

Lampiran 1 kuesioner Penelitian

A. Pengantar

Kepada yang terhormat Mahasiswi konsumen produk shampo hijab sunsilk

Nama : Nurhikmah

Mahasiswa : Universitas Muhammadiyah Yogyakarta

Fakultas : Ekonomi Dan Bisnis

Prodi : Manajemen

Nim : 20130410306

Sedang melakukan penelitian berjudul **“Pengaruh Preferensi Merek, Persepsi Kualitas, Persepsi Harga Dan Kepuasan Pelanggan Terhadap Minat Beli Ulang Shampo Sunsilk Hijab”**. Untuk keperluan tersebut saya mohon bantuan responden untuk memberikan penilaian melalui kuesioner ini dengan sebenar-benarnya berdasarkan atau apa yang responden lakukan berkaitan dengan preferensi merek, persepsi kualitas, persepsi harga dan keputusan pelanggan terhadap minat beli ulang. Semoga partisipasi yang responden berikan dapat bermanfaat untuk ilmu dan pengetahuan . atas kerjasama dan partisipasi yang diberikan, saya ucapkan terimakasih.

Hormat saya,

Nurhikmah

20130410306

KUISIONER

Petunjuk dalam pengisian kuisisioner :

I. Isilah Kuisisioner ini sesuai dengan penelitian anda, dengan memberi tanda centang (✓) pada kolom yang telah disediakan.

Keterangan Jawaban :

Sangat Setuju : SS

Setuju : S

Netral : N

Tidak Setuju : TS

Sangat Tidak Setuju : STS

A. Variabel Preferensi Merek

NO	Pertanyaan	STS	TS	N	S	SS
1	Saya memilih sunsilk hijab karena saya sudah merasa percaya terhadap merek Sunsilk Hijab					
2	Saya memilih sunsilk hijab karena sudah merasa cocok terhadap merek Sunsilk Hijab					
3	Ketika saya akan membeli shampoo, prioritas utama saya membeli shampoo sunsilk hijab					

B. Variabel Persepsi Kualitas

NO	Pertanyaan	STS	TS	N	S	SS
1	Kemasan sunsilk hijab terlihat menarik					
2	Sunsilk hijab nyaman untuk digunakan					
3	Sunsilk hijab memiliki varian yang beragam					

C. Variabel Persepsi Harga

NO	Pertanyaan	STS	TS	N	S	SS
1	Harga sunsilk hijab terjangkau					
2	Produk sunsilk hijab sesuai kualitasnya					
3	Sunsilk hijab sesuai dengan manfaat yang akan diterima					
4	Harga lebih murah dari shampo merek lain					

D. Variabel Kepuasan Pelanggan

NO	Pertanyaan	STS	TS	N	S	SS
1	Saya menggunakan kembali sunsilk hijab					
2	Saya sering menggunakan sunsilk hijab					
3	Saya merekomendasi sunsilk hijab dibandingkan shampo lain					

E. Variabel Minat Beli Ulang

NO	Pertanyaan	STS	TS	N	S	SS
1	Percaya menggunakan sunsilk hijab					
2	Merasa nyaman menggunakan Produk sunsilk hijab					
3	Merasa yakin menggunakan produk sunsilk hijab					
4	Akan menggunakan lagi Produk Sunsilk Hijab					

1. Lampiran 1

Uji Validitas Preferensi Merek

Correlations

		PM1	PM2	PM3	TOTALPM
PM1	Pearson Correlation	1	.517**	.543**	.825**
	Sig. (2-tailed)		.003	.002	.000
	N	30	30	30	30
PM2	Pearson Correlation	.517**	1	.325	.802**
	Sig. (2-tailed)	.003		.080	.000
	N	30	30	30	30
PM3	Pearson Correlation	.543**	.325	1	.769**
	Sig. (2-tailed)	.002	.080		.000
	N	30	30	30	30
TOTALPM	Pearson Correlation	.825**	.802**	.769**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

