

Lampiran 1 FACTOR Analysis

```

/VARIABLES AW1 AW2 AW3 AW4 AW5 AW6 AW7 /MISSING LISTWISE
/ANALYSIS AW1
AW2 AW3 AW4 AW5 AW6 AW7
/PRINT INITIAL AIC EXTRACTION
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/ROTATION NOROTATE
/METHOD=CORRELATION .
    
```

Factor Analysis

[DataSet0] D:\Budi Satria\Kuliah\Thesis\NEW TASK HASIL SURVEY\DATA
200.sav

Anti-image Matrices

		AW1	AW2	AW3	AW4	AW5	AW6
Anti-image Covariance	AW1	.699	-.192	.006	-.167	-.009	-.011
	AW2	-.192	.619	-.095	-.002	-.127	.174
	AW3	.006	-.095	.751	-.090	-.188	.053
	AW4	-.167	-.002	-.090	.700	-.162	-.100
	AW5	-.009	-.127	-.188	-.162	.570	-.160
	AW6	-.011	.174	.053	-.100	-.160	.601
	AW7	-.095	-.191	-.048	.027	-.023	-.277
Anti-image Correlation	AW1	.805 ^a	-.291	.008	-.239	-.014	-.016
	AW2	-.291	.679 ^a	-.139	-.003	-.214	.285
	AW3	.008	-.139	.812 ^a	-.125	-.288	.079
	AW4	-.239	-.003	-.125	.810 ^a	-.256	-.154
	AW5	-.014	-.214	-.288	-.256	.787 ^a	-.274
	AW6	-.016	.285	.079	-.154	-.274	.596 ^a
	AW7	-.153	-.325	-.075	.043	-.040	-.479

a. Measures of Sampling Adequacy(MSA)

L-1

Communalities

	Initial	Extraction
AW1	1.000	.485
AW2	1.000	.695
AW3	1.000	.442
AW4	1.000	.435
AW5	1.000	.588
AW6	1.000	.866
AW7	1.000	.580

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.025	43.218	43.218	3.025	43.218	43.218
2	1.065	15.209	58.427	1.065	15.209	58.427
3	.875	12.494	70.922			
4	.750	10.716	81.638			
5	.515	7.363	89.000			
6	.448	6.406	95.407			
7	.322	4.593	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
AW1	.644	-.265
AW2	.635	-.540
AW3	.587	-.311
AW4	.655	.078
AW5	.764	.068
AW6	.573	.733
AW7	.723	.240

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

```

FACTOR
/VARIABLES BA1 BA2 BA3 BA4 BA5 BA6 BA7 BA8 /MISSING LISTWISE
/ANALYSIS
BA1 BA2 BA3 BA4 BA5 BA6 BA7 BA8
/PRINT INITIAL AIC EXTRACTION
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/ROTATION NOROTATE
/METHOD=CORRELATION .
    
```

Factor Analysis

```

[DataSet0] D:\Budi Satria\Kuliah\Thesis\NEW TASK HASIL SURVEY\DATA
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```

Anti-image Matrices

		BA1	BA2	BA3	BA4	BA5	BA6
Anti-image Covariance	BA1	.692	-.263	.036	.055	-.068	.035
	BA2	-.263	.526	-.198	-.063	-.010	-.010
	BA3	.036	-.198	.525	-.147	-.016	-.105
	BA4	.055	-.063	-.147	.462	-.205	.082
	BA5	-.068	-.010	-.016	-.205	.494	-.219
	BA6	.035	-.010	-.105	.082	-.219	.658
	BA7	-.126	-.017	-.064	-.017	.012	-.187
	BA8	-.006	.036	.020	-.171	-.070	.088
Anti-image Correlation	BA1	.701 ^a	-.436	.060	.098	-.117	.052
	BA2	-.436	.758 ^a	-.376	-.128	-.019	-.018
	BA3	.060	-.376	.815 ^a	-.298	-.031	-.179
	BA4	.098	-.128	-.298	.755 ^a	-.429	.149
	BA5	-.117	-.019	-.031	-.429	.779 ^a	-.385
	BA6	.052	-.018	-.179	.149	-.385	.697 ^a
	BA7	-.187	-.029	-.109	-.031	.021	-.285
	BA8	-.009	.060	.033	-.304	-.121	.131

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
BA1	1.000	.646
BA2	1.000	.711
BA3	1.000	.572
BA4	1.000	.685
BA5	1.000	.622
BA6	1.000	.325
BA7	1.000	.436
BA8	1.000	.607

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.506	43.825	43.825	3.506	43.825	43.825
2	1.097	13.718	57.543	1.097	13.718	57.543
3	.931	11.643	69.186			
4	.819	10.239	79.425			
5	.602	7.528	86.953			
6	.412	5.146	92.100			
7	.343	4.290	96.390			
8	.289	3.610	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
BA1	.517	.615
BA2	.699	.473
BA3	.750	.095
BA4	.749	-.352
BA5	.758	-.218
BA6	.567	.062
BA7	.659	-.033
BA8	.545	-.557

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

```

FACTOR
/VARIABLES PQ1 PQ2 PQ3 PQ4 PQ5 PQ6 PQ7 PQ8 /MISSING LISTWISE
/ANALYSIS
PQ1 PQ2 PQ3 PQ4 PQ5 PQ6 PQ7 PQ8
/PRINT INITIAL AIC EXTRACTION
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/ROTATION NOROTATE
/METHOD=CORRELATION .
    
