PENGANTAR KUESIONER

PERBANDINGAN EKUITAS MEREK PRODUK POND'S DENGAN GARNIER

(Studi Kasus Pada Konsumen Minimarket Ozzie Mart Jember)

Kepada Yth.

Sdr.Konsumen Minimarket Ozzie Mart Jember

di tempat

Berkaitan dengan kegiatan penelitian yang saya lakukan dengan judul "Perbandingan Ekuitas Merek Produk Pond's dan Garnier (Studi kasus pada Konsumen Minimarket Ozzie Mart 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 menguucapkan banyak termakasih

Liiza Diana Manziel

NIM. 15.1041.1154

DAFTAR PERNYATAAN PENELITIAN (KUESIONER)

Penelitian ini bertujuan untuk mengetahui perbandingan Ekuitas Merek Produk Pond's dan Garnier pada konsumen Minimarket Ozzie Mart Jember.

Apakah anda adalah sebagai Konsumen produk Pond's dan Garnier Minimarket Ozzie Mart Jember, (beri tanda centang (✔) pada kotak sesuai jawaban anda).

☐ Ya

☐ Tidak

Masa pemakaian Produk Pond's dan Garnier pada konsumen Minimarket Ozzie Mart Jember, beri tanda centang (✔) pada kotak sesuai jawaban anda)

☐ Kurang dari 1 tahun

☐ Lebih dari 1 tahun

A. IDENTITAS RESPONDEN

1. Nama :
2. Jenis Kelamin : (Pria / Wanita)
3. Umur :
   - 17 - 25 tahun
   - 26 - 35 tahun
   - 36 - 45 tahun
4. No Telpon :

B. PERNYATAAN-PERNYATAAN PRODUK PEMBERSIH WAJAH POND'S

Petunjuk : Untuk pernyataan-pernyataan dibawah ini, Anda di mohon untuk memberikan jawaban terhadap semua pernyataan dalam kuesioner dengan memberikan penilaian tentang sejauh mana pernyataan ini sesuai dengan realita / keadaan sesungguhnya. Berikan tanda centang (✔) dengan rentang nilai 0 - 10 dalam kotak yang tersedia serta berikan jawaban pada pernyataan di baris di bawahnya. Nilai 0 – 10 bermakna bahwa semakin ke angka 10 adalah semakin setuju atau sesuai dengan keadaan sesungguhnya.

Kesadaran Merek *(Brand Awareness)*

Bila Kemampuan Sdr/I dapat dinilai dengan angka 0 s/d 10, berapa nilai yang akan Sdr/I berikan untuk butir-butir pernyataan dibawah ini.

1.	Saya mengetahui produk pembersih wajah Pond's	
2.	Produk pembersih wajah Pond's cocok untuk kulit saya	
3.	Produk pembersih wajah Pond's adalah produk yang berkualitas	
4.	Produk pembersih wajah Pond's harganya sangat terjangkau, namun kualitasnya baik	
5.	Produk pembersih wajah Pond's mudah didapat di swalayan maupun minimarket	
Dimana biasanya anda membeli produk Pond's :		

Asosiasi Merek *(Brand Association)*

Bila Kemampuan Sdr/I dapat dinilai dengan angka 0 s/d 10, berapa nilai yang akan Sdr/I berikan untuk butir-butir pernyataan dibawah ini.

6.	Penampilan pada kemasan produk pembersih wajah Pond's sangat menarik.	
7.	Pond's center ada disetiap kota / swalayan maupun minimarket	
8.	Produk Pond's sudah banyak dikenal orang	
9.	Harga dari produk Pond's sesuai dengan kualitas yang diberikan	
10.	Saya yakin produk Pond's aman untuk digunakan jangka panjang	
Berikan tiga contoh keunggulan dalam menggunakan produk Pond's :		

Persepsi Kualitas *(Perceived Quality)*

Bila Kemampuan Sdr/I dapat dinilai dengan angka 0 s/d 10, berapa nilai yang akan Sdr/I berikan untuk butir-butir pernyataan dibawah ini.

11.	Pembersih Wajah Pond's menjadi prioritas pertama saya dalam memilih produk kosmetik	
12.	Saya akan membeli produk Pond's di kemudian hari	
13.	Saya tidak akan berpindah ke merek selain produk Pond's	
14.	Pond's pantas direkomendasikan pada orang lain	
15.	Saya akan tetap setia menjadi konsumen produk Pond's	
Alasan anda memilih merek pelembab yang anda gunakan saat ini :		

Loyalitas Merek *(Brand Loyalty)*

Bila Kemampuan Sdr/I dapat dinilai dengan angka 0 s/d 10, berapa nilai yang akan Sdr/I berikan untuk butir-butir pernyataan dibawah ini.

16.	Produk pembersih wajah Pond's aman digunakan untuk semua jenis kulit	
17.	Produk pembersih wajah Pond's tidak menimbulkan masalah pada kulit konsumen	
18.	Produk Pond's memiliki mutu yang baik	
19.	Khasiat produk Pond's yang terjamin sesuai dengan kualitas saya	
20.	Produk Pond's memiliki kandungan bahan yang aman	
Sudah berapa lama anda menggunakan produk Pond's :		

C. PERNYATAAN-PERNYATAAN PRODUK PEMBERSIH WAJAH GARNIER

Petunjuk : Untuk pernyataan-pernyataan dibawah ini, Anda di mohon untuk memberikan jawaban terhadap semua pernyataan dalam kuesioner dengan memberikan penilaian tentang sejauh mana pernyataan ini sesuai dengan realita / keadaan sesungguhnya. Berikan tanda centang (✔) dengan rentang nilai 0 - 10 dalam kotak yang tersedia serta berikan jawaban pada pernyataan di baris di bawahnya. Nilai 0 – 10 bermakna bahwa semakin ke angka 10 adalah semakin setuju atau sesuai dengan keadaan sesungguhnya.

Kesadaran Merek *(Brand Awareness)*

Bila Kemampuan Sdr/I dapat dinilai dengan angka 0 s/d 10, berapa nilai yang akan Sdr/I berikan untuk butir-butir pernyataan dibawah ini.

21.	Saya mengetahui produk pembersih wajah Garnier	
22.	Produk pembersih wajah Garnier cocok untuk kulit saya	
23.	Produk pembersih wajah Garnier adalah produk yang berkualitas	
24.	Produk pembersih wajah Garnier harganya sangat terjangkau, namun kualitasnya baik	
25.	Produk pembersih wajah Garnier mudah didapat di swalayan maupun minimarket	
Dimana biasanya anda membeli produk Garnier :		

Asosiasi Merek *(Brand Association)*

Bila Kemampuan Sdr/I dapat dinilai dengan angka 0 s/d 10, berapa nilai yang akan Sdr/I berikan untuk butir-butir pernyataan dibawah ini.

