LAMPIRAN 1: KUESIONER PENELITIAN

KUISIUNER PENELITIAN: PERBANDINGAN BRAND EQUITY SMARTPHONE SAMSUNG DAN OPPO PADA MAHASISWA FAKULTAS EKONOMI MANAJEMEN UNIVERSITAS MUHAMMADIYAH JEMBER

Kepada :
Yth. Bapak/ Ibu/ Sdr/ Sdri
Ditempat

Dengan hormat,

Kuisiuner ini ditujukan untuk membantu pengumpulan data primer penelitian guna penyusunan skripsi yang berjudul "PERBANDINGAN BRAND EQUITY SMARTPHONE SAMSUNG DAN OPPO PADA MAHASISWA FAKULTAS EKONOMI MANAJEMEN UNIVERSITAS MUHAMMADIYAH JEMBER" yang merupakan salah satu syarat bagi peneliti untuk dapat menyelesaikan Studi Program S1 Jurusan Manajemen Fakultas Ekonomi Universitas Muhammdiyah Jember.

Untuk itu saya mohon bantuan Saudara/ i untuk bersedia meluangkan waktu mengisi kuisiuner ini dengan sebenar-benarnya. Peneliti berjanji akan menjaga kerahasiaan jawaban Saudara/ i dan hanya digunakan untuk kepentingan akademis.

Atas perhatian dan ketersediaanya, peneliti mengucapkan banyak terima kasih.

Hormat Saya,

FINDA HADI R.
NIM 15.10411.306

A. Petunjuk pengisian ;

1. Mohon dijawab dengan menggunakan tanda silang (X) pada jawaban yang tersedia dan menurut saudara benar.
2. Identitas dan jawaban saudara akan dirahasiakan.
3. Jawaban saudara sangat membantu atas keberhasilan penelitian ini.

B. Identitas Responden ;

Jenis Kelamin : a. Laki-laki b. Perempuan

Semester : a. Semester 1 - 3
b. Semester 4 - 6
c. Semester 7 - 9
d. Diatas Semester 9

Usia saudara/ i : ……. tahun

Merk Smartphone yang dibeli ;
1. Samsung 2. Oppo

C. Daftar Pertanyaan

No	Brand Association (X_1)	KATEGORI PENILAIAN				
		SS	S	CS	TS	STS
1	Saya merasa bahwa harga untuk merek produk smartphone yang digunakan adalah terjangkau					
2	Saya merasa ada banyak pilihan model dari produk merek smartphone yang telah Saya gunakan					
3	Saya merasa bahwa model yang menarik dari merek produk smartphone yang Saya digunakan					

No	Perceived Quality (X_2)	KATEGORI PENILAIAN				
		SS	S	CS	TS	STS
1	Menurut Saya merek produk smartphone yang digunakan memiliki kualitas yang baik					
2	Fitur produk smartphone yang canggih, lengkap dan sesuai penggunaan					
3	Samartphone meiliki daya tahan produk smartphone yang baik dan kuat					

No	Brand Loyalty (X_3)	KATEGORI PENILAIAN				
		SS	S	CS	TS	STS
1	Saya suka menggunakan smartphone dengan merek yang Saya miliki saat ini					
2	Saya akan melakukan pembelian ulang smartphone merek yang sama bila ada versi terbaru					
3	Saya merekomendasikan penggunaan merek smartphone kepada kawan lainnya					

UNIVERSITAS MUHAMMADIYAH JEMBER

LAMPIRAN 2: REKAPITULASI KUESIONER

No	Smartphone	Jenis Kelamin	Semester	Usia
1	1	L	c	b
2	1	P	b	a
3	1	L	c	b
4	1	P	a	a
5	1	L	c	b
6	1	P	c	b
7	1	L	a	a
8	1	L	c	b
9	1	P	c	b
10	1	P	c	b
11	1	P	b	a
12	1	L	c	b
13	1	L	a	a
14	1	L	c	b
15	1	L	c	a
16	1	P	c	b
17	1	L	a	a
18	1	P	d	c
19	1	P	c	b
20	1	L	c	b
21	1	L	c	b
22	1	L	c	b
23	1	P	b	a
24	1	P	d	c
25	1	L	a	a
26	1	L	a	b
27	1	L	c	b
28	1	L	c	b
29	1	L	c	b
30	1	L	c	b
31	1	P	c	b
32	1	L	b	b
33	1	P	c	b
34	1	L	a	a
35	1	P	a	a
36	1	P	c	b
37	1	L	c	b
38	1	L	c	b
39	1	L	c	b
40	1	P	d	c
41	1	L	b	b
42	1	P	c	b
43	2	P	c	b
44	2	P	a	a
45	2	L	c	b
46	2	L	b	b
47	2	L	c	b

