

# LAMPIRAN



Lampiran 1-Kuesioner

**A. Brand Image**

Pernyataan	SS	S	R	TS	STS
<b>Kognitif</b>					
1. Mengetahui bahwa KFC adalah restaurant fast food ayam goreng					
2. Saya mengetahui logo KFC adalah Kolonel Sanders					
3. Saya mengetahui Tag line KFC adalah Jagonya Ayam					
4. KFC adalah restaurant untuk keluarga					
5. Menurut saya KFC menyajikan produk yang berkualitas baik					
6. Produk KFC rasanya enak					
7. Saya mengetahui bahwa produk KFC aman dikonsumsi					
8. Saya mengetahui harga produk-produk KFC terjangkau					
9. Menurut saya produk KFC berfungsi sebagai makanan utama yang mengenyangkan					
10. Saya tahu variasi produk-produk KFC					
11. Saya tahu KFC menyediakan paket-paket menu yang menarik					
12. Menurut saya kemasan produk membuat saya tertarik untuk membeli					
13. Menurut saya kemasan produk mencerminkan kualitas produk					
14. Saya mengetahui bahwa kemasan produk KFC mencerminkan isi produk					
15. Menurut saya nama produk KFC adalah nama merek makanan					
16. Saya mengetahui bahwa KFC adalah nama merek terkenal					
17. Saya mengetahui PT Fast Food Indonesia adalah perusahaan yang terkenal					
18. Menurut saya PT Fast Food Indonesia adalah perusahaan yang terpercaya					
19. Menurut saya PT Fast Food Indonesia menghasilkan produk berkualitas					
20. Saya tahu KFC memiliki reputasi yang baik					
<b>Afektif</b>					
1. Saya suka "Jagonya Ayam" sebagai Tag line KFC					
2. Saya suka logo KFC					
3. Saya suka KFC sebagai restoran fast food yang menyajikan ayam goreng					

4. Saya suka paket-paket menu yang ditawarkan KFC					
5. Saya suka harga KFC sesuai dengan kualitas produk					
6. Saya suka KFC karena menyajikan produk yang berkualitas baik					
7. Saya suka KFC karena memiliki reputasi yang baik					
8. Saya suka KFC karena rasanya enak					
9. Menurut saya produk-produk KFC sebagai makanan utama lebih menarik daripada produk lain yang sejenis					
10. Menurut saya logo KFC lebih menarik daripada logo produk lain yang sejenis					
11. Saya suka karena harga KFC lebih terjangkau daripada harga produk lain yang sejenis					
12. Saya suka karena PT Fast Food Indonesia lebih baik daripada perusahaan produsen produk lain yang sejenis					
13. Saya tertarik pada kualitas KFC karena lebih baik daripada produk lain yang sejenis					
14. Dari sisi keamanan saya lebih tertarik pada KFC dibanding produk lain yang sejenis					
15. Kemasan KFC meyakinkan saya untuk mengkonsumsi KFC					
16. Logo KFC meyakinkan saya untuk mengkonsumsi KFC					
17. Tagline KFC meyakinkan saya untuk mengkonsumsi KFC					
18. Saya yakin harga KFC terjangkau					
19. Nama merek KFC meyakinkan saya untuk mengkonsumsi KFC					
20. Saya yakin PT Fastfood Indonesia adalah perusahaan yang terkenal					
21. Saya yakin PT Fast Food Indonesia adalah perusahaan yang terpercaya					
22. Saya yakin KFC memiliki reputasi yang baik					
23. Saya yakin KFC memiliki rasa yang enak					
24. Saya yakin KFC adalah produk yang berkualitas					

**B. Ekuitas Merek KFC**

**I. Brand Awareness**

1. Menurut Anda yang manakah bentuk tulisan KFC yang benar?



2. Siapakah nama penemu KFC pada gambar di bawah ini?



- a.Kolonel Sanders b.Letnan Kolonel Sanders c. Letnan Sanders  
d.Jendral Sanders e.Kapten Sanders

**II. Brand Association**

1= Sangat setuju 2=Setuju 3=Ragu-ragu 4= Tidak Setuju 5=Sangat Tidak Setuju

Pertanyaan	1	2	3	4	5
KFC terkenal					
KFC berkelas					
KFC Berjiwa Muda					
KFC Jagonya Ayam					
KFC Makanan ala barat					
KFC Produk Impor					

