

LAMPIRAN

Lampiran 1 Kuesioner Penelitian

Hal: Pengisian Kuisisioner

Kepada Yth:

Saudara/I Mahasiswa Universitas Muhammadiyah Yogyakarta

Dengan hormat,

Saya yang bertanda tangan dibawah ini:

Nama : Shofiyatus Shodiqoh

Fakultas : Ekonomi

Jurusan : Manajemen

NIM : 20130410089

Pada kesempatan ini saya sebagai penulis mohon bantuan anda untuk meluangkan sedikit waktu untuk menjawab daftar pertanyaan (angket) yang terlampir.

Pengisian angket ini saya gunakan untuk kepentingan tugas akhir dengan mengambil judul “Pengaruh Kesadaran Merek, Persepsi Kualitas, Asosiasi Merek, dan Loyalitas Merek Terhadap Keputusan Pembelian *Smartphone*”. Oleh karena itu saya mohon kesediaan anda untuk mengisi dengan sejujurnya dan dijamin kerahasiaannya. Atas kesediaannya anda, saya ucapkan terima kasih.

Hormat saya,

Shofiyatus Shodiqoh

KUESIONER PENELITIAN

PENGARUH KESADARAN MEREK, PERSEPSI KUALITAS, ASOSIASI MEREK DAN LOYALITAS MEREK TERHADAP KEPUTUSAN PEMBELIAN *SMARTPHONE*

Identitas Responden

Nama :

Fakultas :

Jenis kelamin :

Umur :

Kuesioner Penelitian

Syarat responden:

1. Berusia 17-25 tahun
2. Pernah menggunakan atau sedang menggunakan *smartphone* Samsung

Petunjuk pengisian:

1. Pilihlah jawaban paling tepat menurut anda
2. Berikan tanda \surd (*checklist*) pada kolom pilihan yang telah disediakan

Keterangan:

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

KESADARAN MEREK						
NO	PERTANYAAN	STS	S	N	TS	SS
1	Apabila diminta untuk menyebutkan merek <i>smartphone</i> , yang pertama saya sebutkan adalah Samsung					
2	Saya mengetahui salah satu iklan <i>smartphone</i> Samsung yang ditayangkan di Televisi					
3	Saya dapat membedakan produk Samsung dengan yang lain hanya dengan melihat simbol saja					
PERSEPSI KUALITAS						
NO	PERTANYAAN	STS	S	N	TS	SS
4	Kualitas yang dimiliki oleh <i>smartphone</i> Samsung sudah sesuai dengan harapan saya					
5	Fitur yang dimiliki oleh <i>smartphone</i> Samsung telah bekerja dengan baik dan sesuai dengan harapan saya					
6	Fitur yang dimiliki oleh <i>smartphone</i> Samsung sudah sesuai dengan harapan saya					
ASOSIASI MEREK						
NO	PERTANYAAN	STS	S	N	TS	SS
7	Saya mengetahui dengan baik fitur apa saja yang dimiliki <i>smartphone</i> Samsung					
8	Saya merasa puas saat menggunakan <i>smartphone</i> Samsung dibandingkan dengan produk lainnya					
9	Harga <i>smartphone</i> Samsung lebih terjangkau dibandingkan dengan produk lainnya					

LOYALITAS MEREK						
NO	PERTANYAAN	STS	S	N	TS	SS
10	Saya akan selalu menggunakan produk <i>smartphone</i> Samsung					
11	Saya memiliki keinginan untuk melakukan pembelian kembali <i>smartphone</i> Samsung					
12	Saya akan merekomendasikan <i>smartphone</i> Samsung kepada orang lain					
KEPUTUSAN PEMBELIAN						
NO	PERTANYAAN	STS	S	N	TS	SS
13	<i>Smartphone</i> Samsung sebagai produk berkualitas yang membuat saya merasa tertarik untuk membelinya					
14	Tingginya informasi tentang <i>smartphone</i> Samsung diberbagai media menjadikan saya yakin untuk membeli produk tersebut					
15	Harga beli <i>smartphone</i> Samsung secara umum tidak mahal sehingga saya merasa tertarik untuk membelinya					
16	Standar kualitas <i>smartphone</i> Samsung yang baik membuat saya yakin untuk membelinya					
17	Pengaruh orang lain menjadikan saya yakin untuk membeli <i>smartphone</i> Samsung					
18	Sesuai dengan keinginan dan kemampuan, saya memutuskan untuk membeli <i>smartphone</i> Samsung					
19	Menurut saya <i>smartphone</i> Samsung memiliki kualitas yang baik sehingga saya membelinya					
20	Nama baik perusahaan <i>smartphone</i> Samsung menjadikan saya yakin lagi dalam membelinya					

