

LAMPIRAN 1
KUESIONER PENELITIAN



KUESIONER PENELITIAN

ANALISIS PENGARUH CITRA MEREK, KUALITAS PRODUK DAN HARGA TERHADAP KEPUASAN PELANGGAN INEZ KOSMETIK

(Studi pada Mahasiswi Fakultas Ekonomi Universitas Muhammadiyah Jember)

Identitas Peneliti

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Dalam rangka menyelesaikan pendidikan strata satu (S1) pada jurusan Manajemen Universitas Muhammadiyah Jember, penulis melaksanakan penelitian sebagai bentuk tugas dan kewajiban yang harus dilakukan. Secara akademik penelitian ini bertujuan ingin menganalisis pengaruh citra merek, kualitas produk dan harga terhadap kepuasan pelanggan Inez Kosmetik.

Berdasarkan hal tersebut, dimohon dengan hormat kesediaan saudara untuk mengisi kuisisioner yang peneliti ajukan sesuai dengan keadaan yang sebenarnya dan kerahasiaan dari jawaban yang diberikan akan dijaga sepenuhnya. Penelitian ini hanya semata-mata sebagai bahan penelitian penyusunan skripsi, maka sangat dibutuhkan pendapat dari responden untuk melengkapi penelitian ini. Informasi yang anda berikan sangat berarti bagi penelitian ini. Atas bantuannya saya ucapkan terima kasih.

No. Responden :**A. Bagian I**

Identitas responden

Angkatan :

Uang saku per bulan : a. < 1 juta b. 1 juta - 2 juta c. > 2 juta

B. Bagian II

Berikan pernyataan anda dengan memberikan tanda \surd pada 5 pilihan jawaban yang tersedia, dimana keterangan dari 5 pilihan jawaban yaitu:

STS : Sangat Tidak Setuju = skor 1

TS : Tidak Setuju = skor 2

KS : Kurang Setuju = skor 3

S : Setuju = skor 4

SS : Sangat Setuju = skor 5

NO.	PERNYATAAN	STS	TS	KS	S	SS
CITRA MEREK						
1.	Inez kosmetik memiliki kesan terstandart dan mampu mempercantik penampilan					
2.	Inez kosmetik memberikan kesan bahwa produknya diproduksi dengan teknologi yang modern					
3.	Inez kosmetik dapat menyediakan beberapa produk sehingga digunakan oleh semua kalangan					
4.	Inez kosmetik memenuhi kebutuhan anda, khususnya dalam hal meningkatkan penampilan					

NO.	PERNYATAAN	STS	TS	KS	S	SS
KUALITAS PRODUK						
1.	Produk Inez mudah dan nyaman untuk digunakan					
2.	Produk Inez menyediakan beragam produk kecantikan					
3.	Produk Inez memiliki desain yang menarik					
4.	Produk Inez memiliki reputasi yang baik, yakni tidak pernah terlibat kasus kosmetik berbahaya dan sejenisnya.					
HARGA						
1.	Harga produk Inez Kosmetik terjangkau					
2.	Harga produk Inez Kosmetik sesuai dengan kualitas produknya.					
3.	Harga produk Inez Kosmetik mampu bersaing dengan merek kosmetik sejenis lainnya.					
4.	Harga produk Inez Kosmetik sesuai dengan manfaat yang didapatkan					
KEPUASAN KONSUMEN						
1.	Saya tidak memiliki keluhan yang berarti pada produk Inez Kosmetik					
2.	Saya puas dan senang dengan produk Inez Kosmetik yang dibeli dan digunakan					
3.	Hasil dari menggunakan produk Inez Kosmetik sesuai dengan harapan saya					
4.	Saya merekomendasikan produk Inez Kosmetik pada orang lain					

