

LAMPIRAN 1
KUISIONER PENELITIAN

Kepada Yth.
Mahasiswa/i Fakultas Ekonomi
Universitas Bangka Belitung

Dengan hormat,
Saya yang bertanda tangan dibawah ini :

Nama : Novita Herlissha
NIM : 3021311068
Angkatan : 2013

Adalah Mahasiswa Jurusan Manajemen Fakultas Ekonomi Universitas Bangka Belitung yang sedang melakukan penelitian untuk proposal penelitian dengan judul “Pengaruh *Brand Image*, *Brand Trust*, dan *Reference Group* terhadap *Brand Loyalty*” (Studi pada Mahasiswa Fakultas Ekonomi Universitas Bangka Belitung Angkatan 2013-2015). Oleh karena itu, saya mohon bantuan Saudara untuk bersedia mengisi pernyataan/pertanyaan pada kuisisioner ini.

Kuisisioner ini hanya untuk kepentingan penelitian semata dan tidak untuk dipublikasikan. Kerahasiaan Saudara dapat saya jamin.

Demikian surat pengantar ini disampaikan, atas bantuan dan kerjasamanya, saya ucapkan terimakasih.

Balunujuk, 21 Februari 2017
Hormat saya,

Novita Herlissha

Berilah tanda centang (✓) pada kolom yang tersedia.

I. Profil Responden

Jenis Kelamin :

Laki laki

Perempuan

Angkatan :

2013

2014

2015

Jurusan :

Akuntansi

Manajemen

Lama Penggunaan :

< 6 Bulan

1 - 2 Tahun

6-11 Bulan

> un

II. Petunjuk Pengisian

1. Sebelum mengisi pertanyaan yang ada pada kuisisioner ini bacalah terlebih dahulu semua pertanyaan dengan cermat
2. Selanjutnya setelah jika semua pertanyaan telah dibaca dengan cermat responden dapat mengisi sesuai dengan jawaban yang tersedia dan diberi tanda *checklist* (✓) pada kolom.
3. Jika terjadi kesalahan pengisian kuisisioner ini beri tanda silang (X) pada jawaban yang salah tersebut.
4. Setelah pengisian kuisisioner ini selesai hendaklah di lihat terlebih dahulu agar tidak ada pertanyaan yang belum diisi

III. Pengukuran Variabel

- 1 = Sangat Tidak Setuju (STS)
- 2 = Tidak Setuju (TS)
- 3 = Netral (N)
- 4 = Setuju (S)
- 5 = Sangat Setuju (SS)

Brand Image (X₁)

Brand Image adalah persepsi tentang *brand* yang merupakan refleksi memori konsumen akan asosiasinya pada brand tersebut.

NO	Dimensi	Pertanyaan	STS	TS	N	S	SS
1.	Keunggulan Asosiasi Merek	Merek LINE mudah diingat dibenak saya					
2.		LINE merupakan pesan instan terkenal dikalangan mahasiswa					
3.		LINE dikembangkan oleh perusahaan yang sangat dapat dipercaya karena memiliki kredibilitas yang tinggi					
4.	Kekuatan Asosiasi Merek	Menggunakan LINE mudah dalam menambahkan teman karena kontak yang tersimpan di <i>smartphone</i> akan langsung menjadi teman saya.					
5.		Saya merasa inovasi yang dilakukan oleh LINE sangat baik					
6.		LINE memiliki <i>emoticon</i> dan <i>sticker</i> yang lucu sehingga membuat pesan menjadi menarik					
7.		Saya merasa nyaman menggunakan LINE					
8.	Keunikan Asosiasi Merek	LINE memiliki <i>image</i> yang bagus dimata penggunanya.					
9.		Saya mengenal LINE melalui iklan yang selalu ditampilkan di media sosial.					
10.		LINE memiliki banyak pilihan tema yang dapat saya pilih sesuai keinginan saya.					

Brand Trust (X₂)

Brand trust adalah kemampuan merek untuk dipercaya yang bersumber pada keyakinan pelanggan bahwa produk tersebut mampu memenuhi nilai yang dijanjikan dan intensi baik merek yang didasarkan pada keyakinan pelanggan bahwa merek tersebut mampu mengutamakan kepentingan pelanggan

NO	Dimensi	Pertanyaan	STS	TS	N	S	SS
11.	<i>Brand Reliability</i>	Saya merasa percaya pada merek LINE sebagai aplikasi pesan instan yang saya gunakan.					
12.		Menu LINE sesuai dengan kebutuhan saya.					
13		Secara keseluruhan saya puas dengan LINE					
14	<i>Brand Intentions</i>	LINE dapat saya andalkan kapanpun untuk mengirim pesan saya.					
15		Selama menggunakan LINE tidak terdapat masalah yang saya temukan					
16		LINE adalah merek aplikasi pesan instan yang aman karena terdapat fasilitas <i>password</i> .					

Reference Group (X₃)

Reference Group didefinisikan sebagai orang yang mempengaruhi secara bermakna perilaku individu dan memberikan standar dan nilai yang dapat menjadi penentu mengenai bagaimana seorang berpikir dan berperilaku.

NO	Dimensi	Pertanyaan	STS	TS	N	S	SS
17	Normatif	Saya menggunakan LINE karena banyak teman-teman yang menggunakan LINE.					
18.		Saya menggunakan LINE demi menyesuaikan dengan teman-teman.					
19.		Saya memilih menggunakan LINE karena tidak ingin mengecewakan pilihan teman					

20.	Informasional	Saya tertarik menggunakan LINE karena mendengarkan obrolan teman-teman tentang fitur-fitur yang ada pada LINE					
21.		Saya tertarik memperhatikan aplikasi pesan instan yang digunakan teman-teman sebelum menggunakannya.					
22.		Saya tertarik menggunakan LINE berdasarkan saran dari teman yang menggunakan LINE.					
23.		Bagi saya, menggunakan LINE atas saran teman-teman, dapat meningkatkan kepercayaan diri					

Brand Loyalty (Y)

Brand Loyalty merupakan ukuran tingkat pembelian kembali merek tertentu oleh pelanggan.

