

## LAMPIRAN

### Lampiran 1 : Surat Keterangan Ijin Dari Kampus



**UNIVERSITAS PGRI ADI BUANA SURABAYA**  
**FAKULTAS EKONOMI DAN BISNIS**  
Kampus : Jl. DukuhMenanggal XII/4 , Telp- Fax. 031-8281183 Surabaya 60234  
Website : <http://www.fe.unipasby.ac.id>

Nomor : 230264/01/FEB/II/2023  
Lampiran : -  
Perihal : Ijin Penelitian dan Pengambilan Data

Kepada Yth:  
Bapak/Ibu Pimpinan Esteh Indonesia Makmur  
Blok C1 No 5, Kota Bogor, Indonesia  
di - Bogor

Sesuai Kurikulum Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya, maka mahasiswa wajib menulis Skripsi/Tugas Akhir dalam bentuk Laporan Penelitian dan Artikel Ilmiah. Berkaitan dengan hal tersebut mohon perkenan Bapak/Ibu untuk memberikan ijin penelitian kepada mahasiswa kami yang tersebut dibawah ini :

Nama : Ibnu Ainul Yakin  
NIM : 191500162  
Prodi : Manajemen  
Judul Skripsi : Pengaruh Negatif Online Review, Citra Merek, dan Loyalitas Pelanggan terhadap Pembelian Ulang Produk Es Teh Indonesia (Studi pada followers instagram @esteh.indonesia)

Demikian atas perkenan serta kebijaksanaan Bapak/Ibu kami sampaikan terima kasih.



**Tony Susilo Wibowo, S.E., M.Pd., M.SM**  
NRP:0709494/DY

## Lampiran 2 : Berita Acara Bimbingan Skripsi



### UNIVERSITAS PGRI ADI BUANA SURABAYA FAKULTAS EKONOMI DAN BISNIS

Kampus : Jl. Dukuh Menanggal XII/4, Telp- Fax. 031-8281183 Surabaya 60234  
Website : <http://www.unipasby.ac.id>

#### KARTU BIMBINGAN SKRIPSI

|                        |   |
|------------------------|---|
| Nama                   | : Ibnu Ainul Takin  |
| Prodi / NIM            | : Manajemen / 191500162   |
| Judul Skripsi          | : Pengaruh Negatif Online Review, Citra Merek, dan Loyalitas Pelanggan terhadap Minat Beli Ulang produk Es Teh Indonesia (studi pada followers Instagram @Es Teh Indonesia) |
| Dosen Pembimbing       | : Sutarna Wiran Pratmika, S.E., M.M   |
| Periode Kepembimbingan | : 17 September 2022 s/d 17 Maret 2023   |

#### URAIAN KEGIATAN KEPEMBIMBINGAN :

| NO | TANGGAL           | MATERI BIMBINGAN           | KET.      | TANDA TANGAN |
|----|-------------------|----------------------------|-----------|--------------|
| 1  | 26-September-2022 | Konsep awal / Diskusi awal | Bimbingan |              |
| 2  | 12-10-2022        | Surat Skripsi              | Bimbingan |              |
| 3  | 16-11-2022        | Bab 1-2                    | Bimbingan |              |
| 4  | 1-12-2022         | Bab 3                      | Bimbingan |              |
| 5  | 10-12-2022        | Scoping                    | PCC       |              |
| 6  | 26-12-2022        | Questioner                 | Bimbingan |              |
| 7  | 20-02-2023        | Bab 4                      | Bimbingan |              |
| 8  | 27-02-2023        | Revisi bab 4               | Revisi    |              |
| 9  | 01-03-2023        | Bab 4-5                    | Revisi    |              |
| 10 | 06-03-2023        | Artikel                    | Revisi    |              |
| 11 | 07-03-2023        | Artikel                    | Acc       |              |

Bimbingan selesai pada tanggal :

Dosen Pembimbing,

Sutarna Wiran Pratmika S.E., M.M



Mahasiswa,

Ibnu Ainul Takin

## Lampiran 3 : Berita Acara Ujian Proposal



### UNIVERSITAS PGRI ADI BUANA SURABAYA FAKULTAS EKONOMI DAN BISNIS

Kampus Jl Dukuh Menanggal XII/4, Telp-Fax. 031-8281183 Surabaya 60234  
Website : <http://www.fe.unipasby.ac.id>

#### BERITA ACARA UJIAN PROPOSAL SKRIPSI

Pada hari ini Kamis tanggal 22 bulan 12 tahun 2022 bertempat bertempat di Fakultas Ekonomi dan Bisnis Universitas PGRI Adi Buana Surabaya telah dilaksanakan Ujian Proposal Skripsi Semester Ganjil / Genap \*) Tahun Akademi 20 22 / 20 23

|                |   |
|----------------|---|
| Nama Mahasiswa | : Vayu Anul Yakin   |
| NIM            | : 191500162   |
| Program Studi  | : Manajemen   |
| Judul Proposal | : Pengaruh negatif online review Citramerret dan loyalitas Pelanggan terhadap pembelian ulang produk es teh Indonesia (studi pada followers Instagram @es teh-indonesia). |

Dihadiri oleh :

| No. | NIM       | Nama Mahasiswa                  | Tanda Tangan |
|-----|-----------|---------------------------------|--------------|
| 1.  | 191500058 | Narita Dhea Saputra             | 1. Narita    |
| 2.  | 201600031 | Aisyah Devi Irawati             | 2. Aisyah    |
| 3.  | 201600039 | Ayuh Bintang Aini               | 3. Ayuh      |
| 4.  | 201600083 | Riida Auliyatul Baihina Achmadi | 4. Riida     |
| 5.  | 191500150 | Barnardi Ape Arii               | 5. Barnardi  |
| 6.  | 181600198 | M. Rizki Shidiqin               | 6. Rizki     |
| 7.  | 191500163 | Syafiq Lubrohmil Aini           | 7. Syafiq    |
| 8.  | 191500168 | Tiqah Ayu Khuswani              | 8. Tiqah     |
| 9.  | 193900040 | Anang Nurrahme                  | 9. Anang     |
| 10. | 191500158 | Tarisyah Maulina                | 10. Tarisyah |
| 11. | 191500190 | Sarah Abiyah R                  | 11. Sarah    |
| 12. | 191500104 | Enayatin Haidhiro               | 12. Enayatin |
| 13. | 191500157 | Milfa Adinda H                  | 13. Milfa    |
| 14. | 191500152 | Fachreza Yuzanto                | 14. Fachreza |
| 15. | 191500219 | (A surya dewi)                  | 15. Surya    |

Surabaya, 22 Desember 2022

Penguji : Dr. Moerchoedah, SE, M.M (  )

Pembimbing : ..... ( )

## Lampiran 4 : Lembar Persetujuan Skripsi

### LEMBAR PERSETUJUAN

Judul Skripsi : Pengaruh *Negatif Online Review*, Citra Merek, dan Loyalitas Pelanggan terhadap Minat Beli Ulang Produk Es Teh Indonesia (Studi Pada Followers Instagram @esteh.indonesia)

Identitas Mahasiswa

a. Nama : Ibnu Ainul Yakin  
b. NIM : 191500162  
c. Program Studi : Manajemen  
d. Fakultas : Ekonomi dan Bisnis  
Universitas PGRI Adi Buana  
Surabaya

Skripsi ini telah disetujui oleh dosen pembimbing dan layak untuk diuji :

Tanggal : 8 Maret 2023

Dosen Pembimbing,



Sutarna Wisnu Dyatmika, S.E., M.M  
NPP. 1507732/DY

## Lampiran 5 : Kuesioner Penelitian

### a.) Bagian 1 : Identitas Responden

1. Nama :
2. Jenis Kelamin :
3. Usia :
4. Frekuensi Pembelian :

### b.) Bagian 2 : Petunjuk Pengisian

1. Bacalah dengan seksama pernyataan yang telah disediakan.
2. Pilihlah salah satu jawaban yang telah tersedia dengan jujur dan apa adanya.
3. Berilah tanda check list (√) pada pilihan jawaban yang tersedia sesuai dengan jawaban yang benar menurut anda.
4. Lakukan pengecekan ulang setelah selesai mengisemua kuisisioner. Agar tidak ada pernyataan yang terlewatkan.

### Kriteria Penilaian :

| STS<br>(Sangat<br>Tidak Setuju) | TS<br>(Tidak<br>Setuju) | RG<br>(Ragu-<br>ragu) | S<br>(Setuju) | SS<br>(Sangat<br>Setuju) |
|---------------------------------|-------------------------|-----------------------|---------------|--------------------------|
| 1                               | 2                       | 3                     | 4             | 5                        |

| No                                       | Pernyataan   | Jawaban |    |    |   |    |
|--|--|---------|----|----|---|----|
|  |  | STS     | TS | RG | S | SS |
| <b>Negatif Online Review (X1)</b>        |  |         |    |    |   |    |
| <b>Platform assistance</b>               |  |         |    |    |   |    |
| 1.                                       | Review produk Es Teh Indonesia banyak ditemui di berbagai platform media sosial                          |         |    |    |   |    |
| 2.                                       | Review produk Es Teh Indonesia mudah ditemui di internet   |         |    |    |   |    |
| <b>Melampiasikan perasaan</b>            |  |         |    |    |   |    |
| 3.                                       | Saya dapat dengan bebas menuliskan ulasan negative atau positif tentang Es Teh Indonesia di media sosial |         |    |    |   |    |
| 4.                                       | Media sosial menjadi wadah untuk menuliskan review tentang Es Teh Indonesia                              |         |    |    |   |    |
| <b>Kepedulian terhadap konsumen lain</b> |  |         |    |    |   |    |
| 5.                                       | Saya mendapatkan informasi di platform   |         |    |    |   |    |
| 6.                                       | Saya saling berbagi pengalaman setelah pembelian produk Es Teh Indonesia                                 |         |    |    |   |    |

| Citra Merek (X2)                          |   |  |  |  |  |
|---|---|--|--|--|--|
| <b>Corporate image (citra perusahaan)</b> |   |  |  |  |  |
| 9.  | Es Teh Indonesia memiliki CEO yang humble terhadap karyawan                       |  |  |  |  |
| 10.                                       | Es Teh Indonesia memiliki banyak cabang di seluruh wilayah Indonesia              |  |  |  |  |
| <b>User Image (citra pemakai)</b>         |   |  |  |  |  |
| 11.                                       | Saya puas dengan kualitas Es Teh Indonesia  |  |  |  |  |
| 12.                                       | Saya merasa banyak orang yang telah merasakan dan membeli Es Teh Indonesia        |  |  |  |  |
| <b>Product image (citra produk)</b>       |   |  |  |  |  |
| 13.                                       | Es Teh Indonesia merupakan produk minuman kekinian dengan banyak pilihan rasa     |  |  |  |  |
| 14.                                       | Produk Es Teh Indonesia memiliki cita rasa yang pas di lidah masyarakat Indonesia |  |  |  |  |

