

DAFTAR PUSTAKA

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LAMPIRAN-LAMPIRAN

Lampiran 1. Berita Acara Bimbingan Skripsi

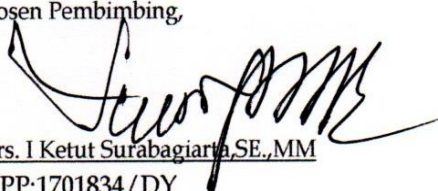
BERITA ACARA BIMBINGAN SKRIPSI

1. Nama Mahasiswa : Rahadian Destyca Artaningrum
2. NIM : 151500006
3. Program Studi : Manajemen
4. Judul Skripsi : Pengaruh Brand Image, Brand Trust, dan Garansi Terhadap Handphone Merek Xiaomi Di Surabaya
5. Dosen Pembimbing : Drs. I Ketut Surabagiarta,SE.,MM

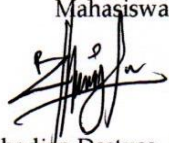
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				Pengji
1.	22/11/2018	Judul penelitian	ACC	
2.	17/12/2018	Bab I	Revisi	
3.	22/05/2019	Bab I	ACC	
4.	23/05/2019	Bab II	Revisi	
5.	28/05/2019	Bab II	ACC	
6.	21/06/2019	Bab III	Revisi	
7.	23/06/2019	Bab III	ACC	
8.	27/06/2019	Seminar Proposal		
9.	10/07/2019	Bab IV dan V	Revisi	
10.	12/07/2019	Bab IV dan V	ACC	
11.	19/07/2019	Artikel	ACC	

Surabaya, 24 Juli 2019

Dosen Pembimbing,


Drs. I Ketut Surabagiarta,SE.,MM
NPP:1701834/DY

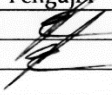
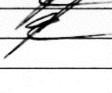



Mahasiswa


Rahadian Destyca .A.
NIM:151500006

Lampiran 2. Berita Acara Revisi Bimbingan Skripsi

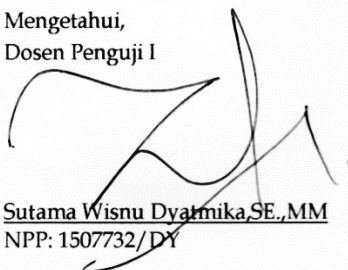
BERITA ACARA BIMBINGAN REVISI SKRIPSI

1. Nama Mahasiswa : Rahadian Destyca Artaningrum
2. NIM : 151500006
3. Program Studi : Manajemen
4. Judul Skripsi : Pengaruh Brand Image, Brand Trust, dan Garansi Terhadap Brand Loyalty Handphone Merek Xiaomi Di Surabaya
5. Dosen Penguji : 1. Utama Wisnu Dyatmika,SE.,MM
2. Drs.Sigit Prihanto Utomo,SE,M.Si

No.	Tanggal	Materi Konsultasi	Paraf Penguji	
			Penguji I	Penguji II
1.	28/08/2019	Daftar Pustaka		
2.	28/08/2019	Penulisan Bahasa Asing		
3.	29/08/2019	Sistematika		
4.	29/08/2019	ACC		

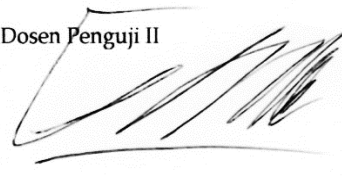
Surabaya, 03 September 2019

Mengetahui,
Dosen Penguji I



Sutama Wisnu Dyatmika,SE.,MM
NPP: 1507732/DY

Dosen Penguji II



Drs.Sigit Prihanto Utomo,SE,M.Si
NPP: 8706188/DY

Lampiran 3. Matrik Penelitian

Matrik Penelitian Pengaruh Brand Image, Brand Trust, dan Garansi Terhadap Brand Loyalty Handphone Merek Xiaomi di Surabaya

Rumusan Masalah	Konsep	Variabel dan Indikator	Hipotesis Penelitian	Sumber Data	Metode Penelitian			Daftar Pustaka
					Populasi dan Sampel	Teknik Pengambilan Data	Analisis Data	
1. Pengaruh brand image terhadap brand loyalty handphone Xiaomi di Surabaya ?	1. <i>Brand image</i> adalah persepsi dan keyakinan dalam benak konsumen, mengenai suatu merek yang	1. <i>Brand Image</i> . Indikator: a. <i>Strengthness</i> b. <i>Uniqueness</i> c. <i>Favorable</i>	1. Brand Image berpengaruh positif terhadap Brand loyalty handphone merek Xiaomi2. Brand	Kuisi oner dan hasil SPSS	1. Populasi dalam penelitian ini adalah seluruh pengguna handphone merek Xiaomi di Surabaya	Kuesioner dan Dokumen tasi	Analisis Regresi Linier Berganda $Y' = a + b_1X_1 + b_2X_2 + b_3 + X_3 + e$	Bastian, Danny Alexander. 2014. Analisis Pengaruh Citra Merek (Brand Image) dan Kepercayaan Merek (<i>Brand</i>

