BAB V

PENUTUP

5.1 Kesimpulan

Kesimpulan yang dapat ditarik dari hasil analisis data dalam penelitian ini yaitu bahwa kesadaran merek dibentuk oleh belanja iklan yang dirasakan oleh kalangan muda, dan informasi positif mengenai merek yang diberikan keluarga. Informasi positif mengenai merek yang diberikan oleh keluarga juga membentuk asosiasi merek yang positif, sementara berlanja iklan yang dirasakan oleh kalangan muda tidak berperan membentuk asosiasi merek. Belanja iklan yang dirasakan oleh kalangan muda, informasi positif terkait merek yang diberikan oleh keluarga, dan harga suatu merek menjadi tolok ukur persepsi kualitas merek, sementara promosi harga tidak berpengaruh pada persepsi kualitas merek.

Kesadaran merek, asosiasi merek, dan persepsi kualitas akan membentuk loyalitas merek yang bertindak sebagai pemediasi dari kesadaran merek, asosiasi merek, dan persepsi kualitas. Loyalitas yang kuat terhadap merek ditunjukkan dengan selalu menjadikan merek tertentu sebagai pilihan pertama, loyal terhadap merek, dan rasa puas terhadap merek sehingga akan merekomendasikannya. Selain itu, kesadaran merek, asosiasi merek, persepsi kualitas, dan loyalitas merek juga berpengaruh secara langsung dalam membentuk ekuitas merek. Semakin tinggi kesadaran merek, asosiasi merek, dan persepsi kualitas serta loyalitas merek, maka akan semakin tinggi pula ekuitas mereknya yang ditandai dengan kesetiaan terhadap merek.

Seringnya promosi harga dalam penelitian ini tidak terbukti berpengaruh secara signifikan mengikis persepsi kualitas, karena peran belanja iklan yang dirasakan oleh kalangan muda, informasi merek positif yang diberikan oleh keluarga, dan harga yang dirasakan oleh kalangan muda lebih dominan dalam membentuk persepsi kualitas.

5.2 Implikasi Manajerial

Penelitian ini memberikan kontribusi kepada praktisi manajemen pemasaran, khusunya manajer pemasaran Samsung Galaxy di dalam memaksimalkan dimensi-dimensi yang dapat membantu meningkatkan ekuitas merek. Hasil dari penelitian ini menunjukkan bahwa keluarga memilik peranan penting bagi konsumen kalangan muda dalam membentuk kesadaran merek, asosiasi merek, dan persepsi kualitas, sehingga perlu dilakukan tindakan pemasaran yang menyoroti keluarga sebagai konsumen yang lebih berpengalaman. Tindakan tersebut justru lebih efektif jika dibandingkan menekankan pada tindakan pemasaran lainnya seperti iklan, penekanan pada harga, dan promosi harga. Selain itu, manajer pemasaran harus juga membangun loyalitas konsumen sebagai prioritas utama, karena semakin konsumen loyal maka akan semakin memiliki ekuitas merek yang kuat di benak konsumen.

5.3 Keterbatasan Penelitian

Penelitian ini hanya dilakukan dengan mengambil sampel di lingkungan Universitas Atma Jaya Yogyakarta, sehingga dapat dikatakan lebih mewakili populasi kalangan muda di Universitas Atma Jaya dan kurang dapat mewakili apabila lingkup populasinya lebih luas.

5.4 Saran

Penelitian selanjutnya diharapkan dapat melakukan penelitian dengan menambahkan elemen lain yang dapat membentuk ekuitas merek, misalnya *brand image*. Selain itu juga dapat dilakukan penelitian dengan menambahkan elemen pemasaran lainnya dalam membentuk ekuitas merek seperti *sales promotion, e-commerce, sponsorship.*

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LAMPIRAN

KUESIONER PENELITIAN

Terima kasih atas partisipasi anda menjadi salah satu responden dan secara sukarela mengisi kuesioner ini. Kuesioner ini dibuat untuk thesis saya mengenai Ekuitas Merek.