| <b>Loyalitas Pelanggan (X3)</b>  |   |  |  |  |  |  |
|--|---|--|--|--|--|--|
| <b>Pembelian ulang</b>   |   |  |  |  |  |  |
| 15.  | Saya melakukan pembelian Es Teh Indonesia lebih dari sekali   |  |  |  |  |  |
| 16.  | Saya selalu ingin mencoba menu baru dari Es Teh Indonesia   |  |  |  |  |  |
| <b>Terbiasa mengonsumsi produk</b>   |   |  |  |  |  |  |
| 17.  | Es Teh Indonesia merupakan minuman kekinian favorit masyarakat Indonesia                                |  |  |  |  |  |
| 18.  | Es Teh Indonesia menjadi teman disaat kumpul bersama  |  |  |  |  |  |
| <b>Retention (ketahanan pelanggan terhadap pengaruh negatif yang menyerang perusahaan)</b> |   |  |  |  |  |  |
| 19.  | Saya tetap setia membeli, walaupun produk sedang mengalami pro dan kontra dari berbagai review konsumen |  |  |  |  |  |
| 20.  | Saya tetap membeli produk dan memberikan review sesuai yang saya rasakan                                |  |  |  |  |  |



| Minat Beli Ulang (Y)                            |  |  |  |  |  |
|---|--|--|--|--|--|
| <b>Melakukan pembelian pada merek yang sama</b> |  |  |  |  |  |
| 21.   | Saya berniat membeli lagi produk Es Teh Indonesia dengan rasa yang berbeda disetiap pembeliannya |  |  |  |  |
| 22.   | Saya percaya bahwa Es Teh Indonesia memiliki kualitas lebih baik dari merek lain                 |  |  |  |  |
| <b>Merekomendasikan kepada orang lain</b>       |  |  |  |  |  |
| 23.   | Saya sering mendengar prang lain menceritakan produk Es Teh Indonesia                            |  |  |  |  |
| 24.   | Saya sering membagikan pengalaman dan review setelah meminum Es Teh Indonesia                    |  |  |  |  |
| <b>Tidak beralih ke merek lain</b>              |  |  |  |  |  |
| 25.   | Saya tetap setia melakukan pembelian ulang meski ada review negative dari beberapa konsumen      |  |  |  |  |
| 26.   | Saya tetap membeli produk Es Teh Indonesia dan menawarkan kepada teman dan kerabat sekitar       |  |  |  |  |

Lampiran 6 : Tabulasi Negatif Online Review

| <b>Negatif Online Review</b> |             |             |             |             |             |             |              |
|------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| <b>RESP</b>                  | <b>X1.1</b> | <b>X1.2</b> | <b>X1.3</b> | <b>X1.4</b> | <b>X1.5</b> | <b>X1.6</b> | <b>TOTAL</b> |
| Resp 1                       | 4           | 3           | 5           | 5           | 4           | 5           | <b>26</b>    |
| Resp 2                       | 5           | 5           | 5           | 4           | 3           | 3           | <b>25</b>    |
| Resp 3                       | 5           | 4           | 5           | 5           | 3           | 4           | <b>26</b>    |
| Resp 4                       | 5           | 5           | 5           | 4           | 4           | 4           | <b>27</b>    |
| Resp 5                       | 5           | 5           | 4           | 5           | 5           | 4           | <b>28</b>    |
| Resp 6                       | 4           | 5           | 4           | 3           | 5           | 5           | <b>26</b>    |
| Resp 7                       | 4           | 4           | 4           | 4           | 4           | 4           | <b>24</b>    |
| Resp 8                       | 5           | 5           | 5           | 5           | 5           | 5           | <b>30</b>    |
| Resp 9                       | 5           | 5           | 5           | 4           | 4           | 5           | <b>28</b>    |
| Resp 10                      | 5           | 5           | 4           | 5           | 5           | 5           | <b>29</b>    |
| Resp 11                      | 5           | 5           | 5           | 5           | 5           | 5           | <b>30</b>    |
| Resp 12                      | 5           | 5           | 5           | 5           | 4           | 3           | <b>27</b>    |
| Resp 13                      | 4           | 5           | 5           | 5           | 5           | 5           | <b>29</b>    |
| Resp 14                      | 5           | 3           | 5           | 3           | 5           | 5           | <b>26</b>    |
| Resp 15                      | 5           | 5           | 4           | 4           | 5           | 5           | <b>28</b>    |
| Resp 16                      | 4           | 4           | 3           | 4           | 4           | 4           | <b>23</b>    |
| Resp 17                      | 4           | 4           | 4           | 4           | 4           | 4           | <b>24</b>    |
| Resp 18                      | 4           | 3           | 4           | 5           | 5           | 5           | <b>26</b>    |
| Resp 19                      | 5           | 3           | 3           | 5           | 4           | 5           | <b>25</b>    |
| Resp 20                      | 4           | 5           | 5           | 5           | 5           | 5           | <b>29</b>    |
| Resp 21                      | 4           | 5           | 4           | 4           | 3           | 3           | <b>23</b>    |
| Resp 22                      | 5           | 3           | 4           | 3           | 3           | 4           | <b>22</b>    |
| Resp 23                      | 4           | 5           | 4           | 4           | 5           | 3           | <b>25</b>    |
| Resp 24                      | 5           | 3           | 5           | 5           | 4           | 5           | <b>27</b>    |
| Resp 25                      | 4           | 2           | 4           | 5           | 5           | 4           | <b>24</b>    |

|         |   |   |   |   |   |   |           |
|---------|---|---|---|---|---|---|-----------|
| Resp 26 | 5 | 5 | 4 | 5 | 5 | 4 | <b>28</b> |
| Resp 27 | 5 | 5 | 5 | 3 | 4 | 4 | <b>26</b> |
| Resp 28 | 5 | 4 | 4 | 4 | 4 | 4 | <b>25</b> |
| Resp 29 | 5 | 3 | 3 | 5 | 4 | 4 | <b>24</b> |
| Resp 30 | 4 | 4 | 4 | 4 | 4 | 4 | <b>24</b> |
| Resp 31 | 5 | 2 | 5 | 5 | 5 | 5 | <b>27</b> |
| Resp 32 | 4 | 4 | 5 | 5 | 5 | 5 | <b>28</b> |
| Resp 33 | 4 | 5 | 5 | 4 | 4 | 3 | <b>25</b> |
| Resp 34 | 5 | 5 | 4 | 4 | 4 | 3 | <b>25</b> |
| Resp 35 | 4 | 4 | 5 | 5 | 4 | 4 | <b>26</b> |
| Resp 36 | 5 | 5 | 3 | 3 | 5 | 5 | <b>26</b> |
| Resp 37 | 4 | 4 | 4 | 5 | 5 | 5 | <b>27</b> |
| Resp 38 | 4 | 5 | 5 | 4 | 4 | 3 | <b>25</b> |
| Resp 39 | 4 | 4 | 4 | 5 | 5 | 4 | <b>26</b> |
| Resp 40 | 5 | 5 | 5 | 5 | 3 | 5 | <b>28</b> |
| Resp 41 | 4 | 4 | 4 | 4 | 5 | 5 | <b>26</b> |
| Resp 42 | 5 | 5 | 5 | 5 | 5 | 5 | <b>30</b> |
| Resp 43 | 4 | 5 | 5 | 5 | 4 | 1 | <b>24</b> |
| Resp 44 | 5 | 3 | 5 | 3 | 3 | 3 | <b>22</b> |
| Resp 45 | 5 | 5 | 5 | 5 | 5 | 3 | <b>28</b> |
| Resp 46 | 3 | 4 | 3 | 4 | 3 | 3 | <b>20</b> |
| Resp 47 | 5 | 2 | 4 | 5 | 3 | 3 | <b>22</b> |
| Resp 48 | 3 | 3 | 4 | 4 | 3 | 4 | <b>21</b> |
| Resp 49 | 5 | 5 | 4 | 4 | 4 | 4 | <b>26</b> |
| Resp 50 | 4 | 4 | 4 | 4 | 4 | 4 | <b>24</b> |
| Resp 51 | 4 | 4 | 4 | 4 | 4 | 4 | <b>24</b> |
| Resp 52 | 5 | 4 | 4 | 4 | 4 | 5 | <b>26</b> |
| Resp 53 | 4 | 4 | 4 | 5 | 5 | 4 | <b>26</b> |
| Resp 54 | 5 | 5 | 5 | 4 | 4 | 4 | <b>27</b> |

|         |   |   |   |   |   |   |           |
|---------|---|---|---|---|---|---|-----------|
| Resp 55 | 4 | 4 | 4 | 5 | 4 | 3 | <b>24</b> |
| Resp 56 | 5 | 5 | 4 | 4 | 4 | 5 | <b>27</b> |
| Resp 57 | 5 | 5 | 5 | 5 | 5 | 5 | <b>30</b> |
| Resp 58 | 5 | 5 | 5 | 4 | 4 | 4 | <b>27</b> |
| Resp 59 | 4 | 4 | 4 | 4 | 4 | 4 | <b>24</b> |
| Resp 60 | 5 | 4 | 4 | 4 | 5 | 5 | <b>27</b> |
| Resp 61 | 5 | 5 | 5 | 4 | 4 | 5 | <b>28</b> |
| Resp 62 | 5 | 5 | 4 | 4 | 4 | 5 | <b>27</b> |
| Resp 63 | 5 | 5 | 5 | 4 | 5 | 3 | <b>27</b> |
| Resp 64 | 5 | 5 | 5 | 4 | 4 | 4 | <b>27</b> |
| Resp 65 | 4 | 4 | 3 | 4 | 4 | 4 | <b>23</b> |
| Resp 66 | 4 | 4 | 5 | 5 | 5 | 5 | <b>28</b> |
| Resp 67 | 5 | 5 | 5 | 5 | 5 | 5 | <b>30</b> |
| Resp 68 | 5 | 5 | 4 | 4 | 4 | 4 | <b>26</b> |
| Resp 69 | 5 | 5 | 5 | 5 | 5 | 4 | <b>29</b> |
| Resp 70 | 5 | 4 | 4 | 4 | 5 | 4 | <b>26</b> |
| Resp 71 | 4 | 5 | 4 | 5 | 5 | 4 | <b>27</b> |
| Resp 72 | 4 | 4 | 4 | 4 | 4 | 4 | <b>24</b> |
| Resp 73 | 2 | 4 | 4 | 4 | 4 | 4 | <b>22</b> |
| Resp 74 | 4 | 3 | 4 | 4 | 4 | 5 | <b>24</b> |
| Resp 75 | 4 | 4 | 5 | 5 | 5 | 4 | <b>27</b> |
| Resp 76 | 5 | 5 | 5 | 5 | 5 | 5 | <b>30</b> |
| Resp 77 | 4 | 5 | 5 | 4 | 4 | 4 | <b>26</b> |
| Resp 78 | 4 | 4 | 5 | 3 | 4 | 5 | <b>25</b> |
| Resp 79 | 5 | 4 | 4 | 4 | 4 | 4 | <b>25</b> |
| Resp 80 | 5 | 4 | 5 | 5 | 5 | 4 | <b>28</b> |
| Resp 81 | 5 | 3 | 3 | 3 | 5 | 3 | <b>22</b> |
| Resp 82 | 5 | 4 | 5 | 4 | 3 | 4 | <b>25</b> |
| Resp 83 | 4 | 4 | 3 | 5 | 4 | 5 | <b>25</b> |

