

## Lampiran 1 Kuesioner

No. Kuesioner : .....

**KUESIONER PENELITIAN SKRIPSI**  
**Analisis Tingkat Loyalitas Merek**  
**(Survei pada Pengguna Sepatu *Casual* Merek Adidas di Kota Malang)**

Responden yang terhormat,

Nama saya Fikri Kurnia Setyadi, mahasiswa jurusan Ilmu Administrasi Bisnis Fakultas Ilmu Administrasi Universitas Brawijaya, saat ini sedang melakukan penelitian dalam rangka penyusunan skripsi mengenai “**Analisis Tingkat Loyalitas Merek**” survei pada pengguna sepatu *casual* merek Adidas di Kota Malang. Saya mohon kesediaan dan partisipasi Bapak/Ibu/Saudara agar dapat meluangkan waktu untuk mengisi kuesioner ini dengan **lengkap** dan **benar**. Setiap jawaban yang diberikan akan sangat berguna bagi penelitian yang saya lakukan. Semua informasi yang diterima sebagai hasil kuesioner ini bersifat **rahasia** dan hanya akan digunakan untuk kepentingan akademis.

Terima kasih.

**A. IDENTITAS DIRI**

**Petunjuk Pengisian :**  
**Berilah tanda silang (X) pada pertanyaan dibawah ini sesuai dengan kenyataan yang Bapak/Ibu/Saudara alami**

1. Nama : \_\_\_\_\_
2. Domisili : \_\_\_\_\_
3. Usia : a. 18 – 20 tahun    c. > 30 – 40 tahun  
b. > 20 – 30 tahun    d. > 40 tahun
4. Jenis Kelamin : a. Laki-laki  
b. Perempuan
5. Pendidikan terakhir : a. SD                    d. D3  
b. SMP                  e. S1  
c. SMA                  f. Lain-lain (.....)
6. Profesi : a. Pegawai Negeri    d. Wirausaha  
b. Pegawai Swasta    e. Lainnya (.....)
7. Pendapatan atau uang saku c. Pelajar/Mahasiswa



3.	Saya sering berpindah merek, karena sepatu <i>casual</i> merek Adidas tidak tersedia di toko					
4.	Saya sering berganti merek sepatu <i>casual</i> karena terdapat merek lain yang memberikan kualitas yang lebih baik					

**b. Habitual Buyer (Pembeli yang bersifat kebiasaan)**

No.	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1.	Saya membeli sepatu <i>casual</i> merek Adidas hanya karena kebiasaan					
2.	Saya merasa cocok menggunakan sepatu <i>casual</i> merek Adidas sehingga enggan untuk menggantinya					
3.	Saya menggunakan sepatu <i>casual</i> merek Adidas karena banyak orang yang menggunakannya					
4.	Saya menggunakan sepatu <i>casual</i> merek Adidas karena merek yang sudah dikenal lama di masyarakat					

**c. Satisfied Buyer (Pembeli yang puas)**

No.	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1.	Saya merasa puas dengan kualitas produk sepatu <i>casual</i> merek Adidas					
2.	Saya merasa puas dengan desain produk sepatu <i>casual</i> merek Adidas					
3.	Saya merasa puas dengan banyaknya varian model dari produk sepatu <i>casual</i> merek Adidas					

**d. Liking the Brand (Pembeli yang menyukai merek)**

No.	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1.	Saya suka pada sepatu <i>casual</i> merek Adidas karena citra merek yang baik					
2.	Saya benar-benar suka pada sepatu <i>casual</i> merek Adidas karena terkenal					
3.	Saya benar-benar suka pada sepatu <i>casual</i> merek Adidas karena mencerminkan merek yang berkelas					

**e. Committed Buyer (Pembeli yang berkomitmen)**

No.	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1.	Saya sering merekomendasikan produk sepatu <i>casual</i> merek Adidas kepada orang lain					
2.	Saya merasa bangga saat menggunakan sepatu <i>casual</i> merek Adidas					
3.	Saya merasa menggunakan sepatu <i>casual</i> merek Adidas mencerminkan siapa diri saya sebenarnya					
4.	Saya bersedia membayar dengan harga tinggi untuk produk sepatu <i>casual</i> merek Adidas					

Malang, \_\_\_\_\_

(.....)