Petunjuk:
Isilah titik-titik di bawah ini, atau berilah tanda (√) untuk pilihan jawaban anda

1. Apakah anda pernah/ telah memutuskan pembelian *smartphone* dengan merek Samsung Galaxy dan pernah/ sedang menggunakan *smartphone* Samsung Galaxy ?
   - o Ya *(lanjutrkan ke pertanyaan no 2)*
   - o Tidak *(berhenti di sini)*

Profil Responden

2. Usia anda saat ini adalah ……
3. Jenis kelamin anda adalah
   - o Laki-laki
   - o Perempuan
4. *Smartphone* Samsung Galaxy tipe apa yang sedang/pernah anda gunakan?.....

Petunjuk:
Berilah tanda (√) untuk pilihan jawaban anda pada kolom yang ditentukan:
- STS untuk pilihan jawaban "Sangat Tidak Setuju"
- TS untuk jawaban "Tidak Setuju"
- N untuk jawaban "Netral"
- S untuk jawaban "Setuju"
- SS untuk jawaban "Sangat Setuju"

Variabel Iklan

No	Pernyataan	Pilihan jawaban				
		STS	TS	N	S	SS
5	Samsung Galaxy menghabiskan banyak biaya untuk beriklan.					
6	Iklan Samsung Galaxy sering dijumpai.					
7	Samsung Galaxy menghabiskan lebih banyak biaya beriklan dibandingkan dengan kompetitor.					

Variabel Keluarga

No	Pernyataan	Pilihan jawaban				
		STS	TS	N	S	SS
8	Orangtua/ keluarga saya telah membeli Samsung Galaxy.					
9	Orangtua/ keluarga saya merekomendasikan saya untuk menggunakan Samsung Galaxy.					
10	Orangtua/ keluarga saya berpendapat bahwa Samsung Galaxy adalah merek yang baik.					

Variabel Harga

No	Pernyataan	Pilihan jawaban				
		STS	TS	N	S	SS
11	Harga Samsung Galaxy relatif tinggi.					
12	Samsung Galaxy memiliki harga lebih murah jika dibandingkan kompetitor dengan spesifikasi produk yang sama. *(r)*					
13	Samsung Galaxy adalah produk yang mahal.					

(r) = reverse coded

Variabel Promosi Harga

No	Pernyataan	Pilihan jawaban				
		STS	TS	N	S	SS
14	Promosi harga untuk Samsung Galaxy sering ditawarkan.					
15	Banyak promosi harga yang diberikan oleh berbagai tipe Samsung Galaxy.					
16	Samsung Galaxy lebih sering memberikan promosi harga dibandingkan dengan kompetitor.					

Kesadaran Merek

No	Pernyataan	Pilihan jawaban				
		STS	TS	N	S	SS
17	Ketika berbicara mengenai merek *smartphone*, Samsung Galaxy adalah merek yang pertama muncul di benak saya.					
18	Saya dengan mudah dapat mengenali *smartphone* dengan merek Samsung Galaxy.					
19	Saya dapat menyebutkan beberapa seri/ tipe dari Samsung Galaxy dengan cepat.					

Variabel Asosiasi Merek

No	Pernyataan	Pilihan jawaban				
		STS	TS	N	S	SS
20	*Smartphone* keluaran Samsung Galaxy berbeda dengan kompetitor					
21	Saya lebih percaya pada *smartphone* Samsung Galaxy					
22	Saya memiliki alasan khusus ketika membeli *smartphone* Samsung Galaxy					

Variabel Loyalitas Merek

No	Pernyataan	Pilihan jawaban				
		STS	TS	N	S	SS
23	Ketika akan membeli *Smartphone*, Samsung Galaxy menjadi pilihan pertama saya					
24	Ketika diminta merekomendasikan merek *smartphone*, saya akan merekomendasikan Samsung Galaxy					
25	Saya tidak akan beralih ke merek selain Samsung Galaxy					
26	Saya merasa puas dengan Samsung Galaxy					

Variabel Persepsi Kualitas

No	Pernyataan	Pilihan jawaban				
		STS	TS	N	S	SS
27	Saya selalu percaya Samsung Galaxy jika ingin produk berkulitas tinggi					
28	Samsung Galaxy adalah merek *smartphone* paling bagus dibandingkan merek *smartphone* lainnya					
29	Menggunakan Samsung Galaxy berarti mengikuti perkembangan teknologi					
30	Samsung Galaxy tipe/ seri yang sedang/pernah saya pakai mencerminkan status sosial saya					