2. Lampiran 2

Uji Validitas Persepsi Kualitas

Correlations

		PK1	PK2	PK3	TOTALPK
PK1	Pearson Correlation	1	.507**	.451*	.816**
	Sig. (2-tailed)		.004	.012	.000
	N	30	30	30	30
PK2	Pearson Correlation	.507**	1	.305	.788**
	Sig. (2-tailed)	.004		.101	.000
	N	30	30	30	30
PK3	Pearson Correlation	.451*	.305	1	.746**
	Sig. (2-tailed)	.012	.101		.000
	N	30	30	30	30
TOTALPK	Pearson Correlation	.816**	.788**	.746**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

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

3. Lampiran 3

Uji Validitas Persepsi Harga

Correlations

		PH1	PH2	PH3	PH4	TOTALPH
PH1	Pearson Correlation	1	.372*	.123	.607**	.747**
	Sig. (2-tailed)		.043	.516	.000	.000
	N	30	30	30	30	30
PH2	Pearson Correlation	.372*	1	.060	.413*	.634**
	Sig. (2-tailed)	.043		.753	.023	.000
	N	30	30	30	30	30
PH3	Pearson Correlation	.123	.060	1	.337	.563**
	Sig. (2-tailed)	.516	.753		.068	.001
	N	30	30	30	30	30
PH4	Pearson Correlation	.607**	.413*	.337	1	.851**
	Sig. (2-tailed)	.000	.023	.068		.000
	N	30	30	30	30	30
TOTALPH	Pearson Correlation	.747**	.634**	.563**	.851**	1
	Sig. (2-tailed)	.000	.000	.001	.000	
	N	30	30	30	30	30

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

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

4. Lampiran 4

Uji Validitas Kepuasan pelanggan

Correlations

		KP1	KP2	KP3	TOTALKP
KP1	Pearson Correlation	1	.654**	.521**	.853**
	Sig. (2-tailed)		.000	.003	.000
	N	30	30	30	30
KP2	Pearson Correlation	.654**	1	.537**	.876**
	Sig. (2-tailed)	.000		.002	.000
	N	30	30	30	30
KP3	Pearson Correlation	.521**	.537**	1	.805**
	Sig. (2-tailed)	.003	.002		.000
	N	30	30	30	30
TOTALKP	Pearson Correlation	.853**	.876**	.805**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

5. Lampiran 5

Uji Validitas Minat Beli Ulang

Correlations

		MBU1	MBU2	MBU3	MBU4	TOTALMBU
MBU1	Pearson Correlation	1	.683**	.683**	.445*	.825**
	Sig. (2-tailed)		.000	.000	.014	.000
	N	30	30	30	30	30
MBU2	Pearson Correlation	.683**	1	.590**	.596**	.865**
	Sig. (2-tailed)	.000		.001	.001	.000
	N	30	30	30	30	30
MBU3	Pearson Correlation	.683**	.590**	1	.525**	.825**
	Sig. (2-tailed)	.000	.001		.003	.000
	N	30	30	30	30	30
MBU4	Pearson Correlation	.445*	.596**	.525**	1	.804**
	Sig. (2-tailed)	.014	.001	.003		.000
	N	30	30	30	30	30
TOTALMBU	Pearson Correlation	.825**	.865**	.825**	.804**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