Lampiran 2 Daftar Karakteristik Responden

No	Karakteristik		Jumlah	%
1	Fakultas	Fakultas Teknik	4	4%
		Fakultas Pertanian	3	3%
		Fakultas Kedokteran dan Ilmu Kesehatan	3	3%
		Fakultas Ekonomi dan Bisnis	44	44%
		Fakultas Agama Islam	3	3%
		Fakultas Hukum	9	9%
		Fakultas Pendidikan Bahasa	11	11%
		Fakultas Ilmu Sosial dan Ilmu Politik	23	23%
		TOTAL	100	100%
		2	Jenis Kelamin	Perempuan
Laki-laki	27			27%
TOTAL	100			100%
3	Usia	17	0	0%
		18	2	2%
		19	12	12%
		20	15	15%
		21	44	44%
		22	18	18%
		23	5	5%
		24	4	4%
		25	0	0%
		TOTAL	100	100%

Lampiran 3 Hasil Uji Validitas & Reliabilitas

1. Sampel Kecil
 - a. Kesadaran Merek

Correlations

		X1.1	X1.2	X1.3	TOTAL X1
X1.1	Pearson Correlation	1	.126	.202	.736**
	Sig. (2-tailed)		.440	.211	.000
	N	40	40	40	40
X1.2	Pearson Correlation	.126	1	.353*	.666**
	Sig. (2-tailed)	.440		.025	.000
	N	40	40	40	40
X1.3	Pearson Correlation	.202	.353*	1	.665**
	Sig. (2-tailed)	.211	.025		.000
	N	40	40	40	40
TOTAL X1	Pearson Correlation	.736**	.666**	.665**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	40	40	40	40

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

* . Correlation is significant at the 0.05 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.646	.651	3

b. Persepsi Kualitas

Correlations

		X2.1	X2.2	X2.3	TOTAL X2
X2.1	Pearson Correlation	1	.541**	.664**	.819**
	Sig. (2-tailed)		.000	.000	.000
	N	40	40	40	40
X2.2	Pearson Correlation	.541**	1	.766**	.888**
	Sig. (2-tailed)	.000		.000	.000
	N	40	40	40	40
X2.3	Pearson Correlation	.664**	.766**	1	.926**
	Sig. (2-tailed)	.000	.000		.000
	N	40	40	40	40
TOTAL X2	Pearson Correlation	.819**	.888**	.926**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	40	40	40	40

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.851	.852	3

c. Asosiasi Merek

Correlations

		X3.1	X3.2	X3.3	TOTAL X3
X3.1	Pearson Correlation	1	.386*	.355*	.741**
	Sig. (2-tailed)		.014	.025	.000
	N	40	40	40	40
X3.2	Pearson Correlation	.386*	1	.499**	.771**
	Sig. (2-tailed)	.014		.001	.000
	N	40	40	40	40
X3.3	Pearson Correlation	.355*	.499**	1	.824**
	Sig. (2-tailed)	.025	.001		.000
	N	40	40	40	40
TOTAL X3	Pearson Correlation	.741**	.771**	.824**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	40	40	40	40

*. Correlation is significant at the 0.05 level (2-tailed).

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.668	.679	3

d. Loyalitas Merek

Correlations

		X4.1	X4.2	X4.3	TOTAL X4
X4.1	Pearson Correlation	1	.631**	.666**	.880**
	Sig. (2-tailed)		.000	.000	.000
	N	40	40	40	40
X4.2	Pearson Correlation	.631**	1	.674**	.876**
	Sig. (2-tailed)	.000		.000	.000
	N	40	40	40	40
X4.3	Pearson Correlation	.666**	.674**	1	.878**
	Sig. (2-tailed)	.000	.000		.000
	N	40	40	40	40
TOTAL X4	Pearson Correlation	.880**	.876**	.878**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	40	40	40	40