Variabel Ekuitas Merek

No	Pernyataan	Pilihan jawaban				
		STS	TS	N	S	SS
31	Jika merek lain memiliki fitur yang sama dengan Samsung Galaxy, saya akan tetap membeli Samsung Galaxy					
32	Jika ada merek lain sebagus Samsung Galaxy, saya akan tetap membeli Samsung Galaxy					
33	Lebih cerdas jika membeli Samsung Galaxy walaupun ada merek lain dengan harga yang sama					

Variabel Iklan

Uji Validitas

Correlations

		iklan_1	iklan_2	iklan_3	total
iklan_1	Pearson Correlation	1	.492**	.494**	.815**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
iklan_2	Pearson Correlation	.492**	1	.417**	.785**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
iklan_3	Pearson Correlation	.494**	.417**	1	.808**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
total	Pearson Correlation	.815**	.785**	.808**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200

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

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.723	3

Item Statistics

	Mean	Std. Deviation	N
iklan_1	3.7400	.75847	200
iklan_2	3.9150	.77510	200
iklan_3	3.6200	.84805	200

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
iklan_1	7.5350	1.868	.586	.587
iklan_2	7.3600	1.930	.523	.659
iklan_3	7.6550	1.755	.527	.660

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.2750	3.658	1.91250	3

Variabel Keluarga

Uji Validitas

Correlations

		Keluarga_1	Keluarga_2	Keluarga_3	total
Keluarga_1	Pearson Correlation	1	.656**	.660**	.866**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
Keluarga_2	Pearson Correlation	.656**	1	.715**	.899**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
Keluarga_3	Pearson Correlation	.660**	.715**	1	.892**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
total	Pearson Correlation	.866**	.899**	.892**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200

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

Uji Realibilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.862	3

Item Statistics

	Mean	Std. Deviation	N
keluarga_1	3.6000	.97713	200
keluarga_2	3.1500	1.07390	200
keluarga_3	3.4800	.99223	200

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
keluarga_1	6.6300	3.661	.711	.832
keluarga_2	7.0800	3.220	.753	.795
keluarga_3	6.7500	3.485	.757	.790

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.2300	7.273	2.69694	3

Variabel Harga

Uji Validitas

Correlations

		harga_1	harga_2	harga_3	total
harga_1	Pearson Correlation	1	.451**	.679**	.850**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
harga_2	Pearson Correlation	.451**	1	.496**	.776**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
harga_3	Pearson Correlation	.679**	.496**	1	.873**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
total	Pearson Correlation	.850**	.776**	.873**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200

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

Uji Realibilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.781	3

Item Statistics

	Mean	Std. Deviation	N
harga_1	3.7000	.87970	200
harga_2	3.5300	.88488	200
harga_3	3.6500	.91745	200

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
harga_1	7.1800	2.430	.655	.663
harga_2	7.3500	2.711	.517	.808
harga_3	7.2300	2.258	.689	.621

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.8800	5.001	2.23620	3

Variabel Promosi Harga

Uji Validitas

Correlations

		promosi_1	promosi_2	promosi_3	total
promosi_1	Pearson Correlation	1	.738**	.622**	.897**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
promosi_2	Pearson Correlation	.738**	1	.624**	.891**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
promosi_3	Pearson Correlation	.622**	.624**	1	.852**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
total	Pearson Correlation	.897**	.891**	.852**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200

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

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.854	3

Item Statistics

	Mean	Std. Deviation	N
promosi_harga_1	3.3700	.90953	200
promosi_harga_2	3.4300	.84776	200
promosi_harga_3	3.2850	.88753	200

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
promosi_harga_1	6.7150	2.446	.753	.768
promosi_harga_2	6.6550	2.619	.757	.767
promosi_harga_3	6.8000	2.683	.668	.848