```

Factor Analysis

[DataSet0] D:\Budi Satria\Kuliah\Thesis\NEW TASK HASIL SURVEY\DATA
200.sav

Anti-image Matrices

		PQ1	PQ2	PQ3	PQ4	PQ5	PQ6
Anti-image Covariance	PQ1	.670	-.208	-.138	.043	-.055	.003
	PQ2	-.208	.583	-.156	-.165	.176	-.060
	PQ3	-.138	-.156	.636	-.147	-.126	.169
	PQ4	.043	-.165	-.147	.572	-.183	-.159
	PQ5	-.055	.176	-.126	-.183	.596	-.125
	PQ6	.003	-.060	.169	-.159	-.125	.517
	PQ7	-.051	-.085	-.047	.110	-.132	-.245
	PQ8	-.135	.019	.006	-.066	-.005	-.015
Anti-image Correlation	PQ1	.773 ^a	-.333	-.212	.069	-.087	.005
	PQ2	-.333	.668 ^a	-.256	-.286	.299	-.109
	PQ3	-.212	-.256	.678 ^a	-.243	-.204	.294
	PQ4	.069	-.286	-.243	.699 ^a	-.313	-.293
	PQ5	-.087	.299	-.204	-.313	.692 ^a	-.225
	PQ6	.005	-.109	.294	-.293	-.225	.661 ^a
	PQ7	-.084	-.149	-.078	.193	-.228	-.454
	PQ8	-.178	.026	.008	-.094	-.007	-.022

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
PQ1	1.000	.566
PQ2	1.000	.628
PQ3	1.000	.630
PQ4	1.000	.488
PQ5	1.000	.559
PQ6	1.000	.734
PQ7	1.000	.606
PQ8	1.000	.218

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.094	38.677	38.677	3.094	38.677	38.677
2	1.337	16.708	55.385	1.337	16.708	55.385
3	.942	11.769	67.154			
4	.795	9.944	77.098			
5	.679	8.484	85.581			
6	.513	6.407	91.989			
7	.338	4.220	96.209			
8	.303	3.791	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
PQ1	.619	.427
PQ2	.630	.481
PQ3	.567	.556
PQ4	.698	.026
PQ5	.638	-.391
PQ6	.651	-.557
PQ7	.679	-.381
PQ8	.463	-.066

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

```

FACTOR
/VARIABLES BL1 BL2 BL3 BL4 BL5 BL6 BL7 BL8 /MISSING LISTWISE
/ANALYSIS
BL1 BL2 BL3 BL4 BL5 BL6 BL7 BL8
/PRINT INITIAL AIC EXTRACTION
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/ROTATION NOROTATE
/METHOD=CORRELATION .
    
```

Factor Analysis

[DataSet0] D:\Budi Satria\Kuliah\Thesis\NEW TASK HASIL SURVEY\DATA 200.sav

Anti-image Matrices

		BL1	BL2	BL3	BL4	BL5	BL6
Anti-image Covariance	BL1	.598	-.237	.051	.161	-.253	.073
	BL2	-.237	.337	-.147	-.133	.143	-.111
	BL3	.051	-.147	.369	-.046	-.099	.087
	BL4	.161	-.133	-.046	.341	-.184	-.012
	BL5	-.253	.143	-.099	-.184	.492	-.156
	BL6	.073	-.111	.087	-.012	-.156	.434
	BL7	-.055	.077	-.081	-.012	.055	-.151
	BL8	.058	-.051	-.046	-.049	.011	-.005
Anti-image Correlation	BL1	.294 ^a	-.529	.109	.356	-.467	.144
	BL2	-.529	.654 ^a	-.416	-.392	.351	-.290
	BL3	.109	-.416	.839 ^a	-.130	-.231	.218
	BL4	.356	-.392	-.130	.796 ^a	-.448	-.032
	BL5	-.467	.351	-.231	-.448	.591 ^a	-.337
	BL6	.144	-.290	.218	-.032	-.337	.791 ^a
	BL7	-.134	.250	-.253	-.038	.148	-.431
	BL8	.141	-.166	-.141	-.157	.029	-.015

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
BL1	1.000	.817
BL2	1.000	.645
BL3	1.000	.676
BL4	1.000	.687
BL5	1.000	.544
BL6	1.000	.594
BL7	1.000	.748
BL8	1.000	.802

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.237	52.958	52.958	4.237	52.958	52.958
2	1.275	15.939	68.897	1.275	15.939	68.897
3	.761	9.513	78.410			
4	.650	8.128	86.538			
5	.451	5.635	92.173			
6	.288	3.597	95.770			
7	.197	2.458	98.228			
8	.142	1.772	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
BL1	.217	.877
BL2	.752	.282
BL3	.822	-.005
BL4	.827	-.049
BL5	.594	.437
BL6	.765	-.096
BL7	.797	-.336
BL8	.832	-.332

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

```

FACTOR
/VARIABLES BI1 BI2 BI3 BI4 BI5 BI6 BI7 /MISSING LISTWISE
/ANALYSIS BI1
BI2 BI3 BI4 BI5 BI6 BI7
/PRINT INITIAL AIC EXTRACTION
/CRITERIA MINEIGEN(1) ITERATE(25)
/EXTRACTION PC
/ROTATION NOROTATE
/METHOD=CORRELATION .
    