26.	Penampilan pada kemasan produk pembersih wajah Garnier sangat menarik.	
27.	Garnier center ada disetiap kota / swalayan maupun minimarket	
28.	Produk Garnier sudah banyak dikenal orang	
29.	Harga dari produk Garnier sesuai dengan kualitas yang diberikan	
30.	Saya yakin produk Garnier aman untuk digunakan jangka panjang	
Berikan tiga contoh keunggulan dalam menggunakan produk Garnier :		

Persepsi Kualitas *(Perceived Quality)*

Bila Kemampuan Sdr/I dapat dinilai dengan angka 0 s/d 10, berapa nilai yang akan Sdr/I berikan untuk butir-butir pernyataan dibawah ini.

31.	Garnier menjadi prioritas pertama saya dalam memilih produk Kosmetik	
32.	Saya akan membeli produk Garnier di kemudian hari	
33.	Saya tidak akan berpindah ke merek selain produk Garnier	
34.	Garnier pantas direkomendasikan pada orang lain	
35.	Saya akan tetap setia menjadi konsumen produk Garnier	
Alasan anda memilih merek pelembab yang anda gunakan saat ini :		

Loyalitas Merek *(Brand Loyalty)*		

Bila Kemampuan Sdr/I dapat dinilai dengan angka 0 s/d 10, berapa nilai yang akan Sdr/I berikan untuk butir-butir pernyataan dibawah ini.

36.	Produk Garnier aman digunakan untuk semua jenis kulit	
37.	Produk Garnier tidak menimbulkan masalah pada kulit konsumen	
38.	Produk Garnier memiliki mutu yang baik	
39.	Khasiat produk Garnier yang terjamin sesuai dengan kualitas saya	
40.	Produk Garnier memiliki kandungan bahan yang aman	
Sudah berapa lama anda menggunakan produk Garnier :		

Jember,……./ ……/ 2019

Responden,

(……)

Kami menyampaikan terimakasih yang sebesar-besarnya atas partisipasi Sdr/I dalam pengisian kuesioner ini. Disadari sepenuhnya bahwa tanpa bantuan Sdr/I, studi ini tidak ada artrinya sama sekali.

LAMPIRAN 2
UJI VALIDITAS PRODUK GARNIER

1. BRAND AWARENESS (X1)

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5
X1.1	Pearson Correlation	1	.615**	.535**	.537**	.393**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X1.2	Pearson Correlation	.615**	1	.697**	.614**	.243*
	Sig. (2-tailed)	.000		.000	.000	.015
	N	100	100	100	100	100
X1.3	Pearson Correlation	.535**	.697**	1	.636**	.347**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X1.4	Pearson Correlation	.537**	.614**	.636**	1	.583**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
X1.5	Pearson Correlation	.393**	.243*	.347**	.583**	1
	Sig. (2-tailed)	.000	.015	.000	.000	
BRAND AWARENESS	N	100	100	100	100	100

2. BRAND ASSOCIATION (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5
X2.1	Pearson Correlation	1	.678**	.599**	.572**	.424**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.678**	1	.775**	.508**	.437**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.599**	.775**	1	.575**	.437**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X2.4	Pearson Correlation	.572**	.508**	.575**	1	.640**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
X2.5	Pearson Correlation	.424**	.437**	.437**	.640**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100
BRAND ASSOCIATION						

3. PERCEIVED QUALITY (X3)

Correlation

		X3.1	X3.2	X3.3	X3.4	X3.5
X3.1	Pearson Correlation	1	.685**	.776**	.529**	.786**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X3.2	Pearson Correlation	.685**	1	.605**	.600**	.656**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X3.3	Pearson Correlation	.776**	.605**	1	.556**	.778**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X3.4	Pearson Correlation	.529**	.600**	.556**	1	.530**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
X3.5	Pearson Correlation	.786**	.656**	.778**	.530**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
PERCEIVED QUALITY	N	100	100	100	100	100

4. BRAND LOYALTY (X4)

Correlations

		X4.1	X4.2	X4.3	X4.4	X4.5
X4.1	Pearson Correlation	1	.752**	.616**	.541**	.470**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X4.2	Pearson Correlation	.752**	1	.691**	.437**	.415**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X4.3	Pearson Correlation	.616**	.691**	1	.567**	.498**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X4.4	Pearson Correlation	.541**	.437**	.567**	1	.551**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
X4.5	Pearson Correlation	.470**	.415**	.498**	.551**	1
BRAND LOYALTY	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

LAMPIRAN 3
UJI RELIABILITAS PRODUK POND'S

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
	Exclude[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
.795	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
	Exclude[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
.757	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
.942	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
.864	5