<p>2. Pengaruh brand trust terhadap brand loyalty handphone Xiaomi di Surabaya ?</p>	<p>dirangkai dari pengalaman konsumen terhadap merek tersebut.</p>	<p>2. <i>Brand Trust.</i> Indikator: <i>a. Dimension of Viability b. Dimension of Intentionality</i></p>	<p>Trust berpengaruh positif terhadap Brand loyalty handphone merek Xiaomi.</p>		<p>2. Sampel dalam penelitian ini sebanyak 130 orang.</p>			<p><i>Trust</i>) Terhadap Loyalitas Merek (Brand Loyalty) ADES</p>
<p>3. Pengaruh garansi terhadap brand loyalty handphone Xiaomi di Surabaya ?</p>	<p>2. <i>Brand trust</i> adalah kesediaan konsumen untuk mempercayai suatu merek sehingga akan menimbulkan kesetiaan</p>	<p>3. Garansi. Indikator: a. Kemudahan proses klaim garansi b. Kualitas layanan garansi</p>	<p>3. Garansi berpengaruh positif terhadap Brand loyalty handphone merek Xiaomi</p>		<p>3. Teknik pengambilan sampel dalam penelitian ini adalah teknik <i>non probability samplin.</i> Dengan</p>			<p>PT.Ades Alfindo Putra Setia. Jurnal Manajemen Pemasaran Petra Vol. 2, No.1. surabaya.</p>
<p>4. Pengaruh brand image, brand trust,</p>								<p>Hasugian Tumpal Mangisi Jimmi.2015.</p>

<p>dan garansi secara simultan terhadap brand loyalty handphone Xiaomi di Surabaya ?</p>	<p>terhadap suatu merek.</p> <p>3. Garansi adalah layanan atau jaminan istimewa yang dirancang untuk melayani segala bentuk keluhan yang disampaikan konsumen sehingga</p>	<p>c. Ketepatan waktu sesuai janji yang diberikan</p> <p>4. <i>Brand Loyalty</i>.</p> <p>Indikator:</p> <p>a. <i>Behaviour Measures</i></p> <p>b. <i>Measuring Switching Cost</i></p> <p>c. <i>Measuring Satisfaction</i></p> <p>d. <i>Measuring Liking The Brand</i></p>	<p>4. Brand image, brand trust, dan garansi berpengaruh simultan terhadap Brand loyalty handphone merek Xiaomi</p>		<p>mekanisme <i>accidental sampling</i> adalah pengambilan sampel yang dilakukan secara kebetulan</p>			<p>Pengaruh Brand Image Dan Brand Trust Terhadap Brand Loyalty Telkomsel. Samarinda.</p> <p>Jimmy Hasugian.2015. Pengaruh Brand Image Dan Brand Trust Terhadap Brand Loyalty Telkomsel. Jurnal Ilmu Administra</p>
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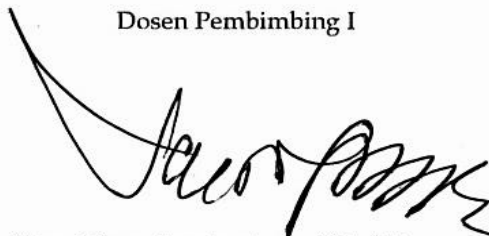
	<p>dapat ditangani. Garansi ini menjanjikan kualitas primadan kepuasan pelanggan, sebelum dan sesudah pembelian barang.</p> <p>4. Brand loyalty adalah preferensi konsumen secara berlanggan an atau</p>	<p><i>e. Measuring Commitment</i></p>						<p>si Bisnis. Samarinda. ISSN 2355-540.</p> <p>Seminari Ni Ketut, Putu Agus.2012. Pengaruh Fitur, Layanan Pelengkap Dan Garansi Terhadap Keputusan Pembelian Handphon e.Jurnal Ekonomi dan Bisnis Universitas</p>
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	secara konsisten dimasa yang akan datang untuk melakukan pembelian pada merek yang sama.							Udayana. Denpasar. Sunyoto, Dandung. 2012. Analisis Validitas & Asumsi Klasik. Yogyakarta .Gava Media. Surachman. 2010. Dasar-Dasar Manajemen Merek. Malang. Bayu media Publishing.
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								Umar,Husein.2010.Riset Pemasaran dan Perilaku Konsumen. Jakarta: Gramedia Pustaka Utama.
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								t Pemasaran dan Perilaku Konsumen. Jakarta: Gramedia Pustaka Utama.
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Dosen Pembimbing I



(Drs. I Ketut Surabagiarta, SE,MM)

Surabaya, 24 Desember 2018
Mahasiswa Peneliti



(Rahadian Destyca Artaningrum)

Lampiran 4. Daftar Hadir Peserta Seminar Proposal Skripsi

DAFTAR HADIR PESERTA SEMINAR PROPOSAL SKRIPSI
PENGARUH BRAND IMAGE, BRAND TRUST, DAN
GARANSI TERHADAP BRAND LOYALTY
HANDPHONE MEREK XIAOMI DI SURABAYA

Nama : Rahadian Destyca A
 Program Studi/Angkatan : Manajemen/2015
 NIM : 151500006

NO	NIM	NAMA	TTD
1	151500147	Hidayati Umira	
2	151500177	Atika Rahma N.	
3	151500217	M. Rizki Amri M	
4	151500220	Dian Wahyu Indrianto	
5	151500127	M. Alfian Zam M	
6	151500225	M. Mukhtar Rafi	
7	151500122	Muhamad Asrori	
8	151500130	Lilkar Bagus W	
9	151500082	Muthi Rizianto	
10	15-150-0098	MOCH andika	
11	161509003	LIANA INDEI ASTUTIK	
12	151500222	RAHIM ROMADAN	
13	14-150-0110	Lena Nur Febri	
14	151500181	Dwi Cahyaning A	
15	15-150-0141	Amalia Eva Kusuma	
16	15-150-0059	Yeni Ardia Sari	
17	151500157	Ummi Fadhilah U	

18	15-150-0076	Prinanda Dony A.	
19	15-150-0194	Citra Hayuningrat	
20	15-150-0019	M. Setiawan	
21	15-160-220	Rima	
22	15-170-0001	Boby Pradana	
23	15-1500224	Imam Abil Hasan	
24	15-150-0111	VIRDA AYU M. J	
25	15-180-0021	Rendi Fey V	
26	15-150-0149	Moch. Iham T. H	
27	15-150-0090	Nouva Risma P.	
28	15-150-0072	Nabillo Amalia M	
29	15-150-0191	Lailatul Umayyah	
30	15-150-045	Siti Asmaul K.	