```

Factor Analysis

[DataSet0] D:\Budi Satria\Kuliah\Thesis\NEW TASK HASIL SURVEY\DATA
200.sav

Anti-image Matrices

		BI1	BI2	BI3	BI4	BI5	BI6
Anti-image Covariance	BI1	.527	-.273	.053	-.004	.076	-.069
	BI2	-.273	.379	-.199	.013	-.038	.059
	BI3	.053	-.199	.495	-.204	-.026	-.030
	BI4	-.004	.013	-.204	.726	-.115	-.081
	BI5	.076	-.038	-.026	-.115	.663	-.231
	BI6	-.069	.059	-.030	-.081	-.231	.547
	BI7	-.017	-.069	-.081	.048	-.050	-.235
Anti-image Correlation	BI1	.639 ^a	-.610	.103	-.006	.129	-.129
	BI2	-.610	.645 ^a	-.460	.025	-.076	.130
	BI3	.103	-.460	.752 ^a	-.340	-.046	-.058
	BI4	-.006	.025	-.340	.780 ^a	-.166	-.129
	BI5	.129	-.076	-.046	-.166	.771 ^a	-.383
	BI6	-.129	.130	-.058	-.129	-.383	.712 ^a
	BI7	-.030	-.145	-.150	.073	-.080	-.411

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
BI1	1.000	.742
BI2	1.000	.842
BI3	1.000	.615
BI4	1.000	.388
BI5	1.000	.658
BI6	1.000	.678
BI7	1.000	.533

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.139	44.845	44.845	3.139	44.845	44.845
2	1.316	18.806	63.650	1.316	18.806	63.650
3	.866	12.376	76.027			
4	.565	8.072	84.099			
5	.510	7.279	91.378			
6	.369	5.278	96.656			
7	.234	3.344	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
BI1	.586	-.631
BI2	.735	-.548
BI3	.771	-.145
BI4	.576	.239
BI5	.595	.551
BI6	.681	.462
BI7	.715	.147

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Lampiran 2. RELIABILITY

```
/VARIABLES=AW1 AW2 AW3 AW4 AW5 AW6 AW7  
/SCALE('AWARENESS') ALL/MODEL=ALPHA.
```

Reliability

[DataSet0]

Scale: AWARENESS

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.775	7

RELIABILITY

```
/VARIABLES=BA1 BA2 BA3 BA4 BA5 BA6 BA7 BA8  
/SCALE('BRAND ASSOCIATION') ALL/MODEL=ALPHA.
```

Reliability

[DataSet0]

Scale: BRAND ASSOCIATION

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.811	8

RELIABILITY

```
/VARIABLES=PQ1 PQ2 PQ3 PQ4 PQ5 PQ6 PQ7 PQ8  
/SCALE('PEREIVED QUALITY') ALL/MODEL=ALPHA.
```

Reliability

[DataSet0]

Scale: PERCEIVED QUALITY

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.770	8

RELIABILITY

```
/VARIABLES=BL1 BL2 BL3 BL4 BL5 BL6 BL7 BL8
```

L-2

```
/SCALE('BRAND LOYALTY') ALL/MODEL=ALPHA.
```

Reliability

[DataSet0]

Scale: BRAND LOYALTY

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.863	8

```
RELIABILITY  
/VARIABLES=BI1 BI2 BI3 BI4 BI5 BI6 BI7  
/SCALE('BRAND IMAGE') ALL/MODEL=ALPHA.
```

Reliability

[DataSet0]

Scale: BRAND IMAGE

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.793	7

```
GET  
FILE='D:\Budi Satria\Kuliah\Thesis\NEW TASK HASIL SURVEY\DATA  
200.sav'.  
DATASET NAME DataSet1 WINDOW=FRONT.
```

Lampiran 3 LOGISTIC REGRESSION

```

/METHOD = ENTER AW BA PQ BL1 B1
/PRINT = GOODFIT CORR ITER(1)
/CRITERIA = PIN(.05) POUT(.10) ITERATE(20) CUT(.5) .
    