48	2	P	c	b
49	2	L	a	a
50	2	L	c	b
51	2	P	c	b
52	2	L	d	c
53	2	L	a	a
54	2	P	c	b
55	2	P	a	a
56	2	L	b	b
57	2	L	c	b
58	2	L	c	b
59	2	L	c	b
60	2	L	c	b
61	2	L	c	b
62	2	L	c	b
63	2	P	a	a
64	2	P	d	c
65	2	P	a	a
66	2	P	c	b
67	2	L	c	b
68	2	L	b	b
69	2	P	c	b
70	2	L	c	b
71	2	L	c	b
72	2	P	c	b
73	2	L	c	b
74	2	L	c	b
75	2	L	c	b
76	2	P	c	b
77	2	P	a	a
78	2	L	b	b
79	2	L	c	b
80	2	P	c	b
81	2	L	c	b
82	2	L	c	b
83	2	P	a	a
84	2	L	c	b
85	2	P	c	b
86	2	P	c	b
87	2	L	c	b
88	2	L	c	c
89	2	P	a	a
90	2	L	b	b
91	2	L	c	b
92	2	P	c	b
93	2	L	c	b

Sumber: Data primer yang diolah 2019

No	X1.1	X1.2	X1.3	X1	X2.1	X2.2	X2.3	X2	X3.1	X3.2	X3.3	X3
1	4	4	4	12	4	4	4	12	4	4	4	12
2	4	4	4	12	4	4	4	12	4	4	4	12
3	4	5	5	14	5	4	5	14	5	5	4	14
4	5	5	4	14	4	4	4	12	5	5	4	14
5	4	4	4	12	4	5	4	13	4	4	4	12
6	4	5	4	13	4	4	4	12	4	5	4	13
7	4	4	5	13	5	4	4	13	4	5	4	13
8	4	4	4	12	4	3	4	11	4	4	4	12
9	4	4	4	12	4	4	4	12	4	4	4	12
10	5	5	5	15	5	5	5	15	5	5	5	15
11	4	4	4	12	4	4	4	12	4	4	4	12
12	4	4	4	12	4	4	4	12	4	4	4	12
13	5	4	4	13	4	4	4	12	4	4	5	13
14	5	4	5	14	4	5	5	14	4	4	5	14
15	4	4	4	12	4	4	4	12	4	4	4	12
16	4	4	4	12	4	4	4	12	5	4	3	12
17	4	4	4	12	4	4	4	12	4	4	4	12
18	4	4	4	12	4	4	4	12	4	4	4	12
19	5	5	4	14	5	5	5	15	4	5	5	14
20	5	5	4	14	5	4	5	14	4	5	5	14
21	4	4	4	12	4	4	4	12	4	4	4	12
22	4	5	4	13	4	5	4	13	5	4	4	13
23	4	4	5	13	4	4	4	12	4	5	4	13
24	4	4	4	12	4	4	4	12	4	4	4	12
25	4	5	4	13	4	5	4	13	4	4	5	13
26	4	4	4	12	4	4	4	12	4	4	4	12
27	4	5	5	14	5	5	5	15	5	5	5	15
28	5	5	5	15	5	5	5	15	5	5	5	15
29	5	4	5	14	4	4	3	11	4	4	4	12
30	4	4	4	12	4	4	4	12	4	4	4	12
31	3	5	5	13	4	3	3	10	3	3	4	10
32	3	3	3	9	4	3	4	11	4	3	4	11
33	5	5	5	15	4	4	5	13	4	4	4	12
34	4	4	5	13	3	4	4	11	3	4	4	11
35	4	5	5	14	4	4	4	12	4	4	4	12
36	4	5	5	14	4	4	4	12	4	4	4	12
37	4	4	4	12	4	4	5	13	4	4	5	13
38	4	5	4	13	4	4	4	12	4	4	5	13
39	4	4	4	12	4	4	4	12	4	4	4	12
40	4	4	5	13	5	4	4	13	4	4	4	12
41	4	4	5	13	4	5	5	14	5	4	4	13
42	5	5	5	15	5	5	5	15	5	5	4	14
43	4	5	5	14	5	5	4	14	4	5	5	14
44	5	5	5	15	5	5	5	15	5	5	4	14
45	5	5	5	15	4	5	4	13	4	5	4	13
46	4	5	5	14	5	5	4	14	5	5	4	14
47	5	5	5	15	4	4	4	12	5	4	4	13
48	5	5	5	15	4	5	4	13	4	4	4	12
49	4	5	5	14	5	5	5	15	4	4	4	12
50	4	4	4	12	4	4	4	12	4	4	4	12
51	4	4	4	12	4	5	5	14	4	4	4	12
52	4	4	4	12	4	5	4	13	4	4	4	12
53	3	4	4	11	4	3	3	10	3	4	4	11
54	4	5	5	14	5	5	5	15	4	5	5	14
55	4	4	4	12	4	4	4	12	4	4	4	12