**III. Perceived Quality**

1= Sangat Baik 2= Baik 3= Cukup 4=Jelek 5= Sangat Jelek

Pertanyaan	1	2	3	4	5
Sikap Staf					
Pelayanan Staf					
Penampilan Staf					
Suasana KFC					
Kebersihan					
Kenyamanan					
Fasilitas					
Variasi Produk					
Harga Produk					
Tampilan Produk					
Rasa produk					

Keamanan Produk					
Mutu Produk					

**IV. Brand Loyalty**

1. Seberapa sering Anda makan di KFC?

1=Selalu 2= Sering 3=Kadang-kadang 4=Jarang 5=Tidak pernah

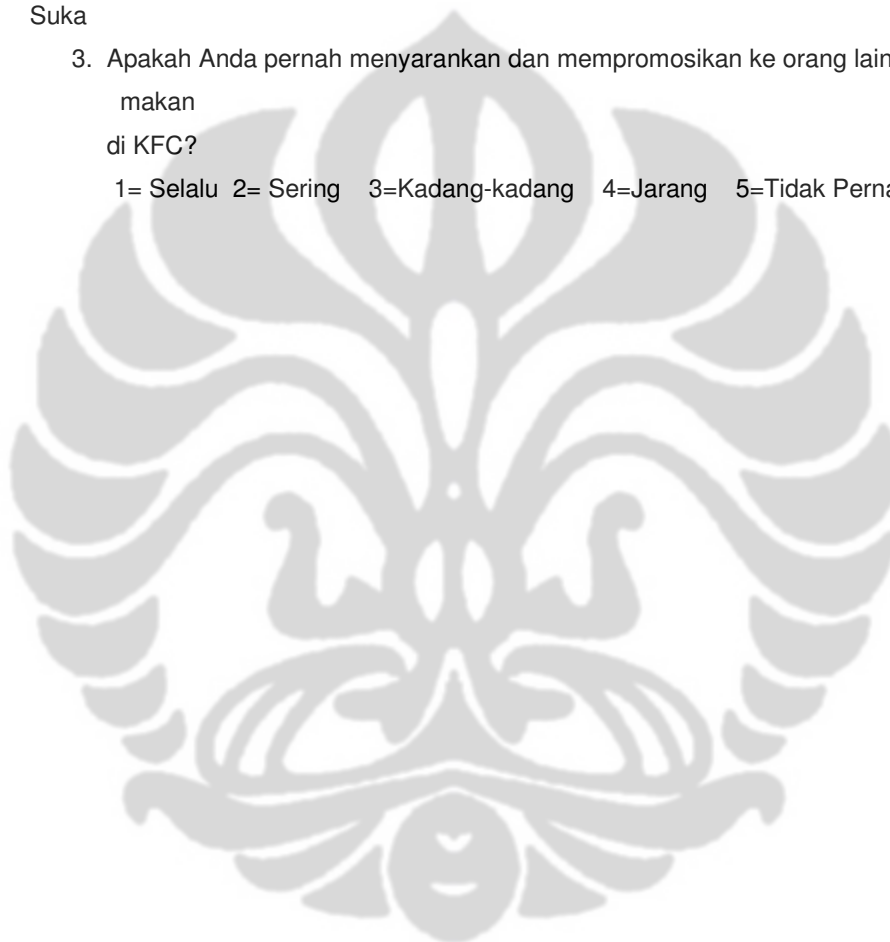
2. Apakah Anda benar-benar menyukai KFC?

1=Sangat suka 2=suka 3=Biasa Saja 4= Tidak Suka 5=Sangat Tidak

Suka

3. Apakah Anda pernah menyarankan dan mempromosikan ke orang lain untuk makan di KFC?

1= Selalu 2= Sering 3=Kadang-kadang 4=Jarang 5=Tidak Pernah



## A. Uji Reliabilitas

### I. Uji Reliabilitas Brand Image

#### I.a Dimensi Kognitif

##### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded(a)	0	.0
	Total	30	100.0

a Listwise deletion based on all variables in the procedure.

##### Reliability Statistics

Cronbach's Alpha	N of Items
.890	20

#### 1.b Dimensi Afektif

##### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded(a)	0	.0
	Total	30	100.0

a Listwise deletion based on all variables in the procedure.