NO		Pertanyaan	STS	TS	N	S	SS
24.	Perilaku	LINE akan menjadi merek pilihan pertama saya dalam aplikasi pesan instan yang akan saya gunakan.					
25.		Saya tetap menjadi pengguna setia merek LINE.					
26.		Saya berniat untuk terus menggunakan merek LINE.					
27.	Sikap	Saya akan merekomendasikan merek LINE kepada teman maupun keluarga.					
28.		Saya memiliki komitmen pada merek LINE					
29.		Saya akan mengatakan hal positif tentang LINE kepada orang lain					

Terima Kasih Atas Waktu dan Partisipasinya



LAMPIRAN 2

Tabulasi Jawaban Responden

Variabel Brand Image (X₁)

	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	Total X1
1	4	4	3	3	3	5	4	4	4	5	39
2	5	4	4	4	4	4	4	4	3	4	40
3	4	5	4	3	4	4	4	4	5	4	41
4	4	3	3	3	3	3	3	3	3	4	32
5	5	4	4	3	3	4	5	4	4	4	40
6	4	4	4	4	5	4	4	5	5	5	44
7	4	4	4	5	5	4	5	5	4	5	45
8	5	5	4	4	3	4	3	3	3	3	37
9	5	3	3	3	4	4	4	4	5	4	39
10	5	4	5	4	5	4	4	5	5	4	45
11	4	4	4	4	4	4	4	4	4	5	41
12	4	5	5	5	5	3	3	3	5	5	43
13	4	4	4	4	4	4	4	5	4	4	41
14	4	4	3	3	3	4	3	4	4	4	36
15	3	4	4	5	5	5	4	4	5	4	43
16	5	4	3	3	3	4	5	4	4	4	39
17	4	4	4	4	4	4	4	4	3	4	39
18	5	4	4	5	5	5	4	5	4	4	45
19	5	5	5	4	5	4	3	4	5	4	44
20	5	4	4	3	4	3	3	3	3	3	35
21	4	4	4	3	4	4	2	3	3	4	42
22	4	4	5	4	5	5	4	5	5	5	46
23	5	4	5	5	5	4	2	5	5	5	45
24	5	3	3	5	4	4	4	4	4	4	40
25	5	4	4	5	5	5	5	5	4	4	46
26	5	5	3	3	4	4	4	4	4	5	41
27	5	3	3	4	3	4	4	5	5	5	41
28	5	4	3	3	3	3	3	3	3	4	34
29	2	4	4	4	4	3	4	3	4	4	36
30	3	4	3	3	3	3	3	3	3	3	31
31	3	3	3	3	3	3	4	4	4	4	34
32	4	3	3	3	3	3	3	5	4	5	36
33	5	4	4	4	4	4	4	4	4	4	41
34	5	4	4	4	3	4	4	4	4	5	41
35	4	5	5	5	4	4	5	5	4	4	45
36	4	5	4	5	4	4	3	3	5	5	42
37	5	4	4	4	5	4	4	3	4	4	41
38	5	4	4	4	4	4	4	4	5	4	42
39	5	4	4	4	4	4	4	4	3	4	40
40	5	4	4	4	4	5	4	5	4	4	43
41	4	3	3	3	4	4	3	4	4	5	37
42	4	4	3	4	3	3	3	4	4	4	36
43	4	3	4	4	4	4	5	5	5	5	43
44	5	4	3	4	4	4	5	4	4	5	42

45	4	3	3	3	3	3	3	4	4	4	34
46	2	5	5	5	4	4	5	5	4	5	44
47	5	5	4	4	4	4	4	4	4	5	43
48	4	4	4	5	5	5	5	4	4	4	44
49	4	4	4	4	5	4	4	4	4	5	42
50	4	4	3	3	4	4	4	4	4	5	39
51	4	4	5	4	5	5	5	4	4	5	45
52	5	3	3	3	3	3	3	5	5	4	37
53	4	5	5	4	4	4	4	4	4	5	43
54	2	5	4	4	4	3	4	4	4	5	39
55	4	3	4	2	4	3	3	3	3	3	32
56	3	2	3	4	4	4	4	4	4	4	36
67	3	4	4	3	3	3	3	4	3	4	34
58	3	3	3	4	3	4	4	3	3	4	34
59	2	4	4	4	4	4	4	4	4	4	38
60	3	4	4	4	4	3	3	3	3	4	35
61	4	5	4	4	4	5	4	4	4	5	43
62	5	3	4	4	5	4	5	5	4	4	43
63	5	5	4	5	5	4	4	5	4	5	46
64	5	4	4	5	5	5	4	4	3	4	43
65	4	5	4	4	5	4	5	4	4	5	44
66	4	4	3	3	3	4	5	5	4	5	40
67	4	4	4	4	4	5	5	4	4	4	42
68	4	4	4	4	4	3	3	3	4	5	38
69	5	5	4	4	4	4	4	4	3	3	40
70	4	5	3	3	3	4	4	4	4	4	38
71	2	4	4	4	4	3	3	3	3	3	33
72	3	4	4	4	5	3	4	5	5	3	40
73	5	5	5	5	5	4	5	5	4	4	47
74	5	4	5	4	3	3	5	3	3	4	39
75	4	4	3	3	3	4	4	4	5	4	38
76	4	4	3	4	4	4	4	3	4	4	38
77	5	4	4	3	4	3	3	4	4	4	39
78	5	5	4	4	4	4	3	4	4	5	42
79	4	4	5	4	4	4	4	3	4	4	40
80	4	4	4	4	3	4	4	4	4	3	38
81	4	4	4	4	5	5	4	3	3	3	39
82	4	4	4	4	4	4	4	4	4	3	39
83	4	4	4	4	4	3	5	4	4	4	40
84	4	4	4	4	4	4	4	4	4	4	41
85	4	4	4	4	4	4	3	3	4	4	38
86	4	4	4	5	4	4	4	3	3	3	38
87	4	3	4	5	4	4	5	4	4	4	41
88	4	4	4	4	4	4	4	3	4	3	38
89	4	4	3	3	3	4	2	4	3	4	34
90	5	5	4	4	4	4	4	4	2	4	40
91	3	3	3	3	3	3	3	4	3	4	32
92	4	5	5	5	4	4	3	3	3	3	39
93	4	5	5	4	4	5	5	4	3	4	43
94	5	4	4	4	4	4	4	3	3	3	38
95	4	4	4	4	4	4	4	3	3	3	37
96	4	3	3	3	3	3	3	3	3	3	31
97	4	4	5	4	4	4	4	4	4	4	41

98	5	5	5	4	4	4	4	4	4	5	44
99	5	4	4	4	4	4	4	4	4	4	41
100	4	4	4	5	4	4	4	4	4	5	42
101	5	4	4	4	4	4	4	4	3	4	40
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103	5	5	4	4	5	4	5	4	4	4	44
104	4	4	4	4	4	5	5	5	4	3	42
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106	4	4	4	4	4	4	4	4	4	4	40
107	4	5	4	5	4	4	5	5	5	4	45
108	4	3	3	4	4	5	4	4	4	4	39
109	5	5	5	5	5	4	5	4	4	4	46
110	4	4	5	4	4	4	4	4	4	4	41
111	5	4	4	5	5	5	5	5	4	4	46
112	4	5	5	4	4	4	4	4	5	5	44
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114	5	5	3	3	4	4	4	4	4	5	41
115	4	5	4	5	5	5	4	4	4	4	44
116	4	3	3	5	5	4	4	4	4	4	40
117	2	5	2	2	5	3	4	4	4	5	36
118	4	4	3	4	3	3	4	4	4	4	37
119	4	3	3	3	4	3	3	4	4	4	35
120	3	3	4	3	4	3	4	3	4	3	34
121	3	4	4	3	4	4	4	4	4	4	38
122	4	3	4	4	5	4	5	4	4	4	41
123	4	4	4	5	4	4	4	4	4	3	40
124	4	5	5	4	4	4	4	4	4	4	42
125	3	3	3	3	3	3	5	4	4	4	35
126	4	4	4	5	5	3	4	4	4	4	41
127	4	4	4	4	4	3	4	4	4	4	39
128	4	4	4	4	5	4	4	4	4	4	41
129	4	4	4	4	4	4	5	4	4	4	41
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132	4	5	4	4	4	5	5	5	5	4	45
133	5	5	3	5	4	5	3	3	4	4	41
134	4	4	3	4	4	4	4	4	4	5	40
135	4	4	4	4	4	4	3	3	4	4	38
136	4	4	4	4	4	4	4	4	4	4	40
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139	3	4	4	3	4	5	5	4	4	4	40
140	3	4	4	4	3	3	4	4	4	4	37
141	5	4	5	5	4	5	5	4	4	5	46
142	5	4	4	5	4	5	5	4	4	5	45
143	4	4	4	4	4	4	4	3	3	3	37
144	4	4	3	5	5	4	4	5	4	4	42
145	4	5	3	4	4	4	4	4	4	4	40
146	4	4	4	4	4	5	4	5	4	5	43
147	4	4	4	4	5	5	5	4	5	5	45
148	5	4	5	4	4	5	4	5	4	4	44
149	4	4	5	5	5	4	4	4	4	5	44
150	4	4	5	4	4	4	5	5	5	4	44

