

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 : Ony Novita Nursanti

Fakultas : Ekonomi

Jurusan : Manajemen

NIM : 20130410105

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

Adapun pengisian angket ini saya gunakan untuk kepentingan tugas akhir dengan mengambil judul “Pengaruh Ekuitas Merek Terhadap keputusan Pembelian Paket Internet 3 (TRI)”. Oleh karena itu saya mohon kesediaan anda untuk mengisi dengan sejujurnya dan dijamin kerahasiaannya. Atas kesediaannya anda, saya ucapkan terimakasih.

Hormat saya,

Ony Novita Nursanti

KUESIONER PENELITIAN
PENGARUH EKUITAS MEREK TERHADAP KEPUTUSAN
PEMBELIAN PAKET INTERNET 3 (TRI)

Identitas Responden

Nama :

Fakultas :

Jenis kelamin : (L/P)

Umur : tahun

Kuesioner Penelitian

Petunjuk pengisian:

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

Keterangan:

SS : Sangat Setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

KESADARAN MEREK						
NO	PERTANYAAN	SS	S	N	TS	STS
1	Apabila diminta menyebutkan merek internet maka 3 (TRI) adalah pertama kali yang muncul dalam benak saya					
2	Saya langsung mengenali paket internet 3 (TRI) dengan hanya melihat simbolnya					
3	Saya langsung mengingat paket internet merek 3 (TRI) hanya dengan mengetahui simbolnya					

PERSEPSI KUALITAS						
NO	PERTANYAAN	SS	S	N	TS	STS
1	Akses internet yang dimiliki oleh paket internet 3 (TRI) telah bekerja dengan baik sesuai dengan harapan saya					
2	Kualitas paket internet 3 (TRI) sudah sesuai dengan harapan saya					
3	Pelanggan paket internet 3 (TRI) mudah memperoleh pelayanan dari pihak operator					
4	Paket internet 3 (TRI) adalah internet yang kecepatan aksesnya dapat diandalkan					

ASOSIASI MEREK						
NO	PERTANYAAN	SS	S	N	TS	STS
1	Paket internet 3 (TRI) memiliki fitur yang lengkap					
2	Harga paket internet 3 (TRI) lebih					

	terjangkau dibandingkan dengan merek internet yang lain					
3	Paket internet 3 (TRI) lebih banyak diminati konsumen daripada paket internet lainnya					
4	3 (TRI) adalah paket internet yang sesuai dengan gaya hidup saya					

LOYALITAS MEREK						
NO	PERTANYAAN	SS	S	N	TS	STS
1	Saya memiliki keinginan untuk melakukan pembelian kembali pada paket internet 3 (TRI)					
2	Saya merasa puas membeli paket internet 3 (TRI) dibanding paket internet yang lain					
3	Saya akan setia menggunakan paket internet 3 (TRI)					

KEPUTUSAN PEMBELIAN						
NO	PERTANYAAN	SS	S	N	TS	STS
1	Saya membeli merek paket internet 3 karena kemauan sendiri terutama ketersediaan paket internet 3 (TRI) yang sesuai dengan kebutuhan saya					
2	Saya mencari informasi paket internet tentang kelebihan dan kekurangan dari paket internet 3 (TRI)					
3	Tingginya informasi tentang paket					

	internet 3 (TRI) diberbagai media menjadikan saya untuk membelinya					
4	Tidak ada pilihan internet selain merek 3 (TRI) yang menarik perhatian saya					
5	Saya mantap dan yakin ketika membeli paket internet merek 3 (TRI) dibandingkan merek internet yang lain					
6	Paket internet 3 (TRI) tidak pernah mengecewakan konsumen					

Lampiran 2 : Hasil Uji Karakteristik Responden

JenisKelamin

No	Karakteristik		Jumlah	%
1	JenisKelamin	Laki-laki	38	38%
2		Perempuan	62	62%
Jumlah			100	100%

Usia

No	Karakteristik		Jumlah	%
1	Usia	18	0	0%
2		19	2	2%
3		20	13	13%
4		21	50	50%
5		22	31	31%
6		23	4	4%
7		24	0	0%
8		25	0	0%
Jumlah			100	100%

Fakultas

No	Karakteristik	Jumlah	%
	FakultasEkonomidanBisnis	62	62%
	FakultasIlmuSosialdanPolitik	11	11%
	Fakultas Agama Islam	2	2%
	FakultasPertanian	10	10%
	FakultasTeknik	4	4%
	FakultasPendidikanBahasa	9	9%
	FakultasHukum	2	2%
Jumlah		100	100%

Lampiran 3 : Hasil Uji Kualitas Instrumen (Uji Reliabilitas dan Uji Validitas 40 Responden)