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.0850	5.415	2.32698	3

Variabel Kesadaran Merek

Uji Validitas

Correlations

		Kesadaran_ merek_1	kesadaran_ merek_2	kesadaran_ merek_3	total
Kesadaran_merek_1	Pearson Correlation	1	.622**	.633**	.883**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
kesadaran_merek_2	Pearson Correlation	.622**	1	.555**	.831**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
kesadaran_merek_3	Pearson Correlation	.633**	.555**	1	.857**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
total	Pearson Correlation	.883**	.831**	.857**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200

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

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.819	3

Item Statistics

	Mean	Std. Deviation	N
kesadaran_merek_1	3.4200	1.08605	200
kesadaran_merek_2	3.6750	.94010	200
kesadaran_merek_3	3.6150	1.06887	200

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
kesadaran_merek_1	7.2900	3.142	.712	.710
kesadaran_merek_2	7.0350	3.793	.651	.776
kesadaran_merek_3	7.0950	3.333	.663	.762

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.7100	7.061	2.65729	3

Variabel Asosiasi Merek

Uji Validitas

Correlations

		asosiasi_merek_1	asosiasi_merek_2	asosiasi_merek_3	total
asosiasi_merek_1	Pearson Correlation	1	.682**	.603**	.857**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
asosiasi_merek_2	Pearson Correlation	.682**	1	.656**	.900**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
asosiasi_merek_3	Pearson Correlation	.603**	.656**	1	.865**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
total	Pearson Correlation	.857**	.900**	.865**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200

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

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.844	3

Item Statistics

	Mean	Std. Deviation	N
asosiasi_merek_1	3.5000	.84473	200
asosiasi_merek_2	3.4650	1.01683	200
asosiasi_merek_3	3.5900	.95733	200

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
asosiasi_merek_1	7.0550	3.228	.707	.792
asosiasi_merek_2	7.0900	2.605	.746	.748
asosiasi_merek_3	6.9650	2.918	.689	.802

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.5550	6.087	2.46727	3

Variabel Loyalitas Merek

Uji Validitas

Correlations

		loyalitas_ merek_1	loyalitas_ merek_2	loyalitas_ merek_3	loyalitas_ merek_4	total
loyalitas_merek_1	Pearson Correlation	1	.823**	.761**	.755**	.921**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	200	200	200	200	200
loyalitas_merek_2	Pearson Correlation	.823**	1	.787**	.747**	.923**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
loyalitas_merek_3	Pearson Correlation	.761**	.787**	1	.738**	.905**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	200	200	200	200	200
loyalitas_merek_4	Pearson Correlation	.755**	.747**	.738**	1	.888**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	200
total	Pearson Correlation	.921**	.923**	.905**	.888**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

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

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.930	4

Item Statistics

	Mean	Std. Deviation	N
loyalitas_merek_1	3.2050	1.20842	200
loyalitas_merek_2	3.3850	1.12834	200
loyalitas_merek_3	3.0150	1.17117	200
loyalitas_merek_4	3.5900	1.09448	200

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
loyalitas_merek_1	9.9900	9.658	.852	.903
loyalitas_merek_2	9.8100	10.074	.861	.900
loyalitas_merek_3	10.1800	10.018	.826	.911
loyalitas_merek_4	9.6050	10.582	.805	.918

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.1950	17.515	4.18504	4

Variabel Persepsi Kualitas

Uji Validitas

Correlations

		persepsi_ kualitas_1	persepsi_ kualitas_2	persepsi_ kualitas_3	persepsi_ kualitas_4	total
persepsi_kualitas_1	Pearson Correlation	1	.736**	.706**	.674**	.874**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	200	200	200	200	200
persepsi_kualitas_2	Pearson Correlation	.736**	1	.716**	.681**	.887**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
persepsi_kualitas_3	Pearson Correlation	.706**	.716**	1	.727**	.893**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	200	200	200	200	200
persepsi_kualitas_4	Pearson Correlation	.674**	.681**	.727**	1	.878**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	200
total	Pearson Correlation	.874**	.887**	.893**	.878**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

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

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.905	4

Item Statistics

	Mean	Std. Deviation	N
persepsi_kualitas_1	3.3700	.97872	200
persepsi_kualitas_2	3.2300	1.08766	200
persepsi_kualitas_3	3.4650	1.08844	200
persepsi_kualitas_4	3.3700	1.14000	200