LAMPIRAN 2

REKAPITULASI DATA

No	x1.1	x1.2	x1.3	x1.4	X1	x2.1	x2.2	x2.3	x2.4	X2	x3.1	x3.2	x3.3	x3.4	X3	y.1	y.2	y.3	y.4	Y
1	4	4	4	4	16	5	5	5	5	20	4	4	4	4	16	4	4	4	4	16
2	5	4	4	4	17	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
3	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
4	4	4	4	5	17	5	5	5	5	20	4	4	4	3	15	4	4	4	5	17
5	4	4	4	4	16	5	5	5	5	20	4	4	4	4	16	4	4	4	4	16
6	5	5	4	4	18	4	4	5	5	18	5	5	5	5	20	5	3	5	5	18
7	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
8	4	3	3	3	13	5	5	5	5	20	4	3	3	3	13	4	4	4	4	16
9	4	4	4	4	16	4	4	4	4	16	4	4	4	3	15	4	4	4	4	16
10	5	5	5	5	20	4	4	4	4	16	3	4	5	5	17	5	4	4	4	17
11	4	4	4	4	16	4	3	4	4	15	5	4	4	4	17	4	4	4	4	16
12	4	4	4	3	15	5	4	4	4	17	5	4	3	4	16	4	4	4	4	16
13	5	4	4	4	17	5	4	4	4	17	4	4	4	5	17	4	4	4	5	17
14	5	5	5	5	20	4	4	4	4	16	5	5	5	5	20	5	5	5	5	20
15	4	4	4	4	16	4	4	4	5	17	5	5	4	2	16	4	4	4	4	16
16	4	3	3	3	13	5	5	5	5	20	4	4	4	4	16	4	4	4	4	16
17	4	4	4	4	16	4	4	4	4	16	4	4	4	3	15	4	4	4	4	16
18	5	4	4	4	17	4	4	4	4	16	5	4	4	4	17	5	4	4	4	17
19	5	4	4	4	17	4	4	4	3	15	5	4	4	4	17	5	4	4	4	17
20	4	4	4	4	16	5	4	4	4	17	4	4	4	3	15	4	4	4	4	16
21	4	4	4	5	17	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
22	5	4	4	5	18	4	5	5	4	18	5	4	4	5	18	4	4	5	5	18
23	5	4	4	4	17	5	4	4	4	17	5	5	4	4	18	5	4	4	4	17
24	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
25	4	4	4	3	15	4	4	4	5	17	4	4	4	3	15	4	4	4	3	15
26	5	5	5	4	18	5	5	5	5	20	5	5	5	5	20	5	4	5	5	19
27	5	4	4	4	17	5	5	2	5	17	4	4	4	4	16	4	4	5	4	17
28	4	4	4	3	15	5	5	4	4	18	4	4	4	4	16	5	4	4	4	17
29	4	4	4	4	16	4	4	4	4	16	4	4	4	5	17	4	4	4	4	16
30	5	5	4	4	18	4	4	5	5	18	4	5	4	5	18	4	5	4	5	18
31	5	5	4	4	18	5	5	4	4	18	5	4	4	4	17	5	4	4	4	17
32	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
33	4	5	4	5	18	4	5	4	5	18	5	4	4	5	18	5	4	4	5	18
34	5	5	5	5	20	4	4	4	4	16	4	4	4	4	16	4	4	4	5	17
35	5	5	5	4	19	5	5	4	4	18	5	5	5	5	20	5	5	5	5	20
36	2	5	5	5	17	5	4	4	4	17	5	4	4	4	17	5	4	4	4	17
37	4	5	5	4	18	5	4	4	4	17	4	4	4	3	15	4	4	4	4	16
38	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
39	5	5	4	4	18	4	4	4	3	15	5	5	5	5	20	5	5	5	5	20
40	5	4	4	4	17	4	4	4	4	16	5	5	5	5	20	5	5	4	4	18

LAMPIRAN 3
OUTPUT SPSS
FREKUENSI JAWABAN RESPONDEN

1. Citra Merek

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid tidak setuju	1	2.5	2.5	2.5
setuju	19	47.5	47.5	50.0
sangat setuju	20	50.0	50.0	100.0
Total	40	100.0	100.0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid kurang setuju	2	5.0	5.0	5.0
setuju	23	57.5	57.5	62.5
sangat setuju	15	37.5	37.5	100.0
Total	40	100.0	100.0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid kurang setuju	2	5.0	5.0	5.0
setuju	28	70.0	70.0	75.0
sangat setuju	10	25.0	25.0	100.0
Total	40	100.0	100.0	

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid kurang setuju	5	12.5	12.5	12.5
setuju	24	60.0	60.0	72.5
sangat setuju	11	27.5	27.5	100.0
Total	40	100.0	100.0	