Surabaya, 27 Januari 2019

Dosen Pembimbing

Drs. I Ketut Surabagiarta, SE, M

NIP/NPP: 1701834/ DY

Lampiran 5. Tabulasi Variabel Brand Image (X1)

Resp.	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TOTAL X1
Resp.1	4	4	4	4	4	4	25
Resp.2	4	4	3	3	4	3	26
Resp.3	4	4	3	3	4	3	21
Resp.4	4	4	4	4	4	3	23
Resp.5	4	4	3	3	4	3	21
Resp.6	4	4	4	4	4	3	23
Resp.7	4	4	3	3	4	3	21
Resp.8	4	4	3	3	3	3	20
Resp.9	3	4	4	4	3	4	22
Resp.10	3	4	4	4	3	4	22
Resp.11	3	4	4	4	4	4	23
Resp.12	4	4	3	3	3	3	20
Resp.13	3	4	3	3	4	3	20
Resp.14	4	4	2	2	5	3	20
Resp.15	3	5	4	4	3	4	23
Resp.16	3	4	4	4	3	4	22

Resp.17	3	3	3	3	4	3	19
Resp.18	3	4	3	3	4	3	20
Resp.19	4	4	3	3	3	3	20
Resp.20	4	4	3	3	4	3	21
Resp.21	3	4	4	4	3	4	22
Resp.22	4	4	2	2	2	3	17
Resp.23	4	4	3	3	3	3	20
Resp.24	3	3	3	3	4	3	19
Resp.25	3	4	2	2	2	3	16
Resp.26	3	4	3	3	4	3	20
Resp.27	4	4	4	4	4	4	24
Resp.28	4	4	4	4	4	3	23
Resp.29	3	4	4	4	3	4	22
Resp.30	3	4	4	4	3	4	22
Resp.31	4	4	3	3	4	3	21
Resp.32	3	4	4	4	3	4	22
Resp.33	4	4	3	3	3	3	20
Resp.34	4	4	4	4	2	4	22

Resp.35	4	5	2	2	4	3	20
Resp.36	4	5	3	3	4	3	22
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Resp.43	4	4	3	3	4	3	21
Resp.44	3	4	4	4	3	4	22
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Resp.51	4	4	3	3	4	3	21
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Resp.100	5	4	4	4	4	5	26
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Resp.127	5	5	4	4	4	5	27
Resp.128	4	5	3	4	3	4	23
Resp.129	3	4	4	4	4	3	22
Resp.130	4	4	4	4	4	4	24

Lampiran 6. Tabulasi Variabel Brand Trust (X2)

Resp.	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TOTAL X2
Resp.1	5	4	4	3	4	3	23
Resp.2	5	4	4	5	5	3	26
Resp.3	4	5	5	4	4	4	26
Resp.4	4	4	4	4	4	4	24
Resp.5	3	3	3	4	3	2	18
Resp.6	4	4	2	2	5	4	21
Resp.7	5	5	4	5	5	3	27
Resp.8	3	3	3	3	3	3	18
Resp.9	4	4	4	5	4	3	24
Resp.10	4	4	3	3	4	4	22
Resp.11	5	5	4	4	5	3	26
Resp.12	4	4	4	4	4	4	24
Resp.13	4	4	4	4	4	4	24
Resp.14	5	4	4	5	4	4	26
Resp.15	4	4	4	4	4	4	24
Resp.16	4	4	4	4	4	4	24

Resp.17	3	3	3	3	3	3	18
Resp.18	5	5	4	4	4	3	25
Resp.19	5	5	5	4	5	2	26
Resp.20	4	4	4	4	4	4	24
Resp.21	4	4	4	4	4	4	24
Resp.22	4	4	3	4	4	3	22
Resp.23	4	4	4	4	4	4	24
Resp.24	3	3	4	3	3	4	20
Resp.25	3	4	4	3	3	4	21
Resp.26	3	4	3	4	4	3	21
Resp.27	4	4	4	4	4	4	24
Resp.28	4	4	2	4	3	5	22
Resp.29	5	5	5	5	5	5	30
Resp.30	4	4	4	4	4	3	23
Resp.31	4	4	4	4	4	4	24
Resp.32	5	4	4	4	5	4	26
Resp.33	4	4	4	4	4	4	24
Resp.34	3	3	3	3	3	3	18

Resp.35	3	3	4	4	4	5	23
Resp.36	4	4	5	4	3	4	24
Resp.37	4	4	4	3	5	4	24
Resp.38	4	4	5	5	5	4	27
Resp.39	5	5	4	3	5	5	27
Resp.40	4	3	3	4	4	3	21
Resp.41	5	5	5	5	5	5	30
Resp.42	4	4	4	4	4	4	24
Resp.43	4	3	4	4	5	5	25
Resp.44	2	1	4	1	2	2	12
Resp.45	4	4	4	4	4	4	24
Resp.46	3	4	4	4	3	3	21
Resp.47	5	3	5	2	5	4	24
Resp.48	4	3	4	3	4	4	22
Resp.49	4	4	4	4	3	4	23
Resp.50	4	3	5	4	5	4	25
Resp.51	4	4	5	5	4	4	26
Resp.52	4	4	4	4	4	4	24

