

BAB V

PENUTUP

V.1. Kesimpulan

Berdasarkan hasil penelitian dan analisis yang telah dilakukan, dapat diambil beberapa kesimpulan sebagai berikut:

1. Karakteristik Responden

Dari hasil penelitian yang telah dilakukan dapat diketahui bahwa responden yang diteliti adalah wanita sebesar 80%, berusia antara 20 sampai 25 tahun sebesar 58%, mempunyai pengeluaran per bulan lebih dari Rp 500.000 sebesar 43%, dan berasal dari daerah perkotaan sebesar 79%.

2. Hipotesis pertama, “Terdapat perbedaan sikap konsumen terhadap produk pembersih wajah mengandung pemutih merek Pond’s dan Sariayu”.

- a. Ho “Tidak terdapat perbedaan sikap konsumen terhadap produk pembersih wajah mengandung pemutih merek Pond’s dan Sariayu bila ditinjau dari brand loyalty”, ditolak, artinya hipotesis penelitian “Terdapat perbedaan sikap konsumen terhadap produk pembersih wajah mengandung pemutih merek Pond’s dan Sariayu” **diterima**. Pond’s memiliki nilai yang lebih besar terhadap kesetiaan konsumen pada suatu merek.
- b. Ho “Tidak terdapat perbedaan sikap konsumen terhadap produk pembersih wajah mengandung pemutih merek Pond’s dan Sariayu bila ditinjau dari brand awareness”, ditolak, artinya hipotesis penelitian “Terdapat perbedaan sikap konsumen terhadap produk pembersih wajah mengandung

pemutih merek Pond's dan Sariayu" **diterima**. Pond's memiliki nilai yang lebih besar di dalam pikiran atau ingatan konsumen terhadap suatu merek dibandingkan Sariayu.

c. Ho "Tidak terdapat perbedaan sikap konsumen terhadap produk pembersih wajah mengandung pemutih merek Pond's dan Sariayu bila ditinjau dari perceived quality", ditolak, artinya hipotesis penelitian "Terdapat perbedaan sikap konsumen terhadap produk pembersih wajah mengandung pemutih merek Pond's dan Sariayu" **diterima**. Pond's memiliki nilai yang lebih besar terhadap kualitas yang diharapkan oleh konsumen dari suatu merek produk yang dipersepsikan atau diharapkan oleh konsumen ditinjau dari fungsinya secara relatif dengan produk-produk lain.

d. Ho "Tidak terdapat perbedaan sikap konsumen terhadap produk pembersih wajah mengandung pemutih merek Pond's dan Sariayu bila ditinjau dari brand awareness", ditolak, artinya hipotesis penelitian "Terdapat perbedaan sikap konsumen terhadap produk pembersih wajah mengandung pemutih merek Pond's dan Sariayu" **diterima**. Pond's memiliki nilai yang lebih besar terhadap asosiasi yang tercipta di dalam pikiran konsumen mengenai suatu merek dibandingkan Sariayu

3. Hipotesis kedua, " **Tidak terdapat perbedaan dampak merek asing pada sikap konsumen bila ditinjau dari jenis kelamin, kelompok usia, dan pengeluaran per bulan**".

a. Hipotesis "Tidak terdapat perbedaan dampak merek asing pada sikap konsumen bila ditinjau dari jenis kelamin", **ditolak**, artinya Pond's

mempunyai dampak yang berbeda terhadap jenis kelamin dibandingkan dampak Sariayu terhadap jenis kelamin.

- b. Hipotesis “Tidak terdapat perbedaan dampak merek asing pada sikap konsumen bila ditinjau dari kelompok usia”, **diterima**, artinya Pond’s maupun Sariayu mempunyai dampak yang sama ditinjau dari kelompok usia.
- c. Hipotesis “Tidak terdapat perbedaan dampak merek asing pada sikap konsumen bila ditinjau dari pengeluaran per bulan”, **ditolak**, artinya Pond’s mempunyai dampak yang berbeda terhadap pengeluaran per bulan dibandingkan dampak Sariayu terhadap pengeluaran per bulan.

V.2. Kelemahan

1. Kelemahan dalam tulisan ini adalah karena adanya keterbatasan alat ukur maka pada hipotesis penelitian dua, perbedaan tidak bisa diketahui secara detail, untuk itu perlu penelitian lebih lanjut untuk mendapatkan hasil yang lebih rinci.
2. Sampel merek yang mewakili merek asing dan merek lokal dalam penelitian ini masing-masing hanya menggunakan satu sampel, yaitu Pond’s yang mewakili merek asing dan Sariayu yang mewakili merek lokal.

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LAMPIRAN

Variabel Penelitian

Variabel penelitian adalah suatu atribut atau sifat atau nilai dari orang, obyek atau kegiatan yang mempunyai variasi tertentu yang ditetapkan oleh peneliti untuk dipelajari dan ditarik kesimpulannya (Sugiyono, 2004 :32). Dari pengertian di atas maka variable penelitian dalam penelitian ini adalah:

1. Brand loyalty (loyalitas merek)

Merupakan kesetiaan pembeli terhadap merek. Dalam kuesioner yang membahas brand loyalty adalah pertanyaan nomor: 1, 2, 3, 4.

2. Brand awareness (kesadaran akan merek)

Merupakan informasi mengenai tingkat kemampuan konsumen untuk mengenal dan mengingat keberadaan suatu produk. Hal ini diukur berdasar ingatan atau pengakuan atas merek tersebut. Dalam kuesioner yang membahas brand awareness adalah pertanyaan nomor: 5, 6.

3. Perceived quality (kesan akan kualitas)

Merupakan informasi berupa persepsi konsumen terhadap kualitas produk. Dalam kuesioner yang membahas perceived quality adalah pertanyaan nomor: 7, 8, 9, 10, 11.

4. Brand association (asosiasi merek sebagai tambahan terhadap kesan kualitas)

Adalah sesuatu yang dapat dihubungkan dalam memori konsumen terhadap suatu merek. Sekumpulan brand association akan membentuk brand image. Dalam kuesioner yang membahas brand association adalah pertanyaan nomor: 12, 13, 14, 15, 16.

Daftar Pertanyaan:

I. Berilah tanda silang (X) pada pilihan yang telah disediakan.

1. Jenis kelamin:
 - a. Laki-laki
 - b. Perempuan
2. Berapakah usia Anda sekarang ini?
 - a. sampai dengan 19 tahun
 - b. 20 – 25 tahun
 - c. 26 – 35 tahun
3. Berapakah pengeluaran rata-rata per bulan Anda untuk keperluan kost, makan, transport, baju dll (atau uang saku bagi yang masih tinggal dngan orang tua)?
 - a. sampai dengan Rp100.000,00
 - b. antara Rp100.001,00 – Rp300.000,00
 - c. antara Rp300.001,00 – Rp500.000,00
 - d. lebih dari Rp500.000,00
4. Di daerah manakah Anda berasal?
 - a. Perkotaan
 - b. Pedesaan

II. Berilah tanda silang (X) pada salah satu alternative jawaban yang paling sesuai menurut Anda. Alternatif tersebut adalah:

SS : Sangat Setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

Brand loyalty

1. Jika memerlukan pembersih wajah dengan pemutih saya selalu membeli
 - Pond's white beauty SS S N TS STS
 - Sariayu white aromatic SS S N TS STS
2. Jika tidak memperoleh pembersih wajah dengan pemutih yang diinginkan, saya tidak membeli pembersih wajah merek lain
 - Pond's white beauty SS S N TS STS
 - Sariayu white aromatic SS S N TS STS
3. Jika tidak memperoleh pembersih wajah dengan pemutih yang diinginkan, saya mencari di toko-toko lain
 - Pond's white beauty SS S N TS STS
 - Sariayu white aromatic SS S N TS STS
4. Saya merasa tidak ada alasan untuk berganti merek
 - Pond's white beauty SS S N TS STS
 - Sariayu white aromatic SS S N TS STS

Brand awareness

5. Saya memahami resiko/akibat yang mungkin timbul jika saya membeli
 - Pond's white beauty SS S N TS STS
 - Sariayu white aromatic SS S N TS STS

6. Mengingat apa yang saya bayar untuk merek pembersih wajah dengan pemutih ini, tidak percuma mengeluarkan sejumlah uang dengan keuntungan yang saya peroleh

Pond's white beauty	SS	S	N	TS	STS
Sariayu white aromatic	SS	S	N	TS	STS

Perceived quality

7. Jika membersihkan dan memutihkan wajah, saya percaya pada kemampuan
- | | | | | | |
|------------------------|----|---|---|----|-----|
| Pond's white beauty | SS | S | N | TS | STS |
| Sariayu white aromatic | SS | S | N | TS | STS |

8. Saya yakin kualitas pembersih wajah dengan pemutih selalu baik

Pond's white beauty	SS	S	N	TS	STS
Sariayu white aromatic	SS	S	N	TS	STS

9. Saya yakin bahwa pembersih wajah dengan pemutih paling dapat memenuhi kebutuhan saya dibanding produk sejenis merek lain

Pond's white beauty	SS	S	N	TS	STS
Sariayu white aromatic	SS	S	N	TS	STS

10. Saya merasa aman jika menggunakan produk, karena perusahaan pembuatnya tidak akan merugikan pelanggan

Pond's white beauty	SS	S	N	TS	STS
Sariayu white aromatic	SS	S	N	TS	STS

11. Saya mempertimbangkan merek pembersih wajah dengan pemutih ini karena cocok dengan manfaat yang saya terima

Pond's white beauty	SS	S	N	TS	STS
Sariayu white aromatic	SS	S	N	TS	STS

Brand Association

12. Merek dipandang sebagai bagian penting dari produk

Pond's white beauty	SS	S	N	TS	STS
Sariayu white aromatic	SS	S	N	TS	STS

13. Ada keterkaitan nama merek dengan kualitas produk

Pond's white beauty	SS	S	N	TS	STS
Sariayu white aromatic	SS	S	N	TS	STS

14. Merek mampu menimbulkan kesan/image yang baik

Pond's white beauty	SS	S	N	TS	STS
Sariayu white aromatic	SS	S	N	TS	STS

15. Merek membuat saya tertarik untuk membeli produk tersebut

Pond's white beauty	SS	S	N	TS	STS
Sariayu white aromatic	SS	S	N	TS	STS

16. Saya yakin pembersih wajah dengan pemutih yang saya gunakan berbeda dengan merek lain karena pembersih wajah dengan pemutih yang saya gunakan merek terkenal

Pond's white beauty	SS	S	N	TS	STS
Sariayu white aromatic	SS	S	N	TS	STS

Frequency Table

Jenis kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	20	20.0	20.0	20.0
	Perempuan	80	80.0	80.0	100.0
	Total	100	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sampai dengan 19 tahun	18	18.0	18.0	18.0
	20 - 25 tahun	58	58.0	58.0	76.0
	26 - 35 tahun	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

Pengeluaran

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sampai dengan Rp. 300.000	17	17.0	17.0	17.0
	Rp. 300.001 - Rp. 500.000	40	40.0	40.0	57.0
	Lebih dari Rp. 500.000	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

Daerah asal

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Perkotaan	79	79.0	79.0	79.0
	Pedesaan	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

Brand Loyalty

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	17.0000	3.3793	1.8383	4

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
LOYAL_1	12.8667	1.7747	.5506	.6859
LOYAL_2	12.7667	2.0471	.6206	.6401
LOYAL_3	12.7667	1.9782	.5731	.6624
LOYAL_4	12.6000	2.4552	.4328	.7374

Reliability Coefficients

N of Cases = 30.0 N of Items = 4

Alpha = .7429

Brand Awareness

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Statistics for	Mean	Variance	Std Dev	N of
SCALE	9.0000	1.3793	1.1744	Variables
				2

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
AWARE_1	4.5667	.2540	.5554	.
AWARE_2	4.4333	.6678	.5554	.

