Total	100	100.0	100.0	

X4.3

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	4	4.0	4.0	4.0
2.00	6	6.0	6.0	10.0
3.00	4	4.0	4.0	14.0
4.00	6	6.0	6.0	20.0
5.00	15	15.0	15.0	35.0
Valid 6.00	11	11.0	11.0	46.0
7.00	18	18.0	18.0	64.0
8.00	15	15.0	15.0	79.0
9.00	16	16.0	16.0	95.0
10.00	5	5.0	5.0	100.0
Total	100	100.0	100.0	

X4.4

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	2	2.0	2.0	4.0
4.00	6	6.0	6.0	10.0
5.00	14	14.0	14.0	24.0
6.00	14	14.0	14.0	38.0
7.00	23	23.0	23.0	61.0
8.00	19	19.0	19.0	80.0
9.00	15	15.0	15.0	95.0
10.00	5	5.0	5.0	100.0
Total	100	100.0	100.0	

X4.5

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	4	4.0	4.0	4.0
2.00	2	2.0	2.0	6.0
3.00	4	4.0	4.0	10.0
4.00	5	5.0	5.0	15.0
5.00	8	8.0	8.0	23.0
6.00	19	19.0	19.0	42.0
7.00	22	22.0	22.0	64.0
8.00	14	14.0	14.0	78.0
9.00	15	15.0	15.0	93.0
10.00	7	7.0	7.0	100.0
Total	100	100.0	100.0	



LAMPIRAN 7
UJI NORMALITAS INDOMIE

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
BRAND AWARENESS	.104	100	.025	.948	100	.001
BRAND ASSOCIATION	.085	100	.071	.974	100	.043
PRCEIVED QUALITY	.095	100	.026	.962	100	.006
BRAND LOYALTY	.090	100	.043	.955	100	.002

a. Lilliefors Significance Correction

BRAND AWARENESS

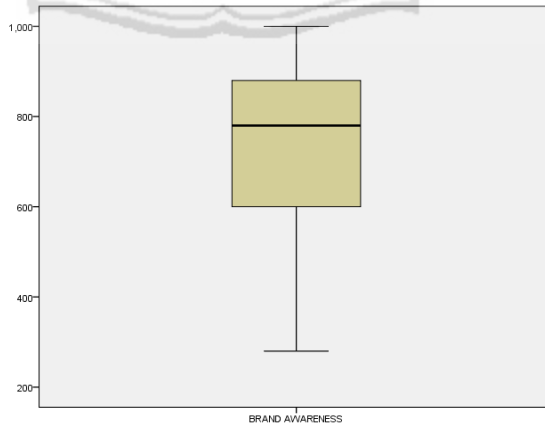
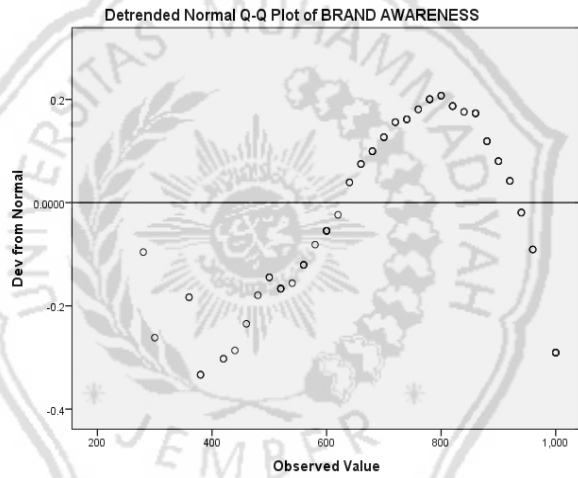
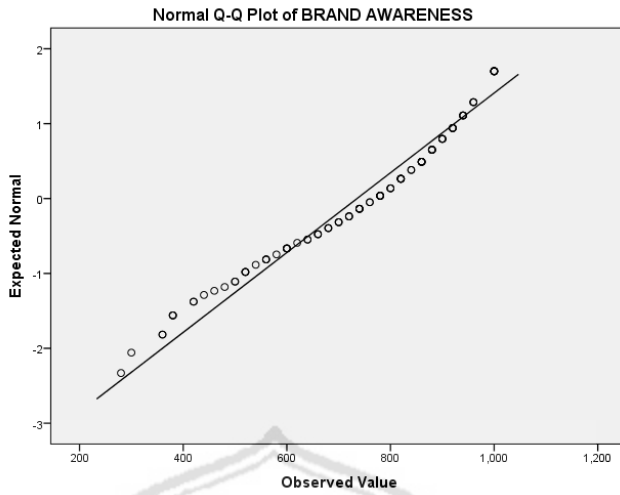
BRAND AWARENESS Stem-and-Leaf Plot

Frequency Stem & Leaf

1,00	2 . 8
1,00	3 . 0
5,00	3 . 66888
3,00	4 . 224
2,00	4 . 68
7,00	5 . 0022224
4,00	5 . 6668
7,00	6 . 0000244
6,00	6 . 666888
11,00	7 . 00022244444
7,00	7 . 6688888
12,00	8 . 000222222244
11,00	8 . 66666688888
12,00	9 . 000022224444
3,00	9 . 666
8,00	10 . 00000000

Stem width: 100,00

Each leaf: 1 case(s)