##### Reliability Statistics

Cronbach's Alpha	N of Items
.957	37

## II. Uji Reliabilitas *Brand Equity*

### II.a Dimensi *Brand Awareness*

#### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded(a)	0	.0
	Total	30	100.0

a Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.772	2

### II.b Dimensi *Brand Association*

#### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded(a)	0	.0
	Total	30	100.0

a Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.672	8

### II.c Dimensi *Brand Loyalitas*

#### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded(a)	0	.0
	Total	30	100.0

a Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.581	4

## II.d Perceived Quality

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded(a)	0	.0
	Total	30	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.942	13

## B. Uji Validitas

### I. Uji Validitas Dimensi *Brand Image*

#### I.a Uji Validitas *Brand Image* Kognitif

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.507
Bartlett's Test of Sphericity	Approx. Chi-Square	429.478
	Df	190
	Sig.	.000



### I.b Uji Validitas *Brand Image Afektif*

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.533
Bartlett's Test of Sphericity	Approx. Chi-Square	525.618
	Df	276
	Sig.	.000

## II. Uji Validitas Ekuitas Merek

### II.a Uji Validitas Ekuitas Merek – *Brand Awareness*

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.500
Bartlett's Test of Sphericity	Approx. Chi-Square	15.126
	Df	1
	Sig.	.000

### II.b Uji Validitas Ekuitas Merek – *Brand Association*

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.560
Bartlett's Test of Sphericity	Approx. Chi-Square	24.796
	Df	15
	Sig.	.053

### II.c Uji Validitas Ekuitas Merek – *Brand Loyalty*

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.562
Bartlett's Test of Sphericity	Approx. Chi-Square	2.440
	Df	3
	Sig.	.486

### II.d Uji Validitas Ekuitas Merek – *Perceived Quality*

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.750
Bartlett's Test of Sphericity	Approx. Chi-Square	387.284
	Df	78
	Sig.	.000

**A. UNIVARIAT****I. Frequency Table (Identitas Responden)****Jenis\_kelamin**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid laki-laki	42	42.0	42.0	42.0
Perempuan	58	58.0	58.0	100.0
Total	100	100.0	100.0	

**Usia**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-24	41	41.0	41.0	41.0
25-30	44	44.0	44.0	85.0
31-35	5	5.0	5.0	90.0
36-40	8	8.0	8.0	98.0
>40	2	2.0	2.0	100.0
Total	100	100.0	100.0	

**Pendidikan\_terakhir**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SMU	31	31.0	31.0	31.0
Akademi/D3	16	16.0	16.0	47.0
S1	52	52.0	52.0	99.0
s2/s3	1	1.0	1.0	100.0
Total	100	100.0	100.0	

**Pekerjaan**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Mahasiswa	23	23.0	23.0	23.0
Pegawai Negeri	8	8.0	8.0	31.0
Swasta	53	53.0	53.0	84.0
Wiraswasta	5	5.0	5.0	89.0
Lain-lain	11	11.0	11.0	100.0
Total	100	100.0	100.0	

### Pendapatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<2.000.000	37	37.0	37.0	37.0
	2.000.000-4.000.000	40	40.0	40.0	77.0
	4.000.001-6.000.000	17	17.0	17.0	94.0
	6.000.001-8.000.000	1	1.0	1.0	95.0
	>8.000.000	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

### Pertimbangan\_makan\_KFC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Harga	17	17.0	17.0	17.0
	Lokasi	15	15.0	15.0	32.0
	Pelayanan	4	4.0	4.0	36.0
	Kebiasaan	25	25.0	25.0	61.0
	Kualitas	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

### Sumber\_informasi\_KFC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	iklan	51	51.0	51.0	51.0
	Media	9	9.0	9.0	60.0
	keluarga	11	11.0	11.0	71.0
	Temam	12	12.0	12.0	83.0
	Lainnya	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

## II.Tables (Dimensi Kognitif)

	sangat tdak setuju	tidak setuju	ragu-ragu	setuju	sangat setuju
Count	1		1	36	62
Count		2	10	39	49
Count		4	6	42	48
Count	1	10	7	45	37
Count	2		11	63	24
Count			6	68	26
Count	1	4	25	52	18
Count		1	16	69	14
Count	2	16	17	52	13
Count	1	14	33	47	5
Count		9	20	62	9
Count	2	20	28	43	7
Count	1	14	18	55	12
Count		14	19	58	9
Count	1	5	11	61	22
Count	1		3	63	33
Count	3	14	34	38	11
Count	1	11	41	41	6
Count	2	7	37	45	9
Count		2	10	68	20