## Lampiran 2 Distribusi Frekuensi Data Diri Responden

### Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 - 20 Tahun	53	47.3	47.3	47.3
> 20 - 30 Tahun	57	50.9	50.9	98.2
> 30 - 40 Tahun	2	1.8	1.8	100.0
Total	112	100.0	100.0	

### Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-laki	102	91.1	91.1	91.1
Perempuan	10	8.9	8.9	100.0
Total	112	100.0	100.0	

### Pendidikan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMP	3	2.7	2.7	2.7
SMA	80	71.4	71.4	74.1
D3	4	3.6	3.6	77.7
S1	18	16.1	16.1	93.8
Lain - lain	7	6.3	6.3	100.0
Total	112	100.0	100.0	

### Profesi

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pegawai Negeri	1	.9	.9	.9
Pegawai Swasta	23	20.5	20.5	21.4
Pelajar/Mahasiswa	68	60.7	60.7	82.1
Wirausaha	11	9.8	9.8	92.0
Lainnya	9	8.0	8.0	100.0
Total	112	100.0	100.0	

## Pendapatan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < Rp. 1.000.000	53	47.3	47.3	47.3
Rp. 1.000.001 - Rp. 3.000.000	38	33.9	33.9	81.3
Rp. 3.000.001 - Rp. 5.000.000	14	12.5	12.5	93.8
> Rp. 5.000.000	7	6.3	6.3	100.0
Total	112	100.0	100.0	

## Jumlah Pembelian

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Kali	11	9.8	9.8	9.8
2 Kali	26	23.2	23.2	33.0
3 Kali	16	14.3	14.3	47.3
> 3 Kali	59	52.7	52.7	100.0
Total	112	100.0	100.0	

## Lokasi Pembelian

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Toko Resmi Adidas	27	24.1	24.1	24.1
Online Store	67	59.8	59.8	83.9
Lainnya	18	16.1	16.1	100.0
Total	112	100.0	100.0	

### Lampiran 3 Distribusi Frekuensi Indikator *Switcher Buyer* (X1)

#### Frequencies

Statistics			
	N		Mean
	Valid	Missing	
X1.1	112	0	2.5268
X1.2	112	0	2.6161
X1.3	112	0	2.4286
X1.4	112	0	2.5982
X2.1	112	0	3.1607
X2.2	112	0	3.6875
X2.3	112	0	2.5536
X2.4	112	0	3.1607
X3.1	112	0	4.5625
X3.2	112	0	4.5625
X3.3	112	0	4.5089
X4.1	112	0	4.0714
X4.2	112	0	3.3661
X4.3	112	0	3.7143
X5.1	112	0	4.1339
X5.2	112	0	4.1964
X5.3	112	0	3.7143
X5.4	112	0	3.7411

#### Frequency Table

##### X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	18	16.1	16.1	16.1
2.00	35	31.3	31.3	47.3
3.00	42	37.5	37.5	84.8
4.00	16	14.3	14.3	99.1
5.00	1	.9	.9	100.0
Total	112	100.0	100.0	

**X1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	17	15.2	15.2	15.2
	2.00	37	33.0	33.0	48.2
	3.00	33	29.5	29.5	77.7
	4.00	22	19.6	19.6	97.3
	5.00	3	2.7	2.7	100.0
	Total	112	100.0	100.0	

**X1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	25	22.3	22.3	22.3
	2.00	39	34.8	34.8	57.1
	3.00	25	22.3	22.3	79.5
	4.00	21	18.8	18.8	98.2
	5.00	2	1.8	1.8	100.0
	Total	112	100.0	100.0	

**X1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	19	17.0	17.0	17.0
	2.00	37	33.0	33.0	50.0
	3.00	31	27.7	27.7	77.7
	4.00	20	17.9	17.9	95.5
	5.00	5	4.5	4.5	100.0
	Total	112	100.0	100.0	



**Lampiran 4 Distribusi Frekuensi Indikator *Habitual Buyer* (X2)**

**X2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	7	6.3	6.3	6.3
	2.00	30	26.8	26.8	33.0
	3.00	25	22.3	22.3	55.4
	4.00	38	33.9	33.9	89.3
	5.00	12	10.7	10.7	100.0
	Total	112	100.0	100.0	

**X2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	3.6	3.6	3.6
	2.00	18	16.1	16.1	19.6
	3.00	20	17.9	17.9	37.5
	4.00	37	33.0	33.0	70.5
	5.00	33	29.5	29.5	100.0
	Total	112	100.0	100.0	