|          |   |   |   |   |   |   |           |
|----------|---|---|---|---|---|---|-----------|
| Resp 84  | 2 | 5 | 5 | 5 | 5 | 5 | <b>27</b> |
| Resp 85  | 3 | 5 | 4 | 3 | 3 | 4 | <b>22</b> |
| Resp 86  | 5 | 4 | 5 | 5 | 5 | 5 | <b>29</b> |
| Resp 87  | 5 | 4 | 4 | 4 | 4 | 4 | <b>25</b> |
| Resp 88  | 4 | 3 | 3 | 4 | 3 | 5 | <b>22</b> |
| Resp 89  | 5 | 4 | 5 | 5 | 5 | 4 | <b>28</b> |
| Resp 90  | 5 | 5 | 5 | 5 | 5 | 5 | <b>30</b> |
| Resp 91  | 4 | 4 | 5 | 5 | 5 | 4 | <b>27</b> |
| Resp 92  | 5 | 3 | 3 | 5 | 4 | 4 | <b>24</b> |
| Resp 93  | 5 | 3 | 4 | 4 | 5 | 3 | <b>24</b> |
| Resp 94  | 5 | 5 | 4 | 5 | 4 | 3 | <b>26</b> |
| Resp 95  | 4 | 4 | 3 | 5 | 3 | 3 | <b>22</b> |
| Resp 96  | 5 | 4 | 5 | 4 | 5 | 4 | <b>27</b> |
| Resp 97  | 4 | 4 | 4 | 5 | 5 | 3 | <b>25</b> |
| Resp 98  | 5 | 4 | 4 | 3 | 3 | 5 | <b>24</b> |
| Resp 99  | 4 | 4 | 5 | 5 | 4 | 3 | <b>25</b> |
| Resp 100 | 4 | 4 | 5 | 4 | 5 | 4 | <b>26</b> |
| Resp 101 | 5 | 4 | 5 | 4 | 5 | 5 | <b>28</b> |
| Resp 102 | 5 | 5 | 5 | 4 | 5 | 4 | <b>28</b> |
| Resp 103 | 5 | 5 | 4 | 4 | 4 | 5 | <b>27</b> |
| Resp 104 | 4 | 5 | 5 | 5 | 4 | 5 | <b>28</b> |
| Resp 105 | 5 | 5 | 5 | 4 | 5 | 5 | <b>29</b> |
| Resp 106 | 5 | 5 | 5 | 5 | 5 | 3 | <b>28</b> |
| Resp 107 | 4 | 4 | 4 | 4 | 4 | 4 | <b>24</b> |
| Resp 108 | 5 | 5 | 5 | 4 | 4 | 4 | <b>27</b> |

Lampiran output SPSS data diolah 2023

Lampiran 7 : Tabulasi Citra Merek

| Citra Merek |      |      |      |      |      |      |       |
|-------------|------|------|------|------|------|------|-------|
| RESP        | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | TOTAL |
| Resp 1      | 4    | 5    | 5    | 4    | 5    | 5    | 28    |
| Resp 2      | 5    | 5    | 5    | 4    | 4    | 5    | 28    |
| Resp 3      | 4    | 4    | 5    | 5    | 3    | 3    | 24    |
| Resp 4      | 4    | 5    | 3    | 4    | 4    | 5    | 25    |
| Resp 5      | 4    | 5    | 4    | 5    | 5    | 5    | 28    |
| Resp 6      | 4    | 4    | 4    | 4    | 4    | 4    | 24    |
| Resp 7      | 5    | 4    | 4    | 4    | 4    | 4    | 25    |
| Resp 8      | 5    | 5    | 5    | 5    | 5    | 5    | 30    |
| Resp 9      | 5    | 5    | 4    | 5    | 5    | 5    | 29    |
| Resp 10     | 5    | 5    | 5    | 5    | 5    | 5    | 30    |
| Resp 11     | 5    | 5    | 5    | 4    | 5    | 5    | 29    |
| Resp 12     | 5    | 5    | 5    | 4    | 3    | 3    | 25    |
| Resp 13     | 5    | 4    | 4    | 4    | 4    | 3    | 24    |
| Resp 14     | 5    | 5    | 5    | 4    | 4    | 4    | 27    |
| Resp 15     | 5    | 5    | 4    | 5    | 5    | 5    | 29    |
| Resp 16     | 4    | 4    | 4    | 3    | 4    | 3    | 22    |
| Resp 17     | 4    | 5    | 3    | 4    | 4    | 4    | 24    |
| Resp 18     | 4    | 5    | 4    | 3    | 5    | 3    | 24    |
| Resp 19     | 4    | 5    | 4    | 4    | 5    | 4    | 26    |
| Resp 20     | 5    | 5    | 4    | 5    | 4    | 5    | 28    |
| Resp 21     | 4    | 5    | 4    | 4    | 5    | 4    | 26    |
| Resp 22     | 5    | 5    | 5    | 5    | 4    | 4    | 28    |
| Resp 23     | 4    | 5    | 4    | 4    | 4    | 4    | 25    |
| Resp 24     | 5    | 5    | 4    | 5    | 5    | 5    | 29    |
| Resp 25     | 4    | 5    | 5    | 4    | 4    | 5    | 27    |

|         |   |   |   |   |   |   |           |
|---------|---|---|---|---|---|---|-----------|
| Resp 26 | 5 | 5 | 4 | 4 | 5 | 4 | <b>27</b> |
| Resp 27 | 4 | 4 | 5 | 4 | 4 | 4 | <b>25</b> |
| Resp 28 | 5 | 5 | 5 | 5 | 5 | 4 | <b>29</b> |
| Resp 29 | 4 | 4 | 5 | 4 | 4 | 4 | <b>25</b> |
| Resp 30 | 4 | 5 | 3 | 3 | 4 | 5 | <b>24</b> |
| Resp 31 | 5 | 5 | 4 | 2 | 3 | 5 | <b>24</b> |
| Resp 32 | 5 | 5 | 5 | 4 | 5 | 5 | <b>29</b> |
| Resp 33 | 5 | 5 | 4 | 3 | 4 | 3 | <b>24</b> |
| Resp 34 | 5 | 5 | 4 | 4 | 4 | 4 | <b>26</b> |
| Resp 35 | 5 | 4 | 4 | 4 | 4 | 3 | <b>24</b> |
| Resp 36 | 5 | 5 | 5 | 5 | 5 | 5 | <b>30</b> |
| Resp 37 | 4 | 5 | 5 | 5 | 4 | 4 | <b>27</b> |
| Resp 38 | 4 | 4 | 4 | 3 | 4 | 3 | <b>22</b> |
| Resp 39 | 5 | 5 | 4 | 4 | 4 | 4 | <b>26</b> |
| Resp 40 | 5 | 4 | 5 | 5 | 5 | 5 | <b>29</b> |
| Resp 41 | 5 | 4 | 4 | 4 | 4 | 5 | <b>26</b> |
| Resp 42 | 5 | 5 | 5 | 5 | 5 | 5 | <b>30</b> |
| Resp 43 | 5 | 5 | 4 | 4 | 5 | 3 | <b>26</b> |
| Resp 44 | 4 | 5 | 5 | 5 | 5 | 5 | <b>29</b> |
| Resp 45 | 5 | 5 | 4 | 4 | 5 | 3 | <b>26</b> |
| Resp 46 | 4 | 5 | 3 | 4 | 4 | 5 | <b>25</b> |
| Resp 47 | 4 | 4 | 4 | 5 | 4 | 3 | <b>24</b> |
| Resp 48 | 5 | 5 | 5 | 4 | 4 | 4 | <b>27</b> |
| Resp 49 | 5 | 5 | 5 | 5 | 4 | 5 | <b>29</b> |
| Resp 50 | 4 | 4 | 4 | 4 | 4 | 4 | <b>24</b> |
| Resp 51 | 4 | 5 | 4 | 5 | 4 | 4 | <b>26</b> |
| Resp 52 | 5 | 4 | 5 | 4 | 4 | 5 | <b>27</b> |
| Resp 53 | 4 | 4 | 4 | 5 | 5 | 5 | <b>27</b> |
| Resp 54 | 4 | 5 | 5 | 5 | 5 | 5 | <b>29</b> |