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
persepsi_kualitas_1	10.0650	8.855	.785	.879
persepsi_kualitas_2	10.2050	8.254	.792	.874
persepsi_kualitas_3	9.9700	8.200	.803	.871
persepsi_kualitas_4	10.0650	8.091	.770	.883

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.4350	14.388	3.79311	4

Variabel Ekuitas Merek

Uji Validitas

Correlations

		ekuitas_ merek_1	ekuitas_ merek_2	ekuitas_ merek_3	total
ekuitas_merek_1	Pearson Correlation	1	.869**	.844**	.957**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
ekuitas_merek_2	Pearson Correlation	.869**	1	.806**	.944**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
ekuitas_merek_3	Pearson Correlation	.844**	.806**	1	.934**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
total	Pearson Correlation	.957**	.944**	.934**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200

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

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
.940	3

Item Statistics

	Mean	Std. Deviation	N
ekuitas_merek_1	3.3300	1.09411	200
ekuitas_merek_2	3.2650	1.11849	200
ekuitas_merek_3	3.4050	1.08483	200

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ekuitas_merek_1	6.6700	4.383	.901	.892
ekuitas_merek_2	6.7350	4.377	.872	.915
ekuitas_merek_3	6.5950	4.574	.853	.930

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.0000	9.709	3.11585	3

Regresi Linier Berganda

X= iklan, Keluarga

Y = kesadaran merek

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	keluarga, iklan[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: kesadaran_merek

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.595[a]	.353	.347	.71586	.353	53.851	2	197	.000	1.799

a. Predictors: (Constant), keluarga, iklan

b. Dependent Variable: kesadaran_merek

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55.193	2	27.597	53.851	.000[a]
	Residual	100.955	197	.512		
	Total	156.148	199			

a. Predictors: (Constant), keluarga, iklan

b. Dependent Variable: kesadaran_merek

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.678	.327		2.070	.040
	iklan	.332	.082	.239	4.048	.000
	keluarga	.482	.058	.489	8.281	.000

a. Dependent Variable: kesadaran_merek

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.2058	4.6389	3.5700	.52664	200
Residual	-2.09129	1.54973	.00000	.71226	200
Std. Predicted Value	-2.590	2.030	.000	1.000	200
Std. Residual	-2.921	2.165	.000	.995	200

a. Dependent Variable: kesadaran_merek

Regresi Linier Berganda

X= iklan, keluarga

Y= asosiasi merek

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	keluarga, iklan[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: asosiasi_merek

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.561[a]	.315	.308	.68422	.315	45.276	2	197	.000	1.867

a. Predictors: (Constant), keluarga, iklan

b. Dependent Variable: asosiasi_merek

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.393	2	21.197	45.276	.000[a]
	Residual	92.228	197	.468		
	Total	134.621	199			

a. Predictors: (Constant), keluarga, iklan

b. Dependent Variable: asosiasi_merek

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.478	.313		4.721	.000
	iklan	.096	.078	.075	1.226	.222
	keluarga	.492	.056	.538	8.853	.000

a. Dependent Variable: asosiasi_merek

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.3892	4.3889	3.5183	.46155	200
Residual	-1.98472	1.75664	.00000	.68078	200
Std. Predicted Value	-2.446	1.886	.000	1.000	200
Std. Residual	-2.901	2.567	.000	.995	200

a. Dependent Variable: asosiasi_merek

Regresi Linier Berganda

X = iklan, keluarga, harga, promosi harga

Y= Persepsi Kualitas

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	promosi_harga, keluarga, harga[a], iklan	.	Enter

a. All requested variables entered.

