# LAMPIRAN

Lampiran 1 : Kuesioner Penelitian

**Kuesioner Penelitian**

**PENGARUH *CONSUMERS TRUST IN A BRAND* DAN *CONSUMER CHARACTERISTICS* TERHADAP *BRAND LOYALTY***

**(Suatu Studi pada PT Helmi Hendra Motor Cabang Kawali)**

**Kepada Yth. Responden**

Assalamu Alaikum Warahmatullahi Wabarakatuh

Dalam rangka penyelesaian tugas akhir, saya Dendi Jaelani Mahasiswa Program Studi Manajemen, Fakultas Ekonomi, Universitas Galuh Ciamis, sedang membuat penelitian yang berjudul "Pengaruh *Consumers Trust In A Brand* dan *Consumer Characteristics* Terhadap *Brand Loyalty* (Suatu Studi Pada PT Helmi Hendra Motor Cabang Kawali)

Saya mohon kesedian saudara/i untuk dapat meluangkan waktu sejenak mengisi kuesioner di bawah ini. Hasil dari jawaban anda akan sangat membantu saya dalam menyelesaikan penelitian ini.

Demikian atas kesediaan dan kerjasamanya. Saya ucapkan terima kasih

Wassalamu Alaikum Warahmatullahi Wabarakatuh.

**DATA RESPONDEN**

Nama : . ..... .

Jenis Kelamin : ☐ Perempuan ☐ Laki-laki

Usia : ☐ <20 Tahun ☐ 20-25 Tahun ☐ 26-30 Tahun ☐ 31-35 Tahun ☐ >35 Tahun

Pekerjaan : ☐ PNS/BUMN/BUMD/TNI/POLRI

☐ Pegawai/Karyawan Swasta/Buruh

☐ Ibu Rumah Tangga

☐ Mahasiswa/Pelajar

☐ Wiraswasta

☐

Lainnya

Penghasilan/Bulan : ☐ <Rp. 1.000.000 ☐ Rp. 1.000.000 - Rp. 3.000.000 ☐ >Rp. 3.000.000

Jumlah Pembelian : ☐ 1 Kali ☐ 2-5 Kali ☐ >5 Kali

**PETUNJUK PENGISIAN KUESIONER**

Pilihlah salah satu jawaban yang tersedia dengan memberikan tanda (√) pada salah satu jawaban yang anda anggap paling sesuai. Ada lima alternatif jawaban yang dapat dipilih.

SS : Sangat Setuju ST : Setuju RG : Ragu-ragu

TS : Tidak Setuju STS : Sangat Tidak Setuju

**DAFTAR PERTANYAAN**

1. Variabel *Customer Trust*

| NO | PERTANYAAN | JAWABAN | | | | |
|---|---|---|---|---|---|---|
| | | SS | S | RG | TS | STS |
| 1 | PT Helmi Hendra Motor Kawali mengutamakan kepuasan konsumen | | | | | |
| 2 | PT Helmi Hendra Motor Kawali mampu menyediakan produk yang berkualitas secara konsisten | | | | | |
| 3 | Saya percaya PT Helmi Hendra Motor Kawali mampu memenuhi harapan saya terhadap produknya | | | | | |
| 4 | PT Helmi Hendra Motor Kawali selalu memberikan informasi | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| | produk secara jujur dan dapat dipercaya | | | | | |
| 5 | Saya Tidak akan berpindah dari produk yang ada di PT Helmi Hendra Motor Kawali karena rasa khawatir tidak cocok terhadap merek lain | | | | | |