Resp.53	4	4	5	5	4	4	26
Resp.54	2	4	4	3	4	3	20
Resp.55	3	5	5	5	4	4	26
Resp.56	3	4	5	3	5	4	24
Resp.57	3	3	4	3	3	4	20
Resp.58	3	3	4	2	4	3	19
Resp.59	4	3	5	5	5	5	27
Resp.60	1	5	4	5	3	2	20
Resp.61	3	3	5	5	5	3	24
Resp.62	4	3	4	3	4	3	21
Resp.63	4	3	3	4	4	3	21
Resp.64	5	3	4	4	4	3	23
Resp.65	4	3	4	5	3	3	22
Resp.66	5	3	5	4	4	4	25
Resp.67	4	2	1	1	4	3	15
Resp.68	4	3	4	2	3	5	21
Resp.69	3	3	4	2	3	3	18
Resp.70	4	4	4	5	4	4	25

Resp.71	2	4	4	3	3	3	19
Resp.72	4	2	2	2	3	2	15
Resp.73	3	3	3	4	4	4	21
Resp.74	3	3	4	4	4	3	21
Resp.75	3	3	3	3	3	3	18
Resp.76	4	3	3	4	4	3	21
Resp.77	3	3	5	3	4	4	22
Resp.78	2	2	5	2	2	4	17
Resp.79	2	2	3	2	2	3	14
Resp.80	4	4	5	4	4	3	24
Resp.81	2	2	4	2	2	3	15
Resp.82	3	3	4	3	4	4	21
Resp.83	3	3	3	3	3	3	18
Resp.84	2	2	4	3	3	4	18
Resp.85	4	5	4	4	5	3	25
Resp.86	4	4	4	4	4	4	24
Resp.87	5	5	4	4	5	4	27
Resp.88	4	4	4	4	4	4	24

Resp.89	5	5	4	4	5	4	27
Resp.90	5	5	4	4	5	4	27
Resp.91	5	4	3	3	3	3	21
Resp.92	4	4	5	5	3	5	26
Resp.93	4	4	4	4	4	4	24
Resp.94	4	5	5	4	4	4	26
Resp.95	5	4	5	5	4	5	28
Resp.96	5	4	5	4	5	5	28
Resp.97	5	4	4	3	5	5	26
Resp.98	4	4	5	4	4	4	25
Resp.99	4	4	4	4	5	4	25
Resp.100	4	4	4	4	5	4	25
Resp.101	4	4	4	4	4	4	24
Resp.102	4	4	4	4	4	4	24
Resp.103	4	4	4	4	4	4	24
Resp.104	5	5	5	5	5	4	29
Resp.105	4	5	3	3	4	3	22
Resp.106	5	5	5	4	5	5	29

Resp.107	5	5	5	5	5	5	30
Resp.108	5	5	5	5	5	5	30
Resp.109	4	5	5	5	5	5	29
Resp.110	4	4	4	4	4	4	24
Resp.111	4	4	4	4	4	4	24
Resp.112	4	4	4	4	4	3	23
Resp.113	5	5	5	4	5	5	29
Resp.114	5	5	4	4	5	5	28
Resp.115	4	4	4	5	5	5	27
Resp.116	3	4	4	3	3	4	21
Resp.117	3	4	5	4	4	4	24
Resp.118	4	3	3	3	4	4	21
Resp.119	3	4	4	4	4	4	23
Resp.120	5	4	4	4	5	5	27
Resp.121	5	5	5	4	5	4	28
Resp.122	3	3	5	5	4	3	23
Resp.123	3	3	3	4	3	3	19
Resp.124	4	4	4	4	3	3	22

Resp.125	5	5	4	5	5	5	29
Resp.126	5	5	5	5	5	5	30
Resp.127	4	4	4	4	4	4	24
Resp.128	4	4	4	4	4	5	25
Resp.129	5	5	5	5	5	3	28
Resp.130	4	4	4	4	4	4	24

Lampiran 7. Tabulasi Variabel Garansi (X3)

Resp.	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	TOTAL X3
Resp.1	4	4	4	4	4	4	24
Resp.2	4	4	4	4	4	4	24
Resp.3	4	4	4	4	4	3	23
Resp.4	5	5	5	4	5	5	29
Resp.5	5	5	4	4	5	5	28
Resp.6	4	4	4	5	5	5	27
Resp.7	3	4	4	3	3	4	21
Resp.8	5	4	5	5	4	3	26
Resp.9	4	2	5	2	3	2	18
Resp.10	3	4	3	4	3	4	21
Resp.11	5	4	5	5	5	5	29
Resp.12	3	2	2	2	2	2	13
Resp.13	5	5	4	5	5	5	29
Resp.14	1	2	2	1	4	2	12
Resp.15	5	5	5	5	5	5	30
Resp.16	5	5	5	5	4	5	29

Resp.17	5	4	5	5	5	5	29
Resp.18	4	4	4	4	4	4	24
Resp.19	2	2	2	2	2	2	12
Resp.20	5	4	5	5	5	5	29
Resp.21	3	3	3	4	3	3	19
Resp.22	4	4	4	4	4	4	24
Resp.23	3	3	4	3	3	4	20
Resp.24	4	4	4	4	4	4	24
Resp.25	4	4	4	4	4	4	24
Resp.26	5	5	4	4	4	4	26
Resp.27	4	4	4	4	4	4	24
Resp.28	3	3	3	3	3	3	18
Resp.29	4	4	4	4	3	4	23
Resp.30	4	4	4	4	4	4	24
Resp.31	3	3	3	3	3	3	18
Resp.32	4	4	4	4	4	4	24
Resp.33	3	3	3	3	3	3	18
Resp.34	4	4	3	4	3	3	21

