

LAMPIRAN

1. Pilot Study

1.1. Uji Reliabilitas dan *Internal Consistency*

1.1.1. Alat Ukur Loyalitas Merek

Case Processing Summary

| | | N | % |
|-------|----------|----|-------|
| Cases | Valid | 37 | 100.0 |
| | Excluded | 0 | .0 |
| | (a) | | |
| Total | | 37 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .921 | 29 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| item1 | 140.62 | 480.742 | .813 | .915 |
| item2 | 141.05 | 495.053 | .423 | .920 |
| item3 | 140.46 | 497.755 | .453 | .919 |
| item4 | 141.51 | 471.201 | .676 | .916 |
| item5 | 141.11 | 488.988 | .578 | .918 |
| item6 | 141.05 | 499.941 | .333 | .922 |
| item7 | 140.92 | 519.465 | .049 | .926 |
| item8 | 140.35 | 488.901 | .642 | .917 |
| item9 | 140.24 | 491.689 | .535 | .918 |
| item10 | 141.08 | 485.188 | .600 | .917 |
| item11 | 140.95 | 496.941 | .503 | .919 |
| item12 | 141.27 | 486.425 | .595 | .917 |
| item13 | 140.78 | 486.952 | .667 | .917 |
| item14 | 140.59 | 473.303 | .820 | .914 |
| item15 | 140.62 | 484.020 | .781 | .916 |
| item16 | 142.49 | 498.923 | .331 | .922 |
| item17 | 141.57 | 478.641 | .727 | .916 |

| | | | | |
|--------|--------|---------|-------|------|
| item18 | 141.32 | 489.781 | .582 | .918 |
| item19 | 141.73 | 488.647 | .479 | .919 |
| item20 | 140.95 | 483.108 | .703 | .916 |
| item21 | 141.05 | 482.830 | .673 | .916 |
| item22 | 140.70 | 483.604 | .707 | .916 |
| item23 | 140.35 | 527.179 | -.059 | .926 |
| item24 | 140.51 | 505.312 | .301 | .922 |
| item25 | 140.03 | 483.194 | .672 | .916 |
| item26 | 140.97 | 489.860 | .609 | .917 |
| item27 | 140.49 | 486.035 | .621 | .917 |
| item28 | 141.84 | 483.751 | .532 | .918 |
| item29 | 141.38 | 514.631 | .084 | .927 |

Case Processing Summary

| | | N | % |
|-------|-----------------|----|-------|
| Cases | Valid | 37 | 100.0 |
| | Excluded (a) | 0 | .0 |
| | Total | 37 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|---------------------|------------|
| .938 | 26 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|--------|-------------------------------|--------------------------------------|--|--|
| item1 | 125.27 | 468.925 | .804 | .933 |
| item2 | 125.70 | 478.770 | .484 | .937 |
| item3 | 125.11 | 488.099 | .402 | .938 |
| item4 | 126.16 | 456.251 | .715 | .934 |
| item5 | 125.76 | 474.523 | .615 | .935 |
| item6 | 125.70 | 485.326 | .364 | .939 |
| item8 | 125.00 | 476.000 | .652 | .935 |
| item9 | 124.89 | 477.988 | .558 | .936 |
| item10 | 125.73 | 473.647 | .587 | .936 |
| item11 | 125.59 | 485.803 | .477 | .937 |
| item12 | 125.92 | 470.965 | .648 | .935 |
| item13 | 125.43 | 473.141 | .695 | .934 |

| | | | | |
|--------|--------|---------|------|------|
| item14 | 125.24 | 461.078 | .821 | .933 |
| item15 | 125.27 | 471.258 | .790 | .934 |
| item16 | 127.14 | 490.787 | .268 | .940 |
| item17 | 126.22 | 467.452 | .709 | .934 |
| item18 | 125.97 | 477.749 | .575 | .936 |
| item19 | 126.38 | 474.686 | .502 | .937 |
| item20 | 125.59 | 468.192 | .751 | .934 |
| item21 | 125.70 | 473.326 | .624 | .935 |
| item22 | 125.35 | 471.179 | .709 | .934 |
| item24 | 125.16 | 491.306 | .325 | .939 |
| item25 | 124.68 | 470.114 | .685 | .934 |
| item26 | 125.62 | 480.464 | .552 | .936 |
| item27 | 125.14 | 474.842 | .601 | .935 |
| item28 | 126.49 | 468.701 | .572 | .936 |

