

Lampiran 1. Kuesioner Penelitian

Kuesioner Penelitian

Kuesioner ini merupakan instrument dalam penelitian berjudul “ Analisis Perbedaan Sikap Konsumen Terhadap Pemilihan Atribut Produk Merek Pond’s Dengan Wardah ” untuk menyelesaikan tugas akhir pada Prodi Manajemen Fakultas Ekonomi Universitas Muhammadiyah Ponorogo yang dilakukan oleh :

Nama : Eka Dita K

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Saya mohon kesediaan saudara untuk mengisi kuesioner ini secara lengkap, informasi yang diterima dari kuesioner ini bersifat rahasia dan digunakan untuk kepentingan akademis. Atas partisipasi saudara saya ucapkan terimakasih.

Daftar Pertanyaan

Bagian I

Identitas Responden

1. Nama :
2. Alamat :
3. Usia :
4. Semester :
5. Produk yang pernah atau sedang digunakan:
 - a. Pond’s
 - b. Wardah
6. Lama penggunaan produk :
 - a. < 7 hari
 - b. 7 hari – 6 bulan
 - c. 7 – 12 bulan
 - d. > 13 bulan
7. Pengeluaran perbulan untuk pembelian merek produk tersebut:
 - a. < Rp 50.000
 - b. Rp 50.000 – Rp 150.000
 - c. Rp 151.000 – Rp 250.000
 - d. > Rp 251.000

Bagian II

Petunjuk pengisian:

Berilah tanda silang (X) pada alternatif jawaban yang telah tersedia sesuai dengan kondisi yang menurut anda benar.

Keterangan:

SS : Sangat Setuju TS : Tidak Setuju

S : Setuju

STS : Sangat Tidak Setuju

N : Netral

No	Pertanyaan	SS	S	N	TS	STS
	Variabel Merek (X1)					
1	Setujukah anda bahwa merek Pond's / Wardah terdiri dari satu / dua suku kata sehingga mudah diingat ?					
2	Setujukah anda bahwa merek Pond's / Wardah mudah dikenali karena namanya yang unik ?					
3	Setujukah anda bahwa merek Pond's / Wardah mudah diucapkan dan memiliki ciri tersendiri ?					
	Variabel Kemasan (X2)					
1	Apakah anda setuju bahwa kemasan Pond' / Wardah memiliki desain warna yang menarik ?					
2	Apakah anda setuju bahwa kemasan Pond's / Wardah sesuai perkembangan desain saat ini ?					
3	Apakah anda setuju bahwa kemasan Pond's / Wardah mudah dibawa kemana – mana ?					
	Variabel Label (X3)					
1	Setujukah anda bahwa dengan adanya jenis produk memudahkan konsumen dalam memilih produk sesuai kulit mereka ?					
2	Setujukah anda bahwa instruksi dan peringatan penggunaan sangat membantu konsumen?					
3	Setujukah anda dengan adanya kinerja produk setelah pemakaian membantu konsumen lebih teliti?					
	Variabel Layanan Pelengkap (X4)					
1	Apakah anda setuju bahwa informasi cara					

	penggunaan dari SPG dapat memudahkan konsumen?					
2	Apakah anda setuju bahwa dengan konsultasi pada SPG yang berada di toko dapat membantu konsumen?					
3	Apakah anda setuju dengan adanya konsultasi lewat telepon maupun media social dapat membantu konsumen?					
	Variabel Jaminan (X5)					
1	Apakah anda setuju dan percaya dengan memakai produk ini kulit akan tampak cerah mulai dalam 7 hari dan kulit tampak cerah seiring dengan regenerasi kulit dalam 2 minggu?					
2	Apakah anda setuju dan percaya bahwa produk Pond's / Wardah memiliki komposisi bahan yang aman dan terpercaya?					
3	Apakah anda setuju dan percaya bahwa produk Pond's / Wardah setelah digunakan memberikan kepuasan?					