LAMPIRAN 3
UJI RELIABILITAS PRODUK GARNIER

```
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
.845	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
.861	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
.903	5

RELIABILITY

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

/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
.855	4

LAMPIRAN 4
UJI STATISTIK DESKRIPTIF POND'S DAN GARNIER

DESCRIPTIVES VARIABLES=X1 X2 X3 X4

/STATISTICS=MEAN STDDEV MIN MAX.

Descriptive Statistics Pond's

	N	Minimum	Maximum	Mean	Std. Deviation
X1	100	1.20	10.00	7.5140	1.56302
X2	100	3.80	10.00	7.6440	1.31950
X3	100	1.00	9.60	6.3420	2.19610
X4	100	1.60	9.80	6.9340	1.72564
Valid N (listwise)	100				

DESCRIPTIVES VARIABLES=X1 X2 X3 X4

/STATISTICS=MEAN STDDEV MIN MAX.

Descriptive Statistics Ganier

	N	Minimum	Maximum	Mean	Std. Deviation
X1	100	2.40	10.00	7.4320	1.58317
X2	100	1.60	9.80	7.4300	1.45959
X3	100	1.00	10.00	6.5000	1.95453
X4	100	-7.80	10.00	6.9000	2.12051
Valid N (listwise)	100				

LAMPIRAN 5
UJI BEDA T-TEST POND'S DAN GARNIER

T-TEST GROUPS=Sabun(1 2)

/MISSING=ANALYSIS

/VARIABLES=Brand_Awareness Brand_Association Perceived_Quality Brand_Loyalty

/CRITERIA=CI(.95).

Group Statistics

	Sabun	N	Mean	Std. Deviation	Std. Error Mean
Brand_Awareness	Ponds	100	7.5140	1.56302	.15630
	Ganier	100	7.4320	1.58317	.15832
Brand_Association	Ponds	100	7.6440	1.31950	.13195
	Ganier	100	7.4300	1.45959	.14596
Perceived_Quality	Ponds	100	6.3420	2.19610	.21961
	Ganier	100	6.5000	1.95453	.19545
Brand_Loyalty	Ponds	100	6.9340	1.72564	.17256
	Ganier	100	6.9000	2.12051	.21205

Independent Samples Test

		Levene's Test for Equality of Variances		*t-test for Equality of Means*	
		F	Sig.	t	df
Brand_Awareness	*Equal variances assumed*	.262	.609	.369	198
	Equal variances not assumed			.369	197.968
Brand_Association	*Equal variances assumed*	.106	.745	1.088	198
	Equal variances not assumed			1.088	196.018
Perceived_Quality	*Equal variances assumed*	1.919	.167	-.537	198
	Equal variances not assumed			-.537	195.371
Brand_Loyalty	*Equal variances assumed*	.191	.662	.124	198
	Equal variances not assumed			.124	190.149

Independent Samples Test

		t-test for Equality of Means		
		Sig. (2-tailed)	Mean Difference	Std. Error Difference
Brand_Awareness	Equal variances assumed	.713	.08200	.22247
	Equal variances not assumed	.713	.08200	.22247
Brand_Association	Equal variances assumed	.278	.21400	.19676
	Equal variances not assumed	.278	.21400	.19676
Perceived_Quality	Equal variances assumed	.592	-.15800	.29399
	Equal variances not assumed	.592	-.15800	.29399
Brand_Loyalty	Equal variances assumed	.901	.03400	.27339
	Equal variances not assumed	.901	.03400	.27339

Independent Samples Test

		t-test for Equality of Means	
		95% Confidence Interval of the Difference	
		Lower	Upper
Brand_Awareness	Equal variances assumed	-.35672	.52072
	Equal variances not assumed	-.35672	.52072
Brand_Association	Equal variances assumed	-.17402	.60202
	Equal variances not assumed	-.17404	.60204
Perceived_Quality	Equal variances assumed	-.73776	.42176
	Equal variances not assumed	-.73780	.42180
Brand_Loyalty	Equal variances assumed	-.50514	.57314
	Equal variances not assumed	-.50527	.57327

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LAMPIRAN 6
KARAKTERISTIK RESPONDEN

JENIS KELAMIN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	30	30.0	30.0	30.0
	Perempuan	70	70.0	70.0	100.0
	Total	100	100.0	100.0	

UMUR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-25	6	6.0	6.0	6.0
	26-35	8	8.0	8.0	14.0
	36-45	15	15.0	15.0	29.0
	4.00	9	9.0	9.0	38.0
	5.00	17	17.0	17.0	55.0
	6.00	13	13.0	13.0	68.0
	7.00	16	16.0	16.0	84.0
	8.00	11	11.0	11.0	95.0
	9.00	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

LAMPIRAN 7
REKAPITULASI PRODUK GARNIER

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	4	5	7	7	8	**6.20**	7	8	7	6	8	**7.20**	3	3	4	2	1	**2.60**	3	4	5	7	8	**5.40**
2	7	8	7	8	8	**7.60**	7	8	8	7	7	**7.40**	6	7	7	8	8	**7.20**	7	6	6	7	7	**6.60**
3	7	8	7	8	8	**7.60**	8	8	9	7	9	**8.20**	9	8	7	8	9	**8.20**	7	8	8	9	7	**7.80**
4	7	6	7	4	5	**5.80**	7	6	7	8	7	**7.00**	5	6	7	5	7	**6.00**	5	6	7	7	7	**6.40**