2. Variabel *Customer Characteristics*

| NO | PERNYATAAN | JAWABAN | | | | |
|---|---|---|---|---|---|---|
| | | SS | S | RG | TS | STS |
| 1 | Nilai dan kebiasaan yang saya anut memengaruhi Keputusan saya membeli sepeda motor di di PT Helmi Hendra Motor Kawali | | | | | |
| 2 | Lingkungan tempat tinggal saya memengaruhi pilihan saya membeli sepeda motor di PT Helmi Hendra Motor Kawali | | | | | |
| 3 | Harga dan pilihan motor di PT Helmi Honda Motor Kawali sesuai dengan kemampuan ekonomi saya | | | | | |
| 4 | Saran dari keluarga, Teman, dan kerabat memengaruhi saya untuk membeli sepeda motor di PT Helmi Hendra Motor Kawali | | | | | |
| 5 | Pengalaman pribadi yang memuaskan membuat saya tertarik Kembali membeli atau | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| | menggunakan layanan PT Helmi Hendra Motor Kawali | | | | | |

*3.* Variabel *Brand Loyalty*

| NO | PERTANYAAN | JAWABAN | | | | |
|---|---|---|---|---|---|---|
| | | SS | S | RG | TS | STS |
| 1 | PT Helmi Honda Motor Kawali menjadi pilihan utama saya saat akan membeli motor | | | | | |
| 2 | Saya akan mengatakan hal-hal yang baik tentang PT Helmi Honda Motor Kawali kepada orang lain | | | | | |
| 3 | Saya merasa puas sehingga saya memberikan penilaian yang baik terhadap PT Helmi Hendra Motor Kawali | | | | | |
| 4 | Saya akan menyarankan keluarga atau teman untuk membeli motor di PT Helmi Hendra Motor Kawali | | | | | |
| 5 | Saya akan merekomendasikan PT Helmi Honda Motor Kawali kepada orang lain jika mereka ingin membeli motor | | | | | |

