

KUESIONER PENELITIAN

PENGARUH KUALITAS PRODUK, FITUR DAN DESAIN TERHADAP LOYALITAS MEREK DENGAN MENGGUNAKAN KEPUASAN SEBAGAI VARIABEL MEDIASI (kasus kosmetik wardah di PCC Ponorogo)

Nama : Uvika Andayani

NIM : 13413260

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

A.IDENTITAS RESPONDEN

1. No. Responden :
2. Usia : 17-20 tahun 21-24 tahun
 > 24 tahun
3. Status : Menikah Belum menikah
4. Pekerjaan : Wiraswasta Swasta
 PNS Mahasiswa/pelajar
 Lain-lain
5. Varian kosmetik : Skincare Decorative makeup
 Scentsation
6. Lama penggunaan : < 1 tahun ≥ 1 tahun
7. Frekuensi pembelian : < 2 kali ≥ 2 kali

Bagian II

B.PETUNJUK PENGISIAN

Berikan penilaian terhadap hal-hal dibawah ini dengan tanda (√) yang paling tepat menurut saudara. Alternatif jawaban terdiri dari :

(SS) :Sangat Setuju (S) : Setuju (N) : Netral

(TS) : Tidak Setuju (STS) : Sangat Tidak Setuju

VARIABEL KUALITAS PRODUK		JAWABAN				
No	Pertanyaan	SS	S	N	TS	STS
1	produk wardah bila dipakai tidak cepat luntur					
2	produk wardah fungsinya untuk membuat kulit cantik lebih baik dibanding yang lain					
3	Produk wardah sangat mudah di digunakan dikulit					

VARIABEL FITUR		JAWABAN				
No	Pertanyaan	SS	S	N	TS	STS
1	produk wardah kandungan yang digunakan sesuai dengan syariat Islam					
2	produk wardah wanginya sangat khas					
3	produk wardah berbeda dengan produk kosmetik pesaing yang juga menonjolkan kehalalan produknya					

VARIABEL DESAIN		JAWABAN				
No	Pertanyaan	SS	S	N	TS	STS
1	kosmetik wardah Warna warninya sangat elegan					
2	produk wardah desain dan kombinasi warnanya sangat serasi					
3	kosmetik wardah bentuknya mudah digunakan					

VARIABEL KEPUASAN KONSUMEN		JAWABAN				
No	Pertanyaan	SS	S	N	TS	STS
1	Produk wardah bisa memenuhi harapan saya untuk tampil lebih cantik					
2	Saya senang menggunakan produk wardah					
3	Saya puas dengan hasil produk wardah yang membuat saya semakin cantik					

VARIABEL LOYALITAS MEREK		JAWABAN				
No	Pertanyaan	SS	S	N	TS	STS
1	Saya bangga menggunakan produk wardah					
2	Saya berani membayar lebih bila dibanding merek lain					
3	Saya tidak berkeberatan merekomendasikan produk wardah kepada orang lain					
4	Saya akan melakukan pembelian ulang produk wardah					
5	Saya selalu mengikuti informasi mengenai inovasi produk wardah					

responden	p.1	p.2	p.3	X1	p.4	p.5	p.6	X2	p.7	p.8	p.9	X3	p.10	p.11	p.12	Y1	p.13	p.14	p.15	p.16	p.17	Y2
1	4	4	3	11	4	4	3	11	4	4	4	12	3	4	4	11	3	3	4	4	4	18
2	3	4	4	11	3	3	4	10	4	3	4	11	3	4	3	10	3	2	4	4	3	16
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Correlations

Correlations

		p.1	p.2	p.3	X1
p.1	Pearson Correlation	1	.188	.107	.653**
	Sig. (2-tailed)		.118	.380	.000
	N	70	70	70	70
p.2	Pearson Correlation	.188	1	.185	.666**
	Sig. (2-tailed)	.118		.126	.000
	N	70	70	70	70
p.3	Pearson Correlation	.107	.185	1	.669**
	Sig. (2-tailed)	.380	.126		.000
	N	70	70	70	70
X1	Pearson Correlation	.653**	.666**	.669**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	70	70	70	70

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

Correlations

Correlations

		p.4	p.5	p.6	X2
p.4	Pearson Correlation	1	.310**	-.116	.499**
	Sig. (2-tailed)		.009	.338	.000
	N	70	70	70	70
p.5	Pearson Correlation	.310**	1	.327**	.815**
	Sig. (2-tailed)	.009		.006	.000
	N	70	70	70	70
p.6	Pearson Correlation	-.116	.327**	1	.677**
	Sig. (2-tailed)	.338	.006		.000
	N	70	70	70	70
X2	Pearson Correlation	.499**	.815**	.677**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	70	70	70	70