|         |   |   |   |   |   |   |           |
|---------|---|---|---|---|---|---|-----------|
| Resp 55 | 5 | 5 | 5 | 4 | 4 | 4 | <b>27</b> |
| Resp 56 | 4 | 5 | 4 | 5 | 4 | 4 | <b>26</b> |
| Resp 57 | 5 | 5 | 5 | 5 | 5 | 5 | <b>30</b> |
| Resp 58 | 5 | 5 | 5 | 4 | 4 | 4 | <b>27</b> |
| Resp 59 | 4 | 4 | 4 | 4 | 4 | 4 | <b>24</b> |
| Resp 60 | 4 | 4 | 3 | 5 | 4 | 4 | <b>24</b> |
| Resp 61 | 4 | 5 | 4 | 4 | 5 | 4 | <b>26</b> |
| Resp 62 | 4 | 5 | 5 | 4 | 5 | 4 | <b>27</b> |
| Resp 63 | 5 | 4 | 5 | 5 | 5 | 5 | <b>29</b> |
| Resp 64 | 5 | 5 | 5 | 5 | 5 | 2 | <b>27</b> |
| Resp 65 | 5 | 5 | 5 | 5 | 5 | 4 | <b>29</b> |
| Resp 66 | 5 | 5 | 4 | 5 | 5 | 4 | <b>28</b> |
| Resp 67 | 5 | 5 | 5 | 5 | 5 | 5 | <b>30</b> |
| Resp 68 | 4 | 5 | 4 | 5 | 5 | 4 | <b>27</b> |
| Resp 69 | 4 | 5 | 5 | 5 | 5 | 3 | <b>27</b> |
| Resp 70 | 4 | 5 | 4 | 5 | 4 | 5 | <b>27</b> |
| Resp 71 | 4 | 5 | 5 | 5 | 5 | 5 | <b>29</b> |
| Resp 72 | 4 | 4 | 5 | 4 | 3 | 4 | <b>24</b> |
| Resp 73 | 4 | 4 | 5 | 4 | 3 | 4 | <b>24</b> |
| Resp 74 | 4 | 4 | 5 | 4 | 3 | 5 | <b>25</b> |
| Resp 75 | 5 | 4 | 5 | 5 | 5 | 4 | <b>28</b> |
| Resp 76 | 5 | 5 | 5 | 5 | 5 | 5 | <b>30</b> |
| Resp 77 | 4 | 4 | 4 | 5 | 5 | 4 | <b>26</b> |
| Resp 78 | 5 | 5 | 5 | 5 | 4 | 4 | <b>28</b> |
| Resp 79 | 5 | 4 | 4 | 4 | 4 | 5 | <b>26</b> |
| Resp 80 | 4 | 5 | 4 | 4 | 4 | 4 | <b>25</b> |
| Resp 81 | 4 | 4 | 4 | 4 | 4 | 4 | <b>24</b> |
| Resp 82 | 5 | 4 | 4 | 4 | 4 | 4 | <b>25</b> |
| Resp 83 | 5 | 5 | 5 | 5 | 4 | 4 | <b>28</b> |



|          |   |   |   |   |   |   |           |
|----------|---|---|---|---|---|---|-----------|
| Resp 84  | 2 | 4 | 5 | 4 | 4 | 4 | <b>23</b> |
| Resp 85  | 4 | 4 | 4 | 4 | 4 | 5 | <b>25</b> |
| Resp 86  | 4 | 4 | 5 | 5 | 5 | 5 | <b>28</b> |
| Resp 87  | 4 | 4 | 4 | 4 | 4 | 4 | <b>24</b> |
| Resp 88  | 4 | 4 | 4 | 4 | 4 | 4 | <b>24</b> |
| Resp 89  | 5 | 5 | 4 | 5 | 5 | 5 | <b>29</b> |
| Resp 90  | 4 | 4 | 5 | 5 | 5 | 5 | <b>28</b> |
| Resp 91  | 4 | 5 | 5 | 4 | 5 | 4 | <b>27</b> |
| Resp 92  | 4 | 5 | 5 | 4 | 4 | 5 | <b>27</b> |
| Resp 93  | 5 | 5 | 5 | 4 | 5 | 5 | <b>29</b> |
| Resp 94  | 5 | 5 | 4 | 4 | 5 | 5 | <b>28</b> |
| Resp 95  | 4 | 4 | 3 | 5 | 3 | 4 | <b>23</b> |
| Resp 96  | 4 | 5 | 5 | 5 | 4 | 5 | <b>28</b> |
| Resp 97  | 4 | 5 | 3 | 4 | 4 | 5 | <b>25</b> |
| Resp 98  | 4 | 4 | 5 | 4 | 3 | 5 | <b>25</b> |
| Resp 99  | 4 | 5 | 3 | 4 | 5 | 4 | <b>25</b> |
| Resp 100 | 5 | 4 | 5 | 4 | 5 | 4 | <b>27</b> |
| Resp 101 | 5 | 5 | 4 | 5 | 5 | 4 | <b>28</b> |
| Resp 102 | 5 | 5 | 5 | 4 | 4 | 4 | <b>27</b> |
| Resp 103 | 4 | 4 | 4 | 5 | 5 | 5 | <b>27</b> |
| Resp 104 | 4 | 4 | 5 | 5 | 5 | 5 | <b>28</b> |
| Resp 105 | 5 | 5 | 5 | 5 | 5 | 5 | <b>30</b> |
| Resp 106 | 4 | 5 | 5 | 5 | 5 | 5 | <b>29</b> |
| Resp 107 | 4 | 4 | 5 | 4 | 3 | 4 | <b>24</b> |
| Resp 108 | 5 | 4 | 5 | 5 | 4 | 3 | <b>26</b> |

Lampiran output SPSS data diolah 2023

Lampiran 8 : Tabulasi Loyalitas Pelanggan

| <b>Loyalitas Pelanggan</b> |             |             |             |             |             |             |              |
|----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| <b>RESP</b>                | <b>X3.1</b> | <b>X3.2</b> | <b>X3.3</b> | <b>X3.4</b> | <b>X3.5</b> | <b>X3.6</b> | <b>TOTAL</b> |
| Resp 1                     | 5           | 4           | 3           | 4           | 5           | 4           | <b>25</b>    |
| Resp 2                     | 1           | 2           | 4           | 5           | 4           | 3           | <b>19</b>    |
| Resp 3                     | 4           | 4           | 2           | 5           | 2           | 4           | <b>21</b>    |
| Resp 4                     | 4           | 4           | 5           | 5           | 3           | 3           | <b>24</b>    |
| Resp 5                     | 5           | 5           | 5           | 5           | 5           | 5           | <b>30</b>    |
| Resp 6                     | 4           | 4           | 4           | 5           | 5           | 4           | <b>26</b>    |
| Resp 7                     | 2           | 5           | 5           | 5           | 2           | 3           | <b>22</b>    |
| Resp 8                     | 5           | 5           | 5           | 5           | 5           | 5           | <b>30</b>    |
| Resp 9                     | 4           | 5           | 4           | 1           | 2           | 4           | <b>20</b>    |
| Resp 10                    | 5           | 5           | 5           | 4           | 5           | 5           | <b>29</b>    |
| Resp 11                    | 5           | 5           | 5           | 5           | 4           | 4           | <b>28</b>    |
| Resp 12                    | 5           | 3           | 5           | 2           | 2           | 3           | <b>20</b>    |
| Resp 13                    | 5           | 5           | 4           | 4           | 4           | 5           | <b>27</b>    |
| Resp 14                    | 5           | 4           | 4           | 4           | 4           | 4           | <b>25</b>    |
| Resp 15                    | 5           | 3           | 4           | 5           | 5           | 5           | <b>27</b>    |
| Resp 16                    | 2           | 3           | 2           | 3           | 5           | 4           | <b>19</b>    |
| Resp 17                    | 3           | 3           | 3           | 4           | 3           | 5           | <b>21</b>    |
| Resp 18                    | 1           | 2           | 4           | 5           | 3           | 3           | <b>18</b>    |
| Resp 19                    | 5           | 4           | 3           | 3           | 3           | 4           | <b>22</b>    |
| Resp 20                    | 5           | 4           | 5           | 4           | 5           | 4           | <b>27</b>    |
| Resp 21                    | 5           | 4           | 4           | 4           | 3           | 3           | <b>23</b>    |
| Resp 22                    | 5           | 5           | 4           | 4           | 4           | 4           | <b>26</b>    |
| Resp 23                    | 4           | 4           | 4           | 4           | 4           | 4           | <b>24</b>    |
| Resp 24                    | 5           | 4           | 4           | 4           | 5           | 5           | <b>27</b>    |
| Resp 25                    | 4           | 5           | 4           | 4           | 5           | 5           | <b>27</b>    |

|         |   |   |   |   |   |   |           |
|---------|---|---|---|---|---|---|-----------|
| Resp 26 | 5 | 4 | 5 | 3 | 3 | 4 | <b>24</b> |
| Resp 27 | 4 | 4 | 3 | 5 | 5 | 5 | <b>26</b> |
| Resp 28 | 4 | 4 | 4 | 5 | 5 | 5 | <b>27</b> |
| Resp 29 | 5 | 5 | 3 | 3 | 4 | 4 | <b>24</b> |
| Resp 30 | 3 | 4 | 4 | 3 | 5 | 3 | <b>22</b> |
| Resp 31 | 5 | 3 | 2 | 4 | 5 | 2 | <b>21</b> |
| Resp 32 | 5 | 4 | 5 | 5 | 4 | 4 | <b>27</b> |
| Resp 33 | 4 | 2 | 3 | 4 | 5 | 3 | <b>21</b> |
| Resp 34 | 5 | 3 | 5 | 3 | 4 | 3 | <b>23</b> |
| Resp 35 | 4 | 4 | 3 | 5 | 4 | 5 | <b>25</b> |
| Resp 36 | 5 | 5 | 5 | 5 | 5 | 5 | <b>30</b> |
| Resp 37 | 5 | 4 | 4 | 5 | 5 | 4 | <b>27</b> |
| Resp 38 | 2 | 2 | 3 | 3 | 5 | 3 | <b>18</b> |
| Resp 39 | 4 | 4 | 4 | 5 | 4 | 3 | <b>24</b> |
| Resp 40 | 5 | 5 | 5 | 5 | 5 | 5 | <b>30</b> |
| Resp 41 | 4 | 4 | 4 | 5 | 5 | 5 | <b>27</b> |
| Resp 42 | 5 | 4 | 4 | 5 | 4 | 4 | <b>26</b> |
| Resp 43 | 4 | 2 | 2 | 4 | 3 | 3 | <b>18</b> |
| Resp 44 | 5 | 3 | 5 | 5 | 5 | 5 | <b>28</b> |
| Resp 45 | 5 | 3 | 3 | 3 | 2 | 4 | <b>20</b> |
| Resp 46 | 4 | 5 | 4 | 3 | 3 | 4 | <b>23</b> |
| Resp 47 | 2 | 4 | 2 | 5 | 2 | 3 | <b>18</b> |
| Resp 48 | 5 | 5 | 5 | 5 | 4 | 4 | <b>28</b> |
| Resp 49 | 4 | 4 | 4 | 3 | 5 | 3 | <b>23</b> |
| Resp 50 | 4 | 4 | 4 | 4 | 4 | 4 | <b>24</b> |
| Resp 51 | 5 | 5 | 5 | 4 | 5 | 5 | <b>29</b> |
| Resp 52 | 5 | 4 | 4 | 5 | 5 | 5 | <b>28</b> |
| Resp 53 | 5 | 4 | 4 | 5 | 4 | 4 | <b>26</b> |
| Resp 54 | 4 | 4 | 4 | 5 | 4 | 4 | <b>25</b> |