Lampiran 2 Tabulasi Data

| NO | *Customer Trust* | | | | | Jumlah | *Customer Characteristics* | | | | | Jumlah | *Brand Loyalty* | | | | | Jumlah |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **1** | 1 | 2 | 3 | 4 | 5 | | 1 | 2 | 3 | 4 | 5 | | 1 | 2 | 3 | 4 | 5 | |
| **2** | 3 | 4 | 3 | 4 | 3 | 17 | 4 | 4 | 4 | 3 | 3 | 18 | 5 | 2 | 5 | 2 | 3 | 17 |
| **3** | 3 | 3 | 4 | 4 | 3 | 17 | 3 | 4 | 3 | 5 | 4 | 19 | 4 | 3 | 2 | 5 | 4 | 18 |
| **4** | 4 | 3 | 4 | 3 | 4 | 18 | 3 | 3 | 3 | 4 | 4 | 17 | 3 | 3 | 3 | 3 | 4 | 16 |
| **5** | 3 | 4 | 2 | 4 | 3 | 16 | 3 | 3 | 3 | 3 | 3 | 15 | 4 | 3 | 3 | 4 | 3 | 17 |
| **6** | 3 | 4 | 4 | 4 | 3 | 18 | 3 | 3 | 4 | 4 | 4 | 18 | 4 | 3 | 4 | 3 | 4 | 18 |
| **7** | 5 | 4 | 3 | 3 | 4 | 19 | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 4 | 3 | 3 | 3 | 17 |
| **8** | 4 | 3 | 3 | 3 | 4 | 17 | 5 | 4 | 4 | 3 | 3 | 19 | 5 | 3 | 5 | 5 | 4 | 22 |
| **9** | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 4 | 4 | 17 | 4 | 4 | 3 | 3 | 2 | 16 |
| **10** | 3 | 3 | 3 | 3 | 3 | 15 | 4 | 3 | 3 | 4 | 4 | 18 | 3 | 3 | 3 | 4 | 4 | 17 |
| **11** | 3 | 3 | 2 | 4 | 3 | 15 | 4 | 2 | 2 | 4 | 4 | 16 | 2 | 3 | 3 | 2 | 5 | 15 |
| **12** | 4 | 5 | 5 | 5 | 4 | 23 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 4 | 4 | 5 | 22 |
| **13** | 5 | 5 | 4 | 4 | 4 | 22 | 4 | 5 | 5 | 5 | 4 | 23 | 4 | 4 | 4 | 4 | 4 | 20 |
| **14** | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| **15** | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 4 | 4 | 3 | 5 | 20 | 4 | 4 | 5 | 4 | 4 | 21 |
| **16** | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| **17** | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 4 | 4 | 4 | 5 | 22 | 4 | 5 | 5 | 5 | 5 | 24 |
| **18** | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 4 | 4 | 4 | 3 | 19 | 4 | 5 | 4 | 4 | 5 | 22 |
| **19** | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| **20** | 5 | 5 | 5 | 4 | 4 | 23 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 5 | 21 |
| **21** | 5 | 3 | 4 | 3 | 3 | 18 | 5 | 5 | 5 | 5 | 4 | 24 | 4 | 5 | 5 | 5 | 5 | 24 |
| **22** | 5 | 4 | 5 | 4 | 4 | 22 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| **23** | 5 | 3 | 3 | 3 | 3 | 17 | 4 | 3 | 4 | 4 | 5 | 20 | 4 | 2 | 4 | 5 | 4 | 19 |
| **24** | 4 | 3 | 3 | 4 | 4 | 18 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 5 | 21 |
| **25** | 4 | 3 | 3 | 3 | 3 | 16 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 2 | 4 | 4 | 4 | 18 |
| **26** | 4 | 4 | 4 | 2 | 4 | 18 | 5 | 4 | 4 | 5 | 5 | 23 | 4 | 4 | 4 | 4 | 4 | 20 |
| **27** | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| **28** | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 4 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 5 | 25 |
| **29** | 5 | 4 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 20 |
| **30** | 4 | 5 | 5 | 4 | 4 | 22 | 5 | 4 | 4 | 4 | 5 | 22 | 3 | 4 | 4 | 4 | 4 | 19 |
| **31** | 5 | 4 | 4 | 4 | 4 | 21 | 5 | 4 | 4 | 4 | 5 | 22 | 5 | 5 | 4 | 4 | 5 | 23 |
| **32** | 4 | 4 | 3 | 3 | 3 | 17 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **33** | 5 | 3 | 3 | 3 | 3 | 17 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 4 | 4 | 4 | 4 | 20 |
