

LAMPIRAN 1
KUESIONER PENELITIAN

KUESIONER PENELITIAN

AssalamualaikumWr.Wb,

Bersama ini saya mengharapkan bantuan teman-teman untuk mengisi kuesioner yang saya berikan. Adapun kuesioner ini merupakan survei tentang Pengaruh Brand Image, *Brand Trust* dan *Brand reputation* terhadap Keputusan Pembelian dengan *Brand Loyalty* sebagai variabel interveningnya, pada *Smartphone* Merek Oppo yang akan digunakan sebagai bahan untuk membuat skripsi.

Atas perhatian dan kerja samanya saya mengucapkan terima kasih.

Identitas Responden

1. Nama Responden :
2. Jenis Kelamin :
3. Usia :
4. Pekerjaan :

Isilah daftar pertanyaan di bawah ini yang sesuai dengan pengamatan keadaan yang sebenarnya.

Berikan tanda (X) pada kolom jawaban yang anda pilih dengan ketentuan :

SS = Sangat Setuju N = Netral STS = Sangat Tidak Setuju

S = Setuju TS = Tidak Setuju

No.	Brand Image	STS	TS	N	S	SS
1.	Saya akan membeli Smartphone Oppo sesuai dengan spesifikasinya.					
2.	Saya memilih Smartphone Oppo dengan keunggulan yang di milikinya.					
3.	Saya memilih Smartphone Oppo dengan fitur camera yang lebih unggul.					
Brand Trust		STS	TS	N	S	SS
1.	Saya memilih Smartphone Oppo sesuai harapan.					
2.	Saya yakin Smartphone Oppo memiliki Spesifikasi unggul dari Smartphone lainnya.					
3.	Saya memilih Smartphone Oppo dengan bentuk, warna, ukuran yang elegan.					
Brand Reputation		STS	TS	N	S	SS
1.	Saya menyukai Smartphone Oppo dari kinerja/system Operasi yang berkualitas tinggi.					
2.	Saya memilih menggunakan Smartphone Oppo untuk menunjang penampilan agar lebih trendy.					
3.	Saya menyukai dan tertarik untuk menggunakan Smartphone Oppo atas keinginan pribadi.					
Keputusan Pembelian		STS	TS	N	S	SS
1.	Saya suka menggunakan Oppo dari fitur yang canggih ditambah lagi mudah untuk didapatkan.					
2.	Iklan yang digunakan dalam promosi Smartphone Oppo mampu menarik perhatian khalayak umum.					
3.	Smartphone Oppo tidak hanya untuk media informasi akan tetapi hingga media hiburan.					
4.	Membuktikan bahwa Smartphone Oppo unggul dari lainnya dengan banyaknya konsumen yang membeli.					
Brand Loyalty		STS	TS	N	S	SS
1.	Saya akan membeli produk smartphone Oppo dengan tipe yang lain					
2.	Saya akan merekomendasikan kepada orang lain untuk membeli smartphone merek Oppo.					
3.	Saya akan berkomitmen untuk tetap					

	menggunakan Smartphone merek Oppo.					
4.	Membuktikan bahwa Smartphone Oppo unggul dari lainnya dengan banyaknya konsumen yang membeli.					

Saya tertarik menggunakan Smartphone Oppo

karena.....

LAMPIRAN 2
TABULASI DATA RESPONDEN

TABULASI DATA

No.	X1.1	X1.2	X1.3	X1	X2.1	X2.2	X2.2	X2	X3.1	X3.2	X3.3	X3	Y1.1	Y1.2	Y1.3	Y1.4	Y1	Y2.1	Y2.2	Y2.3	Y2.4	Y2
1	5	5	4	14	5	5	5	15	4	4	3	11	5	4	5	5	19	5	5	5	5	20
2	4	5	5	14	4	4	3	11	4	3	4	11	5	4	5	5	19	5	5	5	5	20
3	3	2	3	8	3	2	3	8	2	2	3	7	3	2	3	3	11	4	4	4	4	16
4	5	4	5	14	5	4	5	14	4	3	4	11	5	4	5	5	19	5	5	4	5	19
5	4	5	5	14	4	3	4	11	4	4	3	11	4	5	5	5	19	5	5	4	5	19
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9	4	4	4	12	4	4	4	12	5	5	4	14	5	5	5	5	20	5	5	4	5	19
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LAMPIRAN 3
HASIL ANALISIS DATA

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
.878	3

Item Statistics

	Mean	Std. Deviation	N
X1.1	3.61	.886	100
X1.2	3.57	1.027	100
X1.3	3.49	1.049	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	7.06	3.734	.751	.845
X1.2	7.10	3.101	.811	.783
X1.3	7.18	3.200	.744	.849