1.1.2. Alat Ukur *Brand Involvement*

Case Processing Summary

| | | N | % |
|-------|-----------------|----|-------|
| Cases | Valid | 38 | 90.5 |
| | Excluded (a) | 4 | 9.5 |
| | Total | 42 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|---------------------|------------|
| .889 | 10 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-------------|-------------------------------|--------------------------------------|--|--|
| interesting | 48.53 | 69.337 | .386 | .892 |
| appealing | 49.08 | 60.183 | .794 | .867 |
| fascinating | 48.66 | 62.988 | .745 | .872 |
| exciting | 49.03 | 64.188 | .481 | .890 |
| involving | 48.47 | 69.824 | .526 | .887 |

| | | | | |
|-------------------|-------|--------|------|------|
| important | 49.32 | 56.979 | .764 | .868 |
| relevant | 49.32 | 61.627 | .752 | .870 |
| means a lot to me | 49.29 | 58.698 | .665 | .877 |
| valuable | 50.29 | 60.211 | .583 | .884 |
| needed | 48.76 | 62.564 | .689 | .874 |

1.1.2.a. Dimensi Kognitif

Case Processing Summary

| | | N | % |
|-------|-----------------|----|-------|
| Cases | Valid | 38 | 90.5 |
| | Excluded (a) | 4 | 9.5 |
| | Total | 42 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|---------------------|------------|
| .862 | 5 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-------------------|-------------------------------|--------------------------------------|--|--|
| important | 20.45 | 19.713 | .655 | .842 |
| relevant | 20.45 | 21.227 | .767 | .819 |
| means a lot to me | 20.42 | 18.413 | .762 | .812 |
| valuable | 21.42 | 20.304 | .576 | .864 |
| needed | 19.89 | 21.664 | .713 | .830 |

1.1.2.b. Dimensi Afektif

Case Processing Summary

| | | N | % |
|-------|-----------------|----|-------|
| Cases | Valid | 38 | 90.5 |
| | Excluded (a) | 4 | 9.5 |
| | Total | 42 | 100.0 |

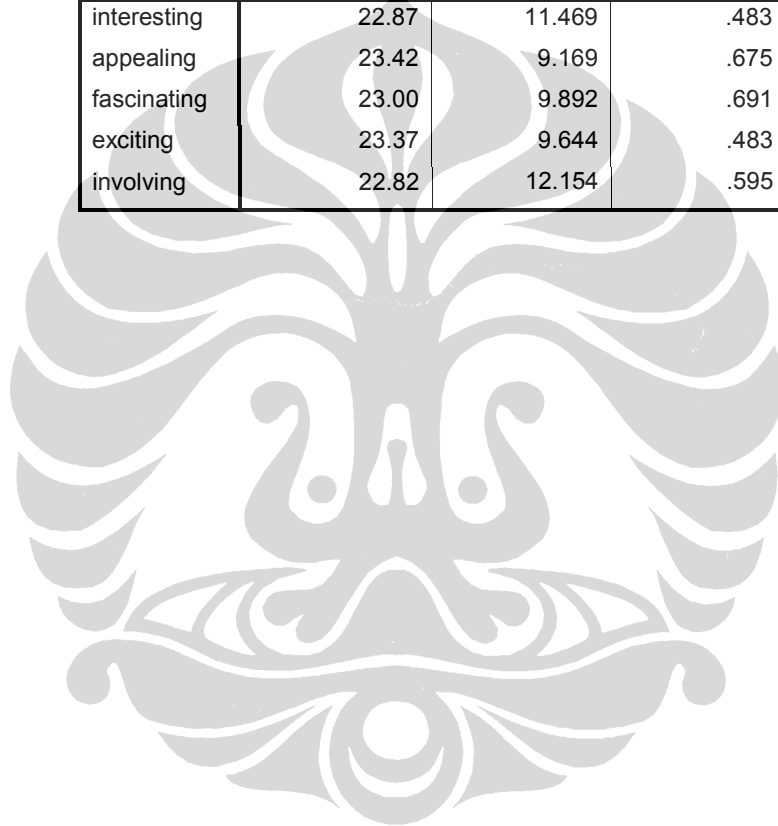
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .786 | 5 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| interesting | 22.87 | 11.469 | .483 | .770 |
| appealing | 23.42 | 9.169 | .675 | .706 |
| fascinating | 23.00 | 9.892 | .691 | .704 |
| exciting | 23.37 | 9.644 | .483 | .789 |
| involving | 22.82 | 12.154 | .595 | .754 |



