

RIWAYAT HIDUP

DATA PRIBADI

Nama : Budi Sang Maharta
NPM : 0606017435
Program Studi : Administrasi dan Kebijakan Bisnis
Departemen : Ilmu Administrasi
Tempat / Tgl Lahir : Jakarta, 20 Maret 1979
Jenis Kelamin : Pria
Nama Orang Tua : Ayah : Ir. R. Harnohadi
Ibu : (Alm) Murniati Nastiti, Amd
Agama : Kristen
Alamat : Jln. Jatipadang I No.2A Rt 005/003
Jatipadang, Pasar Minggu, Jak-Sel 12540
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PENDIDIKAN

SD : SD Xaverius **lulus tahun** 1991 **kota** Bandar Lampung
SLTP : SLTPN 2 **lulus tahun** 1994 **kota** Bandar Lampung
SLTA : SLTAN 28 **lulus tahun** 1997 **kota** Jakarta
D3 Adm. Keuangan & Perbankan FISIP UI **lulus tahun** 2003 **kota** Jakarta
S1 Ekstensi Adm. Niaga FISIP UI **lulus tahun** 2005 **kota** Jakarta

RIWAYAT PEKERJAAN

Nama Instansi : PT Bank Yudha Bhakti
Alamat Instansi : Bank Yudha Bhakti KaCapem Matraman
Kompleks Mitra Matraman Blok A1 No.8
Jl. Matraman Raya No.148, Jakarta Timur
No.Telp : 8577046, 8577120, 85918026; **fax** 8511984
Jabatan : Account Officer

Frequencies Karakteristik Responden

[DataSet1] D:\My Documents\175\spss.sav

Statistics

		jenis kelamin	lama keanggotaan	usia	pekerjaan	pendidikan	lama kenal klub
N	Valid	175	175	175	175	175	175
	Missing	0	0	0	0	0	0
Mean		1.08	3.17	2.61	2.31	3.39	3.82

Frequency Table

jenis kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	pria	161	92.0	92.0	92.0
	wanita	14	8.0	8.0	100.0
	Total	175	100.0	100.0	

lama keanggotaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2	34	19.4	19.4	19.4
	3-4	80	45.7	45.7	65.1
	5-6	59	33.7	33.7	98.9
	>6	2	1.1	1.1	100.0
	Total	175	100.0	100.0	

usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	26-34	70	40.0	40.0	40.0
	35-43	103	58.9	58.9	98.9
	44-52	2	1.1	1.1	100.0
	Total	175	100.0	100.0	

lama kenal klub

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5-8	52	29.7	29.7	29.7
9-12	103	58.9	58.9	88.6
>12	20	11.4	11.4	100.0
Total	175	100.0	100.0	

Frequencies Brand Awareness

[DataSet1] D:\My Documents\175\spss.sav

Statistics

		baw1	baw2	baw3	baw4	baw5
N	Valid	175	175	175	175	175
	Missing	0	0	0	0	0
Mean		4.65	4.53	4.65	4.65	4.67

Frequency Table

baw1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	61	34.9	34.9	34.9
5	114	65.1	65.1	100.0
Total	175	100.0	100.0	

baw2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	83	47.4	47.4	47.4
5	92	52.6	52.6	100.0
Total	175	100.0	100.0	

baw3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	61	34.9	34.9	34.9
	5	114	65.1	65.1	100.0
	Total	175	100.0	100.0	

baw4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	62	35.4	35.4	35.4
	5	113	64.6	64.6	100.0
	Total	175	100.0	100.0	

baw5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	58	33.1	33.1	33.1
	5	117	66.9	66.9	100.0
	Total	175	100.0	100.0	

Frequencies Brand Association

[DataSet1] D:\My Documents\175\spss.sav

Statistics

		bas1	bas2	bas3	bas4	bas5
N	Valid	175	175	175	175	175
	Missing	0	0	0	0	0
Mean		4.30	4.22	4.50	4.27	4.16

