

LAMPIRAN 1 KUESIONER PENELITIAN

KUESIONER PENELITIAN

Hal : Permohonan Menjadi Responden

Yth : Bapak/Ibu/Saudara

Di tempat

Dengan ini saya memohon Bapak/Ibu/Saudara agar berkenan meluangkan waktu sejenak untuk mengisi kuesioner ini untuk penyusunan skripsi saya secara sukarela, jujur, dan benar. Kuesioner ini dimaksudkan untuk mengetahui sejauh mana penilaian anda terhadapshampo clear.

Penelitian ini hanya untuk kepentingan ilmiah dan tidak akan dipublikasikan, sehingga saya sebagai peneliti akan menjamin kerahasiaan dari semua pendapat atau komentar yang Bapak/Ibu/Saudara berikan. Oleh karena itu, besar harapan saya agar Bapak/Ibu/Saudara berkenan mengisi semua pertanyaan dalam kuesioner ini.

Dengan demikian surat permohonan ini saya sampaikan. Atas partisipasi dan kesediaan Bapak/Ibu/Saudara, saya mengucapkan terima kasih.

Semarang, November 2018

Hormat saya,

Yova Heru Pramono

DAFTAR PERTANYAAN

IDENTITAS RESPONDEN

Nama :

Jenis Kelamin : a.Laki-laki b.Perempuan

Usia :

Tingkat Pendidikan :

Pekerjaan Responden :

Frekuensi Pembelian :

Jenis Produk : Shampo Clear

PETUNJUK PENGISIAN

Berilah tanda centang dari pernyataan pernyataan yang ada dibawah ini dengan keterangan sebagai berikut :

STS : Sangat tidak setuju

TS : Tidak setuju

N : Netral

S : Setuju

SS : Sangat setuju

Kualitas Produk

No	Pernyataan	STS	TS	N	S	SS
1.	Keistimewaan					
	Menurut saya shampoclear memiliki keistimewaan dalam mengatasi ketombe					
2.	DayaTahan					
	Menurut saya keharuman shampo clear tahan lama					
3.	Kesan Kualias					
	Menurut saya shampo clear memiliki kesan kualias yang baik					

Advertising

No	Pernyataan	STS	TS	N	S	SS
1.	Jangkauan Advertising					
	Jangkauan advertisingshampo clear sangat luas					
2.	Kuantitas Penayangan Iklan di Media Advertising					
	Penayangan iklan shampo clear di televisi sangatlah sering					
3.	Kualitas penyampaian pesan dalam penayangan iklan di media advertising					
	Penyampaian pesan iklan shampo clear sangat mudah di pahami					

Brand Image

No	Pernyataan	STS	TS	N	S	SS
1.	Pengenalan					
	Menurut saya produk clear mudah dikenali					
2.	Nama					
	Menurut saya "Clear" adalah produk shampo terkenal di indonesia					
3.	Ketertarikan					
	Menurut saya shampo clear mempunyai daya tarik tersendiri					

Keunggulan Bersaing

	Pernyataan	STS	TS	N	S	SS
1.	Bernilai					
	Menurut saya shampo clear produk yang sangat berkualitas					
2.	Berbeda Dengan Yang Lain					
	Menurut saya shampo clear berbeda dengan produk yang lain dari segi kualitas					
3.	Harga Produk					
	Menurut saya harga shampoo clear terjangkau					

LAMPIRAN 2 TABULASI RESPONDEN

HASIL JAWABAN RESPONDEN																	
Resp	Kualitas produk				Advertising				Brand Image				Keunggulan Bersaing				
	X1.1	X1.2	X1.3	X1	X2.1	X2.2	X2.3	X2	Y1.1	Y1.2	Y1.3	Y1	Y2.1	Y2.2	Y2.3	Y2	
1	4	5	4	13	4	5	4	13	4	5	4	13	5	4	5	14	
2	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12	
3	3	3	3	9	4	4	3	11	3	4	2	9	3	3	3	9	
4	4	5	4	13	5	4	4	13	4	5	4	13	5	5	4	14	
5	3	3	3	9	2	2	2	6	2	3	3	8	3	3	3	9	
6	2	3	2	7	3	4	3	10	4	3	4	11	3	4	2	9	
7	4	4	4	12	5	4	4	13	4	5	4	13	5	4	4	13	
8	4	4	5	13	4	4	4	12	5	4	4	13	5	4	4	13	
9	3	3	3	9	2	3	2	7	3	3	3	9	3	3	2	8	
10	4	4	4	12	5	5	4	14	4	4	5	13	4	4	4	12	
11	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12	
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98	2	3	2	7	2	1	2	5	2	3	2	7	2	3	2	7
99	4	4	4	12	4	4	4	12	4	5	4	13	5	4	4	13
100	3	4	2	9	3	2	3	8	3	2	2	7	3	2	3	8