b. Dependent Variable: persepsi_kualitas

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.619[a]	.384	.371	.75207	.384	30.346	4	195	.000	1.774

a. Predictors: (Constant), promosi_harga, keluarga, harga, iklan

b. Dependent Variable: persepsi_kualitas

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68.655	4	17.164	30.346	.000[a]
	Residual	110.292	195	.566		
	Total	178.947	199			

a. Predictors: (Constant), promosi_harga, keluarga, harga, iklan

b. Dependent Variable: persepsi_kualitas

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.112	.449		.249	.804
	iklan	.274	.088	.184	3.102	.002
	keluarga	.508	.062	.482	8.172	.000
	harga	.196	.075	.154	2.602	.010
	promosi_harga	-.067	.070	-.055	-.962	.337

a. Dependent Variable: persepsi_kualitas

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.7733	4.6452	3.3588	.58737	200
Residual	-2.07260	1.57200	.00000	.74447	200
Std. Predicted Value	-2.699	2.190	.000	1.000	200
Std. Residual	-2.756	2.090	.000	.990	200

a. Dependent Variable: persepsi_kualitas

Regresi Linier Berganda

X = kesadaran merek, asosiasi merek, persepsi kualitas

Y = loyalitas merek (M)

Variables Entered/Removed [b]

Model	Variables Entered	Variables Removed	Method
1	persepsi_kualitas, kesadaran_merek, asosiasi_merek[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: loyalitas_merek

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.913[a]	.833	.830	.43082	.833	325.886	3	196	.000	1.871

a. Predictors: (Constant), persepsi_kualitas, kesadaran_merek, asosiasi_merek

b. Dependent Variable: loyalitas_merek

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	181.459	3	60.486	325.886	.000[a]
	Residual	36.379	196	.186		
	Total	217.837	199			

a. Predictors: (Constant), persepsi_kualitas, kesadaran_merek, asosiasi_merek

b. Dependent Variable: loyalitas_merek

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.635	.142		-4.484	.000
	kesadaran_merek	.286	.053	.242	5.347	.000
	asosiasi_merek	.238	.062	.187	3.852	.000
	persepsi_kualitas	.618	.056	.560	10.952	.000

a. Dependent Variable: loyalitas_merek

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.5072	4.9961	3.2988	.95491	200
Residual	-1.33412	1.45951	.00000	.42756	200
Std. Predicted Value	-2.923	1.778	.000	1.000	200
Std. Residual	-3.097	3.388	.000	.992	200

a. Dependent Variable: loyalitas_merek

Regresi Linier Berganda

X5 = kesadaran merek, asosiasi merek, persepsi kualitas

Y = ekuitas merek

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	persepsi_kualitas, kesadaran_merek, asosiasi_merek[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: ekuitas_merek

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.845[a]	.715	.710	.55922	.715	163.665	3	196	.000	1.911

a. Predictors: (Constant), persepsi_kualitas, kesadaran_merek, asosiasi_merek

b. Dependent Variable: ekuitas_merek

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	153.547	3	51.182	163.665	.000[a]
	Residual	61.294	196	.313		
	Total	214.841	199			

a. Predictors: (Constant), persepsi_kualitas, kesadaran_merek, asosiasi_merek

b. Dependent Variable: ekuitas_merek

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.183	.184		-.998	.320
	kesadaran_merek	.212	.069	.180	3.051	.003
	asosiasi_merek	.157	.080	.124	1.964	.051
	persepsi_kualitas	.657	.073	.600	8.969	.000

a. Dependent Variable: ekuitas_merek

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.8430	4.8962	3.3335	.87840	200
Residual	-1.61565	1.75194	.00000	.55499	200
Std. Predicted Value	-2.835	1.779	.000	1.000	200
Std. Residual	-2.889	3.133	.000	.992	200

a. Dependent Variable: ekuitas_merek

Regresi Linier Sederhana

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	loyalitas_merek[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: ekuitas_merek

Model	R	R Square
1	.850[a]	.723

a. Predictors: (Constant), loyalit

b. Dependent Variable: ekuitas_

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	155.243	1	155.243	515.756	.000[a]
	Residual	59.598	198	.301		
	Total	214.841	199			

a. Predictors: (Constant), loyalitas_merek

b. Dependent Variable: ekuitas_merek

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.549	.129		4.267	.000
	loyalitas_merek	.844	.037	.850	22.710	.000

a. Dependent Variable: ekuitas_merek

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.3929	4.7697	3.3335	.88324	200
Residual	-1.71444	2.22184	.00000	.54726	200
Std. Predicted Value	-2.197	1.626	.000	1.000	200
Std. Residual	-3.125	4.050	.000	.997	200