```

Logistic Regression

[DataSet0]

Case Processing Summary

Unweighted Cases ^a		N	Percent
Selected Cases	Included in Analysis	200	100.0
	Missing Cases	0	.0
	Total	200	100.0
Unselected Cases		0	.0
Total		200	100.0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
.00	0
1.00	1

Block 0: Beginning Block

Iteration History^{a,b,c}

Iteration	-2 Log likelihood	Coefficients
		Constant
Step 1	175.322	1.380
0 2	172.537	1.666
3	172.514	1.696
4	172.514	1.696

a. Constant is included in the model.

b. Initial -2 Log Likelihood: 172.514

c. Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.

Classification Table^{a,b}

Observed			Predicted		
			BRANDEQ		Percentage Correct
	.00	1.00			
Step 0	BRANDEQ	.00	0	31	.0
		1.00	0	169	100.0
Overall Percentage					84.5

a. Constant is included in the model.

b. The cut value is .500

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)	
Step 0	Constant	1.696	.195	75.340	1	.000	5.452

Variables not in the Equation

Step	Variables	Score	df	Sig.
0	AW	30.333	1	.000
	BA	28.156	1	.000
	PQ	3.547	1	.060
	BL1	2.326	1	.127
	B1	1.715	1	.190
Overall Statistics		53.067	5	.000

Block 1: Method = Enter

Iteration History^{a,b,c,d}

Iteration		-2 Log likelihood	Coefficients					
			Constant	AW	BA	PQ	BL1	B1
Step 1	1	138.831	.583	.707	1.047	.383	-1.037	.022
	2	120.947	.816	1.055	1.813	.552	-2.096	.330
	3	118.020	.959	1.246	2.228	.595	-2.800	.687
	4	117.883	.989	1.297	2.332	.602	-2.982	.805
	5	117.882	.990	1.299	2.338	.602	-2.992	.812
	6	117.882	.990	1.299	2.338	.602	-2.992	.812

a. Method: Enter

b. Constant is included in the model.

c. Initial -2 Log Likelihood: 172.514

d. Estimation terminated at iteration number 6 because parameter estimates changed by less than .001.

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	54.632	5	.000
	Block	54.632	5	.000
	Model	54.632	5	.000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	117.882 ^a	.239	.414

a. Estimation terminated at iteration number 6 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	7.551	5	.183

Contingency Table for Hosmer and Lemeshow Test

		BRANDEQ = .00		BRANDEQ = 1.00		Total
		Observed	Expected	Observed	Expected	
Step 1	1	16	13.988	4	6.012	20
1	2	4	7.775	20	16.225	24
	3	4	3.222	16	16.778	20
	4	3	1.689	15	16.311	18
	5	0	.263	5	4.737	5
	6	3	3.799	81	80.201	84
	7	1	.263	28	28.737	29

Classification Table^a

	Observed	BRANDEQ	Predicted		Percentage Correct
			BRANDEQ		
			.00	1.00	
Step 1	BRANDEQ	.00	16	15	51.6
		1.00	5	164	97.0
	Overall Percentage				90.0

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	AW	1.299	.572	5.157	1	.023	3.667
	BA	2.338	.618	14.295	1	.000	10.363
	PQ	.602	.563	1.144	1	.285	1.826
	BL1	-2.992	.780	14.718	1	.000	.050
	B1	.812	.659	1.517	1	.218	2.253
	Constant	.990	.521	3.615	1	.057	2.691

a. Variable(s) entered on step 1: AW, BA, PQ, BL1, B1.

Correlation Matrix

		Constant	AW	BA	PQ	BL1	B1
Step 1	Constant	1.000	-.102	.034	-.437	-.350	-.062
	AW	-.102	1.000	-.413	-.013	.007	-.208
	BA	.034	-.413	1.000	-.080	-.412	.250
	PQ	-.437	-.013	-.080	1.000	-.134	-.161
	BL1	-.350	.007	-.412	-.134	1.000	-.572
	B1	-.062	-.208	.250	-.161	-.572	1.000

```
LOGISTIC REGRESSION VARIABLES BRANDEQ
/METHOD = ENTER AW
/PRINT = GOODFIT CORR ITER(1)
/CRITERIA = PIN(.05) POUT(.10) ITERATE(20) CUT(.5) .
```

Logistic Regression

[DataSet0]

Case Processing Summary

Unweighted Cases ^a		N	Percent
Selected Cases	Included in Analysis	200	100.0
	Missing Cases	0	.0
	Total	200	100.0
Unselected Cases		0	.0
Total		200	100.0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
.00	0
1.00	1

Block 0: Beginning Block

Iteration History^{a,b,c}

Iteration		-2 Log likelihood	Coefficients
			Constant
Step 1		175.322	1.380
0	2	172.537	1.666
	3	172.514	1.696
	4	172.514	1.696

- a. Constant is included in the model.
 b. Initial -2 Log Likelihood: 172.514
 c. Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.

Classification Table^{a,b}

Observed		Predicted		
		BRANDEQ		Percentage Correct
		.00	1.00	
Step 0	BRANDEQ	.00	1.00	
		0	31	.0
		1.00	169	100.0
	Overall Percentage			84.5

- a. Constant is included in the model.
 b. The cut value is .500

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 0 Constant	1.696	.195	75.340	1	.000	5.452

Variables not in the Equation

	Score	df	Sig.
Step 0 Variables AW	30.333	1	.000
Overall Statistics	30.333	1	.000

Block 1: Method = Enter

Iteration History^{a,b,c,d}

Iteration		-2 Log likelihood	Coefficients	
			Constant	AW
Step 1	1	154.747	.508	1.236
1	2	145.543	.520	1.895
	3	144.883	.520	2.137
	4	144.876	.520	2.165
	5	144.876	.520	2.166

- a. Method: Enter
- b. Constant is included in the model.
- c. Initial -2 Log Likelihood: 172.514
- d. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	27.638	1	.000
	Block	27.638	1	.000
	Model	27.638	1	.000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	144.876 ^a	.129	.223

- a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	.000	0	.

Contingency Table for Hosmer and Lemeshow Test

		BRANDEQ = .00		BRANDEQ = 1.00		Total
		Observed	Expected	Observed	Expected	
Step 1	1	22	22.000	37	37.000	59
1	2	9	9.000	132	132.000	141

Classification Table^a

Observed			Predicted		
			BRANDEQ		Percentage Correct
	.00	1.00			
Step 1	BRANDEQ	.00	0	31	.0
		1.00	0	169	100.0
Overall Percentage					84.5

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	AW	2.166	.437	24.535	1	.000	8.721
	Constant	.520	.269	3.729	1	.053	1.682

a. Variable(s) entered on step 1: AW.

Correlation Matrix

		Constant	AW
Step 1	Constant	1.000	-.616
	AW	-.616	1.000