**X2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	13	11.6	11.6	11.6
	2.00	45	40.2	40.2	51.8
	3.00	38	33.9	33.9	85.7
	4.00	11	9.8	9.8	95.5
	5.00	5	4.5	4.5	100.0
	Total	112	100.0	100.0	

**X2.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	7	6.3	6.3	6.3
	2.00	23	20.5	20.5	26.8
	3.00	41	36.6	36.6	63.4
	4.00	27	24.1	24.1	87.5
	5.00	14	12.5	12.5	100.0
	Total	112	100.0	100.0	

**Lampiran 5 Distribusi Frekuensi Indikator *Satisfied Buyer* (X3)**

**X3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	3	2.7	2.7	2.7
	4.00	43	38.4	38.4	41.1
	5.00	66	58.9	58.9	100.0
	Total	112	100.0	100.0	

**X3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	3	2.7	2.7	2.7
	4.00	43	38.4	38.4	41.1
	5.00	66	58.9	58.9	100.0
	Total	112	100.0	100.0	

**X3.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	8	7.1	7.1	7.1
	4.00	39	34.8	34.8	42.0
	5.00	65	58.0	58.0	100.0
	Total	112	100.0	100.0	

**Lampiran 6 Distribusi Frekuensi Indikator *Liking The Brand* (X4)**

**X4.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	2.7	2.7	2.7
	3.00	19	17.0	17.0	19.6
	4.00	57	50.9	50.9	70.5
	5.00	33	29.5	29.5	100.0
	Total	112	100.0	100.0	

**X4.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.7	2.7	2.7
	2.00	22	19.6	19.6	22.3
	3.00	35	31.3	31.3	53.6
	4.00	35	31.3	31.3	84.8
	5.00	17	15.2	15.2	100.0
	Total	112	100.0	100.0	

**X4.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	2.7	2.7	2.7
	2.00	14	12.5	12.5	15.2
	3.00	29	25.9	25.9	41.1
	4.00	32	28.6	28.6	69.6
	5.00	34	30.4	30.4	100.0
	Total	112	100.0	100.0	

**Lampiran 7 Distribusi Frekuensi Indikator *Committed Buyer* (X5)**

**X5.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	.9	.9	.9
	3.00	19	17.0	17.0	17.9
	4.00	56	50.0	50.0	67.9
	5.00	36	32.1	32.1	100.0
	Total	112	100.0	100.0	

**X5.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	.9	.9	.9
	3.00	21	18.8	18.8	19.6
	4.00	45	40.2	40.2	59.8
	5.00	45	40.2	40.2	100.0
	Total	112	100.0	100.0	

**X5.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.9	.9	.9
	2.00	15	13.4	13.4	14.3
	3.00	30	26.8	26.8	41.1
	4.00	35	31.3	31.3	72.3
	5.00	31	27.7	27.7	100.0
	Total	112	100.0	100.0	

**X5.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	5.4	5.4	5.4
	3.00	47	42.0	42.0	47.3
	4.00	29	25.9	25.9	73.2
	5.00	30	26.8	26.8	100.0
	Total	112	100.0	100.0	

## Lampiran 8 Hasil Uji Validitas

### Validitas *Switcher Buyer*

		Correlations				
		X1.1	X1.2	X1.3	X1.4	Skor_Total
X1.1	Pearson Correlation	1	.682**	.124	.244	.679**
	Sig. (2-tailed)		.000	.513	.195	.000
	N	30	30	30	30	30
X1.2	Pearson Correlation	.682**	1	.199	.173	.679**
	Sig. (2-tailed)	.000		.291	.359	.000
	N	30	30	30	30	30
X1.3	Pearson Correlation	.124	.199	1	.654**	.731**
	Sig. (2-tailed)	.513	.291		.000	.000
	N	30	30	30	30	30
X1.4	Pearson Correlation	.244	.173	.654**	1	.760**
	Sig. (2-tailed)	.195	.359	.000		.000
	N	30	30	30	30	30
Skor_Total	Pearson Correlation	.679**	.679**	.731**	.760**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

### Validitas *Habitual buyer*

		Correlations				
		X2.1	X2.2	X2.3	X2.4	Skor_Total
X2.1	Pearson Correlation	1	.114	.304	-.144	.526**
	Sig. (2-tailed)		.550	.102	.448	.003
	N	30	30	30	30	30
X2.2	Pearson Correlation	.114	1	.324	-.015	.595**
	Sig. (2-tailed)	.550		.081	.937	.001
	N	30	30	30	30	30
X2.3	Pearson Correlation	.304	.324	1	.402*	.799**
	Sig. (2-tailed)	.102	.081		.028	.000
	N	30	30	30	30	30
X2.4	Pearson Correlation	-.144	-.015	.402*	1	.519**
	Sig. (2-tailed)	.448	.937	.028		.003
	N	30	30	30	30	30

