

## KUESIONER PENELITIAN

### PERAN BRAND IMAGE DALAM MEMPENGARUHI KEPUTUSAN PEMBELIAN WARDAH DI SEMARANG

**Pelanggan / Responden yang terhormat,**

Berkenaan dengan penelitian mengenai “ PERAN BRAND IMAGE DALAM MEMPENGARUHI KEPUTUSAN PEMBELIAN WARDAH DI SEMARANG”

Saya mohon kesediaan Saudara untuk mengisi kuesioner berikut ini. Kerahasiaan identitas Saudara dijamin dan hanya dipergunakan untuk kepentingan dan sumbangan pemikiran dalam penyusunan skripsi di Jurusan Manajemen Universitas Sultan Agung Semarang. Agar data dapat diolah lebih lanjut, maka saya mohon agar keseluruhan pertanyaan/ Pernyataan diisi dengan lengkap.

**Karakteristik Responden :**

1. Jenis Kelamin : .....
2. Usia : .....
3. Pendidikan Terakhir : SD SMP SMU Diploma S1 S2  
S3 \*)
4. Pekerjaan : .....

Atas perhatian dan partisipasi Saudara, saya ucapkan terima kasih.

Hormat saya,

(Nama)

<b>Electronic Word Of Mouth</b>	STS	TS	N	S	SS
Saya membaca ulasan konsumen lain mengenai Produk Wardah secara online					
Saya berkonsultasi mengenai Produk Wardah secara online dengan konsumen lain					
Saya mempercayai ulasan konsumen online tentang Produk Wardah					
Apa yang anda lakukan untuk mengetahui produk wardah? Mohon jelaskan ...					

<b>Celebrity Endorser</b>	STS	TS	N	S	SS
Endorser produk wardah sangat di percaya masyarakat					
Endorser produk wardah memiliki pengetahuan yang luas					
Endorser produk wardah memiliki pribadi yang jujur, dan memiliki karakter yang kuat					
Kriteria seperti apa yang membuat anda percaya terhadap celebrity endorser? Mohon jelaskan ...					

<b>Kualitas Produk</b>	STS	TS	N	S	SS
Wardah memiliki banyak variasi produk					
Wardah mengutamakan bahan baku yang halal dalam memproduksi kosmetik demi menjaga hubungan dengan konsumen muslim					
Wardah memiliki warna dan desain yang menarik					

Jenis produk wardah mudah diingat					
Kemasan wardah sangat praktis dan mudah dibawa kemana-mana					
Kriteria seperti apa yang membuat anda percaya terhadap kualitas suatu produk? Mohon jelaskan ...					

<b>Brand Image</b>	STS	TS	N	S	SS
Wardah dianggap merek yang jujur dan apa adanya					
Wardah dianggap merek yang berani, bersemangat, imajinatif, dan <i>up to date</i>					
Wardah dianggap merek yang handal, cerdas, dan sukses					
Wardah dianggap merek yang berkelas dan mewah					
Apa yang anda ketahui tentang produk wardah ? Mohon Jelaskan ...					

<b>Keputusan pembelian</b>	STS	TS	N	S	SS
Saya bersedia akan melakukan pembelian Produk Wardah					
Saya selalu melakukan pembelian Produk Wardah dimasa depan					
Saya ingin melakukan pembelian ulang Produk Wardah					
Faktor yang membuat saya melakukan pembelian Produk Wardah adalah ... Mohon jelaskan ...					

## Frequencies

**Statistics**

		X1.1	x1.2	x1.3	x1.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.03	3.37	3.36	3.30

**Statistics**

		x2.1	x2.2	x2.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		4.63	4.59	3.84

**Statistics**

		x3.1	x3.2	x3.3	x3.4	x3.5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.50	3.57	3.50	3.89	4.09

**Statistics**

		y1.1	y1.2	y1.3	y1.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.28	3.18	3.43	3.48

FREQUENCIES VARIABLES=y2.1 y2.2 y2.3

**Statistics**

		y2.1	y2.2	y2.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		4.73	4.97	4.43

## Corelans

		X1.1	x1.2	x1.3	x1.4	EWOM
X1.1	Pearson Correlation	1	.375**	.377**	.005	.664**
	Sig. (1-tailed)		.000	.000	.480	.000

	N	100	100	100	100	100
x1.2	Pearson Correlation	.375**	1	.443**	.069	.618**
	Sig. (1-tailed)	.000		.000	.249	.000
	N	100	100	100	100	100
x1.3	Pearson Correlation	.377**	.443**	1	.733**	.859**
	Sig. (1-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
x1.4	Pearson Correlation	.005	.069	.733**	1	.541**
	Sig. (1-tailed)	.480	.249	.000		.000
	N	100	100	100	100	100
EWOM	Pearson Correlation	.664**	.618**	.859**	.541**	1
	Sig. (1-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (1-tailed).