Frequency Table

bas1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	11	6.3	6.3	6.3
	4	101	57.7	57.7	64.0
	5	63	36.0	36.0	100.0
	Total	175	100.0	100.0	

bas2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	16	9.1	9.1	9.1
	4	105	60.0	60.0	69.1
	5	54	30.9	30.9	100.0
	Total	175	100.0	100.0	

bas3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	7	4.0	4.0	4.0
	4	73	41.7	41.7	45.7
	5	95	54.3	54.3	100.0
	Total	175	100.0	100.0	

bas4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	13	7.4	7.4	7.4
	4	102	58.3	58.3	65.7
	5	60	34.3	34.3	100.0
	Total	175	100.0	100.0	

bas5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	20	11.4	11.4	11.4
	4	107	61.1	61.1	72.6
	5	48	27.4	27.4	100.0
	Total	175	100.0	100.0	

Frequencies Brand Loyalty

[DataSet1] D:\My Documents\175\spss.sav

Statistics

		bl1	bl2	bl3	bl4	bl5
N	Valid	175	175	175	175	175
	Missing	0	0	0	0	0
Mean		4.41	4.50	4.59	4.59	4.65

Frequency Table

bl1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	2.9	2.9	2.9
	4	94	53.7	53.7	56.6
	5	76	43.4	43.4	100.0
	Total	175	100.0	100.0	

bl2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	88	50.3	50.3	50.3
	5	87	49.7	49.7	100.0
	Total	175	100.0	100.0	

b13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	72	41.1	41.1	41.1
	5	103	58.9	58.9	100.0
	Total	175	100.0	100.0	

b14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	71	40.6	40.6	40.6
	5	104	59.4	59.4	100.0
	Total	175	100.0	100.0	

b15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	61	34.9	34.9	34.9
	5	114	65.1	65.1	100.0
	Total	175	100.0	100.0	

Frequencies Perceived Quality

[DataSet1] D:\My Documents\175\spss.sav

Statistics

		pq1	pq2	pq3	pq4	pq5
N	Valid	175	175	175	175	175
	Missing	0	0	0	0	0
Mean		4.47	4.53	4.54	4.49	4.47

Frequency Table

pq1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	92	52.6	52.6	52.6
	5	83	47.4	47.4	100.0
	Total	175	100.0	100.0	

pq2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	83	47.4	47.4	47.4
	5	92	52.6	52.6	100.0
	Total	175	100.0	100.0	

pq3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	81	46.3	46.3	46.3
	5	94	53.7	53.7	100.0
	Total	175	100.0	100.0	

pq4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	90	51.4	51.4	51.4
	5	85	48.6	48.6	100.0
	Total	175	100.0	100.0	

pq5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	92	52.6	52.6	52.6
	5	83	47.4	47.4	100.0
	Total	175	100.0	100.0	

Reliability Brand Equity

[DataSet1] D:\My Documents\new175\spss175.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	175	100.0
	Excluded ^a	0	.0
	Total	175	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.892	20

Factor Analysis Brand Awareness

[DataSet1] D:\My Documents\175\spss.sav

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.759
Bartlett's Test of Sphericity	Approx. Chi-Square	374.687
	df	10
	Sig.	.000

Communalities

	Initial	Extraction
baw1	1.000	.546
baw2	1.000	.495
baw3	1.000	.741
baw4	1.000	.660
baw5	1.000	.563

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	3.005	60.107	60.107	3.005	60.107	60.107
2	.840	16.792	76.899			
3	.561	11.230	88.129			
4	.390	7.797	95.927			
5	.204	4.073	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
baw1	.739
baw2	.703
baw3	.861
baw4	.813
baw5	.750

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Factor Analysis Brand Association (Tahap 1)

[DataSet1] D:\My Documents\175\spss.sav

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.831
Bartlett's Test of Sphericity	Approx. Chi-Square	291.838
	df	10
	Sig.	.000

Communalities

	Initial	Extraction
bas1	1.000	.645
bas2	1.000	.577
bas3	1.000	.436
bas4	1.000	.672
bas5	1.000	.620