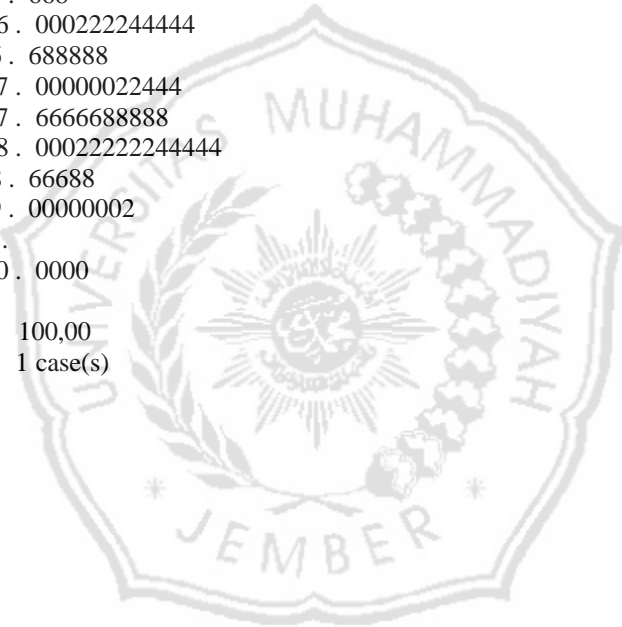


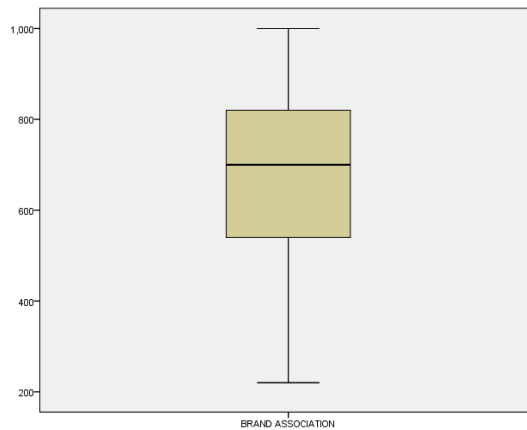
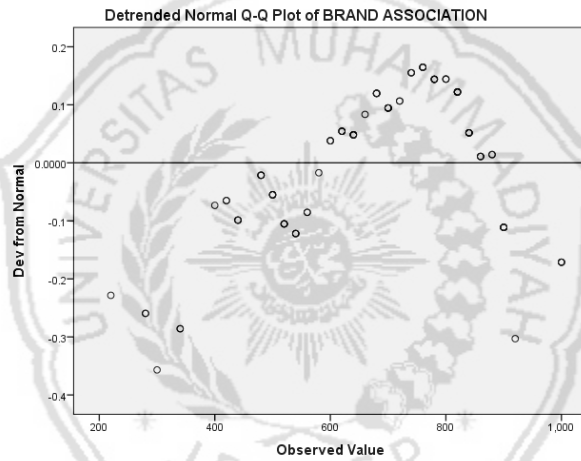
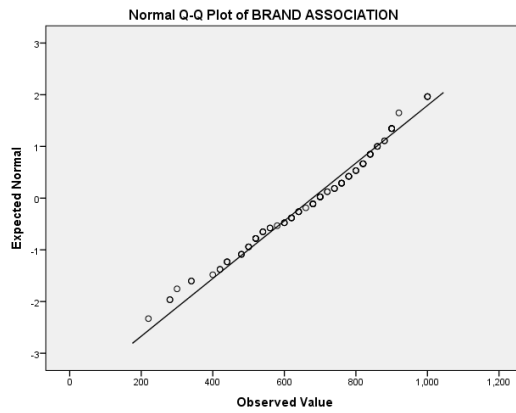
BRAND ASSOCIATION

BRAND ASSOCIATION Stem-and-Leaf Plot

Frequency	Stem & Leaf
1,00	2 . 2
2,00	2 . 88
3,00	3 . 044
,00	3 .
6,00	4 . 022444
3,00	4 . 888
12,00	5 . 00002222444
3,00	5 . 668
12,00	6 . 000222244444
6,00	6 . 688888
11,00	7 . 00000022444
10,00	7 . 6666688888
14,00	8 . 00022222244444
5,00	8 . 66688
8,00	9 . 00000002
,00	9 .
4,00	10 . 0000

Stem width: 100,00
Each leaf: 1 case(s)





PRECEIVED QUALITY

PRCEIVED QUALITY Stem-and-Leaf Plot

Frequency Stem & Leaf

1,00 Extremes (= < 160)

1,00 2 . 4

,00 2 .

4,00 3 . 0004

,00 3 .

3,00 4 . 444

2,00 4 . 66

9,00 5 . 000022244

6,00 5 . 666666

10,00 6 . 0000002244

11,00 6 . 666668888888

10,00 7 . 0000022444

9,00 7 . 6666888888

17,00 8 . 0000000222222444

10,00 8 . 66666688888

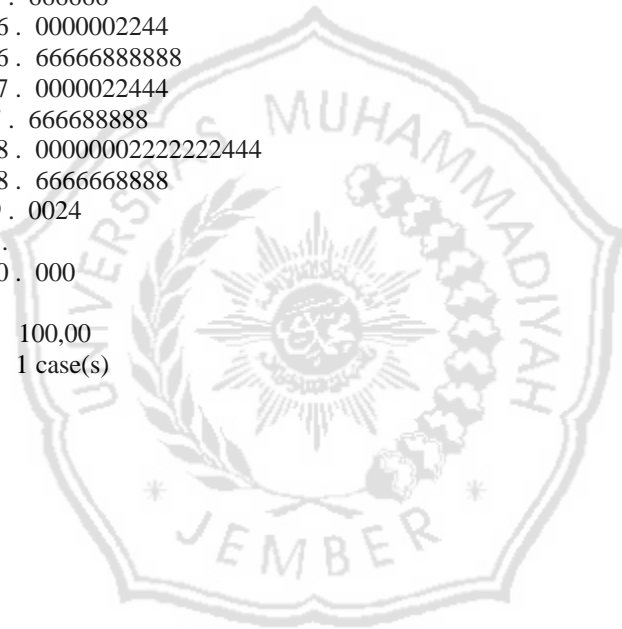
4,00 9 . 0024

,00 9 .

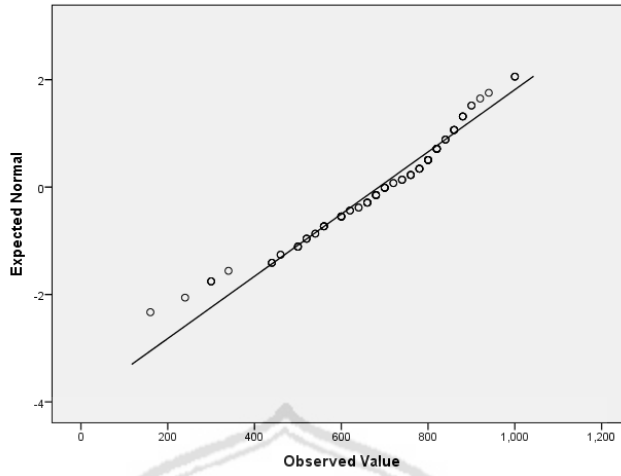
3,00 10 . 000

Stem width: 100,00

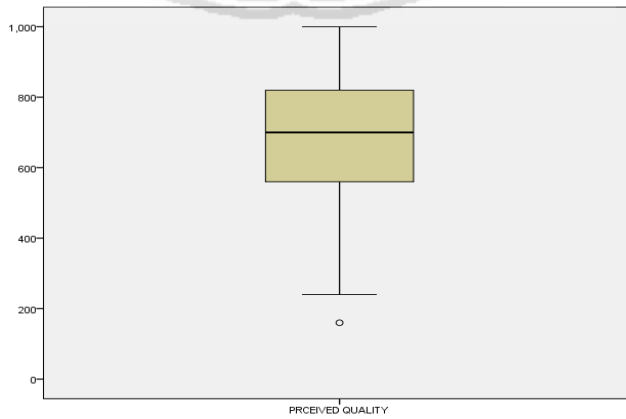
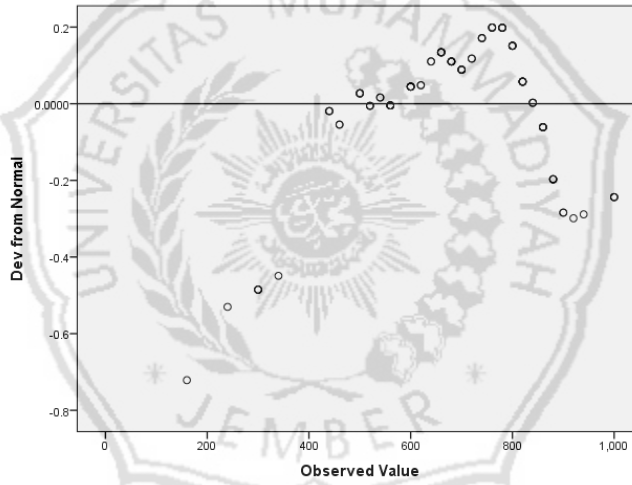
Each leaf: 1 case(s)