Resp.35	4	4	3	3	3	3	20
Resp.36	3	3	3	4	4	3	20
Resp.37	4	4	3	4	4	3	22
Resp.38	4	4	4	4	4	4	24
Resp.39	4	4	4	4	4	4	24
Resp.40	2	2	2	3	2	2	13
Resp.41	4	4	4	4	4	2	22
Resp.42	3	3	3	3	3	3	18
Resp.43	5	4	3	3	4	3	22
Resp.44	5	5	5	5	4	4	28
Resp.45	5	5	5	5	4	4	28
Resp.46	4	4	3	4	4	3	22
Resp.47	3	3	4	4	4	4	22
Resp.48	4	4	4	5	4	4	25
Resp.49	3	3	5	5	5	5	26
Resp.50	4	3	3	3	3	3	19
Resp.51	4	4	3	5	3	2	21
Resp.52	3	3	5	5	3	2	21

Resp.53	3	5	4	4	4	4	24
Resp.54	4	4	5	5	5	5	28
Resp.55	4	4	3	5	4	2	22
Resp.56	4	3	4	4	4	4	23
Resp.57	4	4	4	5	4	4	25
Resp.58	3	3	4	4	3	3	20
Resp.59	4	4	4	4	4	4	24
Resp.60	3	4	4	4	4	4	23
Resp.61	4	4	4	4	4	4	24
Resp.62	3	3	4	3	3	4	20
Resp.63	3	4	4	3	3	4	21
Resp.64	3	4	3	4	4	3	21
Resp.65	4	4	4	4	4	4	24
Resp.66	4	4	2	4	3	5	22
Resp.67	5	5	5	5	5	5	30
Resp.68	4	4	4	4	4	3	23
Resp.69	4	4	4	4	4	4	24
Resp.70	5	4	4	4	5	4	26

Resp.71	4	4	4	4	4	4	24
Resp.72	3	3	3	3	3	3	18
Resp.73	3	3	4	4	4	5	23
Resp.74	3	4	4	4	4	4	23
Resp.75	4	5	5	5	4	4	27
Resp.76	4	4	3	3	3	3	20
Resp.77	5	4	5	5	3	3	25
Resp.78	4	3	4	4	4	4	23
Resp.79	4	4	4	5	4	3	24
Resp.80	5	4	5	5	4	4	27
Resp.81	4	5	4	5	5	3	26
Resp.82	4	5	4	4	4	4	25
Resp.83	1	3	2	3	3	3	15
Resp.84	4	4	4	4	3	4	23
Resp.85	4	4	3	4	3	4	22
Resp.86	3	3	3	3	3	3	18
Resp.87	3	3	3	4	3	3	19
Resp.88	4	4	4	4	4	4	24

Resp.89	5	5	4	4	4	4	26
Resp.90	3	3	3	4	4	3	20
Resp.91	4	4	3	4	4	3	22
Resp.92	4	4	4	4	4	4	24
Resp.93	4	4	4	4	4	2	22
Resp.94	3	3	3	3	3	3	18
Resp.95	3	3	3	4	3	3	19
Resp.96	4	4	4	4	4	4	24
Resp.97	5	5	4	4	4	4	26
Resp.98	3	3	4	3	3	4	20
Resp.99	4	4	4	4	4	4	24
Resp.100	4	4	4	4	4	4	24
Resp.101	3	3	3	4	4	3	20
Resp.102	4	4	3	4	4	3	22
Resp.103	4	4	4	4	4	4	24
Resp.104	4	4	4	4	4	4	24
Resp.105	2	2	2	3	2	2	13
Resp.106	4	4	4	4	4	2	22

Resp.107	4	4	5	5	5	5	28
Resp.108	3	5	5	5	5	5	28
Resp.109	4	5	5	5	3	3	25
Resp.110	4	4	4	5	4	4	25
Resp.111	4	5	4	4	4	4	25
Resp.112	4	3	4	4	4	3	22
Resp.113	4	4	4	4	4	4	24
Resp.114	4	4	3	4	3	3	21
Resp.115	3	4	2	4	3	2	18
Resp.116	5	4	3	4	3	4	23
Resp.117	4	5	4	5	4	4	26
Resp.118	4	5	3	4	3	4	23
Resp.119	5	4	4	4	3	3	23
Resp.120	4	4	4	4	3	4	23
Resp.121	5	5	4	4	4	4	26
Resp.122	4	4	4	5	4	3	24
Resp.123	4	5	4	4	4	3	24
Resp.124	4	4	3	4	4	3	22

Resp.125	5	4	5	4	4	4	26
Resp.126	4	5	3	4	3	2	21
Resp.127	5	4	5	5	4	3	26
Resp.128	4	5	4	4	4	4	25
Resp.129	4	4	5	5	3	3	24
Resp.130	5	4	4	4	4	4	25

Lampiran 8. Tabulasi Variabel Brand Loyalty (Y)

Resp.	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.9	Y1.10	TOTAL Y1
Resp.1	4	4	4	4	4	4	4	3	4	3	38
Resp.2	4	4	3	3	4	3	4	5	5	3	38
Resp.3	4	4	3	3	4	3	5	4	4	4	38
Resp.4	4	4	4	4	4	3	4	4	4	4	39
Resp.5	4	4	3	3	4	3	3	4	3	2	33
Resp.6	4	4	4	4	4	3	2	2	5	4	36
Resp.7	4	4	3	3	4	3	4	5	5	3	38
Resp.8	4	4	3	3	3	3	3	3	3	3	32
Resp.9	3	4	4	4	3	4	4	5	4	3	38
Resp.10	3	4	4	4	3	4	3	3	4	4	36
Resp.11	3	4	4	4	4	4	4	4	5	3	39
Resp.12	4	4	3	3	3	3	4	4	4	4	36
Resp.13	3	4	3	3	4	3	4	4	4	4	36
Resp.14	4	4	2	2	5	3	4	5	4	4	37
Resp.15	3	5	4	4	3	4	4	4	4	4	39
Resp.16	3	4	4	4	3	4	4	4	4	4	38