KesadaranMerek

Reliability Statistics

Cronbach's Alpha	N of Items
.728	3

Correlations

		KM1	KM2	KM3	TKM
KM1	Pearson Correlation	1	.474**	.534**	.839**
	Sig. (2-tailed)		.002	.000	.000
	N	40	40	40	40
KM2	Pearson Correlation	.474**	1	.403**	.775**
	Sig. (2-tailed)	.002		.010	.000
	N	40	40	40	40
KM3	Pearson Correlation	.534**	.403**	1	.799**
	Sig. (2-tailed)	.000	.010		.000
	N	40	40	40	40
TKM	Pearson Correlation	.839**	.775**	.799**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	40	40	40	40

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

Persepsi Kualitas

Reliability Statistics

Cronbach's Alpha	N of Items
.874	4

Correlations

		PK1	PK2	PK3	PK4	TPK
PK1	Pearson Correlation	1	.778**	.572**	.732**	.913**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	40	40	40	40	40
PK2	Pearson Correlation	.778**	1	.459**	.828**	.908**
	Sig. (2-tailed)	.000		.003	.000	.000
	N	40	40	40	40	40
PK3	Pearson Correlation	.572**	.459**	1	.392*	.693**
	Sig. (2-tailed)	.000	.003		.012	.000
	N	40	40	40	40	40
PK4	Pearson Correlation	.732**	.828**	.392*	1	.878**
	Sig. (2-tailed)	.000	.000	.012		.000
	N	40	40	40	40	40
TPK	Pearson Correlation	.913**	.908**	.693**	.878**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).

AsosiasiMerek

Reliability Statistics

Cronbach's Alpha	N of Items
.748	4

		AM1	AM2	AM3	AM4	TAM
AM1	Pearson Correlation	1	.267	.491**	.323*	.611**
	Sig. (2-tailed)		.096	.001	.042	.000
	N	40	40	40	40	40
AM2	Pearson Correlation	.267	1	.472**	.436**	.757**
	Sig. (2-tailed)	.096		.002	.005	.000
	N	40	40	40	40	40
AM3	Pearson Correlation	.491**	.472**	1	.594**	.850**
	Sig. (2-tailed)	.001	.002		.000	.000
	N	40	40	40	40	40
AM4	Pearson Correlation	.323*	.436**	.594**	1	.795**
	Sig. (2-tailed)	.042	.005	.000		.000
	N	40	40	40	40	40
TAM	Pearson Correlation	.611**	.757**	.850**	.795**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).

LoyalitasMerek

Reliability Statistics

Cronbach's Alpha	N of Items
.875	3

Correlations

		LM1	LM2	LM3	TLM
LM1	Pearson Correlation	1	.738**	.665**	.907**
	Sig. (2-tailed)		.000	.000	.000
	N	40	40	40	40
LM2	Pearson Correlation	.738**	1	.724**	.909**
	Sig. (2-tailed)	.000		.000	.000
	N	40	40	40	40
LM3	Pearson Correlation	.665**	.724**	1	.876**
	Sig. (2-tailed)	.000	.000		.000
	N	40	40	40	40
TLM	Pearson Correlation	.907**	.909**	.876**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	40	40	40	40

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

Keputusan Pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
.831	6

Correlations

		KP1	KP2	KP3	KP4	KP5	KP6	TKP
KP1	Pearson Correlation	1	.439**	.544**	.343*	.684**	.331*	.749**
	Sig. (2-tailed)		.005	.000	.030	.000	.037	.000
	N	40	40	40	40	40	40	40
KP2	Pearson Correlation	.439**	1	.678**	.352*	.308	.249	.706**
	Sig. (2-tailed)	.005		.000	.026	.054	.121	.000
	N	40	40	40	40	40	40	40
KP3	Pearson Correlation	.544**	.678**	1	.451**	.565**	.404**	.831**
	Sig. (2-tailed)	.000	.000		.004	.000	.010	.000
	N	40	40	40	40	40	40	40
KP4	Pearson Correlation	.343*	.352*	.451**	1	.540**	.520**	.714**
	Sig. (2-tailed)	.030	.026	.004		.000	.001	.000
	N	40	40	40	40	40	40	40
KP5	Pearson Correlation	.684**	.308	.565**	.540**	1	.422**	.778**
	Sig. (2-tailed)	.000	.054	.000	.000		.007	.000
	N	40	40	40	40	40	40	40
KP6	Pearson Correlation	.331*	.249	.404**	.520**	.422**	1	.652**
	Sig. (2-tailed)	.037	.121	.010	.001	.007		.000
	N	40	40	40	40	40	40	40
TKP	Pearson Correlation	.749**	.706**	.831**	.714**	.778**	.652**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	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).