Lampiran 2. Rekapitulasi Jawaban Responden

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	3	11	3	4	3	10	3	3	4	10
2	4	4	4	12	4	4	4	12	3	4	3	10
3	5	5	5	15	4	5	5	14	4	4	5	13
4	3	3	3	9	2	4	4	10	3	4	4	11
5	3	3	4	10	3	3	4	10	4	4	4	12
6	3	3	4	10	3	3	4	10	3	4	4	11
7	3	3	4	10	4	3	4	11	4	3	4	11
8	4	4	4	12	3	4	4	11	4	4	4	12
9	3	4	4	11	4	4	4	12	4	3	3	10
10	4	4	4	12	4	4	3	11	4	4	3	11
11	5	4	5	14	5	5	5	15	4	4	5	13
12	3	3	4	10	3	3	4	10	3	4	3	10
13	4	4	5	13	4	5	4	13	4	5	5	14
14	4	4	5	13	4	4	4	12	4	4	4	12
15	5	5	5	15	4	4	3	11	4	4	4	12
16	4	4	4	12	5	4	4	13	4	4	5	13
17	5	5	5	15	4	4	5	13	4	5	4	13
18	5	5	5	15	5	5	5	15	4	4	4	12
19	4	5	5	14	4	5	5	14	4	4	4	12
20	5	4	5	14	5	4	5	14	5	4	5	14
21	3	3	3	9	4	4	4	12	4	4	4	12
22	4	4	4	12	4	4	5	13	3	2	3	8
23	5	5	4	14	4	4	4	12	4	4	4	12
24	4	5	5	14	4	4	4	12	4	4	3	11
25	4	3	3	10	4	3	3	10	2	3	4	9
26	4	4	4	12	4	3	4	11	4	5	4	13
27	4	4	4	12	3	3	4	10	4	4	4	12
28	4	4	4	12	4	3	3	10	4	4	4	12
29	4	3	3	10	3	3	3	9	3	4	3	10
30	4	4	4	12	4	4	3	11	4	4	4	12
31	4	4	5	13	5	5	4	14	3	4	3	10
32	5	5	5	15	5	5	5	15	5	4	2	11
33	5	4	3	12	5	4	5	14	3	4	4	11
34	2	2	3	7	3	2	3	8	4	3	4	11
35	1	2	3	6	3	3	2	8	3	4	3	10
36	5	5	5	15	4	3	4	11	4	4	4	12
37	4	4	4	12	4	4	4	12	3	3	3	9
38	5	4	4	13	4	3	4	11	4	4	3	11
39	4	4	4	12	3	5	4	12	4	5	4	13

40	5	5	5	15	5	4	4	13	4	4	4	12
41	4	3	4	11	4	4	4	12	4	5	4	13
42	4	4	4	12	3	4	3	10	3	4	4	11
43	5	4	5	14	4	4	4	12	4	5	4	13
44	3	3	3	9	4	3	3	10	3	3	3	9
45	4	3	3	10	4	4	4	12	3	4	4	11
46	4	4	5	13	4	4	3	11	4	3	2	9
47	3	3	3	9	3	3	3	9	3	2	3	8
48	4	3	4	11	3	4	4	11	4	3	3	10
49	4	4	3	11	4	4	4	12	4	4	4	12
50	5	4	3	12	3	2	4	9	3	3	3	9
51	4	4	4	12	3	3	4	10	4	4	4	12
52	3	3	3	9	4	4	4	12	4	4	4	12
53	4	4	4	12	4	4	4	12	4	4	4	12
54	3	3	3	9	3	3	3	9	3	3	3	9
55	4	4	4	12	5	5	5	15	4	4	4	12
56	4	4	4	12	5	5	3	13	4	4	3	11
57	4	4	4	12	3	3	3	9	4	5	5	14
58	3	3	3	9	5	5	5	15	4	4	4	12
59	3	3	3	9	4	4	4	12	4	3	4	11
60	3	3	3	9	3	3	3	9	3	3	3	9
61	3	4	4	11	2	3	4	9	4	4	4	12
62	3	4	4	11	2	3	3	8	2	3	3	8
63	4	4	5	13	4	3	4	11	4	4	3	11
64	4	4	4	12	4	3	3	10	4	4	3	11
65	4	4	4	12	4	4	3	11	4	3	4	11
66	4	4	4	12	4	4	4	12	4	3	4	11
67	4	4	4	12	4	3	3	10	3	3	3	9
68	4	4	4	12	4	4	4	12	4	3	3	10
69	3	3	3	9	3	3	3	9	3	3	3	9
70	4	4	4	12	4	3	4	11	5	5	4	14
71	4	4	4	12	3	3	4	10	4	3	4	11
72	4	4	4	12	3	3	4	10	4	3	3	10
73	5	5	5	15	4	4	4	12	4	3	3	10
74	4	3	2	9	3	3	4	10	2	3	3	8
75	2	3	4	9	3	5	2	10	5	5	2	12
76	3	2	3	8	2	3	4	9	3	3	4	10
77	4	3	3	10	3	4	2	9	5	4	2	11
78	2	3	3	8	4	4	4	12	4	4	4	12
79	4	4	4	12	3	2	3	8	4	2	3	9
80	4	4	4	12	3	3	3	9	4	5	4	13