LAMPIRAN 3 HASIL ANALISIS DATA

Frequencies Kualitas Produk

		Statistics		
		x1.1	x1.2	x1.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3.71	3.77	3.64
Median		4.00	4.00	4.00
Mode		4	4	4
Std. Deviation		.808	.790	.835

Frequency Table

x1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang setuju	9	9.0	9.0	9.0
	Netral	24	24.0	24.0	33.0
	Setuju	54	54.0	54.0	87.0
	Sangat Setuju	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

x1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang setuju	5	5.0	5.0	5.0
	Netral	30	30.0	30.0	35.0
	Setuju	48	48.0	48.0	83.0
	Sangat Setuju	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

x1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang setuju	12	12.0	12.0	12.0
	Netral	23	23.0	23.0	35.0
	Setuju	54	54.0	54.0	89.0
	Sangat Setuju	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

Frequencies Advertising

		Statistics		
		x2.1	x2.2	x2.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3.75	3.88	3.65
Median		4.00	4.00	4.00
Mode		4	4	4
Std. Deviation		1.029	1.085	.947

Frequency Table

x2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang setuju	18	18.0	18.0	18.0
	Netral	14	14.0	14.0	32.0
	Setuju	43	43.0	43.0	75.0
	Sangat Setuju	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

x2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	2	2.0	2.0	2.0
	Kurang setuju	15	15.0	15.0	17.0
	Netral	8	8.0	8.0	25.0
	Setuju	43	43.0	43.0	68.0
	Sangat Setuju	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

x2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang setuju	18	18.0	18.0	18.0
	Netral	14	14.0	14.0	32.0
	Setuju	53	53.0	53.0	85.0
	Sangat Setuju	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Frequencies Brand Image

		Statistics		
		y1.1	y1.2	y1.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3.77	3.88	3.80
Median		4.00	4.00	4.00
Mode		4	4	4
Std. Deviation		.886	.967	.921

Frequency Table

		y1.1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang setuju	11	11.0	11.0	11.0
	Netral	20	20.0	20.0	31.0
	Setuju	50	50.0	50.0	81.0
	Sangat Setuju	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

		y1.2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang setuju	13	13.0	13.0	13.0
	Netral	14	14.0	14.0	27.0
	Setuju	45	45.0	45.0	72.0
	Sangat Setuju	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

		y1.3			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang setuju	13	13.0	13.0	13.0
	Netral	15	15.0	15.0	28.0
	Setuju	51	51.0	51.0	79.0
	Sangat Setuju	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

Frequencies Keunggulan Bersaing

		Statistics		
		y2.1	y2.2	y2.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3.78	3.80	3.67
Median		4.00	4.00	4.00
Mode		4	4	4
Std. Deviation		.949	.841	.922

Frequency Table

		y2.1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang setuju	12	12.0	12.0	12.0
	Netral	22	22.0	22.0	34.0
	Setuju	42	42.0	42.0	76.0
	Sangat Setuju	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

		y2.2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang setuju	8	8.0	8.0	8.0
	Netral	23	23.0	23.0	31.0
	Setuju	50	50.0	50.0	81.0
	Sangat Setuju	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

		y2.3			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kurang setuju	14	14.0	14.0	14.0
	Netral	22	22.0	22.0	36.0
	Setuju	47	47.0	47.0	83.0
	Sangat Setuju	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

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
.900	3

Item Statistics

	Mean	Std. Deviation	N
x1.1	3.71	.808	100
x1.2	3.77	.790	100
x1.3	3.64	.835	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	7.41	2.204	.867	.802
x1.2	7.35	2.553	.697	.943
x1.3	7.48	2.151	.852	.814

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
.925	3

Item Statistics

	Mean	Std. Deviation	N
x2.1	3.75	1.029	100
x2.2	3.88	1.085	100
x2.3	3.65	.947	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	7.53	3.585	.904	.843
x2.2	7.40	3.758	.767	.960
x2.3	7.63	3.953	.880	.869

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
.848	3

Item Statistics

	Mean	Std. Deviation	N
y1.1	3.77	.886	100
y1.2	3.88	.967	100
y1.3	3.80	.921	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	7.68	2.866	.752	.756
y1.2	7.57	2.753	.692	.813
y1.3	7.65	2.856	.707	.796

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
.849	3

Item Statistics

	Mean	Std. Deviation	N
y2.1	3.78	.949	100
y2.2	3.80	.841	100
y2.3	3.67	.922	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	7.47	2.413	.797	.710
y2.2	7.45	2.937	.701	.808
y2.3	7.58	2.771	.666	.840

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.1783440
	Std. Deviation	.86908959
Most Extreme Differences	Absolute	.078
	Positive	.078
	Negative	-.069
Test Statistic		.078
Asymp. Sig. (2-tailed)		.137 ^c

a. Test distribution is Normal.

b. Calculated from data.