5	3	3	4	5	3	**3.60**	5	6	7	5	6	**5.80**	5	6	5	6	7	**5.80**	6	5	6	5	7	**5.80**
6	8	7	8	8	7	**7.60**	8	9	8	7	7	**7.80**	9	8	9	9	8	**8.60**	7	8	9	8	7	**7.80**
7	10	7	8	8	10	**8.60**	9	10	10	8	7	**8.80**	7	7	5	7	5	**6.20**	7	7	9	7	7	**7.40**
8	10	7	7	8	10	**8.40**	8	10	10	7	5	**8.00**	5	5	5	7	7	**5.80**	7	7	8	8	9	**7.80**
9	2	4	7	1	3	**3.40**	7	4	7	2	2	**4.40**	2	7	3	9	2	**4.60**	5	5	5	6	9	**6.00**
10	4	6	7	6	5	**5.60**	4	4	5	3	4	**4.00**	7	6	3	4	5	**5.00**	7	8	6	4	5	**6.00**
11	8	5	5	7	7	**6.40**	6	6	6	6	6	**6.00**	6	6	6	6	6	**6.00**	6	6	6	6	6	**6.00**
12	8	6	7	8	9	**7.60**	8	8	8	7	7	**7.60**	6	6	6	7	6	**6.20**	8	7	8	6	8	**7.40**
13	7	6	7	7	7	**6.80**	7	7	6	7	6	**6.60**	7	6	6	6	7	**6.40**	7	6	8	7	7	**7.00**
14	9	7	8	7	7	**7.60**	7	7	8	7	7	**7.20**	5	5	5	5	5	**5.00**	5	5	6	6	8	**6.00**
15	7	8	8	7	7	**7.40**	7	7	8	8	7	**7.40**	8	8	8	8	7	**7.80**	7	8	8	8	7	**7.60**
16	8	7	8	6	7	**7.20**	8	6	7	3	4	**5.60**	3	2	4	5	2	**3.20**	6	3	5	4	3	**4.20**
17	5	6	8	8	9	**7.20**	9	9	8	8	8	**8.40**	6	5	6	9	7	**6.60**	8	7	8	7	7	**7.40**
18	9	10	10	10	10	**9.80**	9	10	10	10	10	**9.80**	10	10	10	10	10	**10.00**	10	10	10	10	10	**10.00**
19	10	10	10	10	10	**10.00**	8	10	10	10	10	**9.60**	10	10	9	10	10	**9.80**	10	9	9	9	9	**9.20**
20	6	5	7	4	8	**6.00**	6	4	5	7	3	**5.00**	5	2	4	6	7	**4.80**	7	5	4	8	7	**6.20**
21	8	5	8	8	8	**7.40**	8	8	8	8	8	**8.00**	6	6	5	8	5	**6.00**	8	8	8	6	8	**7.60**
22	9	9	9	9	10	**9.20**	9	9	10	9	9	**9.20**	9	9	9	9	9	**9.00**	9	9	9	9	9	**9.00**
23	9	10	9	9	10	**9.40**	8	10	10	10	9	**9.40**	9	9	10	10	9	**9.40**	10	9	10	10	10	**9.80**
24	2	1	3	4	5	**3.00**	6	8	7	5	3	**5.80**	2	4	1	5	2	**2.80**	8	9	10	7	8	**8.40**
25	4	2	1	5	8	**4.00**	5	4	2	1	5	**3.40**	10	9	8	9	8	**8.80**	7	8	6	4	2	**5.40**
26	5	7	7	5	8	**6.40**	4	6	7	4	5	**5.20**	5	3	5	3	3	**3.80**	7	7	5	6	4	**5.80**
27	8	7	7	6	10	**7.60**	8	7	9	10	6	**8.00**	5	5	5	6	4	**5.00**	7	6	8	6	5	**6.40**
28	10	9	8	10	10	**9.40**	9	10	10	10	9	**9.60**	9	8	9	10	9	**9.00**	9	8	10	9	10	**9.20**
29	10	9	9	8	8	**8.80**	9	8	9	7	8	**8.20**	8	8	8	9	7	**8.00**	8	8	8	8	8	**8.00**
30	9	9	8	9	10	**9.00**	8	9	9	8	9	**8.60**	8	8	8	8	8	**8.00**	8	8	8	9	9	**8.40**
31	9	6	8	7	10	**8.00**	9	9	8	8	7	**8.20**	4	5	5	5	5	**4.80**	5	4	5	5	5	**4.80**
32	6	4	7	7	9	**6.60**	8	7	7	7	8	**7.40**	5	5	6	7	5	**5.60**	7	7	8	5	8	**7.00**
33	9	9	8	8	8	**8.40**	8	8	8	8	8	**8.00**	9	9	9	9	9	**9.00**	9	9	9	8	6	**8.20**
34	9	8	8	8	10	**8.60**	7	10	10	7	7	**8.20**	8	8	8	8	8	**8.00**	8	5	8	8	8	**7.40**
35	7	7	7	7	8	**7.20**	8	7	7	8	8	**7.60**	7	7	8	7	7	**7.20**	7	8	7	7	8	**7.40**

36	9	8	9	8	10	**8.80**	8	8	9	8	7	**8.00**	8	7	8	7	7	**7.40**	8	8	8	8	8	**8.00**
37	9	8	9	9	10	**9.00**	8	8	8	8	8	**8.00**	7	8	7	8	8	**7.60**	8	8	8	8	8	**8.00**
38	9	9	9	9	9	**9.00**	8	8	8	9	9	**8.40**	8	8	8	8	8	**8.00**	8	9	9	9	9	**8.80**
39	10	9	8	6	7	**8.00**	8	10	9	9	9	**9.00**	6	6	7	8	8	**7.00**	8	8	8	8	8	**8.00**
40	10	10	9	8	10	**9.40**	10	9	8	10	8	**9.00**	9	9	10	8	10	**9.20**	10	10	9	8	10	**9.40**
41	10	7	9	9	9	**8.80**	9	9	10	8	9	**9.00**	7	7	7	8	7	**7.20**	7	7	8	7	9	**7.60**
42	8	8	7	8	10	**8.20**	10	10	10	10	8	**9.60**	8	8	8	9	7	**8.00**	8	7	8	8	8	**7.80**
43	10	4	7	7	10	**7.60**	8	10	9	8	7	**8.40**	4	4	4	4	4	**4.00**	7	7	8	8	8	**7.60**
44	1	1	1	2	7	**2.40**	1	2	1	3	1	**1.60**	1	1	1	1	1	**1.00**	7	6	5	2	3	**4.60**
45	3	2	8	6	9	**5.60**	8	8	9	6	5	**7.20**	2	3	2	5	1	**2.60**	5	5	6	2	8	**5.20**
46	5	5	10	10	10	**8.00**	7	7	10	10	10	**8.80**	8	8	5	10	5	**7.20**	10	5	10	9	5	**7.80**
47	10	10	10	5	8	**8.60**	10	10	10	5	2	**7.40**	10	5	10	2	10	**7.40**	5	8	10	5	1	**5.80**
48	8	1	1	3	8	**4.20**	5	8	9	5	2	**5.80**	1	1	1	3	1	**1.40**	3	2	2	3	2	**2.40**
49	10	10	10	9	8	**9.40**	9	8	10	10	10	**9.40**	5	10	2	1	5	**4.60**	5	1	8	10	5	**5.80**
50	7	10	10	10	10	**9.40**	8	5	6	8	7	**6.80**	9	5	5	5	5	**5.80**	5	3	6	7	4	**5.00**
51	6	7	5	4	5	**5.40**	3	4	5	4	3	**3.80**	3	2	2	3	2	**2.40**	2	4	4	4	5	**3.80**
52	9	5	7	6	9	**7.20**	8	5	7	9	5	**6.80**	4	8	6	2	7	**5.40**	8	6	3	4	6	**5.40**
53	6	5	7	6	4	**5.60**	5	6	7	6	5	**5.80**	6	4	5	8	7	**6.00**	6	5	4	6	6	**5.40**
54	8	9	8	7	8	**8.00**	8	9	9	7	7	**8.00**	8	8	8	8	8	**8.00**	5	5	8	8	7	**6.60**
