

LAMPIRAN



**DAFTAR PERTANYAAN (KUESIONER) MODEL
LOYALITAS PELANGGAN MELALUI BRAND
AWARENESS, BRAND ASSOCIATION, DAN PERCEIVED
QUALITY DENGAN KEPUASAN PELANGGAN SEBAGAI
VARIABEL INTERVENING**

Semarang, September 2019

Hal : Permohonan Pengisian Kuesioner
Kepada Yth:
Saudara/saudari Responden
Di tempat

Dengan hormat,

Dalam rangka penyelesaian penyusunan skripsi jurusan Manajemen Universitas Islam Sultan Agung saya bermaksud untuk melakukan penelitian dengan judul **“MODEL LOYALITAS PELANGGAN MELALUI BRAND AWARENESS, BRAND ASSOCIATION, PERCEIVED QUALITY DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING”** Kuesioner ini terdiri atas sejumlah pernyataan. Perlu saudara/saudari ketahui bahwa keberhasilan penelitian ini sangat tergantung dari partisipasi saudara/saudari dalam menjawab kuesioner.

Untuk mendapatkan data yang maksimal maka saya mengharapkan partisipasi saudara/saudari untuk menjawab beberapa pertanyaan dengan sebaik baiknya sesuai pengetahuan dan pengalaman yang dimiliki.

Sebelumnya saya ucapkan terimakasih sebesar-besarnya atas kesediaan bapak atau ibu yang telah membantu penelitian ini.

Hormat Saya,

Sadham Maulana H.

Lampiran 1

KUESIONER PENELITIAN

Yth. Saudara/saudari Responden

Bersama ini saya mohon kesediaan Saudara/saudari untuk mengisi kuesioner dalam rangka penelitian saya yang berjudul: **“MODEL LOYALITAS PELANGGAN MELALUI BRAND AWARENESS, BRAND ASSOCIATION, DAN PERCEIVED QUALITY DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING”**.

Kuesioner ini terdiri atas sejumlah pernyataan. Perlu Saudara/saudari ketahui bahwa keberhasilan penelitian ini sangat tergantung dari partisipasi Saudara/saudari dalam menjawab kuesioner.

Cara Pengisian Kuesioner

Bapak/Ibu cukup memberikan tanda centang (√) pada pilihan jawaban yang tersedia (rentang angka dari 1 sampai dengan 5) sesuai dengan pendapat Saudara/saudari. Setiap pernyataan mengharapkan hanya satu jawaban. Setiap angka akan mewakili tingkat kesesuaian dengan pendapat Saudara/saudari:

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

Atas partisipasi dan kerjasamanya, saya mengucapkan terima kasih.

Karakteristik / Identitas Responden

1. Nama Responden / Umur :/.....
2. Jenis kelamin : a. Laki-laki
b. Perempuan

1. INDIKATOR KESADARAN MEREK

NO	PERTANYAAN	SS	S	N	TS	STS
1.	Saya menyadari atau familier terhadap produk handphone merek OPPO					
Jelaskan dan berikan contoh:						
2.	Saya dapat mengingat produk handphone merek OPPO diantara merek-merek pesaing					
Jelaskan dan berikan contoh:						
3.	Apabila diminta menyebutkan produk handphone maka handphone merek OPPO adalah merek yang pertama kali muncul dibenak saya					
Jelaskan dan berikan contoh:						

2. INDIKATOR ASOSIASI MEREK

NO	PERTANYAAN	SS	S	N	TS	STS
1.	Handphone OPPO adalah handphone yang mempunyai banyak keunggulan dibanding pesaing					
Jelaskan dan berikan contoh:						
2.	Handphone OPPO adalah handphone yang tidak asing bagi saya (merek terkenal)					
Jelaskan dan berikan contoh:						
3.	Handphone OPPO adalah handphone yang memiliki keunikan dibanding merek lain					
Jelaskan dan berikan contoh:						

