

## LAMPIRAN

### KUESIONER PENELITIAN TESIS MAGISTER MANAJEMEN UNISSULA



Tujuan Riset :

Penelitian ini bertujuan untuk mengetahui tentang “Model Integrated Marketing Communication and Loyalty ( studi kasus pada pelanggan Industri telekomunikasi di kota Semarang)

#### 1. DATA DIRI RESPONDEN

Berilah tanda silang (✓) pada kolom yang tersedia dengan jawaban yang Ibu/Bapak anggap sesuai dengan kondisi yang berlaku.

Nama :  
Jenis kelamin : Laki-Laki  b.Wanita   
Usia : Tahun  
Pekerjaan :  
Pendidikan :  
Domisili :  
Produk yang digunakan : Indihome  MNCPlay  Myrepublik

## 2. PETUNJUK PENGISIAN KUESIONER

Mohon berkenan memberi tanda centang ( ✓ ) Pada kolom yang telah disediakan untuk menjawab setiap pertanyaan / pernyataan berikut yang paling sesuai dengan kondisi anda.

Keterangan :

- a. Sangat Setuju (SS)
- b. Setuju (S)
- c. Netral (N)
- d. Tidak Setuju (TS)
- e. Sangat Tidak Setuju (STS)

### 1. Public Relation

No	Pernyataan	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
		1	2	3	4	5
1.	Menurut saya berita /artikel mengenai produk ini dapat saya percaya					
2.	Media yang digunakan untuk berita sudah tepat					
3.	Saya sering melihat event yang dibuat oleh perusahaan					
4.	Menurut saya event yang dibuat menarik					

## 2. Advertising

No	Pernyataan	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
		1	2	3	4	5
1.	Saya sering melihat penayangan produk ini di media cetak dan elektronik					
2.	Menurut saya iklan produk ini menarik					
3.	Saya dapat memahami isi pesan dari iklan produk ini					
4.	Menurut saya Bintang iklan produk ini menarik					
5.	Media yang digunakan produk ini untuk beriklan sudah tepat					

## 3. Sales Promotion

No	Pernyataan	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
		1	2	3	4	5
1.	Menurut saya promo/diskon produk menarik					
2.	Menurut saya paket layanan produk menarik					
3.	Saya mudah dalam mendapatkan promo / diskon harga					

#### 4. Direct Marketing

No	Pernyataan	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
		1	2	3	4	5
1.	Menurut saya isi pesan saat penawaran produk melalui email,sms,telepon atau surat itu menarik					
2.	Saya sering mendapatkan penawaran melalui email,sms,telpon atau surat					
3.	Menurut saya penawaran melalui media email,sms,telpon atau surat menarik					
4.	Telemarketing yang sopan membuat saya tertarik menggunakan produk yang ditawarkan					

## 5. Personal Selling

No	Pernyataan	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
		1	2	3	4	5
1.	Menurut saya penampilan Sales dan Marketing yang baik membuat saya tertarik pada produk ini					
2.	Menurut saya kesopanan Sales dan Marketing saat menyampaikan membuat saya tertarik pada produk ini					
3.	Sales dan Marketing sangat menjelaskan produk yang ingin saya beli					
4.	Saya selalu mendapatkan jawaban setiap pertanyaan yang ingin saya ketahui					

## 6. Brand Image

No	Pernyataan	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
		1	2	3	4	5
1.	Menurut saya merek produk ini menarik					
2.	Saya mengetahui betul tentang merek produk ini					
3.	Saya percaya terhadap merek produk ini					

## 7. Loyalty

No	Pernyataan	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
		1	2	3	4	5
1.	Produk ini memberikan kepuasan terhadap saya					
2.	Saya akan loyal terhadap produk ini					
3.	Saya berkeinginan berlangganan produk ini					
4.	Saya akan menceritakan produk ini terhadap teman,saudara maupun masyarakat luas					



		<b>Correlations</b>				
		x11	x12	x13	x14	Total_skor
x11	Pearson Correlation	1	.496**	.309**	.422**	.710**
	Sig. (2-tailed)		.000	.003	.000	.000
	N	90	90	90	90	90
x12	Pearson Correlation	.496**	1	.500**	.414**	.752**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	90	90	90	90	90
x13	Pearson Correlation	.309**	.500**	1	.583**	.805**
	Sig. (2-tailed)	.003	.000		.000	.000
	N	90	90	90	90	90
x14	Pearson Correlation	.422**	.414**	.583**	1	.802**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	90	90	90	90	90
Total_skor	Pearson Correlation	.710**	.752**	.805**	.802**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	90	90	90	90	90