81	3	2	3	8	4	4	5	13	4	4	3	11
82	3	3	3	9	4	3	4	11	4	4	3	11
83	4	4	4	12	4	4	4	12	3	3	3	9
84	4	4	4	12	4	4	4	12	4	4	4	12

X4.1	X4.2	X4.3	X4	X5.1	X5.2	X5.3	X5	grup
4	2	3	9	4	3	3	10	1
4	3	3	10	3	4	4	11	1
3	4	3	10	5	4	5	14	1
3	2	3	8	3	4	3	10	1
3	3	4	10	2	2	3	7	1
3	4	3	10	3	3	3	9	1
4	3	3	10	3	3	2	8	1
3	4	2	9	3	3	4	10	1
4	4	3	11	3	3	4	10	1
3	4	4	11	3	4	4	11	1
5	3	2	10	5	5	4	14	1
2	2	3	7	3	4	4	11	1
4	4	4	12	2	2	2	6	1
5	5	5	15	3	3	3	9	1
4	4	4	12	3	3	3	9	1
5	4	5	14	3	3	3	9	1
5	3	4	12	5	4	5	14	1
4	4	3	11	3	3	3	9	1
4	4	4	12	5	5	4	14	1
3	3	4	10	5	4	5	14	1
4	4	4	12	3	3	3	9	1
2	2	2	6	2	3	2	7	1
4	3	3	10	3	3	4	10	1
4	4	2	10	4	5	4	13	1
3	3	3	9	2	2	3	7	1
3	3	3	9	3	2	2	7	1
4	4	4	12	3	4	4	11	1
3	3	3	9	3	4	3	10	1
3	2	2	7	3	4	4	11	1
3	3	3	9	3	4	4	11	1
4	5	3	12	4	5	4	13	1
3	3	3	9	4	4	4	12	1
4	3	1	8	3	3	4	10	1
4	3	2	9	3	4	4	11	1

3	4	3	10	3	3	3	9	1
3	4	3	10	4	4	4	12	1
3	3	4	10	4	4	4	12	1
3	4	3	10	3	4	4	11	1
3	3	5	11	5	4	5	14	1
3	3	2	8	5	5	5	15	1
4	5	5	14	4	3	3	10	1
3	4	4	11	2	3	2	7	1
4	4	3	11	2	4	4	10	2
5	5	3	13	3	3	3	9	2
5	4	5	14	4	4	3	11	2
3	4	4	11	2	3	3	8	2
4	3	2	9	4	3	2	9	2
4	3	4	11	3	3	3	9	2
4	4	4	12	3	4	4	11	2
4	4	3	11	3	4	4	11	2
3	3	4	10	3	4	4	11	2
5	5	5	15	3	3	3	9	2
4	4	4	12	3	3	3	9	2
5	5	5	15	3	3	3	9	2
5	5	5	15	1	3	2	6	2
5	5	5	15	4	4	4	12	2
4	4	4	12	2	3	3	8	2
3	3	3	9	3	3	3	9	2
3	3	2	8	2	4	3	9	2
3	5	4	12	3	3	3	9	2
3	3	4	10	4	3	2	9	2
3	3	3	9	4	3	4	11	2
4	4	4	12	3	4	4	11	2
3	3	4	10	3	4	5	12	2
3	3	3	9	3	4	4	11	2
4	5	5	14	3	4	4	11	2
3	4	3	10	3	4	4	11	2
3	5	4	12	3	4	4	11	2
4	5	3	12	2	2	2	6	2
4	4	3	11	4	5	5	14	2
5	4	1	10	1	4	3	8	2
4	4	3	11	4	4	4	12	2
4	4	2	10	1	3	3	7	2
2	2	3	7	4	3	2	9	2
4	4	4	12	1	3	3	7	2

3	2	3	8	3	3	4	10	2
3	4	2	9	1	3	4	8	2
3	3	3	9	3	4	3	10	2
4	5	2	11	4	3	3	10	2
5	5	4	14	3	3	3	9	2
5	3	5	13	2	2	1	5	2
4	2	3	9	4	3	3	10	2
4	3	3	10	2	3	3	8	2
4	4	5	13	2	3	4	9	2