Resp.17	3	3	3	3	4	3	3	3	3	3	31
Resp.18	3	4	3	3	4	3	4	4	4	3	35
Resp.19	4	4	3	3	3	3	5	4	5	2	36
Resp.20	4	4	3	3	4	3	4	4	4	4	37
Resp.21	3	4	4	4	3	4	4	4	4	4	38
Resp.22	4	4	2	2	2	3	3	4	4	3	31
Resp.23	4	4	3	3	3	3	4	4	4	4	36
Resp.24	3	3	3	3	4	3	4	3	3	4	33
Resp.25	3	4	2	2	2	3	4	3	3	4	30
Resp.26	3	4	3	3	4	3	3	4	4	3	34
Resp.27	4	4	4	4	4	4	4	4	4	4	40
Resp.28	4	4	4	4	4	3	2	4	3	5	37
Resp.29	3	4	4	4	3	4	5	5	5	5	42
Resp.30	3	4	4	4	3	4	4	4	4	3	37
Resp.31	4	4	3	3	4	3	4	4	4	4	37
Resp.32	3	4	4	4	3	4	4	4	5	4	39
Resp.33	4	4	3	3	3	3	4	4	4	4	36
Resp.34	4	4	4	4	2	4	3	3	3	3	34

Resp.35	4	5	2	2	4	3	4	4	4	5	37
Resp.36	4	5	3	3	4	3	5	4	3	4	38
Resp.37	4	4	2	2	5	3	4	3	5	4	36
Resp.38	4	4	3	3	3	3	5	5	5	4	39
Resp.39	3	4	4	4	3	3	4	3	5	5	38
Resp.40	3	3	3	3	4	3	3	4	4	3	33
Resp.41	3	4	3	3	4	3	4	4	5	3	36
Resp.42	3	4	4	4	4	4	4	3	3	3	36
Resp.43	4	4	3	3	4	3	4	4	4	4	37
Resp.44	3	4	4	4	3	4	3	3	4	3	35
Resp.45	4	4	2	2	2	3	5	5	5	3	35
Resp.46	3	5	4	4	3	4	3	4	5	4	39
Resp.47	4	4	4	4	5	4	4	4	4	4	41
Resp.48	4	4	4	4	5	4	4	3	3	4	39
Resp.49	4	5	4	4	5	4	5	5	5	5	46
Resp.50	5	5	5	5	5	5	4	4	4	4	46
Resp.51	4	4	3	3	4	3	5	4	5	3	38
Resp.52	4	4	3	3	4	3	4	4	4	4	37

Resp.53	3	5	4	4	3	4	5	4	5	4	41
Resp.54	3	5	4	4	3	4	5	5	5	5	43
Resp.55	5	5	4	4	5	4	2	4	4	2	39
Resp.56	5	5	4	4	5	4	5	5	5	3	45
Resp.57	4	4	3	3	3	3	4	3	5	5	37
Resp.58	5	5	5	5	5	5	5	5	5	5	50
Resp.59	4	4	3	3	3	3	4	4	3	4	35
Resp.60	4	5	3	3	3	5	3	2	5	5	38
Resp.61	4	3	3	3	3	3	3	5	5	4	36
Resp.62	4	5	4	4	3	4	4	4	4	4	40
Resp.63	4	4	4	4	5	4	4	5	4	5	43
Resp.64	4	4	3	3	3	3	5	5	4	5	39
Resp.65	4	4	4	4	5	4	3	4	3	4	39
Resp.66	2	3	3	3	4	3	4	5	5	4	36
Resp.67	3	5	4	4	3	4	3	4	3	3	36
Resp.68	4	4	3	3	4	3	5	4	3	4	37
Resp.69	4	4	4	4	5	4	4	4	4	4	41
Resp.70	4	4	3	3	4	3	3	3	4	2	33

Resp.89	5	5	4	4	5	4	5	4	5	4	45
Resp.90	5	5	4	4	5	4	4	4	4	4	43
Resp.91	5	4	3	3	3	3	4	5	4	5	39
Resp.92	4	4	5	5	3	5	4	4	4	5	43
Resp.93	4	4	4	4	4	4	4	4	4	3	39
Resp.94	4	5	5	4	4	4	4	3	5	4	42
Resp.95	5	4	5	5	4	5	4	4	3	5	44
Resp.96	5	4	5	4	5	5	5	4	5	4	46
Resp.97	5	4	4	3	5	5	4	4	5	4	43
Resp.98	4	4	5	4	4	4	5	4	5	5	44
Resp.99	4	4	4	4	5	4	4	3	5	5	42
Resp.100	4	4	4	4	5	4	3	3	4	5	40
Resp.101	4	4	4	4	4	4	4	4	4	3	39
Resp.102	4	4	4	4	4	4	4	4	4	4	40
Resp.103	4	4	4	4	4	4	5	4	5	5	43
Resp.104	5	5	5	5	5	4	3	4	4	3	43
Resp.105	4	5	3	3	4	3	5	5	5	5	42
Resp.106	4	4	3	5	5	3	5	4	5	5	43

Resp.107	3	3	4	4	4	3	5	5	5	5	41
Resp.108	3	3	3	3	3	3	5	5	5	5	38
Resp.109	4	4	4	4	4	5	5	5	5	5	45
Resp.110	4	4	3	3	5	4	4	4	4	4	39
Resp.111	4	3	5	4	5	5	4	4	4	4	42
Resp.112	4	4	5	5	3	3	4	4	4	3	39
Resp.113	3	3	3	3	4	5	5	4	5	5	40
Resp.114	4	4	3	3	5	3	4	4	5	5	40
Resp.115	3	4	4	4	4	3	4	5	5	5	41
Resp.116	4	3	5	5	4	4	4	3	3	4	39
Resp.117	4	4	5	5	5	4	5	4	4	4	44
Resp.118	3	4	2	3	3	3	3	3	4	4	32
Resp.119	4	4	5	4	5	5	4	4	4	4	43
Resp.120	4	3	4	5	3	5	4	4	5	5	42
Resp.121	4	4	4	4	5	3	5	4	5	4	42
Resp.122	2	2	4	3	4	4	5	5	4	3	36
Resp.123	4	4	4	4	4	5	3	4	3	3	38
Resp.124	4	4	5	5	4	5	4	4	3	3	41