```
LOGISTIC REGRESSION VARIABLES BRANDEQ
/METHOD = ENTER BA
/PRINT = GOODFIT CORR ITER(1)
/CRITERIA = PIN(.05) POUT(.10) ITERATE(20) CUT(.5) .
```

Logistic Regression

[DataSet0]

Case Processing Summary

Unweighted Cases ^a		N	Percent
Selected Cases	Included in Analysis	200	100.0
	Missing Cases	0	.0
	Total	200	100.0
Unselected Cases		0	.0
Total		200	100.0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
.00	0
1.00	1

Block 0: Beginning Block

Iteration History^{a,b,c}

Iteration		-2 Log likelihood	Coefficients
			Constant
Step 1	0	175.322	1.380
2		172.537	1.666
3		172.514	1.696
4		172.514	1.696

- a. Constant is included in the model.
- b. Initial -2 Log Likelihood: 172.514
- c. Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.

Classification Table^{a,b}

Observed		Predicted			
		BRANDEQ		Percentage Correct	
		.00	1.00		
Step 0	BRANDEQ	.00	0	31	.0
		1.00	0	169	100.0
Overall Percentage					84.5

- a. Constant is included in the model.
- b. The cut value is .500

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 0 Constant	1.696	.195	75.340	1	.000	5.452

Variables not in the Equation

	Score	df	Sig.
Step 0 Variables BA	28.156	1	.000
Overall Statistics	28.156	1	.000

Block 1: Method = Enter

Iteration History^{a,b,c,d}

Iteration		-2 Log likelihood	Coefficients	
			Constant	BA
Step 1	1	156.021	.606	1.155
1	2	146.690	.626	1.830
	3	145.955	.626	2.096
	4	145.945	.626	2.131
	5	145.945	.626	2.131

- a. Method: Enter
- b. Constant is included in the model.
- c. Initial -2 Log Likelihood: 172.514
- d. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Omnibus Tests of Model Coefficients

	Chi-square	df	Sig.
Step 1 Step	26.569	1	.000
Block	26.569	1	.000
Model	26.569	1	.000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	145.945 ^a	.124	.215

- a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	.000	0	.

Contingency Table for Hosmer and Lemeshow Test

		BRANDEQ = .00		BRANDEQ = 1.00		Total
		Observed	Expected	Observed	Expected	
Step 1	1	23	23.000	43	43.000	66
1	2	8	8.000	126	126.000	134

Classification Table^a

Observed			Predicted		
			BRANDEQ		Percentage Correct
	.00	1.00			
Step 1	BRANDEQ	.00	0	31	.0
		1.00	0	169	100.0
Overall Percentage					84.5

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	BA	2.131	.447	22.746	1	.000	8.424
	Constant	.626	.258	5.867	1	.015	1.870

a. Variable(s) entered on step 1: BA.

Correlation Matrix

		Constant	BA
Step 1	Constant	1.000	-.578
	BA	-.578	1.000

```
LOGISTIC REGRESSION VARIABLES BRANDEQ
/METHOD = ENTER PQ
/PRINT = GOODFIT CORR ITER(1)
/CRITERIA = PIN(.05) POUT(.10) ITERATE(20) CUT(.5) .
```

Logistic Regression

[DataSet0]

Case Processing Summary

Unweighted Cases ^a		N	Percent
Selected Cases	Included in Analysis	200	100.0
	Missing Cases	0	.0
	Total	200	100.0
Unselected Cases		0	.0
Total		200	100.0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
.00	0
1.00	1

Block 0: Beginning Block

Iteration History^{a,b,c}

Iteration		-2 Log likelihood	Coefficients
			Constant
Step 1	0	175.322	1.380
2		172.537	1.666
3		172.514	1.696
4		172.514	1.696

- a. Constant is included in the model.
- b. Initial -2 Log Likelihood: 172.514
- c. Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.

Classification Table^{a,b}

Observed		Predicted			
		BRANDEQ		Percentage Correct	
		.00	1.00		
Step 0	BRANDEQ	.00	0	31	.0
		1.00	0	169	100.0
Overall Percentage					84.5

- a. Constant is included in the model.
- b. The cut value is .500

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 0 Constant	1.696	.195	75.340	1	.000	5.452

Variables not in the Equation

	Score	df	Sig.
Step 0 Variables PQ	3.547	1	.060
Overall Statistics	3.547	1	.060

Block 1: Method = Enter

Iteration History^{a,b,c,d}

Iteration		-2 Log likelihood	Coefficients	
			Constant	PQ
Step 1	1	172.860	1.022	.462
1	2	169.316	1.126	.728
	3	169.262	1.128	.780
	4	169.262	1.128	.781
	5	169.262	1.128	.781

- a. Method: Enter
- b. Constant is included in the model.
- c. Initial -2 Log Likelihood: 172.514
- d. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Omnibus Tests of Model Coefficients

	Chi-square	df	Sig.
Step 1 Step	3.252	1	.071
Block	3.252	1	.071
Model	3.252	1	.071

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	169.262 ^a	.016	.028

- a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	.000	0	.

Contingency Table for Hosmer and Lemeshow Test

		BRANDEQ = .00		BRANDEQ = 1.00		Total
		Observed	Expected	Observed	Expected	
Step 1	1	11	11.000	34	34.000	45
1	2	20	20.000	135	135.000	155

Classification Table^a

Observed			Predicted		
			BRANDEQ		Percentage Correct
	.00	1.00			
Step 1	BRANDEQ	.00	0	31	.0
		1.00	0	169	100.0
Overall Percentage					84.5

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	PQ	.781	.422	3.433	1	.064	2.184
	Constant	1.128	.347	10.584	1	.001	3.091

a. Variable(s) entered on step 1: PQ.

Correlation Matrix

		Constant	PQ
Step 1	Constant	1.000	-.823
	PQ	-.823	1.000