2. Field

2.1. Gambaran Umum Partisipan

USIA

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 17 | 2 | 2.2 | 2.2 | 2.2 |
| | 18 | 10 | 10.8 | 10.8 | 12.9 |
| | 19 | 18 | 19.4 | 19.4 | 32.3 |
| | 20 | 27 | 29.0 | 29.0 | 61.3 |
| | 21 | 21 | 22.6 | 22.6 | 83.9 |
| | 22 | 13 | 14.0 | 14.0 | 97.8 |
| | 23 | 2 | 2.2 | 2.2 | 100.0 |
| | Total | 93 | 100.0 | 100.0 | |

SEX

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|-----------|---------|---------------|--------------------|
| Valid | laki - laki | 36 | 38.7 | 38.7 | 38.7 |
| | perempuan | 57 | 61.3 | 61.3 | 100.0 |
| | Total | 93 | 100.0 | 100.0 | |

CARD

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------------|-----------|---------|---------------|--------------------|
| Valid | satu kartu | 73 | 78.5 | 78.5 | 78.5 |
| | lebih dari satu kartu | 20 | 21.5 | 21.5 | 100.0 |
| | Total | 93 | 100.0 | 100.0 | |

lama penggunaan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------------|-----------|---------|---------------|--------------------|
| Valid | 1 tahun-2 tahun | 77 | 82.8 | 82.8 | 82.8 |
| | 2 tahun 1 bulan-3 tahun | 6 | 6.5 | 6.5 | 89.2 |
| | 3 tahun 1 bulan-4 tahun | 4 | 4.3 | 4.3 | 93.5 |
| | 4 tahun 1 bulan-5 tahun | 4 | 4.3 | 4.3 | 97.8 |
| | lebih dari lima tahun | 2 | 2.2 | 2.2 | 100.0 |
| | Total | 93 | 100.0 | 100.0 | |

merek

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------|-----------|---------|---------------|--------------------|
| Valid | AS | 4 | 4.3 | 4.3 | 4.3 |
| | BEBAS | 10 | 10.8 | 10.8 | 15.1 |
| | IM3 | 44 | 47.3 | 47.3 | 62.4 |
| | JEMPOL | 3 | 3.2 | 3.2 | 65.6 |
| | MENTARI | 16 | 17.2 | 17.2 | 82.8 |
| | SIMPATI | 16 | 17.2 | 17.2 | 100.0 |
| | Total | 93 | 100.0 | 100.0 | |

2.2. Hasil Analisis Utama

2.2.1. Uji Hipotesis

Descriptive Statistics

| | Mean | Std. Deviation | N |
|-----|----------|----------------|----|
| TLM | 132.4573 | 21.69511 | 93 |
| TBI | 54.16 | 9.427 | 93 |

Correlations

| | | TBI | TLM |
|-----|---------------------|----------|----------|
| TBI | Pearson Correlation | 1 | .715(**) |
| | Sig. (2-tailed) | . | .000 |
| | N | 93 | 93 |
| TLM | Pearson Correlation | .715(**) | 1 |
| | Sig. (2-tailed) | .000 | . |
| | N | 93 | 93 |