## Descriptives

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Tahu_KFC_restoran_fast food_ayamgoreng	100	1	5	4.58	.622
Tahu_Logo_KFC_Kolonel_Sanders	100	2	5	4.35	.744
Tahu_Tag_line_KFC_Jagonya_Ayam	100	2	5	4.34	.768
KFC_restoran_keluarga	100	1	5	4.07	.967
KFC_berkualitas_baik	100	1	5	4.07	.728
KFC_enak	100	3	5	4.20	.532
Tahu_KFC_aman	100	1	5	3.82	.809
Tahu_harga_KFC_terjangkau	100	2	5	3.96	.585
KFC_makanan_utama_mengenyangkan	100	1	5	3.58	.976
Tahu_variasi_produk_KFC	100	1	5	3.41	.830
Tahu_paket_menu_menarik_KFC	100	2	5	3.71	.756
Kemasan_membuat_tertarik_membeli	100	1	5	3.33	.943
Kemasan_mencerminkan_kualitas	100	1	5	3.63	.906
Kemasan_mencerminkan_isi_produk	100	2	5	3.62	.838
KFC_nama_merek_makanan	100	1	5	3.98	.791
KFC_merek_terkenal	100	1	5	4.27	.617
PT_Fastfood_Indonesia_perusahaan_terkenal	100	1	5	3.40	.964
PT_Fastfood_Indonesia_perusahaan_terpercaya	100	1	5	3.40	.804
PT_Fastfood_Indonesia_menghasilkan_produk_berkualitas	100	1	5	3.52	.835
KFC_reputasi_baik	100	2	5	4.06	.617
Valid N (listwise)	100				

### III. Tables (Dimensi Afektif)

	sangat tdak setuju	tidak setuju	ragu-ragu	setuju	sangat setuju
Count		6	17	57	20
Count		5	15	63	17
Count			8	66	26
Count		1	23	66	10
Count	1	4	17	61	17
Count	1		23	58	18
Count	1	3	11	69	16
Count		1	12	68	19
Count	1	16	36	30	17
Count	1	21	33	38	7
Count	1	9	26	48	16
Count	1	15	47	31	6
Count	2	15	31	45	7
Count		13	31	47	9
Count		14	21	59	6
Count	1	17	32	45	5
Count	2	12	27	53	6
Count	1	4	20	65	10
Count		12	23	59	6
Count	1	6	37	49	7
Count	1	9	37	48	5
Count	2	2	11	75	10
Count	1	2	8	77	12
Count	1	4	17	66	12

## Descriptives

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Suka_Tagline_KFC	100	2	5	3.91	.780
Suka_logo_KFC	100	2	5	3.92	.720
Suka_KFC_restoran_fastfood_ayam_goreng	100	3	5	4.18	.557
Suka_paket_menu_KFC	100	2	5	3.85	.592
Suka_harga_KFC_sesuai_kualitas	100	1	5	3.89	.764
Suka_KFC_berkualitas_baik	100	1	5	3.92	.706
SUKa_KFC_reputasi_baik	100	1	5	3.96	.695
Suka_rasa_KFC_enak	100	2	5	4.05	.592
KFC_lebih_menarik_dari_makanan_sejenis_lainnya	100	1	5	3.46	.989
Logo_KFC_lebih_menarik	100	1	5	3.29	.913
Harga_KFC_lebih_terjangkau_dari_produk_sejenis_lainnya	100	1	5	3.69	.884
Suka_PT_Fastfood_Indonesia_lebih_baik_dari_produksen_sejenis	100	1	5	3.26	.824
Suka_kualitas_KFC_lebih_baik_dari_produk_lain_sejenis	100	1	5	3.40	.899
Lebih_tertarik_pada_keamanan_produk_KFC	100	2	5	3.52	.835
Kemasan_KFC_meyakinkan_untuk_mengonsumsi	100	2	5	3.57	.807
Logo_KFC_meyakinkan_untuk_mengonsumsi	100	1	5	3.36	.859
Tagline_KFC_meyakinkan_saya_untuk_mengonsumsi	100	1	5	3.49	.859
Yakin_harga_KFC_terjangkau	100	1	5	3.79	.715
Nama_merek_meyakinkan_mengonsumsi	100	2	5	3.59	.780
Yakin_PT_Fastfood_indonesia_perusahaan_terkenal	100	1	5	3.55	.757
Yakin_PT_Fastfood_indonesia_perusahaan_terpercaya	100	1	5	3.47	.771
Yakin_KFC_reputasi_baik	100	1	5	3.89	.680
Yakin_KFC_rasa_enak	100	1	5	3.97	.611
Yakin_KFC_produk_berkualitas	100	1	5	3.84	.721
Valid N (listwise)	100				