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

Lampiran 3 Hasil Uji Reliabilitas

6. Lampiran 6

Uji Realibilitas Preferensi merek

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.697	3

7. Lampiran 7

Uji Reliabilitas Persepsi Kualitas

Reliability Statistics

Cronbach's Alpha	N of Items
.679	3

8. Lampiran 8

Uji Reliabilitas Persepsi Harga

Reliability Statistics

Cronbach's Alpha	N of Items

Reliability Statistics

Cronbach's Alpha	N of Items
.653	4

9. Lampiran 9

Uji Reliabilitas Kepuasan Pelanggan

Reliability Statistics

Cronbach's Alpha	N of Items
.799	3

10. Lampiran 10

Uji Reliabilitas Minat Beli Ulang

Reliability Statistics

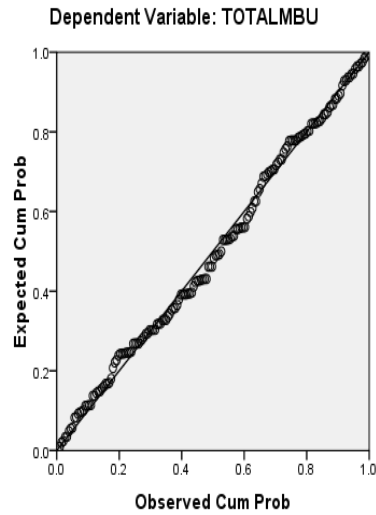
Cronbach's Alpha	N of Items
.841	4

Lampiran 4 Hasil Uji Asumsi Klasik

11. Lampiran 11

Uji Normalitas

Normal P-P Plot of Regression Standardized Residual



12. Lampiran 12
Uji Multikoloneritas

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	TOTALKP, TOTALPK, TOTALPM, TOTALPH ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: TOTALMBU

Coefficients^a

Model	Collinearity Statistics
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		Tolerance	VIF
1	TOTALPM	.462	2.166
	TOTALPK	.621	1.610
	TOTALPH	.455	2.198
	TOTALKP	.437	2.288

a. Dependent Variable: TOTALMBU

Coefficient Correlations^a

Model		TOTALKP	TOTALPK	TOTALPM	TOTALPH	
1	Correlations	TOTALKP	1.000	.001	-.418	-.439
		TOTALPK	.001	1.000	-.301	-.289
		TOTALPM	-.418	-.301	1.000	-.175
		TOTALPH	-.439	-.289	-.175	1.000
	Covariances	TOTALKP	.006	3.882E-6	-.003	-.003
		TOTALPK	3.882E-6	.006	-.002	-.002
		TOTALPM	-.003	-.002	.006	-.001
		TOTALPH	-.003	-.002	-.001	.007