55	6	9	10	5	4	**6.80**	6	7	10	9	4	**7.20**	5	5	6	7	9	**6.40**	5	5	7	8	10	**7.00**
56	8	9	9	9	9	**8.80**	8	9	9	8	8	**8.40**	8	8	8	8	9	**8.20**	9	9	9	9	9	**9.00**
57	8	3	7	7	10	**7.00**	8	7	9	8	6	**7.60**	3	3	2	2	2	**2.40**	2	2	5	5	3	**3.40**
58	8	9	9	9	10	**9.00**	8	9	9	9	8	**8.60**	8	8	9	10	9	**8.80**	8	9	10	10	9	**9.20**
59	10	10	10	8	10	**9.60**	10	10	10	9	10	**9.80**	10	8	9	10	9	**9.20**	10	9	9	10	8	**9.20**
60	9	9	9	9	9	**9.00**	9	7	8	9	8	**8.20**	7	7	7	7	7	**7.00**	8	7	8	9	8	**8.00**
61	8	8	3	4	4	**5.40**	6	8	8	8	8	**7.60**	4	5	5	4	2	**4.00**	6	3	4	7	7	**5.40**
62	10	5	8	8	10	**8.20**	10	10	10	10	8	**9.60**	8	8	8	10	8	**8.40**	9	8	10	10	10	**9.40**
63	5	5	6	6	8	**6.00**	4	5	7	6	5	**5.40**	5	4	2	4	3	**3.60**	4	5	6	4	6	**5.00**
64	9	10	8	9	9	**9.00**	7	5	8	8	9	**7.40**	9	9	8	8	9	**8.60**	8	8	8	8	9	**8.20**
65	7	6	7	7	7	**6.80**	6	6	7	7	7	**6.60**	6	5	5	6	7	**5.80**	7	7	7	7	7	**7.00**
66	4	3	2	2	10	**4.20**	9	10	10	8	6	**8.60**	6	5	5	7	5	**5.60**	8	6	8	8	10	**8.00**
67	3	4	4	5	8	**4.80**	8	8	8	6	7	**7.40**	10	8	8	9	10	**9.00**	10	10	9	8	9	**9.20**
68	7	8	8	10	10	**8.60**	5	8	7	7	10	**7.40**	6	6	9	4	7	**6.40**	8	8	7	5	5	**6.60**
69	8	7	7	7	3	**6.40**	8	8	7	5	5	**6.60**	7	7	10	9	9	**8.40**	7	7	6	6	9	**7.00**
70	7	7	8	5	7	**6.80**	5	5	6	8	6	**6.00**	2	4	6	6	6	**4.80**	6	6	6	9	8	**7.00**
71	7	6	7	7	8	**7.00**	8	7	6	7	8	**7.20**	8	8	7	8	8	**7.80**	7	6	5	7	7	**6.40**

72	7	8	8	7	7	**7.40**	7	7	8	7	7	**7.20**	7	7	7	6	6	**6.60**	7	7	7	8	7	**7.20**
73	9	7	7	7	8	**7.60**	7	8	8	7	7	**7.40**	6	6	5	7	5	**5.80**	6	6	7	6	7	**6.40**
74	9	7	7	7	8	**7.60**	7	8	8	6	7	**7.20**	6	5	5	6	4	**5.20**	6	5	6	4	6	**5.40**
75	10	7	7	7	8	**7.80**	8	8	8	7	7	**7.60**	6	6	5	6	5	**5.60**	6	6	6	5	6	**5.80**
76	9	7	7	7	8	**7.60**	7	8	8	7	7	**7.40**	7	6	5	6	4	**5.60**	7	7	7	7	7	**7.00**
77	9	7	6	7	8	**7.40**	7	8	9	7	6	**7.40**	6	5	5	5	4	**5.00**	5	6	6	5	6	**5.60**
78	10	9	8	8	8	**8.60**	8	8	10	8	8	**8.40**	8	5	5	8	6	**6.40**	6	6	8	7	8	**7.00**
79	10	8	7	8	8	**8.20**	5	8	8	7	6	**6.80**	8	7	8	9	7	**7.80**	7	6	8	6	8	**7.00**
80	9	8	9	10	10	**9.20**	9	10	10	9	9	**9.40**	8	7	8	9	10	**8.40**	10	9	10	8	9	**9.20**
81	7	8	7	6	7	**7.00**	8	9	8	7	10	**8.40**	9	10	8	7	7	**8.20**	10	9	8	7	9	**8.60**
82	9	7	7	7	8	**7.60**	7	8	8	7	7	**7.40**	7	6	5	6	4	**5.60**	7	7	7	7	7	**7.00**
83	9	7	6	7	8	**7.40**	7	8	9	7	6	**7.40**	6	5	5	5	4	**5.00**	5	6	6	5	6	**5.60**
84	8	7	6	5	4	**6.00**	7	7	6	5	5	**6.00**	7	7	8	10	5	**7.40**	9	10	10	5	4	**7.60**
85	4	9	5	10	8	**7.20**	3	6	10	5	8	**6.40**	9	8	6	4	10	**7.40**	8	7	5	9	6	**7.00**
86	7	6	5	8	7	**6.60**	5	6	7	9	8	**7.00**	8	7	9	5	6	**7.00**	7	6	8	9	10	**8.00**
87	8	8	9	10	5	**8.00**	8	7	5	9	4	**6.60**	8	9	4	5	7	**6.60**	9	4	5	5	7	**6.00**
88	7	6	5	5	6	**5.80**	7	6	8	8	7	**7.20**	8	8	7	6	7	**7.20**	7	8	8	7	6	**7.20**
89	8	7	5	9	10	**7.80**	7	5	6	6	9	**6.60**	4	4	7	10	3	**5.60**	7	4	4	9	5	**5.80**
90	7	8	8	10	10	**8.60**	5	8	7	7	10	**7.40**	6	6	9	4	7	**6.40**	8	8	7	5	5	**6.60**
91	8	5	6	9	10	**7.60**	5	6	7	4	3	**5.00**	7	3	2	5	8	**5.00**	7	4	5	3	8	**5.40**
92	3	7	5	5	8	**5.60**	6	3	6	8	9	**6.40**	3	10	3	9	8	**6.60**	8	6	7	7	8	**7.20**
93	10	10	10	10	10	**10.00**	10	8	9	8	10	**9.00**	10	9	9	10	10	**10.00**	10	10	10	10	10	**10.00**
94	10	8	8	7	7	**8.00**	10	8	8	9	9	**8.80**	10	9	9	8	8	**8.80**	9	9	10	10	10	**9.60**
95	8	8	8	9	10	**8.60**	10	10	9	6	6	**8.20**	6	7	7	6	5	**6.20**	7	7	6	5	5	**6.00**
96	6	8	7	8	8	**7.40**	8	8	7	8	7	**7.60**	7	6	6	7	6	**6.40**	7	7	7	7	8	**7.20**
97	9	9	8	8	8	**8.40**	7	7	8	8	8	**7.60**	9	9	9	9	8	**8.80**	10	8	8	9	9	**8.80**
98	7	6	10	7	10	**8.00**	10	7	9	8	4	**7.60**	3	10	1	10	2	**5.20**	5	4	9	2	10	**6.00**
99	8	9	9	9	10	**9.00**	9	8	9	7	10	**8.60**	8	7	9	7	10	**8.20**	9	8	9	8	9	**8.60**
100	8	7	7	8	9	**7.80**	8	9	8	8	7	**8.00**	7	7	7	8	7	**7.20**	8	9	8	7	8	**8.00**

LAMPIRAN 8
FREKUENSI PRODUK POND'S

1. BRAND AWARENESS (X1)

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	3	3.0	3.0	4.0
	3.00	3	3.0	3.0	7.0
	4.00	1	1.0	1.0	8.0
	5.00	13	13.0	13.0	21.0
	6.00	2	2.0	2.0	23.0
	7.00	15	15.0	15.0	38.0
	8.00	27	27.0	27.0	65.0
	9.00	13	13.0	13.0	78.0
	10.00	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	7	7.0	7.0	7.0