151	4	5	5	4	5	5	4	4	5	5	46
152	4	4	4	4	4	4	4	4	4	5	41
153	3	5	4	4	5	4	4	4	4	4	41
154	4	4	4	4	4	3	3	3	3	4	36
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157	4	4	4	4	4	5	5	5	4	4	43
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163	3	4	4	4	4	4	3	4	4	4	38
164	3	4	5	3	2	3	3	3	3	4	33
165	4	4	4	4	4	4	4	4	4	4	40
166	3	3	2	5	3	2	4	4	2	4	32
167	4	2	4	4	2	5	5	5	5	5	41
168	4	3	4	5	4	4	4	4	4	5	41
169	4	4	4	5	4	5	5	4	4	4	43
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174	4	5	4	4	4	4	4	4	5	4	42
175	4	3	3	3	3	3	3	3	4	4	33
176	4	4	4	4	4	4	4	4	4	4	40
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182	4	4	5	5	5	4	4	4	4	4	43
183	4	4	4	4	4	4	4	5	4	5	42
184	4	4	4	4	4	4	4	4	4	4	40
185	4	4	3	3	3	3	3	3	4	4	34
186	2	4	4	4	3	4	4	4	4	5	38
187	4	4	4	3	3	4	4	3	5	5	39
188	4	4	4	4	4	3	4	3	4	4	38
189	4	4	4	3	4	4	4	2	5	5	39
190	4	5	4	4	4	4	4	4	4	4	41
191	2	5	4	4	4	3	4	4	4	5	39
192	2	4	3	3	3	2	4	4	4	4	33
193	4	3	4	4	4	2	4	2	4	5	36
194	4	4	4	3	3	3	3	4	4	5	37
195	2	4	3	2	5	2	3	4	5	5	35
196	3	3	4	4	3	4	3	3	3	3	33
197	5	5	3	4	4	4	4	4	4	4	41
198	4	4	3	3	3	4	3	4	4	4	36
199	3	2	4	4	4	3	2	4	4	4	34
200	2	3	4	4	4	3	2	4	4	2	32
201	4	2	3	3	3	3	3	4	4	4	33
202	2	3	4	4	4	3	3	4	4	4	35
203	4	3	4	3	4	4	2	3	4	4	35

204	4	3	4	4	4	4	3	2	4	2	34
205	3	2	4	3	2	4	4	3	2	3	30
206	3	3	4	2	4	2	2	2	4	4	30

Variabel *Brand Trust* (X_2)

	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TOTAL X2
1	4	4	4	3	3	3	21
2	4	3	3	3	3	4	20
3	4	4	4	4	4	4	24
4	3	3	3	3	3	3	18
5	3	3	3	4	4	4	21
6	5	5	3	5	5	5	28
7	5	5	3	3	5	5	26
8	5	4	3	3	5	2	22
9	3	4	4	4	4	2	21
10	4	5	5	4	4	4	26
11	4	2	2	5	5	5	23
12	4	4	4	4	4	5	25
13	5	4	5	4	4	4	26
14	3	3	3	3	3	3	18
15	3	3	3	4	4	4	21
16	4	4	3	3	3	4	21
17	3	3	3	3	4	4	20
18	5	4	4	4	4	4	25
19	4	4	4	5	4	5	26
20	3	3	3	3	3	2	17
21	5	4	4	5	4	4	26
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29	3	3	3	3	4	3	19
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34	4	5	5	4	5	2	25
35	5	5	5	5	5	5	30
36	5	4	5	4	5	4	27
37	5	5	5	5	5	5	30
38	4	5	5	4	5	4	27
39	5	4	4	2	4	5	24
40	5	4	5	5	5	4	28
41	4	4	4	4	4	5	25
42	5	4	4	4	4	4	25
43	4	4	4	4	4	4	24
44	4	4	4	4	4	4	24
45	3	3	3	3	3	3	18

46	5	4	5	4	4	4	26
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184	3	4	2	4	2	4	19
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193	4	4	4	4	4	2	22
194	2	2	5	5	4	5	23
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200	3	3	3	3	3	3	18
201	3	2	2	3	3	3	16
202	4	3	3	3	3	2	18
203	3	2	3	3	3	4	18
204	3	3	4	2	3	4	19

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206	3	3	2	2	2	2	14

Variabel Reference Group (X_3)

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12	3	5	5	3	4	3	3	26
13	5	4	4	2	2	4	4	25
14	2	2	2	2	3	5	5	21
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17	3	3	2	2	4	4	3	21
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206	2	2	3	3	3	3	3	19
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Variabel Brand Loyalty (Y)

	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Total Y
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6	3	4	4	5	5	4	25
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8	4	3	2	4	4	4	21
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10	4	4	4	4	4	5	25
11	4	3	3	3	4	4	21
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13	5	4	4	4	4	4	25
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16	3	3	2	2	5	4	19
17	2	2	3	3	4	3	17
18	4	4	4	4	4	4	24
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27	2	4	4	4	3	4	21
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77	4	3	2	3	4	4	20
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79	5	4	4	4	4	4	25
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81	4	4	4	5	4	4	25
82	4	4	4	4	4	4	24
83	4	4	4	4	4	5	24
84	4	5	4	4	4	4	25
85	3	3	3	4	4	4	21
86	3	3	3	3	4	4	20
87	4	4	4	4	4	4	24
88	4	4	4	4	3	4	23
89	4	4	4	5	4	5	26
90	4	4	4	5	5	5	27
91	5	4	4	4	4	4	25
92	4	4	4	4	2	3	21
93	4	5	4	4	4	4	25
94	3	3	3	3	3	4	19
95	3	3	4	3	3	3	19
96	4	4	4	4	4	5	25
97	4	4	4	4	4	5	25
98	5	4	5	4	5	5	28
99	4	4	4	4	4	5	25
100	4	4	4	4	4	4	24