Reliability Coefficients

N of Cases = 30.0 N of Items = 2

Alpha = .6633

Perceived Quality

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	21.1667	5.9368	2.4366	5

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
PERCE_1	16.9000	3.7483	.6388	.7507
PERCE_2	16.7667	4.4609	.5832	.7751
PERCE_3	16.7000	4.2172	.5937	.7675
PERCE_4	17.1000	3.4724	.6318	.7574
PERCE_5	17.2000	4.0276	.5448	.7808

Reliability Coefficients

N of Cases = 30.0 N of Items = 5
Alpha = .8045

Brand Association

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Statistics for	Mean	Variance	Std Dev	N of
SCALE	20.5667	6.1161	2.4731	Variables
				5

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
ASSO_1	16.0667	4.8230	.4631	.8255
ASSO_2	16.4000	4.1103	.6894	.7673
ASSO_3	16.3667	3.9644	.7322	.7538
ASSO_4	16.3667	3.8264	.7111	.7570
ASSO_5	17.0667	3.7195	.5451	.8232

Reliability Coefficients

N of Cases = 30.0 N of Items = 5

Alpha = .8217

Case Summaries

	LOYAL 1	LOYAL 2	LOYAL 3	LOYAL 4	AWARE 1	AWARE 2
1	4	4	3	5	5	5
2	5	5	5	5	5	5
3	3	3	4	4	4	5
4	4	4	3	4	4	4
5	4	5	4	4	4	5
6	5	5	4	4	5	5
7	5	5	4	4	5	4
8	5	4	4	4	5	4
9	2	4	4	4	2	4
10	4	4	5	4	5	5
11	5	5	5	5	5	5
12	4	4	5	5	5	5
13	5	5	5	5	5	5
14	4	4	5	5	5	5
15	4	4	4	5	5	4
16	4	4	4	4	4	4
17	3	4	4	4	4	4
18	4	5	5	4	5	5
19	4	5	5	5	5	5
20	4	4	4	4	4	4
21	5	4	4	4	4	4
22	4	4	4	4	2	4
23	4	4	4	4	4	4
24	4	4	4	4	4	5
25	4	4	4	5	5	5
28	4	4	4	5	4	4
27	4	4	4	4	5	5
28	5	5	5	5	5	5
29	3	3	3	4	4	4
30	5	4	5	5	5	5

Case Summaries

	PERCE 1	PERCE 2	PERCE 3	PERCE 4	PERCE 5	ASSO 1
1	5	4	5	4	4	5
2	5	5	5	5	5	5
3	4	4	4	3	4	5
4	4	4	4	4	4	4
5	4	4	4	3	4	4
6	5	4	5	4	4	5
7	4	4	4	5	4	4
8	3	5	5	5	4	5
9	4	4	4	4	4	4
10	5	5	5	5	5	5
11	5	5	5	5	3	5
12	4	5	4	4	3	4
13	5	5	5	5	5	5
14	5	5	5	4	4	5
15	4	4	4	4	3	4
16	4	4	4	4	4	4
17	4	4	5	4	4	4
18	4	4	5	4	4	5
19	5	5	5	5	5	5
20	4	4	4	2	4	4
21	4	5	4	4	4	5
22	4	4	4	4	4	4
23	4	4	5	4	3	4
24	4	4	4	4	4	4
25	4	5	4	4	4	4
26	4	4	3	4	3	4
27	5	5	5	4	5	5
28	5	5	5	5	5	5
29	2	4	4	2	3	4
30	5	4	5	4	3	5

Case Summaries

	ASSO 2	ASSO 3	ASSO 4	ASSO 5
1	4	4	4	3
2	5	5	5	4
3	4	4	3	3
4	4	4	4	4
5	4	4	4	4
6	3	4	4	3
7	3	4	4	3
8	4	5	4	4
9	4	4	3	3
10	5	5	5	4
11	5	5	5	5
12	4	4	4	4
13	5	5	5	4
14	4	4	5	4
15	4	4	4	3
16	4	4	4	3
17	4	4	4	3
18	4	4	4	3
19	5	5	5	5
20	4	4	3	3
21	5	4	5	2
22	4	4	4	4
23	4	4	4	2
24	3	4	4	2
25	4	4	4	4
26	5	5	5	5
27	4	4	5	3
28	5	5	5	4
29	4	2	3	3
30	4	4	4	4

Brand Association (Sariayu)

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Statistics for	Mean	Variance	Std Dev	N of
SCALE	19.9000	8.3690	2.8929	Variables
				5

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
ASSO_1	15.9000	5.2655	.8219	.8505
ASSO_2	15.9000	5.4034	.8533	.8458
ASSO_3	15.8667	5.2230	.8009	.8550
ASSO_4	16.2667	6.0644	.5640	.9062
ASSO_5	15.6667	5.5402	.6709	.8858

Reliability Coefficients

N of Cases = 30.0

N of Items = 5

Alpha = .8931

Perceived Quality (Sariayu)

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Statistics for	Mean	Variance	Std Dev	N of
SCALE	20.4667	7.0851	2.6618	Variables
				5

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
PERCE_1	16.3667	4.3092	.6983	.7711
PERCE_2	16.6000	5.2828	.4867	.8291
PERCE_3	16.1333	4.9471	.6561	.7875
PERCE_4	16.5667	4.0471	.6837	.7801
PERCE_5	16.2000	5.0621	.6411	.7926

Reliability Coefficients

N of Cases =	30.0	N of Items =	5
Alpha =	.8278		

Brand Awareness (Sariayu)

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	8.2333	2.7368	1.6543	2

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
AWARE_1	4.1333	.6713	.8848	.
AWARE_2	4.1000	.7828	.8848	.

Reliability Coefficients

N of Cases =	30.0	N of Items =	2
Alpha =	.9374		

Brand Loyalty (Sariayu)

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Statistics for	Mean	Variance	Std Dev	N of
SCALE	16.6000	3.7655	1.9405	Variables
				4

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
LOYAL_1	12.5333	2.3264	.4555	.7337
LOYAL_2	12.5000	2.0517	.6730	.6017
LOYAL_3	12.4667	2.3954	.5901	.6607
LOYAL_4	12.3000	2.4241	.4523	.7312

Reliability Coefficients

N of Cases =	30.0	N of Items =	4
Alpha =	.7432		

Case Summaries (Sariayu)

	ASSO 2	ASSO 3	ASSO 4	ASSO 5
1	4	5	4	5
2	4	4	3	4
3	4	4	3	4
4	4	4	3	4
5	4	4	3	5
6	5	5	5	5
7	4	3	3	4
8	5	5	4	5
9	4	4	4	4
10	3	3	3	3
11	3	3	3	3
12	4	4	4	4
13	5	5	5	4
14	4	4	4	4
15	3	4	3	4
16	3	4	3	4
17	4	4	4	5
18	4	3	3	4
19	3	3	4	3
20	5	5	5	5
21	4	4	4	4
22	5	5	4	5
23	4	5	3	5
24	5	5	4	5
25	3	3	3	3
26	4	4	4	5
27	4	4	3	5
28	4	4	4	3
29	4	3	3	5
30	4	4	4	4

Case Summaries (Sariayu)

	PERCE 1	PERCE 2	PERCE 3	PERCE 4	PERCE 5	ASSO 1
1	5	4	5	4	5	4
2	4	3	4	4	4	4
3	4	4	4	4	4	4
4	4	4	5	4	4	4
5	4	4	5	4	4	4
6	5	5	5	5	5	5
7	4	4	4	2	4	4
8	4	4	4	4	5	4
9	4	4	4	4	4	4
10	4	3	5	4	4	3
11	4	4	4	4	4	3
12	4	4	4	4	5	4
13	4	3	3	4	4	5
14	4	4	4	3	4	4
15	4	4	4	4	4	4
16	4	4	4	5	4	4
17	3	4	5	5	5	5
18	4	4	4	4	4	4
19	2	3	3	2	3	3
20	5	3	5	5	5	5
21	4	3	4	4	5	4
22	5	5	5	5	5	5
23	5	5	5	4	5	4
24	5	5	5	5	5	5
25	2	3	4	2	4	2
26	5	3	5	4	4	4
27	5	4	5	4	4	4
28	4	4	4	3	3	3
29	4	4	4	3	4	4
30	4	4	4	4	4	4

Case Summaries (Sariayu)