Lampiran 3. Hasil uji validitas dan reliabilitas

Hasil uji validitas dan reliabilitas produk Pond's

Correlations

		X1.1	X1.2	X1.3	Merek
X1.1	Pearson Correlation	1	.820**	.577**	.904**
	Sig. (2-tailed)		.000	.000	.000
	N	42	42	42	42
X1.2	Pearson Correlation	.820**	1	.732**	.949**
	Sig. (2-tailed)	.000		.000	.000
	N	42	42	42	42
X1.3	Pearson Correlation	.577**	.732**	1	.839**
	Sig. (2-tailed)	.000	.000		.000
	N	42	42	42	42
Merek	Pearson Correlation	.904**	.949**	.839**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	42	42	42	42

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

Correlations

		X2.1	X2.2	X2.3	Kemasan
X2.1	Pearson Correlation	1	.452**	.486**	.796**
	Sig. (2-tailed)		.003	.001	.000
	N	42	42	42	42
X2.2	Pearson Correlation	.452**	1	.520**	.814**
	Sig. (2-tailed)	.003		.000	.000
	N	42	42	42	42
X2.3	Pearson Correlation	.486**	.520**	1	.822**
	Sig. (2-tailed)	.001	.000		.000
	N	42	42	42	42
Kemasan	Pearson Correlation	.796**	.814**	.822**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	42	42	42	42

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

Correlations

		X3.1	X3.2	X3.3	Label
X3.1	Pearson Correlation	1	.350*	.226	.712**
	Sig. (2-tailed)		.023	.149	.000
	N	42	42	42	42
X3.2	Pearson Correlation	.350*	1	.268	.734**
	Sig. (2-tailed)	.023		.086	.000
	N	42	42	42	42
X3.3	Pearson Correlation	.226	.268	1	.718**
	Sig. (2-tailed)	.149	.086		.000
	N	42	42	42	42
Label	Pearson Correlation	.712**	.734**	.718**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	42	42	42	42

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

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

Correlations

		X4.1	X4.2	X4.3	Layanan Pelengkap
X4.1	Pearson Correlation	1	.394**	.239	.686**
	Sig. (2-tailed)		.010	.127	.000
	N	42	42	42	42
X4.2	Pearson Correlation	.394**	1	.416**	.794**
	Sig. (2-tailed)	.010		.006	.000
	N	42	42	42	42
X4.3	Pearson Correlation	.239	.416**	1	.773**
	Sig. (2-tailed)	.127	.006		.000
	N	42	42	42	42
Layanan Pelengkap	Pearson Correlation	.686**	.794**	.773**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	42	42	42	42

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

Correlations

		X5.1	X5.2	X5.3	Jaminan
X5.1	Pearson Correlation	1	.684**	.713**	.902**
	Sig. (2-tailed)		.000	.000	.000
	N	42	42	42	42
X5.2	Pearson Correlation	.684**	1	.677**	.878**
	Sig. (2-tailed)	.000		.000	.000
	N	42	42	42	42
X5.3	Pearson Correlation	.713**	.677**	1	.893**
	Sig. (2-tailed)	.000	.000		.000
	N	42	42	42	42
Jaminan	Pearson Correlation	.902**	.878**	.893**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	42	42	42	42

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

Reliability Statistics

Cronbach's Alpha	N of Items
.862	4

Reliability Statistics

Cronbach's Alpha	N of Items
.831	4

Reliability Statistics

Cronbach's Alpha	N of Items
.786	4

Reliability Statistics

Cronbach's Alpha	N of Items
.803	4

Reliability Statistics

Cronbach's Alpha	N of Items
.860	4

Hasil uji validitas dan reliabilitas produk Wardah

Correlations

		X1.1	X1.2	X1.3	Merek
X1.1	Pearson Correlation	1	.676**	.483**	.832**
	Sig. (2-tailed)		.000	.001	.000
	N	42	42	42	42
X1.2	Pearson Correlation	.676**	1	.733**	.920**
	Sig. (2-tailed)	.000		.000	.000
	N	42	42	42	42
X1.3	Pearson Correlation	.483**	.733**	1	.852**
	Sig. (2-tailed)	.001	.000		.000
	N	42	42	42	42
Merek	Pearson Correlation	.832**	.920**	.852**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	42	42	42	42

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

Correlations

		X2.1	X2.2	X2.3	Kemasan
X2.1	Pearson Correlation	1	.620**	.362*	.861**
	Sig. (2-tailed)		.000	.019	.000
	N	42	42	42	42
X2.2	Pearson Correlation	.620**	1	.201	.795**
	Sig. (2-tailed)	.000		.202	.000
	N	42	42	42	42
X2.3	Pearson Correlation	.362*	.201	1	.659**
	Sig. (2-tailed)	.019	.202		.000
	N	42	42	42	42
Kemasan	Pearson Correlation	.861**	.795**	.659**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	42	42	42	42