#### Correlations

		x2.1	x2.2	x2.3	CE
x2.1	Pearson Correlation	1	.190*	.799**	.870**
	Sig. (1-tailed)		.029	.000	.000
	N	100	100	100	100
x2.2	Pearson Correlation	.190*	1	.208*	.558**
	Sig. (1-tailed)	.029		.019	.000
	N	100	100	100	100
x2.3	Pearson Correlation	.799**	.208*	1	.890**
	Sig. (1-tailed)	.000	.019		.000
	N	100	100	100	100
CE	Pearson Correlation	.870**	.558**	.890**	1
	Sig. (1-tailed)	.000	.000	.000	
	N	100	100	100	100

\*. Correlation is significant at the 0.05 level (1-tailed).

\*\* . Correlation is significant at the 0.01 level (1-tailed).

#### Correlations

		x3.1	x3.2	x3.3	x3.4	x3.5	KP
x3.1	Pearson Correlation	1	.531**	1.000**	.769**	.554**	.781**
	Sig. (1-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
x3.2	Pearson Correlation	.531**	1	.531**	.008	.665**	.754**
	Sig. (1-tailed)	.000		.000	.469	.000	.000
	N	100	100	100	100	100	100
x3.3	Pearson Correlation	1.000**	.531**	1	.769**	.554**	.781**
	Sig. (1-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
x3.4	Pearson Correlation	.769**	.008	.769**	1	.229*	.465**
	Sig. (1-tailed)	.000	.469	.000		.011	.000
	N	100	100	100	100	100	100
x3.5	Pearson Correlation	.554**	.665**	.554**	.229*	1	.882**
	Sig. (1-tailed)	.000	.000	.000	.011		.000
	N	100	100	100	100	100	100
KP	Pearson Correlation	.781**	.754**	.781**	.465**	.882**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (1-tailed).

\*. Correlation is significant at the 0.05 level (1-tailed).

## Correlations

		y1.1	y1.2	y1.3	y1.4	BI
y1.1	Pearson Correlation	1	-.201*	.605**	-.432**	.438**
	Sig. (1-tailed)		.023	.000	.000	.000
	N	100	100	100	100	100
y1.2	Pearson Correlation	-.201*	1	.455**	.516**	.697**
	Sig. (1-tailed)	.023		.000	.000	.000
	N	100	100	100	100	100
y1.3	Pearson Correlation	.605**	.455**	1	-.050	.857**
	Sig. (1-tailed)	.000	.000		.309	.000
	N	100	100	100	100	100
y1.4	Pearson Correlation	-.432**	.516**	-.050	1	.409**
	Sig. (1-tailed)	.000	.000	.309		.000
	N	100	100	100	100	100
BI	Pearson Correlation	.438**	.697**	.857**	.409**	1
	Sig. (1-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

\*. Correlation is significant at the 0.05 level (1-tailed).

\*\*. Correlation is significant at the 0.01 level (1-tailed).

## CORRELATIONS

/VARIABLES=y2.1 y2.2 y2.3 KPP

/PRINT=ONETAIL NOSIG

/MISSING=PAIRWISE.

## Correlations

## Correlations

		y2.1	y2.2	y2.3	KPP
y2.1	Pearson Correlation	1	.600**	.575**	.864**
	Sig. (1-tailed)		.000	.000	.000
	N	100	100	100	100
y2.2	Pearson Correlation	.600**	1	.125	.546**
	Sig. (1-tailed)	.000		.107	.000
	N	100	100	100	100
y2.3	Pearson Correlation	.575**	.125	1	.829**
	Sig. (1-tailed)	.000	.107		.000
	N	100	100	100	100
KPP	Pearson Correlation	.864**	.546**	.829**	1
	Sig. (1-tailed)	.000	.000	.000	
	N	100	100	100	100

\*\*. Correlation is significant at the 0.01 level (1-tailed).