Normal Q-Q Plot of PRCEIVED QUALITY



Detrended Normal Q-Q Plot of PRCEIVED QUALITY

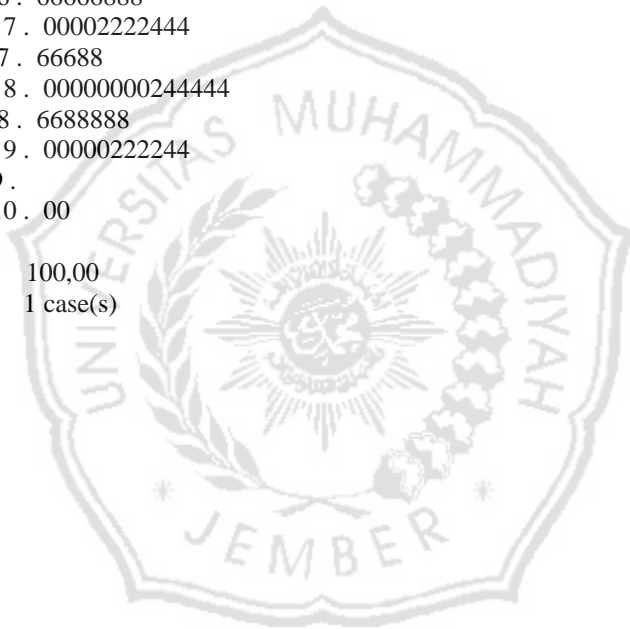


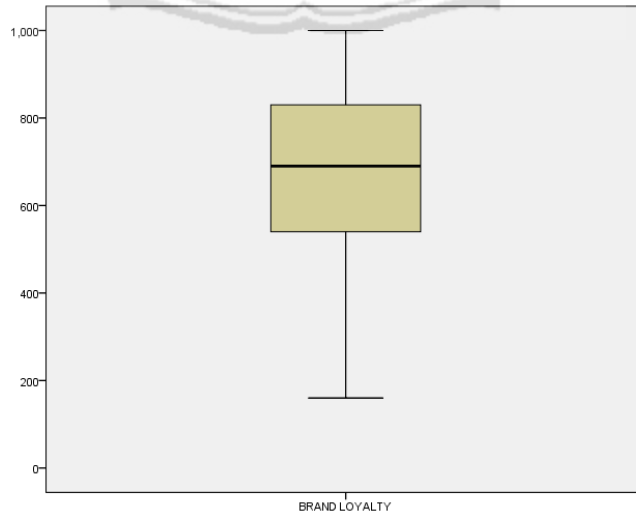
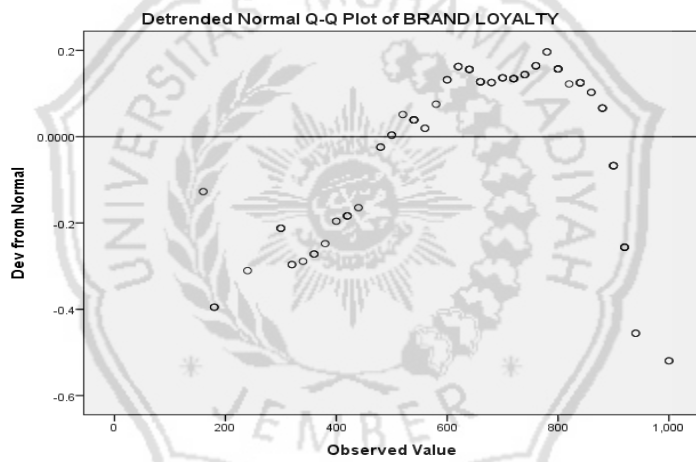
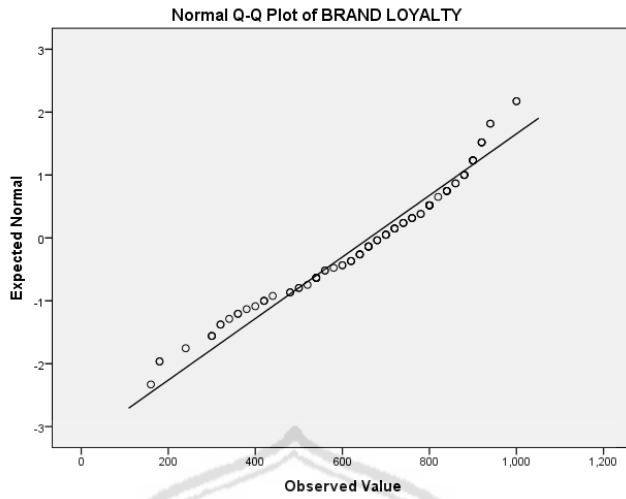
BRAND LOYALTY

BRAND LOYALTY Stem-and-Leaf Plot

Frequency	Stem & Leaf
3,00	1 . 688
1,00	2 . 4
,00	2 .
6,00	3 . 000224
3,00	3 . 668
5,00	4 . 02224
2,00	4 . 88
9,00	5 . 002444444
3,00	5 . 668
10,00	6 . 0022244444
8,00	6 . 66666888
11,00	7 . 00002222444
5,00	7 . 66688
14,00	8 . 00000000244444
7,00	8 . 6688888
11,00	9 . 00000222244
,00	9 .
2,00	10 . 00

Stem width: 100,00
Each leaf: 1 case(s)







LAMPIRAN 7
UJI NORMALITAS MIE SEDAAP

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
BRAND AWARENESS	.103	100	.024	.936	100	.000
BRAND ASSOCIATION	.099	100	.016	.972	100	.030
PRECEIVED QUALITY	.104	100	.029	.961	100	.005
BRAND LOYALTY	.110	100	.025	.958	100	.003