|         |   |   |   |   |   |   |           |
|---------|---|---|---|---|---|---|-----------|
| Resp 55 | 4 | 5 | 4 | 4 | 4 | 5 | <b>26</b> |
| Resp 56 | 5 | 5 | 5 | 5 | 4 | 4 | <b>28</b> |
| Resp 57 | 5 | 5 | 5 | 5 | 5 | 5 | <b>30</b> |
| Resp 58 | 5 | 5 | 5 | 5 | 5 | 5 | <b>30</b> |
| Resp 59 | 5 | 5 | 5 | 4 | 4 | 4 | <b>27</b> |
| Resp 60 | 5 | 5 | 5 | 4 | 4 | 4 | <b>27</b> |
| Resp 61 | 5 | 5 | 5 | 4 | 4 | 5 | <b>28</b> |
| Resp 62 | 5 | 5 | 4 | 4 | 4 | 4 | <b>26</b> |
| Resp 63 | 5 | 4 | 5 | 5 | 5 | 5 | <b>29</b> |
| Resp 64 | 5 | 3 | 5 | 4 | 4 | 5 | <b>26</b> |
| Resp 65 | 4 | 5 | 4 | 4 | 5 | 5 | <b>27</b> |
| Resp 66 | 4 | 5 | 5 | 5 | 4 | 4 | <b>27</b> |
| Resp 67 | 5 | 5 | 5 | 5 | 5 | 5 | <b>30</b> |
| Resp 68 | 4 | 4 | 4 | 4 | 5 | 4 | <b>25</b> |
| Resp 69 | 5 | 5 | 5 | 5 | 5 | 5 | <b>30</b> |
| Resp 70 | 4 | 5 | 5 | 4 | 4 | 5 | <b>27</b> |
| Resp 71 | 4 | 4 | 5 | 5 | 4 | 4 | <b>26</b> |
| Resp 72 | 4 | 4 | 4 | 4 | 4 | 4 | <b>24</b> |
| Resp 73 | 4 | 4 | 4 | 4 | 4 | 4 | <b>24</b> |
| Resp 74 | 4 | 4 | 5 | 5 | 5 | 5 | <b>28</b> |
| Resp 75 | 5 | 4 | 5 | 5 | 4 | 5 | <b>28</b> |
| Resp 76 | 5 | 5 | 5 | 5 | 5 | 5 | <b>30</b> |
| Resp 77 | 5 | 5 | 5 | 5 | 4 | 5 | <b>29</b> |
| Resp 78 | 4 | 5 | 4 | 4 | 3 | 4 | <b>24</b> |
| Resp 79 | 4 | 4 | 5 | 5 | 5 | 4 | <b>27</b> |
| Resp 80 | 4 | 4 | 4 | 3 | 4 | 5 | <b>24</b> |
| Resp 81 | 3 | 3 | 3 | 3 | 5 | 4 | <b>21</b> |
| Resp 82 | 4 | 4 | 4 | 4 | 4 | 4 | <b>24</b> |
| Resp 83 | 4 | 4 | 4 | 4 | 5 | 5 | <b>26</b> |

|          |   |   |   |   |   |   |           |
|----------|---|---|---|---|---|---|-----------|
| Resp 84  | 4 | 5 | 4 | 3 | 3 | 3 | <b>22</b> |
| Resp 85  | 5 | 5 | 4 | 4 | 5 | 3 | <b>26</b> |
| Resp 86  | 5 | 5 | 5 | 4 | 5 | 4 | <b>28</b> |
| Resp 87  | 4 | 4 | 5 | 3 | 4 | 4 | <b>24</b> |
| Resp 88  | 4 | 4 | 3 | 3 | 5 | 5 | <b>24</b> |
| Resp 89  | 5 | 5 | 5 | 5 | 5 | 5 | <b>30</b> |
| Resp 90  | 4 | 4 | 5 | 5 | 5 | 5 | <b>28</b> |
| Resp 91  | 5 | 5 | 4 | 4 | 4 | 4 | <b>26</b> |
| Resp 92  | 4 | 5 | 5 | 5 | 5 | 5 | <b>29</b> |
| Resp 93  | 5 | 5 | 5 | 5 | 5 | 5 | <b>30</b> |
| Resp 94  | 5 | 5 | 4 | 4 | 4 | 4 | <b>26</b> |
| Resp 95  | 5 | 5 | 3 | 4 | 4 | 4 | <b>25</b> |
| Resp 96  | 5 | 3 | 4 | 4 | 4 | 4 | <b>24</b> |
| Resp 97  | 4 | 4 | 4 | 5 | 4 | 4 | <b>25</b> |
| Resp 98  | 5 | 2 | 5 | 5 | 4 | 4 | <b>25</b> |
| Resp 99  | 5 | 4 | 4 | 5 | 4 | 4 | <b>26</b> |
| Resp 100 | 4 | 5 | 4 | 5 | 4 | 5 | <b>27</b> |
| Resp 101 | 5 | 4 | 4 | 5 | 5 | 5 | <b>28</b> |
| Resp 102 | 5 | 4 | 4 | 5 | 4 | 5 | <b>27</b> |
| Resp 103 | 4 | 4 | 5 | 5 | 5 | 5 | <b>28</b> |
| Resp 104 | 4 | 5 | 5 | 4 | 5 | 5 | <b>28</b> |
| Resp 105 | 5 | 5 | 5 | 5 | 4 | 5 | <b>29</b> |
| Resp 106 | 5 | 5 | 5 | 5 | 4 | 3 | <b>27</b> |
| Resp 107 | 4 | 4 | 4 | 4 | 4 | 4 | <b>24</b> |
| Resp 108 | 4 | 5 | 5 | 4 | 5 | 4 | <b>27</b> |

Lampiran output SPSS data diolah 2023

Lampiran 9 : Tabulasi Minat Beli Ulang

| <b>Minat Beli Ulang</b> |            |            |            |            |            |            |              |
|-------------------------|------------|------------|------------|------------|------------|------------|--------------|
| <b>RESP</b>             | <b>Y.1</b> | <b>Y.2</b> | <b>Y.3</b> | <b>Y.4</b> | <b>Y.5</b> | <b>Y.6</b> | <b>TOTAL</b> |
| Resp 1                  | 5          | 4          | 4          | 4          | 5          | 3          | <b>25</b>    |
| Resp 2                  | 4          | 5          | 5          | 5          | 4          | 4          | <b>27</b>    |
| Resp 3                  | 4          | 3          | 5          | 3          | 3          | 4          | <b>22</b>    |
| Resp 4                  | 5          | 5          | 5          | 5          | 4          | 3          | <b>27</b>    |
| Resp 5                  | 4          | 5          | 5          | 3          | 5          | 4          | <b>26</b>    |
| Resp 6                  | 5          | 5          | 5          | 5          | 5          | 5          | <b>30</b>    |
| Resp 7                  | 4          | 3          | 5          | 4          | 3          | 4          | <b>23</b>    |
| Resp 8                  | 5          | 5          | 5          | 5          | 5          | 5          | <b>30</b>    |
| Resp 9                  | 2          | 4          | 4          | 2          | 4          | 4          | <b>20</b>    |
| Resp 10                 | 5          | 4          | 5          | 5          | 5          | 5          | <b>29</b>    |
| Resp 11                 | 4          | 5          | 5          | 5          | 4          | 5          | <b>28</b>    |
| Resp 12                 | 3          | 3          | 4          | 5          | 4          | 3          | <b>22</b>    |
| Resp 13                 | 5          | 5          | 5          | 4          | 4          | 5          | <b>28</b>    |
| Resp 14                 | 4          | 4          | 5          | 3          | 3          | 4          | <b>23</b>    |
| Resp 15                 | 4          | 3          | 3          | 4          | 5          | 5          | <b>24</b>    |
| Resp 16                 | 3          | 2          | 2          | 4          | 4          | 3          | <b>18</b>    |
| Resp 17                 | 4          | 4          | 4          | 4          | 3          | 4          | <b>23</b>    |
| Resp 18                 | 2          | 2          | 1          | 2          | 4          | 5          | <b>16</b>    |
| Resp 19                 | 4          | 3          | 5          | 3          | 3          | 3          | <b>21</b>    |
| Resp 20                 | 5          | 5          | 5          | 5          | 5          | 5          | <b>30</b>    |
| Resp 21                 | 4          | 3          | 3          | 4          | 3          | 3          | <b>20</b>    |
| Resp 22                 | 4          | 4          | 4          | 4          | 4          | 4          | <b>24</b>    |
| Resp 23                 | 4          | 4          | 4          | 4          | 4          | 4          | <b>24</b>    |
| Resp 24                 | 4          | 5          | 5          | 5          | 5          | 4          | <b>28</b>    |
| Resp 25                 | 5          | 4          | 5          | 5          | 4          | 5          | <b>28</b>    |