Resp.125	4	4	4	4	4	5	4	5	5	5	44
Resp.126	4	4	4	4	4	5	5	5	5	5	45
Resp.127	3	3	4	4	4	4	4	4	4	4	38
Resp.128	3	4	5	5	4	5	4	4	4	5	43
Resp.129	4	5	5	5	4	4	5	5	5	3	45
Resp.130	5	5	4	4	4	5	4	4	4	4	43

Lampiran 9. Uji Reliabilitas

1. Uji Validitas Variabel Brand Image (X1)

		Correlations						
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TOTALX2
X2.1	Pearson Correlation	1	,561**	,213*	,391**	,679**	,398**	,750**
	Sig. (2-tailed)		,000	,015	,000	,000	,000	,000
	N	130	130	130	130	130	130	130
X2.2	Pearson Correlation	,561**	1	,374**	,585**	,595**	,339**	,798**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000
	N	130	130	130	130	130	130	130
X2.3	Pearson Correlation	,213*	,374**	1	,470**	,353**	,380**	,628**
	Sig. (2-tailed)	,015	,000		,000	,000	,000	,000
	N	130	130	130	130	130	130	130
X2.4	Pearson Correlation	,391**	,585**	,470**	1	,458**	,288**	,743**
	Sig. (2-tailed)	,000	,000	,000		,000	,001	,000
	N	130	130	130	130	130	130	130
X2.5	Pearson Correlation	,679**	,595**	,353**	,458**	1	,424**	,803**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	130	130	130	130	130	130	130
X2.6	Pearson Correlation	,398**	,339**	,380**	,288**	,424**	1	,638**
	Sig. (2-tailed)	,000	,000	,000	,001	,000		,000
	N	130	130	130	130	130	130	130
TOTAL-X2	Pearson Correlation	,750**	,798**	,628**	,743**	,803**	,638**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	130	130	130	130	130	130	130

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

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

2. Uji Validitas Variabel *Brand Trust* (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TOTAL_X2
X2.1	Pearson Correlation	1	,561**	,213*	,391**	,679**	,398**	,750**
	Sig. (2-tailed)		,000	,015	,000	,000	,000	,000
	N	130	130	130	130	130	130	130
X2.2	Pearson Correlation	,561**	1	,374**	,585**	,595**	,339**	,798**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000
	N	130	130	130	130	130	130	130
X2.3	Pearson Correlation	,213*	,374**	1	,470**	,353**	,380**	,628**
	Sig. (2-tailed)	,015	,000		,000	,000	,000	,000
	N	130	130	130	130	130	130	130
X2.4	Pearson Correlation	,391**	,585**	,470**	1	,458**	,288**	,743**
	Sig. (2-tailed)	,000	,000	,000		,000	,001	,000
	N	130	130	130	130	130	130	130
X2.5	Pearson Correlation	,679**	,595**	,353**	,458**	1	,424**	,803**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	130	130	130	130	130	130	130
X2.6	Pearson Correlation	,398**	,339**	,380**	,288**	,424**	1	,638**
	Sig. (2-tailed)	,000	,000	,000	,001	,000		,000
	N	130	130	130	130	130	130	130
TOTAL_X2	Pearson Correlation	,750**	,798**	,628**	,743**	,803**	,638**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	130	130	130	130	130	130	130

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

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

3. Uji Validitas Variabel Garansi (X3)

		Correlations						
		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	TOTAL_X3
X3.1	Pearson Correlation	1	,652**	,569**	,526**	,479**	,376**	,792**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
	N	130	130	130	130	130	130	130
X3.2	Pearson Correlation	,652**	1	,465**	,606**	,544**	,432**	,810**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000
	N	130	130	130	130	130	130	130
X3.3	Pearson Correlation	,569**	,465**	1	,500**	,533**	,435**	,770**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000
	N	130	130	130	130	130	130	130
X3.4	Pearson Correlation	,526**	,606**	,500**	1	,439**	,359**	,746**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000
	N	130	130	130	130	130	130	130
X3.5	Pearson Correlation	,479**	,544**	,533**	,439**	1	,466**	,751**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	130	130	130	130	130	130	130
X3.6	Pearson Correlation	,376**	,432**	,435**	,359**	,466**	1	,687**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000
	N	130	130	130	130	130	130	130
TOTAL_X3	Pearson Correlation	,792**	,810**	,770**	,746**	,751**	,687**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	130	130	130	130	130	130	130

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

Lampiran 10. Uji Reliabilitas

1. Variabel Brand Image (X1)

Case Processing Summary

		N	%
Cases	Valid	130	100.0
	Excluded ^a	0	.0
	Total	130	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.808	6

2. Variabel Brand Trust (X2)

Case Processing Summary

		N	%
Cases	Valid	130	100.0
	Excluded ^a	0	.0
	Total	130	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.874	6

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

3. Variabel Garansi (X3)

Case Processing Summary

		N	%
Cases	Valid	130	100.0
	Excluded ^a	0	.0
	Total	130	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.874	6