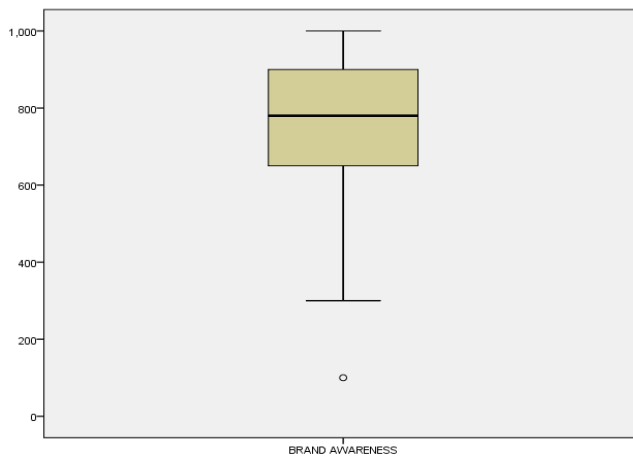
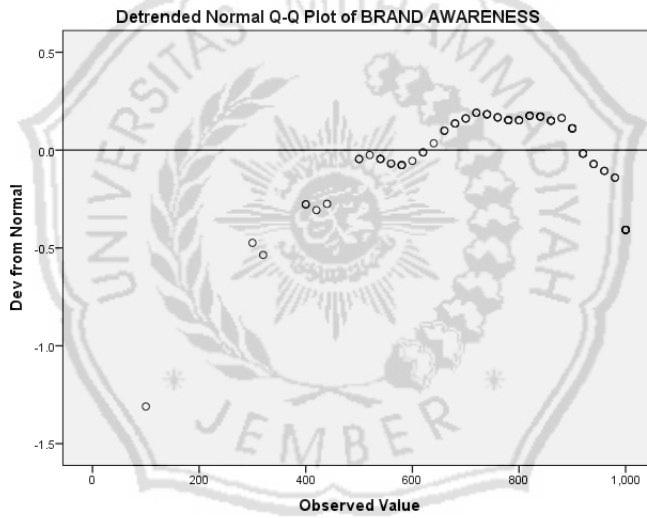
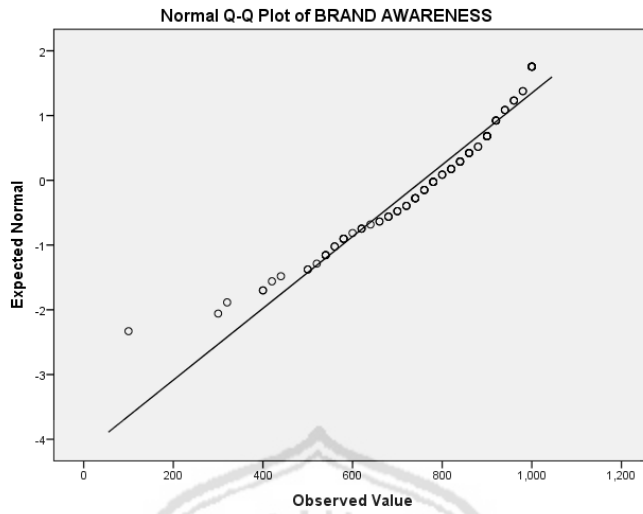
a. Lilliefors Significance Correction

BRAND AWARENESS

BRAND AWARENESS Stem-and-Leaf Plot

Frequency	Stem &	Leaf
1,00	Extremes	(=<100)
2,00	3 .	02
,00	3 .	
4,00	4 .	0024
,00	4 .	
7,00	5 .	0024444
6,00	5 .	668888
5,00	6 .	02224
5,00	6 .	66888
12,00	7 .	000222444444
10,00	7 .	6666888888
12,00	8 .	000222244444
7,00	8 .	6666688
17,00	9 .	00000000022222444
5,00	9 .	66688
7,00	10 .	0000000

Stem width: 100,00
 Each leaf: 1 case(s)

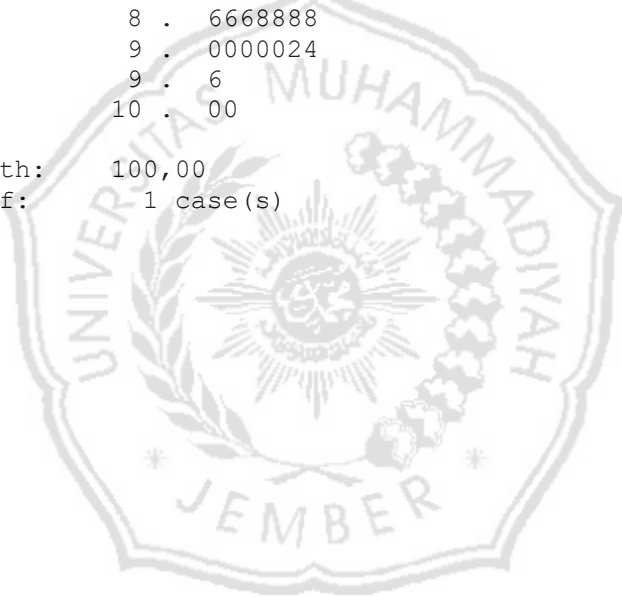


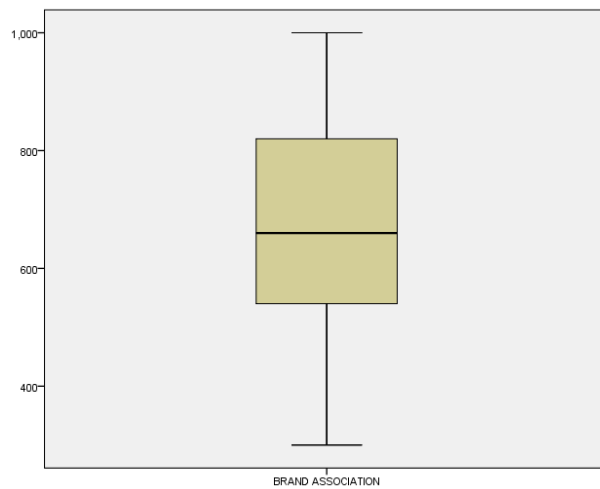
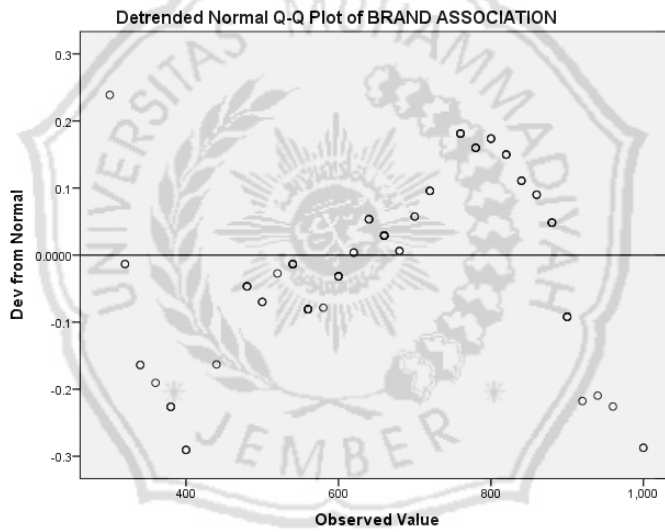
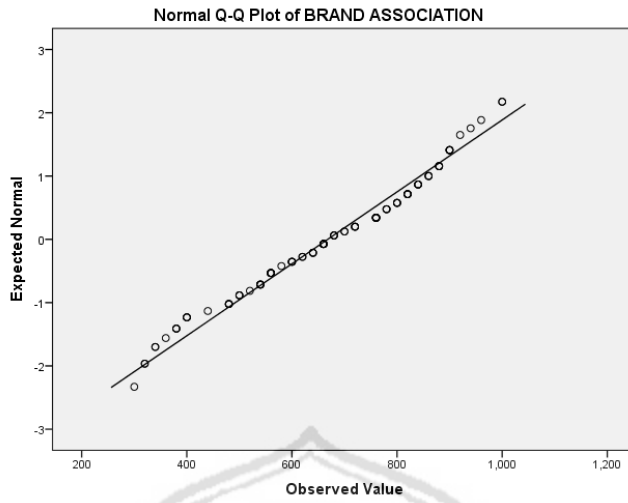
BRAND ASSOCIATION

BRAND ASSOCIATION Stem-and-Leaf Plot

Frequency	Stem &	Leaf
5,00	3 .	02244
4,00	3 .	6888
4,00	4 .	0004
4,00	4 .	8888
9,00	5 .	000244444
8,00	5 .	66666668
9,00	6 .	000022444
11,00	6 .	66666666888
6,00	7 .	002222
10,00	7 .	6666666888
13,00	8 .	0000222224444
7,00	8 .	6668888
7,00	9 .	0000024
1,00	9 .	6
2,00	10 .	00