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

Correlations

Correlations

		p.7	p.8	p.9	X3
p.7	Pearson Correlation	1	.416**	.110	.697**
	Sig. (2-tailed)		.000	.363	.000
	N	70	70	70	70
p.8	Pearson Correlation	.416**	1	.160	.772**
	Sig. (2-tailed)	.000		.185	.000
	N	70	70	70	70
p.9	Pearson Correlation	.110	.160	1	.591**
	Sig. (2-tailed)	.363	.185		.000
	N	70	70	70	70
X3	Pearson Correlation	.697**	.772**	.591**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	70	70	70	70

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

Correlations

Correlations

		p.10	p.11	p.12	Y1
p.10	Pearson Correlation	1	.241*	.349**	.678**
	Sig. (2-tailed)		.044	.003	.000
	N	70	70	70	70
p.11	Pearson Correlation	.241*	1	.446**	.749**
	Sig. (2-tailed)	.044		.000	.000
	N	70	70	70	70
p.12	Pearson Correlation	.349**	.446**	1	.822**
	Sig. (2-tailed)	.003	.000		.000
	N	70	70	70	70
Y1	Pearson Correlation	.678**	.749**	.822**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	70	70	70	70

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

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

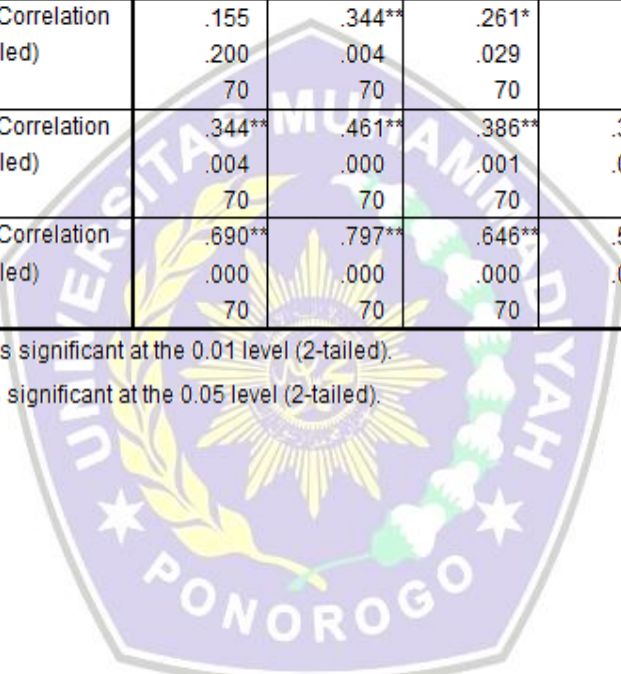
Correlations

Correlations

		p.13	p.14	p.15	p.16	p.17	Y2
p.13	Pearson Correlation	1	.467**	.330**	.155	.344**	.690**
	Sig. (2-tailed)		.000	.005	.200	.004	.000
	N	70	70	70	70	70	70
p.14	Pearson Correlation	.467**	1	.427**	.344**	.461**	.797**
	Sig. (2-tailed)	.000		.000	.004	.000	.000
	N	70	70	70	70	70	70
p.15	Pearson Correlation	.330**	.427**	1	.261*	.386**	.646**
	Sig. (2-tailed)	.005	.000		.029	.001	.000
	N	70	70	70	70	70	70
p.16	Pearson Correlation	.155	.344**	.261*	1	.337**	.592**
	Sig. (2-tailed)	.200	.004	.029		.004	.000
	N	70	70	70	70	70	70
p.17	Pearson Correlation	.344**	.461**	.386**	.337**	1	.728**
	Sig. (2-tailed)	.004	.000	.001	.004		.000
	N	70	70	70	70	70	70
Y2	Pearson Correlation	.690**	.797**	.646**	.592**	.728**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	70	70	70	70	70	70

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

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



Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	70	100.0
	Excluded ^a	0	.0
	Total	70	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.747	4

Item Statistics

	Mean	Std. Deviation	N
p.1	4.23	.641	70
p.2	3.81	.597	70
p.3	3.93	.666	70
X1	11.97	1.262	70

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
p.1	19.71	4.671	.466	.731
p.2	20.13	4.722	.499	.722
p.3	20.01	4.565	.479	.724
X1	11.97	1.593	1.000	.360

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	70	100.0
	Excluded ^a	0	.0
	Total	70	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.753	4

Item Statistics

	Mean	Std. Deviation	N
p.4	4.21	.611	70
p.5	3.87	.760	70
p.6	4.00	.816	70
X ²	12.10	1.495	70

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
p.4	19.97	7.390	.326	.794
p.5	20.31	5.726	.700	.642
p.6	20.19	6.240	.476	.734
X2	12.09	2.195	.997	.395