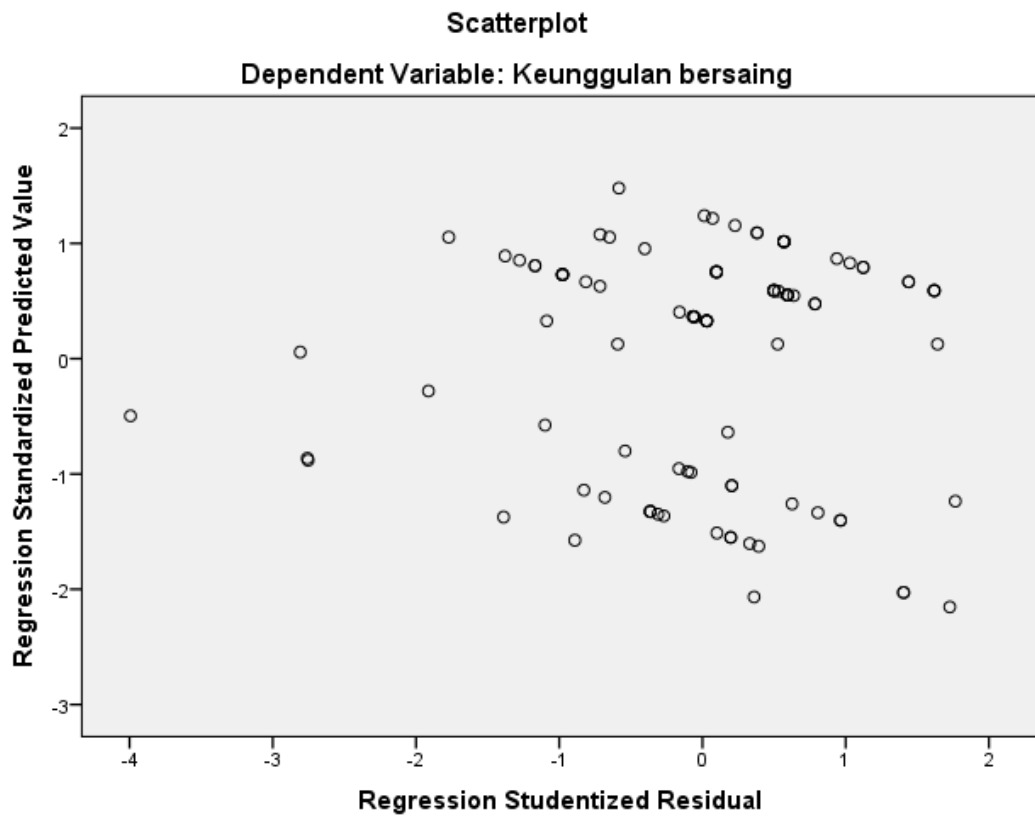
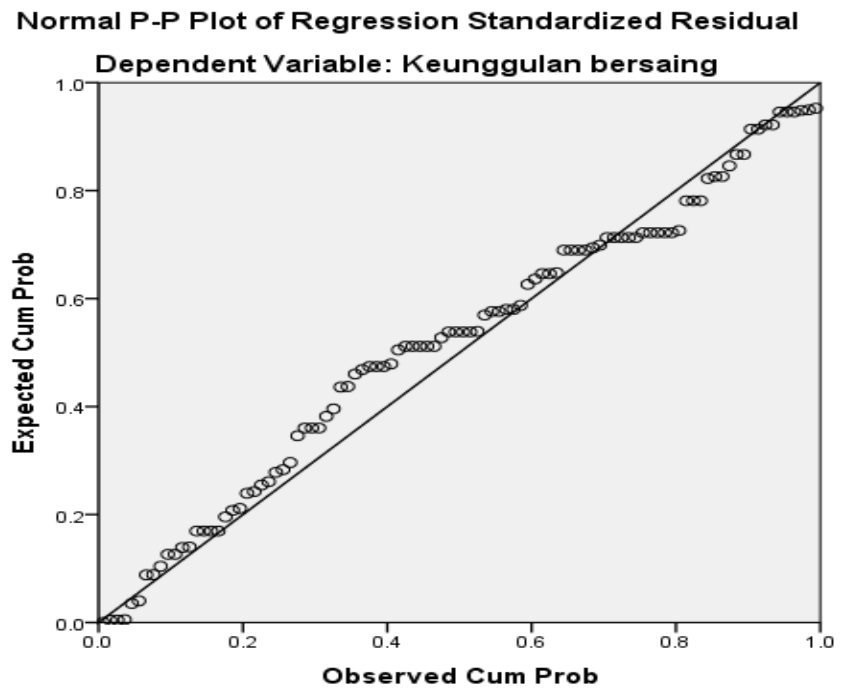
c. Lilliefors Significance Correction.