	LOYAL 1	LOYAL 2	LOYAL 3	LOYAL 4	AWARE 1	AWARE 2
1	4	5	4	5	5	5
2	4	4	4	5	5	4
3	4	4	4	4	4	4
4	3	4	4	4	4	4
5	4	5	5	4	5	5
6	4	5	5	5	5	5
7	4	4	4	4	4	4
8	5	4	4	4	4	4
9	4	4	4	4	2	2
10	4	4	4	4	4	4
11	4	4	4	4	4	4
12	4	4	4	5	3	3
13	4	4	4	5	4	4
14	4	4	5	4	4	5
15	4	4	4	4	4	4
16	5	4	5	4	5	5
17	5	4	4	4	5	4
18	2	4	4	4	2	3
19	4	3	4	2	2	2
20	5	5	5	5	5	5
21	4	5	4	5	4	4
22	5	5	5	5	4	4
23	4	4	4	4	4	4
24	5	5	5	5	5	5
25	3	3	3	4	4	4
26	5	5	4	5	5	5
27	4	3	4	5	5	5
28	4	3	3	4	4	4
29	3	4	3	4	4	5
30	4	3	4	4	4	4

TABEL R 5%

N	R tabel	N	R tabel	N	R tabel	N	R tabel
1	,997	51	,271	101	,194	151	,159
2	,950	52	,268	102	,193	152	,158
3	,878	53	,266	103	,192	153	,158
4	,811	54	,263	104	,191	154	,157
5	,754	55	,261	105	,190	155	,157
6	,707	56	,259	106	,189	156	,156
7	,666	57	,256	107	,188	157	,156
8	,632	58	,254	108	,187	158	,155
9	,602	59	,252	109	,187	159	,155
10	,576	60	,250	110	,186	160	,154
11	,553	61	,248	111	,185	161	,154
12	,532	62	,246	112	,184	162	,153
13	,514	63	,244	113	,183	163	,153
14	,497	64	,242	114	,182	164	,152
15	,482	65	,240	115	,182	165	,152
16	,468	66	,239	116	,181	166	,151
17	,456	67	,237	117	,180	167	,151
18	,444	68	,235	118	,179	168	,151
19	,433	69	,234	119	,179	169	,150
20	,423	70	,232	120	,178	170	,150
21	,413	71	,230	121	,177	171	,149
22	,404	72	,229	122	,176	172	,149
23	,396	73	,227	123	,176	173	,148
24	,388	74	,226	124	,175	174	,148
25	,381	75	,224	125	,174	175	,148
26	,374	76	,223	126	,174	176	,147
27	,367	77	,221	127	,173	177	,147
28	,361	78	,220	128	,172	178	,146
29	,355	79	,219	129	,172	179	,146
30	,349	80	,217	130	,171	180	,146
31	,344	81	,216	131	,170	181	,145
32	,339	82	,215	132	,170	182	,145
33	,334	83	,213	133	,169	183	,144
34	,329	84	,212	134	,168	184	,144
35	,325	85	,211	135	,168	185	,144
36	,320	86	,210	136	,167	186	,143
37	,316	87	,208	137	,167	187	,143
38	,312	88	,207	138	,166	188	,142
39	,308	89	,206	139	,165	189	,142
40	,304	90	,205	140	,165	190	,142
41	,301	91	,204	141	,164	191	,141
42	,297	92	,203	142	,164	192	,141
43	,294	93	,202	143	,163	193	,141
44	,291	94	,201	144	,163	194	,140
45	,288	95	,200	145	,162	195	,140
46	,285	96	,199	146	,161	196	,139
47	,282	97	,198	147	,161	197	,139
48	,279	98	,197	148	,160	198	,139
49	,276	99	,196	149	,160	199	,138
50	,273	100	,195	150	,159	200	,138

Means

Report

Produk		Brand Loyalty	Brand Awareness	Perceived Quality	Brand Association
Pond's	Mean	4.1700	4.5400	4.0900	4.2400
	Std. Deviation	.7661	.6878	.6046	.5527
	N	100	100	100	100
Sariayu	Mean	3.7500	3.9500	3.8700	4.0000
	Std. Deviation	1.0577	.8572	.7057	.6963
	N	100	100	100	100
Total	Mean	3.9600	4.2450	3.9800	4.1200
	Std. Deviation	.9449	.8297	.6647	.6385
	N	200	200	200	200

T-Test

Group Statistics

	Produk	N	Mean	Std. Deviation	Std. Error Mean
Brand Loyalty	Pond's	100	4.1700	.7661	7.661E-02
	Sariayu	100	3.7500	1.0577	.1058
Brand Awareness	Pond's	100	4.5400	.6878	6.878E-02
	Sariayu	100	3.9500	.8572	8.572E-02
Perceived Quality	Pond's	100	4.0900	.6046	6.046E-02
	Sariayu	100	3.8700	.7057	7.057E-02
Brand Association	Pond's	100	4.2400	.5527	5.527E-02
	Sariayu	100	4.0000	.6963	6.963E-02

Independent Samples Test

		Levene's Test for Equality of Variances	
		F	Sig.
Brand Loyalty	Equal variances assumed	14.079	.000
	Equal variances not assumed		
Brand Awareness	Equal variances assumed	.062	.803
	Equal variances not assumed		
Perceived Quality	Equal variances assumed	2.088	.150
	Equal variances not assumed		
Brand Association	Equal variances assumed	.322	.571
	Equal variances not assumed		

Independent Samples Test

		t-test for Equality of Means			
		t	df	Sig. (2-tailed)	Mean Difference
Brand Loyalty	Equal variances assumed	3.216	198	.002	.4200
	Equal variances not assumed	3.216	180.463	.002	.4200
Brand Awareness	Equal variances assumed	5.368	198	.000	.5900
	Equal variances not assumed	5.368	189.123	.000	.5900
Perceived Quality	Equal variances assumed	2.367	198	.019	.2200
	Equal variances not assumed	2.367	193.445	.019	.2200
Brand Association	Equal variances assumed	2.700	198	.008	.2400
	Equal variances not assumed	2.700	188.298	.008	.2400

Independent Samples Test

		t-test for Equality of Means		
		Std. Error Difference	95% Confidence Interval of the Difference	
			Lower	Upper
Brand Loyalty	Equal variances assumed	.1306	.1625	.6775
	Equal variances not assumed	.1306	.1623	.6777
Brand Awareness	Equal variances assumed	.1099	.3733	.8067
	Equal variances not assumed	.1099	.3732	.8068
Perceived Quality	Equal variances assumed	9.293E-02	3.674E-02	.4033
	Equal variances not assumed	9.293E-02	3.671E-02	.4033
Brand Association	Equal variances assumed	8.890E-02	6.469E-02	.4153
	Equal variances not assumed	8.890E-02	6.463E-02	.4154

TABEL DISTRIBUSI T

df	10%	5%	df	10%	5%	df	10%	5%	df	10%	5%
1	6,31	12,71	51	1,68	2,01	101	1,66	1,98	151	1,66	1,98
2	2,92	4,30	52	1,67	2,01	102	1,66	1,98	152	1,65	1,98
3	2,35	3,18	53	1,67	2,01	103	1,66	1,98	153	1,65	1,98
4	2,13	2,78	54	1,67	2,00	104	1,66	1,98	154	1,65	1,98
5	2,02	2,57	55	1,67	2,00	105	1,66	1,98	155	1,65	1,98
6	1,94	2,45	56	1,67	2,00	106	1,66	1,98	156	1,65	1,98
7	1,89	2,36	57	1,67	2,00	107	1,66	1,98	157	1,65	1,98
8	1,86	2,31	58	1,67	2,00	108	1,66	1,98	158	1,65	1,98
9	1,83	2,26	59	1,67	2,00	109	1,66	1,98	159	1,65	1,97
10	1,81	2,23	60	1,67	2,00	110	1,66	1,98	160	1,65	1,97
11	1,80	2,20	61	1,67	2,00	111	1,66	1,98	161	1,65	1,97
12	1,78	2,18	62	1,67	2,00	112	1,66	1,98	162	1,65	1,97
13	1,77	2,16	63	1,67	2,00	113	1,66	1,98	163	1,65	1,97
14	1,76	2,14	64	1,67	2,00	114	1,66	1,98	164	1,65	1,97
15	1,75	2,13	65	1,67	2,00	115	1,66	1,98	165	1,65	1,97
16	1,75	2,12	66	1,67	2,00	116	1,66	1,98	166	1,65	1,97
17	1,74	2,11	67	1,67	2,00	117	1,66	1,98	167	1,65	1,97
18	1,73	2,10	68	1,67	2,00	118	1,66	1,98	168	1,65	1,97
19	1,73	2,09	69	1,67	1,99	119	1,66	1,98	169	1,65	1,97
20	1,72	2,09	70	1,67	1,99	120	1,66	1,98	170	1,65	1,97
21	1,72	2,08	71	1,67	1,99	121	1,66	1,98	171	1,65	1,97
22	1,72	2,07	72	1,67	1,99	122	1,66	1,98	172	1,65	1,97
23	1,71	2,07	73	1,67	1,99	123	1,66	1,98	173	1,65	1,97
24	1,71	2,06	74	1,67	1,99	124	1,66	1,98	174	1,65	1,97
25	1,71	2,06	75	1,67	1,99	125	1,66	1,98	175	1,65	1,97
26	1,71	2,06	76	1,67	1,99	126	1,66	1,98	176	1,65	1,97
27	1,70	2,05	77	1,66	1,99	127	1,66	1,98	177	1,65	1,97
28	1,70	2,05	78	1,66	1,99	128	1,66	1,98	178	1,65	1,97
29	1,70	2,05	79	1,66	1,99	129	1,66	1,98	179	1,65	1,97
30	1,70	2,04	80	1,66	1,99	130	1,66	1,98	180	1,65	1,97
31	1,70	2,04	81	1,66	1,99	131	1,66	1,98	181	1,65	1,97
32	1,69	2,04	82	1,66	1,99	132	1,66	1,98	182	1,65	1,97
33	1,69	2,03	83	1,66	1,99	133	1,66	1,98	183	1,65	1,97
34	1,69	2,03	84	1,66	1,99	134	1,66	1,98	184	1,65	1,97
35	1,69	2,03	85	1,66	1,99	135	1,66	1,98	185	1,65	1,97
36	1,69	2,03	86	1,66	1,99	136	1,66	1,98	186	1,65	1,97
37	1,69	2,03	87	1,66	1,99	137	1,66	1,98	187	1,65	1,97
38	1,69	2,02	88	1,66	1,99	138	1,66	1,98	188	1,65	1,97
39	1,68	2,02	89	1,66	1,99	139	1,66	1,98	189	1,65	1,97
40	1,68	2,02	90	1,66	1,99	140	1,66	1,98	190	1,65	1,97
41	1,68	2,02	91	1,66	1,99	141	1,66	1,98	191	1,65	1,97
42	1,68	2,02	92	1,66	1,99	142	1,66	1,98	192	1,65	1,97
43	1,68	2,02	93	1,66	1,99	143	1,66	1,98	193	1,65	1,97
44	1,68	2,02	94	1,66	1,99	144	1,66	1,98	194	1,65	1,97
45	1,68	2,01	95	1,66	1,99	145	1,66	1,98	195	1,65	1,97
46	1,68	2,01	96	1,66	1,98	146	1,66	1,98	196	1,65	1,97
47	1,68	2,01	97	1,66	1,98	147	1,66	1,98	197	1,65	1,97
48	1,68	2,01	98	1,66	1,98	148	1,66	1,98	198	1,65	1,97
49	1,68	2,01	99	1,66	1,98	149	1,66	1,98	199	1,65	1,97
50	1,68	2,01	100	1,66	1,98	150	1,66	1,98	200	1,65	1,97