## IV. Tables (Dimensi *Brand Awareness*)

	tidak kenal	kenal
Count	12	88
Count	9	91

## Descriptives

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Mengenal_logo_KFC	100	0	1	.88	.327
Mengenal_penemu_KFC	100	0	1	.91	.288
Valid N (listwise)	100				

## V. Tables (Dimensi *Brand Association*)

	Sangat tidak setuju	Tidak Setuju	Ragu-ragu	Setuju	Sangat Setuju
Count			2	58	40
Count	2	6	20	56	16
Count	3	8	33	45	11
Count		4	10	58	28
Count	1	11	16	54	18
Count	1	10	32	41	16

## Descriptives

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
KFC_terkenal	100	3	5	4.38	.528
KFC_berkelas	100	1	5	3.78	.860
KFC_berjiwa_muda	100	1	5	3.53	.904
KFC_jagonya_ayam	100	2	5	4.10	.732
KFC_makanan_ala_barat	100	1	5	3.77	.908
KFC_produk_impор	100	1	5	3.61	.909
Valid N (listwise)	100				

## VI. Tables (Perceived Quality)

	Jelek sekali	Jelek	Cukup	Baik	Baik Sekali
Count		1	25	67	7
Count		1	23	69	7
Count		3	27	63	7
Count		2	36	57	5
Count		2	46	48	4
Count		2	41	53	4
Count		1	40	54	5
Count			34	61	5
Count	1		35	51	13
Count			33	60	7
Count			17	66	17
Count	1		35	57	7
Count			25	67	8



## Descriptives

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Sikap_staf	100	2	5	3.80	.569
Pelayanan_staf	100	2	5	3.82	.557
Penampilan_staf	100	2	5	3.74	.630
Suasana_KFC	100	2	5	3.65	.609
Kebersihan	100	2	5	3.54	.610
Kenyamanan	100	2	5	3.59	.605
Fasilitas	100	2	5	3.63	.597
Variasi_produk	100	3	5	3.71	.556
Harga_produk	100	1	5	3.75	.716
Tampilan_produk	100	3	5	3.74	.579
Rasa_produk	100	3	5	4.00	.586
Keamanan_produk	100	1	5	3.69	.647
Mutu_produk	100	3	5	3.83	.551
Valid N (listwise)	100				

## VII. Tables (Dimensi *Brand Loyalty*)

	tidak pernah	jarang	Kadang-kadang	sering	selalu
Count		11	62	27	
Count		3	48	43	6
Count	9	24	43	22	2

## Descriptives

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Makan_di_KFC	100	2	4	3.16	.598
Benar_suka_KFC	100	2	5	3.52	.659
Menyarankan_dan_mempromosikan_makan_KFC	100	1	5	2.84	.940
Valid N (listwise)	100				

## B. BIVARIAT

### I. Correlations (X – Y)

Correlations

		Brand Image	Ekuitas Merek
Brand Image	Pearson Correlation	1	.605**
	Sig. (2-tailed)		.000
	N	100	100
Ekuitas Merek	Pearson Correlation	.605**	1
	Sig. (2-tailed)	.000	
	N	100	100

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

### II. Correlations (Kognitif, Afektif – Ekuitas)

Correlations

		brand_ image_ kognitif	brand_ image_ afektif	Ekuitas Merek
brand_image_kognitif	Pearson Correlation	1	.757**	.496**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
brand_image_afektif	Pearson Correlation	.757**	1	.624**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Ekuitas Merek	Pearson Correlation	.496**	.624**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