## Reliability

**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.786	5



## Reliability

### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.818	4

## Reliability

### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.905	6

## Reliability

### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.721	5

## Reliability

### Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.806	4

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	KP, EWOM, CE <sup>b</sup>		Enter

a. Dependent Variable: BI

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802 <sup>a</sup>	.643	.632	.755

a. Predictors: (Constant), KP, EWOM, CE

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98.575	3	32.858	57.631	.000 <sup>b</sup>
	Residual	54.735	96	.570		
	Total	153.310	99			

a. Dependent Variable: BI

b. Predictors: (Constant), KP, EWOM, CE

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.129	1.420		-.091	.928		
	EWOM	.296	.084	.314	3.505	.001	.463	2.160
	CE	.267	.087	.302	3.062	.003	.383	2.613
	KP	.303	.105	.279	2.870	.005	.393	2.543

a. Dependent Variable: BI

## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	BI, EWOM, KP, CE <sup>b</sup>		Enter

a. Dependent Variable: KPP

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.844 <sup>a</sup>	.713	.700	.563

a. Predictors: (Constant), BI, EWOM, KP, CE

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	74.644	4	18.661	58.867	.000 <sup>b</sup>
	Residual	30.116	95	.317		
	Total	104.760	99			

a. Dependent Variable: KPP

b. Predictors: (Constant), BI, EWOM, KP, CE

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.557	1.059		2.416	.018		
	EWOM	.256	.067	.329	3.837	.000	.410	2.436
	CE	.148	.068	.202	2.168	.033	.349	2.868
	KP	.211	.082	.235	2.574	.012	.362	2.761
	BI	.154	.076	.187	2.027	.045	.357	2.801

a. Dependent Variable: KPP

## NPar Tests

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.55154067
Most Extreme Differences	Absolute	.101
	Positive	.101
	Negative	-.079
Test Statistic		.101
Asymp. Sig. (2-tailed)		.065 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

## Nonparametric Correlations

### Correlations

		EWOM	CE	KP	BI	Unstandardized Residual
Spearman's rho	EWOM					
	Correlation Coefficient	1.000	.622**	.621**	.651**	-.040
	Sig. (1-tailed)	.	.000	.000	.000	.345
	N	100	100	100	100	100
CE	Correlation Coefficient	.622**	1.000	.712**	.698**	-.067
	Sig. (1-tailed)	.000	.	.000	.000	.253
	N	100	100	100	100	100
KP	Correlation Coefficient	.621**	.712**	1.000	.692**	-.066
	Sig. (1-tailed)	.000	.000	.	.000	.258
	N	100	100	100	100	100
BI	Correlation Coefficient	.651**	.698**	.692**	1.000	-.090
	Sig. (1-tailed)	.000	.000	.000	.	.187
	N	100	100	100	100	100
Unstandardized Residual	Correlation Coefficient	-.040	-.067	-.066	-.090	1.000
	Sig. (1-tailed)	.345	.253	.258	.187	.
	N	100	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (1-tailed).