a. Dependent Variable: ekuitas_merek

PREACHER and HAYES BOOKSTRAP SCRIPT TESTING

```
Run MATRIX procedure:

***************************************************************
Preacher and Hayes (2008) SPSS Macro for Multiple Mediation
Written by Andrew F. Hayes, The Ohio State University
www.afhayes.com
For details, see Preacher, K. J., & Hayes, A. F. (2008). Asymptotic
and resampling strategies for assessing and comparing indirect effects
in multiple mediator models. Behavior Research Methods, 40, 879-891.
Also see Chapter 5 of Introduction to Mediation, Moderation, and Conditional
Analysis.  New York: The Guilford Press.  http://www.guilford.com/p/hayes3
***************************************************************

Dependent, Independent, and Proposed Mediator Variables:
DV =   ekuitas_
IV =   kesadara
MEDS = loyalita

Sample size
       200

IV to Mediators (a paths)
            Coeff        se         t         p
loyalita     .9277     .0519   17.8584     .0000

Direct Effects of Mediators on DV (b paths)
            Coeff        se         t         p
loyalita     .7593     .0597   12.7149     .0000

Total Effect of IV on DV (c path)
            Coeff        se         t         p
kesadara     .8321     .0588   14.1614     .0000

Direct Effect of IV on DV (c' path)
            Coeff        se         t         p
kesadara     .1276     .0705    1.8089     .0720

Model Summary for DV Model
      R-sq  Adj R-sq         F       df1       df2         p
     .7271     .7244  262.4733    2.0000  197.0000     .0000

***************************************************************

           NORMAL THEORY TESTS FOR INDIRECT EFFECTS

Indirect Effects of IV on DV through Proposed Mediators (ab paths)
            Effect        se         Z         p
TOTAL        .7045     .0677   10.4014     .0000
loyalita     .7045     .0677   10.4014     .0000

***************************************************************
```

BOOTSTRAP RESULTS FOR INDIRECT EFFECTS

Indirect Effects of IV on DV through Proposed Mediators (ab paths)

	Data	Boot	Bias	SE
TOTAL	.7045	.7047	.0002	.0665
loyalita	.7045	.7047	.0002	.0665

Bias Corrected Confidence Intervals

	Lower	Upper
TOTAL	.5701	.8292
loyalita	.5701	.8292

****

Level of Confidence for Confidence Intervals:
  95

Number of Bootstrap Resamples:
  5000

********** NOTES **********

Bootstrap confidence intervals are preferred to normal theory tests for inference about indirect effects. See Hayes, A. F. (2009). Beyond Baron and Kenny: Statistical mediation analysis in the new millennium. Communication Monographs, 76, 408-420, or Hayes, A. F. (2013). Introduction to
mediation, moderation, and conditional process analysis: A regression-based approach. New York: The Guilford Press