3. INDIKATOR PERSEPSI KUALITAS

NO	PERTANYAAN	SS	S	N	TS	STS
1.	Kinerja produk handphone merek OPPO sangat bagus					
Jelaskan dan berikan contoh:						
2.	Menurut saya kualitas sesuai dengan spesifikasi yang diberikan oleh produk handphone merek OPPO					
Jelaskan dan berikan contoh:						
3.	Performa produk handhone merek OPPO sangat bagus					
Jelaskan dan berikan contoh:						
4.	Produk handphone merek OPPO memiliki daya tahan pada produknya sehingga tidak mudah rusak					
Jelaskan dan berikan contoh:						

4. INDIKATOR LOYALITAS PELANGGAN

NO	PERTANYAAN	SS	S	N	TS	STS
1.	Saya akan melakukan pembelian ulang produk handphone merek OPPO					
Jelaskan dan berikan contoh:						
2.	Saya akan tetap menggunakan produk handphone merek OPPO					
Jelaskan dan berikan contoh:						
3.	Saya tidak akan beralih ke produk handphone selain OPPO					
Jelaskan dan berikan contoh:						
4.	Saya merekomendasikan teman saya untuk membeli atau menggunakan produk handphone merek OPPO					
Jelaskan dan berikan contoh:						

5. INDIKATOR KEPUASAN PELANGGAN

NO	PERTANYAAN	SS	S	N	TS	STS
1.	Saya merasa sangat puas terhadap kinerja produk handphone merek OPPO					
Jelaskan dan berikan contoh:						
2.	Saya tidak komplain menggunakan produk handphone merek OPPO					
Jelaskan dan berikan contoh:						
3.	Saya merasa senang menggunakan produk handphone merek OPPO					
Jelaskan dan berikan contoh:						
4.	Produk handphone merek OPPO sesuai dengan harapan saya					
Jelaskan dan berikan contoh:						

Lampiran 2 Tabulasi

x1.1	x1.2	x1.3	x1	x2.1	x2.2	x2.3	x2	x3.1	x3.2	x3.3	x3.4	x3	y1.1	y1.2	y1.3	y1.4	y1	y2.1	y2.2	y2.3	y2.4	y2
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Lampiran 3 Hasil Distribusi

ANALISIS DESKRIPTIF

Statistics

		x1.1	x1.2	x1.3	Brand Awareness
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.8800	3.9300	3.8900	11.7000
Std. Deviation		.68579	.75552	.75069	1.77240

x1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	1	1.0	1.0	1.0
3.00	27	27.0	27.0	28.0
Valid 4.00	55	55.0	55.0	83.0
5.00	17	17.0	17.0	100.0
Total	100	100.0	100.0	

x1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	26	26.0	26.0	28.0
Valid 4.00	49	49.0	49.0	77.0
5.00	23	23.0	23.0	100.0
Total	100	100.0	100.0	

x1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	28	28.0	28.0	30.0
Valid 4.00	49	49.0	49.0	79.0
5.00	21	21.0	21.0	100.0
Total	100	100.0	100.0	

Statistics

	x2.1	x2.2	x2.3	Brand association
N Valid	100	100	100	100
Missing	0	0	0	0
Mean	3.7700	3.8100	3.8400	11.4200
Std. Deviation	.72272	.77453	.80050	1.99079

x2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	4	4.0	4.0	4.0
3.00	28	28.0	28.0	32.0
Valid 4.00	55	55.0	55.0	87.0
5.00	13	13.0	13.0	100.0
Total	100	100.0	100.0	

x2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	4	4.0	4.0	4.0
3.00	29	29.0	29.0	33.0
Valid 4.00	49	49.0	49.0	82.0
5.00	18	18.0	18.0	100.0
Total	100	100.0	100.0	

x2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	3	3.0	3.0	3.0
3.00	32	32.0	32.0	35.0
Valid 4.00	43	43.0	43.0	78.0
5.00	22	22.0	22.0	100.0
Total	100	100.0	100.0	