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

## ADVERTISING



		Correlations					
		x21	x22	x23	x24	x25	Total_skor
x21	Pearson Correlation	1	.627**	.510**	.568**	.595**	.835**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	90	90	90	90	90	90
x22	Pearson Correlation	.627**	1	.561**	.567**	.624**	.832**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	90	90	90	90	90	90
x23	Pearson Correlation	.510**	.561**	1	.458**	.488**	.727**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	90	90	90	90	90	90
x24	Pearson Correlation	.568**	.567**	.458**	1	.620**	.804**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	90	90	90	90	90	90
x25	Pearson Correlation	.595**	.624**	.488**	.620**	1	.827**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	90	90	90	90	90	90
Total_skor	Pearson Correlation	.835**	.832**	.727**	.804**	.827**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	90	90	90	90	90	90

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

## SALES PROMOTION

### Correlations

		x31	x32	x33	Total_skor
x31	Pearson Correlation	1	.636**	.709**	.885**
	Sig. (2-tailed)		.000	.000	.000
	N	90	90	90	90
x32	Pearson Correlation	.636**	1	.664**	.856**
	Sig. (2-tailed)	.000		.000	.000
	N	90	90	90	90
x33	Pearson Correlation	.709**	.664**	1	.906**
	Sig. (2-tailed)	.000	.000		.000
	N	90	90	90	90
Total_skor	Pearson Correlation	.885**	.856**	.906**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	90	90	90	90

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

## DIRECT MARKETING

		<b>Correlations</b>				
		x41	x42	x43	x44	Total_skor
x41	Pearson Correlation	1	.521**	.695**	.459**	.816**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	90	90	90	90	90
x42	Pearson Correlation	.521**	1	.724**	.347**	.812**
	Sig. (2-tailed)	.000		.000	.001	.000
	N	90	90	90	90	90
x43	Pearson Correlation	.695**	.724**	1	.543**	.920**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	90	90	90	90	90
x44	Pearson Correlation	.459**	.347**	.543**	1	.702**
	Sig. (2-tailed)	.000	.001	.000		.000
	N	90	90	90	90	90
Total_skor	Pearson Correlation	.816**	.812**	.920**	.702**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	90	90	90	90	90

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

## PERSONAL SELLING

		Correlations				
		x51	x52	x53	x54	Total_skor
x51	Pearson Correlation	1	.657**	.628**	.538**	.844**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	90	90	90	90	90
x52	Pearson Correlation	.657**	1	.645**	.544**	.843**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	90	90	90	90	90
x53	Pearson Correlation	.628**	.645**	1	.696**	.869**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	90	90	90	90	90
x54	Pearson Correlation	.538**	.544**	.696**	1	.821**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	90	90	90	90	90
Total_skor	Pearson Correlation	.844**	.843**	.869**	.821**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	90	90	90	90	90

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

## BRAND IMAGE

### Correlations

		y1	y2	y3	Total_skor
y1	Pearson Correlation	1	.556**	.625**	.848**
	Sig. (2-tailed)		.000	.000	.000
	N	90	90	90	90
y2	Pearson Correlation	.556**	1	.586**	.835**
	Sig. (2-tailed)	.000		.000	.000
	N	90	90	90	90
y3	Pearson Correlation	.625**	.586**	1	.873**
	Sig. (2-tailed)	.000	.000		.000
	N	90	90	90	90
Total_skor	Pearson Correlation	.848**	.835**	.873**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	90	90	90	90

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

### Loyalty

		Correlations				
		z1	z2	z3	z4	Total_skor
z1	Pearson Correlation	1	.659**	.776**	.710**	.870**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	90	90	90	90	90
z2	Pearson Correlation	.659**	1	.781**	.773**	.892**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	90	90	90	90	90
z3	Pearson Correlation	.776**	.781**	1	.777**	.928**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	90	90	90	90	90
z4	Pearson Correlation	.710**	.773**	.777**	1	.909**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	90	90	90	90	90
Total_skor	Pearson Correlation	.870**	.892**	.928**	.909**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	90	90	90	90	90

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

## PUBLIC RELATION

Reliability Statistics	
Cronbach's Alpha	N of Items
.762	4

## PERSONAL SELLING

Reliability Statistics	
Cronbach's Alpha	N of Items
.863	4

**ADVERTISING**

**BRAND IMAGE**

Reliability Statistics	
Cronbach's Alpha	N of Items
.863	5

Reliability Statistics	
Cronbach's Alpha	N of Items
.811	3

**SALES PROMOTION**

**LOYALTY**

Reliability Statistics	
Cronbach's Alpha	N of Items
.857	3

Reliability Statistics	
Cronbach's Alpha	N of Items
.922	4

**DIRECT**

**MARKETING**

Reliability Statistics	
Cronbach's Alpha	N of Items
.832	4

**Uji Normalitas Regresi 1**

$$Y = PB + AD + SP + DM + PS$$

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		90
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	1.22489279
Most Extreme Differences	Absolute	.070
	Positive	.070
	Negative	-.065
Kolmogorov-Smirnov Z		.661
Asymp. Sig. (2-tailed)		.775

a. Test distribution is Normal.