Skor_Total	Pearson Correlation	.526**	.595**	.799**	.519**	1
	Sig. (2-tailed)	.003	.001	.000	.003	
	N	30	30	30	30	30

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

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

### Validitas Satisfied Buyer

#### Correlations

		X3.1	X3.2	X3.3	Skor_Total
X3.1	Pearson Correlation	1	.482**	.640**	.784**
	Sig. (2-tailed)		.007	.000	.000
	N	30	30	30	30
X3.2	Pearson Correlation	.482**	1	.894**	.904**
	Sig. (2-tailed)	.007		.000	.000
	N	30	30	30	30
X3.3	Pearson Correlation	.640**	.894**	1	.963**
	Sig. (2-tailed)	.000	.000		.000
	N	30	30	30	30
Skor_Total	Pearson Correlation	.784**	.904**	.963**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

### Validitas Liking The Brand

#### Correlations

		X4.1	X4.2	X4.3	Skor_Total
X4.1	Pearson Correlation	1	.413*	.328	.654**
	Sig. (2-tailed)		.023	.077	.000
	N	30	30	30	30
X4.2	Pearson Correlation	.413*	1	.612**	.870**
	Sig. (2-tailed)	.023		.000	.000
	N	30	30	30	30
X4.3	Pearson Correlation	.328	.612**	1	.851**
	Sig. (2-tailed)	.077	.000		.000
	N	30	30	30	30
Skor_Total	Pearson Correlation	.654**	.870**	.851**	1
	Sig. (2-tailed)	.000	.000	.000	

N	30	30	30	30
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\*. Correlation is significant at the 0.05 level (2-tailed).

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

### Validitas *Committed Buyer*

		Correlations				
		X5.1	X5.2	X5.3	X5.4	Skor_Total
X5.1	Pearson Correlation	1	.478**	.310	.315	.639**
	Sig. (2-tailed)		.008	.096	.090	.000
	N	30	30	30	30	30
X5.2	Pearson Correlation	.478**	1	.634**	.660**	.873**
	Sig. (2-tailed)	.008		.000	.000	.000
	N	30	30	30	30	30
X5.3	Pearson Correlation	.310	.634**	1	.581**	.826**
	Sig. (2-tailed)	.096	.000		.001	.000
	N	30	30	30	30	30
X5.4	Pearson Correlation	.315	.660**	.581**	1	.814**
	Sig. (2-tailed)	.090	.000	.001		.000
	N	30	30	30	30	30
Skor_Total	Pearson Correlation	.639**	.873**	.826**	.814**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

## Lampiran 9 Hasil Uji Reliabilitas

### Variabel Loyalitas Merek

#### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.690	18

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	60.37	46.792	.259	.680
X1.2	60.43	46.806	.266	.679
X1.3	60.27	51.513	-.080	.723
X1.4	59.97	53.895	-.211	.738
X2.1	60.40	47.697	.163	.692
X2.2	59.50	47.431	.177	.690
X2.3	60.87	44.740	.505	.655
X2.4	59.73	47.168	.186	.690
X3.1	58.60	47.352	.446	.668
X3.2	58.57	47.220	.419	.669
X3.3	58.70	45.666	.514	.658
X4.1	58.93	46.547	.442	.665
X4.2	59.83	45.454	.342	.670
X4.3	59.30	42.976	.499	.650
X5.1	59.10	47.403	.308	.675
X5.2	59.17	44.764	.524	.654