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	2.949	58.985	58.985	2.949	58.985	58.985
2	.707	14.134	73.119			
3	.510	10.197	83.315			
4	.466	9.313	92.628			
5	.369	7.372	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
bas1	.803
bas2	.760
bas3	.660
bas4	.819
bas5	.787

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Factor Analysis Brand Association (Tahap 2)

[DataSet1] D:\My Documents\175\spss.sav

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.796
Bartlett's Test of Sphericity	Approx. Chi-Square	236.912
	df	6
	Sig.	.000

Communalities

	Initial	Extraction
bas1	1.000	.678
bas2	1.000	.619
bas4	1.000	.658
bas5	1.000	.657

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	2.612	65.298	65.298	2.612	65.298	65.298
2	.526	13.156	78.453			
3	.480	12.006	90.460			
4	.382	9.540	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
bas1	.824
bas2	.787
bas4	.811
bas5	.811

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Factor Analysis Brand Loyalty (Tahap 1)

[DataSet1] D:\My Documents\175\spss.sav

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.703
Bartlett's Test of Sphericity	Approx. Chi-Square	468.510
	df	10
	Sig.	.000

Communalities

	Initial	Extraction
bl1	1.000	.394
bl2	1.000	.548
bl3	1.000	.776
bl4	1.000	.748
bl5	1.000	.515

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	2.981	59.611	59.611	2.981	59.611	59.611
2	.893	17.855	77.465			
3	.665	13.296	90.761			
4	.360	7.192	97.953			
5	.102	2.047	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
bl1	.628
bl2	.740
bl3	.881
bl4	.865
bl5	.717

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Factor Analysis Brand Loyalty (Tahap 2)

[DataSet1] D:\My Documents\175\spss.sav

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.647
Bartlett's Test of Sphericity	Approx. Chi-Square	421.072
	df	6
	Sig.	.000

Communalities

	Initial	Extraction
bl2	1.000	.575
bl3	1.000	.785
bl4	1.000	.746
bl5	1.000	.574

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	2.680	66.994	66.994	2.680	66.994	66.994
2	.847	21.164	88.159			
3	.371	9.281	97.440			
4	.102	2.560	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
bl2	.758
bl3	.886
bl4	.864
bl5	.757

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Factor Analysis Perceived Quality (Tahap 1)

[DataSet1] D:\My Documents\175\spss.sav

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.766
Bartlett's Test of Sphericity	Approx. Chi-Square	199.301
	df	10
	Sig.	.000

Communalities

	Initial	Extraction
ppq1	1.000	.536
ppq2	1.000	.255
ppq3	1.000	.514
ppq4	1.000	.663
ppq5	1.000	.561

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	2.530	50.607	50.607	2.530	50.607	50.607
2	.872	17.443	68.051			
3	.645	12.908	80.959			
4	.560	11.191	92.150			
5	.393	7.850	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
pq1	.732
pq2	.505
pq3	.717
pq4	.815
pq5	.749

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Factor Analysis Perceived Quality (Tahap 2)

[DataSet1] D:\My Documents\175\spss.sav

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.749
Bartlett's Test of Sphericity	Approx. Chi-Square	174.617
	df	6
	Sig.	.000

Communalities

	Initial	Extraction
pq1	1.000	.522
pq3	1.000	.562
pq4	1.000	.687
pq5	1.000	.589

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	2.359	58.981	58.981	2.359	58.981	58.981
2	.647	16.171	75.152			
3	.596	14.896	90.048			
4	.398	9.952	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
pq1	.722
pq3	.750
pq4	.829
pq5	.767