|         |   |   |   |   |   |   |           |
|---------|---|---|---|---|---|---|-----------|
| Resp 26 | 3 | 5 | 2 | 3 | 4 | 4 | <b>21</b> |
| Resp 27 | 4 | 4 | 4 | 5 | 5 | 5 | <b>27</b> |
| Resp 28 | 3 | 5 | 5 | 5 | 5 | 4 | <b>27</b> |
| Resp 29 | 5 | 3 | 4 | 4 | 4 | 4 | <b>24</b> |
| Resp 30 | 4 | 4 | 4 | 3 | 4 | 4 | <b>23</b> |
| Resp 31 | 5 | 5 | 4 | 5 | 3 | 2 | <b>24</b> |
| Resp 32 | 4 | 5 | 4 | 5 | 5 | 5 | <b>28</b> |
| Resp 33 | 2 | 2 | 4 | 3 | 5 | 5 | <b>21</b> |
| Resp 34 | 3 | 4 | 4 | 5 | 2 | 5 | <b>23</b> |
| Resp 35 | 4 | 5 | 4 | 4 | 4 | 5 | <b>26</b> |
| Resp 36 | 5 | 5 | 5 | 5 | 5 | 5 | <b>30</b> |
| Resp 37 | 4 | 5 | 4 | 5 | 4 | 5 | <b>27</b> |
| Resp 38 | 2 | 2 | 3 | 2 | 4 | 5 | <b>18</b> |
| Resp 39 | 5 | 4 | 4 | 4 | 4 | 4 | <b>25</b> |
| Resp 40 | 3 | 5 | 5 | 5 | 5 | 5 | <b>28</b> |
| Resp 41 | 5 | 5 | 5 | 4 | 4 | 4 | <b>27</b> |
| Resp 42 | 5 | 5 | 5 | 5 | 5 | 5 | <b>30</b> |
| Resp 43 | 2 | 1 | 1 | 2 | 4 | 4 | <b>14</b> |
| Resp 44 | 3 | 5 | 5 | 5 | 5 | 5 | <b>28</b> |
| Resp 45 | 5 | 3 | 3 | 3 | 4 | 4 | <b>22</b> |
| Resp 46 | 4 | 4 | 4 | 5 | 4 | 4 | <b>25</b> |
| Resp 47 | 4 | 4 | 4 | 5 | 4 | 4 | <b>25</b> |
| Resp 48 | 4 | 4 | 5 | 5 | 5 | 5 | <b>28</b> |
| Resp 49 | 5 | 5 | 5 | 4 | 5 | 4 | <b>28</b> |
| Resp 50 | 3 | 4 | 4 | 4 | 4 | 4 | <b>23</b> |
| Resp 51 | 4 | 4 | 4 | 4 | 4 | 5 | <b>25</b> |
| Resp 52 | 5 | 5 | 5 | 5 | 4 | 4 | <b>28</b> |
| Resp 53 | 4 | 4 | 5 | 4 | 4 | 4 | <b>25</b> |
| Resp 54 | 5 | 5 | 5 | 5 | 5 | 5 | <b>30</b> |

|         |   |   |   |   |   |   |           |
|---------|---|---|---|---|---|---|-----------|
| Resp 55 | 5 | 5 | 5 | 5 | 4 | 5 | <b>29</b> |
| Resp 56 | 5 | 5 | 4 | 4 | 4 | 4 | <b>26</b> |
| Resp 57 | 5 | 5 | 5 | 5 | 5 | 5 | <b>30</b> |
| Resp 58 | 4 | 4 | 4 | 4 | 4 | 4 | <b>24</b> |
| Resp 59 | 5 | 4 | 4 | 5 | 4 | 4 | <b>26</b> |
| Resp 60 | 4 | 4 | 4 | 4 | 4 | 4 | <b>24</b> |
| Resp 61 | 4 | 4 | 5 | 5 | 4 | 5 | <b>27</b> |
| Resp 62 | 5 | 4 | 4 | 4 | 4 | 4 | <b>25</b> |
| Resp 63 | 4 | 5 | 5 | 5 | 5 | 5 | <b>29</b> |
| Resp 64 | 5 | 5 | 5 | 5 | 4 | 4 | <b>28</b> |
| Resp 65 | 4 | 4 | 4 | 3 | 4 | 5 | <b>24</b> |
| Resp 66 | 4 | 4 | 4 | 4 | 4 | 4 | <b>24</b> |
| Resp 67 | 5 | 5 | 5 | 5 | 5 | 5 | <b>30</b> |
| Resp 68 | 4 | 4 | 4 | 4 | 5 | 4 | <b>25</b> |
| Resp 69 | 4 | 5 | 5 | 5 | 5 | 5 | <b>29</b> |
| Resp 70 | 4 | 4 | 5 | 5 | 5 | 4 | <b>27</b> |
| Resp 71 | 4 | 4 | 4 | 4 | 4 | 4 | <b>24</b> |
| Resp 72 | 5 | 4 | 4 | 4 | 4 | 4 | <b>25</b> |
| Resp 73 | 4 | 4 | 4 | 4 | 4 | 4 | <b>24</b> |
| Resp 74 | 5 | 5 | 4 | 4 | 4 | 4 | <b>26</b> |
| Resp 75 | 5 | 5 | 4 | 4 | 5 | 5 | <b>28</b> |
| Resp 76 | 5 | 5 | 5 | 5 | 5 | 5 | <b>30</b> |
| Resp 77 | 3 | 3 | 4 | 5 | 3 | 4 | <b>22</b> |
| Resp 78 | 4 | 5 | 4 | 4 | 4 | 5 | <b>26</b> |
| Resp 79 | 4 | 5 | 4 | 4 | 5 | 4 | <b>26</b> |
| Resp 80 | 5 | 5 | 5 | 5 | 4 | 4 | <b>28</b> |
| Resp 81 | 4 | 4 | 3 | 4 | 5 | 4 | <b>24</b> |
| Resp 82 | 4 | 4 | 4 | 4 | 4 | 4 | <b>24</b> |
| Resp 83 | 5 | 5 | 5 | 4 | 4 | 4 | <b>27</b> |



|          |   |   |   |   |   |   |           |
|----------|---|---|---|---|---|---|-----------|
| Resp 84  | 5 | 4 | 4 | 5 | 5 | 4 | <b>27</b> |
| Resp 85  | 4 | 3 | 5 | 5 | 5 | 5 | <b>27</b> |
| Resp 86  | 5 | 4 | 5 | 5 | 5 | 5 | <b>29</b> |
| Resp 87  | 4 | 4 | 4 | 4 | 4 | 4 | <b>24</b> |
| Resp 88  | 4 | 4 | 4 | 4 | 4 | 4 | <b>24</b> |
| Resp 89  | 5 | 4 | 5 | 4 | 4 | 5 | <b>27</b> |
| Resp 90  | 4 | 4 | 4 | 4 | 5 | 5 | <b>26</b> |
| Resp 91  | 5 | 4 | 4 | 4 | 4 | 4 | <b>25</b> |
| Resp 92  | 4 | 4 | 5 | 5 | 5 | 5 | <b>28</b> |
| Resp 93  | 5 | 5 | 4 | 5 | 5 | 5 | <b>29</b> |
| Resp 94  | 2 | 3 | 5 | 5 | 3 | 4 | <b>22</b> |
| Resp 95  | 4 | 5 | 5 | 5 | 4 | 4 | <b>27</b> |
| Resp 96  | 4 | 5 | 4 | 4 | 4 | 5 | <b>26</b> |
| Resp 97  | 3 | 5 | 4 | 3 | 3 | 5 | <b>23</b> |
| Resp 98  | 5 | 5 | 5 | 5 | 4 | 5 | <b>29</b> |
| Resp 99  | 4 | 4 | 5 | 4 | 4 | 4 | <b>25</b> |
| Resp 100 | 5 | 4 | 5 | 4 | 5 | 4 | <b>27</b> |
| Resp 101 | 4 | 4 | 5 | 5 | 5 | 5 | <b>28</b> |
| Resp 102 | 4 | 5 | 5 | 4 | 5 | 5 | <b>28</b> |
| Resp 103 | 5 | 4 | 5 | 4 | 5 | 5 | <b>28</b> |
| Resp 104 | 4 | 5 | 5 | 4 | 5 | 5 | <b>28</b> |
| Resp 105 | 4 | 4 | 4 | 4 | 4 | 5 | <b>25</b> |
| Resp 106 | 5 | 4 | 4 | 4 | 4 | 4 | <b>25</b> |
| Resp 107 | 4 | 4 | 4 | 4 | 4 | 5 | <b>25</b> |
| Resp 108 | 5 | 4 | 4 | 5 | 4 | 4 | <b>26</b> |

Lampiran output SPSS data diolah 2023

## Lampiran 10 : Hasil Distribusi Frekuensi Responden

### Hasil Uji Deskriptif Responden

#### Jenis Kelamin

| Jenis Kelamin |           |           |         |               |                    |
|---------------|-----------|-----------|---------|---------------|--------------------|
|               |           | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid         | Laki-laki | 23        | 21.3    | 21.3          | 21.3               |
|               | Perempuan | 85        | 78.7    | 78.7          | 100.0              |
|               | Total     | 108       | 100.0   | 100.0         |                    |

#### Usia atau Umur

| Usia  |       |           |         |               |                    |
|-------|-------|-----------|---------|---------------|--------------------|
|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | <20   | 22        | 20.4    | 20.4          | 20.4               |
|       | 21-35 | 83        | 76.9    | 76.9          | 97.2               |
|       | 36-49 | 3         | 2.8     | 2.8           | 100.0              |
|       | Total | 108       | 100.0   | 100.0         |                    |

#### Frekuensi Pembelian

| Frekuensi Pembelian |                   |           |         |               |                    |
|---------------------|-------------------|-----------|---------|---------------|--------------------|
|                     |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid               | 1 kali            | 25        | 23.1    | 23.1          | 23.1               |
|                     | 2 kali            | 15        | 13.9    | 13.9          | 37.0               |
|                     | lebih dari 2 kali | 68        | 63.0    | 63.0          | 100.0              |
|                     | Total             | 108       | 100.0   | 100.0         |                    |

## Hasil Tabel Frekuensi Jawaban Responden

Tabel Distribusi Frekuensi Variabel *Negatif Online Review*

| Item   | Frekuensi |    |    |    |     | Presentase |        |        |       |       |
|--------|-----------|----|----|----|-----|------------|--------|--------|-------|-------|
|        | SS        | S  | R  | TS | STS | SS         | S      | R      | TS    | STS   |
| X1.1.1 | 61        | 42 | 3  | 2  | 0   | 55,6%      | 38,9%  | 2,8%   | 1,9%  | 0%    |
| X1.1.2 | 44        | 45 | 16 | 3  | 0   | 40,7%      | 41,7%  | 14,8%  | 2,8%  | 0%    |
| X1.2.1 | 44        | 46 | 16 | 2  | 0   | 40,7%      | 42,6%  | 14,8%  | 2,8%  | 0%    |
| X1.2.2 | 39        | 59 | 10 | 0  | 0   | 36,1%      | 54,6%  | 9,3%   | 0%    | 0%    |
| X1.3.1 | 42        | 56 | 9  | 1  | 0   | 38,9%      | 51,9%  | 8,3%   | 0,9%  | 0%    |
| X1.3.2 | 40        | 51 | 15 | 1  | 1   | 37,0%      | 47,2%  | 13,9%  | 0,9%  | 0,9%  |
| Mean   |           |    |    |    |     | 41,5%      | 46,15% | 10,65% | 1,55% | 0,15% |