X5.3	59.53	44.464	.419	.661
X5.4	59.43	45.840	.394	.666

**Lampiran 10 Data Kuesioner Indikator *Switcher Buyer* (X1)**

<b>NO</b>	<b>X1.1</b>	<b>X1.2</b>	<b>X1.3</b>	<b>X1.4</b>	<b>TOTAL</b>
1	3	4	1	2	10
2	4	2	4	4	14
3	4	3	4	4	15
4	2	2	2	2	8
5	2	2	2	2	8
6	4	3	2	4	13
7	3	3	1	2	9
8	2	4	4	4	14
9	2	2	2	2	8
10	1	3	1	1	6
11	2	4	4	3	13
12	3	3	4	1	11
13	4	4	4	4	16
14	2	3	2	2	9
15	2	3	2	2	9
16	4	3	4	4	15
17	3	3	2	2	10
18	4	4	3	4	15
19	2	1	2	2	7
20	4	4	2	3	13
21	4	4	4	4	16
22	4	4	4	2	14
23	3	2	2	2	9
24	4	3	4	4	15
25	2	4	2	4	12
26	2	2	2	2	8
27	3	2	2	3	10
28	2	2	2	2	8
29	1	1	1	1	4
30	2	1	1	1	5
31	1	2	4	2	9
32	1	1	1	1	4
33	1	1	1	1	4
34	3	2	1	1	7
35	4	4	2	3	13
36	1	2	2	4	9
37	2	2	2	1	7
38	3	2	4	4	13

39	3	3	4	5	15
40	4	4	2	4	14
41	3	4	5	5	17
42	5	5	5	4	19
43	1	1	4	5	11
44	2	2	4	3	11
45	2	2	4	4	12
46	3	2	1	3	9
47	2	2	3	2	9
48	2	2	3	2	9
49	4	2	2	4	12
50	4	4	2	1	11
51	3	3	3	3	12
52	1	1	1	1	4
53	2	4	3	2	11
54	3	3	3	3	12
55	4	4	3	3	14
56	3	4	2	3	12
57	3	4	3	4	14
58	3	3	2	2	10
59	2	3	4	4	13
60	2	2	4	2	10
61	3	2	2	1	8
62	2	4	3	2	11
63	4	2	4	3	13
64	1	1	1	1	4
65	3	3	3	3	12
66	3	3	3	3	12
67	2	3	2	2	9
68	3	3	2	3	11
69	2	2	2	2	8
70	3	5	3	5	16
71	3	2	1	2	8
72	1	1	1	3	6
73	2	2	3	2	9
74	2	2	1	2	7
75	2	4	3	4	13
76	1	1	1	1	4
77	3	4	4	5	16
78	3	3	3	3	12
79	3	3	3	3	12

80	3	3	2	3	11
81	2	3	1	2	8
82	3	3	3	3	12
83	3	2	2	3	10
84	1	1	1	2	5
85	3	4	3	3	13
86	3	3	2	3	11
87	3	3	4	3	13
88	1	1	1	1	4
89	2	2	2	2	8
90	3	2	3	3	11
91	3	1	3	3	10
92	3	3	3	3	12
93	1	2	2	2	7
94	3	3	3	2	11
95	1	1	1	1	4
96	3	3	1	1	8
97	2	5	3	4	14
98	1	1	2	3	7
99	3	3	3	2	11
100	2	2	1	1	6
101	3	2	2	3	10
102	3	2	2	2	2
103	3	3	2	3	11
104	2	3	1	2	8
105	2	2	2	2	8
106	2	2	2	2	8
107	1	1	1	1	4
108	1	1	1	1	4
109	3	4	2	3	12
110	2	2	1	2	7
111	3	3	2	3	11
112	2	2	3	2	9

Lampiran 11 Data Kuesioner Indikator *Habitual Buyer* (X2)

NO	X2.1	X2.2	X2.3	X2.4	TOTAL
1	2	5	2	2	11
2	2	2	3	4	11
3	2	2	2	3	9
4	2	4	2	5	13
5	4	5	2	2	13
6	3	4	3	4	14
7	4	4	3	3	14
8	1	1	2	4	8
9	3	5	3	4	15
10	1	5	1	3	10
11	4	4	2	4	14
12	2	4	4	4	14
13	4	4	2	2	12
14	4	4	3	3	14
15	2	2	2	2	8
16	3	2	2	4	11
17	2	5	2	2	11
18	3	3	2	3	11
19	4	4	2	3	13
20	2	2	2	2	8
21	2	4	3	2	11
22	3	4	3	4	14
23	4	4	3	3	14
24	3	3	2	2	10
25	4	4	2	2	12
26	4	4	3	4	15
27	2	4	2	3	11
28	1	2	4	5	12
29	4	5	1	1	11
30	3	3	2	3	11
31	4	4	2	2	12
32	5	5	3	3	16
33	5	4	3	3	15
34	3	5	3	3	14
35	4	3	2	3	12
36	1	5	2	2	10
37	2	5	2	4	13
38	2	4	1	1	8