| **34** | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 3 | 19 | 4 | 4 | 5 | 4 | 4 | 21 |
| **35** | 5 | 4 | 4 | 3 | 4 | 20 | 5 | 4 | 4 | 4 | 5 | 22 | 5 | 4 | 5 | 5 | 5 | 24 |
| **36** | 4 | 2 | 3 | 2 | 2 | 13 | 4 | 5 | 4 | 5 | 5 | 23 | 5 | 5 | 4 | 4 | 4 | 22 |
| **37** | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 4 | 4 | 23 |
| **38** | 4 | 4 | 4 | 4 | 3 | 19 | 4 | 4 | 4 | 4 | 5 | 21 | 4 | 4 | 4 | 4 | 4 | 20 |
| **39** | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 |
| **40** | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 5 | 5 | 4 | 23 | 3 | 3 | 3 | 4 | 3 | 16 |
| **41** | 3 | 3 | 5 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 5 | 4 | 5 | 22 |
| **42** | 4 | 3 | 4 | 5 | 4 | 20 | 4 | 5 | 5 | 5 | 4 | 23 | 4 | 4 | 4 | 3 | 5 | 20 |
| **43** | 4 | 4 | 4 | 3 | 4 | 19 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 20 |
| **44** | 4 | 4 | 5 | 5 | 5 | 23 | 5 | 4 | 4 | 5 | 5 | 23 | 5 | 5 | 5 | 3 | 3 | 21 |
| **45** | 4 | 3 | 3 | 3 | 3 | 16 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| **46** | 4 | 4 | 4 | 5 | 4 | 21 | 5 | 5 | 4 | 4 | 4 | 22 | 4 | 4 | 4 | 4 | 4 | 20 |
| **47** | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 5 | 4 | 21 | 3 | 4 | 4 | 4 | 4 | 19 |
| **48** | 5 | 4 | 4 | 5 | 5 | 23 | 5 | 5 | 5 | 5 | 4 | 24 | 4 | 4 | 5 | 5 | 5 | 23 |
| **49** | 4 | 4 | 4 | 5 | 5 | 22 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 5 | 5 | 5 | 24 |
| **50** | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 4 | 4 | 4 | 19 | 5 | 5 | 5 | 5 | 5 | 25 |
| **51** | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 4 | 4 | 5 | 22 | 4 | 4 | 5 | 5 | 5 | 23 |
| **52** | 5 | 4 | 4 | 4 | 4 | 21 | 4 | 5 | 5 | 5 | 4 | 23 | 4 | 4 | 4 | 5 | 5 | 22 |
| **53** | 4 | 3 | 4 | 2 | 3 | 16 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 20 |
| **54** | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 1 | 5 | 5 | 5 | 21 |
| **55** | 4 | 4 | 4 | 3 | 4 | 19 | 5 | 4 | 4 | 4 | 5 | 22 | 4 | 4 | 4 | 4 | 5 | 21 |
| **56** | 4 | 2 | 3 | 2 | 4 | 15 | 3 | 5 | 5 | 5 | 5 | 23 | 4 | 4 | 4 | 5 | 5 | 22 |
| **57** | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| **58** | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 4 | 4 | 4 | 4 | 21 |
| **59** | 5 | 4 | 4 | 5 | 5 | 23 | 4 | 4 | 4 | 5 | 4 | 21 | 3 | 2 | 4 | 4 | 4 | 17 |
| **60** | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| **61** | 4 | 5 | 5 | 4 | 5 | 23 | 4 | 5 | 4 | 5 | 4 | 22 | 4 | 4 | 4 | 4 | 4 | 20 |
| **62** | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 5 | 21 |
| **63** | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 5 | 21 |
| **64** | 5 | 4 | 4 | 4 | 4 | 21 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 5 | 5 | 5 | 24 |
| **65** | 5 | 4 | 4 | 5 | 5 | 23 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 2 | 4 | 4 | 4 | 18 |
| **66** | 5 | 4 | 4 | 4 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 3 | 3 | 4 | 17 |
| **67** | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 2 | 5 | 5 | 4 | 21 |
| **68** | 4 | 3 | 3 | 3 | 3 | 16 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |

| | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **69** | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 20 |
| **70** | 4 | 3 | 3 | 4 | 4 | 18 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 20 |
| **71** | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 3 | 19 | 4 | 4 | 4 | 4 | 4 | 20 |
| **72** | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 4 | 20 |
| **73** | 5 | 3 | 3 | 5 | 5 | 21 | 5 | 5 | 4 | 5 | 5 | 24 | 4 | 4 | 4 | 4 | 5 | 21 |
| **74** | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 3 | 4 | 4 | 4 | 19 |
| **75** | 4 | 2 | 3 | 3 | 3 | 15 | 4 | 3 | 3 | 4 | 5 | 19 | 4 | 4 | 5 | 5 | 5 | 23 |
| **76** | 4 | 3 | 4 | 3 | 4 | 18 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 4 | 4 | 4 | 4 | 20 |
| **77** | 2 | 3 | 4 | 3 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 4 | 4 | 4 | 4 | 21 |
| **78** | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 20 |
| **79** | 4 | 3 | 5 | 3 | 3 | 18 | 3 | 4 | 4 | 3 | 2 | 16 | 3 | 4 | 3 | 3 | 4 | 17 |
| **80** | 4 | 4 | 5 | 4 | 4 | 21 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 2 | 4 | 4 | 4 | 18 |
| **81** | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 4 | 4 | 4 | 20 |
| **82** | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 5 | 4 | 21 | 4 | 4 | 4 | 4 | 4 | 20 |
| **83** | 4 | 5 | 2 | 5 | 2 | 18 | 4 | 3 | 3 | 4 | 4 | 18 | 4 | 4 | 4 | 3 | 2 | 17 |
| **84** | 4 | 3 | 3 | 3 | 4 | 17 | 4 | 3 | 3 | 4 | 4 | 18 | 3 | 3 | 2 | 3 | 2 | 13 |
| **85** | 4 | 4 | 5 | 5 | 3 | 21 | 4 | 4 | 3 | 4 | 3 | 18 | 3 | 3 | 3 | 3 | 3 | 15 |
| **86** | 5 | 3 | 3 | 3 | 4 | 18 | 3 | 4 | 2 | 3 | 3 | 15 | 4 | 3 | 3 | 3 | 4 | 17 |
| **87** | 4 | 5 | 2 | 3 | 4 | 18 | 4 | 3 | 3 | 4 | 3 | 17 | 3 | 4 | 3 | 3 | 2 | 15 |
| **88** | 4 | 4 | 4 | 4 | 3 | 19 | 4 | 3 | 3 | 4 | 3 | 17 | 5 | 3 | 3 | 4 | 4 | 19 |
| **89** | 5 | 4 | 5 | 5 | 4 | 23 | 4 | 5 | 5 | 5 | 3 | 22 | 4 | 5 | 4 | 3 | 4 | 20 |
| **90** | 4 | 3 | 2 | 3 | 3 | 15 | 4 | 3 | 4 | 4 | 4 | 19 | 4 | 3 | 4 | 4 | 3 | 18 |
| **91** | 5 | 4 | 3 | 4 | 5 | 21 | 2 | 4 | 3 | 3 | 4 | 16 | 4 | 3 | 3 | 3 | 3 | 16 |
| **92** | 4 | 3 | 3 | 2 | 5 | 17 | 3 | 3 | 3 | 4 | 4 | 17 | 4 | 4 | 3 | 3 | 2 | 16 |
| **93** | 4 | 3 | 3 | 3 | 4 | 17 | 4 | 3 | 3 | 4 | 4 | 18 | 3 | 3 | 3 | 3 | 4 | 16 |
| **94** | 4 | 5 | 3 | 5 | 2 | 19 | 3 | 2 | 2 | 4 | 4 | 15 | 4 | 3 | 3 | 3 | 4 | 17 |
| **95** | 4 | 3 | 2 | 4 | 3 | 16 | 3 | 3 | 3 | 4 | 3 | 16 | 3 | 3 | 4 | 3 | 3 | 16 |
| **96** | 5 | 4 | 3 | 4 | 4 | 20 | 3 | 3 | 4 | 3 | 4 | 17 | 4 | 3 | 3 | 3 | 4 | 17 |
| **97** | 2 | 4 | 3 | 3 | 5 | 17 | 3 | 5 | 3 | 2 | 3 | 16 | 4 | 3 | 2 | 2 | 5 | 16 |
| **98** | 4 | 4 | 3 | 4 | 3 | 18 | 4 | 4 | 3 | 4 | 3 | 18 | 3 | 4 | 3 | 4 | 4 | 18 |
| **99** | 4 | 3 | 3 | 4 | 5 | 19 | 4 | 3 | 3 | 4 | 4 | 18 | 3 | 3 | 4 | 4 | 4 | 18 |
| **100** | 5 | 2 | 2 | 4 | 3 | 16 | 4 | 2 | 2 | 3 | 3 | 14 | 5 | 3 | 3 | 2 | 2 | 15 |
| **101** | 3 | 5 | 4 | 5 | 4 | 21 | 3 | 4 | 4 | 3 | 3 | 17 | 4 | 4 | 2 | 4 | 3 | 17 |
| **∑** | **418** | **380** | **381** | **386** | **393** | **1943** | **412** | **407** | **398** | **429** | **419** | **2050** | **404** | **379** | **398** | **397** | **413** | **1976** |

