

LAMPIRAN 1: KUESONER PENELITIAN



KUESIONER

Samsung
GALAXY

CITRA MEREK "SMARTPHONE SAMSUNG GALAXY" TERHADAP LOYALITAS KONSUMEN

NAMA:	USIA:
JURUSAN:	JENIS SMARTPHONE:
JENIS KELAMIN:	LAMA PENGGUNAAN:

Keterangan Pilihan Jawaban

1. SANGAT TIDAK SETUJU = (STS)	4. SETUJU = (S)
2. TIDAK SETUJU = (TS)	5. SANGAT SETUJU = (SS)
3. CUKUP SETUJU = (CS)	

Pilihlah Jawaban dan skor Yang Paling Sesuai Dengan Tanggapan Anda Dengan Memberi Tanda centang (√) pada kolom yang tersedia.

NO.	PERNYATAAN	PILIHAN JAWABAN DAN SKOR				
		STS	TS	CS	S	SS
		1	2	3	4	5
A. Jenis-jenis Asosiasi Merek						
1.	Smartphone merek Samsung Galaxy adalah smartphone yang canggih.					
2.	Saya menyukai Smartphone merek Samsung galaxy karena harganya yang bervariasi.					
3.	Saya menyukai Smartphone merek Samsung galaxy karena memiliki fitur yang lengkap.					
4.	Smartphone merek Samsung galaxy memiliki banyak varian/tipe.					
B. Sikap Positif Asosiasi Merek						
1.	Dengan menggunakan Smartphone merek Samsung Galaxy, saya tampil lebih percaya diri.					
2.	Smartphone merek Samsung Galaxy merupakan produk yang bermanfaat bagi saya.					
3.	Smartphone merek Samsung Galaxy mudah digunakan/dioperasikan.					
4.	Smartphone merek Samsung Galaxy adalah smartphone yang awet digunakan.					
C. Kekuatan Asosiasi Merek						
1.	Saya menggunakan Smartphone merek Samsung Galaxy karena aplikasinya yang lengkap.					
2.	Smartphone merek Samsung Galaxy memiliki kualitas yang bagus.					
3.	Smartphone merek Samsung Galaxy dapat memenuhi kebutuhan browsing dan penyimpanan data saya.					
D. Keunikan Asosiasi Merek						
1.	Saya dapat memperoleh Smartphone merek Samsung Galaxy dengan mudah.					
2.	Smartphone merek Samsung Galaxy banyak digunakan oleh masyarakat.					
3.	Service Center Smartphone merek Samsung Galaxy mudah diakses/dikunjungi.					
4.	Smartphone merek Samsung Galaxy unggul dibidang telekomunikasi/produk Smartphone.					
E. Loyalitas Konsumen						
1.	Apabila saya ingin membeli Smartphone lagi, saya akan membeli Smartphone merek Samsung Galaxy.					
2.	Saya akan menyebarkan kelebihan-kelebihan Smartphone merek Samsung Galaxy kepada orang lain.					
3.	Saya akan merekomendasikan kepada orang lain untuk membeli Smartphone merek Samsung Galaxy.					
4.	Saya tidak akan berpaling pada produk Smartphone lain.					

LAMPIRAN 2: HASIL DISTRIBUSI FREKUENSI RESPONDEN

fakultas responden * jenis kelamin Crosstabulation				
		jenis kelamin		Total
		laki-laki	perempuan	
fakultas responden	ekonomi	8	8	16
	humaniora	7	8	15
	syariah	9	7	16
	saintek	9	7	16
	tarbiyah	4	12	16
	psikologi	8	8	16
Total		45	50	95

fakultas responden * usia responden Crosstabulation						
		usia responden				Total
		19 tahun	20 tahun	21 tahun	> 21 tahun	
fakultas responden	ekonomi	0	7	7	2	16
	humaniora	0	9	5	1	15
	syariah	0	11	4	1	16
	saintek	3	9	2	2	16
	tarbiyah	2	3	9	2	16
	psikologi	2	6	5	3	16
Total		7	45	32	11	95