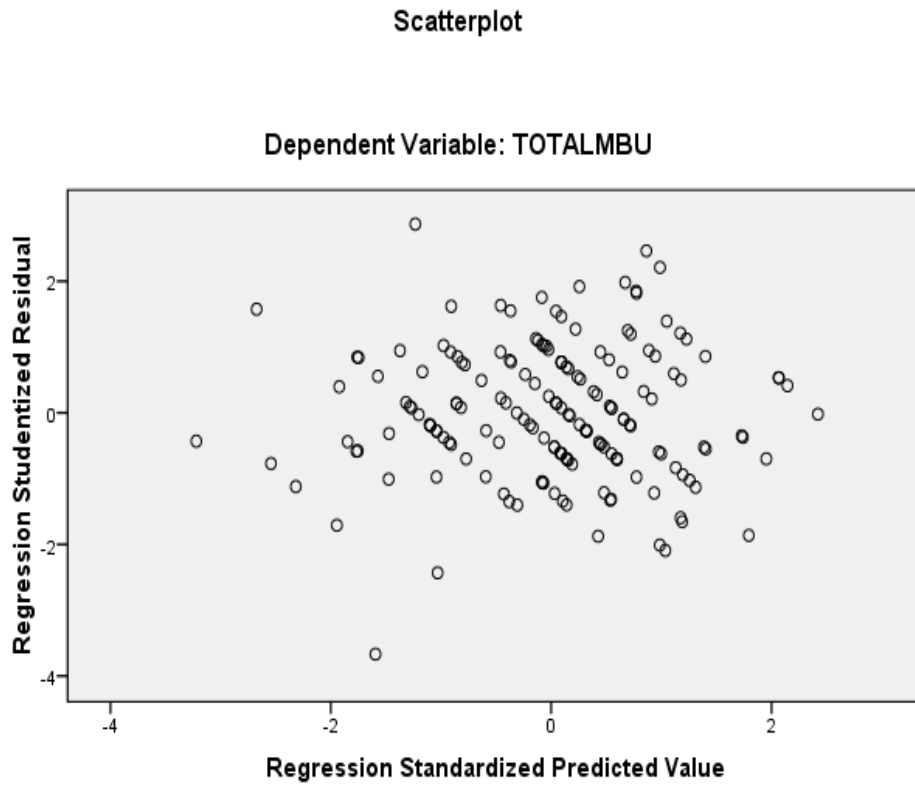
a. Dependent Variable: TOTALMBU

Collinearity Diagnostics^a

Model	Dimensi on	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	TOTALPM	TOTALPK	TOTALPH	TOTALKP
1	1	4.946	1.000	.00	.00	.00	.00	.00
	2	.023	14.680	.25	.09	.07	.00	.30
	3	.014	18.804	.21	.29	.37	.03	.22
	4	.011	21.446	.19	.61	.50	.00	.18
	5	.006	27.806	.35	.00	.06	.96	.29

a. Dependent Variable: TOTALMBU

13. Lampiran 13 Uji Heterokedastisitas



Lampiran 5 Hasil Tanggapan Responden

14. Lampiran 14
Tanggapan Responden Mengenai Preferensi Merek

Statistics

		PM1	PM2	PM3
N	Valid	170	170	170
	Missing	0	0	0
Mean		3.65	3.56	3.51

15. Lampiran 15
Tanggapan Responden Mengenai Persepsi Kualitas

Statistics

		PK1	PK2	PK3
N	Valid	170	170	170
	Missing	0	0	0
Mean		3.89	3.74	3.58

16. Lampiran 16
Tanggapan Reponden Mengenai Persepsi Harga

Statistics

		PH1	PH2	PH3	PH4
N	Valid	170	170	170	170
	Missing	0	0	0	0
Mean		3.85	3.78	3.70	3.50

17. Lampiran 17
Tanggapan Responden Mengenai Kepuasan Pelanggan

Statistics

		KP1	KP2	KP3
N	Valid	170	170	170
	Missing	0	0	0
Mean		3.67	3.49	3.57

18. Lampiran 18
Tanggapan Responden Mengenai Minat Beli Ulang

Statistics

		MBU1	MBU2	MBU3	MBU4
N	Valid	170	170	170	170
	Missing	0	0	0	0

Statistics

		MBU1	MBU2	MBU3	MBU4
N	Valid	170	170	170	170
	Missing	0	0	0	0
Mean		3.72	3.66	3.63	3.68

Lampiran 6 Hasil Uji Regresi Linier Berganda

17. Lampiran 19

Analisis regresi linier berganda

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	TOTALKP, TOTALPK, TOTALPM, TOTALPH ^a		. Enter

a. All requested variables entered.

b. Dependent Variable: TOTALMBU

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.839 ^a	.704	.697	1.446

a. Predictors: (Constant), TOTALKP, TOTALPK, TOTALPM, TOTALPH

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	821.653	4	205.413	98.291	.000 ^a
	Residual	344.823	165	2.090		
	Total	1166.476	169			

a. Predictors: (Constant), TOTALKP, TOTALPK, TOTALPM, TOTALPH

b. Dependent Variable: TOTALMBU

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.592	.869		.681	.497
	TOTALPM	.244	.080	.189	3.041	.003
	TOTALPK	.252	.078	.174	3.233	.001
	TOTALPH	.142	.081	.111	1.761	.080
	TOTALKP	.610	.077	.507	7.924	.000