Stem width: 100,00
Each leaf: 1 case(s)





PRECEIVED QUALITY

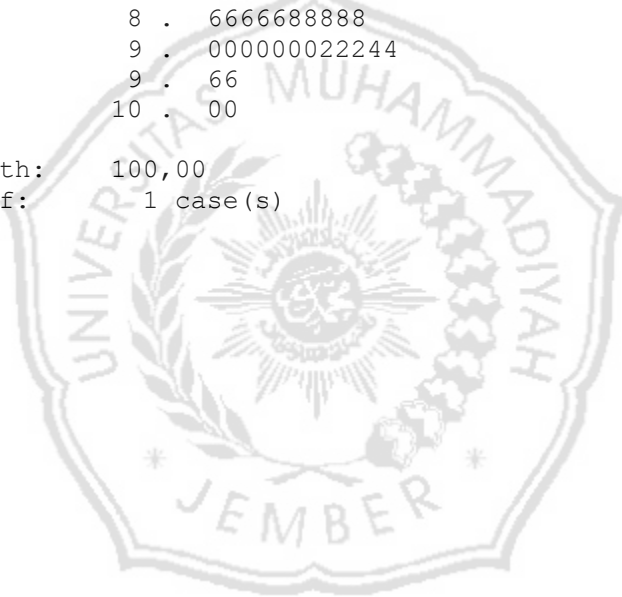
PRECEIVED QUALITY Stem-and-Leaf Plot

Frequency Stem & Leaf

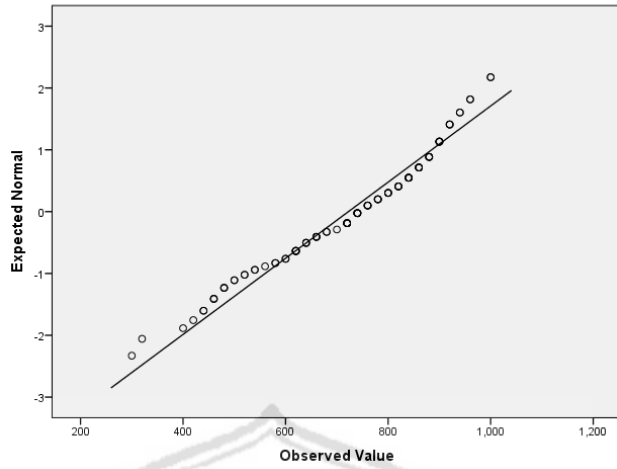
2,00	3 .	02
,00	3 .	
4,00	4 .	0244
6,00	4 .	666888
6,00	5 .	002244
3,00	5 .	688
11,00	6 .	00222222444
6,00	6 .	666688
14,00	7 .	02222222444444
8,00	7 .	66668888
14,00	8 .	00022222444444
10,00	8 .	6666888888
12,00	9 .	00000022244
2,00	9 .	66
2,00	10 .	00

Stem width: 100,00

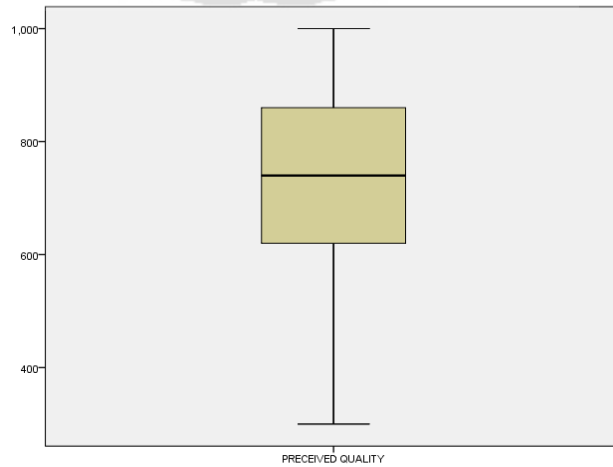
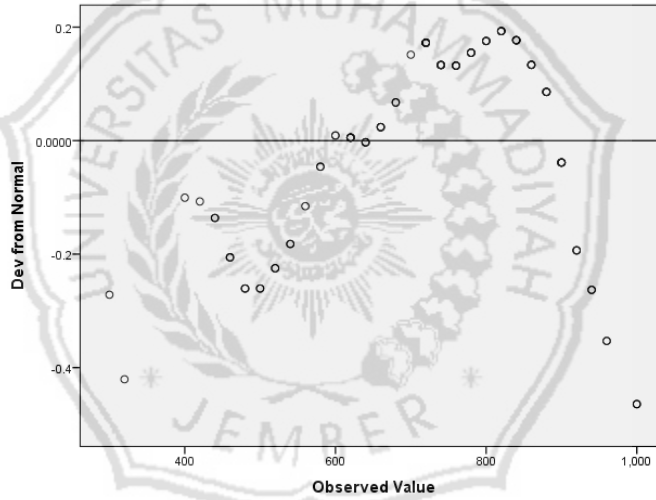
Each leaf: 1 case(s)