------ END MATRIX -----

```
Run MATRIX procedure:

***************************************************************
Preacher and Hayes (2008) SPSS Macro for Multiple Mediation
Written by Andrew F. Hayes, The Ohio State University
www.afhayes.com
For details, see Preacher, K. J., & Hayes, A. F. (2008). Asymptotic
and resampling strategies for assessing and comparing indirect effects
in multiple mediator models. Behavior Research Methods, 40, 879-891.
Also see Chapter 5 of Introduction to Mediation, Moderation, and Conditional
Analysis.  New York: The Guilford Press.  http://www.guilford.com/p/hayes3
***************************************************************

Dependent, Independent, and Proposed Mediator Variables:
DV =   ekuitas_
IV =   asosiasi
MEDS = loyalita

Sample size
        200

IV to Mediators (a paths)
            Coeff        se         t         p
loyalita   1.0059     .0553   18.1799     .0000

Direct Effects of Mediators on DV (b paths)
            Coeff        se         t         p
loyalita    .7524     .0603   12.4737     .0000

Total Effect of IV on DV (c path)
            Coeff        se         t         p
asosiasi    .9045     .0627   14.4319     .0000

Direct Effect of IV on DV (c' path)
            Coeff        se         t         p
asosiasi    .1476     .0767    1.9237     .0558

Model Summary for DV Model
      R-sq  Adj R-sq         F       df1       df2         p
     .7277     .7249  263.2456    2.0000  197.0000     .0000

***************************************************************

           NORMAL THEORY TESTS FOR INDIRECT EFFECTS

Indirect Effects of IV on DV through Proposed Mediators (ab paths)
            Effect        se         Z         p
TOTAL        .7569     .0733   10.3291     .0000
loyalita     .7569     .0733   10.3291     .0000

***************************************************************

           BOOTSTRAP RESULTS FOR INDIRECT EFFECTS

Indirect Effects of IV on DV through Proposed Mediators (ab paths)
             Data      Boot      Bias        SE
TOTAL        .7569     .7587     .0018     .0753
```

```
loyalita     .7569     .7587     .0018     .0753

Bias Corrected Confidence Intervals
             Lower     Upper
TOTAL        .6108     .9057
loyalita     .6108     .9057

************************************************************

Level of Confidence for Confidence Intervals:
  95

Number of Bootstrap Resamples:
  5000

****************************** NOTES *********************************

Bootstrap confidence intervals are preferred to normal theory tests for
inference about indirect effects.  See Hayes, A. F. (2009). Beyond Baron
and Kenny: Statistical mediation analysis in the new millennium.
Communication Monographs, 76, 408-420, or Hayes, A. F. (2013). Introduction
to
mediation, moderation, and conditional process analysis: A regression-based
approach. New York: The Guilford Press

------ END MATRIX -----
```

```
Run MATRIX procedure:

***************************************************************
Preacher and Hayes (2008) SPSS Macro for Multiple Mediation
Written by Andrew F. Hayes, The Ohio State University
www.afhayes.com
For details, see Preacher, K. J., & Hayes, A. F. (2008). Asymptotic
and resampling strategies for assessing and comparing indirect effects
in multiple mediator models. Behavior Research Methods, 40, 879-891.
Also see Chapter 5 of Introduction to Mediation, Moderation, and Conditional
Analysis.  New York: The Guilford Press.  http://www.guilford.com/p/hayes3
***************************************************************

Dependent, Independent, and Proposed Mediator Variables:
DV =   ekuitas_
IV =   persepsi
MEDS = loyalita

Sample size
        200

IV to Mediators (a paths)
            Coeff        se         t         p
loyalita    .9748     .0367   26.5424     .0000

Direct Effects of Mediators on DV (b paths)
            Coeff        se         t         p
loyalita    .5310     .0754    7.0382     .0000

Total Effect of IV on DV (c path)
            Coeff        se         t         p
persepsi    .9087     .0435   20.8864     .0000

Direct Effect of IV on DV (c' path)
            Coeff        se         t         p
persepsi    .3911     .0832    4.6981     .0000

Model Summary for DV Model
      R-sq  Adj R-sq         F       df1       df2         p
     .7505     .7480  296.3580    2.0000  197.0000     .0000

***************************************************************

           NORMAL THEORY TESTS FOR INDIRECT EFFECTS

Indirect Effects of IV on DV through Proposed Mediators (ab paths)
           Effect        se         Z         p
TOTAL       .5176     .0757    6.8364     .0000
loyalita    .5176     .0757    6.8364     .0000

***************************************************************

           BOOTSTRAP RESULTS FOR INDIRECT EFFECTS

Indirect Effects of IV on DV through Proposed Mediators (ab paths)
             Data      Boot      Bias        SE
TOTAL       .5176     .5173    -.0003     .0957
```

```
loyalita     .5176     .5173    -.0003     .0957

Bias Corrected Confidence Intervals
             Lower     Upper
TOTAL        .3136     .6926
loyalita     .3136     .6926

************************************************************

Level of Confidence for Confidence Intervals:
  95

Number of Bootstrap Resamples:
  5000

****************************** NOTES ***********************************

Bootstrap confidence intervals are preferred to normal theory tests for
inference about indirect effects.  See Hayes, A. F. (2009). Beyond Baron
and Kenny: Statistical mediation analysis in the new millennium.
Communication Monographs, 76, 408-420, or Hayes, A. F. (2013). Introduction
to
mediation, moderation, and conditional process analysis: A regression-based
approach. New York: The Guilford Press

------ END MATRIX -----
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