Jenis kelamin * Brand Loyalty * Produk

Crosstab

Produk				Brand Loyalty					Total
				STS	TS	N	S	SS	
Pond's	Jenis kelamin	Laki-laki	Count	0	1	0	12	7	20
			Expected Count	.2	.8	.8	11.8	6.4	20.0
			% of Total	.0%	1.0%	.0%	12.0%	7.0%	20.0%
	Perempuan	Count	1	3	4	47	25	80	
		Expected Count	.8	3.2	3.2	47.2	25.6	80.0	
		% of Total	1.0%	3.0%	4.0%	47.0%	25.0%	80.0%	
	Total	Count	1	4	4	59	32	100	
		Expected Count	1.0	4.0	4.0	59.0	32.0	100.0	
		% of Total	1.0%	4.0%	4.0%	59.0%	32.0%	100.0%	
Sariayu	Jenis kelamin	Laki-laki	Count	0	7	1	10	2	20
			Expected Count	.4	3.0	2.8	8.8	5.0	20.0
			% of Total	.0%	7.0%	1.0%	10.0%	2.0%	20.0%
	Perempuan	Count	2	8	13	34	23	80	
		Expected Count	1.6	12.0	11.2	35.2	20.0	80.0	
		% of Total	2.0%	8.0%	13.0%	34.0%	23.0%	80.0%	
	Total	Count	2	15	14	44	25	100	
		Expected Count	2.0	15.0	14.0	44.0	25.0	100.0	
		% of Total	2.0%	15.0%	14.0%	44.0%	25.0%	100.0%	

Chi-Square Tests

Produk		Value	df	Asymp. Sig. (2-sided)
Pond's	Pearson Chi-Square	1.387 ^a	4	.846
	Likelihood Ratio	2.363	4	.669
	Linear-by-Linear Association	.273	1	.602
	N of Valid Cases	100		
Sariayu	Pearson Chi-Square	11.068 ^b	4	.026
	Likelihood Ratio	11.045	4	.026
	Linear-by-Linear Association	3.576	1	.059
	N of Valid Cases	100		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .20.

b. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .40.

Jenis kelamin * Brand Awareness * Produk

Crosstab

Produk				Brand Awareness				Total
				TS	N	S	SS	
Pond's	Jenis kelamin	Laki-laki	Count		1	3	16	20
			Expected Count		2.2	4.8	13.0	20.0
			% of Total		1.0%	3.0%	16.0%	20.0%
	Perempuan	Count		10	21	49	80	
		Expected Count		8.8	19.2	52.0	80.0	
		% of Total		10.0%	21.0%	49.0%	80.0%	
	Total		Count		11	24	65	100
			Expected Count		11.0	24.0	65.0	100.0
			% of Total		11.0%	24.0%	65.0%	100.0%
Sariayu	Jenis kelamin	Laki-laki	Count	1	7	7	5	20
			Expected Count	1.4	3.6	9.6	5.4	20.0
			% of Total	1.0%	7.0%	7.0%	5.0%	20.0%
	Perempuan	Count	6	11	41	22	80	
		Expected Count	5.6	14.4	38.4	21.6	80.0	
		% of Total	6.0%	11.0%	41.0%	22.0%	80.0%	
	Total		Count	7	18	48	27	100
			Expected Count	7.0	18.0	48.0	27.0	100.0
			% of Total	7.0%	18.0%	48.0%	27.0%	100.0%

Chi-Square Tests

Produk		Value	df	Asymp. Sig. (2-sided)
Pond's	Pearson Chi-Square	2.527 ^a	2	.283
	Likelihood Ratio	2.744	2	.254
	Linear-by-Linear Association	2.330	1	.127
	N of Valid Cases	100		
Sariayu	Pearson Chi-Square	5.074 ^b	3	.166
	Likelihood Ratio	4.527	3	.210
	Linear-by-Linear Association	.765	1	.382
	N of Valid Cases	100		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.20.

b. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.40.

Jenis kelamin * Perceived Quality * Produk

Crosstab

Produk				Perceived Quality				Total
				TS	N	S	SS	
Pond's	Jenis kelamin	Laki-laki	Count		1	12	7	20
			Expected Count		2.8	12.6	4.6	20.0
			% of Total		1.0%	12.0%	7.0%	20.0%
		Perempuan	Count		13	51	16	80
			Expected Count		11.2	50.4	18.4	80.0
			% of Total		13.0%	51.0%	16.0%	80.0%
		Total	Count		14	63	23	100
			Expected Count		14.0	63.0	23.0	100.0
			% of Total		14.0%	63.0%	23.0%	100.0%
Sariayu	Jenis kelamin	Laki-laki	Count	2	6	11	1	20
			Expected Count	.6	4.6	11.6	3.2	20.0
			% of Total	2.0%	6.0%	11.0%	1.0%	20.0%
		Perempuan	Count	1	17	47	15	80
			Expected Count	2.4	18.4	46.4	12.8	80.0
			% of Total	1.0%	17.0%	47.0%	15.0%	80.0%
		Total	Count	3	23	58	16	100
			Expected Count	3.0	23.0	58.0	16.0	100.0
			% of Total	3.0%	23.0%	58.0%	16.0%	100.0%

Chi-Square Tests

Produk		Value	df	Asymp. Sig. (2-sided)
Pond's	Pearson Chi-Square	3.047 ^a	2	.218
	Likelihood Ratio	3.257	2	.196
	Linear-by-Linear Association	3.016	1	.082
	N of Valid Cases	100		
Sariayu	Pearson Chi-Square	6.545 ^b	3	.088
	Likelihood Ratio	6.034	3	.110
	Linear-by-Linear Association	5.140	1	.023
	N of Valid Cases	100		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.80.

b. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .60.

Jenis kelamin * Brand Association * Produk

Crosstab

Produk				Brand Association				Total
				TS	N	S	SS	
Pond's	Jenis kelamin	Laki-laki	Count		1	13	6	20
			Expected Count		1.2	12.8	6.0	20.0
			% of Total		1.0%	13.0%	6.0%	20.0%
		Perempuan	Count		5	51	24	80
	Expected Count			4.8	51.2	24.0	80.0	
	% of Total			5.0%	51.0%	24.0%	80.0%	
		Total	Count		6	64	30	100
	Expected Count			6.0	64.0	30.0	100.0	
	% of Total			6.0%	64.0%	30.0%	100.0%	
Sariayu	Jenis kelamin	Laki-laki	Count	1	3	13	3	20
			Expected Count	.6	3.0	12.2	4.2	20.0
			% of Total	1.0%	3.0%	13.0%	3.0%	20.0%
		Perempuan	Count	2	12	48	18	80
	Expected Count		2.4	12.0	48.8	16.8	80.0	
	% of Total		2.0%	12.0%	48.0%	18.0%	80.0%	
		Total	Count	3	15	61	21	100
	Expected Count		3.0	15.0	61.0	21.0	100.0	
	% of Total		3.0%	15.0%	61.0%	21.0%	100.0%	

Chi-Square Tests

Produk		Value	df	Asymp. Sig. (2-sided)
Pond's	Pearson Chi-Square	.046 ^a	2	.977
	Likelihood Ratio	.047	2	.977
	Linear-by-Linear Association	.008	1	.928
	N of Valid Cases	100		
Sariayu	Pearson Chi-Square	.827 ^b	3	.843
	Likelihood Ratio	.822	3	.844
	Linear-by-Linear Association	.516	1	.473
	N of Valid Cases	100		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.20.

b. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .60.

Usia * Brand Loyalty * Produk

Crosstab

Produk				Brand Loyalty					Total
				STS	TS	N	S	SS	
Pond's	Usia	Sampai dengan 19 tahun	Count	1	0	0	9	8	18
			Expected Count	.2	.7	.7	10.6	5.8	18.0
			% of Total	1.0%	.0%	.0%	9.0%	8.0%	18.0%
	20 - 25 tahun	Count	0	2	3	37	16	58	
		Expected Count	.6	2.3	2.3	34.2	18.6	58.0	
		% of Total	.0%	2.0%	3.0%	37.0%	16.0%	58.0%	
	26 - 35 tahun	Count	0	2	1	13	8	24	
		Expected Count	.2	1.0	1.0	14.2	7.7	24.0	
		% of Total	.0%	2.0%	1.0%	13.0%	8.0%	24.0%	
	Total	Count	1	4	4	59	32	100	
Expected Count		1.0	4.0	4.0	59.0	32.0	100.0		
% of Total		1.0%	4.0%	4.0%	59.0%	32.0%	100.0%		
Sariayu	Usia	Sampai dengan 19 tahun	Count	0	3	2	12	1	18
			Expected Count	.4	2.7	2.5	7.9	4.5	18.0
			% of Total	.0%	3.0%	2.0%	12.0%	1.0%	18.0%
	20 - 25 tahun	Count	2	10	8	23	15	58	
		Expected Count	1.2	8.7	8.1	25.5	14.5	58.0	
		% of Total	2.0%	10.0%	8.0%	23.0%	15.0%	58.0%	
	26 - 35 tahun	Count	0	2	4	9	9	24	
		Expected Count	.5	3.6	3.4	10.6	6.0	24.0	
		% of Total	.0%	2.0%	4.0%	9.0%	9.0%	24.0%	
	Total	Count	2	15	14	44	25	100	
Expected Count		2.0	15.0	14.0	44.0	25.0	100.0		
% of Total		2.0%	15.0%	14.0%	44.0%	25.0%	100.0%		

Chi-Square Tests

Produk		Value	df	Asymp. Sig. (2-sided)
Pond's	Pearson Chi-Square	9.173 ^a	8	.328
	Likelihood Ratio	9.134	8	.331
	Linear-by-Linear Association	.373	1	.541
	N of Valid Cases	100		
Sariayu	Pearson Chi-Square	9.439 ^b	8	.307
	Likelihood Ratio	11.097	8	.196
	Linear-by-Linear Association	1.937	1	.164
	N of Valid Cases	100		

a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .18.

b. 8 cells (53.3%) have expected count less than 5. The minimum expected count is .36.