101	4	5	4	4	4	5	26
102	4	4	4	4	4	4	24
103	4	4	3	3	3	4	21
104	4	3	3	3	3	4	20
105	4	4	4	3	3	3	21
106	5	4	4	4	4	4	25
107	4	4	5	4	4	4	25
108	5	4	4	2	4	4	23
109	4	4	3	3	3	3	20
110	5	5	4	4	4	3	25
111	4	4	4	4	4	4	24
112	5	4	5	4	4	4	26
113	4	4	4	4	4	4	24
114	5	5	5	4	4	4	27
115	5	5	4	4	4	4	26
116	2	4	4	5	4	4	23
117	3	3	3	3	3	4	19
118	4	4	2	4	2	4	20
119	3	3	3	3	3	4	19
120	3	3	3	3	4	4	20
121	4	3	4	4	3	3	21
122	4	5	5	4	4	4	26
123	4	4	4	4	4	4	24
124	5	4	5	4	4	4	26
125	3	2	2	3	4	4	18
126	4	4	4	4	4	4	24
127	4	4	4	4	4	3	23
128	3	3	3	3	3	3	18
129	4	4	4	4	4	4	26
130	4	4	4	4	4	4	24
131	4	4	4	4	4	4	24
132	4	4	4	4	4	5	25
133	3	4	3	3	3	3	19
134	4	4	4	4	2	4	22
135	4	4	4	4	5	5	26
136	4	4	3	3	4	4	22
137	4	4	4	4	4	4	24
138	3	3	3	4	4	4	21
139	4	4	4	3	4	4	23
140	4	3	3	3	3	4	20
141	4	4	4	4	5	4	25
142	4	4	4	3	4	4	23
143	4	3	3	3	3	3	19
144	3	4	3	4	4	4	22
145	4	4	4	4	4	4	24
146	4	4	4	4	3	4	23
147	4	4	4	4	4	4	24
148	5	5	4	4	4	4	26
149	4	3	4	4	4	4	23
150	5	4	4	4	4	4	25
151	4	4	4	4	4	4	24
152	4	4	4	4	4	4	24
153	4	4	4	3	4	4	23

154	3	3	3	3	4	4	20
155	3	3	3	3	4	4	20
156	5	4	4	4	5	5	27
157	4	4	4	4	4	4	24
158	4	4	3	4	4	4	23
159	4	4	3	4	4	2	21
160	4	4	4	5	4	4	25
161	4	4	4	4	3	3	22
162	2	4	4	4	4	4	22
163	4	4	4	4	5	5	26
164	2	4	4	2	4	4	20
165	4	4	4	4	4	4	24
166	2	3	3	4	4	4	20
167	3	4	3	4	4	3	21
168	4	4	4	4	5	2	23
169	4	4	4	4	4	4	24
170	4	4	4	4	4	4	24
171	4	4	3	4	3	3	21
172	5	5	5	5	5	4	29
173	4	4	4	4	4	2	22
174	4	4	4	4	3	4	23
175	2	2	4	4	4	4	20
176	4	4	3	3	4	3	21
177	4	4	4	4	4	3	23
178	4	4	4	4	4	4	24
179	3	3	3	3	4	4	20
180	4	4	3	4	4	4	23
181	4	4	4	4	4	4	24
182	4	4	2	3	4	4	21
183	4	4	4	4	4	2	22
184	2	4	4	4	5	5	24
185	4	4	3	4	4	4	23
186	4	4	5	4	4	4	25
187	3	3	4	4	4	4	22
188	4	4	4	4	4	4	24
189	4	4	3	4	4	4	23
190	4	3	3	4	3	3	20
191	4	4	4	5	4	4	25
192	4	3	4	4	3	3	21
193	4	3	3	3	3	4	20
194	4	4	4	3	3	3	21
195	4	4	3	3	3	3	20
196	2	4	4	4	4	4	22
197	4	3	4	3	3	3	20
198	2	3	3	3	3	3	17
199	3	3	3	3	3	4	19
200	3	3	3	3	3	4	19
201	3	2	3	4	4	2	18
202	3	3	3	4	2	2	17
203	2	3	3	3	3	3	17
204	3	2	3	3	3	3	17
205	3	3	2	3	2	3	16
206	3	2	2	3	2	3	15

LAMPIRAN 3

Hasil Karakteristik Responden

Statistics

		Jenis Kelamin	Angkatan	Jurusan	Lama penggunaan
N	Valid	206	206	206	206
	Missing	0	0	0	0

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	52	25,2	25,2	25,2
	Perempuan	154	74,8	74,8	100,0
Total		206	100,0	100,0	

Angkatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2013	72	35,0	35,0	35,0
	2014	75	36,4	36,4	71,4
	2015	59	28,6	28,6	100,0
	Total	206	100,0	100,0	

Jurusan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Akuntansi	105	51,0	51,0	51,0
	Manajemen	101	49,0	49,0	100,0
	Total	206	100,0	100,0	

Lama penggunaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 6 bulan	2	1,0	1,0	1,0
	6-11 bulan	8	3,9	3,9	4,9
	1-2 tahun	71	34,5	34,5	39,3
	>2 tahun	125	60,7	60,7	100,0
	Total	206	100,0	100,0	

LAMPIRAN 4
HASIL UJI DESKRIPTIF

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	12	5,8	5,8	5,8
	N	23	11,2	11,2	17,0
	S	122	59,2	59,2	76,2
	SS	49	23,8	23,8	100,0
	Total	206	100,0	100,0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	2,4	2,4	2,4
	N	33	16,0	16,0	18,4
	S	124	60,2	60,2	78,6
	SS	44	21,4	21,4	100,0
	Total	206	100,0	100,0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	1,0	1,0	1,0
	N	46	22,3	22,3	23,3
	S	126	61,2	61,2	84,5
	SS	32	15,5	15,5	100,0
	Total	206	100,0	100,0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	1,9	1,9	1,9
	N	43	20,9	20,9	22,8
	S	116	56,3	56,3	79,1
	SS	43	20,9	20,9	100,0
	Total	206	100,0	100,0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	1,5	1,5	1,5
	N	40	19,4	19,4	20,9
	S	120	58,3	58,3	79,1
	SS	43	20,9	20,9	100,0
	Total	206	100,0	100,0	

X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	2,4	2,4	2,4
	N	45	21,8	21,8	24,3
	S	121	58,7	58,7	83,0
	SS	35	17,0	17,0	100,0
	Total	206	100,0	100,0	

X1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	7	3,4	3,4	3,4
	N	43	20,9	20,9	24,3
	S	114	55,3	55,3	79,6
	SS	42	20,4	20,4	100,0
	Total	206	100,0	100,0	

X1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	1,9	1,9	1,9
	N	41	19,9	19,9	21,8
	S	124	60,2	60,2	82,0
	SS	37	18,0	18,0	100,0
	Total	206	100,0	100,0	

X1.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	1,5	1,5	1,5
	N	35	17,0	17,0	18,4
	S	137	66,5	66,5	85,0
	SS	31	15,0	15,0	100,0
	Total	206	100,0	100,0	