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Crosstabs

[DataSet1] D:\data budi\My Documents\univariate\spss175_univariate.sav

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
baw1 * lama keanggotaan	175	100.0%	0	.0%	175	100.0%
baw2 * lama keanggotaan	175	100.0%	0	.0%	175	100.0%
baw3 * lama keanggotaan	175	100.0%	0	.0%	175	100.0%
baw4 * lama keanggotaan	175	100.0%	0	.0%	175	100.0%
baw5 * lama keanggotaan	175	100.0%	0	.0%	175	100.0%

baw1 * lama keanggotaan Crosstabulation

Count

		lama keanggotaan				Total
		1-2	3-4	5-6	>6	
baw1	4	8	28	25	0	61
	5	26	52	34	2	114
Total		34	80	59	2	175

baw2 * lama keanggotaan Crosstabulation

Count

		lama keanggotaan				Total
		1-2	3-4	5-6	>6	
baw2	4	12	40	31	0	83
	5	22	40	28	2	92
Total		34	80	59	2	175

baw3 * lama keanggotaan Crosstabulation

Count

		lama keanggotaan				Total
		1-2	3-4	5-6	>6	
baw3	4	9	29	23	0	61
	5	25	51	36	2	114
Total		34	80	59	2	175

baw4 * lama keanggotaan Crosstabulation

Count

		lama keanggotaan				Total
		1-2	3-4	5-6	>6	
baw4	4	10	30	22	0	62
	5	24	50	37	2	113
Total		34	80	59	2	175

baw5 * lama keanggotaan Crosstabulation

Count

		lama keanggotaan				Total
		1-2	3-4	5-6	>6	
baw5	4	6	25	27	0	58
	5	28	55	32	2	117
Total		34	80	59	2	175

Crosstabs

[DataSet1] D:\data budi\My Documents\univariate\spss175_univariate.sav

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
baw1 * lama kenal klub	175	100.0%	0	.0%	175	100.0%
baw2 * lama kenal klub	175	100.0%	0	.0%	175	100.0%
baw3 * lama kenal klub	175	100.0%	0	.0%	175	100.0%
baw4 * lama kenal klub	175	100.0%	0	.0%	175	100.0%
baw5 * lama kenal klub	175	100.0%	0	.0%	175	100.0%

baw1 * lama kenal klub Crosstabulation

Count

		lama kenal klub			Total
		5-8	9-12	>12	
baw1	4	16	39	6	61
	5	36	64	14	114
Total		52	103	20	175

baw2 * lama kenal klub Crosstabulation

Count

		lama kenal klub			Total
		5-8	9-12	>12	
baw2	4	23	53	7	83
	5	29	50	13	92
Total		52	103	20	175

baw3 * lama kenal klub Crosstabulation

Count

		lama kenal klub			Total
		5-8	9-12	>12	
baw3	4	14	39	8	61
	5	38	64	12	114
Total		52	103	20	175

baw4 * lama kenal klub Crosstabulation

Count

		lama kenal klub			Total
		5-8	9-12	>12	
baw4	4	15	39	8	62
	5	37	64	12	113
Total		52	103	20	175

baw5 * lama kenal klub Crosstabulation

Count

		lama kenal klub			Total
		5-8	9-12	>12	
baw5	4	18	36	4	58
	5	34	67	16	117
Total		52	103	20	175

Crosstabs

[DataSet1] D:\data budi\My Documents\univariate\spss175_univariate.sav

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
bas1 * lama keanggotaan	175	100.0%	0	.0%	175	100.0%
bas2 * lama keanggotaan	175	100.0%	0	.0%	175	100.0%
bas4 * lama keanggotaan	175	100.0%	0	.0%	175	100.0%
bas5 * lama keanggotaan	175	100.0%	0	.0%	175	100.0%

bas1 * lama keanggotaan Crosstabulation

Count

		lama keanggotaan				Total
		1-2	3-4	5-6	>6	
bas1	3	2	6	3	0	11
	4	18	50	32	1	101
	5	14	24	24	1	63
Total		34	80	59	2	175

bas2 * lama keanggotaan Crosstabulation

Count		lama keanggotaan				Total
		1-2	3-4	5-6	>6	
bas2	3	2	10	4	0	16
	4	18	49	36	2	105
	5	14	21	19	0	54
Total		34	80	59	2	175

bas4 * lama keanggotaan Crosstabulation

Count		lama keanggotaan				Total
		1-2	3-4	5-6	>6	
bas4	3	2	8	3	0	13
	4	18	49	34	1	102
	5	14	23	22	1	60
Total		34	80	59	2	175

bas5 * lama keanggotaan Crosstabulation

Count		lama keanggotaan				Total
		1-2	3-4	5-6	>6	
bas5	3	3	9	7	1	20
	4	22	50	34	1	107
	5	9	21	18	0	48
Total		34	80	59	2	175