2. Kualitas Produk

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid setuju	21	52.5	52.5	52.5
sangat setuju	19	47.5	47.5	100.0
Total	40	100.0	100.0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid kurang setuju	1	2.5	2.5	2.5
setuju	24	60.0	60.0	62.5
sangat setuju	15	37.5	37.5	100.0
Total	40	100.0	100.0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid tidak setuju	1	2.5	2.5	2.5
setuju	27	67.5	67.5	70.0
sangat setuju	12	30.0	30.0	100.0
Total	40	100.0	100.0	

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid kurang setuju	2	5.0	5.0	5.0
setuju	23	57.5	57.5	62.5
sangat setuju	15	37.5	37.5	100.0
Total	40	100.0	100.0	

3. Harga

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	kurang setuju	1	2.5	2.5	2.5
	setuju	20	50.0	50.0	52.5
	sangat setuju	19	47.5	47.5	100.0
	Total	40	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	kurang setuju	1	2.5	2.5	2.5
	setuju	27	67.5	67.5	70.0
	sangat setuju	12	30.0	30.0	100.0
	Total	40	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	kurang setuju	2	5.0	5.0	5.0
	setuju	28	70.0	70.0	75.0
	sangat setuju	10	25.0	25.0	100.0
	Total	40	100.0	100.0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidak setuju	1	2.5	2.5	2.5
	kurang setuju	7	17.5	17.5	20.0
	setuju	17	42.5	42.5	62.5
	sangat setuju	15	37.5	37.5	100.0
	Total	40	100.0	100.0	

4. Kepuasan Konsumen

Y.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid setuju	23	57.5	57.5	57.5
sangat setuju	17	42.5	42.5	100.0
Total	40	100.0	100.0	

Y.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid kurang setuju	1	2.5	2.5	2.5
setuju	31	77.5	77.5	80.0
sangat setuju	8	20.0	20.0	100.0
Total	40	100.0	100.0	

Y.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid setuju	30	75.0	75.0	75.0
sangat setuju	10	25.0	25.0	100.0
Total	40	100.0	100.0	

Y.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid kurang setuju	1	2.5	2.5	2.5
setuju	25	62.5	62.5	65.0
sangat setuju	14	35.0	35.0	100.0
Total	40	100.0	100.0	

LAMPIRAN 4
OUTPUT SPSS
HASIL UJI INSTRUMEN DATA

1. Citra Merek

		Correlations				
		X1.1	X1.2	X1.3	X1.4	X1
X1.1	Pearson Correlation	1	.291	.187	.148	.555**
	Sig. (2-tailed)		.068	.249	.361	.000
	N	40	40	40	40	40
X1.2	Pearson Correlation	.291	1	.816**	.580**	.862**
	Sig. (2-tailed)	.068		.000	.000	.000
	N	40	40	40	40	40
X1.3	Pearson Correlation	.187	.816**	1	.622**	.828**
	Sig. (2-tailed)	.249	.000		.000	.000
	N	40	40	40	40	40
X1.4	Pearson Correlation	.148	.580**	.622**	1	.786**
	Sig. (2-tailed)	.361	.000	.000		.000
	N	40	40	40	40	40
X1	Pearson Correlation	.555**	.862**	.828**	.786**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	40	40	40	40	40

2. Kualitas Produk

		Correlations				
		X2.1	X2.2	X2.3	X2.4	X2
X2.1	Pearson Correlation	1	.603**	.194	.339*	.690**
	Sig. (2-tailed)		.000	.231	.032	.000
	N	40	40	40	40	40
X2.2	Pearson Correlation	.603**	1	.368*	.542**	.830**
	Sig. (2-tailed)	.000		.020	.000	.000
	N	40	40	40	40	40
X2.3	Pearson Correlation	.194	.368*	1	.438**	.689**
	Sig. (2-tailed)	.231	.020		.005	.000
	N	40	40	40	40	40
X2.4	Pearson Correlation	.339*	.542**	.438**	1	.784**
	Sig. (2-tailed)	.032	.000	.005		.000
	N	40	40	40	40	40
X2	Pearson Correlation	.690**	.830**	.689**	.784**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	40	40	40	40	40

3. Harga

		Correlations				
		X3.1	X3.2	X3.3	X3.4	X3
X3.1	Pearson Correlation	1	.555**	.306	.307	.661**
	Sig. (2-tailed)		.000	.055	.054	.000
	N	40	40	40	40	40
X3.2	Pearson Correlation	.555**	1	.766**	.465**	.844**
	Sig. (2-tailed)	.000		.000	.003	.000
	N	40	40	40	40	40
X3.3	Pearson Correlation	.306	.766**	1	.607**	.833**
	Sig. (2-tailed)	.055	.000		.000	.000
	N	40	40	40	40	40
X3.4	Pearson Correlation	.307	.465**	.607**	1	.812**
	Sig. (2-tailed)	.054	.003	.000		.000
	N	40	40	40	40	40
X3	Pearson Correlation	.661**	.844**	.833**	.812**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	40	40	40	40	40