Usia * Brand Awareness * Produk

Crosstab

Produk				Brand Awareness				Total	
				TS	N	S	SS		
Pond's	Usia	Sampai dengan 19 tahun	Count		1	2	15	18	
			Expected Count		2.0	4.3	11.7	18.0	
			% of Total		1.0%	2.0%	15.0%	18.0%	
	20 - 25 tahun	Count		7	15	36	58		
		Expected Count		6.4	13.9	37.7	58.0		
		% of Total		7.0%	15.0%	36.0%	58.0%		
	26 - 35 tahun	Count		3	7	14	24		
		Expected Count		2.6	5.8	15.6	24.0		
		% of Total		3.0%	7.0%	14.0%	24.0%		
	Total			Count		11	24	65	100
				Expected Count		11.0	24.0	65.0	100.0
				% of Total		11.0%	24.0%	65.0%	100.0%
Sariayu	Usia	Sampai dengan 19 tahun	Count	2	3	11	2	18	
			Expected Count	1.3	3.2	8.6	4.9	18.0	
			% of Total	2.0%	3.0%	11.0%	2.0%	18.0%	
	20 - 25 tahun	Count	2	12	25	19	58		
		Expected Count	4.1	10.4	27.8	15.7	58.0		
		% of Total	2.0%	12.0%	25.0%	19.0%	58.0%		
	26 - 35 tahun	Count	3	3	12	6	24		
		Expected Count	1.7	4.3	11.5	6.5	24.0		
		% of Total	3.0%	3.0%	12.0%	6.0%	24.0%		
	Total			Count	7	18	48	27	100
				Expected Count	7.0	18.0	48.0	27.0	100.0
				% of Total	7.0%	18.0%	48.0%	27.0%	100.0%

Chi-Square Tests

Produk		Value	df	Asymp. Sig. (2-sided)
Pond's	Pearson Chi-Square	3.363 ^a	4	.499
	Likelihood Ratio	3.692	4	.449
	Linear-by-Linear Association	1.976	1	.160
	N of Valid Cases	100		
Sariayu	Pearson Chi-Square	6.556 ^b	6	.364
	Likelihood Ratio	6.972	6	.323
	Linear-by-Linear Association	.173	1	.678
	N of Valid Cases	100		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 1.98.

b. 6 cells (50.0%) have expected count less than 5. The minimum expected count is 1.26.

Usia * Perceived Quality * Produk

Crosstab

Produk				Perceived Quality				Total	
				TS	N	S	SS		
Pond's	Usia	Sampai dengan 19 tahun	Count		1	13	4	18	
			Expected Count		2.5	11.3	4.1	18.0	
			% of Total		1.0%	13.0%	4.0%	18.0%	
	20 - 25 tahun	Count		8	37	13	58		
		Expected Count		8.1	36.5	13.3	58.0		
		% of Total		8.0%	37.0%	13.0%	58.0%		
	26 - 35 tahun	Count		5	13	6	24		
		Expected Count		3.4	15.1	5.5	24.0		
		% of Total		5.0%	13.0%	6.0%	24.0%		
	Total			Count		14	63	23	100
				Expected Count		14.0	63.0	23.0	100.0
				% of Total		14.0%	63.0%	23.0%	100.0%
Sariayu	Usia	Sampai dengan 19 tahun	Count	0	5	12	1	18	
			Expected Count	.5	4.1	10.4	2.9	18.0	
			% of Total	.0%	5.0%	12.0%	1.0%	18.0%	
	20 - 25 tahun	Count	0	14	34	10	58		
		Expected Count	1.7	13.3	33.6	9.3	58.0		
		% of Total	.0%	14.0%	34.0%	10.0%	58.0%		
	26 - 35 tahun	Count	3	4	12	5	24		
		Expected Count	.7	5.5	13.9	3.8	24.0		
		% of Total	3.0%	4.0%	12.0%	5.0%	24.0%		
	Total			Count	3	23	58	16	100
				Expected Count	3.0	23.0	58.0	16.0	100.0
				% of Total	3.0%	23.0%	58.0%	16.0%	100.0%

Chi-Square Tests

Produk		Value	df	Asymp. Sig. (2-sided)
Pond's	Pearson Chi-Square	2.320 ^a	4	.677
	Likelihood Ratio	2.492	4	.646
	Linear-by-Linear Association	.424	1	.515
	N of Valid Cases	100		
Sariayu	Pearson Chi-Square	12.265 ^b	6	.056
	Likelihood Ratio	11.748	6	.068
	Linear-by-Linear Association	.002	1	.961
	N of Valid Cases	100		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 2.52.

b. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .54.

Usia * Brand Association * Produk

Crosstab

Produk				Brand Association				Total
				TS	N	S	SS	
Pond's	Usia	Sampai dengan 19 tahun	Count	1	9	8	18	
			Expected Count	1.1	11.5	5.4	18.0	
			% of Total	1.0%	9.0%	8.0%	18.0%	
	20 - 25 tahun	Count	4	38	16	58		
		Expected Count	3.5	37.1	17.4	58.0		
		% of Total	4.0%	38.0%	16.0%	58.0%		
	26 - 35 tahun	Count	1	17	6	24		
		Expected Count	1.4	15.4	7.2	24.0		
		% of Total	1.0%	17.0%	6.0%	24.0%		
	Total			Count	6	64	30	100
			Expected Count	6.0	64.0	30.0	100.0	
			% of Total	6.0%	64.0%	30.0%	100.0%	
Sariayu	Usia	Sampai dengan 19 tahun	Count	0	6	9	18	
			Expected Count	.5	2.7	3.8	18.0	
			% of Total	.0%	6.0%	9.0%	18.0%	
	20 - 25 tahun	Count	1	4	40	13	58	
		Expected Count	1.7	8.7	35.4	12.2	58.0	
		% of Total	1.0%	4.0%	40.0%	13.0%	58.0%	
	26 - 35 tahun	Count	2	5	12	5	24	
		Expected Count	.7	3.6	14.6	5.0	24.0	
		% of Total	2.0%	5.0%	12.0%	5.0%	24.0%	
	Total			Count	3	15	61	100
			Expected Count	3.0	15.0	21.0	100.0	
			% of Total	3.0%	15.0%	21.0%	100.0%	

Chi-Square Tests

Produk		Value	df	Asymp. Sig. (2-sided)
Pond's	Pearson Chi-Square	2.530 ^a	4	.639
	Likelihood Ratio	2.434	4	.657
	Linear-by-Linear Association	.930	1	.335
	N of Valid Cases	100		
Sariayu	Pearson Chi-Square	11.900 ^b	6	.064
	Likelihood Ratio	11.324	6	.079
	Linear-by-Linear Association	.050	1	.824
	N of Valid Cases	100		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 1.08.

b. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .54.

Pengeluaran * Brand Loyalty * Produk

Crosstab

Produk				Brand Loyalty					Total
				STS	TS	N	S	SS	
Pond's	Pengeluaran	Sampai dengan Rp. 300.000	Count	1	0	0	9	7	17
			Expected Count	.2	.7	.7	10.0	5.4	17.0
			% of Total	1.0%	.0%	.0%	9.0%	7.0%	17.0%
	Rp. 300.001 - Rp. 500.000	Count	0	1	4	21	14	40	
		Expected Count	.4	1.6	1.6	23.6	12.8	40.0	
		% of Total	.0%	1.0%	4.0%	21.0%	14.0%	40.0%	
	Lebih dari Rp. 500.000	Count	0	3	0	29	11	43	
		Expected Count	.4	1.7	1.7	25.4	13.8	43.0	
		% of Total	.0%	3.0%	.0%	29.0%	11.0%	43.0%	
	Total			Count	1	4	4	59	32
			Expected Count	1.0	4.0	4.0	59.0	32.0	100.0
			% of Total	1.0%	4.0%	4.0%	59.0%	32.0%	100.0%
Sariayu	Pengeluaran	Sampai dengan Rp. 300.000	Count	2	1	0	12	2	17
			Expected Count	.3	2.6	2.4	7.5	4.3	17.0
			% of Total	2.0%	1.0%	.0%	12.0%	2.0%	17.0%
	Rp. 300.001 - Rp. 500.000	Count	0	9	2	15	14	40	
		Expected Count	.8	6.0	5.6	17.6	10.0	40.0	
		% of Total	.0%	9.0%	2.0%	15.0%	14.0%	40.0%	
	Lebih dari Rp. 500.000	Count	0	5	12	17	9	43	
		Expected Count	.9	6.5	6.0	18.9	10.8	43.0	
		% of Total	.0%	5.0%	12.0%	17.0%	9.0%	43.0%	
	Total			Count	2	15	14	44	25
			Expected Count	2.0	15.0	14.0	44.0	25.0	100.0
			% of Total	2.0%	15.0%	14.0%	44.0%	25.0%	100.0%

Chi-Square Tests

Produk		Value	df	Asymp. Sig. (2-sided)
Pond's	Pearson Chi-Square	14.765 ^a	8	.064
	Likelihood Ratio	15.289	8	.054
	Linear-by-Linear Association	.374	1	.541
	N of Valid Cases	100		
Sariayu	Pearson Chi-Square	29.554 ^b	8	.000
	Likelihood Ratio	28.523	8	.000
	Linear-by-Linear Association	.004	1	.948
	N of Valid Cases	100		

a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .17.

b. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .34.