Statistics

	x3.1	x3.2	x3.3	x3.4	Perceived Quality
N Valid	100	100	100	100	100
Missing	0	0	0	0	0
Mean	3.8200	3.8400	3.8300	3.7500	15.2400
Std. Deviation	.55741	.76171	.65219	.64157	2.05539

x3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	26	26.0	26.0	26.0
4.00	66	66.0	66.0	92.0
5.00	8	8.0	8.0	100.0
Total	100	100.0	100.0	

x3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	2	2.0	2.0	2.0
3.00	32	32.0	32.0	34.0
4.00	46	46.0	46.0	80.0
5.00	20	20.0	20.0	100.0
Total	100	100.0	100.0	

x3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	31	31.0	31.0	31.0
4.00	55	55.0	55.0	86.0
5.00	14	14.0	14.0	100.0
Total	100	100.0	100.0	

x3.4

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	30	30.0	30.0	32.0
Valid 4.00	59	59.0	59.0	91.0
5.00	9	9.0	9.0	100.0
Total	100	100.0	100.0	

Statistics

		y1.1	y1.2	y1.3	y1.4	Kepuasan Pelanggan
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.8300	3.9000	3.8600	3.8000	15.3900
Std. Deviation		.71145	.84686	.71095	.76541	2.59718

y1.1

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	29	29.0	29.0	31.0
Valid 4.00	53	53.0	53.0	84.0
5.00	16	16.0	16.0	100.0
Total	100	100.0	100.0	

y1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	4	4.0	4.0	4.0
3.00	29	29.0	29.0	33.0
Valid 4.00	40	40.0	40.0	73.0
5.00	27	27.0	27.0	100.0
Total	100	100.0	100.0	

y1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	27	27.0	27.0	29.0
Valid 4.00	54	54.0	54.0	83.0
5.00	17	17.0	17.0	100.0
Total	100	100.0	100.0	

y1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	3	3.0	3.0	3.0
3.00	32	32.0	32.0	35.0
Valid 4.00	47	47.0	47.0	82.0
5.00	18	18.0	18.0	100.0
Total	100	100.0	100.0	

Statistics

		y2.1	y2.2	y2.3	y2.4	Loyalitas Pelanggan
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.8800	3.9600	3.9400	3.9300	15.7100
Std. Deviation		.62410	.73745	.78907	.65528	2.22609

y2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	26	26.0	26.0	26.0
	4.00	60	60.0	60.0	86.0
	5.00	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	26	26.0	26.0	27.0
	4.00	49	49.0	49.0	76.0
	5.00	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

y2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	28	28.0	28.0	30.0
Valid 4.00	44	44.0	44.0	74.0
5.00	26	26.0	26.0	100.0
Total	100	100.0	100.0	

y2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
3.00	25	25.0	25.0	25.0
Valid 4.00	57	57.0	57.0	82.0
5.00	18	18.0	18.0	100.0
Total	100	100.0	100.0	

HASIL UJI VALIDITAS

Correlations

		x1.1	x1.2	x1.3	Brand Awareness
x1.1	Pearson Correlation	1	.432**	.425**	.751**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x1.2	Pearson Correlation	.432**	1	.574**	.837**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x1.3	Pearson Correlation	.425**	.574**	1	.833**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Brand Awareness	Pearson Correlation	.751**	.837**	.833**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

		x2.1	x2.2	x2.3	Brand association
x2.1	Pearson Correlation	1	.625**	.652**	.868**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x2.2	Pearson Correlation	.625**	1	.602**	.858**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x2.3	Pearson Correlation	.652**	.602**	1	.873**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Brand association	Pearson Correlation	.868**	.858**	.873**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

		x3.1	x3.2	x3.3	x3.4	Perceived Quality
x3.1	Pearson Correlation	1	.383**	.360**	.466**	.673**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
x3.2	Pearson Correlation	.383**	1	.595**	.599**	.851**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
x3.3	Pearson Correlation	.360**	.595**	1	.477**	.784**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
x3.4	Pearson Correlation	.466**	.599**	.477**	1	.812**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Perceived Quality	Pearson Correlation	.673**	.851**	.784**	.812**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Correlations