Lampiran 3 Hasil Output SPSS

1. Pengaruh *Customer Trust* terhadap *brand loyalty*

a. Analisis Regresi Linier Sederhana

**Coefficients[a]**

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | 11.505 | 1.836 | | 6.267 | <,001 |
| | CUSTOMER TRUST | .425 | .094 | .417 | 4.538 | <,001 |

a. Dependent Variable: BRAND LOYALTY

b. Analisis Korelasi Sederhana

**Correlations**

| | | CUSTOMER TRUST | BRAND LOYALTY |
|---|---|---|---|
| CUSTOMER TRUST | Pearson Correlation | 1 | .417** |
| | Sig. (2-tailed) | | <,001 |
| | N | 100 | 100 |
| BRAND LOYALTY | Pearson Correlation | .417** | 1 |
| | Sig. (2-tailed) | <,001 | |
| | N | 100 | 100 |

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

c. Koefisien Determinasi

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .417[a] | .174 | .165 | 2.485 |

a. Predictors: (Constant), CUSTOMER TRUST

d. Uji t

**Coefficients[a]**

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | 11.505 | 1.836 | | 6.267 | <,001 |
| | CUSTOMER TRUST | .425 | .094 | .417 | 4.538 | <,001 |

a. Dependent Variable: BRAND LOYALTY

2. Pengaruh *Customer Characteristics* terhadap *brand loyalty*

a. Analisis Regresi Linier Sederhana

**Coefficients[a]**

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | 5.930 | 1.430 | | 4.146 | <,001 |
| | CUSTOMER CHARACTERISTICS | .675 | .069 | .702 | 9.760 | <,001 |

a. Dependent Variable: BRAND LOYALTY

b. Analisis Korelasi Sederhana

**Correlations**

| | | CUSTOMER CHARACTERISTICS | BRAND LOYALTY |
|---|---|---|---|
| CUSTOMER CHARACTERISTICS | Pearson Correlation | 1 | .702** |
| | Sig. (2-tailed) | | <,001 |
| | N | 100 | 100 |
| BRAND LOYALTY | Pearson Correlation | .702** | 1 |
| | Sig. (2-tailed) | <,001 | |
| | N | 100 | 100 |

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

c. Koefisien Determinasi

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .702[a] | .493 | .488 | 1.946 |

a. Predictors: (Constant), CUSTOMER CHARACTERISTICS

d. Uji t

**Coefficients[a]**

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | 5.930 | 1.430 | | 4.146 | <,001 |
| | CUSTOMER CHARACTERISTICS | .675 | .069 | .702 | 9.760 | <,001 |

a. Dependent Variable: BRAND LOYALTY

3. Pengaruh *Customer Trust* dan *Customer Characteristics* Terhadap *Brand Loyalty*

   a. Analisis Regresi Linier Berganda

**Coefficients[a]**

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. |
|---|---|---|---|---|---|---|
| 1 | (Constant) | 4.948 | 1.655 | | 2.989 | .004 |
| | CUSTOMER TRUST | .098 | .084 | .096 | 1.172 | .244 |
| | CUSTOMER CHARACTERISTICS | .629 | .079 | .655 | 7.957 | <,001 |

a. Dependent Variable: BRAND LOYALTY

**Correlations**

| | | CUSTOMER TRUST | CUSTOMER CHARACTERISTICS | BRAND LOYALTY |
|---|---|---|---|---|
| CUSTOMER TRUST | Pearson Correlation | 1 | .489** | .417** |
| | Sig. (2-tailed) | | <,001 | <,001 |
| | N | 100 | 100 | 100 |
| CUSTOMER CHARACTERISTICS | Pearson Correlation | .489** | 1 | .702** |
| | Sig. (2-tailed) | <,001 | | <,001 |
| | N | 100 | 100 | 100 |
| BRAND LOYALTY | Pearson Correlation | .417** | .702** | 1 |
| | Sig. (2-tailed) | <,001 | <,001 | |
| | N | 100 | 100 | 100 |