56	3	3	4	10	4	3	3	10	3	3	4	10
57	3	3	4	10	3	3	4	10	3	3	4	10
58	4	4	4	12	4	4	4	12	3	3	3	9
59	4	5	3	12	4	4	4	12	5	4	5	14
60	3	4	4	11	4	4	4	12	4	4	4	12
61	4	4	3	11	4	3	4	11	3	5	5	13
62	3	4	4	11	4	3	4	11	3	2	4	9
63	4	5	3	12	4	4	4	12	5	5	5	15
64	4	5	5	14	5	4	4	13	4	4	5	13
65	4	4	4	12	5	4	4	13	4	5	5	14
66	4	3	4	11	4	4	4	12	4	5	5	14
67	4	5	5	14	4	3	4	11	4	4	4	12
68	4	4	4	12	4	4	3	10	4	5	4	13
69	5	4	4	13	3	4	4	11	4	4	4	12
70	4	4	5	13	4	4	4	12	4	4	5	13
71	4	4	5	13	5	5	4	14	4	5	5	14
72	5	4	2	11	4	4	3	11	4	4	3	11
73	3	3	4	10	4	4	3	11	4	3	3	10
74	4	3	3	10	4	3	3	10	4	4	3	11
75	4	4	4	12	4	4	4	12	4	4	4	12
76	4	4	3	11	4	4	3	11	4	4	3	11
77	4	4	4	12	4	4	4	12	4	4	4	12
78	4	4	4	12	4	4	3	11	4	4	4	12
79	4	4	4	12	4	5	4	13	4	4	4	12
80	4	4	4	12	4	4	3	11	5	4	4	13
81	4	3	3	10	4	3	3	10	3	3	4	10
82	3	3	4	10	4	4	3	11	3	3	4	10
83	4	4	3	11	3	4	4	11	3	4	4	11
84	4	5	4	13	5	5	4	14	5	4	4	13
85	4	4	3	11	4	4	3	11	4	4	4	10
86	3	4	3	10	4	4	3	11	4	3	4	11
87	4	4	4	12	4	5	4	13	4	3	3	10
88	4	4	4	12	4	5	4	13	3	4	4	11
89	4	4	4	12	4	4	5	13	4	4	4	12
90	4	3	4	11	5	4	4	13	4	4	4	12
91	3	3	2	8	3	3	4	10	3	2	2	7
92	3	3	3	9	4	3	3	10	3	3	3	9
93	4	4	4	12	4	4	4	12	4	4	4	12

Sumber: Data primer yang diolah 2019

LAMPIRAN 3: DESKRIPTIF RESPONDEN

1. Usia

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	a	20	21,5	21,5	21,5
	b	67	72,0	72,0	93,5
	c	6	6,5	6,5	100,0
	Total	93	100,0	100,0	

2. Jenis Kelamin

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	L	56	60,2	60,2	60,2
	P	37	39,8	39,8	100,0
	Total	93	100,0	100,0	

3. Semester

Semester

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	a	17	18,3	18,3	18,3
	b	10	10,8	10,8	29,0
	c	61	65,6	65,6	94,6
	d	5	5,4	5,4	100,0
	Total	93	100,0	100,0	

4. Smartphone

Smartphone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	42	45,2	45,2	45,2
	2	51	54,8	54,8	100,0
	Total	93	100,0	100,0	