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

## C. MULTIVARIAT

### I. Regression (Kognitif, Afektif – Ekuitas)

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	brand_image_afektif, brand_image_kognitif <sup>a</sup>	.	Enter

a. All requested variables entered.

b. Dependent Variable: Ekuitas Merek

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.625 <sup>a</sup>	.390	.378	6.16092

a. Predictors: (Constant), brand\_image\_afektif, brand\_image\_kognitif

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2357.089	2	1178.545	31.050	.000 <sup>a</sup>
	Residual	3681.821	97	37.957		
	Total	6038.910	99			

a. Predictors: (Constant), brand\_image\_afektif, brand\_image\_kognitif

b. Dependent Variable: Ekuitas Merek

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	42.723	5.683		7.517	.000
	brand_image_kognitif	.049	.109	.055	.450	.654
	brand_image_afektif	.410	.086	.582	4.796	.000

a. Dependent Variable: Ekuitas Merek

## II. Regression (X – Y)

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Brand <sup>a</sup> Image	.	Enter

a. All requested variables entered.

b. Dependent Variable: Ekuitas Merek

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.605 <sup>a</sup>	.366	.359	6.25119

a. Predictors: (Constant), Brand Image

### ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2209.327	1	2209.327	56.537	.000 <sup>a</sup>
	Residual	3829.583	98	39.077		
	Total	6038.910	99			

a. Predictors: (Constant), Brand Image

b. Dependent Variable: Ekuitas Merek

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	40.631	5.665		7.172	.000
	Brand Image	.255	.034	.605	7.519	.000

a. Dependent Variable: Ekuitas Merek

### III. Regression (Afektif – Ekuitas)

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	brand_image_afektif	.	Enter

- a. All requested variables entered.  
 b. Dependent Variable: Ekuitas Merek

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.624 <sup>a</sup>	.389	.383	6.13580

- a. Predictors: (Constant), brand\_image\_afektif

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2349.404	1	2349.404	62.404	.000 <sup>a</sup>
	Residual	3689.506	98	37.648		
	Total	6038.910	99			

- a. Predictors: (Constant), brand\_image\_afektif  
 b. Dependent Variable: Ekuitas Merek

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	43.940	4.979		8.825	.000
	brand_image_afektif	.439	.056	.624	7.900	.000