Normal Q-Q Plot of PERCEIVED QUALITY



Detrended Normal Q-Q Plot of PERCEIVED QUALITY



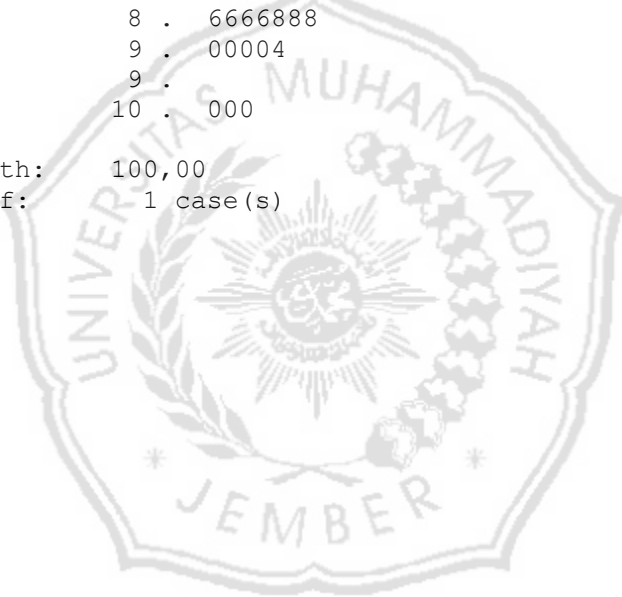
BRAND LOYALTY

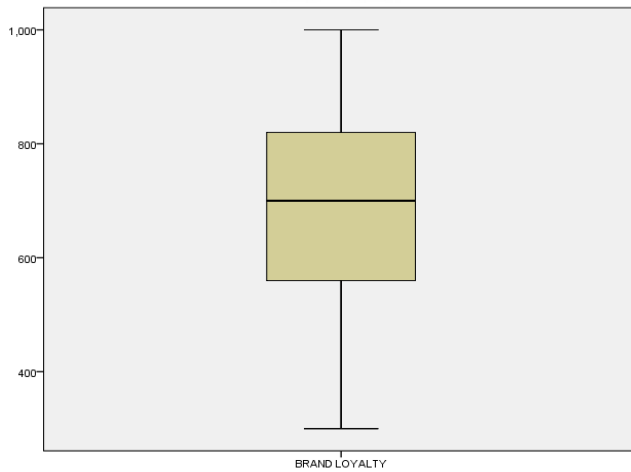
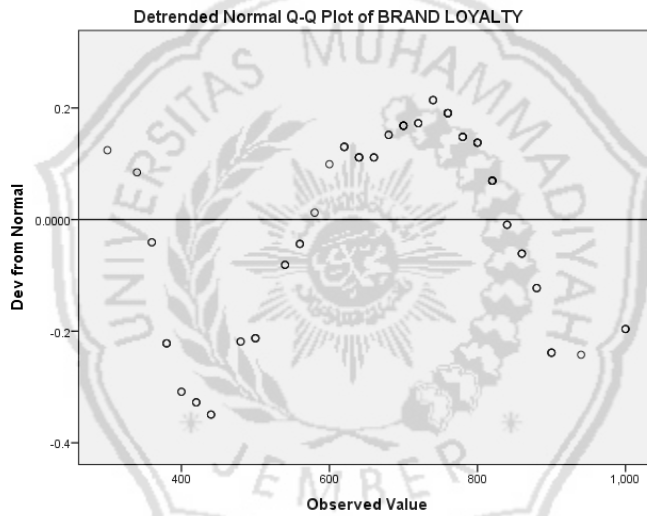
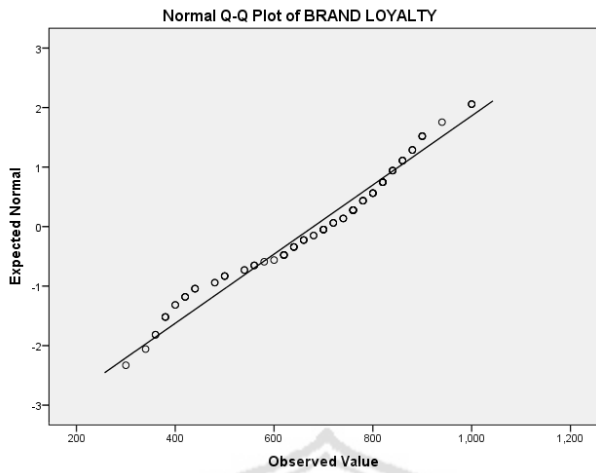
BRAND LOYALTY Stem-and-Leaf Plot

Frequency	Stem &	Leaf
2,00	3 .	04
6,00	3 .	668888
8,00	4 .	00222444
2,00	4 .	88
6,00	5 .	000044
4,00	5 .	6668
11,00	6 .	02222244444
6,00	6 .	666688
12,00	7 .	00000222444
12,00	7 .	66666668888
16,00	8 .	00002222224444
7,00	8 .	6666888
5,00	9 .	00004
,00	9 .	
3,00	10 .	000

Stem width: 100,00

Each leaf: 1 case(s)







LAMPIRAN 4
FREKUENSI MIE SEDAAP

1. BRAND AWARENESS (X1)

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	2	2.0	2.0	2.0
2.00	1	1.0	1.0	3.0
3.00	2	2.0	2.0	5.0
4.00	4	4.0	4.0	9.0
5.00	12	12.0	12.0	21.0
Valid 6.00	13	13.0	13.0	34.0
7.00	15	15.0	15.0	49.0
8.00	20	20.0	20.0	69.0
9.00	18	18.0	18.0	87.0
10.00	13	13.0	13.0	100.0
Total	100	100.0	100.0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	2	2.0	2.0	2.0
2.00	1	1.0	1.0	3.0
3.00	2	2.0	2.0	5.0
4.00	4	4.0	4.0	9.0
5.00	12	12.0	12.0	21.0
Valid 6.00	9	9.0	9.0	30.0
7.00	15	15.0	15.0	45.0
8.00	21	21.0	21.0	66.0
9.00	19	19.0	19.0	85.0
10.00	15	15.0	15.0	100.0
Total	100	100.0	100.0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	1.0	1.0	1.0
3.00	2	2.0	2.0	3.0
4.00	4	4.0	4.0	7.0
5.00	8	8.0	8.0	15.0
6.00	5	5.0	5.0	20.0
7.00	15	15.0	15.0	35.0
8.00	25	25.0	25.0	60.0
9.00	24	24.0	24.0	84.0
10.00	16	16.0	16.0	100.0
Total	100	100.0	100.0	

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	1.0	1.0	1.0
3.00	3	3.0	3.0	4.0
4.00	3	3.0	3.0	7.0
5.00	5	5.0	5.0	12.0
6.00	7	7.0	7.0	19.0
7.00	19	19.0	19.0	38.0
8.00	16	16.0	16.0	54.0
9.00	23	23.0	23.0	77.0
10.00	23	23.0	23.0	100.0
Total	100	100.0	100.0	

X1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	1.0	1.0	1.0
3.00	3	3.0	3.0	4.0
4.00	5	5.0	5.0	9.0
5.00	7	7.0	7.0	16.0
Valid 6.00	10	10.0	10.0	26.0
7.00	11	11.0	11.0	37.0
8.00	21	21.0	21.0	58.0
9.00	22	22.0	22.0	80.0
10.00	20	20.0	20.0	100.0
Total	100	100.0	100.0	

2. BRAND ASSOCIATION (X2)**X2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	2	2.0	2.0	2.0
3.00	4	4.0	4.0	6.0
4.00	5	5.0	5.0	11.0
5.00	13	13.0	13.0	24.0
Valid 6.00	12	12.0	12.0	36.0
7.00	13	13.0	13.0	49.0
8.00	25	25.0	25.0	74.0
9.00	17	17.0	17.0	91.0
10.00	9	9.0	9.0	100.0
Total	100	100.0	100.0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	7	7.0	7.0	7.0
2.00	4	4.0	4.0	11.0
3.00	7	7.0	7.0	18.0
4.00	7	7.0	7.0	25.0
5.00	19	19.0	19.0	44.0
Valid 6.00	12	12.0	12.0	56.0
7.00	14	14.0	14.0	70.0
8.00	11	11.0	11.0	81.0
9.00	15	15.0	15.0	96.0
10.00	4	4.0	4.0	100.0
Total	100	100.0	100.0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	3	3.0	3.0	3.0
2.00	2	2.0	2.0	5.0
3.00	5	5.0	5.0	10.0
4.00	7	7.0	7.0	17.0
5.00	15	15.0	15.0	32.0
Valid 6.00	13	13.0	13.0	45.0
7.00	13	13.0	13.0	58.0
8.00	22	22.0	22.0	80.0
9.00	15	15.0	15.0	95.0
10.00	5	5.0	5.0	100.0
Total	100	100.0	100.0	

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	1.0	1.0	1.0
3.00	8	8.0	8.0	9.0
4.00	5	5.0	5.0	14.0
5.00	13	13.0	13.0	27.0
Valid 6.00	11	11.0	11.0	38.0
7.00	16	16.0	16.0	54.0
8.00	18	18.0	18.0	72.0
9.00	17	17.0	17.0	89.0
10.00	11	11.0	11.0	100.0
Total	100	100.0	100.0	