X1.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	1,0	1,0	1,0
	N	26	12,6	12,6	13,6
	S	123	59,7	59,7	73,3
	SS	55	26,7	26,7	100,0
	Total	206	100,0	100,0	

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	13	6,3	6,3	6,3
	N	49	23,8	23,8	30,1
	S	115	55,8	55,8	85,9
	SS	29	14,1	14,1	100,0
	Total	206	100,0	100,0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	,5	,5	,5
	TS	13	6,3	6,3	6,8
	N	57	27,7	27,7	34,5
	S	113	54,9	54,9	89,3
	SS	22	10,7	10,7	100,0
	Total	206	100,0	100,0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	17	8,3	8,3	8,3
	N	68	33,0	33,0	41,3
	S	99	48,1	48,1	89,3
	SS	22	10,7	10,7	100,0
	Total	206	100,0	100,0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	11	5,3	5,3	5,3
	N	68	33,0	33,0	38,3
	S	102	49,5	49,5	87,9
	SS	25	12,1	12,1	100,0
	Total	206	100,0	100,0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	18	8,7	8,7	8,7
	N	67	32,5	32,5	41,3
	S	92	44,7	44,7	85,9
	SS	29	14,1	14,1	100,0
	Total	206	100,0	100,0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	24	11,7	11,7	11,7
	N	50	24,3	24,3	35,9
	S	105	51,0	51,0	86,9
	SS	27	13,1	13,1	100,0
	Total	206	100,0	100,0	

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	11	5,3	5,3	5,3
	N	37	18,0	18,0	23,3
	S	116	56,3	56,3	79,6
	SS	42	20,4	20,4	100,0
	Total	206	100,0	100,0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	21	10,2	10,2	10,2
	N	39	18,9	18,9	29,1
	S	106	51,5	51,5	80,6
	SS	40	19,4	19,4	100,0
	Total	206	100,0	100,0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	23	11,2	11,2	11,2
	N	47	22,8	22,8	34,0
	S	104	50,5	50,5	84,5
	SS	32	15,5	15,5	100,0
	Total	206	100,0	100,0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	27	13,1	13,1	13,1
	N	52	25,2	25,2	38,3
	S	86	41,7	41,7	80,1
	SS	41	19,9	19,9	100,0
	Total	206	100,0	100,0	

X3.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	22	10,7	10,7	10,7
	N	42	20,4	20,4	31,1
	S	102	49,5	49,5	80,6
	SS	40	19,4	19,4	100,0
	Total	206	100,0	100,0	

X3.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	19	9,2	9,2	9,2
	N	46	22,3	22,3	31,6
	S	100	48,5	48,5	80,1
	SS	41	19,9	19,9	100,0
	Total	206	100,0	100,0	

X3.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	14	6,8	6,8	6,8
	N	47	22,8	22,8	29,6
	S	109	52,9	52,9	82,5
	SS	36	17,5	17,5	100,0
	Total	206	100,0	100,0	

Y.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	14	6,8	6,8	6,8
	N	49	23,8	23,8	30,6
	S	120	58,3	58,3	88,8
	SS	23	11,2	11,2	100,0
	Total	206	100,0	100,0	

Y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	13	6,3	6,3	6,3
	N	51	24,8	24,8	31,1
	S	127	61,7	61,7	92,7
	SS	15	7,3	7,3	100,0
	Total	206	100,0	100,0	

Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	15	7,3	7,3	7,3
	N	58	28,2	28,2	35,4
	S	120	58,3	58,3	93,7
	SS	13	6,3	6,3	100,0
	Total	206	100,0	100,0	

Y.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	2,9	2,9	2,9
	N	52	25,2	25,2	28,2
	S	132	64,1	64,1	92,2
	SS	16	7,8	7,8	100,0
	Total	206	100,0	100,0	

Y.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	9	4,4	4,4	4,4
	N	43	20,9	20,9	25,2
	S	128	62,1	62,1	87,4
	SS	26	12,6	12,6	100,0
	Total	206	100,0	100,0	

Y.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	7	3,4	3,4	3,4
	N	39	18,9	18,9	22,3
	S	132	64,1	64,1	86,4
	SS	28	13,6	13,6	100,0
	Total	206	100,0	100,0	

LAMPIRAN 5
HASIL UJI VALIDITAS
Variabel *Brand Image*

	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	Total.X1
X1.1	Pearson Correlation Sig. (2-tailed) N	1 ,195** 206	,131 ,061 206	,200** ,004 206	,131 ,060 206	,361** ,000 206	,174* ,012 206	,143* ,040 206	,042 ,544 206	,076 ,275 206	,460** ,000 206
X1.2	Pearson Correlation Sig. (2-tailed) N	,195** ,005 206	1 ,000 206	,366** ,000 206	,252** ,000 206	,334** ,000 206	,268** ,002 206	,212** ,049 206	,137* ,136 206	,104 ,005 206	,196** ,000 206
X1.3	Pearson Correlation Sig. (2-tailed) N	,131 ,061 206	,366** ,000 206	1 ,000 206	,435** ,000 206	,399** ,000 206	,311** ,001 206	,223** ,109 206	,112 ,073 206	,125 ,594 206	,037 ,000 206
X1.4	Pearson Correlation Sig. (2-tailed) N	,200** ,004 206	,252** ,000 206	,435** ,000 206	1 ,000 206	,477** ,000 206	,413** ,000 206	,351** ,000 206	,272** ,367 206	,063 ,544 206	,042 ,000 206
X1.5	Pearson Correlation Sig. (2-tailed) N	,131 ,060 206	,334** ,000 206	,399** ,000 206	,477** ,000 206	1 ,000 206	,339** ,000 206	,260** ,000 206	,242** ,000 206	,278** ,000 206	,115 ,101 206
X1.6	Pearson Correlation Sig. (2-tailed) N	,361** ,000 206	,268** ,000 206	,311** ,000 206	,413** ,000 206	,339** ,000 206	1 ,000 206	,482** ,000 206	,396** ,000 206	,184** ,008 206	,103 ,142 206
X1.7	Pearson Correlation Sig. (2-tailed) N	,174* ,012 206	,212** ,002 206	,223** ,001 206	,351** ,000 206	,260** ,000 206	,482** ,000 206	1 ,000 206	,442** ,005 206	,196** ,021 206	,161* ,000 206
X1.8	Pearson Correlation Sig. (2-tailed) N	,143* ,040 206	,137* ,049 206	,112 ,109 206	,272** ,000 206	,242** ,000 206	,396** ,000 206	,442** ,000 206	1 ,000 206	,381** ,000 206	,273** ,000 206
X1.9	Pearson Correlation Sig. (2-tailed) N	,042 ,544 206	,104 ,136 206	,125 ,073 206	,063 ,367 206	,278** ,000 206	,184** ,008 206	,196** ,005 206	,381** ,000 206	1 ,000 206	,395** ,000 206