```
LOGISTIC REGRESSION VARIABLES BRANDEQ
/METHOD = ENTER BL1
/PRINT = GOODFIT CORR ITER(1)
/CRITERIA = PIN(.05) POUT(.10) ITERATE(20) CUT(.5) .
```

Logistic Regression

[DataSet0]

Case Processing Summary

Unweighted Cases ^a		N	Percent
Selected Cases	Included in Analysis	200	100.0
	Missing Cases	0	.0
	Total	200	100.0
Unselected Cases		0	.0
Total		200	100.0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
.00	0
1.00	1

Block 0: Beginning Block

Iteration History^{a,b,c}

Iteration		-2 Log likelihood	Coefficients
			Constant
Step 1		175.322	1.380
0	2	172.537	1.666
	3	172.514	1.696
	4	172.514	1.696

- a. Constant is included in the model.
- b. Initial -2 Log Likelihood: 172.514
- c. Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.

Classification Table^{a,b}

Observed		Predicted			
		BRANDEQ		Percentage Correct	
		.00	1.00		
Step 0	BRANDEQ	.00	0	31	.0
		1.00	0	169	100.0
Overall Percentage					84.5

- a. Constant is included in the model.
- b. The cut value is .500

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 0 Constant	1.696	.195	75.340	1	.000	5.452

Variables not in the Equation

	Score	df	Sig.
Step 0 Variables BL1	2.326	1	.127
Overall Statistics	2.326	1	.127

Block 1: Method = Enter

Iteration History^{a,b,c,d}

Iteration		-2 Log likelihood	Coefficients	
			Constant	BL1
Step 1	1	173.648	1.613	-.338
1	2	170.098	2.114	-.621
	3	170.013	2.228	-.720
	4	170.013	2.234	-.725
	5	170.013	2.234	-.725

- a. Method: Enter
- b. Constant is included in the model.
- c. Initial -2 Log Likelihood: 172.514
- d. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Omnibus Tests of Model Coefficients

	Chi-square	df	Sig.
Step 1 Step	2.501	1	.114
Block	2.501	1	.114
Model	2.501	1	.114

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	170.013 ^a	.012	.022

- a. Estimation terminated at iteration number 5 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	.000	0	.

Contingency Table for Hosmer and Lemeshow Test

		BRANDEQ = .00		BRANDEQ = 1.00		Total
		Observed	Expected	Observed	Expected	
Step 1	1	25	25.000	113	113.000	138
1	2	6	6.000	56	56.000	62

Classification Table^a

Observed			Predicted		
			BRANDEQ		Percentage Correct
	.00	1.00			
Step 1	BRANDEQ	.00	0	31	.0
		1.00	0	169	100.0
Overall Percentage					84.5

a. The cut value is .500

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)	
Step 1 ^a	BL1	-.725	.483	2.253	1	.133	.484
	Constant	2.234	.430	27.037	1	.000	9.333

a. Variable(s) entered on step 1: BL1.

Correlation Matrix

		Constant	BL1
Step 1	Constant	1.000	-.889
	BL1	-.889	1.000

