

Lampiran 1. Kuesioner

ANGKET PENELITIAN PENGARUH FEATURE PRODUK DAN CITRA MEREK TERHADAP LOYALITAS KONSUMEN MELALUI KEPUTUSAN PEMBELIAN ULANG SMARTPHONE MEREK SAMSUNG DI KOTA SEMARANG

A. IDENTITAS RESPONDEN

1. Nama :
2. Jenis kelamin Anda?
 - a. Pria
 - b. Wanita
3. Usia Anda?
 - a. Kurang dari 20 tahun
 - b. Antara 21 – 30 tahun
 - c. Lebih dari 30 tahun
4. Pendapatan anda perbulan
 - a. Kurang dari Rp. 1.000.000
 - b. Rp. 1.000.000 – Rp. 2.000.000
 - c. Diatas Rp.2.000.000
5. Berapa kali Anda pernah membeli hp merek Samsung?
 - d. 2 kali
 - e. Lebih dari 2 kali
6. Rata-rata penggunaan pulsa per bulan
 - a. < Rp. 50.000
 - b. Rp. 101.000 – 200.000
 - c. Rp. 101.000-200.000
 - d. > Rp. 100.000

B. PETUNJUK PENGISIAN

Mohon diberikan jawaban dari setiap pertanyaan menurut pendapat Anda dengan memberi tanda (X) pada setiap jawaban yang Anda Pilih.

No	Pernyataan	SS	S	N	TS	STS
	Fitur					
1	Smartphone Samsung mempunyai fitur yang lengkap					
2	Fitur yang ada di smartphone Samsung sesuai dengan kebutuhan					
3	Smartphone Samsung mudah digunakan					
4	Smartphone Samsung mempunyai sistem operasi terbaru					
	Citra Merek					
5	Smartphone Samsung mempunyai reputasi yang baik					
6	Saya sangat mengetahui atau mengenal smarhphone Samsung					
7	Saya sangat menyukai berbagai macam tipe smartphone Samsung					
8	Saya dengan mudah menjangkau merek smartphone Samsung					
	Keputusan Pembelian Ulang					
9	Smartphone Samsung bisa memenuhi kebutuhan penggunanya					
10	Merek Samsung menjadi alternatif pilihan utama atas ketidakcocokan dengan merek lain yang pernah dibeli					
11	Saya terbiasa menggunakan handphone merek Samsung					
	Loyalitas Konsumen					
12	Saya akan melakukan pembelian kembali smartphone Samsung					
13	Saya tidak mudah terpengaruh dengan produk selain smartphone Samsung					
14	Saya akan merekomendasikan produk Samsung kepada orang lain					

Lampiran 2. Hasil Output SPSS

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.939	4

Item Statistics

	Mean	Std. Deviation	N
X1.1	3.69	.787	100
X1.2	3.77	.649	100
X1.3	3.69	.825	100
X1.4	3.69	.692	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	11.15	4.068	.869	.917
X1.2	11.07	4.652	.849	.926
X1.3	11.15	3.886	.886	.913
X1.4	11.15	4.492	.845	.925

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.84	7.449	2.729	4

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.915	4

Item Statistics

	Mean	Std. Deviation	N
X2.1	3.77	.952	100
X2.2	3.63	.971	100
X2.3	3.72	.933	100
X2.4	3.77	.863	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	11.12	6.450	.764	.905
X2.2	11.26	6.477	.734	.916
X2.3	11.17	6.446	.788	.897
X2.4	11.12	6.187	.959	.841

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.89	11.048	3.324	4

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.847	3

Item Statistics

	Mean	Std. Deviation	N
Y1.1	3.78	.824	100
Y1.2	3.70	.916	100
Y1.3	3.71	.808	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	7.41	2.467	.711	.791
Y1.2	7.49	2.232	.699	.808
Y1.3	7.48	2.454	.742	.764

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.19	4.984	2.232	3

Reliability

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.782	3

Item Statistics

	Mean	Std. Deviation	N
Y2.1	3.68	.750	100
Y2.2	3.65	.796	100
Y2.3	3.72	.753	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y2.1	7.37	1.973	.545	.782
Y2.2	7.40	1.657	.680	.635
Y2.3	7.33	1.819	.639	.684

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.05	3.684	1.919	3

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Citra Merek, Fitur Produk ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Pembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.791 ^a	.625	.617	1.381

a. Predictors: (Constant), Citra Merek, Fitur Produk

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	308.411	2	154.205	80.863	.000 ^a
	Residual	184.979	97	1.907		
	Total	493.390	99			

a. Predictors: (Constant), Citra Merek, Fitur Produk

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.819	.778		2.338	.021
	Fitur Produk	.309	.071	.377	4.331	.000
	Citra Merek	.322	.059	.479	5.497	.000

a. Dependent Variable: Keputusan Pembelian

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Keputusan Pembelian, Fitur Produk, Citra Merek ^a	.	Enter

- a. All requested variables entered.
 b. Dependent Variable: Loyalitas Konsumen

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.864 ^a	.747	.739	.978

- a. Predictors: (Constant), Keputusan Pembelian, Fitur Produk, Citra Merek

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	270.624	3	90.208	94.247	.000 ^a
	Residual	91.886	96	.957		
	Total	362.510	99			

- a. Predictors: (Constant), Keputusan Pembelian, Fitur Produk, Citra Merek
 b. Dependent Variable: Loyalitas Konsumen

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.828	.567		3.226	.002
	Fitur Produk	.251	.055	.359	4.558	.000
	Citra Merek	.122	.047	.211	2.561	.012
	Keputusan Pembelian	.331	.072	.386	4.597	.000

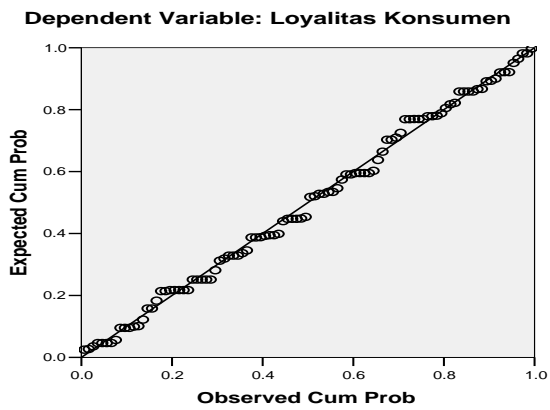
- a. Dependent Variable: Loyalitas Konsumen

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Fitur Produk	.427	2.344
	Citra Merek	.388	2.576
	Keputusan Pembelian	.375	2.667

a. Dependent Variable: Loyalitas Konsumen

Normal P-P Plot of Regression Standardized Residual



Scatterplot