Pengeluaran * Brand Awareness * Produk

Crosstab

Produk				Brand Awareness				Total	
				TS	N	S	SS		
Pond's	Pengeluaran	Sampai dengan Rp. 300.000	Count		2	3	12	17	
			Expected Count		1.9	4.1	11.1	17.0	
			% of Total		2.0%	3.0%	12.0%	17.0%	
	Rp. 300.001 - Rp. 500.000	Count		4	8	28	40		
		Expected Count		4.4	9.6	26.0	40.0		
		% of Total		4.0%	8.0%	28.0%	40.0%		
	Lebih dari Rp. 500.000	Count		5	13	25	43		
		Expected Count		4.7	10.3	28.0	43.0		
		% of Total		5.0%	13.0%	25.0%	43.0%		
	Total			Count		11	24	65	100
				Expected Count		11.0	24.0	65.0	100.0
				% of Total		11.0%	24.0%	65.0%	100.0%
Sariayu	Pengeluaran	Sampai dengan Rp. 300.000	Count	1	1	13	2	17	
			Expected Count	1.2	3.1	8.2	4.6	17.0	
			% of Total	1.0%	1.0%	13.0%	2.0%	17.0%	
	Rp. 300.001 - Rp. 500.000	Count	0	11	10	19	40		
		Expected Count	2.8	7.2	19.2	10.8	40.0		
		% of Total	.0%	11.0%	10.0%	19.0%	40.0%		
	Lebih dari Rp. 500.000	Count	6	6	25	6	43		
		Expected Count	3.0	7.7	20.6	11.6	43.0		
		% of Total	6.0%	6.0%	25.0%	6.0%	43.0%		
	Total			Count	7	18	48	27	100
				Expected Count	7.0	18.0	48.0	27.0	100.0
				% of Total	7.0%	18.0%	48.0%	27.0%	100.0%

Chi-Square Tests

Produk		Value	df	Asymp. Sig. (2-sided)
Pond's	Pearson Chi-Square	1.856 ^a	4	.762
	Likelihood Ratio	1.854	4	.763
	Linear-by-Linear Association	.648	1	.421
	N of Valid Cases	100		
Sariayu	Pearson Chi-Square	28.182 ^b	6	.000
	Likelihood Ratio	30.827	6	.000
	Linear-by-Linear Association	2.405	1	.121
	N of Valid Cases	100		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is 1.87.

b. 5 cells (41.7%) have expected count less than 5. The minimum expected count is 1.19.

Pengeluaran * Perceived Quality * Produk

Crosstab

Produk				Perceived Quality				Total
				TS	N	S	SS	
Pond's	Pengeluaran	Sampai dengan Rp. 300.000	Count		1	12	4	17
			Expected Count		2.4	10.7	3.9	17.0
			% of Total		1.0%	12.0%	4.0%	17.0%
	Rp. 300.001 - Rp. 500.000	Count		6	23	11	40	
		Expected Count		5.6	25.2	9.2	40.0	
		% of Total		6.0%	23.0%	11.0%	40.0%	
	Lebih dari Rp. 500.000	Count		7	28	8	43	
		Expected Count		6.0	27.1	9.9	43.0	
		% of Total		7.0%	28.0%	8.0%	43.0%	
	Total			Count		14	63	23
			Expected Count		14.0	63.0	23.0	100.0
			% of Total		14.0%	63.0%	23.0%	100.0%
Sariayu	Pengeluaran	Sampai dengan Rp. 300.000	Count	0	3	10	4	17
			Expected Count	.5	3.9	9.9	2.7	17.0
			% of Total	.0%	3.0%	10.0%	4.0%	17.0%
	Rp. 300.001 - Rp. 500.000	Count	0	7	24	9	40	
		Expected Count	1.2	9.2	23.2	6.4	40.0	
		% of Total	.0%	7.0%	24.0%	9.0%	40.0%	
	Lebih dari Rp. 500.000	Count	3	13	24	3	43	
		Expected Count	1.3	9.9	24.9	6.9	43.0	
		% of Total	3.0%	13.0%	24.0%	3.0%	43.0%	
	Total			Count	3	23	58	16
			Expected Count	3.0	23.0	58.0	16.0	100.0
			% of Total	3.0%	23.0%	58.0%	16.0%	100.0%

Chi-Square Tests

Produk		Value	df	Asymp. Sig. (2-sided)
Pond's	Pearson Chi-Square	2.082 ^a	4	.721
	Likelihood Ratio	2.303	4	.680
	Linear-by-Linear Association	.968	1	.325
	N of Valid Cases	100		
Sariayu	Pearson Chi-Square	9.604 ^b	6	.142
	Likelihood Ratio	11.064	6	.086
	Linear-by-Linear Association	6.995	1	.008
	N of Valid Cases	100		

a. 2 cells (22.2%) have expected count less than 5. The minimum expected count is 2.38.

b. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .51.

Pengeluaran * Brand Association * Produk

Crosstab

Produk				Brand Association				Total	
				TS	N	S	SS		
Pond's	Pengeluaran	Sampai dengan Rp. 300.000	Count		0	11	6	17	
			Expected Count		1.0	10.9	5.1	17.0	
			% of Total		.0%	11.0%	6.0%	17.0%	
	Rp. 300.001 - Rp. 500.000	Count		4	23	13	40		
		Expected Count		2.4	25.6	12.0	40.0		
		% of Total		4.0%	23.0%	13.0%	40.0%		
	Lebih dari Rp. 500.000	Count		2	30	11	43		
		Expected Count		2.6	27.5	12.9	43.0		
		% of Total		2.0%	30.0%	11.0%	43.0%		
	Total			Count		6	64	30	100
			Expected Count		6.0	64.0	30.0	100.0	
			% of Total		6.0%	64.0%	30.0%	100.0%	
Sariayu	Pengeluaran	Sampai dengan Rp. 300.000	Count		0	1	12	4	17
			Expected Count		.5	2.6	10.4	3.6	17.0
			% of Total		.0%	1.0%	12.0%	4.0%	17.0%
	Rp. 300.001 - Rp. 500.000	Count		0	3	25	12	40	
		Expected Count		1.2	6.0	24.4	8.4	40.0	
		% of Total		.0%	3.0%	25.0%	12.0%	40.0%	
	Lebih dari Rp. 500.000	Count		3	11	24	5	43	
		Expected Count		1.3	6.5	26.2	9.0	43.0	
		% of Total		3.0%	11.0%	24.0%	5.0%	43.0%	
	Total			Count		3	15	61	21
			Expected Count		3.0	15.0	61.0	21.0	100.0
			% of Total		3.0%	15.0%	61.0%	21.0%	100.0%

Chi-Square Tests

Produk		Value	df	Asymp. Sig. (2-sided)
Pond's	Pearson Chi-Square	3.228 ^a	4	.520
	Likelihood Ratio	4.086	4	.395
	Linear-by-Linear Association	.646	1	.422
	N of Valid Cases	100		
Sariayu	Pearson Chi-Square	13.482 ^b	6	.036
	Likelihood Ratio	14.789	6	.022
	Linear-by-Linear Association	8.716	1	.003
	N of Valid Cases	100		

a. 3 cells (33.3%) have expected count less than 5. The minimum expected count is 1.02.

b. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .51.

Data demografi

	Jenis kelamin	Usia	Pengeluaran	Daerah asal
1	1	3	2	2
2	1	1	1	1
3	1	2	3	1
4	1	2	2	1
5	2	2	2	1
6	2	2	2	2
7	2	1	1	1
8	2	2	3	1
9	2	2	3	1
10	2	3	3	1
11	2	1	3	2
12	1	2	2	1
13	2	2	2	1
14	2	2	2	2
15	2	1	1	1
16	2	2	3	1
17	2	2	3	1
18	2	3	3	1
19	2	1	3	2
20	2	2	2	1
21	2	3	3	1
22	2	2	1	2
23	2	2	1	1
24	2	2	2	1
25	2	2	3	1
26	2	2	2	1
27	1	2	2	1
28	2	2	2	1
29	2	2	2	2
30	2	1	1	1
31	2	2	3	1
32	2	2	2	1
33	2	2	2	1
34	2	3	3	1
35	2	2	3	1
36	2	3	3	1
37	2	1	1	1
38	1	2	2	1
39	1	2	2	1
40	2	2	3	1
41	2	1	1	1
42	2	2	3	1
43	2	2	2	1
44	1	3	3	1
45	1	3	3	1
46	2	3	3	1
47	2	2	2	1
48	2	3	3	2
49	2	3	3	1
50	1	3	3	1
51	2	3	3	1
52	1	2	3	1
53	1	2	2	1
54	1	1	2	1
55	1	1	2	1
56	1	3	2	2
57	1	1	1	1

Data demografi

	Jenis kelamin	Usia	Pengeluaran	Daerah asal
58	1	2	3	1
59	1	2	2	1
60	2	2	2	1
61	2	2	2	2
62	2	1	1	1
63	2	2	3	1
64	2	2	3	1
65	2	3	3	1
66	2	1	3	2
67	2	2	2	1
68	2	3	3	1
69	2	2	1	2
70	2	2	1	1
71	2	2	2	1
72	2	2	3	1
73	2	2	2	1
74	2	3	2	2
75	2	1	1	1
76	2	2	3	1
77	2	2	2	1
78	2	2	2	1
79	2	2	2	2
80	2	1	1	1
81	2	3	3	1
82	2	3	3	1
83	2	3	3	1
84	2	1	3	2
85	1	2	2	1
86	2	2	2	1
87	2	2	2	2
88	2	1	1	1
89	2	2	3	1
90	2	2	3	1
91	2	3	3	1
92	2	1	3	2
93	2	2	2	1
94	2	3	3	1
95	2	2	1	2
96	2	2	1	2
97	2	3	2	2
98	2	3	3	2
99	2	2	2	1
100	2	2	2	1

Brand Loyalty (Pond's)

LOYAL_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	3	3.0	3.0	3.0
	Tidak setuju	5	5.0	5.0	8.0
	Netral	10	10.0	10.0	18.0
	Setuju	48	48.0	48.0	66.0
	Sangat setuju	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

LOYAL_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	1	1.0	1.0	1.0
	Tidak setuju	4	4.0	4.0	5.0
	Netral	8	8.0	8.0	13.0
	Setuju	62	62.0	62.0	75.0
	Sangat setuju	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

LOYAL_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	1	1.0	1.0	1.0
	Tidak setuju	4	4.0	4.0	5.0
	Netral	10	10.0	10.0	15.0
	Setuju	54	54.0	54.0	69.0
	Sangat setuju	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

LOYAL_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	1	1.0	1.0	1.0
	Tidak setuju	3	3.0	3.0	4.0
	Netral	5	5.0	5.0	9.0
	Setuju	59	59.0	59.0	68.0
	Sangat setuju	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