X3.3	Pearson Correlation	,425**	,376**	1	,384**	,310**	,301**	,306**	,663**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000
	N	206	206	206	206	206	206	206	206
X3.4	Pearson Correlation	,355**	,293**	,384**	1	,409**	,362**	,245**	,651**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000
	N	206	206	206	206	206	206	206	206
X3.5	Pearson Correlation	,217**	,342**	,310**	,409**	1	,500**	,374**	,683**
	Sig. (2-tailed)	,002	,000	,000	,000		,000	,000	,000
	N	206	206	206	206	206	206	206	206
X3.6	Pearson Correlation	,223**	,301**	,301**	,362**	,500**	1	,484**	,672**
	Sig. (2-tailed)	,001	,000	,000	,000	,000		,000	,000
	N	206	206	206	206	206	206	206	206
X3.7	Pearson Correlation	,243**	,254**	,306**	,245**	,374**	,484**	1	,601**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000
	N	206	206	206	206	206	206	206	206
Total. X3	Pearson Correlation	,592**	,616**	,663**	,651**	,683**	,672**	,601**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	206	206	206	206	206	206	206	206

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

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

BRAND LOYALTY

Correlations

	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Total.Y
Y.1 Pearson Correlation	1	,562**	,454**	,296**	,319**	,210**	,700**
Sig. (2-tailed)		,000	,000	,000	,000	,002	,000
N	206	206	206	206	206	206	206
Y.2 Pearson Correlation	,562**	1	,605**	,374**	,347**	,329**	,782**
Sig. (2-tailed)	,000		,000	,000	,000	,000	,000
N	206	206	206	206	206	206	206
Y.3 Pearson Correlation	,454**	,605**	1	,377**	,348**	,234**	,735**
Sig. (2-tailed)	,000	,000		,000	,000	,001	,000
N	206	206	206	206	206	206	206
Y.4 Pearson Correlation	,296**	,374**	,377**	1	,412**	,234**	,635**
Sig. (2-tailed)	,000	,000	,000		,000	,001	,000
N	206	206	206	206	206	206	206
Y.5 Pearson Correlation	,319**	,347**	,348**	,412**	1	,448**	,691**
Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
N	206	206	206	206	206	206	206
Y.6 Pearson Correlation	,210**	,329**	,234**	,234**	,448**	1	,584**
Sig. (2-tailed)	,002	,000	,001	,001	,000		,000
N	206	206	206	206	206	206	206
Total.Y Pearson Correlation	,700**	,782**	,735**	,635**	,691**	,584**	1
Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
N	206	206	206	206	206	206	206

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

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

LAMPIRAN 6
HASIL UJI REABILITAS

Scale 1 : BRAND IMAGE

Case Processing Summary

		N	%
Cases	Valid	206	100,0
	Excluded ^a	0	,0
	Total	206	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,760	10

Reliability

Scale 2: BRAND TRUST

Case Processing Summary

		N	%
Cases	Valid	206	100,0
	Excluded ^a	0	,0
	Total	206	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,752	6

Scale 3: REFERENCE GROUP**Case Processing Summary**

		N	%
Cases	Valid	206	100,0
	Excluded ^a	0	,0
	Total	206	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,783	7

Scale 4 : BRAND LOYALTY**Case Processing Summary**

		N	%
Cases	Valid	206	100,0
	Excluded ^a	0	,0
	Total	206	100,0

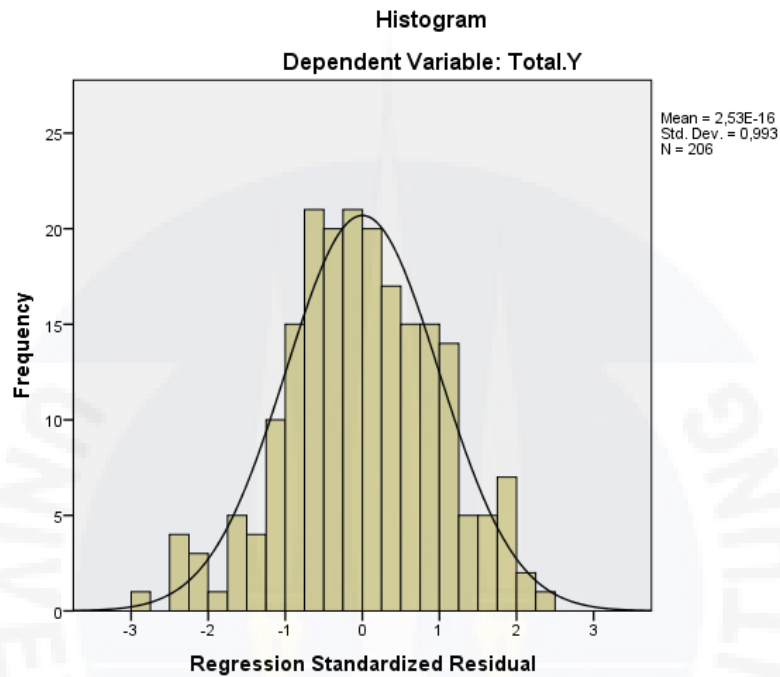
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