Sumber : Lampiran Output SPSS

Tabel Distribusi Frekuensi Variabel Citra Merek

| Item   | Frekuensi |    |    |    |     | Presentase |        |       |      |     |
|--------|-----------|----|----|----|-----|------------|--------|-------|------|-----|
|        | SS        | S  | R  | TS | STS | SS         | S      | R     | TS   | STS |
| X2.1.1 | 50        | 57 | 1  | 0  | 0   | 46,3%      | 52,8%  | 0,9%  | 0%   | 0%  |
| X2.1.2 | 68        | 40 | 0  | 0  | 0   | 63,0%      | 37,0%  | 0%    | 0%   | 0%  |
| X2.2.1 | 49        | 52 | 7  | 0  | 0   | 45,4%      | 48,1%  | 6,5%  | 0%   | 0%  |
| X2.2.2 | 48        | 56 | 3  | 1  | 0   | 44,4%      | 51,9%  | 2,8%  | 0,9% | 0%  |
| X2.3.1 | 51        | 56 | 1  | 0  | 0   | 47,2%      | 51,9%  | 0,9%  | 0%   | 0%  |
| X2.3.2 | 43        | 51 | 13 | 1  | 0   | 39,8%      | 47,2%  | 12,0% | 0,9% | 0%  |
| Mean   |           |    |    |    |     | 47,6%      | 48,15% | 3,85% | 0,3% | 0%  |

Sumber : Lampiran Output SPSS

Tabel Distribusi Frekuensi Variabel Loyalitas Pelanggan

| Item   | Frekuensi |    |    |    |     | Presentase |       |       |      |       |
|--------|-----------|----|----|----|-----|------------|-------|-------|------|-------|
|        | SS        | S  | R  | TS | STS | SS         | S     | R     | TS   | STS   |
| X3.1.1 | 55        | 47 | 1  | 5  | 0   | 50,9%      | 43,5% | 0,9%  | 4,6% | 0%    |
| X3.1.2 | 42        | 44 | 17 | 5  | 0   | 38,9%      | 40,7% | 15,7% | 4,6% | 0%    |
| X3.2.1 | 41        | 51 | 11 | 5  | 0   | 38,0%      | 47,2% | 10,2% | 4,6% | 0%    |
| X3.2.2 | 49        | 44 | 12 | 2  | 1   | 45,4%      | 40,7% | 11,1% | 1,9% | 0,9%  |
| X3.3.1 | 42        | 54 | 12 | 0  | 0   | 38,9%      | 50,0% | 11,1% | 0%   | 0%    |
| X3.3.2 | 45        | 50 | 13 | 1  | 0   | 40,7%      | 46,3% | 12,0% | 0,9% | 0%    |
| Mean   |           |    |    |    |     | 42,1%      | 44,7% | 10,1% | 2,7% | 0,15% |

Sumber : Lampiran Output SPSS

Tabel Distribusi Frekuensi Variabel Minat Beli Ulang

| Item  | Frekuensi |    |    |    |     | Presentase |       |       |      |     |
|-------|-----------|----|----|----|-----|------------|-------|-------|------|-----|
|       | SS        | S  | R  | TS | STS | SS         | S     | R     | TS   | STS |
| Y.1.1 | 40        | 54 | 10 | 4  | 0   | 37,0%      | 50,0% | 9,3%  | 3,7% | 0%  |
| Y.1.2 | 44        | 52 | 12 | 0  | 0   | 40,7%      | 48,1% | 11,1% | 0%   | 0%  |
| Y.2.1 | 48        | 51 | 5  | 4  | 0   | 44,4%      | 47,2% | 4,6%  | 3,7% | 0%  |
| Y.2.2 | 46        | 51 | 7  | 4  | 1   | 42,6%      | 47,2% | 6,5%  | 3,7% | 0%  |
| Y.3.1 | 39        | 53 | 14 | 2  | 0   | 36,1%      | 49,1% | 13,0% | 1,9% | 0%  |
| Y.3.2 | 46        | 52 | 6  | 4  | 0   | 42,6%      | 48,1% | 5,6%  | 3,7% | 0%  |
| Mean  |           |    |    |    |     | 40,5%      | 48,2% | 8,35% | 2,7% | 0%  |

Sumber : Lampiran Output SPSS

## Lampiran 11 : Hasil Uji Validitas

### Uji Validitas Variabel *Negatif Online Review*

**Correlations**

|        |                     | X1_1.1 | X1_1.2 | X1_2.1 | X1_2.2 | X1_3.1 | X1_3.2 | TOTAL  |
|--------|---------------------|--------|--------|--------|--------|--------|--------|--------|
| X1_1.1 | Pearson Correlation | 1      | .791** | .600** | .567** | .748** | .561** | .861** |
|        | Sig. (2-tailed)     |        | .000   | .000   | .000   | .000   | .000   | .000   |
|        | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |
| X1_1.2 | Pearson Correlation | .791** | 1      | .678** | .656** | .725** | .551** | .887** |
|        | Sig. (2-tailed)     | .000   |        | .000   | .000   | .000   | .000   | .000   |
|        | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |
| X1_2.1 | Pearson Correlation | .600** | .678** | 1      | .592** | .655** | .491** | .806** |
|        | Sig. (2-tailed)     | .000   | .000   |        | .000   | .000   | .000   | .000   |
|        | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |
| X1_2.2 | Pearson Correlation | .567** | .656** | .592** | 1      | .774** | .449** | .804** |
|        | Sig. (2-tailed)     | .000   | .000   | .000   |        | .000   | .000   | .000   |
|        | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |
| X1_3.1 | Pearson Correlation | .748** | .725** | .655** | .774** | 1      | .564** | .893** |
|        | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        | .000   | .000   |
|        | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |
| X1_3.2 | Pearson Correlation | .561** | .551** | .491** | .449** | .564** | 1      | .730** |
|        | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |        | .000   |
|        | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |
| TOTAL  | Pearson Correlation | .861** | .887** | .806** | .804** | .893** | .730** | 1      |
|        | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   |        |
|        | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |

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

### Uji Validitas Variabel Citra Merek

**Correlations**

|        |                     | X2_1.1 | X2_1.2 | X2_2.1 | X2_2.2 | X3_3.1 | X3_3.2 | TOTAL  |
|--------|---------------------|--------|--------|--------|--------|--------|--------|--------|
| X2_1.1 | Pearson Correlation | 1      | .520** | .679** | .527** | .502** | .497** | .725** |
|        | Sig. (2-tailed)     |        | .000   | .000   | .000   | .000   | .000   | .000   |
|        | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |
| X2_1.2 | Pearson Correlation | .520** | 1      | .694** | .697** | .792** | .730** | .874** |
|        | Sig. (2-tailed)     | .000   |        | .000   | .000   | .000   | .000   | .000   |
|        | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |
| X2_2.1 | Pearson Correlation | .679** | .694** | 1      | .683** | .670** | .730** | .877** |
|        | Sig. (2-tailed)     | .000   | .000   |        | .000   | .000   | .000   | .000   |
|        | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |
| X2_2.2 | Pearson Correlation | .527** | .697** | .683** | 1      | .816** | .761** | .878** |
|        | Sig. (2-tailed)     | .000   | .000   | .000   |        | .000   | .000   | .000   |
|        | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |
| X2_3.1 | Pearson Correlation | .502** | .792** | .670** | .816** | 1      | .671** | .874** |
|        | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        | .000   | .000   |
|        | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |
| X2_3.2 | Pearson Correlation | .497** | .730** | .730** | .761** | .671** | 1      | .865** |
|        | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |        | .000   |
|        | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |
| TOTAL  | Pearson Correlation | .725** | .874** | .877** | .878** | .874** | .865** | 1      |
|        | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   |        |
|        | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |

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

## Uji Validitas Variabel Loyalitas Pelanggan

**Correlations**

|       |                     | X3.P1  | X3.P2  | X3.P3  | X3.P4  | X3.P5  | X3.P6  | TOTAL  |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|
| X3.P1 | Pearson Correlation | 1      | .342** | .268** | .169   | .248** | .255** | .553** |
|       | Sig. (2-tailed)     |        | .000   | .005   | .080   | .010   | .008   | .000   |
|       | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |
| X3.P2 | Pearson Correlation | .342** | 1      | .514** | .312** | .284** | .297** | .694** |
|       | Sig. (2-tailed)     | .000   |        | .000   | .001   | .003   | .002   | .000   |
|       | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |
| X3.P3 | Pearson Correlation | .268** | .514** | 1      | .630** | .312** | .392** | .778** |
|       | Sig. (2-tailed)     | .005   | .000   |        | .000   | .001   | .000   | .000   |
|       | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |
| X3.P4 | Pearson Correlation | .169   | .312** | .630** | 1      | .384** | .426** | .724** |
|       | Sig. (2-tailed)     | .080   | .001   | .000   |        | .000   | .000   | .000   |
|       | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |
| X3.P5 | Pearson Correlation | .248** | .284** | .312** | .384** | 1      | .526** | .646** |
|       | Sig. (2-tailed)     | .010   | .003   | .001   | .000   |        | .000   | .000   |
|       | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |
| X3.P6 | Pearson Correlation | .255** | .297** | .392** | .426** | .526** | 1      | .690** |
|       | Sig. (2-tailed)     | .008   | .002   | .000   | .000   | .000   |        | .000   |
|       | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |
| TOTAL | Pearson Correlation | .553** | .694** | .778** | .724** | .646** | .690** | 1      |
|       | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   |        |
|       | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |

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

## Uji Validitas Variabel Minat Beli Ulang

**Correlations**

|       |                     | Y_1.1  | Y_1.2  | Y_2.1  | Y_2.2  | Y_3.1  | Y_3.2  | TOTAL  |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|
| Y_1.1 | Pearson Correlation | 1      | .536** | .726** | .570** | .578** | .665** | .793** |
|       | Sig. (2-tailed)     |        | .000   | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |
| Y_1.2 | Pearson Correlation | .536** | 1      | .662** | .628** | .677** | .780** | .827** |
|       | Sig. (2-tailed)     | .000   |        | .000   | .000   | .000   | .000   | .000   |
|       | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |
| Y_2.1 | Pearson Correlation | .726** | .662** | 1      | .670** | .625** | .743** | .861** |
|       | Sig. (2-tailed)     | .000   | .000   |        | .000   | .000   | .000   | .000   |
|       | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |
| Y_2.2 | Pearson Correlation | .570** | .628** | .670** | 1      | .746** | .827** | .866** |
|       | Sig. (2-tailed)     | .000   | .000   | .000   |        | .000   | .000   | .000   |
|       | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |
| Y_3.1 | Pearson Correlation | .578** | .677** | .625** | .746** | 1      | .815** | .862** |
|       | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        | .000   | .000   |
|       | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |
| Y_3.2 | Pearson Correlation | .665** | .780** | .743** | .827** | .815** | 1      | .938** |
|       | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |        | .000   |
|       | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |
| TOTAL | Pearson Correlation | .793** | .827** | .861** | .866** | .862** | .938** | 1      |
|       | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   |        |
|       | N                   | 108    | 108    | 108    | 108    | 108    | 108    | 108    |