39	4	4	3	3	14
40	2	4	5	5	16
41	4	2	1	1	8
42	2	3	2	5	12
43	2	3	1	4	10
44	4	4	2	3	13
45	4	2	2	2	10
46	4	4	3	3	14
47	2	4	2	3	11
48	5	5	4	5	19
49	2	4	2	2	10
50	1	3	1	5	10
51	3	4	3	3	13
52	5	5	3	3	16
53	5	5	2	4	16
54	2	4	2	2	10
55	2	3	2	3	10
56	3	2	1	4	10
57	1	3	1	1	6
58	3	4	2	2	11
59	2	5	2	4	13
60	2	5	2	4	13
61	2	5	2	3	12
62	3	4	2	4	13
63	4	5	3	5	17
64	5	5	1	5	16
65	4	5	3	2	14
66	4	4	2	3	13
67	2	5	2	2	11
68	4	4	3	2	13
69	4	5	3	3	15
70	4	5	5	5	19
71	5	5	2	2	14
72	2	5	1	1	9
73	2	4	3	4	13
74	4	5	3	3	15
75	3	3	2	2	10
76	3	1	1	1	6
77	3	4	5	5	17
78	3	3	2	2	10
79	4	3	3	2	12

80	4	3	3	4	14
81	5	5	1	1	12
82	4	5	2	3	14
83	2	4	3	3	12
84	2	5	3	5	15
85	4	3	2	3	12
86	3	3	2	2	10
87	3	4	3	3	13
88	1	5	2	3	11
89	2	4	2	2	10
90	3	3	3	4	13
91	2	3	1	1	7
92	3	3	4	4	14
93	4	5	3	4	16
94	4	5	4	4	17
95	2	5	4	5	16
96	2	5	1	3	11
97	4	5	1	5	15
98	5	4	3	4	16
99	4	3	2	3	12
100	3	3	3	4	13
101	4	4	2	3	13
102	3	5	3	4	15
103	3	5	3	3	14
104	5	5	5	5	20
105	5	5	2	2	14
106	3	4	3	4	14
107	4	5	1	3	13
108	5	5	2	3	15
109	3	3	2	3	11
110	3	4	2	3	12
111	4	5	4	4	17
112	4	4	3	4	15

**Lampiran 12 Data Kuesioner Indikator *Satisfied Buyer* (X3)**

<b>NO</b>	<b>X3.1</b>	<b>X3.2</b>	<b>X3.3</b>	<b>TOTAL</b>
1	5	5	5	15
2	5	4	4	13
3	4	5	5	14
4	5	5	5	15
5	5	5	4	14
6	4	4	4	12
7	4	5	4	13
8	4	4	4	12
9	5	5	5	15
10	5	5	5	15
11	4	4	4	12
12	5	5	5	15
13	4	4	4	12
14	4	3	3	10
15	4	4	4	12
16	4	4	4	12
17	5	5	5	15
18	4	4	5	13
19	5	5	5	15
20	4	4	3	11
21	4	4	4	12
22	4	4	4	12
23	5	5	4	14
24	4	4	4	12
25	5	5	5	15
26	4	4	4	12
27	4	4	4	12
28	5	5	5	15
29	5	5	5	15
30	5	5	5	15
31	4	4	4	12
32	5	5	5	15
33	4	4	3	11
34	5	4	3	12
35	5	5	5	15
36	5	5	5	15
37	5	5	5	15
38	5	5	5	15



39	4	5	5	14
40	5	5	5	15
41	5	5	5	15
42	5	5	5	15
43	3	5	4	12
44	5	5	5	15
45	4	4	4	12
46	4	4	4	12
47	5	5	5	15
48	5	5	5	15
49	4	4	4	12
50	5	5	5	15
51	5	5	5	15
52	5	5	5	15
53	5	4	4	13
54	5	5	4	14
55	4	4	3	11
56	4	5	4	13
57	4	4	3	11
58	4	4	4	12
59	5	5	4	14
60	5	5	5	15
61	5	4	3	12
62	4	4	4	12
63	4	4	5	13
64	5	5	5	15
65	4	4	4	12
66	5	5	5	15
67	4	4	5	13
68	3	5	5	13
69	5	5	5	15
70	4	4	5	13
71	5	5	5	15
72	4	4	4	12
73	5	5	5	15
74	5	5	5	15
75	5	4	4	13
76	5	5	5	15
77	5	5	5	15
78	5	5	5	15
79	5	5	5	15