Crosstabs

[DataSet1] D:\data budi\My Documents\univariate\spss175_univariate.sav

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
bas1 * lama kenal klub	175	100.0%	0	.0%	175	100.0%
bas2 * lama kenal klub	175	100.0%	0	.0%	175	100.0%
bas4 * lama kenal klub	175	100.0%	0	.0%	175	100.0%
bas5 * lama kenal klub	175	100.0%	0	.0%	175	100.0%

bas1 * lama kenal klub Crosstabulation

Count

		lama kenal klub			Total
		5-8	9-12	>12	
bas1	3	0	7	4	11
	4	32	57	12	101
	5	20	39	4	63
Total		52	103	20	175

bas2 * lama kenal klub Crosstabulation

Count

		lama kenal klub			Total
		5-8	9-12	>12	
bas2	3	4	10	2	16
	4	33	62	10	105
	5	15	31	8	54
Total		52	103	20	175

bas4 * lama kenal klub Crosstabulation

Count

		lama kenal klub			Total
		5-8	9-12	>12	
bas4	3	0	8	5	13
	4	28	62	12	102
	5	24	33	3	60
Total		52	103	20	175

bas5 * lama kenal klub Crosstabulation

Count

		lama kenal klub			Total
		5-8	9-12	>12	
bas5	3	5	12	3	20
	4	29	65	13	107
	5	18	26	4	48
Total		52	103	20	175

Crosstabs

[DataSet1] D:\data budi\My Documents\univariate\spss175_univariate.sav

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
bl2 * lama keanggotaan	175	100.0%	0	.0%	175	100.0%
bl3 * lama keanggotaan	175	100.0%	0	.0%	175	100.0%
bl4 * lama keanggotaan	175	100.0%	0	.0%	175	100.0%
bl5 * lama keanggotaan	175	100.0%	0	.0%	175	100.0%

bl2 * lama keanggotaan Crosstabulation

Count

		lama keanggotaan				Total
		1-2	3-4	5-6	>6	
bl2	4	12	45	31	0	88
	5	22	35	28	2	87
Total		34	80	59	2	175

bl3 * lama keanggotaan Crosstabulation

Count

		lama keanggotaan				Total
		1-2	3-4	5-6	>6	
bl3	4	12	37	23	0	72
	5	22	43	36	2	103
Total		34	80	59	2	175

bl4 * lama keanggotaan Crosstabulation

Count

		lama keanggotaan				Total
		1-2	3-4	5-6	>6	
bl4	4	12	36	23	0	71
	5	22	44	36	2	104
Total		34	80	59	2	175

bl5 * lama keanggotaan Crosstabulation

Count

		lama keanggotaan				Total
		1-2	3-4	5-6	>6	
bl5	4	6	27	28	0	61
	5	28	53	31	2	114
Total		34	80	59	2	175

Crosstabs

[DataSet1] D:\data budi\My Documents\univariate\spss175_univariate.sav

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
bl2 * lama kenal klub	175	100.0%	0	.0%	175	100.0%
bl3 * lama kenal klub	175	100.0%	0	.0%	175	100.0%
bl4 * lama kenal klub	175	100.0%	0	.0%	175	100.0%
bl5 * lama kenal klub	175	100.0%	0	.0%	175	100.0%

bl2 * lama kenal klub Crosstabulation

Count

		lama kenal klub			Total
		5-8	9-12	>12	
bl2	4	23	58	7	88
	5	29	45	13	87
Total		52	103	20	175

bl3 * lama kenal klub Crosstabulation

Count

		lama kenal klub			Total
		5-8	9-12	>12	
bl3	4	18	45	9	72
	5	34	58	11	103
Total		52	103	20	175

bl4 * lama kenal klub Crosstabulation

Count

		lama kenal klub			Total
		5-8	9-12	>12	
bl4	4	18	45	8	71
	5	34	58	12	104
Total		52	103	20	175

bl5 * lama kenal klub Crosstabulation

Count

		lama kenal klub			Total
		5-8	9-12	>12	
bl5	4	18	39	4	61
	5	34	64	16	114
Total		52	103	20	175