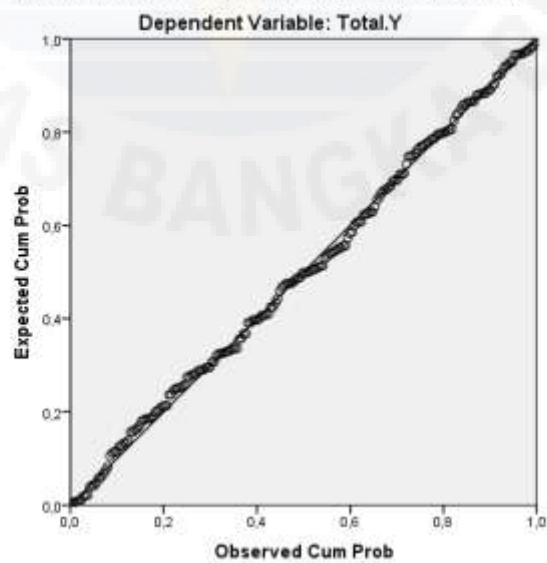
Cronbach's Alpha	N of Items
,780	6

LAMPIRAN 7
HASIL UJI ASUMSI KLASIK

UJI NORMALITAS



Normal P-P Plot of Regression Standardized Residual



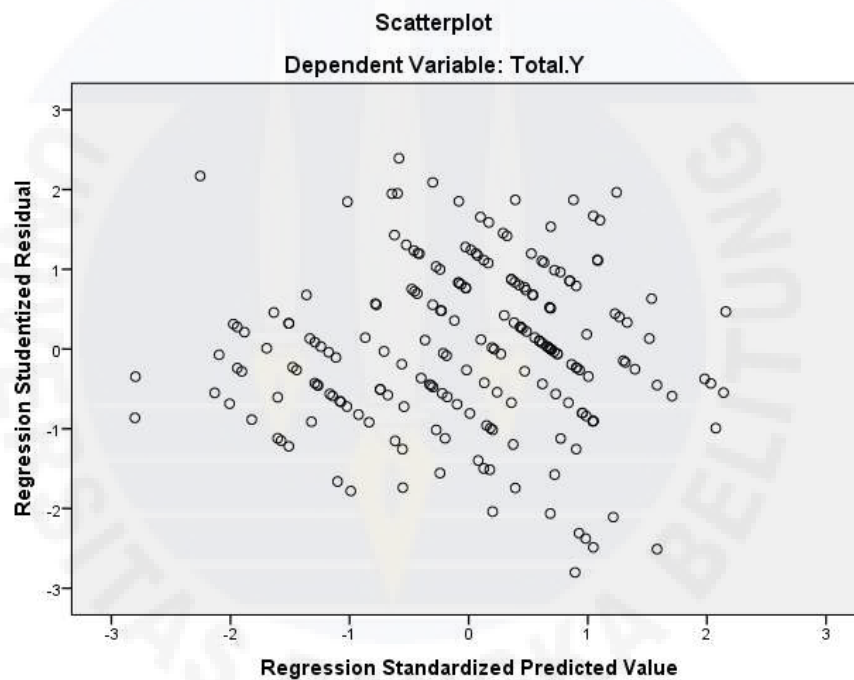
UJI NORMALITAS DENGAN KOLMOGOROV SMIRNOV DAN SHAPIRO WILK

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	Df	Sig.
Unstandardized Residual	,035	206	,200 [*]	,994	206	,535

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

UJI HETEROKEDASTISITAS



UJI HETEROKEDASTISITAS DENGAN UJI GLEJSER

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,109 ^a	,012	-,003	1,19224	2,030

a. Predictors: (Constant), Total.X3, Total.X2, Total.X1

b. Dependent Variable: RES_2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,432	3	1,144	,805	,492 ^b
	Residual	287,132	202	1,421		
	Total	290,564	205			

a. Dependent Variable: RES_2

b. Predictors: (Constant), Total.X3, Total.X2, Total.X1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,439	,892		,493	,623		
	Total.X1	,018	,026	,059	,700	,485	,688	1,453
	Total.X2	-,013	,031	-,036	-,430	,668	,699	1,430
	Total.X3	,025	,025	,085	1,013	,312	,703	1,423

a. Dependent Variable: RES_2

UJI MULTIKOLINERITAS**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,201	1,468		1,499	,135		
	Total.X1	,195	,043	,262	4,551	,000	,688	1,453
	Total.X2	,255	,052	,282	4,930	,000	,699	1,430
	Total.X3	,264	,041	,365	6,407	,000	,703	1,423

a. Dependent Variable: Total.Y

UJI AUTOKORELASI**Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,734 ^a	,539	,532	1,963	1,805

a. Predictors: (Constant), Total.X3, Total.X2, Total.X1

b. Dependent Variable: Total.Y

LAMPIRAN 8

Hasil Uji Regresi Berganda, Uji t, Uji F dan R²

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Total.X3, Total.X2, Total.X1 ^b	.	Enter

a. Dependent Variable: Total.Y

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,734 ^a	,539	,532	1,963	1,805

a. Predictors: (Constant), Total.X3, Total.X2, Total.X1

b. Dependent Variable: Total.Y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	908,660	3	302,887	78,616	,000 ^b
	Residual	778,253	202	3,853		
	Total	1686,913	205			

a. Dependent Variable: Total.Y

b. Predictors: (Constant), Total.X3, Total.X2, Total.X1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,201	1,468		1,499	,135		
	Total.X1	,195	,043	,262	4,551	,000	,688	1,453
	Total.X2	,255	,052	,282	4,930	,000	,699	1,430
	Total.X3	,264	,041	,365	6,407	,000	,703	1,423

a. Dependent Variable: Total.Y

KEMENTERIAN RISET, TEKNOLOGI DAN PENDIDIKAN TINGGI
UNIVERSITAS BANGKA BELITUNG



FAKULTAS EKONOMI

Kampus Terpadu UBB Balunijuk, Merawang - Bangka
Provinsi Kepulauan Bangka Belitung
Telepon (0717) 4260030, 4260031 Laman: www.ubb.ac.id

Nomor : 444/UN50.1.1/KP/2017

30 Mei 2017

Lampiran : satu berkas

Hal : Izin Penelitian

Yth. Novita Herlisha

Menindaklanjuti surat dari saudari perihal Permohonan Izin Penyebaran Kuesioner dan Wawancara tanggal 15 Mei 2017, maka dengan ini kami tidak keberatan dan memberikan izin atas kegiatan tersebut.

Demikian kami sampaikan, atas perhatian dan kerjasamanya kami ucapkan terima kasih.

a.n Dekan
Wakil Dekan I



[Signature]
Sriyansyah, SE., MM
NIP.197903152012121005

KEMENTERIAN RISET, TEKNOLOGI DAN PENDIDIKAN TINGGI
UNIVERSITAS BANGKA BELITUNG



UPT BAHASA
Kampus Terpadu UBB, Gedung Tinah I Balunijuk,
Kec. Merawang Kab. Bangka Provinsi Kepulauan Bangka Belitung 33172.
Telepon (0717) 4260035, Faksimile (0717) 421303
Laman www.ubb.ac.id

OVITA HERLISSHA. 302 13 11 068.

THE INFLUENCE OF BRAND IMAGE, BRAND TRUST, AND REFERENCE GROUP TO BRAND LOYALTY. THE APPLICATION OF LINE INSTANT MESSAGE THE STUDY OF FACULTY OF ECONOMY STUDENT UNIVERSITY OF BANGKA BELITUNG YEAR (2013-2015)

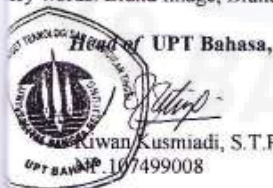
ABSTRACT

The background of this research is based on the phenomenon that the level of user of LINE Instant message is very high among the students at Faculty of Economy UBB and some factors as students consideration to loyal in LINE instant message application, those are brand image brand trust, and reference group. The aims of this research are to describe the variable of brand image, brand trust, reference group and brand loyalty also identify and study about the influence of those three factors to brand loyalty of LINE instant message both partially and simultaneously.

This is the descriptive quantitative research where the research instrument was a questionnaire. The population in this research is the undergraduate students year 2013 – 2015 at Faculty of Economy University of Bangka Belitung. The sampling technique was using Proportional Random Sampling method. The sampling which was took in this research was 206 of students. In this research, the independent variable consists of brand image, brand trust, and reference group whereas dependent variable is brand loyalty. The research instrument testing was using validity test and reliability test whereas the multiple regression analysis was using hypothesis testing of this research.