Lampiran 11. Uji Asumsi Klasik

1. Uji Normalitas

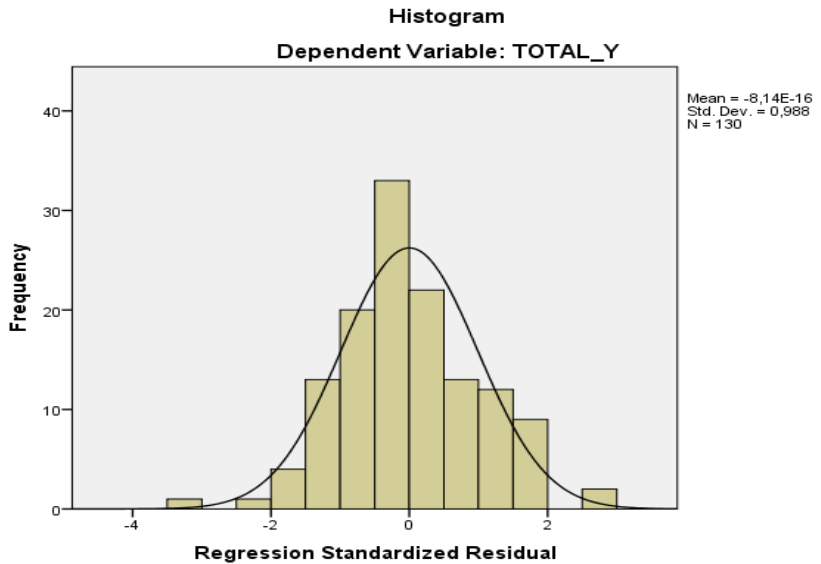
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		130
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	2,84870373
	Absolute	,098
Most Extreme Differences	Positive	,098
	Negative	-,042
Kolmogorov-Smirnov Z		1,115
Asymp. Sig. (2-tailed)		,167

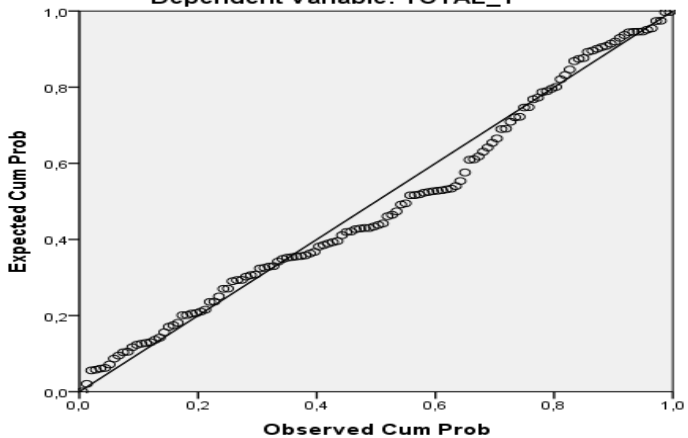
a. Test distribution is Normal.

b. Calculated from data.

Uji Normalitas Histogram & Plot



Normal P-P Plot of Regression Standardized Residual
Dependent Variable: TOTAL_Y



2. Uji Multikolinieritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
(Constant)	13,567	2,981		4,551	,000					
1 TOTAL_X1	,638	,077	,570	8,335	,000	,571	,596	,563	,974	1,027
TOTAL_X2	,289	,072	,273	4,029	,000	,220	,338	,272	,993	1,007
TOTAL_X3	,195	,079	,168	2,456	,015	,238	,214	,166	,979	1,021

a. Dependent Variable: TOTAL_Y

3. Uji Autokorelasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,653 ^a	,426	,412	2,88242	1,636

a. Predictors: (Constant), TOTAL_X3, TOTAL_X2, TOTAL_X1

b. Dependent Variable: TOTAL_Y

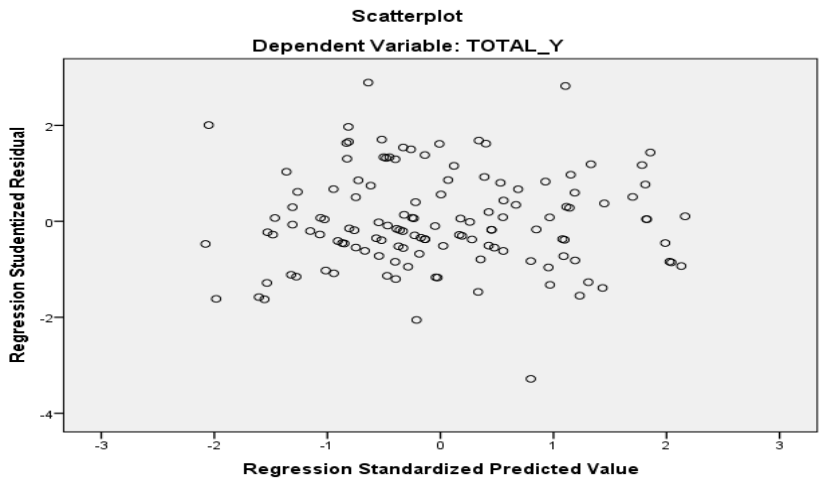
4. Uji Heteroskedastisitas

Coefficients^a

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	13.567	2.981		4.551	.000
TOTAL_X1	.638	.077	.570	8.335	.000
TOTAL_X2	.289	.072	.273	4.029	.000
TOTAL_X3	.195	.079	.168	2.456	.015

a. Dependent Variable: TOTAL_Y

Uji Heteroskedastisitas Plot



1. Uji t

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	19.298	6.695		2.882	.005		
Perceived Organizational Support	.352	.160	.220	2.193	.031	.998	1.002
Quality Of Work Life	.494	.217	.229	2.278	.025	.998	1.002

a. Dependent Variable: Organizational Citizenship Behavior

2. UJI F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	776.350	3	258.783	31.147	.000 ^b
	Residual	1046.850	126	8.308		
	Total	1823.200	129			

a. Dependent Variable: TOTAL_Y

b. Predictors: (Constant), TOTAL_X3, TOTAL_X2, TOTAL_X1