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

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

Correlations

		X3.1	X3.2	X3.3	Label
X3.1	Pearson Correlation	1	.538**	.080	.723**
	Sig. (2-tailed)		.000	.614	.000
	N	42	42	42	42
X3.2	Pearson Correlation	.538**	1	.347*	.867**
	Sig. (2-tailed)	.000		.024	.000
	N	42	42	42	42
X3.3	Pearson Correlation	.080	.347*	1	.629**
	Sig. (2-tailed)	.614	.024		.000
	N	42	42	42	42
Label	Pearson Correlation	.723**	.867**	.629**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	42	42	42	42

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

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

Correlations

		X4.1	X4.2	X4.3	Layanan Pelengkap
X4.1	Pearson Correlation	1	.536**	.322*	.771**
	Sig. (2-tailed)		.000	.038	.000
	N	42	42	42	42
X4.2	Pearson Correlation	.536**	1	.308*	.789**
	Sig. (2-tailed)	.000		.047	.000
	N	42	42	42	42
X4.3	Pearson Correlation	.322*	.308*	1	.744**
	Sig. (2-tailed)	.038	.047		.000
	N	42	42	42	42
Layanan Pelengkap	Pearson Correlation	.771**	.789**	.744**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	42	42	42	42

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

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

Correlations

		X5.1	X5.2	X5.3	Jaminan
X5.1	Pearson Correlation	1	.251	.164	.683**
	Sig. (2-tailed)		.109	.300	.000
	N	42	42	42	42
X5.2	Pearson Correlation	.251	1	.724**	.808**
	Sig. (2-tailed)	.109		.000	.000
	N	42	42	42	42
X5.3	Pearson Correlation	.164	.724**	1	.795**
	Sig. (2-tailed)	.300	.000		.000
	N	42	42	42	42
Jaminan	Pearson Correlation	.683**	.808**	.795**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	42	42	42	42

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

Reliability Statistics

Cronbach's Alpha	N of Items
.852	4

Reliability Statistics

Cronbach's Alpha	N of Items
.815	4

Reliability Statistics

Cronbach's Alpha	N of Items
.799	4

Reliability Statistics

Cronbach's Alpha	N of Items
.809	4

Reliability Statistics

Cronbach's Alpha	N of Items
.799	4



Lampiran 4. Tabel r

Nilai-Nilai r Product Moment

N	Taraf Signif		N	Taraf Signif		N	Taraf Signif	
	5%	1%		5%	1%		5%	1%
3	0.997	0.999	27	0.381	0.487	55	0.266	0.345
4	0.950	0.990	28	0.374	0.478	60	0.254	0.330
5	0.878	0.959	29	0.367	0.470	65	0.244	0.317
6	0.811	0.917	30	0.361	0.463	70	0.235	0.306
7	0.754	0.874	31	0.355	0.456	75	0.227	0.296
8	0.707	0.834	32	0.349	0.449	80	0.220	0.286
9	0.666	0.798	33	0.344	0.442	85	0.213	0.278
10	0.632	0.765	34	0.339	0.436	90	0.207	0.270
11	0.602	0.735	35	0.334	0.430	95	0.202	0.263
12	0.576	0.708	36	0.329	0.424	100	0.195	0.256
13	0.553	0.684	37	0.325	0.418	125	0.176	0.230
14	0.532	0.661	38	0.320	0.413	150	0.159	0.210
15	0.514	0.641	39	0.316	0.408	175	0.148	0.194
16	0.497	0.623	40	0.312	0.403	200	0.138	0.181
17	0.482	0.606	41	0.308	0.398	300	0.113	0.148
18	0.468	0.590	42	0.304	0.393	400	0.098	0.128
19	0.456	0.575	43	0.301	0.389	500	0.088	0.115
20	0.444	0.561	44	0.297	0.384	600	0.080	0.105
21	0.433	0.549	45	0.294	0.380	700	0.074	0.097
22	0.423	0.537	46	0.291	0.376	800	0.070	0.091
23	0.413	0.526	47	0.288	0.372	900	0.065	0.086
24	0.404	0.515	48	0.284	0.368	1000	0.062	0.081
25	0.396	0.505	49	0.281	0.364			

26	0.388	0.496	50	0.279	0.361			
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Lampiran 5. Tabel t