## Uji Normalitas Regresi 2

$$Y = a + bX$$

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		90
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	1.26262221
Most Extreme Differences	Absolute	.101
	Positive	.078
	Negative	-.101
Kolmogorov-Smirnov Z		.958
Asymp. Sig. (2-tailed)		.317

a. Test distribution is Normal.

## Uji Normalitas Regresi 3

$$Z = X + Y$$

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		90
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	1.37574085
Most Extreme Differences	Absolute	.091
	Positive	.062
	Negative	-.091
Kolmogorov-Smirnov Z		.864
Asymp. Sig. (2-tailed)		.444

a. Test distribution is Normal.

## Uji Heteroskedastisitas Regresi 1

$$Y = PB + AD + SP + DM + PS$$



**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.461	.575		2.542	.013
	PB	-.063	.057	-.199	-1.104	.273
	AD	.001	.040	.005	.031	.975
	SP	-.007	.049	-.021	-.136	.892
	DM	.034	.044	.122	.759	.450
	PS	.000	.056	-.002	-.012	.991

a. Dependent Variable: RES2

**Uji Heteroskedastisitas Regresi 2**

$$Y = a + bX$$

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.373	.592		2.318	.023
	IMC	-.006	.008	-.079	-.748	.457

a. Dependent Variable: RES2

**Uji Heteroskedastisitas Regresi 3**

$$Z = X + Y$$

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.098	.660		3.179	.002
	IMC	-.024	.014	-.282	-1.676	.097
	BI	.055	.078	.119	.708	.481

a. Dependent Variable: RES2

**Uji Multikolonieritas Regresi 1**

$$Y = PB + AD + SP + DM + PS$$

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.923	.909		1.016	.313		
	PB	.315	.090	.388	3.496	.001	.355	2.816
	AD	.107	.063	.163	1.695	.094	.470	2.126
	SP	.184	.077	.221	2.371	.020	.501	1.994
	DM	.054	.070	.077	.779	.438	.447	2.239
	PS	.077	.088	.102	.881	.381	.326	3.067

a. Dependent Variable: BI

### Uji Multikoloniaritas Regresi 2

$$Y = a + bX$$

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.122	.891		1.260	.211		
	IMC	.142	.012	.781	11.748	.000	1.000	1.000

a. Dependent Variable: BI

### Uji Multikoloniaritas Regresi 3

$$Z = X + Y$$

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.583	.985		.592	.556		
	IMC	.052	.021	.210	2.439	.017	.389	2.568
	BI	.936	.117	.691	8.014	.000	.389	2.568

**Uji F  
& T  
Regr  
esi 1**

$$Y = PB + AD + SP + DM + PS$$

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	230.868	5	46.174	29.046	.000 <sup>a</sup>
	Residual	133.532	84	1.590		
	Total	364.400	89			

a. Predictors: (Constant), PS, AD, SP, DM, PB

b. Dependent Variable: BI

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.923	.909		1.016	.313
	PB	.315	.090	.388	3.496	.001
	AD	.107	.063	.163	1.695	.094
	SP	.184	.077	.221	2.371	.020
	DM	.054	.070	.077	.779	.438
	PS	.077	.088	.102	.881	.381

a. Dependent Variable: BI

### Uji F & T Regresi 2

$$Y = a + bX$$

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	222.515	1	222.515	138.008	.000 <sup>a</sup>
	Residual	141.885	88	1.612		
	Total	364.400	89			

a. Predictors: (Constant), IMC

b. Dependent Variable: BI

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.122	.891		1.260	.211
	IMC	.142	.012	.781	11.748	.000

a. Dependent Variable: BI

### Uji F & T Regresi 3

$$Z = X + Y$$

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	500.842	2	250.421	129.338	.000 <sup>a</sup>
	Residual	168.447	87	1.936		
	Total	669.289	89			

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.583	.985		.592	.556
	IMC	.052	.021	.210	2.439	.017
	BI	.936	.117	.691	8.014	.000

**Koefisien Regresi 1**

$$Y = PB + AD + SP + DM + PS$$

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.796 <sup>a</sup>	.634	.612	1.261

a. Predictors: (Constant), PS, AD, SP, DM, PB

**Koefisien Regresi 2**

$$Y = a + bX$$

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781 <sup>a</sup>	.611	.606	1.270

a. Predictors: (Constant), IMC

### Koefisien Regresi 3

$$Z = Y + X$$

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865 <sup>a</sup>	.748	.743	1.391

a. Predictors: (Constant), BI, IMC

### Regresi Model 1

$$Y = a + bX$$

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781 <sup>a</sup>	.611	.606	1.270

a. Predictors: (Constant), IMC

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.122	.891		1.260	.211
	IMC	.142	.012	.781	11.748	.000

a. Dependent Variable: Brand Image

## Regresi Model 2

$$Z = X + Y$$

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865 <sup>a</sup>	.748	.743	1.391

a. Predictors: (Constant), Brand Image, IMC