Crosstabs

[DataSet1] D:\data budi\My Documents\univariate\spss175_univariate.sav

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
pq1 * lama keanggotaan	175	100.0%	0	.0%	175	100.0%
pq3 * lama keanggotaan	175	100.0%	0	.0%	175	100.0%
pq4 * lama keanggotaan	175	100.0%	0	.0%	175	100.0%
pq5 * lama keanggotaan	175	100.0%	0	.0%	175	100.0%

pq1 * lama keanggotaan Crosstabulation

Count

		lama keanggotaan				Total
		1-2	3-4	5-6	>6	
pq1	4	19	40	31	2	92
	5	15	40	28	0	83
Total		34	80	59	2	175

pq3 * lama keanggotaan Crosstabulation

Count

		lama keanggotaan				Total
		1-2	3-4	5-6	>6	
pq3	4	15	33	31	2	81
	5	19	47	28	0	94
Total		34	80	59	2	175

pq4 * lama keanggotaan Crosstabulation

Count

		lama keanggotaan				Total
		1-2	3-4	5-6	>6	
pq4	4	14	46	29	1	90
	5	20	34	30	1	85
Total		34	80	59	2	175

pq5 * lama keanggotaan Crosstabulation

Count

		lama keanggotaan				Total
		1-2	3-4	5-6	>6	
pq5	4	18	43	30	1	92
	5	16	37	29	1	83
Total		34	80	59	2	175

Crosstabs

[DataSet1] D:\data budi\My Documents\univariate\spss175_univariate.sav

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
pq1 * lama kenal klub	175	100.0%	0	.0%	175	100.0%
pq3 * lama kenal klub	175	100.0%	0	.0%	175	100.0%
pq4 * lama kenal klub	175	100.0%	0	.0%	175	100.0%
pq5 * lama kenal klub	175	100.0%	0	.0%	175	100.0%

pq1 * lama kenal klub Crosstabulation

Count

		lama kenal klub			Total
		5-8	9-12	>12	
pq1	4	24	55	13	92
	5	28	48	7	83
Total		52	103	20	175

pq3 * lama kenal klub Crosstabulation

Count

		lama kenal klub			Total
		5-8	9-12	>12	
pq3	4	20	50	11	81
	5	32	53	9	94
Total		52	103	20	175

pq4 * lama kenal klub Crosstabulation

Count

		lama kenal klub			Total
		5-8	9-12	>12	
pq4	4	22	55	13	90
	5	30	48	7	85
Total		52	103	20	175

pq5 * lama kenal klub Crosstabulation

Count

		lama kenal klub			Total
		5-8	9-12	>12	
pq5	4	24	57	11	92
	5	28	46	9	83
Total		52	103	20	175



UNIVERSITAS INDONESIA
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
DEPARTEMEN ILMU ADMINISTRASI
PROGRAM PASCASARJANA
PROGRAM STUDI ILMU ADMINISTRASI
KEKHUSUSAN ADMINISTRASI DAN KEBIJAKAN BISNIS

No Kuesioner

Jakarta,

2008

Kepada Yth :

Bapak / Ibu / Saudara / i

Di tempat

Dengan Hormat,

Saya, mahasiswa Universitas Indonesia, Fakultas Ilmu Sosial dan Ilmu Politik, Program Pasca Sarjana, Departemen Ilmu Administrasi, sedang dalam tahap menyelesaikan tugas akhir untuk memenuhi beberapa syarat dalam meraih gelar magister di Universitas Indonesia. Saat ini saya sedang melakukan penelitian tentang Liverpool dengan judul "**Analisis Ekuitas Merek Pada Klub Sepakbola Liverpool F.C**".