		y1.1	y1.2	y1.3	y1.4	Kepuasan Pelanggan
y1.1	Pearson Correlation	1	.659**	.592**	.623**	.834**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
y1.2	Pearson Correlation	.659**	1	.547**	.717**	.868**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
y1.3	Pearson Correlation	.592**	.547**	1	.709**	.823**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
y1.4	Pearson Correlation	.623**	.717**	.709**	1	.893**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Kepuasan Pelanggan	Pearson Correlation	.834**	.868**	.823**	.893**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Correlations

		y2.1	y2.2	y2.3	y2.4	Loyalitas Pelanggan
y2.1	Pearson Correlation	1	.560**	.580**	.374**	.782**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
y2.2	Pearson Correlation	.560**	1	.638**	.454**	.848**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
y2.3	Pearson Correlation	.580**	.638**	1	.383**	.841**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
y2.4	Pearson Correlation	.374**	.454**	.383**	1	.685**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Loyalitas Pelanggan	Pearson Correlation	.782**	.848**	.841**	.685**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

HASIL UJI RELIABILITAS**(X1)****Reliability Statistics**

Cronbach's Alpha	N of Items
.734	3

X2

Reliability Statistics

Cronbach's Alpha	N of Items
.833	3

X3

Reliability Statistics

Cronbach's Alpha	N of Items
.788	4

Y1

Reliability Statistics

Cronbach's Alpha	N of Items
.876	4

Y2

Reliability Statistics

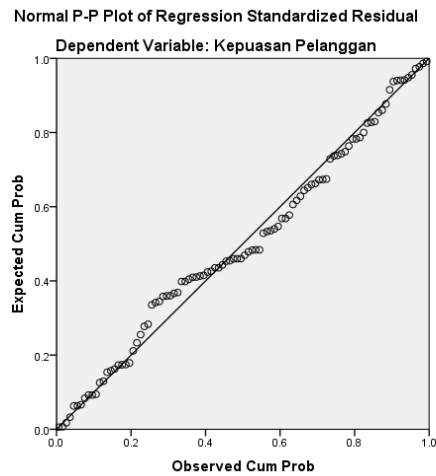
Cronbach's Alpha	N of Items
.799	4

HASIL UJI ASUMSI KLASIK

1. Uji Normalitas (*Probability Plot & Kolmogorov-Smirnov*)

Persamaan 1

Chart



NPar Tests

One-Sample Kolmogorov-Smirnov Test

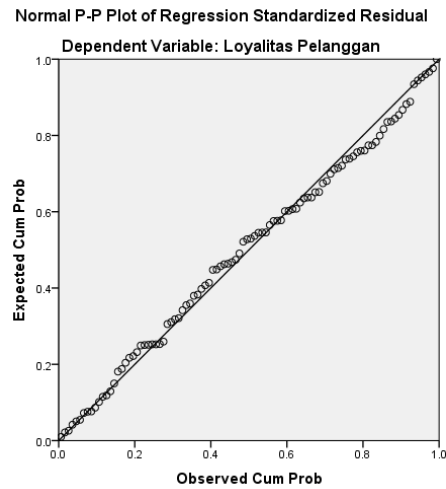
		Unstandardize d Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.77297160
	Absolute	.083
Most Extreme Differences	Positive	.067
	Negative	-.083
Kolmogorov-Smirnov Z		.828
Asymp. Sig. (2-tailed)		.500

a. Test distribution is Normal.

b. Calculated from data.

Persamaan 2

Charts



NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardize d Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.19243665
Most Extreme Differences	Absolute	.052
	Positive	.052
	Negative	-.047
Kolmogorov-Smirnov Z		.522
Asymp. Sig. (2-tailed)		.948

a. Test distribution is Normal.

b. Calculated from data.