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

   c. Koefisien Determinasi

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .707[a] | .500 | .490 | 1.943 |

a. Predictors: (Constant), CUSTOMER CHARACTERISTICS, CUSTOMER TRUST

   d. Uji F

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 366.127 | 2 | 183.064 | 48.502 | <,001[b] |
| | Residual | 366.113 | 97 | 3.774 | | |
| | Total | 732.240 | 99 | | | |

a. Dependent Variable: BRAND LOYALTY

b. Predictors: (Constant), CUSTOMER CHARACTERISTICS, CUSTOMER TRUST

Lampiran 4 Surat Permohonan Izin Penelitian

**UNIVERSITAS GALUH**
**FAKULTAS EKONOMI**
**PROGRAM STUDI MANAJEMEN : TERAKREDITASI "B" SK. NO. 5278/SK/BAN-PT/Akred/S/IX/2020**
**PROGRAM STUDI AKUNTANSI : TERAKREDITASI "B" SK. NO. 4682/SK/BAN-PT/Akred/S/VIII/2020**
**Jl. RE. Martadinata No. 150 Telp/Fax. (0265) 772060 - 778374 Ciamis 46251**

Nomor : 1143/34/SP/AK/D/V/2023
Lampiran : -
Perihal : *Ijin Penelitian Skripsi*

Kepada Yth,
Pimpinan Helmi Hendra Motor Cabang Kawali
di
Tempat

Dengan Hormat,

Berdasarkan Program Akademik Fakultas Ekonomi Universitas Galuh Ciamis, dalam rangka menyelesaikan studi mahasiswa diwajibkan untuk menyusun skripsi. Untuk keperluan tersebut kiranya Bapak/Ibu dapat membantu mahasiswa kami dalam melakukan penelitian dan pengumpulan data pada Perusahaan/Dinas/Instansi yang Bapak/Ibu pimpin. Adapun mahasiswa yang dimaksud adalah :

| | | |
|---|---|---|
| Nama | : | Dendi Jaelani |
| Nomor Pokok / NIM. | : | 3402190258 |
| Asal Program Studi | : | Manajemen |
| Tempat Tangal Lahir | : | Ciamis, 05 November 2000 |
| Telepon / HP | : | 081312040595 |
| Alamat | : | Dusun.Hayawang RT/RW.001/013 Desa.Winduraja Kec.Kawali Kab.Ciamis. |
| Lamanya Penelitian | : | **Mei s/d Juli 2023** |
| Judul Penelitian | : | Pengaruh Customer Trust in a Brand dan Customer Characteristic terhadap Brand Loyality |

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

**Ciamis, 20 Mei 2023**
Dekan,



**Dr. Nurdiana Mulyatini, S.E., M.M.**
NIK. 3112770079

Lampiran 5 Dokumentasi Penelitian









# DAFTAR RIWAYAT HIDUP


| | |
|---|---|
| Nama | : DENDI JAELANI |
| Tempat, Tanggal Lahir | : Ciamis, 05 November 2000 |
| Jenis Kelamin | : Laki-laki |
| Agama | : Islam |
| Alamat | : RT.001, RW.013, Dusun Hayawang, Desa Windiraja, Kecamatan Kawali, Kabupaten Ciamis. |
| Email | : dendijaelani00@gmail.com |


**Riwayat Pendidikan**

| | |
|---|---|
| Tahun 2007 - 2013 | : SD N 2 WINDURAJA |
| Tahun 2013 - 2016 | : SMP N 2 KAWALI |
| Tahun 2016 - 2019 | : SMA N 1 KAWALI |
| Tahun 2019 - Sekarang | : UNIVERSITAS GALUH |

# KARTU BIMBINGAN SKRIPSI
# TAHUN 2021/2022

**Nama Mahasiswa** : _____

**NIM** : _____

**Program Studi** : _____

**Judul Skripsi** : _____

_____

_____

_____

_____

_____

_____

**IPK** : _____

Pembimbing I : _____

**Pembimbing II** : _____

**SK Dekan No.** : _____