4. Kepuasan Konsumen

		Correlations				
		Y.1	Y.2	Y.3	Y.4	Y
Y.1	Pearson Correlation	1	.347*	.438**	.339*	.708**
	Sig. (2-tailed)		.028	.005	.033	.000
	N	40	40	40	40	40
Y.2	Pearson Correlation	.347*	1	.426**	.407**	.705**
	Sig. (2-tailed)	.028		.006	.009	.000
	N	40	40	40	40	40
Y.3	Pearson Correlation	.438**	.426**	1	.640**	.818**
	Sig. (2-tailed)	.005	.006		.000	.000
	N	40	40	40	40	40
Y.4	Pearson Correlation	.339*	.407**	.640**	1	.799**
	Sig. (2-tailed)	.033	.009	.000		.000
	N	40	40	40	40	40
Y	Pearson Correlation	.708**	.705**	.818**	.799**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	40	40	40	40	40

1. Citra Merek

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.743	.759	4

Item Statistics

	Mean	Std. Deviation	N
X1.1	4.450	.6385	40
X1.2	4.325	.5723	40
X1.3	4.200	.5164	40
X1.4	4.150	.6222	40

Inter-Item Correlation Matrix

	X1.1	X1.2	X1.3	X1.4
X1.1	1.000	.291	.187	.148
X1.2	.291	1.000	.816	.580
X1.3	.187	.816	1.000	.622
X1.4	.148	.580	.622	1.000

Inter-Item Covariance Matrix

	X1.1	X1.2	X1.3	X1.4
X1.1	.408	.106	.062	.059
X1.2	.106	.328	.241	.206
X1.3	.062	.241	.267	.200
X1.4	.059	.206	.200	.387

2. Kualitas Produk

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.735	.739	4

Item Statistics

	Mean	Std. Deviation	N
X2.1	4.475	.5057	40
X2.2	4.350	.5335	40
X2.3	4.250	.5883	40
X2.4	4.325	.5723	40

Inter-Item Correlation Matrix

	X2.1	X2.2	X2.3	X2.4
X2.1	1.000	.603	.194	.339
X2.2	.603	1.000	.368	.542
X2.3	.194	.368	1.000	.438
X2.4	.339	.542	.438	1.000

Inter-Item Covariance Matrix

	X2.1	X2.2	X2.3	X2.4
X2.1	.256	.163	.058	.098
X2.2	.163	.285	.115	.165
X2.3	.058	.115	.346	.147
X2.4	.098	.165	.147	.328

3. Harga

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.774	.800	4

Item Statistics

	Mean	Std. Deviation	N
X3.1	4.450	.5524	40
X3.2	4.275	.5057	40
X3.3	4.200	.5164	40
X3.4	4.150	.8022	40

Inter-Item Correlation Matrix

	X3.1	X3.2	X3.3	X3.4
X3.1	1.000	.555	.306	.307
X3.2	.555	1.000	.766	.465
X3.3	.306	.766	1.000	.607
X3.4	.307	.465	.607	1.000

Inter-Item Covariance Matrix

	X3.1	X3.2	X3.3	X3.4
X3.1	.305	.155	.087	.136
X3.2	.155	.256	.200	.188
X3.3	.087	.200	.267	.251
X3.4	.136	.188	.251	.644

4. Kepuasan Konsumen

Case Processing Summary

		N	%
Cases	Valid	40	100.0
	Excluded ^a	0	.0
	Total	40	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.749	.753	4

Item Statistics

	Mean	Std. Deviation	N
Y.1	4.425	.5006	40
Y.2	4.175	.4465	40
Y.3	4.250	.4385	40
Y.4	4.325	.5256	40