	2.00	6	6.0	6.0	13.0
	3.00	2	2.0	2.0	15.0
	4.00	5	5.0	5.0	20.0
	5.00	10	10.0	10.0	30.0
	6.00	7	7.0	7.0	37.0
	7.00	15	15.0	15.0	52.0
	8.00	27	27.0	27.0	79.0
	9.00	9	9.0	9.0	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
Valid	1.00	2	2.0	2.0	2.0
	2.00	2	2.0	2.0	4.0
	3.00	2	2.0	2.0	6.0
	5.00	5	5.0	5.0	11.0
	6.00	6	6.0	6.0	17.0
	7.00	20	20.0	20.0	37.0
	8.00	42	42.0	42.0	79.0
	9.00	9	9.0	9.0	88.0
	10.00	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	3.00	3	3.0	3.0	4.0
	4.00	4	4.0	4.0	8.0
	5.00	6	6.0	6.0	14.0
	6.00	11	11.0	11.0	25.0
	7.00	16	16.0	16.0	41.0
	8.00	29	29.0	29.0	70.0
	9.00	12	12.0	12.0	82.0
	10.00	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	3.00	1	1.0	1.0	3.0
	5.00	5	5.0	5.0	8.0
	6.00	5	5.0	5.0	13.0
	7.00	10	10.0	10.0	23.0
	8.00	19	19.0	19.0	42.0
	9.00	24	24.0	24.0	66.0
	10.00	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

2. BRAND ASSOCIATION (X2)

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	2	2.0	2.0	4.0
	4.00	1	1.0	1.0	5.0
	5.00	11	11.0	11.0	16.0
	6.00	5	5.0	5.0	21.0
	7.00	25	25.0	25.0	46.0
	8.00	34	34.0	34.0	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	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	1	1.0	1.0	1.0
	4.00	7	7.0	7.0	8.0
	5.00	7	7.0	7.0	15.0
	6.00	8	8.0	8.0	23.0
	7.00	17	17.0	17.0	40.0
	8.00	30	30.0	30.0	70.0
	9.00	13	13.0	13.0	83.0
	10.00	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	2	2.0	2.0	3.0
	4.00	1	1.0	1.0	4.0
	5.00	3	3.0	3.0	7.0
	6.00	8	8.0	8.0	15.0
	7.00	7	7.0	7.0	22.0
	8.00	24	24.0	24.0	46.0
	9.00	26	26.0	26.0	72.0
	10.00	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	2	2.0	2.0	3.0
	4.00	5	5.0	5.0	8.0
	5.00	6	6.0	6.0	14.0
	6.00	5	5.0	5.0	19.0
	7.00	16	16.0	16.0	35.0
	8.00	31	31.0	31.0	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	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	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	3	3.0	3.0	12.0
	5.00	4	4.0	4.0	16.0
	6.00	7	7.0	7.0	23.0
	7.00	25	25.0	25.0	48.0
	8.00	22	22.0	22.0	70.0
	9.00	14	14.0	14.0	84.0
	10.00	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

3. PERCEIVED QUALITY (X3)

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	6	6.0	6.0	6.0
	2.00	3	3.0	3.0	9.0
	3.00	6	6.0	6.0	15.0
	4.00	7	7.0	7.0	22.0
	5.00	11	11.0	11.0	33.0
	6.00	8	8.0	8.0	41.0
	7.00	16	16.0	16.0	57.0
	8.00	21	21.0	21.0	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	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	2.00	3	3.0	3.0	6.0
	3.00	7	7.0	7.0	13.0
	4.00	4	4.0	4.0	17.0
	5.00	15	15.0	15.0	32.0
	6.00	9	9.0	9.0	41.0
	7.00	21	21.0	21.0	62.0
	8.00	24	24.0	24.0	86.0
	9.00	10	10.0	10.0	96.0
	10.00	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	6	6.0	6.0	6.0
	2.00	10	10.0	10.0	16.0
	3.00	5	5.0	5.0	21.0
	4.00	5	5.0	5.0	26.0
	5.00	10	10.0	10.0	36.0
	6.00	11	11.0	11.0	47.0
	7.00	17	17.0	17.0	64.0
	8.00	26	26.0	26.0	90.0
	9.00	6	6.0	6.0	96.0
	10.00	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	2.00	8	8.0	8.0	11.0
	3.00	4	4.0	4.0	15.0
	4.00	2	2.0	2.0	17.0
	5.00	7	7.0	7.0	24.0
	6.00	9	9.0	9.0	33.0
	7.00	22	22.0	22.0	55.0
	8.00	25	25.0	25.0	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	

X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	6	6.0	6.0	6.0
	2.00	8	8.0	8.0	14.0
	3.00	4	4.0	4.0	18.0
	4.00	9	9.0	9.0	27.0
	5.00	10	10.0	10.0	37.0
	6.00	11	11.0	11.0	48.0
	7.00	17	17.0	17.0	65.0
	8.00	15	15.0	15.0	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	

4. BRAND LOYALTY (X4)

X4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	5.0	5.0	5.0
	3.00	3	3.0	3.0	8.0
	4.00	3	3.0	3.0	11.0
	5.00	12	12.0	12.0	23.0
	6.00	6	6.0	6.0	29.0
	7.00	28	28.0	28.0	57.0
	8.00	22	22.0	22.0	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	

X4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	2.00	5	5.0	5.0	7.0
	3.00	4	4.0	4.0	11.0
	4.00	4	4.0	4.0	15.0
	5.00	12	12.0	12.0	27.0
	6.00	15	15.0	15.0	42.0
	7.00	21	21.0	21.0	63.0
	8.00	17	17.0	17.0	80.0
	9.00	13	13.0	13.0	93.0
	10.00	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

X4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	4	4.0	4.0	5.0
	3.00	6	6.0	6.0	11.0
	4.00	5	5.0	5.0	16.0
	5.00	2	2.0	2.0	18.0