2. Uji Multikolinieritas (Nilai *Tolerance* & VIF)

Model 1

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand Awareness	.819	1.221
	Brand association	.730	1.370
	Perceived Quality	.755	1.324

a. Dependent Variable: Kepuasan Pelanggan

Model 2

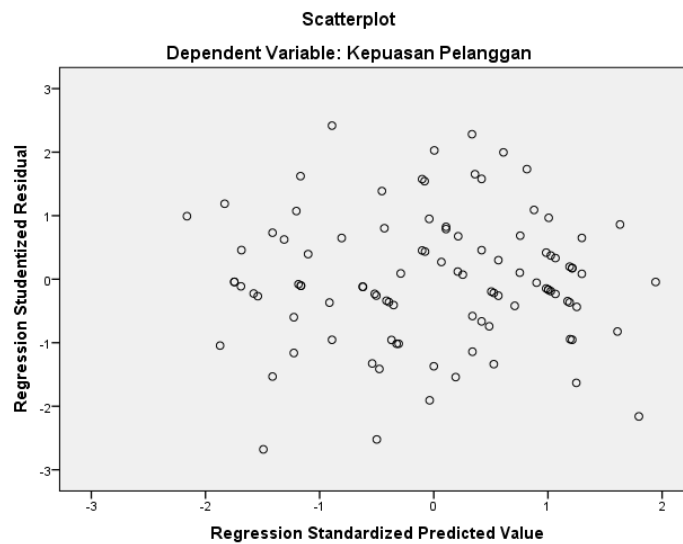
Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand Awareness	.742	1.347
	Brand association	.681	1.468
	Perceived Quality	.557	1.796
	Kepuasan Pelanggan	.466	2.146

a. Dependent Variable: Loyalitas Pelanggan

3. Uji Heterokedastisitas

Model 1



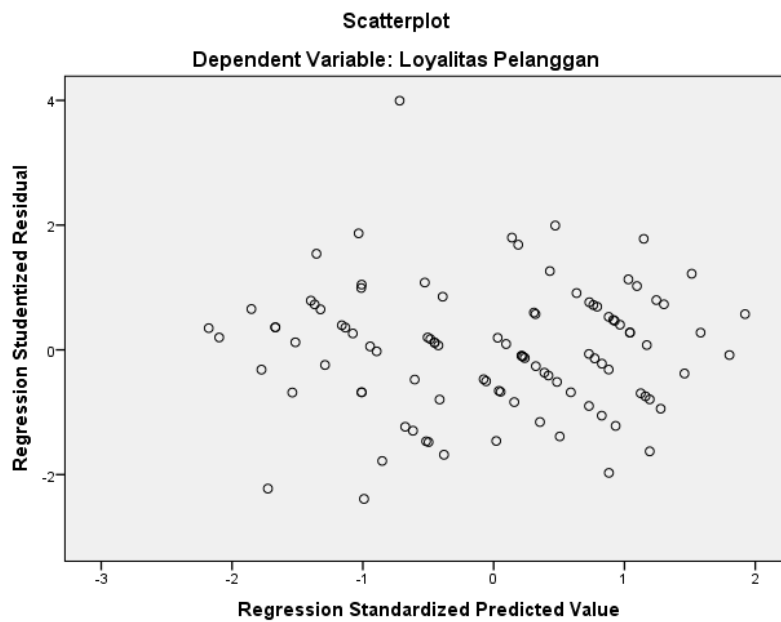
Uji Gletser

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2.266	1.012	.078	2.239	.027
	Brand Awareness	-.074	.072	-.115	-1.026	.307
	Brand association	.045	.068	.078	.661	.510
	Perceived Quality	-.037	.065	-.067	-.572	.569

a. Dependent Variable: Absres1

Model 2 heteroskedastisitas



Uji gletser

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.199	.678		1.768	.080
	Brand Awareness	-.002	.051	-.004	-.034	.973
	Brand association	-.073	.047	-.192	-1.565	.121
	Perceived Quality	.010	.050	.026	.191	.849
	Kepuasan Pelanggan	.028	.044	.094	.637	.526

a. Dependent Variable: Absres2

HASIL UJI REGRESI LINEAR BERGANDA

Output Regresi persamaan 1

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Perceived Quality, Brand Awareness, Brand association ^b	.	Enter

a. Dependent Variable: Kepuasan Pelanggan

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.731 ^a	.534	.519	1.80046

a. Predictors: (Constant), Perceived Quality, Brand Awareness, Brand association

b. Dependent Variable: Kepuasan Pelanggan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	356.591	3	118.864	36.667	.000 ^b
	Residual	311.199	96	3.242		
	Total	667.790	99			