80	4	5	5	14
81	5	5	5	15
82	4	4	4	12
83	5	5	5	15
84	5	5	5	15
85	4	4	5	13
86	4	4	4	12
87	4	4	4	12
88	5	5	5	15
89	5	4	4	13
90	4	4	4	12
91	5	5	5	15
92	4	4	4	12
93	5	5	5	15
94	4	5	5	14
95	5	5	5	15
96	5	5	5	15
97	5	5	5	15
98	5	4	4	13
99	4	4	5	13
100	4	3	3	10
101	5	5	5	15
102	3	3	4	10
103	5	5	5	15
104	5	5	5	15
105	5	5	5	15
106	5	4	5	14
107	5	5	5	15
108	5	5	5	15
109	4	5	4	13
110	5	4	4	13
111	5	5	5	15
112	5	5	5	15

Lampiran 13 Data Kuesioner Indikator *Liking the Brand* (X4)

NO	X4.1	X4.2	X4.3	TOTAL
1	2	2	4	8
2	5	5	5	15
3	4	2	2	8
4	5	2	5	12
5	4	2	4	10
6	4	4	3	11
7	4	4	5	13
8	4	4	3	11
9	5	4	5	14
10	5	3	5	13
11	5	4	3	12
12	4	3	4	11
13	4	4	4	12
14	4	3	3	10
15	4	3	3	10
16	4	4	4	12
17	4	3	2	9
18	3	3	3	9
19	4	4	3	11
20	3	2	3	8
21	4	4	3	11
22	4	4	4	12
23	4	3	5	12
24	4	2	4	10
25	4	2	2	8
26	4	4	4	12
27	3	2	2	7
28	5	5	5	15
29	3	1	5	9
30	4	3	4	11
31	3	3	4	10
32	4	3	4	11
33	4	4	4	12
34	2	2	1	5
35	3	3	5	11
36	5	4	5	14
37	4	2	4	10
38	5	1	2	8

39	5	4	5	14
40	4	4	5	13
41	4	3	3	10
42	5	5	5	15
43	3	3	3	9
44	4	2	2	8
45	4	3	3	10
46	4	3	3	10
47	4	3	2	9
48	5	5	5	15
49	4	2	2	8
50	5	5	5	15
51	4	3	3	10
52	4	4	5	13
53	4	4	5	13
54	3	2	2	7
55	3	2	2	7
56	3	3	4	10
57	3	1	1	5
58	2	2	2	6
59	4	3	4	11
60	5	5	5	15
61	4	2	3	9
62	4	4	4	12
63	5	4	4	13
64	5	5	5	15
65	4	4	3	11
66	5	2	1	8
67	3	2	2	7
68	4	4	4	12
69	4	4	4	12
70	5	3	4	12
71	4	4	3	11
72	3	2	4	9
73	4	4	4	12
74	3	3	2	8
75	4	2	4	10
76	5	4	5	14
77	5	5	5	15
78	5	3	3	11
79	3	3	3	9

80	4	4	5	13
81	5	2	5	12
82	3	3	3	9
83	4	4	3	11
84	5	5	5	15
85	4	3	3	10
86	4	2	4	10
87	3	3	3	9
88	4	3	3	10
89	4	4	3	11
90	4	3	3	10
91	4	3	3	10
92	4	4	4	12
93	5	4	4	13
94	5	5	5	15
95	5	5	5	15
96	5	5	5	15
97	5	5	5	15
98	5	3	4	12
99	3	3	3	9
100	4	3	4	11
101	4	3	2	9
102	5	4	5	14
103	5	5	5	15
104	5	5	5	15
105	5	5	5	15
106	4	4	4	12
107	4	4	5	13
108	4	3	4	11
109	3	3	3	9
110	4	4	4	12
111	5	5	5	15
112	4	4	4	12

**Lampiran 14 Data Kuesioner Indikator *Committed Buyer* (X5)**

<b>NO</b>	<b>X5.1</b>	<b>X5.2</b>	<b>X5.3</b>	<b>X5.4</b>	<b>TOTAL</b>
1	4	4	4	3	15
2	3	3	4	3	13
3	4	3	4	3	14
4	5	3	2	3	13
5	4	4	5	5	18
6	3	4	3	3	13
7	4	5	4	4	17
8	4	2	2	2	10
9	4	5	4	4	17
10	5	5	5	5	20
11	4	4	3	3	14
12	4	4	3	5	16
13	4	4	2	4	14
14	3	4	4	3	14
15	4	3	3	3	13
16	3	4	2	2	11
17	4	3	2	3	12
18	3	3	3	4	13
19	4	4	2	3	13
20	3	3	2	2	10
21	4	3	2	3	12
22	4	4	4	4	16
23	4	4	3	3	14
24	4	3	3	4	14
25	4	4	4	4	16
26	4	4	4	4	16
27	3	3	2	3	11
28	4	4	4	4	16
29	5	5	5	5	20
30	4	4	3	3	14
31	4	5	5	5	19
32	5	4	3	3	15
33	4	4	3	3	14
34	3	4	2	3	12
35	5	4	4	4	17
36	5	4	4	2	15
37	4	5	5	4	18
38	5	5	3	5	18