Inter-Item Correlation Matrix

	Y.1	Y.2	Y.3	Y.4
Y.1	1.000	.347	.438	.339
Y.2	.347	1.000	.426	.407
Y.3	.438	.426	1.000	.640
Y.4	.339	.407	.640	1.000

Inter-Item Covariance Matrix

	Y.1	Y.2	Y.3	Y.4
Y.1	.251	.078	.096	.089
Y.2	.078	.199	.083	.096
Y.3	.096	.083	.192	.147
Y.4	.089	.096	.147	.276

LAMPIRAN 5
OUTPUT SPSS
ANALISIS REGRESI, UJI ASUMSI
KLASIK DAN UJI HIPOTESIS

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X3, X2, X1 ^b	.	Enter

1. Hasil Analisis Koefisien Determinasi**Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.923 ^a	.851	.839	.5814

2. Hasil Uji F**ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69.605	3	23.202	68.634	.000 ^b
	Residual	12.170	36	.338		
	Total	81.775	39			

3. Hasil Analisis Regresi Berganda, Uji t dan Uji Multikolinieritas**Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	.414	1.356		1.042	.304		
	X1	.234	.073	.283	3.188	.003	.524	1.910
	X2	.168	.057	.191	2.931	.006	.977	1.023
	X3	.518	.069	.669	7.490	.000	.518	1.932

Coefficient Correlations^a

Model		X3	X2	X1
1	Correlations	X3	1.000	-.151
		X2	-.151	1.000
		X1	-.690	.108
	Covariances	X3	.005	-.001
		X2	-.001	.003
		X1	-.004	.005

Collinearity Diagnostics^a

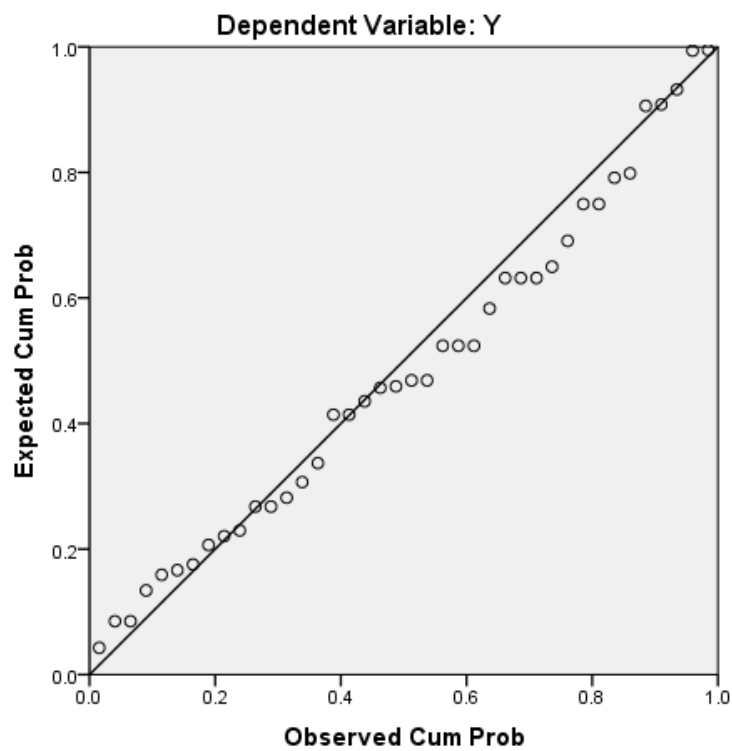
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	X1	X2	X3
1	1	3.981	1.000	.00	.00	.00	.00
	2	.012	18.387	.02	.10	.36	.11
	3	.004	31.687	.38	.21	.24	.61
	4	.003	37.546	.60	.69	.40	.28

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14.542	19.804	17.175	1.3359	40
Std. Predicted Value	-1.971	1.968	.000	1.000	40
Standard Error of Predicted Value	.095	.299	.175	.058	40
Adjusted Predicted Value	14.040	19.766	17.163	1.3523	40
Residual	-1.0003	1.5030	.0000	.5586	40
Std. Residual	-1.720	2.585	.000	.961	40
Stud. Residual	-1.816	2.907	.010	1.039	40
Deleted Residual	-1.1150	1.9596	.0124	.6560	40
Stud. Deleted Residual	-1.879	3.277	.027	1.098	40
Mahal. Distance	.064	9.363	2.925	2.566	40
Cook's Distance	.000	.727	.047	.131	40
Centered Leverage Value	.002	.240	.075	.066	40

4. Hasil Uji Normalitas

Normal P-P Plot of Regression Standardized Residual



5. Hasil Uji Heterokedastisitas