fakultas responden * lama penggunaan Crosstabulation				
		lama penggunaan		Total
		< 1 tahun	> 1 tahun	
fakultas responden	ekonomi	12	4	16
	humaniora	14	1	15
	syariah	15	1	16
	saintek	14	2	16
	tarbiyah	13	3	16
	psikologi	14	2	16
Total		82	13	95

usia responden * fakultas responden Crosstabulation								
		fakultas responden						
		ekonomi	humaniora	syariah	saintek	tarbiyah	psikologi	Total
usia responden	19 tahun	0	0	0	3	2	2	7
	20 tahun	7	9	11	9	3	6	45
	21 tahun	7	5	4	2	9	5	32
	> 21 tahun	2	1	1	2	2	3	11
Total		16	15	16	16	16	16	95

LAMPIRAN 3: HASIL DISTRIBUSI FREKUENSI ITEM

x11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5.3	5.3	5.3
	CS	23	24.2	24.2	29.5
	S	43	45.3	45.3	74.7
	SS	24	25.3	25.3	100.0
	Total	95	100.0	100.0	

x12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5.3	5.3	5.3
	CS	27	28.4	28.4	33.7
	S	40	42.1	42.1	75.8
	SS	23	24.2	24.2	100.0
	Total	95	100.0	100.0	

x13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5.3	5.3	5.3
	CS	31	32.6	32.6	37.9
	S	27	28.4	28.4	66.3
	SS	32	33.7	33.7	100.0
	Total	95	100.0	100.0	

x14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	6.3	6.3	6.3
	CS	34	35.8	35.8	42.1
	S	43	45.3	45.3	87.4
	SS	12	12.6	12.6	100.0
	Total	95	100.0	100.0	

x21

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	6.3	6.3	6.3
	CS	26	27.4	27.4	33.7
	S	40	42.1	42.1	75.8
	SS	23	24.2	24.2	100.0
	Total	95	100.0	100.0	

x22

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	10	10.5	10.5	10.5
	CS	30	31.6	31.6	42.1
	S	31	32.6	32.6	74.7
	SS	24	25.3	25.3	100.0
	Total	95	100.0	100.0	

x23

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	8	8.4	8.4	8.4
	CS	31	32.6	32.6	41.1
	S	28	29.5	29.5	70.5
	SS	28	29.5	29.5	100.0
	Total	95	100.0	100.0	

x24

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.1	2.1	2.1
	CS	34	35.8	35.8	37.9
	S	52	54.7	54.7	92.6
	SS	7	7.4	7.4	100.0
	Total	95	100.0	100.0	

x31

		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	TS	3	3.2	3.2	3.2
	CS	25	26.3	26.3	29.5
	S	33	34.7	34.7	64.2
	SS	34	35.8	35.8	100.0
	Total	95	100.0	100.0	

x32

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	7	7.4	7.4	7.4
	CS	16	16.8	16.8	24.2
	S	40	42.1	42.1	66.3
	SS	32	33.7	33.7	100.0
	Total	95	100.0	100.0	

x33

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	7	7.4	7.4	7.4
	CS	24	25.3	25.3	32.6
	S	23	24.2	24.2	56.8
	SS	41	43.2	43.2	100.0
	Total	95	100.0	100.0	

x41

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.2	4.2	4.2
	CS	29	30.5	30.5	34.7
	S	48	50.5	50.5	85.3
	SS	14	14.7	14.7	100.0
	Total	95	100.0	100.0	

x42

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.1	2.1	2.1
	CS	39	41.1	41.1	43.2
	S	35	36.8	36.8	80.0

SS	19	20.0	20.0	100.0
Total	95	100.0	100.0	

x43

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	6	6.3	6.3	6.3
CS	34	35.8	35.8	42.1
S	29	30.5	30.5	72.6
SS	26	27.4	27.4	100.0
Total	95	100.0	100.0	

x44

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	14	14.7	14.7	14.7
CS	35	36.8	36.8	51.6
S	32	33.7	33.7	85.3
SS	14	14.7	14.7	100.0
Total	95	100.0	100.0	

y1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	4	4.2	4.2	4.2
CS	24	25.3	25.3	29.5
S	39	41.1	41.1	70.5
SS	28	29.5	29.5	100.0
Total	95	100.0	100.0	

y2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	4	4.2	4.2	4.2
CS	21	22.1	22.1	26.3
S	37	38.9	38.9	65.3
SS	33	34.7	34.7	100.0
Total	95	100.0	100.0	

y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	8	8.4	8.4	8.4
	CS	23	24.2	24.2	32.6
	S	37	38.9	38.9	71.6
	SS	27	28.4	28.4	100.0
	Total	95	100.0	100.0	

y4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	6.3	6.3	6.3
	CS	21	22.1	22.1	28.4
	S	40	42.1	42.1	70.5
	SS	28	29.5	29.5	100.0
	Total	95	100.0	100.0	