The research result has shown that brand image has influenced positive and significant to brand loyalty for the user of LINE instant message application at FE UBB which the result is $t_{count} 4,551 > t_{table} 1,9717$ and significant level is 0,000, brand trust has positive influenced and significant to brand loyalty for the user of LINE instant message at FE UBB which the result is $t_{count} 4,930 > t_{table} 1,9717$ and significant level is 0,000, reference group has positive and significant to brand loyalty at user of LINE instant message application at FE UBB which the result is $t_{count} 6,407 > t_{table} 1,9717$ and significant level as much as 0,000, and brand image, brand trust and reference group simultaneously has positive influenced and significant to brand loyalty for the user of LINE instant message at FE UBB which the result is $F_{count} 78,616 > F_{table} 2,65$ with significant level as much as 0,000 smaller than 0,05. The test result of determination coefficient (R^2) has shown that Adjusted R Square 0,532 or 53,2%, it means that the variable variation of brand loyalty can be explained by brand image variable, brand trust, and reference group and the remains is 46,8% can be explained by other variable out of the research.

Key words: Brand Image, Brand Trust, Reference Group, and Brand Quality



Head of UPT Bahasa,
Irwan Kusmiadi, S.T.P., M.Si
NP.107499008

Translator,

Wiraswati, S.Pd. Ing.
NP.108206019

Lampiran 11
Daftar Riwayat Hidup

DAFTAR RIWAYAT HIDUP

DATA PRIBADI

Nama Lengkap : Novita Herlissha
Tempat/Tanggal Lahir : Muara Kelingi, 17 November 1995
Jenis Kelamin : Perempuan
Status : Belum Menikah
Agama : Islam
Kewarganegaraan : Indonesia
Alamat : Jl.Koba KM. 5 Gg. Kita Desa Beluluk
Kecamatan Pangkalan Baru
No. Hp : 083175537296
Email : novita.herlissha95@gmail.com

PENDIDIKAN FORMAL

2013 – 2017 : Universitas Bangka Belitung
(Fakultas Ekonomi, Program Studi Manajemen)
2010 – 2013 : SMK 1 Pangkalanbaru
2007 – 2010 : SMP 1 Pangkalanbaru
2001 – 2007 : SDN 1 Pangkalanbaru



DAFTAR PUSTAKA

1. Kotler, Philip. *Marketing Management: Analysis, Planning, and Control*. 10th ed. Upper Saddle River, NJ: Prentice Hall, 2003.

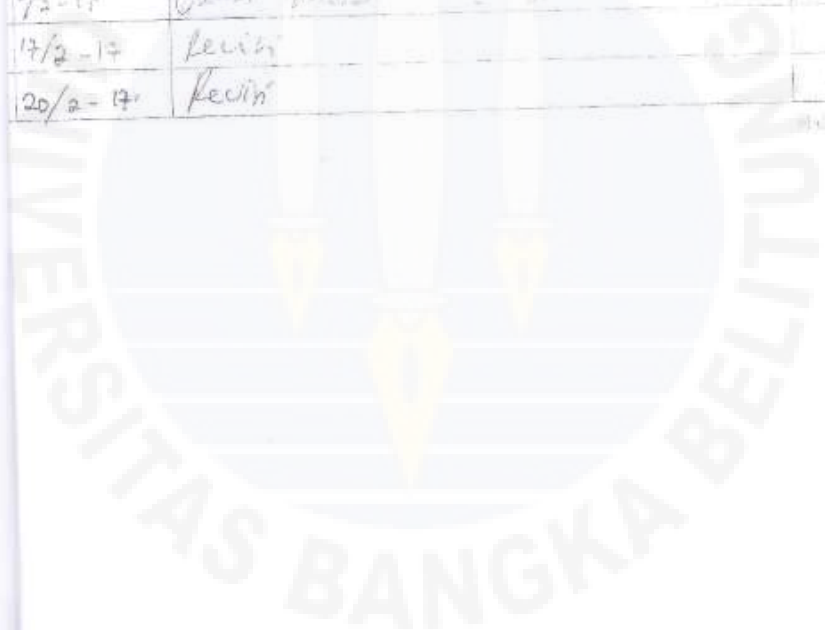
2. Kotler, Philip, dan Armstrong, Gary. *Principles of Marketing*. 7th ed. Upper Saddle River, NJ: Prentice Hall, 2001.

3. Kotler, Philip, dan Armstrong, Gary. *Principles of Marketing*. 7th ed. Upper Saddle River, NJ: Prentice Hall, 2001.

4. Kotler, Philip, dan Armstrong, Gary. *Principles of Marketing*. 7th ed. Upper Saddle River, NJ: Prentice Hall, 2001.

5. Kotler, Philip, dan Armstrong, Gary. *Principles of Marketing*. 7th ed. Upper Saddle River, NJ: Prentice Hall, 2001.

Tanggal	Keterangan	Pasal
2/11-16	Konow Jidur	20-
2/11-16	Acc Jidur	20-
3/1-17	Kensi Bah 7, D 2	20-
3/2-17	Ganti Jidur	20-
17/2-17	Kecik	20-
20/2-17	Kecik	20-



No	Tanggal	Kategori	Detail
	20/2 - 2017	AKS	Genitor Proposal
1	10/6 - 2017	Revisi	Revisi 1 & 2
	13/6 - 2017	Revisi	Revisi 3
2	13/5 - 2017	AKS	Revisi 4
3	20/5 - 2017	AKS	Revisi 5
4			
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20			

Catatan :
 1. Kartu ini harus diisi saat Nominasi akhir





Nama: ...
 NPM: ...
 Kelas: ...
 Mata Kuliah: ...
 Tanggal: ...

Judul: Analisis Brand Image Brand ...
 Lokasi: ...
 Waktu: ...

Tanggal	Kegiatan	Status Penyelesaian
25 Okt 2016	Konsul Judul	A
2 Nov 2016	Acc Judul	A
2 Feb 2017	Revisi I, II	A
8 Feb 2017	Revisi lanjut I, II	A
10 Feb 2017	I, II, III	A
17 Feb 2017	Kuesioner	A



No	Tanggal	Keterangan	Nilai
7	20 Feb 2017	ACE ke Pembibing Utara	A
8	10 Mei 2017	Rener Ansel 4,5	A
9	12 Mei 2017	Rener Kaleykapa berkes	A
10	12 Mei 2017	ACE Pembibing Utara	A
11			
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14			
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16			
17			
18			
19			

Catatan :

1. Kartu ini harus diisi saat bimbingan skripsi

Hal 2



F

LAMPIRAN 13**DOKUMENTASI FOTO****Foto-Foto Saat Pengisian Kuisisioner Jurusan Manajemen
Angkatan 2015**

Sumber : Peneliti, 2017



Sumber : Peneliti, 2017

**Foto-Foto Saat Pengisian Kuisisioner Jurusan Akuntansi Angkatan
2015**

Sumber : Peneliti, 2017

Sumber : Peneliti, 2017

Wawancara 2014

Sumber : Peneliti, 2017



Sumber : Peneliti, 2017



Sumber : Peneliti, 2017

Foto 5

urusan Akuntansi Angkatan 2014



Sumber : Peneliti, 2017



Sumber : Peneliti, 2017



Sumber : Peneliti, 2017



Sumber : Peneliti, 2017

**FOTO DOKUMENTASI SAAT PENGISIAN KUISONER
ANGKATAN 2013 JURUSAN MANAJEMEN DAN
AKUNTANSI**



Sumber : Peneliti, 2017



Sumber : Peneliti, 2017