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Kualitas produk	.387	2.583
	Advertising	.618	1.618
	Brand Image	.415	2.411

a. Dependent Variable: Keunggulan bersaing

Charts



Regression Model 1

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	<i>Advertising</i> , Kualitas produk ^b	.	Enter

a. Dependent Variable: *Brand Image*

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.765 ^a	.585	.577	1.581

a. Predictors: (Constant), *Advertising*, Kualitas produk

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	342.186	2	171.093	68.419	.000 ^b
	Residual	242.564	97	2.501		
	Total	584.750	99			

a. Dependent Variable: *Brand Image*

b. Predictors: (Constant), *Advertising*, Kualitas produk

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.897	.833		2.277	.025
	Kualitas produk	.716	.089	.654	8.030	.000
	<i>Advertising</i>	.141	.069	.166	2.041	.044

a. Dependent Variable: *Brand Image*

Regression Model 2

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	<i>Brand Image</i> , <i>Advertising</i> , Kualitas produk ^b		Enter

a. Dependent Variable: Keunggulan bersaing

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.928 ^a	.861	.857	.901

a. Predictors: (Constant), *Brand Image*, *Advertising*, Kualitas produk

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	482.793	3	160.931	198.178	.000 ^b
	Residual	77.957	96	.812		
	Total	560.750	99			

a. Dependent Variable: Keunggulan bersaing

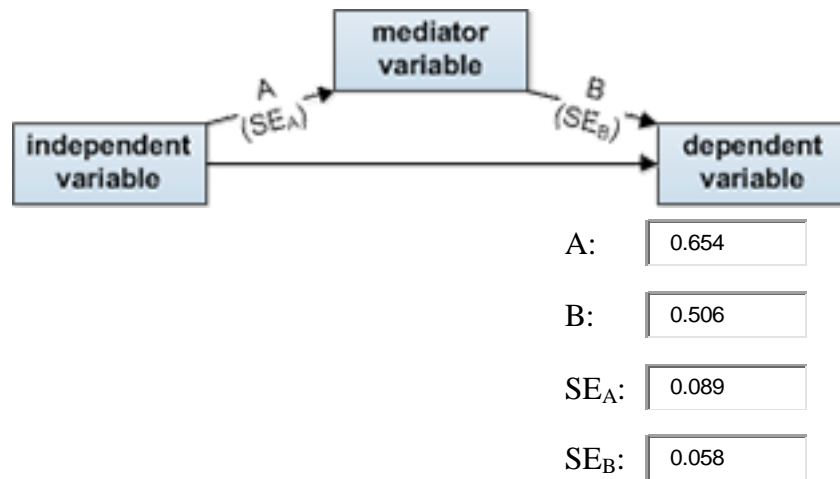
b. Predictors: (Constant), *Brand Image*, *Advertising*, Kualitas produk

Coefficients^a

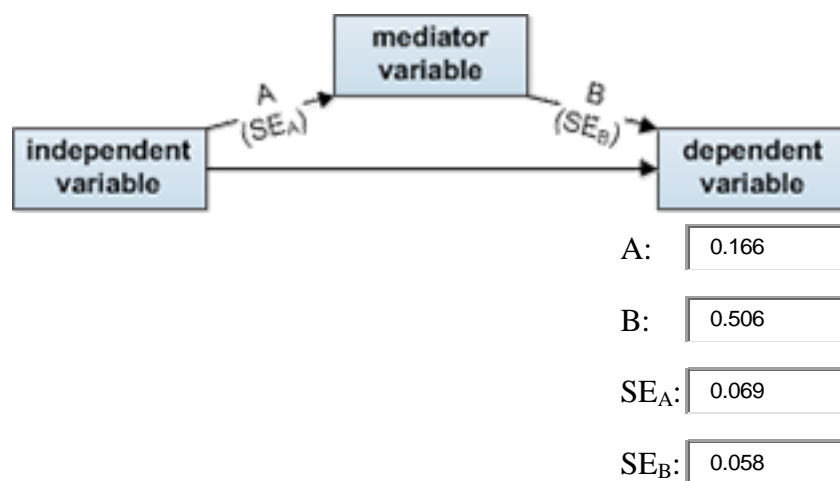
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.312	.487		-.640	.523
	Kualitas produk	.444	.066	.414	6.775	.000
	Advertising	.084	.040	.101	2.093	.039
	Brand Image	.496	.058	.506	8.564	.000

a. Dependent Variable: Keunggulan bersaing

HASIL SOBEL TEST



Sobel test statistic: 5.62027734
 One-tailed probability: 0.00000001
 Two-tailed probability: 0.00000002



Sobel test statistic: 2.31922936
 One-tailed probability: 0.01019130
 Two-tailed probability: 0.02038260