Brand Awareness (Pond's)

AWARE_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	5	5.0	5.0	5.0
	Netral	6	6.0	6.0	11.0
	Setuju	43	43.0	43.0	54.0
	Sangat setuju	46	46.0	46.0	100.0
	Total	100	100.0	100.0	

AWARE_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	2	2.0	2.0	2.0
	Netral	6	6.0	6.0	8.0
	Setuju	34	34.0	34.0	42.0
	Sangat setuju	58	58.0	58.0	100.0
	Total	100	100.0	100.0	

Perceived Quality (Pond's)

PERCE_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	2	2.0	2.0	2.0
	Netral	9	9.0	9.0	11.0
	Setuju	52	52.0	52.0	63.0
	Sangat setuju	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

PERCE_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	2	2.0	2.0	2.0
	Netral	10	10.0	10.0	12.0
	Setuju	53	53.0	53.0	65.0
	Sangat setuju	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

PERCE_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	4	4.0	4.0	4.0
	Netral	10	10.0	10.0	14.0
	Setuju	46	46.0	46.0	60.0
	Sangat setuju	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

PERCE_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	4	4.0	4.0	4.0
	Netral	16	16.0	16.0	20.0
	Setuju	56	56.0	56.0	76.0
	Sangat setuju	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

PERCE_5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	3	3.0	3.0	3.0
	Netral	23	23.0	23.0	26.0
	Setuju	55	55.0	55.0	81.0
	Sangat setuju	19	19.0	19.0	100.0
	Total	100	100.0	100.0	



Brand Association (Pond's)

ASSO_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	47	47.0	47.0	47.0
	Sangat setuju	53	53.0	53.0	100.0
	Total	100	100.0	100.0	

ASSO_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	8	8.0	8.0	8.0
	Setuju	58	58.0	58.0	66.0
	Sangat setuju	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

ASSO_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	2	2.0	2.0	2.0
	Netral	2	2.0	2.0	4.0
	Setuju	63	63.0	63.0	67.0
	Sangat setuju	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

ASSO_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	1	1.0	1.0	1.0
	Netral	14	14.0	14.0	15.0
	Setuju	46	46.0	46.0	61.0
	Sangat setuju	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

ASSO_5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	6	6.0	6.0	6.0
	Netral	38	38.0	38.0	44.0
	Setuju	39	39.0	39.0	83.0
	Sangat setuju	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

Data Pond's

	ASSO 2	ASSO 3	ASSO 4	ASSO 5
58	4	4	4	3
59	4	4	4	3
60	4	4	4	3
61	5	5	5	5
62	4	4	3	3
63	5	4	5	2
64	4	4	4	4
65	4	4	4	2
66	3	4	4	2
67	4	4	4	4
68	5	5	5	5
69	4	4	5	3
70	5	5	5	4
71	4	2	3	3
72	4	4	4	4
73	5	4	4	4
74	4	4	4	4
75	4	5	5	5
76	5	5	5	5
77	5	5	5	5
78	4	5	5	5
79	5	5	5	5
80	5	5	5	4
81	4	3	3	3
82	5	4	3	3
83	5	4	5	3
84	5	5	5	5
85	4	4	4	3
86	5	5	5	4
87	4	4	3	3
88	4	4	4	4
89	4	4	4	4
90	3	4	4	3
91	3	4	4	3
92	4	5	4	4
93	4	4	3	3
94	5	5	5	4
95	5	5	5	5
96	4	4	4	4
97	5	5	5	4
98	4	4	5	4
99	4	4	4	3
100	4	4	4	3

Brand Loyalty (Sariayu)

LOYAL_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	3	3.0	3.0	3.0
	Tidak setuju	17	17.0	17.0	20.0
	Netral	12	12.0	12.0	32.0
	Setuju	46	46.0	46.0	78.0
	Sangat setuju	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

LOYAL_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	3	3.0	3.0	3.0
	Tidak setuju	17	17.0	17.0	20.0
	Netral	16	16.0	16.0	36.0
	Setuju	41	41.0	41.0	77.0
	Sangat setuju	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

LOYAL_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	5	5.0	5.0	5.0
	Tidak setuju	14	14.0	14.0	19.0
	Netral	15	15.0	15.0	34.0
	Setuju	45	45.0	45.0	79.0
	Sangat setuju	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

LOYAL_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	3	3.0	3.0	3.0
	Tidak setuju	19	19.0	19.0	22.0
	Netral	9	9.0	9.0	31.0
	Setuju	41	41.0	41.0	72.0
	Sangat setuju	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

Brand Awareness (Sariayu)

AWARE_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	13	13.0	13.0	13.0
	Netral	14	14.0	14.0	27.0
	Setuju	50	50.0	50.0	77.0
	Sangat setuju	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

AWARE_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	1	1.0	1.0	1.0
	Tidak setuju	11	11.0	11.0	12.0
	Netral	20	20.0	20.0	32.0
	Setuju	44	44.0	44.0	76.0
	Sangat setuju	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

Perceived Quality (Sariayu)

PERCE_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	12	12.0	12.0	12.0
	Netral	14	14.0	14.0	26.0
	Setuju	51	51.0	51.0	77.0
	Sangat setuju	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

PERCE_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	6	6.0	6.0	6.0
	Netral	30	30.0	30.0	36.0
	Setuju	53	53.0	53.0	89.0
	Sangat setuju	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

PERCE_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	1	1.0	1.0	1.0
	Tidak setuju	9	9.0	9.0	10.0
	Netral	19	19.0	19.0	29.0
	Setuju	41	41.0	41.0	70.0
	Sangat setuju	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

PERCE_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	1	1.0	1.0	1.0
	Tidak setuju	10	10.0	10.0	11.0
	Netral	13	13.0	13.0	24.0
	Setuju	59	59.0	59.0	83.0
	Sangat setuju	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

PERCE_5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	4	4.0	4.0	4.0
	Netral	17	17.0	17.0	21.0
	Setuju	54	54.0	54.0	75.0
	Sangat setuju	25	25.0	25.0	100.0
	Total	100	100.0	100.0	



Brand Association (Sariayu)

ASSO_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	5	5.0	5.0	5.0
	Netral	11	11.0	11.0	16.0
	Setuju	56	56.0	56.0	72.0
	Sangat setuju	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

ASSO_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	3	3.0	3.0	3.0
	Netral	16	16.0	16.0	19.0
	Setuju	58	58.0	58.0	77.0
	Sangat setuju	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

ASSO_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	3	3.0	3.0	3.0
	Netral	18	18.0	18.0	21.0
	Setuju	47	47.0	47.0	68.0
	Sangat setuju	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

ASSO_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	8	8.0	8.0	8.0
	Netral	41	41.0	41.0	49.0
	Setuju	37	37.0	37.0	86.0
	Sangat setuju	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

ASSO_5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	3	3.0	3.0	3.0
	Netral	21	21.0	21.0	24.0
	Setuju	45	45.0	45.0	69.0
	Sangat setuju	31	31.0	31.0	100.0
	Total	100	100.0	100.0	



Data Sari ayu

	LOYAL 1	LOYAL 2	LOYAL 3	LOYAL 4	AWARE 1	AWARE 2
1	4	5	4	5	5	5
2	4	4	4	5	5	4
3	4	4	4	4	4	4
4	3	4	4	4	4	4
5	4	5	5	4	5	5
6	4	5	5	5	5	5
7	4	4	4	4	4	4
8	5	4	4	4	4	4
9	4	4	4	4	2	2
10	4	4	4	4	4	4
11	4	4	4	4	4	4
12	4	4	4	5	3	3
13	4	4	4	5	4	4
14	4	4	5	4	4	5
15	4	4	4	4	4	4
16	5	4	5	4	5	5
17	5	4	4	4	5	4
18	2	4	4	4	2	3
19	4	3	4	2	2	2
20	5	5	5	5	5	5
21	4	5	4	5	4	4
22	5	5	5	5	4	4
23	4	4	4	4	4	4
24	5	5	5	5	5	5
25	3	3	3	4	4	4
26	5	5	4	5	5	5
27	4	3	4	5	5	5
28	4	3	3	4	4	4
29	3	4	3	4	4	5
30	4	3	4	4	4	4
31	3	3	3	3	3	3
32	3	4	3	4	2	4
33	2	2	2	2	3	2
34	4	4	3	2	4	4
35	4	2	2	3	2	4
36	3	2	3	3	4	4
37	5	3	3	4	4	4
38	2	2	1	1	3	3
39	1	2	2	2	2	3
40	2	3	4	2	3	3
41	2	2	2	2	3	3
42	3	2	2	3	4	3
43	4	2	4	2	5	2
44	4	4	4	5	4	3
45	4	5	5	5	5	4
46	2	2	3	3	3	3
47	4	5	5	5	5	5
48	5	4	5	4	4	4
49	5	5	5	4	4	5
50	2	3	2	2	2	2
51	2	2	2	2	2	2
52	3	3	3	4	4	4
53	3	1	3	2	4	2
54	2	2	1	2	3	2
55	2	2	2	2	3	2
56	4	4	4	3	4	5
57	5	5	3	3	2	5

Data Sari ayu

	LOYAL 1	LOYAL 2	LOYAL 3	LOYAL 4	AWARE 1	AWARE 2
58	3	3	1	2	3	4
59	4	4	4	4	4	4
60	2	2	2	2	3	3
61	2	2	2	2	4	3
62	4	3	3	4	4	3
63	2	2	2	2	4	4
64	4	4	4	4	4	3
65	5	4	3	3	4	4
66	5	5	5	5	4	4
67	5	5	5	5	3	5
68	5	5	5	5	4	4
69	1	1	1	1	3	1
70	1	1	1	1	4	3
71	2	2	2	2	4	3
72	2	2	2	2	4	3
73	2	3	2	3	2	3
74	4	5	4	5	5	5
75	4	4	4	5	5	4
76	4	4	4	4	4	4
77	3	4	4	4	4	4
78	4	5	5	4	5	5
79	4	5	5	5	5	5
80	4	4	4	4	4	4
81	5	4	4	4	4	4
82	4	4	4	4	2	2
83	4	4	4	4	4	4
84	4	4	4	4	4	4
85	4	4	4	5	3	3
86	4	4	4	5	4	4
87	4	4	5	4	4	5
88	4	4	4	4	4	4
89	5	4	5	4	5	5
90	5	4	4	4	5	4
91	2	4	4	4	2	3
92	4	3	4	2	2	2
93	5	5	5	5	5	5
94	4	5	4	5	4	4
95	5	5	5	5	4	4
96	4	4	4	4	4	4
97	5	5	5	5	5	5
98	3	3	3	4	4	4
99	5	5	4	5	5	5
100	4	3	4	5	5	5