	6.00	7	7.0	7.0	25.0
	7.00	18	18.0	18.0	43.0
	8.00	26	26.0	26.0	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	

X4.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	4.0	4.0	4.0
	3.00	4	4.0	4.0	8.0
	4.00	4	4.0	4.0	12.0
	5.00	13	13.0	13.0	25.0
	6.00	11	11.0	11.0	36.0
	7.00	22	22.0	22.0	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	

X4.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	2.00	3	3.0	3.0	6.0
	3.00	4	4.0	4.0	10.0
	4.00	5	5.0	5.0	15.0
	5.00	7	7.0	7.0	22.0
	6.00	5	5.0	5.0	27.0
	7.00	25	25.0	25.0	52.0
	8.00	21	21.0	21.0	73.0
	9.00	17	17.0	17.0	90.0
	10.00	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

LAMPIRAN 8
FREKUENSI PRODUK GARNIER

1. BRAND AWARENESS (X1)

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	2	2.0	2.0	3.0
	3.00	4	4.0	4.0	7.0
	4.00	5	5.0	5.0	12.0
	5.00	4	4.0	4.0	16.0
	6.00	6	6.0	6.0	22.0
	7.00	17	17.0	17.0	39.0
	8.00	21	21.0	21.0	60.0
	9.00	22	22.0	22.0	82.0
	10.00	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	2.00	2	2.0	2.0	5.0
	3.00	3	3.0	3.0	8.0
	4.00	4	4.0	4.0	12.0
	5.00	10	10.0	10.0	22.0
	6.00	11	11.0	11.0	33.0
	7.00	23	23.0	23.0	56.0
	8.00	18	18.0	18.0	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	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	2.00	1	1.0	1.0	4.0
	3.00	2	2.0	2.0	6.0
	4.00	2	2.0	2.0	8.0
	5.00	7	7.0	7.0	15.0
	6.00	5	5.0	5.0	20.0
	7.00	31	31.0	31.0	51.0
	8.00	25	25.0	25.0	76.0
	9.00	14	14.0	14.0	90.0
	10.00	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	2	2.0	2.0	3.0
	3.00	1	1.0	1.0	4.0
	4.00	5	5.0	5.0	9.0
	5.00	10	10.0	10.0	19.0
	6.00	9	9.0	9.0	28.0
	7.00	24	24.0	24.0	52.0
	8.00	22	22.0	22.0	74.0
	9.00	15	15.0	15.0	89.0
	10.00	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	3	3.0	3.0	3.0
	4.00	4	4.0	4.0	7.0
	5.00	5	5.0	5.0	12.0
	6.00	1	1.0	1.0	13.0
	7.00	14	14.0	14.0	27.0
	8.00	30	30.0	30.0	57.0
	9.00	11	11.0	11.0	68.0
	10.00	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

2. BRAND ASSOCIATION (X2)

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	3.00	2	2.0	2.0	3.0
	4.00	3	3.0	3.0	6.0
	5.00	10	10.0	10.0	16.0
	6.00	7	7.0	7.0	23.0
	7.00	21	21.0	21.0	44.0
	8.00	34	34.0	34.0	78.0
	9.00	13	13.0	13.0	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
Valid	2.00	1	1.0	1.0	1.0
	3.00	1	1.0	1.0	2.0
	4.00	5	5.0	5.0	7.0
	5.00	6	6.0	6.0	13.0
	6.00	11	11.0	11.0	24.0
	7.00	16	16.0	16.0	40.0
	8.00	32	32.0	32.0	72.0
	9.00	12	12.0	12.0	84.0
	10.00	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	1	1.0	1.0	2.0
	5.00	4	4.0	4.0	6.0
	6.00	8	8.0	8.0	14.0
	7.00	19	19.0	19.0	33.0
	8.00	28	28.0	28.0	61.0
	9.00	19	19.0	19.0	80.0
	10.00	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	1	1.0	1.0	2.0
	3.00	3	3.0	3.0	5.0
	4.00	3	3.0	3.0	8.0
	5.00	7	7.0	7.0	15.0
	6.00	9	9.0	9.0	24.0
	7.00	26	26.0	26.0	50.0
	8.00	28	28.0	28.0	78.0
	9.00	12	12.0	12.0	90.0
	10.00	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	3	3.0	3.0	4.0
	3.00	4	4.0	4.0	8.0
	4.00	5	5.0	5.0	13.0
	5.00	9	9.0	9.0	22.0
	6.00	11	11.0	11.0	33.0
	7.00	24	24.0	24.0	57.0
	8.00	20	20.0	20.0	77.0
	9.00	13	13.0	13.0	90.0
	10.00	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

3. PERCEIVED QUALITY (X3)

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	2.00	4	4.0	4.0	6.0
	3.00	6	6.0	6.0	12.0
	4.00	5	5.0	5.0	17.0
	5.00	11	11.0	11.0	28.0
	6.00	17	17.0	17.0	45.0
	7.00	15	15.0	15.0	60.0
	8.00	20	20.0	20.0	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	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	2.00	3	3.0	3.0	5.0
	3.00	5	5.0	5.0	10.0
	4.00	6	6.0	6.0	16.0
	5.00	16	16.0	16.0	32.0
	6.00	15	15.0	15.0	47.0
	7.00	16	16.0	16.0	63.0
	8.00	21	21.0	21.0	84.0
	9.00	10	10.0	10.0	94.0
	10.00	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	4.0	4.0	4.0
	2.00	6	6.0	6.0	10.0
	3.00	3	3.0	3.0	13.0
	4.00	5	5.0	5.0	18.0
	5.00	22	22.0	22.0	40.0
	6.00	10	10.0	10.0	50.0
	7.00	13	13.0	13.0	63.0
	8.00	18	18.0	18.0	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	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	2.00	4	4.0	4.0	6.0
	3.00	3	3.0	3.0	9.0
	4.00	7	7.0	7.0	16.0
	5.00	12	12.0	12.0	28.0
	6.00	14	14.0	14.0	42.0
	7.00	13	13.0	13.0	55.0
	8.00	19	19.0	19.0	74.0