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

## Lampiran 12 : Hasil Uji Reliabilitas

### Variabel *Negatif Online Review*

#### Reliability

**Scale: ALL VARIABLES**

##### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 108 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 108 | 100.0 |

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

##### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .909             | 6          |

### Variabel Citra Merek

#### Reliability

**Scale: ALL VARIABLES**

##### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 108 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 108 | 100.0 |

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

##### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .923             | 6          |

## Variabel Loyalitas Pelanggan

### Reliability

**Scale: ALL VARIABLES**

#### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 108 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 108 | 100.0 |

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

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .769             | 6          |

## Variabel Minat Beli Ulang

### Reliability

**Scale: ALL VARIABLES**

#### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 108 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 108 | 100.0 |

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

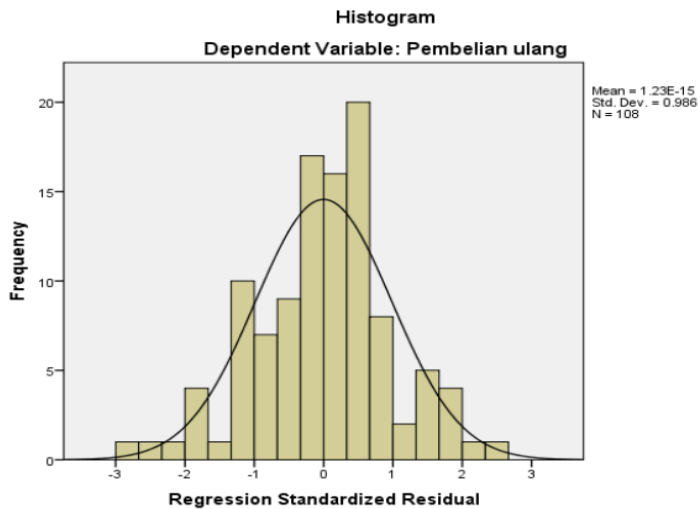
#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .928             | 6          |

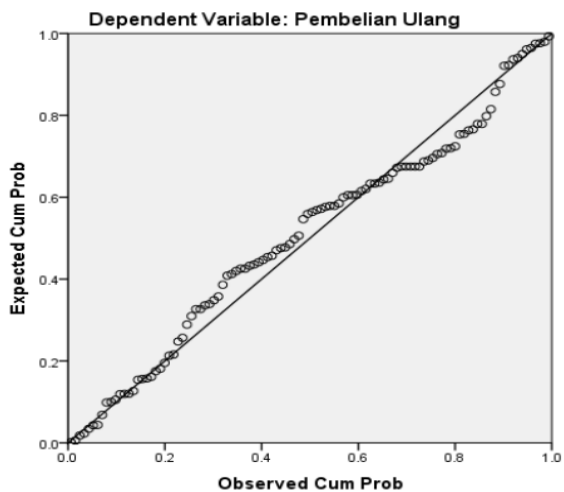


## Lampiran 13 : Hasil Uji Asumsi Klasik

### Uji Normalitas



**Normal P-P Plot of Regression Standardized Residual**



**One-Sample Kolmogorov-Smirnov Test**

|                                  |                | Unstandardized<br>Residual |
|----------------------------------|----------------|----------------------------|
| N                                |                | 108                        |
| Normal Parameters <sup>a,b</sup> | Mean           | .0000000                   |
|                                  | Std. Deviation | 2.19776681                 |
| Most Extreme Differences         | Absolute       | .083                       |
|                                  | Positive       | .079                       |
|                                  | Negative       | -.083                      |
| Test Statistic                   |                | .083                       |
| Asymp. Sig. (2-tailed)           |                | .064 <sup>c</sup>          |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Uji Multikolinearitas

| Model                      | Collinearity Statistics |       |
|----------------------------|-------------------------|-------|
|                            | Tolerance               | VIF   |
| Constant                   |                         |       |
| Negatif Online Review (X1) | 0.649                   | 1.541 |
| Citra Merek (X2)           | 0.563                   | 1.777 |
| Loyalitas Pelanggan (X3)   | 0.593                   | 1.688 |

Sumber : Data Diolah SPSS 2023

## Uji Autokorelasi

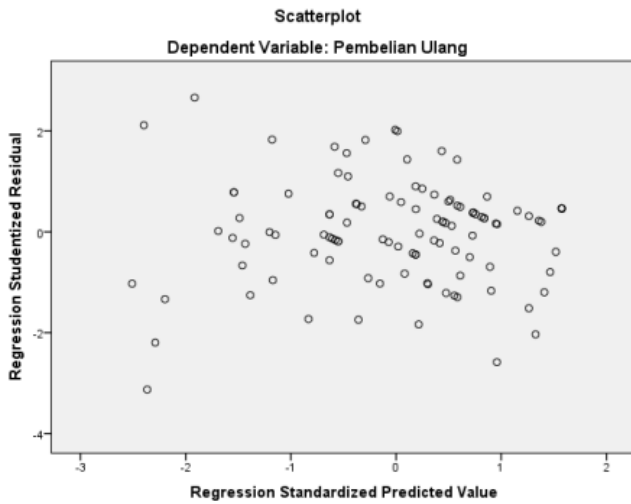
**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1     | .699 <sup>a</sup> | .489     | .475              | 2.229                      | 2.231         |

a. Predictors: (Constant), Loyalitas Pelanggan, Negatif Online Review, Citra Merek

b. Dependent Variable: Pembelian Ulang

## Uji Heteroskedastitas



## Analisis Regresi Linear Berganda

| Coefficients <sup>a</sup> |                             |            |                           |       |      |
|---------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)              | 8.068                       | 1.781      |                           | 4.531 | .000 |
| Negative Online Review    | .058                        | .101       | .050                      | .569  | .570 |
| Citra Merek               | .716                        | .127       | .479                      | 5.626 | .000 |
| Loyalitas Pelanggan       | .613                        | .090       | .620                      | 6.811 | .000 |

a. Dependent Variable: Pembelian Ulang

## Lampiran 14 : Hasil Uji t dan Uji F

### Uji t

| Coefficients <sup>a</sup> |                             |            |                           |       |      |
|---------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)              | 8.068                       | 1.781      |                           | 4.531 | .000 |
| Negative Online Review    | .058                        | .101       | .050                      | .569  | .570 |
| Citra Merek               | .716                        | .127       | .479                      | 5.626 | .000 |
| Loyalitas Pelanggan       | .613                        | .090       | .620                      | 6.811 | .000 |

a. Dependent Variable: Pembelian Ulang

### Uji F

| ANOVA <sup>a</sup> |            |                |     |             |        |                   |
|--------------------|------------|----------------|-----|-------------|--------|-------------------|
| Model              |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
| 1                  | Regression | 495.050        | 3   | 165.017     | 33.206 | .000 <sup>b</sup> |
|                    | Residual   | 516.829        | 104 | 4.970       |        |                   |
|                    | Total      | 1011.880       | 107 |             |        |                   |

a. Dependent Variable: Pembelian Ulang

b. Predictors: (Constant), Loyalitas Pelanggan, Negative Online Review, Citra Merek

## Lampiran 15 : Berita Acara Bimbingan Revisi Skripsi



### UNIVERSITAS PGRI ADI BUANA SURABAYA FAKULTAS EKONOMI dan BISNIS

Kampus : Jl. Dukuh Menanggal XII/4, Telp- Fax. 031-8281183 Surabaya 60234  
Website : <http://www.unipasby.ac.id>

#### BERITA ACARA BIMBINGAN REVISI SKRIPSI

Nama : Ibnu Ainal Y.  
 NIM/Program Studi : 191500162 / Manajemen  
 Judul Skripsi : Pengaruh Negatif Online Review, Citra Merek, dan Loyalitas Pelanggan terhadap Minat beli ulang Produk es teh Indonesia (Studi pada followers Instagram @esteh.Indonesia)  
 Tanggal Ujian Skripsi : \_\_\_\_\_  
 Penguji : 1. Siti Samisrah S.E., M.M.  
 2. \_\_\_\_\_

| No | Tanggal  | Materi Konsultasi                 | Paraf Penguji |
|----|----------|-----------------------------------|---------------|
| 1  | 31/3 '23 | Bab II penulisan pendahuluan      | /             |
| 2  |          | Tahun referensinya                | /             |
| 3  |          | Kerangka konseptual               | /             |
| 4  |          | Bab III teknik pengumpulan sampel | /             |
| 5  |          | Bab IV pembahasan                 | /             |
| 6  |          | Daftar pustaka                    | /             |
| 7  |          |                                   |               |
| 8  |          |                                   |               |

Penguji I,

Surabaya,  
Penguji II,



UNIVERSITAS PGRI ADI BUANA SURABAYA  
FAKULTAS EKONOMI dan BISNIS

Kampus : Jl. DukuhMenanggal XII/4, Telp- Fax. 031-8281183 Surabaya 60234  
Website : <http://www.unipasby.ac.id>

**BERITA ACARA**  
**BIMBINGAN REVISI SKRIPSI**

Nama : Ibnu Ainul Yakin  
NIM/Program Studi : 191500162 / Manajemen.  
Judul Skripsi : Pengaruh Negatif Online Review, Citra Merek, dan  
Loyalitas pelanggan Terhadap Minat Beli ulang  
Produk Es Teh Indonesia (Studi Pada followers  
Instagram @esteh.Indonesia)  
Tanggal Ujian Skripsi : \_\_\_\_\_  
Penguji : 1. Tony Su  
2. \_\_\_\_\_

| No | Tanggal | Materi Konsultasi                     | Paraf Penguji |
|----|---------|---------------------------------------|---------------|
| 1  |         | Metode Penelitian                     |               |
| 2  |         | Penambahan rasional Sebelum Hipotesis |               |
| 3  |         |                                       |               |
| 4  |         |                                       |               |
| 5  |         |                                       |               |
| 6  |         |                                       |               |
| 7  |         |                                       |               |
| 8  |         |                                       |               |

Penguji I, \_\_\_\_\_ Surabaya, \_\_\_\_\_  
Penguji II, \_\_\_\_\_

Tony Su