a. Dependent Variable: TOTALMBU

Lampiran 7 Data Kuesioner

Preferensi Merek				Persepsi Kualitas				Persepsi Harga					Kepuasan Pelanggan				Minat Beli Ulang				
PM1	PM2	PM3	Jumlah	PK1	PK2	PK3	jumlah	PH1	PH2	PH3	PH4	jumlah	KP1	KP2	KP3	jumlah	MBU1	MBU2	MBU3	MBU4	jumlah
4	4	3	11	5	4	4	13	4	5	3	3	15	4	3	3	10	4	4	4	5	17
3	4	3	10	4	4	3	11	4	3	3	4	14	2	3	3	8	3	4	3	4	14
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Preferensi Merek				Persepsi Kualitas				Persepsi Harga					Kepuasan Pelanggan				Minat Beli Ulang				
PM1	PM2	PM3	Jumlah	PK1	PK2	PK3	jumlah	PH1	PH2	PH3	PH4	jumlah	KP1	KP2	KP3	jumlah	MBU1	MBU2	MBU3	MBU4	jumlah
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Preferensi Merek				Persepsi Kualitas				Persepsi Harga					Kepuasan Pelanggan				Minat Beli Ulang				
PM1	PM2	PM3	Jumlah	PK1	PK2	PK3	jumlah	PH1	PH2	PH3	PH4	jumlah	KP1	KP2	KP3	jumlah	MBU1	MBU2	MBU3	MBU4	jumlah
4	3	4	11	4	5	4	13	4	5	3	4	16	4	3	4	11	4	4	4	4	16
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4	3	4	11	4	5	4	13	4	4	5	4	17	3	4	4	11	4	3	4	4	15
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Preferensi Merek				Persepsi Kualitas				Persepsi Harga					Kepuasan Pelanggan				Minat Beli Ulang				
PM1	PM2	PM3	Jumlah	PK1	PK2	PK3	jumlah	PH1	PH2	PH3	PH4	jumlah	KP1	KP2	KP3	jumlah	MBU1	MBU2	MBU3	MBU4	jumlah
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2	2	2	6	3	3	3	9	3	3	4	3	13	3	3	3	9	3	4	3	3	13
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2	2	2	6	4	3	5	12	3	3	3	3	12	2	2	2	6	3	3	3	2	11
4	3	3	10	4	3	2	9	3	3	2	3	11	4	3	3	10	4	3	4	3	14
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3	4	3	10	4	4	3	11	4	3	4	3	14	4	3	4	11	4	3	4	2	13
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Preferensi Merek				Persepsi Kualitas				Persepsi Harga					Kepuasan Pelanggan				Minat Beli Ulang				
PM1	PM2	PM3	Jumlah	PK1	PK2	PK3	jumlah	PH1	PH2	PH3	PH4	jumlah	KP1	KP2	KP3	jumlah	MBU1	MBU2	MBU3	MBU4	jumlah
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3	4	3	10	4	3	2	9	3	4	3	4	14	4	3	4	11	3	4	3	4	14
4	2	3	9	4	3	4	11	4	3	4	3	14	4	4	3	11	4	3	4	3	14
4	3	2	9	4	3	4	11	5	4	3	4	16	4	3	4	11	3	4	3	4	14
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3	3	3	9	3	3	3	9	5	4	3	3	15	4	3	5	12	3	3	4	3	13
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4	4	4	12	4	4	3	11	3	3	3	3	12	2	2	3	7	3	3	3	3	12
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Preferensi Merek				Persepsi Kualitas				Persepsi Harga					Kepuasan Pelanggan				Minat Beli Ulang				
PM1	PM2	PM3	Jumlah	PK1	PK2	PK3	jumlah	PH1	PH2	PH3	PH4	jumlah	KP1	KP2	KP3	jumlah	MBU1	MBU2	MBU3	MBU4	jumlah
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3	4	3	10	3	3	3	9	3	3	4	3	13	3	3	5	11	4	3	4	4	15
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4	4	4	12	4	4	4	12	4	5	4	4	17	4	5	4	13	4	4	4	4	16
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Preferensi Merek				Persepsi Kualitas				Persepsi Harga					Kepuasan Pelanggan				Minat Beli Ulang				
PM1	PM2	PM3	Jumlah	PK1	PK2	PK3	jumlah	PH1	PH2	PH3	PH4	jumlah	KP1	KP2	KP3	jumlah	MBU1	MBU2	MBU3	MBU4	jumlah
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3	3	3	9	4	3	3	10	4	4	3	3	14	4	4	3	11	3	3	3	3	12
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4	4	5	13	4	5	3	12	4	4	4	3	15	5	5	4	14	4	4	4	4	16
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3	4	4	11	3	3	2	8	2	3	2	3	10	3	4	3	10	3	4	3	4	14
4	4	3	11	4	3	4	11	4	4	3	3	14	4	3	3	10	3	4	4	3	14