Data Sari ayu

	PERCE 1	PERCE 2	PERCE 3	PERCE 4	PERCE 5	ASSO 1
1	5	4	5	4	5	4
2	4	3	4	4	4	4
3	4	4	4	4	4	4
4	4	4	5	4	4	4
5	4	4	5	4	4	4
6	5	5	5	5	5	5
7	4	4	4	2	4	4
8	4	4	4	4	5	4
9	4	4	4	4	4	4
10	4	3	5	4	4	3
11	4	4	4	4	4	3
12	4	4	4	4	5	4
13	4	3	3	4	4	5
14	4	4	4	3	4	4
15	4	4	4	4	4	4
16	4	4	4	5	4	4
17	3	4	5	5	5	5
18	4	4	4	4	4	4
19	2	3	3	2	3	3
20	5	3	5	5	5	5
21	4	3	4	4	5	4
22	5	5	5	5	5	5
23	5	5	5	4	5	4
24	5	5	5	5	5	5
25	2	3	4	2	4	2
26	5	3	5	4	4	4
27	5	4	5	4	4	4
28	4	4	4	3	3	3
29	4	4	4	3	4	4
30	4	4	4	4	4	4
31	3	3	4	3	4	4
32	4	4	4	4	3	4
33	3	3	3	2	4	3
34	4	4	2	3	4	4
35	2	3	3	4	4	4
36	3	3	3	3	3	4
37	5	3	4	4	4	5
38	4	2	3	4	3	4
39	3	4	2	4	3	5
40	3	2	3	3	3	4
41	3	4	1	3	3	4
42	4	4	4	4	2	2
43	2	4	4	4	4	5
44	2	2	2	2	2	3
45	4	4	4	5	4	5
46	3	3	3	3	3	3
47	4	5	4	4	4	5
48	5	4	5	5	4	4
49	4	5	5	4	4	4
50	4	2	2	2	2	2
51	2	2	2	2	2	2
52	4	4	3	4	4	4
53	2	4	4	1	4	4
54	2	3	2	3	3	4
55	3	3	3	3	4	4
56	4	4	4	4	4	5
57	4	4	4	4	5	4

Data Sari ayu

	PERCE 1	PERCE 2	PERCE 3	PERCE 4	PERCE 5	ASSO 1
58	4	3	3	4	3	4
59	4	4	4	4	4	4
60	3	4	3	4	4	5
61	3	4	3	4	4	5
62	4	3	3	4	4	5
63	4	3	2	4	3	4
64	4	4	3	4	4	5
65	5	3	5	4	5	5
66	5	4	5	5	5	5
67	5	4	5	5	5	5
68	5	5	5	5	5	4
69	2	3	2	4	3	5
70	2	4	2	4	3	5
71	5	4	4	4	3	5
72	3	3	3	4	4	4
73	3	2	3	3	3	3
74	5	4	5	4	5	4
75	4	3	4	4	4	4
76	4	4	4	4	4	4
77	4	4	5	4	4	4
78	4	4	5	4	4	4
79	5	5	5	5	5	5
80	4	4	4	2	4	4
81	4	4	4	4	5	4
82	4	4	4	4	4	4
83	4	3	5	4	4	3
84	4	4	4	4	4	3
85	4	4	4	4	4	4
86	4	3	3	4	5	4
87	4	4	4	3	4	5
88	4	4	4	4	4	4
89	4	4	4	5	4	4
90	3	4	5	5	5	5
91	4	4	4	4	4	4
92	2	3	3	2	3	3
93	5	3	5	5	5	5
94	4	3	4	4	5	4
95	5	5	5	5	5	5
96	5	5	5	4	5	4
97	5	5	5	5	5	5
98	2	3	4	2	4	2
99	5	3	5	4	4	4
100	5	4	5	4	4	4

Data Sari ayu

	ASSO 2	ASSO 3	ASSO 4	ASSO 5
1	4	5	4	5
2	4	4	3	4
3	4	4	3	4
4	4	4	3	4
5	4	4	3	5
6	5	5	5	5
7	4	3	3	4
8	5	5	4	5
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14	4	4	4	4
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19	3	3	4	3
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37	4	4	4	5
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39	4	4	2	3
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41	4	3	3	3
42	2	4	2	2
43	4	4	5	5
44	2	2	2	3
45	4	5	5	5
46	3	3	3	2
47	5	5	5	5
48	4	5	4	4
49	4	5	4	4
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51	2	2	2	2
52	4	4	4	4
53	3	5	2	3
54	4	4	3	4
55	4	4	2	3
56	5	5	5	5
57	5	5	5	5

Data Sari ayu

	ASSO 2	ASSO 3	ASSO 4	ASSO 5
58	4	4	4	4
59	4	4	4	4
60	4	5	3	4
61	4	5	3	4
62	5	5	4	4
63	4	4	4	4
64	5	4	3	3
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95	5	5	4	5
96	4	5	3	5
97	5	5	4	5
98	3	3	3	3
99	4	4	4	5
100	4	4	3	5

TABEL DISTRIBUSI CHI SQUARE

DF	5%	10%	DF	5%	10%	DF	5%	10%	DF	5%	10%
1	3,84	2,71	51	68,67	64,30	101	125,46	119,59	151	180,68	173,66
2	5,99	4,61	52	69,83	65,42	102	126,57	120,68	152	181,77	174,73
3	7,81	6,25	53	70,99	66,55	103	127,69	121,77	153	182,86	175,80
4	9,49	7,78	54	72,15	67,67	104	128,80	122,86	154	183,96	176,88
5	11,07	9,24	55	73,31	68,80	105	129,92	123,95	155	185,05	177,95
6	12,59	10,64	56	74,47	69,92	106	131,03	125,04	156	186,15	179,02
7	14,07	12,02	57	75,62	71,04	107	132,14	126,12	157	187,24	180,09
8	15,51	13,36	58	76,78	72,16	108	133,26	127,21	158	188,33	181,17
9	16,92	14,68	59	77,93	73,28	109	134,37	128,30	159	189,42	182,24
10	18,31	15,99	60	79,08	74,40	110	135,48	129,39	160	190,52	183,31
11	19,68	17,28	61	80,23	75,51	111	136,59	130,47	161	191,61	184,38
12	21,03	18,55	62	81,38	76,63	112	137,70	131,56	162	192,70	185,45
13	22,36	19,81	63	82,53	77,75	113	138,81	132,64	163	193,79	186,52
14	23,68	21,06	64	83,68	78,86	114	139,92	133,73	164	194,88	187,60
15	25,00	22,31	65	84,82	79,97	115	141,03	134,81	165	195,97	188,67
16	26,30	23,54	66	85,96	81,09	116	142,14	135,90	166	197,06	189,74
17	27,59	24,77	67	87,11	82,20	117	143,25	136,98	167	198,15	190,81
18	28,87	25,99	68	88,25	83,31	118	144,35	138,07	168	199,24	191,88
19	30,14	27,20	69	89,39	84,42	119	145,46	139,15	169	200,33	192,95
20	31,41	28,41	70	90,53	85,53	120	146,57	140,23	170	201,42	194,02
21	32,67	29,62	71	91,67	86,64	121	147,67	141,32	171	202,51	195,09
22	33,92	30,81	72	92,81	87,74	122	148,78	142,40	172	203,60	196,16
23	35,17	32,01	73	93,95	88,85	123	149,88	143,48	173	204,69	197,23
24	36,42	33,20	74	95,08	89,96	124	150,99	144,56	174	205,78	198,29
25	37,65	34,38	75	96,22	91,06	125	152,09	145,64	175	206,87	199,36
26	38,89	35,56	76	97,35	92,17	126	153,20	146,72	176	207,95	200,43
27	40,11	36,74	77	98,48	93,27	127	154,30	147,80	177	209,04	201,50
28	41,34	37,92	78	99,62	94,37	128	155,40	148,89	178	210,13	202,57
29	42,56	39,09	79	100,75	95,48	129	156,51	149,97	179	211,22	203,64
30	43,77	40,26	80	101,88	96,58	130	157,61	151,05	180	212,30	204,70
31	44,99	41,42	81	103,01	97,68	131	158,71	152,12	181	213,39	205,77
32	46,19	42,58	82	104,14	98,78	132	159,81	153,20	182	214,48	206,84
33	47,40	43,75	83	105,27	99,88	133	160,91	154,28	183	215,56	207,91
34	48,60	44,90	84	106,39	100,98	134	162,02	155,36	184	216,65	208,97
35	49,80	46,06	85	107,52	102,08	135	163,12	156,44	185	217,73	210,04
36	51,00	47,21	86	108,65	103,18	136	164,22	157,52	186	218,82	211,11
37	52,19	48,36	87	109,77	104,28	137	165,32	158,60	187	219,91	212,17
38	53,38	49,51	88	110,90	105,37	138	166,42	159,67	188	220,99	213,24
39	54,57	50,66	89	112,02	106,47	139	167,51	160,75	189	222,08	214,31
40	55,76	51,81	90	113,15	107,57	140	168,61	161,83	190	223,16	215,37
41	56,94	52,95	91	114,27	108,66	141	169,71	162,90	191	224,24	216,44
42	58,12	54,09	92	115,39	109,76	142	170,81	163,98	192	225,33	217,50
43	59,30	55,23	93	116,51	110,85	143	171,91	165,06	193	226,41	218,57
44	60,48	56,37	94	117,63	111,94	144	173,00	166,13	194	227,50	219,63
45	61,66	57,51	95	118,75	113,04	145	174,10	167,21	195	228,58	220,70
46	62,83	58,64	96	119,87	114,13	146	175,20	168,28	196	229,66	221,76
47	64,00	59,77	97	120,99	115,22	147	176,29	169,36	197	230,75	222,83
48	65,17	60,91	98	122,11	116,32	148	177,39	170,43	198	231,83	223,89
49	66,34	62,04	99	123,23	117,41	149	178,49	171,51	199	232,91	224,96
50	67,50	63,17	100	124,34	118,50	150	179,58	172,58	200	233,99	226,02