X2.5

	Frequency	Percent	Valid Percent	Cumulative Percent
3.00	3	3.0	3.0	3.0
4.00	6	6.0	6.0	9.0
5.00	16	16.0	16.0	25.0
Valid 6.00	15	15.0	15.0	40.0
7.00	18	18.0	18.0	58.0
8.00	21	21.0	21.0	79.0
9.00	14	14.0	14.0	93.0
10.00	7	7.0	7.0	100.0
Total	100	100.0	100.0	

3. PRECEIVED QUALITY (X3)

X3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
3.00	3	3.0	3.0	3.0
4.00	6	6.0	6.0	9.0
5.00	16	16.0	16.0	25.0
6.00	15	15.0	15.0	40.0
Valid 7.00	18	18.0	18.0	58.0
8.00	21	21.0	21.0	79.0
9.00	14	14.0	14.0	93.0
10.00	7	7.0	7.0	100.0
Total	100	100.0	100.0	

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	1.0	1.0	1.0
3.00	4	4.0	4.0	5.0
4.00	8	8.0	8.0	13.0
5.00	14	14.0	14.0	27.0
Valid 6.00	3	3.0	3.0	30.0
7.00	16	16.0	16.0	46.0
8.00	28	28.0	28.0	74.0
9.00	16	16.0	16.0	90.0
10.00	10	10.0	10.0	100.0
Total	100	100.0	100.0	

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	1.0	1.0	1.0
2.00	1	1.0	1.0	2.0
3.00	2	2.0	2.0	4.0
4.00	7	7.0	7.0	11.0
5.00	10	10.0	10.0	21.0
Valid 6.00	16	16.0	16.0	37.0
7.00	19	19.0	19.0	56.0
8.00	19	19.0	19.0	75.0
9.00	16	16.0	16.0	91.0
10.00	9	9.0	9.0	100.0
Total	100	100.0	100.0	

X3.4

	Frequency	Percent	Valid Percent	Cumulative Percent
3.00	3	3.0	3.0	3.0
4.00	3	3.0	3.0	6.0
5.00	17	17.0	17.0	23.0
6.00	8	8.0	8.0	31.0
Valid 7.00	20	20.0	20.0	51.0
8.00	25	25.0	25.0	76.0
9.00	17	17.0	17.0	93.0
10.00	7	7.0	7.0	100.0
Total	100	100.0	100.0	

X3.5

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	1.0	1.0	1.0
3.00	3	3.0	3.0	4.0
4.00	3	3.0	3.0	7.0
5.00	5	5.0	5.0	12.0
6.00	7	7.0	7.0	19.0
7.00	19	19.0	19.0	38.0
8.00	16	16.0	16.0	54.0
9.00	23	23.0	23.0	77.0
10.00	23	23.0	23.0	100.0
Total	100	100.0	100.0	

4. BRAND LOYALTY (X4)**X4.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	1.0	1.0	1.0
3.00	4	4.0	4.0	5.0
4.00	8	8.0	8.0	13.0
5.00	14	14.0	14.0	27.0
6.00	3	3.0	3.0	30.0
7.00	16	16.0	16.0	46.0
8.00	28	28.0	28.0	74.0
9.00	16	16.0	16.0	90.0
10.00	10	10.0	10.0	100.0
Total	100	100.0	100.0	

X4.2

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	2	2.0	2.0	2.0
2.00	1	1.0	1.0	3.0
3.00	5	5.0	5.0	8.0
4.00	4	4.0	4.0	12.0
5.00	15	15.0	15.0	27.0
Valid 6.00	13	13.0	13.0	40.0
7.00	22	22.0	22.0	62.0
8.00	16	16.0	16.0	78.0
9.00	11	11.0	11.0	89.0
10.00	11	11.0	11.0	100.0
Total	100	100.0	100.0	

X4.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	3	3.0	3.0	3.0
3.00	4	4.0	4.0	7.0
4.00	8	8.0	8.0	15.0
5.00	9	9.0	9.0	24.0
Valid 6.00	15	15.0	15.0	39.0
7.00	17	17.0	17.0	56.0
8.00	15	15.0	15.0	71.0
9.00	19	19.0	19.0	90.0
10.00	10	10.0	10.0	100.0
Total	100	100.0	100.0	

X4.4

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	8	8.0	8.0	8.0
2.00	5	5.0	5.0	13.0
3.00	5	5.0	5.0	18.0
4.00	6	6.0	6.0	24.0
5.00	16	16.0	16.0	40.0
Valid 6.00	15	15.0	15.0	55.0
7.00	14	14.0	14.0	69.0
8.00	15	15.0	15.0	84.0
9.00	11	11.0	11.0	95.0
10.00	5	5.0	5.0	100.0
Total	100	100.0	100.0	

X4.5

	Frequency	Percent	Valid Percent	Cumulative Percent
3.00	3	3.0	3.0	3.0
4.00	3	3.0	3.0	6.0
5.00	17	17.0	17.0	23.0
6.00	8	8.0	8.0	31.0
Valid 7.00	20	20.0	20.0	51.0
8.00	25	25.0	25.0	76.0
9.00	17	17.0	17.0	93.0
10.00	7	7.0	7.0	100.0
Total	100	100.0	100.0	



LAMPIRAN 8
UJI BEDA *MEAN* INDOMIE DAN MIE
SEDAAP

a. Hasil Analisis Data *Brand Awareness*

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Indomie_Awareness	735.40	100	187.721	18.772
	Sedaap_Awareness	756.80	100	180.431	18.043

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Indomie_Awareness & Sedaap_Awareness	100	.200	.046

Paired Samples Test

		Paired Differences			
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference
		Lower			
Pair 1	Indomie_Awareness - Sedaap_Awareness	-21.400	232.896	23.290	-67.612

Paired Samples Test

		Paired Differences	t	df	Sig. (2-tailed)
		95% Confidence Interval of the Difference			
		Upper			
Pair 1	Indomie_Awareness - Sedaap_Awareness	24.812	-.919	99	.360

b. Hasil analisis perbandingan data *Brand Association*

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Indomie_Association	678.60	100	179.252	17.925
	Sedaap_Association	668.00	100	175.971	17.597

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Indomie_Association & Sedaap_Association	100	.653	.000

Paired Samples Test

		Paired Differences			
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference
					Lower
Pair 1	Indomie_Association - Sedaap_Association	10.600	148.077	14.808	-18.782

Paired Samples Test

		Paired Differences	t	df	Sig. (2-tailed)
		95% Confidence Interval of the Difference			
		Upper			
Pair 1	Indomie_Association - Sedaap_Association	39.982	.716	99	.476

c. Hasil analisis perbandingan data *Perceived Quality*

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Indomie_Preceivedquality	686.80	100	172.638	17.264
	Sedaap_Preceivedquality	722.40	100	162.363	16.236

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Indomie_Preceivedquality & Sedaap_Preceivedquality	100	.246	.013

Paired Samples Test

		Paired Differences			
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference
					Lower
Pair 1	Indomie_Preceivedquality - Sedaap_Preceivedquality	-35.600	205.787	20.579	-76.433

Paired Samples Test

		Paired Differences	t	df	Sig. (2-tailed)
		95% Confidence Interval of the Difference			
		Upper			
Pair 1	Indomie_Preceivedquality - Sedaap_Preceivedquality	5.233	-1.730	99	.002

d. Hasil analisis perbandingan data *Brand Loyalty*

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Indomie_Loyalty	662.00	100	204.287	20.429
	Sedaap_Loyalty	679.60	100	172.093	17.209