```
LOGISTIC REGRESSION VARIABLES BRANDEQ
/METHOD = ENTER B1
/PRINT = GOODFIT CORR ITER(1)
/CRITERIA = PIN(.05) POUT(.10) ITERATE(20) CUT(.5) .
```

Logistic Regression

[DataSet0]

Case Processing Summary

Unweighted Cases ^a		N	Percent
Selected Cases	Included in Analysis	200	100.0
	Missing Cases	0	.0
	Total	200	100.0
Unselected Cases		0	.0
Total		200	100.0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
.00	0
1.00	1

Block 0: Beginning Block

Iteration History^{a,b,c}

Iteration		-2 Log likelihood	Coefficients
			Constant
Step 1	0	175.322	1.380
2		172.537	1.666
3		172.514	1.696
4		172.514	1.696

- a. Constant is included in the model.
- b. Initial -2 Log Likelihood: 172.514
- c. Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.

Classification Table^{a,b}

Observed		Predicted			
		BRANDEQ		Percentage Correct	
		.00	1.00		
Step 0	BRANDEQ	.00	0	31	.0
		1.00	0	169	100.0
Overall Percentage					84.5

- a. Constant is included in the model.
- b. The cut value is .500

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 0 Constant	1.696	.195	75.340	1	.000	5.452

Variables not in the Equation

	Score	df	Sig.
Step 0 Variables B1	1.715	1	.190
Overall Statistics	1.715	1	.190

Block 1: Method = Enter

Iteration History^{a,b,c,d}

Iteration		-2 Log likelihood	Coefficients	
			Constant	B1
Step 1	1	174.119	1.154	.306
1	2	170.929	1.309	.500
	3	170.889	1.316	.540
	4	170.889	1.316	.541

- Method: Enter
- Constant is included in the model.
- Initial -2 Log Likelihood: 172.514
- Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.

Omnibus Tests of Model Coefficients

	Chi-square	df	Sig.
Step 1 Step	1.625	1	.202
Block	1.625	1	.202
Model	1.625	1	.202

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	170.889 ^a	.008	.014

- Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	.000	0	.

Contingency Table for Hosmer and Lemeshow Test

		BRANDEQ = .00		BRANDEQ = 1.00		Total
		Observed	Expected	Observed	Expected	
Step 1	1	11	11.000	41	41.000	52
1	2	20	20.000	128	128.000	148

Classification Table^a

Observed			Predicted		
			BRANDEQ		Percentage Correct
			.00	1.00	
Step 1	BRANDEQ	.00	0	31	.0
		1.00	0	169	100.0
Overall Percentage					84.5

a. The cut value is .500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	B1	.541	.416	1.688	1	.194	1.717
	Constant	1.316	.340	15.013	1	.000	3.727

a. Variable(s) entered on step 1: B1.

Correlation Matrix

		Constant	B1
Step 1	Constant	1.000	-.816
	B1	-.816	1.000



**Survey Karya Akhir/Thesis
Kepada Responden Yth.**

Saya adalah Mahasiswa **Pasca Sarjana Universitas Indonesia** yang sedang melakukan survey untuk karya akhir/thesis mengenai persepsi dan pengetahuan konsumen atau nasabah dari Bank Syariah Mandiri. Sebagai informasi untuk responden, Jawaban Anda akan dianggap mewakili konsumen/nasabah dari Bank Syariah Mandiri. Dalam survey kali ini tidak ada jawaban yang salah.

Jawaban dalam survey kali ini mencerminkan kualitas, layanan dan persepsi dari nasabah atau konsumen mengenai produk-produk Bank Syariah Mandiri.

Agar hasil dari survey dan penelitian ini lebih akurat dan sesuai dengan tujuan utama penelitian, maka diharapkan partisipasi dari responden untuk mengisi semua daftar pertanyaan secara lengkap. Dalam survey kali ini Anda tidak perlu mencantumkan nama atau alamat Anda, dan akan menjaga kerahasiaan Anda.

**Budi Satria /NIM.0706192325
Program Pasca Sarjana Universitas Indonesia**

Screening

1. Apakah Anda pengguna Jasa perbankan Bank Syariah Mandiri ?
 - a. Ya
 - b. Tidak

Bagian A

Petunjuk: Berikanlah penilaian terhadap semua pertanyaan yang diajukan dalam survey kali ini dengan memberikan salah satu tanda silang (X) pada semua kotak yang terdapat dalam daftar pertanyaan dengan nilai sebesar . Nilai (1): sangat tidak setuju, (2) tidak setuju, (3) ragu-ragu, (4) setuju, (5) sangat setuju.

Mohon Setiap Baris Diisi

BRAND AWARENESS

No.	Pernyataan	Sangat tidak setuju	1	2	3	4	5	Sangat setuju
1.	Saya cukup mengenal Bank Syariah Mandiri							
2.	Saya cukup mengenal Bank Mandiri							
3.	Saya mengetahui Bank Syariah Mandiri adalah salah satu bagian dari Bank Mandiri							
4.	Saya paham dan mengerti layanan Bank Syariah Mandiri							
5.	Saya paham dan mengerti layanan Bank Mandiri							
6.	Bank Syariah Mandiri & Bank Mandiri							

	adalah dua jenis institusi perbankan yang berbeda.							
7.	Saya mengetahui Bank Syariah Mandiri karena ada kaitannya dengan Bank Mandiri							

BRAND ASSOCIATION

No.	Pernyataan	Sangat tidak setuju	1	2	3	4	5	Sangat setuju
8.	Saya merasa nyaman dengan layanan Bank Syariah Mandiri							
9.	Saya merasa puas dengan layanan Bank Syariah Mandiri							
10.	Menggunakan layanan Bank Syariah Mandiri membuat saya lebih yakin karena terkait Bank Mandiri							
11.	Saya banyak menggunakan jasa layanan Bank Syariah Mandiri							
12.	Saya paham dan mengerti semua layanan Bank Mandiri							