LAMPIRAN 4: DESKRIPTIF VARIABEL PENELITIAN

1. *Brand Association*

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	12	12,9	12,9	12,9
	4	65	69,9	69,9	82,8
	5	16	17,2	17,2	100,0
	Total	93	100,0	100,0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	11	11,8	11,8	11,8
	4	53	57,0	57,0	68,8
	5	29	31,2	31,2	100,0
	Total	93	100,0	100,0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2,2	2,2	2,2
	3	11	11,8	11,8	14,0
	4	52	55,9	55,9	69,9
	5	28	30,1	30,1	100,0
	Total	93	100,0	100,0	

2. *Perceived Quality*

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	5,4	5,4	5,4
	4	69	74,2	74,2	79,6
	5	19	20,4	20,4	100,0
	Total	93	100,0	100,0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	13	14,0	14,0	14,0
	4	56	60,2	60,2	74,2
	5	24	25,8	25,8	100,0
	Total	93	100,0	100,0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	16	17,2	17,2	17,2
	4	61	65,6	65,6	82,8
	5	16	17,2	17,2	100,0
	Total	93	100,0	100,0	

3. *Brand Loyalty*

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	14	15,1	15,1	15,1
	4	63	67,7	67,7	82,8
	5	16	17,2	17,2	100,0
	Total	93	100,0	100,0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2,2	2,2	2,2
	3	11	11,8	11,8	14,0
	4	58	62,4	62,4	76,3
	5	22	23,7	23,7	100,0
	Total	93	100,0	100,0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,1	1,1	1,1
	3	8	8,6	8,6	9,7
	4	64	68,8	68,8	78,5
	5	20	21,5	21,5	100,0
	Total	93	100,0	100,0	

LAMPIRAN 5: HASIL UJI VALIDITAS

1. *Brand Association*

Correlations

		X1.1	X1.2	X1.3	X1
X1.1	Pearson Correlation	1	,509**	,323**	,733**
	Sig. (2-tailed)		,000	,002	,000
	N	93	93	93	93
X1.2	Pearson Correlation	,509**	1	,504**	,845**
	Sig. (2-tailed)	,000		,000	,000
	N	93	93	93	93
X1.3	Pearson Correlation	,323**	,504**	1	,800**
	Sig. (2-tailed)	,002	,000		,000
	N	93	93	93	93
X1	Pearson Correlation	,733**	,845**	,800**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	93	93	93	93

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

2. *Perceived Quality*

Correlations

		X2.1	X2.2	X2.3	X2
X2.1	Pearson Correlation	1	,442**	,378**	,724**
	Sig. (2-tailed)		,000	,000	,000
	N	93	93	93	93
X2.2	Pearson Correlation	,442**	1	,503**	,832**
	Sig. (2-tailed)	,000		,000	,000
	N	93	93	93	93
X2.3	Pearson Correlation	,378**	,503**	1	,809**
	Sig. (2-tailed)	,000	,000		,000
	N	93	93	93	93
X2	Pearson Correlation	,724**	,832**	,809**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	93	93	93	93

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

3. *Brand Loyalty*

Correlations

		X3.1	X3.2	X3.3	X3
X3.1	Pearson Correlation	1	,541**	,223*	,721**
	Sig. (2-tailed)		,000	,032	,000
	N	93	93	93	93
X3.2	Pearson Correlation	,541**	1	,544**	,877**
	Sig. (2-tailed)	,000		,000	,000
	N	93	93	93	93
X3.3	Pearson Correlation	,223*	,544**	1	,741**
	Sig. (2-tailed)	,032	,000		,000
	N	93	93	93	93
X3	Pearson Correlation	,721**	,877**	,741**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	93	93	93	93

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

*. Correlation is significant at the 0.05 level (2-tailed).