Nilai Koefisien Korelasi (r) untuk taraf signifikan tertentu

df	0.10	0.05	0.02	0.01
1	0.9877	0.9969	0.9995	0.9999
2	0.9000	0.9500	0.9800	0.9900
3	0.8054	0.8783	0.9343	0.9587
4	0.7293	0.8114	0.8822	0.9172
5	0.6694	0.7545	0.8329	0.8745
6	0.6215	0.7067	0.7887	0.8343
7	0.5822	0.6664	0.7498	0.7977
8	0.5494	0.6319	0.7155	0.7646
9	0.5214	0.6021	0.6851	0.7348
10	0.4973	0.5760	0.6581	0.7079
11	0.4762	0.5529	0.6339	0.6835
12	0.4575	0.5324	0.6120	0.6614
13	0.4409	0.5140	0.5923	0.6411
14	0.4259	0.4973	0.5742	0.6226
15	0.4124	0.4821	0.5577	0.6055
16	0.4000	0.4683	0.5425	0.5897
17	0.3887	0.4555	0.5285	0.5751
18	0.3783	0.4438	0.5155	0.5614
19	0.3687	0.4329	0.5034	0.5487
20	0.3598	0.4227	0.4921	0.5368
21	0.3515	0.4132	0.4815	0.5256
22	0.3438	0.4044	0.4716	0.5151
23	0.3365	0.3961	0.4622	0.5052
24	0.3297	0.3882	0.4534	0.4958
25	0.3233	0.3809	0.4451	0.4869
26	0.3172	0.3739	0.4372	0.4785
27	0.3115	0.3673	0.4297	0.4705
28	0.3061	0.3610	0.4226	0.4629
29	0.3009	0.3550	0.4158	0.4556
30	0.2960	0.3494	0.4093	0.4487
31	0.2913	0.3440	0.4032	0.4421
32	0.2869	0.3388	0.3972	0.4357
33	0.2826	0.3338	0.3916	0.4296
34	0.2785	0.3291	0.3862	0.4238
35	0.2746	0.3246	0.3810	0.4182
36	0.2709	0.3202	0.3760	0.4128
37	0.2673	0.3160	0.3712	0.4076
38	0.2638	0.3120	0.3665	0.4026
39	0.2605	0.3081	0.3621	0.3978
40	0.2573	0.3044	0.3578	0.3932
41	0.2542	0.3008	0.3536	0.3887
42	0.2512	0.2973	0.3496	0.3843
43	0.2483	0.2940	0.3457	0.3801
44	0.2455	0.2907	0.3420	0.3761
45	0.2429	0.2876	0.3384	0.3721
46	0.2403	0.2845	0.3348	0.3683
47	0.2377	0.2816	0.3314	0.3646
48	0.2353	0.2787	0.3281	0.3610
49	0.2329	0.2759	0.3249	0.3575
50	0.2306	0.2732	0.3218	0.3542
51	0.2284	0.2706	0.3188	0.3509
52	0.2262	0.2681	0.3158	0.3477

53	0.2241	0.2656	0.3129	0.3445
54	0.2221	0.2632	0.3102	0.3415
55	0.2201	0.2609	0.3074	0.3385
56	0.2181	0.2586	0.3048	0.3357
57	0.2162	0.2564	0.3022	0.3328
58	0.2144	0.2542	0.2997	0.3301
59	0.2126	0.2521	0.2972	0.3274
60	0.2108	0.2500	0.2948	0.3248
61	0.2091	0.2480	0.2925	0.3223
62	0.2075	0.2461	0.2902	0.3198
63	0.2058	0.2441	0.2880	0.3173
64	0.2042	0.2423	0.2858	0.3150
65	0.2027	0.2404	0.2837	0.3126
66	0.2012	0.2387	0.2816	0.3104
67	0.1997	0.2369	0.2796	0.3081
68	0.1982	0.2352	0.2776	0.3060
69	0.1968	0.2335	0.2756	0.3038
70	0.1954	0.2319	0.2737	0.3017
71	0.1940	0.2303	0.2718	0.2997
72	0.1927	0.2287	0.2700	0.2977
73	0.1914	0.2272	0.2682	0.2957
74	0.1901	0.2257	0.2664	0.2938
75	0.1888	0.2242	0.2647	0.2919
76	0.1876	0.2227	0.2630	0.2900
77	0.1864	0.2213	0.2613	0.2882
78	0.1852	0.2199	0.2597	0.2864
79	0.1841	0.2185	0.2581	0.2847
80	0.1829	0.2172	0.2565	0.2830
81	0.1818	0.2159	0.2550	0.2813
82	0.1807	0.2146	0.2535	0.2796
83	0.1796	0.2133	0.2520	0.2780
84	0.1786	0.2120	0.2505	0.2764
85	0.1775	0.2108	0.2491	0.2748
86	0.1765	0.2096	0.2477	0.2732
87	0.1755	0.2084	0.2463	0.2717
88	0.1745	0.2072	0.2449	0.2702
89	0.1735	0.2061	0.2435	0.2687
90	0.1726	0.2050	0.2422	0.2673
91	0.1716	0.2039	0.2409	0.2659
92	0.1707	0.2028	0.2396	0.2645
93	0.1698	0.2017	0.2384	0.2631
94	0.1689	0.2006	0.2371	0.2617
95	0.1680	0.1996	0.2359	0.2604
96	0.1671	0.1986	0.2347	0.2591
97	0.1663	0.1975	0.2335	0.2578
98	0.1654	0.1966	0.2324	0.2565
99	0.1646	0.1956	0.2312	0.2552
100	0.1638	0.1946	0.2301	0.2540