39	5	5	5	5	20
40	4	4	4	5	17
41	5	4	2	4	15
42	3	4	3	3	13
43	2	3	2	3	10
44	5	4	3	3	15
45	3	3	2	4	12
46	4	4	4	4	16
47	4	4	4	4	16
48	4	5	5	5	19
49	4	3	4	4	15
50	5	5	5	4	19
51	4	4	4	5	17
52	4	5	4	4	17
53	5	5	5	4	19
54	4	4	4	3	15
55	5	5	5	3	18
56	4	5	3	2	14
57	3	3	1	2	9
58	4	4	3	3	14
59	4	5	4	4	17
60	4	5	5	5	19
61	5	5	5	5	20
62	4	4	4	4	16
63	5	5	3	3	16
64	5	5	5	5	20
65	4	4	5	3	16
66	5	5	2	3	15
67	4	4	3	3	14
68	5	4	4	4	17
69	4	3	3	3	13
70	3	5	5	5	18
71	5	5	5	4	19
72	5	5	4	3	17
73	4	4	4	3	15
74	4	3	2	5	14
75	4	4	4	4	16
76	5	5	5	5	20
77	4	5	5	5	19
78	4	4	3	3	14
79	4	5	3	3	15

<b>80</b>	4	4	5	3	16
<b>81</b>	5	5	5	5	20
<b>82</b>	4	5	4	5	18
<b>83</b>	4	5	5	4	18
<b>84</b>	5	5	5	5	20
<b>85</b>	3	4	3	3	13
<b>86</b>	3	4	3	3	13
<b>87</b>	3	3	3	3	12
<b>88</b>	5	5	5	4	19
<b>89</b>	4	3	3	4	14
<b>90</b>	5	4	3	3	15
<b>91</b>	3	3	3	4	13
<b>92</b>	5	4	3	3	15
<b>93</b>	5	5	4	3	17
<b>94</b>	5	5	5	5	20
<b>95</b>	5	5	5	5	20
<b>96</b>	5	5	5	5	20
<b>97</b>	5	5	5	5	20
<b>98</b>	4	5	4	3	16
<b>99</b>	3	4	4	3	14
<b>100</b>	4	3	3	3	13
<b>101</b>	3	3	3	3	12
<b>102</b>	5	5	5	3	18
<b>103</b>	4	5	4	5	18
<b>104</b>	5	5	4	3	17
<b>105</b>	5	5	5	5	20
<b>106</b>	4	5	4	3	16
<b>107</b>	5	5	5	5	20
<b>108</b>	4	4	3	5	16
<b>109</b>	3	5	4	3	15
<b>110</b>	4	4	4	4	16
<b>111</b>	5	5	5	5	20
<b>112</b>	4	4	4	5	17



## Lampiran 15 *Curriculum Vitae*

# FIKRI KURNIA SETYADI



**BEKASI, 6 JULI 1995**

**LAKI - LAKI**

**ISLAM**

**TAMAN CIKUNIR INDAH BLOK A8/5, BEKASI**

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## EDUCATION

---

SD Tunas Jakasampurna (2001 – 2005)

SD Negeri Jakasetia 3 (2005 – 2007)

SMP Negeri 194 Jakarta (2007 – 2010)

SMA Negeri 59 Jakarta (2010 – 2013)

Universitas Brawijaya (2013 – 2017)

## EXPERIENCE

---

Founder dan Owner clothing brand Fanatics Apparel (2014 – 2015)

Staff Magang PT. Bank Negara Indonesia (Persero) Tbk  
(Agustus - Oktober 2016)

Founder dan Owner Waroeng Ngemil (2015 – 2017)

## ORGANIZATION

---

Staff Humas United Army Chapter Malang (2013 – 2014)

Ketua United Army Chapter Malang (2014-2015)