- a. Dependent Variable: Ekuitas Merek

No Resp.	Pernyataan Kognitif																				$\Sigma$
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
1	5	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	84
2	4	3	3	4	4	4	4	4	3	3	4	4	4	2	3	4	4	3	5	4	73
3	4	4	4	4	5	4	3	4	4	3	4	3	4	3	5	5	4	4	4	4	79
4	4	4	4	4	4	4	4	4	3	3	3	4	4	4	4	5	3	3	3	4	75
5	5	4	4	5	5	4	4	4	3	3	4	3	3	4	2	4	4	4	5	4	78
6	5	4	4	4	4	4	4	4	4	3	3	3	4	4	3	4	3	3	3	4	74
7	4	4	4	4	4	4	3	3	3	3	4	3	3	3	4	4	3	3	3	3	69
8	5	4	4	4	3	3	3	3	3	3	3	3	3	4	4	5	3	3	3	4	70
9	4	4	2	4	4	4	3	2	1	2	2	2	4	3	4	4	3	3	3	3	61
10	4	4	4	2	5	5	5	3	4	4	4	4	4	4	4	4	4	4	4	4	80
11	5	5	5	4	4	4	4	4	4	4	4	3	3	3	4	4	3	3	3	4	77
12	4	4	4	5	4	4	3	4	2	4	4	4	4	4	4	4	4	4	4	4	78
13	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	81
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18	5	5	5	2	4	4	3	4	4	4	3	2	4	2	2	4	3	3	3	4	70
19	5	4	4	5	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	81
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26	5	4	4	4	4	4	2	4	4	4	4	2	2	4	4	4	2	3	3	4	71
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29	5	5	5	4	4	4	4	4	4	4	4	3	3	4	4	5	2	4	4	4	80
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37	4	4	4	3	4	4	4	4	4	2	3	3	3	3	3	3	4	3	3	3	68
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42	5	5	5	2	4	4	2	4	2	4	4	2	4	4	5	5	2	2	2	5	72
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44	4	4	4	4	4	4	4	4	4	4	4	2	4	2	4	4	4	4	4	4	76
45	4	3	4	2	4	4	4	4	3	3	3	2	4	3	4	4	4	3	3	4	69
46	4	4	4	4	3	4	3	4	2	4	2	2	3	3	4	4	2	2	2	4	64
47	5	5	5	4	4	4	4	3	4	4	4	4	4	4	5	5	4	4	4	5	85
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61	5	5	5	5	5	5	5	5	5	3	5	5	5	5	4	5	3	3	4	5	92
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70	5	5	3	4	4	4	4	4	4	4	4	4	2	4	4	4	3	4	4	4	78
71	5	5	5	5	4	5	3	4	2	3	4	4	5	4	5	5	3	3	3	4	81
72	5	5	5	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	85
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79	5	4	4	4	4	5	4	5	4	4	4	2	3	2	4	4	2	2	2	4	72
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81	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	4	4	5	85
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83	5	5	5	4	4	4	4	3	5	3	4	4	4	4	5	5	3	3	3	4	81
84	5	5	5	2	4	5	3	4	4	3	3	3	5	4	5	5	2	3	3	5	78
85	4	5	4	3	4	4	2	4	5	2	2	2	2	2	3	5	3	3	3	3	65
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97	5	5	5	4	3	4	3	4	4	3	3	3	2	3	2	4	2	3	3	4	69
98	5	4	5	5	3	4	3	4	2	4	3	4	3	2	2	3	2	3	3	4	68
99	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	100
100	5	5	5	3	4	4	4	3	3	3	3	3	3	3	4	4	4	3	4	4	74
	<b>458</b>	<b>435</b>	<b>434</b>	<b>407</b>	<b>407</b>	<b>420</b>	<b>382</b>	<b>396</b>	<b>358</b>	<b>341</b>	<b>371</b>	<b>333</b>	<b>363</b>	<b>362</b>	<b>398</b>	<b>427</b>	<b>340</b>	<b>340</b>	<b>352</b>	<b>406</b>	



No. Resp.	Pernyataan Afektif																								Σ	Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24		
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2	4	4	4	4	4	4	4	4	4	2	4	4	4	2	3	4	2	4	4	2	4	4	4	4	87	87
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33	4	4	4	4	4	4	4	4	4	4	3	4	3	4	3	3	3	4	4	4	3	3	4	4	89	89

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36	4	4	4	5	5	5	5	4	4	4	4	4	4	5	5	4	4	5	4	4	4	4	4	4	5	104	104
37	4	3	4	3	4	3	3	3	3	3	4	3	3	3	3	3	3	3	4	3	3	3	3	3	3	77	77
38	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	99	99
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41	5	4	5	4	4	5	5	4	5	4	5	5	5	5	5	5	4	4	4	5	4	5	5	5	5	111	111
42	5	4	5	4	4	4	4	4	2	2	5	2	2	5	4	2	4	5	2	2	2	5	5	5	5	88	88
43	5	4	5	4	5	4	5	4	2	2	5	2	2	5	4	2	4	5	4	2	2	5	5	5	5	92	92
44	4	4	4	2	4	4	4	4	4	4	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	92	92
45	4	4	4	3	4	4	4	4	3	3	4	2	3	4	2	3	3	3	4	4	4	4	4	4	4	85	85
46	4	4	4	3	3	3	4	4	4	3	3	2	3	3	2	2	2	3	2	2	2	3	2	3	70	70	
47	4	4	5	4	4	5	5	4	5	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	99	99
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	<b>391</b>	<b>392</b>	<b>418</b>	<b>385</b>	<b>389</b>	<b>392</b>	<b>396</b>	<b>405</b>	<b>346</b>	<b>329</b>	<b>369</b>	<b>326</b>	<b>340</b>	<b>352</b>	<b>357</b>	<b>336</b>	<b>349</b>	<b>379</b>	<b>359</b>	<b>355</b>	<b>347</b>	<b>389</b>	<b>397</b>	<b>384</b>		