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.849	.852	3

e. Keputusan Pembelian

Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	TOTAL Y
Y1	Pearson Correlation	1	.623**	.533**	.700**	.458**	.707**	.643**	.545**	.810**
	Sig. (2-tailed)		.000	.000	.000	.003	.000	.000	.000	.000
	N	40	40	40	40	40	40	40	40	40
Y2	Pearson Correlation	.623**	1	.566**	.627**	.458**	.659**	.591**	.479**	.792**
	Sig. (2-tailed)	.000		.000	.000	.003	.000	.000	.002	.000
	N	40	40	40	40	40	40	40	40	40
Y3	Pearson Correlation	.533**	.566**	1	.485**	.466**	.471**	.571**	.405**	.725**
	Sig. (2-tailed)	.000	.000		.002	.002	.002	.000	.010	.000
	N	40	40	40	40	40	40	40	40	40
Y4	Pearson Correlation	.700**	.627**	.485**	1	.476**	.839**	.816**	.631**	.872**
	Sig. (2-tailed)	.000	.000	.002		.002	.000	.000	.000	.000
	N	40	40	40	40	40	40	40	40	40
Y5	Pearson Correlation	.458**	.458**	.466**	.476**	1	.445**	.379*	.520**	.681**
	Sig. (2-tailed)	.003	.003	.002	.002		.004	.016	.001	.000
	N	40	40	40	40	40	40	40	40	40
Y6	Pearson Correlation	.707**	.659**	.471**	.839**	.445**	1	.743**	.588**	.852**
	Sig. (2-tailed)	.000	.000	.002	.000	.004		.000	.000	.000
	N	40	40	40	40	40	40	40	40	40
Y7	Pearson Correlation	.643**	.591**	.571**	.816**	.379*	.743**	1	.624**	.841**
	Sig. (2-tailed)	.000	.000	.000	.000	.016	.000		.000	.000
	N	40	40	40	40	40	40	40	40	40
Y8	Pearson Correlation	.545**	.479**	.405**	.631**	.520**	.588**	.624**	1	.755**
	Sig. (2-tailed)	.000	.002	.010	.000	.001	.000	.000		.000
	N	40	40	40	40	40	40	40	40	40
TOTAL Y	Pearson Correlation	.810**	.792**	.725**	.872**	.681**	.852**	.841**	.755**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	40	40	40	40	40	40	40	40	40

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

* . Correlation is significant at the 0.05 level (2-tailed).

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.910	.915	8

2. Sampel Besar
 a. Kesadaran Merek

Correlations

		X1.1	X1.2	X1.3	TOTALX1
X1.1	Pearson Correlation	1	.462**	.359**	.787**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X1.2	Pearson Correlation	.462**	1	.493**	.811**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X1.3	Pearson Correlation	.359**	.493**	1	.773**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
TOTALX1	Pearson Correlation	.787**	.811**	.773**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.696	.700	3

b. Persepsi Kualitas

Correlations

		X2.1	X2.2	X2.3	TOTALX2
X2.1	Pearson Correlation	1	.763**	.765**	.903**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X2.2	Pearson Correlation	.763**	1	.887**	.947**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X2.3	Pearson Correlation	.765**	.887**	1	.948**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
TOTALX2	Pearson Correlation	.903**	.947**	.948**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.925	.925	3

c. Asosiasi Merek

Correlations

		X3.1	X3.2	X3.3	TOTALX3
X3.1	Pearson Correlation	1	.559**	.533**	.824**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X3.2	Pearson Correlation	.559**	1	.602**	.850**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X3.3	Pearson Correlation	.533**	.602**	1	.853**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
TOTALX3	Pearson Correlation	.824**	.850**	.853**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.795	.796	3

d. Loyalitas Merek

Correlations

		X4.1	X4.2	X4.3	TOTALX4
X4.1	Pearson Correlation	1	.686**	.748**	.900**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X4.2	Pearson Correlation	.686**	1	.711**	.887**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X4.3	Pearson Correlation	.748**	.711**	1	.912**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
TOTALX4	Pearson Correlation	.900**	.887**	.912**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.883	.883	3

e. Keputusan Pembelian

Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	TOTALY
Y1	Pearson Correlation	1	.724**	.513**	.761**	.535**	.782**	.773**	.623**	.873**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y2	Pearson Correlation	.724**	1	.541**	.694**	.510**	.767**	.753**	.717**	.872**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y3	Pearson Correlation	.513**	.541**	1	.484**	.369**	.489**	.465**	.449**	.659**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y4	Pearson Correlation	.761**	.694**	.484**	1	.527**	.749**	.814**	.669**	.869**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y5	Pearson Correlation	.535**	.510**	.369**	.527**	1	.502**	.513**	.476**	.682**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y6	Pearson Correlation	.782**	.767**	.489**	.749**	.502**	1	.782**	.657**	.877**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y7	Pearson Correlation	.773**	.753**	.465**	.814**	.513**	.782**	1	.755**	.894**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
Y8	Pearson Correlation	.623**	.717**	.449**	.669**	.476**	.657**	.755**	1	.815**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
TOTALY	Pearson Correlation	.873**	.872**	.659**	.869**	.682**	.877**	.894**	.815**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.928	.929	8

Lampiran 4 Hasil Regresi Linier Berganda

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3762.108	4	940.527	83.768	.000 ^b
	Residual	1066.642	95	11.228		
	Total	4828.750	99			

a. Dependent Variable: TOTALY

b. Predictors: (Constant), TOTALX4, TOTALX1, TOTALX3, TOTALX2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.294	2.274		-.129	.898
	TOTALX1	.545	.200	.146	2.721	.008
	TOTALX2	.580	.199	.244	2.920	.004
	TOTALX3	.395	.195	.145	2.028	.045
	TOTALX4	1.137	.196	.507	5.809	.000

a. Dependent Variable: TOTALY

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.883 ^a	.779	.770	3.351	.779	83.768	4	95	.000

a. Predictors: (Constant), TOTALX4, TOTALX1, TOTALX3, TOTALX2