- a. Dependent Variable: Kepuasan Pelanggan
 b. Predictors: (Constant), Perceived Quality, Brand Awareness, Brand association

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-.978	1.587		-.616	.539
	Brand Awareness	.355	.113	.242	3.148	.002
	Brand association	.279	.106	.214	2.622	.010
	Perceived Quality	.592	.101	.469	5.847	.000

- a. Dependent Variable: Kepuasan Pelanggan

Regression

Persamaan 2

Variables Entered/Removed^a

Mode	Variables Entered	Variables Removed	Method
1	Kepuasan Pelanggan, Brand Awareness, Brand association, Perceived Quality ^b	.	Enter

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

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.844 ^a	.713	.701	1.21728

a. Predictors: (Constant), Kepuasan Pelanggan, Brand Awareness, Brand association, Perceived Quality

b. Dependent Variable: Loyalitas Pelanggan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	349.821	4	87.455	59.021	.000 ^b
	Residual	140.769	95	1.482		
	Total	490.590	99			

a. Dependent Variable: Loyalitas Pelanggan

b. Predictors: (Constant), Kepuasan Pelanggan, Brand Awareness, Brand association, Perceived Quality

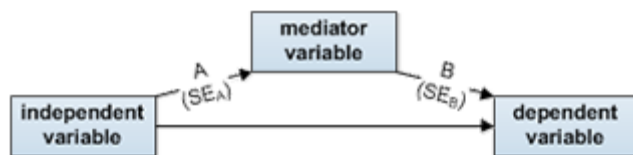
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.362	1.075		1.266	.208
	Brand Awareness	.183	.080	.146	2.290	.024
	Brand association	.282	.074	.252	3.784	.000
	Perceived Quality	.181	.080	.167	2.266	.026
	Kepuasan Pelanggan	.405	.069	.472	5.866	.000

a. Dependent Variable: Loyalitas Pelanggan

UJI SOBEL

Brand awareness terhadap loyalitas melalui kepuasan pelanggan



A: ?

B: ?

SE_A: ?

SE_B: ?

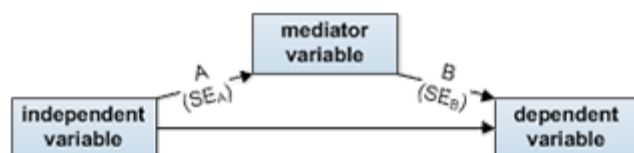
Calculate!

Sobel test statistic: 2.04377455

One-tailed probability: 0.02048791

Two-tailed probability: 0.04097582

Brand association terhadap loyalitas melalui kepuasan pelanggan



A: ?

B: ?

SE_A: ?

SE_B: ?

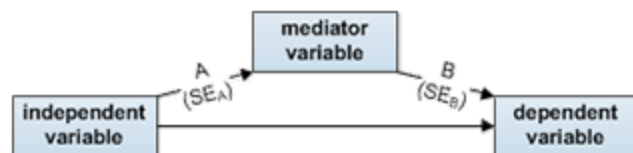
Calculate!

Sobel test statistic: 1.93630018

One-tailed probability: 0.02641547

Two-tailed probability: 0.05283095

Perceived quality terhadap loyalitas melalui kepuasan pelanggan



A: ?

B: ?

SE_A: ?

SE_B: ?

Calculate!

Sobel test statistic: 3.84198226

One-tailed probability: 0.00006102

Two-tailed probability: 0.00012204