No. Resp.	Awareness		Σ	Association					Σ	Perceived Quality											Σ	Loyalty			Σ	Total Y		
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81	1	0	1	5	5	4	4	4	3	25	3	3	3	4	3	3	3	4	4	4	3	3	3	43	3	3	3	9	78	
82	1	1	2	5	5	4	5	4	5	28	4	4	3	3	3	3	3	3	3	3	4	3	4	43	2	3	3	8	81	
83	1	1	2	5	4	3	4	4	3	23	4	4	4	3	3	3	3	4	3	5	4	4	4	48	4	4	3	11	84	
84	1	1	2	5	4	4	4	4	4	25	4	4	4	3	3	3	3	3	3	4	4	3	4	45	3	3	4	10	82	
85	1	1	2	5	4	3	4	4	4	24	4	4	4	3	3	3	3	3	3	4	4	4	4	47	2	3	3	8	81	
86	0	1	1	5	5	5	5	5	3	28	4	4	4	4	4	4	4	4	4	4	4	4	4	52	4	4	3	11	92	
87	1	1	2	4	4	4	5	4	4	25	4	4	3	3	3	3	3	4	4	4	5	4	4	48	4	4	4	12	87	
88	1	1	2	4	4	4	5	5	5	27	4	5	5	4	3	4	4	4	4	4	5	5	5	56	4	4	3	11	96	
89	1	1	2	4	3	3	4	4	3	21	4	4	4	4	4	4	4	4	4	4	4	4	4	52	3	4	4	11	86	
90	1	1	2	5	4	4	5	3	4	25	4	4	5	4	3	4	4	4	4	4	5	4	4	53	4	5	4	13	93	
91	1	1	2	4	4	4	4	3	3	22	4	4	4	4	4	4	4	4	4	4	4	4	4	52	3	4	4	11	87	
92	1	1	2	5	5	4	5	4	3	26	4	4	4	4	4	4	4	4	3	4	3	4	3	49	4	5	4	13	90	

93	1	1	2	5	5	5	5	2	4	26	4	4	4	4	4	5	5	4	5	4	3	4	4	54	4	4	4	12	94
94	1	1	2	5	4	4	4	2	2	21	3	3	4	4	3	3	3	3	3	3	4	4	4	44	4	3	3	10	77
95	1	1	2	4	3	4	3	2	2	18	4	4	3	3	3	3	3	4	4	4	4	4	47	3	3	4	10	77	
96	1	1	2	4	4	2	3	4	3	20	4	4	4	3	3	4	4	4	3	3	4	3	3	46	3	4	3	10	78
97	1	1	2	4	4	5	5	5	2	25	4	4	4	3	4	4	5	5	5	4	5	4	4	55	3	4	4	11	93
98	1	1	2	4	4	5	5	5	2	25	4	4	4	3	4	4	5	5	5	4	5	4	4	55	3	4	4	11	93
99	1	1	2	5	5	5	5	2	2	24	5	4	3	3	3	3	4	4	3	4	4	3	4	47	4	4	4	12	85
100	1	1	2	4	3	3	4	3	3	20	4	4	4	4	3	4	4	4	4	3	3	4	4	49	4	4	3	11	82
	<b>88</b>	<b>91</b>		<b>438</b>	<b>378</b>	<b>353</b>	<b>410</b>	<b>377</b>	<b>361</b>		<b>380</b>	<b>382</b>	<b>374</b>	<b>365</b>	<b>354</b>	<b>359</b>	<b>363</b>	<b>371</b>	<b>375</b>	<b>374</b>	<b>400</b>	<b>369</b>	<b>383</b>		<b>316</b>	<b>352</b>	<b>384</b>		





**Program KFC Music Hit List**

**KFC GO TO SCHOOL**

**FORMULIR PENDAFTARAN  
KFC GO TO SCHOOL**

Ketentuan:

- Sementara hanya berlaku untuk wilayah Jabodetabek, untuk daerah lainnya siapkan diri kamu semua.

Mohon agar di isi dengan jujur dan sebenar-benarnya sesuai dengan identitas.

**Formulir Pendaftaran KFC GO TO SCHOOL**

**Formulir Program**

**No. Member Card KFC Music Hit List \***

Jika belum ada, silahkan login untuk mendapatkan  
No. Member Card

**Nama\***

**Tempat / Tanggal Lahir\***

**Alamat Sekolah\***

**No. Telepon / HP\***

**Email\***

Clear

\* Required field

Pendaftaran tanpa No. Member Card tidak akan diproses. Jika belum ada, silahkan daftar untuk mendapatkan No. Member Card