Tabel Nilai t

d.f	$t_{0.10}$	$t_{0.05}$	$t_{0.025}$	$t_{0.01}$	$t_{0.005}$	d.f
1	3,078	6,314	12,706	31,821	63, 657	1
2	1,886	2,920	4,303	6,965	9,925	2
3	1,638	2,353	3,182	4,541	5,841	3
4	1,533	2,132	2,776	3,747	4,604	4
5	1,476	2,015	2,571	3,365	4,032	5
6	1,440	1,943	2,447	3,143	3,707	6
7	1,415	1,895	2,365	2,998	3,499	7
8	1,397	1,860	2,306	2,896	3,355	8
9	1,383	1,833	2,262	2,821	3,250	9
10	1,372	1,812	2,228	2,764	3,169	10
11	1,363	1,796	2,201	2,718	3,106	11
12	1,356	1,782	2,179	2,681	3,055	12
13	1,350	1,771	2,160	2,650	3,012	13
14	1,345	1,761	2,145	2,624	2,977	14
15	1,341	1,753	2,131	2,602	2,947	15
16	1,337	1,746	2,120	2,583	2,921	16
17	1,333	1,740	2,110	2,567	2,898	17
18	1,330	1,734	2,101	2,552	2,878	18
19	1,328	1,729	2,093	2,539	2,861	19
20	1,325	1,725	2,086	2,528	2,845	20
21	1,323	1,721	2,080	2,518	2,831	21
22	1,321	1,717	2,074	2,508	2,819	22
23	1,319	1,714	2,069	2,500	2,807	23

24	1,318	1,711	2,064	2,492	2,797	24
25	1,316	1,708	2,060	2,485	2,787	25
26	1,315	1,706	2,056	2,479	2,779	26
27	1,314	1,703	2,052	2,473	2,771	27
28	1,313	1,701	2,048	2,467	2,763	28
29	1,311	1,699	2,045	2,462	2,756	29
30	1,310	1,697	2,042	2,457	2,750	30
31	1,309	1,696	2,040	2,453	2,744	31
32	1,309	1,694	2,037	2,449	2,738	32
33	1,308	1,692	2,035	2,445	2,733	33
34	1,307	1,691	2,032	2,441	2,728	34
35	1,306	1,690	2,030	2,438	2,724	35
36	1,306	1,688	2,028	2,434	2,719	36
37	1,305	1,687	2,026	2,431	2,715	37
38	1,304	1,686	2,024	2,429	2,712	38
39	1,303	1,685	2,023	2,426	2,708	39

40	1,303	1,684	2,021	2,423	2,704	40
41	1,303	1,683	2,020	2,421	2,701	41
42	1,302	1,682	2,018	2,418	2,698	42
43	1,302	1,681	2,017	2,416	2,695	43
44	1,301	1,680	2,015	2,414	2,692	44
45	1,301	1,679	2,014	2,412	2,690	45
46	1,300	1,679	2,013	2,410	2,687	46
47	1,300	1,678	2,012	2,408	2,685	47
48	1,299	1,677	2,011	2,407	2,682	48
49	1,299	1,677	2,010	2,405	2,680	49
50	1,299	1,676	2,009	2,403	2,678	50
51	1,298	1,675	2,008	2,402	2,676	51

52	1,298	1,675	2,007	2,400	2,674	52
53	1,298	1,674	2,006	2,399	2,672	53
54	1,297	1,674	2,005	2,397	2,670	54
55	1,297	1,673	2,004	2,396	2,668	55
56	1,297	1,673	2,003	2,395	2,667	56
57	1,297	1,672	2,002	2,394	2,665	57
58	1,296	1,672	2,002	2,392	2,663	58
59	1,296	1,671	2,001	2,391	2,662	59
60	1,296	1,671	2,000	2,390	2,660	60
61	1,296	1,670	2,000	2,389	2,659	61
62	1,295	1,670	1,999	2,388	2,657	62
63	1,295	1,669	1,998	2,387	2,656	63
64	1,295	1,669	1,998	2,386	2,655	64
65	1,295	1,669	1,997	2,385	2,654	65
66	1,295	1,668	1,997	2,384	2,652	66
67	1,294	1,668	1,996	2,383	2,651	67
68	1,294	1,668	1,995	2,382	2,650	68
69	1,294	1,667	1,995	2,382	2,649	69
70	1,294	1,667	1,994	2,381	2,648	70
71	1,294	1,667	1,994	2,380	2,647	71
72	1,293	1,666	1,993	2,379	2,646	72
73	1,293	1,666	1,993	2,379	2,645	73
74	1,293	1,666	1,993	2,378	2,644	74
75	1,293	1,665	1,992	2,377	2,643	75
76	1,293	1,665	1,992	2,376	2,642	76
77	1,293	1,665	1,991	2,376	2,641	77
78	1,292	1,665	1,991	2,375	2,640	78
79	1,292	1,664	1,990	2,374	2,640	79
80	1,292	1,664	1,990	2,374	2,639	80