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Indomie_Loyalty & Sedaap_Loyalty	100	.295	.003

Paired Samples Test

		Paired Differences			
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference
					Lower
Pair 1	Indomie_Loyalty - Sedaap_Loyalty	-17.600	224.954	22.495	-62.236

Paired Samples Test

		Paired Differences	t	df	Sig. (2-tailed)
		95% Confidence Interval of the Difference			
		Upper			
Pair 1	Indomie_Loyalty - Sedaap_Loyalty	27.036	-.782	99	.438

e. Hasil analisis perbandingan data *Brand Equity*

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Indomie_Equity	690.70	100	173.005	17.301
	Sedaap_Equity	706.70	100	155.213	15.521

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Indomie_Equity & Sedaap_Equity	100	.384	.000

Paired Samples Test

		Paired Differences			
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference
		Lower			
Pair 1	Indomie_Equity - Sedaap_Equity	-16.000	182.822	18.282	-52.276

Paired Samples Test

		Paired Differences	t	df	Sig. (2-tailed)
		95% Confidence Interval of the Difference			
		Upper			
Pair 1	Indomie_Equity - Sedaap_Equity	20.276	-.875	99	.384



LAMPIRAN 5
UJI VALIDITAS INDOMIE

1. BRAND AWARENESS (X1)

Correlations

		X1.1	X1.2	X1.3	X1.4
X1.1	Pearson Correlation	1	.851**	.619**	.542**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X1.2	Pearson Correlation	.851**	1	.595**	.499**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X1.3	Pearson Correlation	.619**	.595**	1	.636**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
X1.4	Pearson Correlation	.542**	.499**	.636**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100
X1.5	Pearson Correlation	.574**	.516**	.646**	.643**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100
BRAND AWARENESS	Pearson Correlation	.876**	.847**	.835**	.788**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100

2. BRAND ASSOCIATION (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4
X2.1	Pearson Correlation	1	.461**	.738**	.596**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X2.2	Pearson Correlation	.461**	1	.702**	.481**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X2.3	Pearson Correlation	.738**	.702**	1	.671**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
X2.4	Pearson Correlation	.596**	.481**	.671**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100
X2.5	Pearson Correlation	.658**	.663**	.743**	.585**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100
BRAND ASSOCIATION	Pearson Correlation	.812**	.809**	.920**	.783**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100

3. PRECEIVED QUALITY (X3)

Correlations

		X3.1	X3.2	X3.3	X3.4
X3.1	Pearson Correlation	1	.643**	.720**	.652**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X3.2	Pearson Correlation	.643**	1	.871**	.730**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X3.3	Pearson Correlation	.720**	.871**	1	.770**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
X3.4	Pearson Correlation	.652**	.730**	.770**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100
X3.5	Pearson Correlation	.431**	.536**	.541**	.597**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100
PRECEIVED QUALITY	Pearson Correlation	.825**	.898**	.928**	.877**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100

4. BRAND LOYALTY (X4)

Correlations

		X4.1	X4.2	X4.3	X4.4	X4.5
X4.1	Pearson Correlation	1	.735**	.729**	.689**	.652**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X4.2	Pearson Correlation	.735**	1	.873**	.711**	.826**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X4.3	Pearson Correlation	.729**	.873**	1	.719**	.797**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X4.4	Pearson Correlation	.689**	.711**	.719**	1	.770**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
X4.5	Pearson Correlation	.652**	.826**	.797**	.770**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100
BRAND LOYALTY	Pearson Correlation	.857**	.934**	.925**	.854**	.901**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	100	100	100	100	100



LAMPIRAN 5
UJI VALIDITAS MIE SEDAAP

1. BRAND AWARENESS (X1)

Correlations

		X1.1	X1.2	X1.3	X1.4
X1.1	Pearson Correlation	1	.902**	.719**	.689**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X1.2	Pearson Correlation	.902**	1	.707**	.738**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X1.3	Pearson Correlation	.719**	.707**	1	.796**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
X1.4	Pearson Correlation	.689**	.738**	.796**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100
X1.5	Pearson Correlation	.680**	.735**	.719**	.841**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100
BRAND AWARENESS	Pearson Correlation	.895**	.916**	.875**	.904**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100

2. BRAND ASSOCIATION (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4
X2.1	Pearson Correlation	1	.587**	.694**	.595**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X2.2	Pearson Correlation	.587**	1	.683**	.442**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X2.3	Pearson Correlation	.694**	.683**	1	.678**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
X2.4	Pearson Correlation	.595**	.442**	.678**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100
X2.5	Pearson Correlation	.662**	.448**	.593**	.608**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100
BRAND ASSOCIATION	Pearson Correlation	.853**	.789**	.891**	.802**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100

3. PERCEIVED QUALITY (X3)

Correlations

		X3.1	X3.2	X3.3	X3.4
X3.1	Pearson Correlation	1	.688**	.680**	.667**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X3.2	Pearson Correlation	.688**	1	.884**	.726**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X3.3	Pearson Correlation	.680**	.884**	1	.747**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
X3.4	Pearson Correlation	.667**	.726**	.747**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100
X3.5	Pearson Correlation	.544**	.596**	.569**	.526**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100
PERCEIVED QUALITY	Pearson Correlation	.832**	.916**	.911**	.852**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	100	100	100	100

4. BRAND LOYALTY (X4)

Correlations

		X4.1	X4.2	X4.3	X4.4	X4.5
X4.1	Pearson Correlation	1	.549**	.702**	.513**	.726**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X4.2	Pearson Correlation	.549**	1	.792**	.509**	.507**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X4.3	Pearson Correlation	.702**	.792**	1	.493**	.697**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X4.4	Pearson Correlation	.513**	.509**	.493**	1	.445**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
X4.5	Pearson Correlation	.726**	.507**	.697**	.445**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100
BRAND LOYALTY	Pearson Correlation	.841**	.821**	.891**	.749**	.801**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	100	100	100	100	100



LAMPIRAN 6
UJI RELIABILITAS INDOMIE

RELIABILITY

/VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.887	5

RELIABILITY

/VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.891	5

RELIABILITY

/VARIABLES=X3.1 X3.2 X3.3 X3.4 X3.5

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.902	5

RELIABILITY

/VARIABLES=X4.1 X4.2 X4.3 X4.4 X4.5

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.935	5

The logo of Universitas Muhammadiyah Jember is a circular emblem with a scalloped border. It features a central sunburst with rays, flanked by a laurel wreath on the left and a chain of flowers on the right. 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 stars on either side.

LAMPIRAN 6
UJI RELIABILITAS MIE SEDAAP

RELIABILITY

/VARIABLES=X1.1 X1.2 X1.3 X1.4 X1.5

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.938	5

RELIABILITY

/VARIABLES=X2.1 X2.2 X2.3 X2.4 X2.5

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.878	5

RELIABILITY

/VARIABLES=X3.1 X3.2 X3.3 X3.4 X3.5

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.907	5

RELIABILITY

/VARIABLES=X4.1 X4.2 X4.3 X4.4 X4.5

/SCALE('ALL VARIABLES') ALL

/MODEL=ALPHA.

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.872	5