13.	Bank Mandiri Syariah & Bank Mandiri adalah dua jenis layanan perbankan yang berbeda.							
14.	Saya menggunakan Bank Syariah Mandiri karena ada kaitannya dengan Bank Mandiri.							
15.	Menurut Saya Bank Syariah Mandiri memiliki standar layanan yang sama dengan Bank Mandiri							

PERCIEVED QUALITY

No.	Pernyataan	Sangat tidak setuju	1	2	3	4	5	Sangat setuju
16.	Semua fasilitas Bank Syariah Mandiri sangat mudah dijangkau karena terkait Bank Mandiri.							
17.	Saya merasa fasilitas Bank Syariah Mandiri cukup lengkap seperti Bank Mandiri.							
18.	Semua infrastruktur yang disediakan oleh Bank Syariah Mandiri cukup baik dan hampir sama dengan Bank Mandiri							

19.	Para staf Bank Syariah Mandiri cukup ramah dan membantu nasabah.								
20.	Semua staf Bank Syariah Mandiri sangat membantu saya.								
21.	Saya mengetahui bahwa Bank Mandiri saat ini sudah berganti logo baru								
22.	Saya mengetahui bahwa logo dan warna dasar Bank Syariah Mandiri berwarna hijau muda.								
23.	Saya sudah tahu bahwa kartu ATM Bank Syariah Mandiri dapat digunakan di mesin ATM Bank Mandiri atau sebaliknya								

BRAND LOYALTY

No.	Pernyataan	Sangat tidak setuju	1	2	3	4	5	Sangat setuju
24.	Saya adalah nasabah tetap dari Bank Mandiri							
25.	Saya adalah nasabah tetap dari Bank Syariah Mandiri							
26.	Menurut saya Bank Syariah Mandiri merupakan pilihan pertama dibanding Bank lain.							
27.	Saya akan merekomendasikan Bank Syariah Mandiri kepada teman saya karena terkait Bank Mandiri.							
28.	Saya puas atas semua layanan Bank Syariah Mandiri							
29.	Saya memilih menjadi nasabah tetap Bank Syariah Mandiri karena ada kaitannya dengan Bank Mandiri yang lebih dulu sukses dan memiliki citra baik.							
30.	Saya mengetahui semua fitur Bank Syariah Mandiri seperti internet banking, sms banking, kemudahan atm dll							
31.	Saya tidak akan beralih ke Bank lain karena Bank Syariah Mandiri terkait dengan Bank Mandiri.							

BRAND IMAGE

No.	Pernyataan	Sangat tidak setuju	1	2	3	4	5	Sangat setuju
-----	------------	---------------------	---	---	---	---	---	---------------

32.	Bank Syariah Mandiri merupakan salah satu Bank syariah terbesar di Indonesia demikian pula Bank Mandiri.							
33.	Bank Syariah Mandiri besar karena Bank Mandiri							
34.	Menurut saya iklan dari Bank Syariah Mandiri sama menariknya dengan iklan Bank Mandiri.							
35.	Saya menilai iklan Bank Mandiri lebih menarik jika dibandingkan Bank Syariah Mandiri							
36.	Bank Syariah Mandiri memiliki citra positif dibawah Bank Mandiri							
37.	Saya menganggap Bank Syariah Mandiri selalu ada kaitannya dengan Bank Mandiri							
38.	Perubahan logo dari Bank Mandiri konvensional ikut berpengaruh bagi Bank Syariah Mandiri.							

SARAN

Y = Setuju jika X = Tidak Setuju

<input type="checkbox"/>	Penggunaan sejumlah fitur Bank Syariah Mandiri saat ini belum memadai
<input type="checkbox"/>	Layanan ATM Bank Syariah Mandiri perlu ditambah
<input type="checkbox"/>	Bank Syariah Mandiri belum perlu menerapkan standar pelayanan
<input type="checkbox"/>	Para staf khususnya front liner dari Bank Syariah Mandiri memerlukan traning dan pelatihan agar dapat melayani nasabah dengan baik
<input type="checkbox"/>	Lainya, sebutkan.....

BAGIAN Terakhir PETUNJUK: Beri tanda silang “ X” pada huruf yang mewakili jawaban Anda (11 pertanyaan)

- Apakah jenis kelamin Anda?
 - Laki-laki
 - Perempuan
- Usia Anda:
 - 20-25 tahun
 - 26-30 tahun
 - 31-35 tahun
 - 36-50 tahun
 - di atas 50 tahun
- Apakah pekerjaan Anda saat ini? (pilih salah satu).
- Dimanakah Anda tinggal?
 - Jakarta Barat
 - Jakarta Timur
 - Jakarta Utara
 - Jakarta Pusat
 - Jakarta Selatan
 - Depok
 - Bogor
 - Tangerang
- Apakah Anda menjadi nasabah Bank Syariah Mandiri?
 - Ya
 - Tidak
- Apakah ketika Anda memilih Bank Syariah Mandiri dipengaruhi oleh nama

- a. Pelajar
 - b. Mahasiswa
 - c. Karyawan swasta
 - d. Pegawai negeri
 - e. Karyawan BUMN
 - f. Wiraswasta
 - e. Lainnya, (sebutkan).....
4. Pendidikan terakhir Anda ?
- a. SMU
 - b. D3
 - c. Sarjana (S1)
 - d. S2 (Master/pascasarjana)
 - e. S3 (dokter)
5. Berapa pendapatan Anda setiap bulan? (rata-rata tiga bulan terakhir)
- a. Rp 0-1000.000
 - b. Rp 1.000.001-Rp 2.000.000
 - c. Rp 2.000.001-Rp 4.000.000
 - d. Rp 4.000.001-Rp 6.000.000
 - e. Di atas Rp 6.000.000
- besar Bank Mandiri ?
- a. Ya
 - b. Tidak
9. Apakah Anda menjadi pelanggan tetap Bank Mandiri?
- a. Ya
 - b. Tidak
10. Sebutkan jasa bank lain yang Anda gunakan : (boleh lebih dari satu)
- a. BCA
 - b. BRI
 - c. Bank Niaga
 - d. Bank Danamon
 - e. HSBC
 - f. Citibank
11. Darimana Anda mendapatkan informasi Bank Syariah Mandiri ? (boleh lebih dari satu jawaban)
- a. Dari koran
 - b. Majalah
 - c. Televisi/radio
 - d. Teman
 - e. Website
 - f. Selebaran

Terima kasih atas partisipasi ANDA!