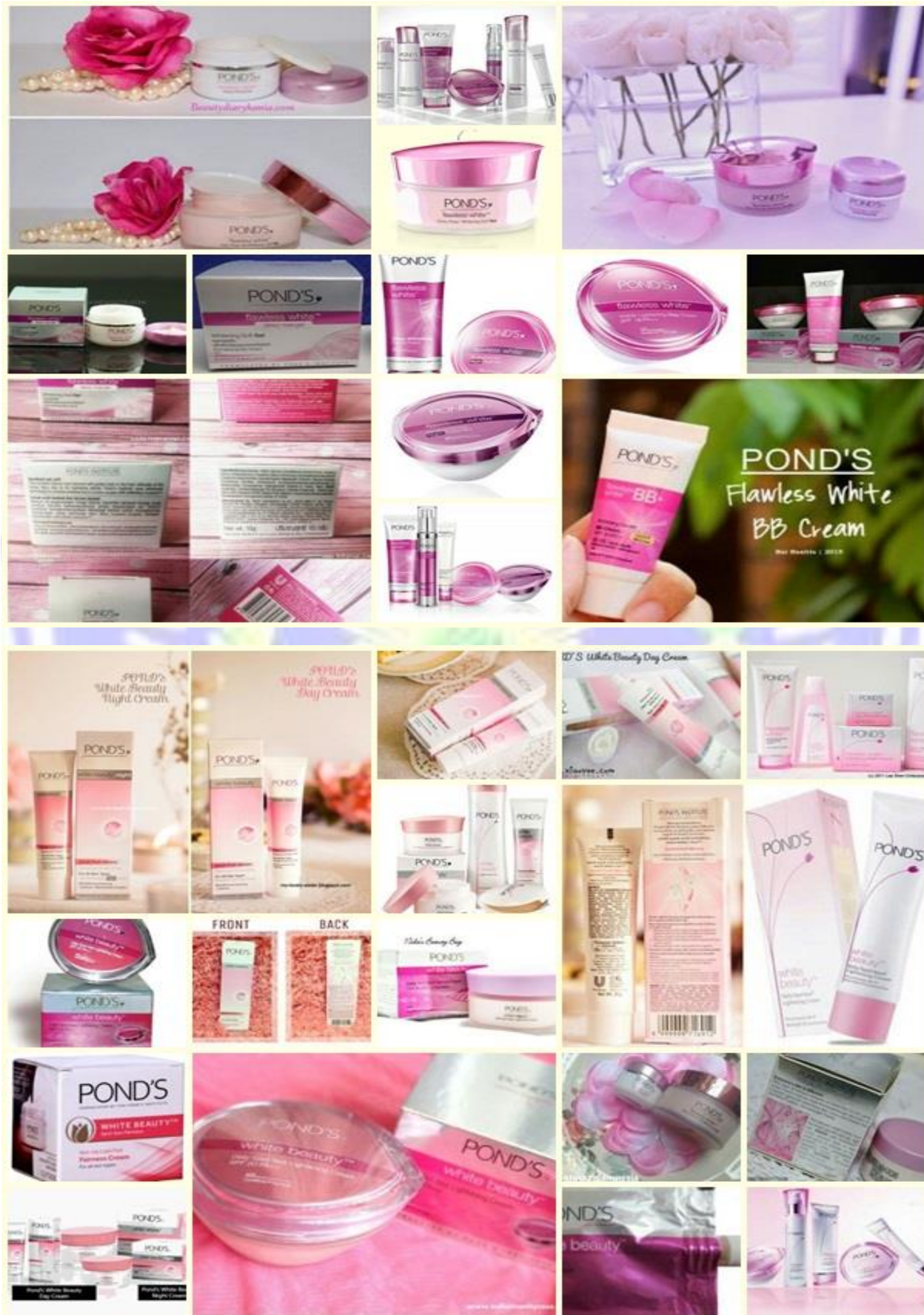
81	1,292	1,664	1,990	2,373	2,638	81
82	1,292	1,664	1,989	2,373	2,637	82
83	1,292	1,663	1,989	2,372	2,636	83
84	1,292	1,663	1,989	2,372	2,636	84
85	1,292	1,663	1,988	2,371	2,635	85
86	1,291	1,663	1,988	2,370	2,634	86
87	1,291	1,663	1,988	2,370	2,634	87
88	1,291	1,662	1,987	2,369	2,633	88
89	1,291	1,662	1,987	2,369	2,632	89
90	1,291	1,662	1,987	2,368	2,632	90
91	1,291	1,662	1,986	2,368	2,631	91
92	1,291	1,662	1,986	2,368	2,630	92
93	1,291	1,661	1,986	2,367	2,630	93
94	1,291	1,661	1,986	2,367	2,629	94
95	1,291	1,661	1,985	2,366	2,629	95
96	1,290	1,661	1,985	2,366	2,628	96
97	1,290	1,661	1,985	2,365	2,627	97
98	1,290	1,661	1,984	2,365	2,627	98
99	1,290	1,660	1,984	2,365	2,626	99
Inf.	1,290	1,660	1,984	2,364	2,626	Inf.