LAMPIRAN 5: HASIL UJI VALIDITAS DAN RELIABILITAS

1. Hasil Uji Validitas Dan Realiabilitas Jenis-Jenis Asosisi Merek

Correlations

		X1
x11	Pearson Correlation	.811**
	Sig. (2-tailed)	.000
	N	95
x12	Pearson Correlation	.710**
	Sig. (2-tailed)	.000
	N	95
x13	Pearson Correlation	.785**
	Sig. (2-tailed)	.000
	N	95
x14	Pearson Correlation	.713**
	Sig. (2-tailed)	.000
	N	95

Reliability Statistics

Cronbach's Alpha	N of Items
.748	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x11	11.4000	3.838	.638	.636
x12	11.4526	4.250	.475	.726
x13	11.4000	3.732	.563	.679
x14	11.6632	4.375	.503	.711

2. Hasil Uji Validitas Dan Realiabilitas Dukungan Asosisi Merek

Correlations

		X2
x21	Pearson Correlation	.779**
	Sig. (2-tailed)	.000
	N	95
x22	Pearson Correlation	.762**
	Sig. (2-tailed)	.000
	N	95

x23	Pearson Correlation	.768**
	Sig. (2-tailed)	.000
	N	95
x24	Pearson Correlation	.551**
	Sig. (2-tailed)	.000
	N	95

Reliability Statistics

Cronbach's Alpha	N of Items
.690	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x21	11.2000	3.630	.567	.564
x22	11.3158	3.516	.503	.607
x23	11.2421	3.483	.513	.600
x24	11.3684	4.895	.332	.702

3. Hasil Uji Validitas Dan Realiabilitas Kekuatan Asosiasi Merek

Correlations

		X3
x31	Pearson Correlation	.768**
	Sig. (2-tailed)	.000
	N	95
x32	Pearson Correlation	.817**
	Sig. (2-tailed)	.000
	N	95
x33	Pearson Correlation	.848**
	Sig. (2-tailed)	.000
	N	95

Reliability Statistics

Cronbach's Alpha	N of Items
.740	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x31	8.0526	2.795	.512	.715
x32	8.0632	2.549	.585	.633
x33	8.0526	2.242	.606	.606

4. Hasil Uji Validitas Dan Realiabilitas Keunikan Asosiasi Merek**Correlations**

		X4
x41	Pearson Correlation	.780**
	Sig. (2-tailed)	.000
	N	95
x42	Pearson Correlation	.714**
	Sig. (2-tailed)	.000
	N	95
x43	Pearson Correlation	.760**
	Sig. (2-tailed)	.000
	N	95
x44	Pearson Correlation	.713**
	Sig. (2-tailed)	.000
	N	95

Reliability Statistics

Cronbach's Alpha	N of Items
.721	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x41	11.0211	3.936	.608	.610
x42	11.0316	4.095	.492	.670
x43	10.9895	3.649	.519	.656
x44	11.2947	3.870	.443	.703

5. Hasil Uji Validitas Dan Realiabilitas Keunikan Asosisi Merek

Correlations

		y
y1	Pearson Correlation	.866**
	Sig. (2-tailed)	.000
	N	95
y2	Pearson Correlation	.868**
	Sig. (2-tailed)	.000
	N	95
y3	Pearson Correlation	.728**
	Sig. (2-tailed)	.000
	N	95
y4	Pearson Correlation	.758**
	Sig. (2-tailed)	.000
	N	95

Reliability Statistics

Cronbach's Alpha	N of Items
.816	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1	11.8632	4.545	.749	.717
y2	11.7789	4.493	.750	.715
y3	11.9474	5.029	.504	.832
y4	11.8737	4.984	.565	.802