	9.00	14	14.0	14.0	88.0
	10.00	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	4.0	4.0	4.0
	2.00	7	7.0	7.0	11.0
	3.00	3	3.0	3.0	14.0
	4.00	7	7.0	7.0	21.0
	5.00	14	14.0	14.0	35.0
	6.00	7	7.0	7.0	42.0
	7.00	23	23.0	23.0	65.0
	8.00	15	15.0	15.0	80.0
	9.00	11	11.0	11.0	91.0
	10.00	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

4. BRAND LOYALTY (X4)

X4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	2	2.0	2.0	4.0
	4.00	1	1.0	1.0	5.0
	5.00	13	13.0	13.0	18.0
	6.00	10	10.0	10.0	28.0
	7.00	30	30.0	30.0	58.0
	8.00	22	22.0	22.0	80.0
	9.00	9	9.0	9.0	89.0
	10.00	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

X4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	2	2.0	2.0	3.0
	3.00	3	3.0	3.0	6.0
	4.00	7	7.0	7.0	13.0
	5.00	12	12.0	12.0	25.0
	6.00	18	18.0	18.0	43.0
	7.00	18	18.0	18.0	61.0
	8.00	21	21.0	21.0	82.0
	9.00	13	13.0	13.0	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
Valid	2.00	1	1.0	1.0	1.0
	3.00	1	1.0	1.0	2.0
	4.00	5	5.0	5.0	7.0
	5.00	11	11.0	11.0	18.0
	6.00	16	16.0	16.0	34.0
	7.00	12	12.0	12.0	46.0
	8.00	30	30.0	30.0	76.0
	9.00	12	12.0	12.0	88.0
	10.00	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

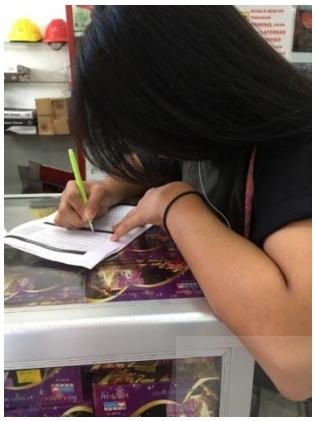
X4.4

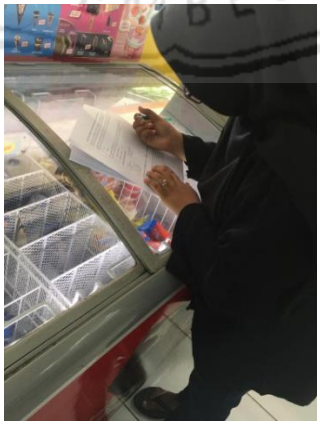
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	2	2.0	2.0	5.0
	4.00	7	7.0	7.0	12.0
	5.00	13	13.0	13.0	25.0
	6.00	11	11.0	11.0	36.0
	7.00	21	21.0	21.0	57.0
	8.00	21	21.0	21.0	78.0
	9.00	14	14.0	14.0	92.0
	10.00	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

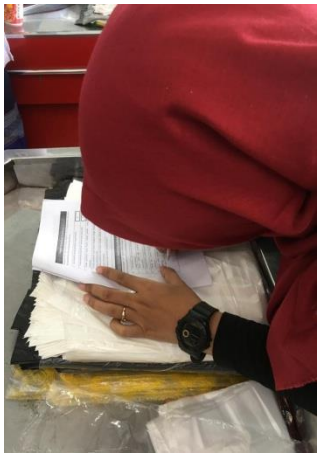
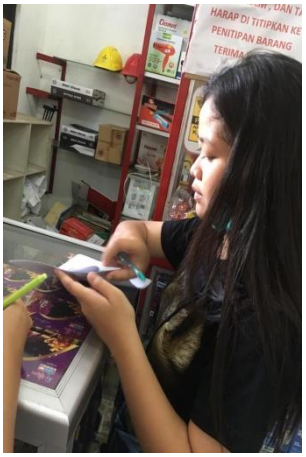
X4.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	2	2.0	2.0	3.0
	3.00	3	3.0	3.0	6.0
	4.00	3	3.0	3.0	9.0
	5.00	10	10.0	10.0	19.0
	6.00	11	11.0	11.0	30.0
	7.00	19	19.0	19.0	49.0
	8.00	24	24.0	24.0	73.0
	9.00	16	16.0	16.0	89.0
	10.00	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

DOKUMENTASI







HARAP DI TITIPKAN KE
PENITIPAN BARANG

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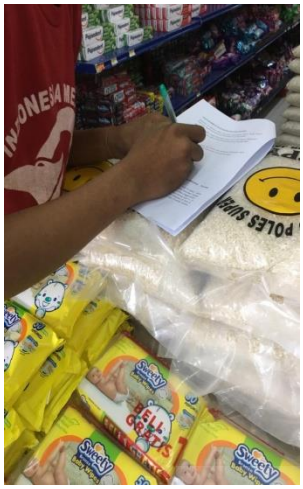

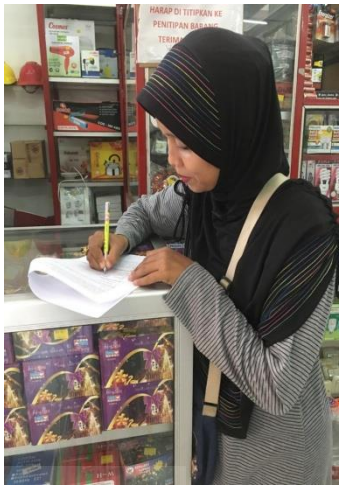

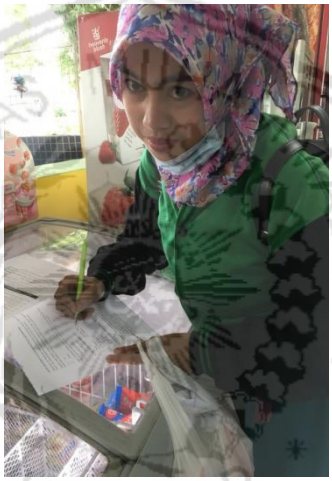
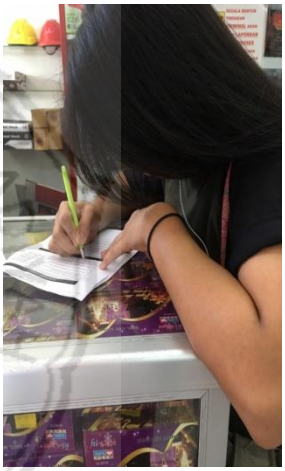
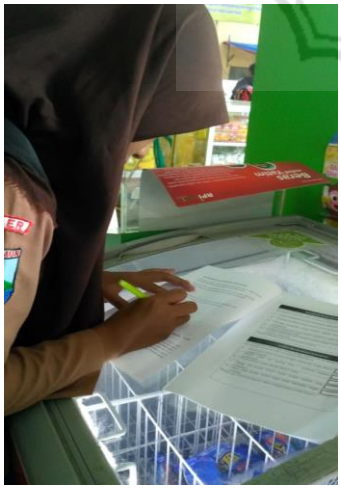

POND'S
NIVEA

Danone
#IyaBoleh
Kasir 3
Danone
#IyaBoleh
Kasir 2
Danone
#IyaBoleh
Kasir 1
DIABRIM SUPER
DIAPERS
PEWANGI RUANGAN
DETERJEN SOFTENER
PEMBERSIH TURAN
PARFUM
PEMBERSIH LANTAI
PEWANGI
EZZIE

Kasir 3
Danone
#IyaBoleh
Kasir 2
DETERJEN SOFTENER
PEMBERSIH LANTAI
PARFUM
PEWANGI
EZZIE

MINIMARKET OZZIE MART JEMBER

Alamat : Jl. Letjend Suprapto No.39, Lingkungan Sumberdand, Kebonsari, Sumbersari, Kabupaten Jember, Telp (0331) 331886

SURAT KETERANGAN PENELITIAN

Lampiran :

Hal : Keterangan Selesai Penelitian

Yth. Dekan Fakultas Ekonomi Universitas Muhammadiyah Jember

Yang bertanda tangan di bawah ini :

Nama : Octa Yusak P.

Jabatan : Kepala Toko

Menerangkan bahwa,

Nama : Liiza Diana Manziel

N I M : 15 10411 154

Asal Perguruan : Universitas Muhammadiyah Jember

Fakultas : Ekonomi

Program Studi : Manajemen

Telah melaksanakan penelitian di Minimarket Ozzie Mart Jember pada 28 Maret 2019 sampai 30 Maret 2019 sebagai syarat penyusunan skripsi dengan judul : **"Perbandingan Ekuitas Merek Produk Pond's dan Garnier" (Pada Konsumen Minimarket Ozzie Mart Jember).**

Demikian surat keterangan ini di buat untuk dipergunakan sebagaimana mestinya

Jember, 30 Maret 2019

Pimpinan

OCTA Y.P

UNIVERSITAS MUHAMMADIYAH JEMBER
FAKULTAS EKONOMI – PROGRAM STUDI MANAJEMEN
Jl. Karimata no 49 – Jember - TLP (0331) 336728 FAX (0331) 337957
Website : www.manajemen.unmuhjember.ac.id

FORMULIR
REVISI UJIAN SKRIPSI DAN KOMPREHENSIF

No. Dok : FM-00401 20003-08.

Judul : Perbandingan Ekuitas merek Produk Pond's dan Garnier.

Peneliti : Liiza Diana Manziel

NIM : 151041 1154

HARI/TGL: 26-4-19

No.	Penguji	Hal	Bagian yang direvisi (jika ada)	Tanda tangan awal	Tanda tangan akhir
1.	Ketua Penguji Cveno Sun	-	Ab Studi & perhal. Kes & Sar.		
2.	Anggota (Pembimbing 1) Bayu				
3.	Anggota (Pembimbing 2) Johnes	-	Kesimpulan dirampingkan hipotesis berdasar teori dan bukti empiris		