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.67	7.092	2.663	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
.833	3

Item Statistics

	Mean	Std. Deviation	N
X2.1	3.59	.866	100
X2.2	3.54	.937	100
x2.3	3.58	.945	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	7.12	2.814	.723	.742
X2.2	7.17	2.648	.701	.760
x2.3	7.13	2.720	.658	.804

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.71	5.663	2.380	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
.741	3

Item Statistics

	Mean	Std. Deviation	N
X3.1	3.51	.798	100
X3.2	3.36	.969	100
X3.3	3.41	1.006	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	6.77	2.805	.626	.608
X3.2	6.92	2.297	.639	.565
X3.3	6.87	2.599	.463	.787

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.28	5.113	2.261	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
.913	4

Item Statistics

	Mean	Std. Deviation	N
Y1.1	3.57	.956	100
Y1.2	3.58	.987	100
Y1.3	3.60	1.025	100
Y1.4	3.83	.779	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	11.01	6.596	.759	.902
Y1.2	11.00	6.485	.752	.905
Y1.3	10.98	6.262	.765	.902
Y1.4	10.75	6.674	.982	.840

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.58	11.236	3.352	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
.819	4

Item Statistics

	Mean	Std. Deviation	N
Y2.1	4.21	.729	100
Y2.2	4.15	.730	100
Y2.3	3.83	.711	100
Y2.4	4.11	.695	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	12.09	3.335	.547	.816
Y2.2	12.15	3.058	.679	.754
Y2.3	12.47	3.444	.520	.826
Y2.4	12.19	2.863	.841	.677

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.30	5.323	2.307	4

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Brand Reputation, Brand Trust, Brand Image ^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	.754 ^a	.568	.555	2.236

a. Predictors: (Constant), Brand Reputation, Brand Trust, Brand Image

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	632.337	3	210.779	42.154	.000 ^a
	Residual	480.023	96	5.000		
	Total	1112.360	99			

a. Predictors: (Constant), Brand Reputation, Brand Trust, Brand Image

b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.876	1.178		1.592	.115
	Brand Image	.392	.128	.311	3.056	.003
	Brand Trust	.294	.139	.209	2.122	.036
	Brand Reputation	.523	.126	.352	4.131	.000

a. Dependent Variable: Keputusan Pembelian

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Keputusan Pembelian, Brand Trust, Brand Reputation, Brand Image	.	Enter

a. All requested variables entered.

b. Dependent Variable: Brand Loyalty

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.820 ^a	.673	.659	1.346

a. Predictors: (Constant), Keputusan Pembelian, Brand Trust, Brand Reputation, Brand Image

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	354.766	4	88.691	48.920	.000 ^a
	Residual	172.234	95	1.813		
	Total	527.000	99			

a. Predictors: (Constant), Keputusan Pembelian, Brand Trust, Brand Reputation, Brand Image

b. Dependent Variable: Brand Loyalty

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.547	.719		9.108	.000
	Brand Image	.164	.081	.189	2.022	.046
	Brand Trust	.198	.085	.204	2.313	.023
	Brand Reputation	.363	.083	.355	4.386	.000
	Keputusan Pembelian	.148	.061	.216	2.416	.018

a. Dependent Variable: Brand Loyalty

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand Image	.395	2.533
	Brand Trust	.443	2.256
	Brand Reputation	.524	1.908
	Keputusan Pembelian	.432	2.317

a. Dependent Variable: Brand Loyalty

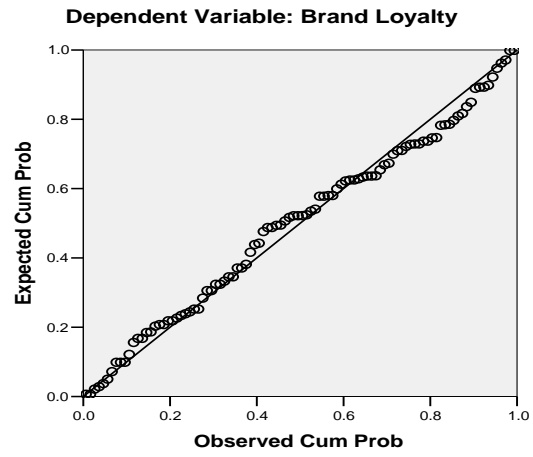
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.31899274
Most Extreme Differences	Absolute	.068
	Positive	.068
	Negative	-.068
Kolmogorov-Smirnov Z		.685
Asymp. Sig. (2-tailed)		.737

a. Test distribution is Normal.

b. Calculated from data.

Normal P-P Plot of Regression Standardized Residual



Scatterplot