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

2.2.2. Korelasi Dimensi *Brand Involvement* dengan Loyalitas Merek

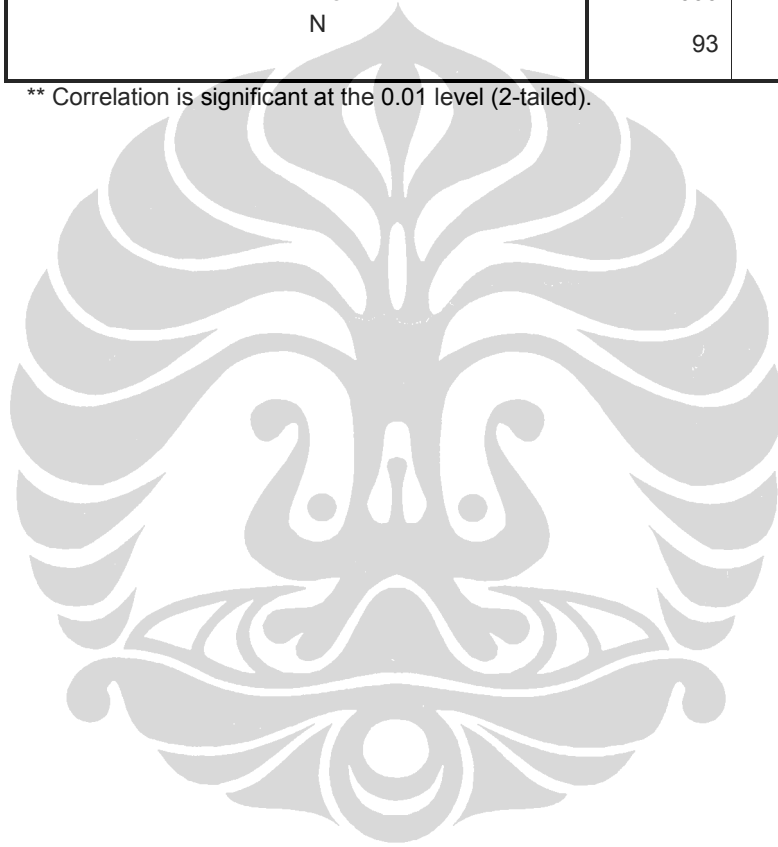
Descriptive Statistics

| | Mean | Std. Deviation | N |
|------------------------|----------|----------------|----|
| TLM | 132.4573 | 21.69511 | 93 |
| TOTAL DIMENSI AFEKTIF | 25.62 | 5.219 | 93 |
| TOTAL DIMENSI KOGNITIF | 28.54 | 4.889 | 93 |

Correlations

| | | TLM | TOTAL DIMENSI AFEKTIF | TOTAL DIMENSI KOGNITIF |
|------------------------|---------------------|----------|-----------------------|------------------------|
| TLM | Pearson Correlation | 1 | .706(**) | .626(**) |
| | Sig. (2-tailed) | . | .000 | .000 |
| | N | 93 | 93 | 93 |
| TOTAL DIMENSI AFEKTIF | Pearson Correlation | .706(**) | 1 | .739(**) |
| | Sig. (2-tailed) | .000 | . | .000 |
| | N | 93 | 93 | 93 |
| TOTAL DIMENSI KOGNITIF | Pearson Correlation | .626(**) | .739(**) | 1 |
| | Sig. (2-tailed) | .000 | .000 | . |
| | N | 93 | 93 | 93 |

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



2.3. Hasil Analisis Tambahan

2.3.1 Perbedaan *Mean* Loyalitas Merek dan *Brand Involvement* pada Laki – laki dan Perempuan

Group Statistics

| | SEX | N | Mean | Std. Deviation | Std. Error Mean |
|-----|-------------|----|----------|----------------|-----------------|
| TLM | laki - laki | 36 | 129.9175 | 19.43409 | 3.23901 |
| | perempuan | 57 | 134.0614 | 23.03124 | 3.05056 |
| TBI | laki - laki | 36 | 53.97 | 8.023 | 1.337 |
| | perempuan | 57 | 54.28 | 10.283 | 1.362 |

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|-----|-----------------------------|---|------|------------------------------|--------|-----------------|-----------------|-----------------------|---|---------|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
| TLM | Equal variances assumed | 2.013 | .159 | -.896 | 91 | .372 | -4.14390 | 4.62359 | -13.32810 | 5.04029 |
| | Equal variances not assumed | | | -.931 | 83.546 | .354 | -4.14390 | 4.44940 | -12.99272 | 4.70492 |
| TBI | Equal variances assumed | 1.964 | .165 | -.153 | 91 | .879 | -.308 | 2.018 | -4.316 | 3.699 |
| | Equal variances not assumed | | | -.162 | 86.862 | .872 | -.308 | 1.909 | -4.102 | 3.485 |