LAMPIRAN 6: HASIL UJI RELIABILITAS

1. *Brand Association*

Reliability Statistics

Cronbach's Alpha	N of Items
,702	3

2. *Perceived Quality*

Reliability Statistics

Cronbach's Alpha	N of Items
,701	3

3. *Brand Loyalty*

Reliability Statistics

Cronbach's Alpha	N of Items
,705	3

LAMPIRAN 7: HASIL UJI NORMALITAS

1. *Brand Association*

Tests of Normality

	Smartphone	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
X1	1	,206	42	,123	,863	42	,137
	2	,211	51	,147	,941	51	,149

a. Lilliefors Significance Correction

2. *Perceived Quality*

Tests of Normality

	Smartphone	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
X2	1	,298	42	,121	,860	42	,134
	2	,170	51	,200	,924	51	,533

a. Lilliefors Significance Correction

3. *Brand Loyalty*

Tests of Normality

	Smartphone	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
X3	1	,284	42	,174	,870	42	,138
	2	,185	51	,228	,946	51	,232

a. Lilliefors Significance Correction

LAMPIRAN 8: HASIL UJI HOMOGENITAS

1. *Brand Association*

Test of Homogeneity of Variances

X1

Levene Statistic	df1	df2	Sig.
1,705	1	91	,195

2. *Perceived Quality*

Test of Homogeneity of Variances

X2

Levene Statistic	df1	df2	Sig.
,765	1	91	,384

3. *Brand Loyalty*

Test of Homogeneity of Variances

X3

Levene Statistic	df1	df2	Sig.
3,988	1	91	,149

LAMPIRAN 9: HASIL UJI BEDA (UJI T)

1. *Brand Association*

Group Statistics

	Smartphone	N	Mean	Std. Deviation	Std. Error Mean
X1	1	42	12,90	1,185	,183
	2	51	11,94	1,593	,223

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
X1	Equal variances assumed	1,705	,195	3,248	91	,002	,964	,297	,374	1,553
	Equal variances not assumed			3,341	90,148	,001	,964	,288	,391	1,537

2. *Perceived Quality*

Group Statistics

	Smartphone	N	Mean	Std. Deviation	Std. Error Mean
X2	1	42	12,57	1,233	,190
	2	51	12,00	1,428	,200

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
X2	Equal variances assumed	,765	,384	2,041	91	,044	,571	,280	,015	1,128
	Equal variances not assumed			2,070	90,783	,041	,571	,276	,023	1,120

3. *Brand Loyalty*

Group Statistics

	Smartphone	N	Mean	Std. Deviation	Std. Error Mean
X3	1	42	12,62	1,103	,170
	2	51	11,84	1,642	,230

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
X3	Equal variances assumed	3,988	,049	2,614	91	,010	,776	,297	,186	1,365
	Equal variances not assumed			2,713	87,710	,008	,776	,286	,207	1,344

LAMPIRAN 10: TABEL R *PRODUCT MOMENT*

Tabel r product Moment (Sig = 0,05)							
df	r	df	r	df	r	df	r
1	0.9969	26	0.3739	51	0.2706	76	0.2227
2	0.9500	27	0.3673	52	0.2681	77	0.2213
3	0.8783	28	0.3610	53	0.2656	78	0.2199
4	0.8114	29	0.3550	54	0.2632	79	0.2165
5	0.7545	30	0.3494	55	0.2609	80	0.2162
6	0.7067	31	0.3440	56	0.2586	81	0.2159
7	0.6664	32	0.3388	57	0.2564	82	0.2146
8	0.6319	33	0.3388	58	0.2542	83	0.2133
9	0.6021	34	0.3291	59	0.2521	84	0.2120
10	0.5760	35	0.3246	60	0.2500	85	0.2108
11	0.5529	36	0.3202	61	0.2480	86	0.2096
12	0.5324	37	0.3160	62	0.2461	87	0.2084
13	0.5140	38	0.3120	63	0.2441	88	0.2072
14	0.4973	39	0.3081	64	0.2423	89	0.2061
15	0.4821	40	0.3044	65	0.2404	90	0.2050
16	0.4683	41	0.3008	66	0.2387	91	0.2039
17	0.4555	42	0.2973	67	0.2369	92	0.2028
18	0.4438	43	0.2940	68	0.2352	93	0.2018
19	0.4329	44	0.2907	69	0.2335	94	0.2006
20	0.4227	45	0.2876	70	0.2319	95	0.1996
21	0.4132	46	0.2845	71	0.2303	96	0.1986
22	0.4044	47	0.2816	72	0.2287	97	0.1975
23	0.3961	48	0.2787	73	0.2272	98	0.1966
24	0.3882	49	0.2759	74	0.2257	99	0.1956
25	0.3809	50	0.2732	75	0.2242	100	0.1946

Sumber: Data primer yang diolah 2019

LAMPIRAN 11: DOKUMENTASI PENELITIAN

Untuk Pencinta Kopi

KANTIN KITA
NIKE