Sehubungan dengan hal ini saya mohon agar Bapak / Ibu / Saudara / i untuk berkenan meluangkan waktunya untuk mengisi kuesioner ini. Seluruh informasi yang diberikan hanya digunakan untuk keperluan penelitian akademis semata dan tidak ada tujuan lain serta tidak untuk dipublikasikan secara luas.

Atas kerjasama Bapak / Ibu / Saudara / i untuk meluangkan waktu menjawab kuesioner ini dengan lengkap dan jujur, saya ucapkan banyak terima kasih.

Hormat saya,

Budi S.M

KUESIONER

BAGIAN I

Identitas Responden (Hanya untuk kepentingan penelitian)

Petunjuk : Mohon diisi dengan diberi tanda silang (**X**) sesuai dengan profil anda

1. Jenis Kelamin : a. Pria b. Wanita
2. Apakah anda anggota klub Big Reds : a. Ya b. Tidak
(Jika jawaban anda tidak **Stop** sampai disini)
3. Sudah berapa lama anda menjadi anggota klub Big Reds :
 - a. < 1 Tahun
 - b. 1 – 2 Tahun
 - c. 3 – 4 Tahun
 - d. 4 – 5 Tahun
 - e. > 5 Tahun
4. Usia anda sekarang :
 - a. 17 – 25 Tahun
 - b. 26 – 34 Tahun
 - c. 35 – 43 Tahun
 - d. 44 – 52 Tahun
 - e. > 52 Tahun
7. Sudah berapa lama anda mengenal Liverpool
 - a. < 1 Tahun
 - b. 1 – 4 Tahun
 - c. 5 – 8 Tahun
 - d. 9 – 12 Tahun
 - e. > 12 Tahun

BAGIAN II

Petunjuk: Pilih jawaban anda dari beberapa jawaban yang ada dengan memberi tanda (X)

KETERANGAN

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

EKUITAS MEREK

Brand Awareness

No	Pernyataan	STS	TS	N	S	SS
1	Saat berbicara tentang sepakbola, yang pertama kali diingat adalah Liverpool F.C.					
2	Saat berbicara tentang pemain sepakbola terbaik, yang pertama kali diingat adalah para pemain Liverpool F.C, seperti Kenny Dalglish, Ian Rush, dsb					
3	Saat berbicara tentang pelatih sepakbola terbaik, yang pertama kali diingat adalah para pelatih Liverpool F.C, seperti Bob Paisley, Joe Fagan, dsb					
4	Untuk mengingat Liverpool, tidak dibutuhkan bantuan terlebih dahulu seperti lambang dan logo Liverpool F.C					
5	Lambang Liverpool memiliki ciri-ciri yang mudah diingat					

Brand Association

No	Pernyataan	STS	TS	N	S	SS
1	Mewakili semangat pantang menyerah					
2	Pendukung Liverpool terdiri dari berbagai macam latar belakang					
3	Nama besar Liverpool sebagai pemegang gelar juara Liga Inggris dan lima kali juara Piala Champions masih dapat menciptakan daya magis					
4	Menjadi supporter resmi memberikan banyak manfaat					
5	Penunjukan Steven Gerrard sebagai <i>icon</i> Liverpool sudah tepat					

Brand Loyalty

No	Pernyataan	STS	TS	N	S	SS
1	Suka terhadap Liverpool karena mengikuti kebiasaan seseorang					
2	Suka terhadap Liverpool karena memiliki prestasi dan sejarah yang baik					
3	Suka terhadap Liverpool bukan karena ada pemain idola					
4	Bangga terhadap Liverpool menang ataupun kalah					
5	Mendukung Liverpool selamanya					

Perceived Quality

No	Pernyataan	STS	TS	N	S	SS
1	Musim ini Liverpool memiliki kestabilan permainan yang baik					
2	Musim ini pemain Liverpool memiliki ketahanan mental yang baik					
3	Komposisi pemain Liverpool musim ini sudah baik dan dapat bersaing					
4	Pelayanan Liverpool kepada penggemarnya sudah memuaskan					
5	Musim ini Liverpool memiliki prestasi yang cukup membanggakan.					