LAMPIRAN 6: ANALISIS REGRESI

Descriptive Statistics

	Mean	Std. Deviation	N
y	15.8211	2.82458	95
X1	15.3053	2.57679	95
X2	15.0421	2.50071	95
X3	12.0842	2.24397	95
X4	14.7789	2.51455	95

Correlations

		y	X1	X2	X3	X4
Pearson Correlation	y	1.000	.638	.572	.501	.555
	X1	.638	1.000	.454	.435	.505
	X2	.572	.454	1.000	.324	.468
	X3	.501	.435	.324	1.000	.352
	X4	.555	.505	.468	.352	1.000
Sig. (1-tailed)	y	.	.000	.000	.000	.000
	X1	.000	.	.000	.000	.000
	X2	.000	.000	.	.001	.000
	X3	.000	.000	.001	.	.000
	X4	.000	.000	.000	.000	.
N	y	95	95	95	95	95
	X1	95	95	95	95	95
	X2	95	95	95	95	95
	X3	95	95	95	95	95
	X4	95	95	95	95	95

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756 ^a	.571	.552	1.88969

a. Predictors: (Constant), X4, X3, X2, X1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	428.575	4	107.144	30.005	.000 ^a
	Residual	321.383	90	3.571		
	Total	749.958	94			

a. Predictors: (Constant), X4, X3, X2, X1

b. Dependent Variable: y

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
1 (Constant)	-.529	1.517		-.349	.728			
X1	.364	.095	.332	3.823	.000	.638	.374	.264
X2	.301	.093	.266	3.247	.002	.572	.324	.224
X3	.256	.099	.203	2.594	.011	.501	.264	.179
X4	.214	.095	.191	2.248	.027	.555	.231	.155

a. Dependent Variable: y

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.529	1.517		-.349	.728		
X1	.364	.095	.332	3.823	.000	.631	1.585
X2	.301	.093	.266	3.247	.002	.708	1.412
X3	.256	.099	.203	2.594	.011	.777	1.286
X4	.214	.095	.191	2.248	.027	.662	1.511

a. Dependent Variable: y

Correlations

			absres
Spearman's rho	X1	Correlation Coefficient	-.086
		Sig. (2-tailed)	.410
		N	95
	X2	Correlation Coefficient	-.080
		Sig. (2-tailed)	.440
		N	95
	X3	Correlation Coefficient	-.016
		Sig. (2-tailed)	.876
		N	95
	X4	Correlation Coefficient	.101
		Sig. (2-tailed)	.330
		N	95

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.756 ^a	.571	.552	1.88969	1.634

a. Predictors: (Constant), X4, X3, X2, X1

b. Dependent Variable: y

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		95
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.84904466
Most Extreme Differences	Absolute	.053
	Positive	.039
	Negative	-.053
Kolmogorov-Smirnov Z		.514
Asymp. Sig. (2-tailed)		.954

a. Test distribution is Normal.

BUKTI KONSULTASI

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Pembimbing : Yayuk Sri Rahayu, SE., MM
Judul Skripsi : Pengaruh Citra Merek *Smartphone* Samsung Galaxy Terhadap Loyalitas Konsumen (Studi Pada Mahasiswa Universitas Islam Negeri Maulana Malik Ibrahim Malang)

No.	Tanggal	Materi Konsultasi	Tanda Tangan Pembina
1.	16 September 2014	Pengajuan <i>Outline</i>	1. <i>af</i>
2.	13 Oktober 2014	Proposal	2. <i>af</i>
3.	18 Oktober 2014	Revisi Proposal	3. <i>af</i>
4.	21 Oktober 2014	ACC Proposal	4. <i>af</i>
5.	31 Oktober 2014	Seminar Proposal	5. <i>af</i>
6.	18 November 2014	Kuisisioner	6. <i>af</i>
7.	24 Desember 2014	Bab IV	7. <i>af</i>
8.	29 Desember 2014	Bab IV& V	8. <i>af</i>
9.	30 Desember 2014	ACC Skripsi	9. <i>af</i>

Malang, 31 Desember 2014

Mengetahui

Ketua Jurusan Manajemen


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