2.3.2. Perbedaan *Mean Loyalitas Merek* dan *Brand Involvement* berdasar Kategori Jumlah Kepemilikan Kartu

Group Statistics

| | CARD | N | Mean | Std. Deviation | Std. Error Mean |
|-----|-----------------------|----|----------|----------------|-----------------|
| TLM | satu kartu | 73 | 133.7808 | 21.84875 | 2.55720 |
| | lebih dari satu kartu | 20 | 127.6265 | 20.94763 | 4.68403 |
| TBI | satu kartu | 73 | 54.33 | 9.158 | 1.072 |
| | lebih dari satu kartu | 20 | 53.55 | 10.585 | 2.367 |

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|-----|-----------------------------|---|------|------------------------------|--------|-----------------|-----------------|-----------------------|---|----------|
| | | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
| TLM | Equal variances assumed | .208 | .649 | 1.126 | 91 | .263 | 6.15432 | 5.46761 | -4.70642 | 17.01506 |
| | Equal variances not assumed | | | 1.153 | 31.281 | .258 | 6.15432 | 5.33661 | -4.72582 | 17.03446 |
| TBI | Equal variances assumed | .076 | .783 | .326 | 91 | .745 | .779 | 2.391 | -3.971 | 5.528 |
| | Equal variances not assumed | | | .300 | 27.288 | .767 | .779 | 2.598 | -4.550 | 6.107 |

2.3.3. Perbedaan *Mean Brand Involvement* dan *Loyalitas Merek* berdasar Lama Kepemilikan Kartu

ANOVA

| | | Sum of Squares | df | Mean Square | F | Sig. |
|-----|----------------|----------------|----|-------------|-------|------|
| TLM | Between Groups | 2925.900 | 4 | 731.475 | 1.594 | .183 |
| | Within Groups | 40376.459 | 88 | 458.823 | | |
| | Total | 43302.359 | 92 | | | |
| TBI | Between Groups | 559.019 | 4 | 139.755 | 1.614 | .178 |
| | Within Groups | 7617.562 | 88 | 86.563 | | |
| | Total | 8176.581 | 92 | | | |

2.3.4. Perbedaan *Mean Dua Dimensi Brand Involvement* berdasar Kategori Jumlah Kepemilikan Kartu

Group Statistics

| | CARD | N | Mean | Std. Deviation | Std. Error Mean |
|------------------------|-----------------------|----|-------|----------------|-----------------|
| TOTAL DIMENSI AFEKTIF | satu kartu | 73 | 25.62 | 5.109 | .598 |
| | lebih dari satu kartu | 20 | 25.65 | 5.743 | 1.284 |
| TOTAL DIMENSI KOGNITIF | satu kartu | 73 | 28.71 | 4.614 | .540 |
| | lebih dari satu kartu | 20 | 27.90 | 5.875 | 1.314 |

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|----------|---------------|---|------|------------------------------|--------|------------------------|------------------------|---------------------------------|--|-------|
| | | F | Sig. | t | df | Sig. (2- tailed) | Mean Differ ence | Std. Error Differ ence | 95% Confidence Interval of the Difference | |
| | | | | | | | | | Lower | Upper |
| TOTAL | Equal | | | | | | | | | |
| DIMENSI | variances | .125 | .725 | -.025 | 91 | .980 | -.034 | 1.324 | -2.664 | 2.597 |
| AFEKTIF | assumed | | | | | | | | | |
| | Equal | | | | | | | | | |
| | variances not | | | -.024 | 27.789 | .981 | -.034 | 1.416 | -2.936 | 2.869 |
| | assumed | | | | | | | | | |
| TOTAL | Equal | | | | | | | | | |
| DIMENSI | variances | 1.870 | .175 | .656 | 91 | .513 | .812 | 1.238 | -1.646 | 3.271 |
| KOGNITIF | assumed | | | | | | | | | |
| | Equal | | | | | | | | | |
| | variances not | | | .572 | 25.770 | .572 | .812 | 1.420 | -2.109 | 3.733 |
| | assumed | | | | | | | | | |