**Lampiran 4 : Hasil Uji Kualitas Instrumen (Uji Reliabilitas dan Uji Validitas
100 Responden)**

KesadaranMerek

Reliability Statistics

Cronbach's Alpha	N of Items
.613	3

Correlations

		KM1	KM2	KM3	TOTAL_KM
KM1	Pearson Correlation	1	.288**	.410**	.782**
	Sig. (2-tailed)		.004	.000	.000
	N	100	100	100	100
KM2	Pearson Correlation	.288**	1	.342**	.689**
	Sig. (2-tailed)	.004		.000	.000
	N	100	100	100	100
KM3	Pearson Correlation	.410**	.342**	1	.780**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
TOTAL_KM	Pearson Correlation	.782**	.689**	.780**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

PersepsiKualitas

Reliability Statistics

Cronbach's Alpha	N of Items
.871	4

		PK1	PK2	PK3	PK4	TOTAL_PK
PK1	Pearson Correlation	1	.786**	.500**	.697**	.892**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
PK2	Pearson Correlation	.786**	1	.511**	.802**	.926**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
PK3	Pearson Correlation	.500**	.511**	1	.425**	.681**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
PK4	Pearson Correlation	.697**	.802**	.425**	1	.878**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
TOTAL_PK	Pearson Correlation	.892**	.926**	.681**	.878**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

AsosiasiMerek

Reliability Statistics

Cronbach's Alpha	N of Items
.735	4

		AM1	AM2	AM3	AM4	TOTAL_AM
AM1	Pearson Correlation	1	.214*	.381**	.464**	.638**
	Sig. (2-tailed)		.033	.000	.000	.000
	N	100	100	100	100	100
AM2	Pearson Correlation	.214*	1	.427**	.407**	.716**
	Sig. (2-tailed)	.033		.000	.000	.000
	N	100	100	100	100	100
AM3	Pearson Correlation	.381**	.427**	1	.575**	.802**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
AM4	Pearson Correlation	.464**	.407**	.575**	1	.826**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
TOTAL_AM	Pearson Correlation	.638**	.716**	.802**	.826**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

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

LoyalitasMerek

Reliability Statistics

Cronbach's Alpha	N of Items
.898	3

		LM1	LM2	LM3	TOTAL_LM
LM1	Pearson Correlation	1	.763**	.695**	.904**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
LM2	Pearson Correlation	.763**	1	.787**	.929**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
LM3	Pearson Correlation	.695**	.787**	1	.904**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
TOTAL_LM	Pearson Correlation	.904**	.929**	.904**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Keputusan Pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
.862	6

Correlations

		KP1	KP2	KP3	KP4	KP5	KP6	TOTAL_KP
KP1	Pearson Correlation	1	.377**	.576**	.348**	.657**	.281**	.696**
	Sig. (2-tailed)		.000	.000	.000	.000	.005	.000
	N	100	100	100	100	100	100	100
KP2	Pearson Correlation	.377**	1	.585**	.478**	.419**	.372**	.706**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
KP3	Pearson Correlation	.576**	.585**	1	.590**	.672**	.506**	.845**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
KP4	Pearson Correlation	.348**	.478**	.590**	1	.681**	.661**	.816**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
KP5	Pearson Correlation	.657**	.419**	.672**	.681**	1	.503**	.847**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
KP6	Pearson Correlation	.281**	.372**	.506**	.661**	.503**	1	.716**
	Sig. (2-tailed)	.005	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
TOTAL_KP	Pearson Correlation	.696**	.706**	.845**	.816**	.847**	.716**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

Lampiran 5 : Hasil Uji F, Uji Koefisien Determinasi R², Uji t

Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1639.592	4	409.898	67.073	.000 ^b
	Residual	580.568	95	6.111		
	Total	2220.160	99			

a. Dependent Variable: TOTAL_KP

b. Predictors: (Constant), TOTAL_LM, TOTAL_KM, TOTAL_PK, TOTAL_AM

Uji t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.783	1.567		-.500	.618
	TOTAL_KM	.372	.178	.152	2.090	.039
	TOTAL_PK	.248	.115	.176	2.152	.034
	TOTAL_AM	.329	.158	.189	2.086	.040
	TOTAL_LM	.748	.156	.450	4.801	.000

a. Dependent Variable: TOTAL_KP

Uji Koefisien Determinasi R²

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859 ^a	.739	.727	2.472

a. Predictors: (Constant), TOTAL_LM, TOTAL_KM, TOTAL_PK, TOTAL_AM