Sumber: Aplikasi Analisis Multivariate Dengan Program SPSS (Dr. Imam Ghozali)

Lampiran 6. Informasi pada label produk

No	Pond's	Wardah
1	Merek	Merek
2	Nomor register	Nomor register
3	Kode produksi	Kode produksi
4	Komposisi	Komposisi
5	Alamat produsen	Alamat produsen
6	Cara pemakaian	Cara pemakaian
7	Saran pemakaian	-
8	Tanggal kadaluarsa	Tanggal kadaluarsa
9	Netto	Netto
10	Peringatan pemakaian	Peringatan pemakaian
11	Kegunaan produk	Kegunaan produk
12	Jaminan produk (uji klinis dsb)	-
13	Jenis produk	Jenis produk
14	Layanan konsumen	Layanan konsumen
15	Cara penyimpanan dan pemeliharaan	-
16	Kartu perubahan warna kulit	-

Lampiran 7. Produk Pond's dan Wardah





Wardah

Wardah Lightening Series

Temukan rahasia kulit cerah sehat terawat dalam produk Wardah Lightening Series

Wardah di

MR18140320060
BATCH: 081423.01
P. 22817

This advertisement collage features various products from the Wardah Lightening Series, including tubes of cream, jars of moisturizer, and boxes of products. The central text is in Indonesian, promoting the benefits of the series for achieving bright, healthy skin. A small logo and the text 'Wardah di' are visible in the bottom right corner of the central panel.



Wardah cosmetic

Paket White Secret Series

www.pungkyprailno.com

This advertisement collage for the Wardah White Secret Series shows a variety of skincare products such as lotions, creams, and serums. The products are displayed against a dark blue background in the top left panel and are also shown in more artistic, close-up shots with floral decorations in the bottom panels. The website address 'www.pungkyprailno.com' is repeated at the bottom of the collage.



UNIVERSITAS MUHAMMADIYAH PONOROGO
FAKULTAS EKONOMI

Kampus : Jl. Budi Utomo No. 10 Telp. (0352) 481124 Fax. (0352) 461796
PONOROGO – 63471

BERITA ACARA BIMBINGAN SKRIPSI

1. Nama Mahasiswa : **EKA DITA KURNIAWATI**
2. NIM : 12412848
3. Jurusan : Manajemen
4. Bidang : Pemasaran
5. Alamat : Ds. Patik Pulung Ponorogo
6. Judul Skripsi : Analisis Perbedaan Sikap Konsumen terhadap Pemilihan Atribut Produk Merk Pond's dengan Wardah (Studi Kasus Pada Mahasiswa prodi Manajemen Fakultas Ekonomi Universitas Muhammadiyah Ponorogo)
- Masa Pembimbingan : September 2015 s/d Agustus 2016
8. Tanggal Mengajukan Skripsi :
9. Konsultasi :

Tanggal Disetujui	BAB	Paraf Pembimbing
18/6/2016	Acc Proposal	
25/4/2016	Acc proposal	
29/4/2016	Acc Bab I, II, III	
15/5/16	Acc Bab I, II, III diperbaiki.	
1/8/2016	Acc Bab IV, V	
9/8/2016	Acc Bab W & V siap diujikan	

10. Tanggal Selesai Penulisan Skripsi : _____
11. Keterangan Bimbingan Telah selesai : _____
12. Telah Di Evaluasi/Di Uji Dengan Nilai : _____ (angka)
_____ (huruf)

Pembimbing,

TITI RAPINI, SE, MM
NIP. 19630505 199003 2 003



Ponorogo, 15 Februari 2016
Dekan,

TITI RAPINI, SE, MM
NIP. 19630505 199003 2 003