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	70	100.0
	Excluded ^a	0	.0
	Total	70	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.768	4

Item Statistics

	Mean	Std. Deviation	N
p.7	4.19	.644	70
p.8	4.09	.697	70
p.9	4.13	.679	70
X3	12.37	1.395	70

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
p.7	20.59	5.666	.562	.734
p.8	20.69	5.291	.632	.700
p.9	20.64	5.972	.412	.785
X3	12.40	1.983	.985	.470

Reliability

Warnings

The covariance matrix is calculated and used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	70	100.0
	Excluded ^a	0	.0
	Total	70	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.804	.829	4

Item Statistics

	Mean	Std. Deviation	N
p.10	4.23	.618	70
p.11	4.07	.666	70
p.12	3.93	.748	70
Y1	12.23	1.534	70

Inter-Item Correlation Matrix

	p.10	p.11	p.12	Y1
p.10	1.000	.241	.349	.678
p.11	.241	1.000	.446	.749
p.12	.349	.446	1.000	.822
Y1	.678	.749	.822	1.000

The covariance matrix is calculated and used in the analysis.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
24.46	9.411	3.068	4

Reliability

Warnings

The covariance matrix is calculated and used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	70	100.0
	Excluded ^a	0	.0
	Total	70	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.774	.839	6

Item Statistics

	Mean	Std. Deviation	N
p.13	4.04	.788	70
p.14	3.64	.869	70
p.15	4.04	.550	70
p.16	4.11	.671	70
p.17	4.06	.740	70
Y2	19.93	2.539	70

Inter-Item Correlation Matrix

	p.13	p.14	p.15	p.16	p.17	Y2
p.13	1.000	.467	.330	.155	.344	.690
p.14	.467	1.000	.427	.344	.461	.797
p.15	.330	.427	1.000	.261	.386	.646
p.16	.155	.344	.261	1.000	.337	.592
p.17	.344	.461	.386	.337	1.000	.728
Y2	.690	.797	.646	.592	.728	1.000

The covariance matrix is calculated and used in the analysis.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
39.83	25.680	5.068	6

Regression

Variables Entered/Removed^a

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

a. All requested variables entered.

b. Dependent Variable: Y1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.490 ^a	.240	.206	1.367

a. Predictors: (Constant), X3, X1, X2

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.026	3	13.009	6.962	.000 ^a
	Residual	123.317	66	1.868		
	Total	162.343	69			

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.173	1.955		2.134	.037
	X1	.249	.144	.205	1.737	.087
	X2	.353	.124	.344	2.840	.006
	X3	.064	.129	.058	.499	.619

a. Dependent Variable: Y1

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Y1 ^a , X3, X1, X2	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.601 ^a	.362	.322	2.090

a. Predictors: (Constant), Y1, X3, X1, X2

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	160.741	4	40.185	9.200	.000 ^a
	Residual	283.902	65	4.368		
	Total	444.643	69			

a. Predictors: (Constant), Y1, X3, X1, X2

b. Dependent Variable: Y2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.113	3.091		1.331	.188
	X1	.112	.225	.056	.501	.618
	X2	.490	.201	.289	2.432	.018
	X3	.102	.197	.056	.517	.607
	Y1	.595	.188	.360	3.163	.002

a. Dependent Variable: Y2

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Y1 ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Y2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.522 ^a	.272	.261	2.182

a. Predictors: (Constant), Y1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	120.979	1	120.979	25.417	.000 ^a
	Residual	323.664	68	4.760		
	Total	444.643	69			

a. Predictors: (Constant), Y1

b. Dependent Variable: Y2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.372	2.110		4.442	.000
	Y1	.863	.171	.522	5.042	.000

a. Dependent Variable: Y2



BERITA ACARA BIMBINGAN SKRIPSI

1. Nama Mahasiswa : **UVIKA ANDAYANI**
2. NIM : 13413260
3. Jurusan : Manajemen
4. Bidang : Pemasaran
5. Alamat : Ds. Pangkal Kec. Sawoo Kab. Ponorogo
6. Judul Skripsi : Pengaruh Atribut Produk (kualitas produk, fitur dan desain) Terhadap Loyalitas Merek dengan Menggunakan Kepuasan Sebagai Variabel Mediasi (Kasus Kosmetik Wardah di PCC Ponorogo)
- Masa Pembimbingan : September 2016 s/d Agustus 2017
8. Tanggal Mengajukan Skripsi :
9. Konsultasi :

Tanggal Disetujui	BAB	Paraf Pembimbing
20/2/2017	Acc proposal	[Signature]
29/2/2017	Bab 1 - II	[Signature]
3/4/2017	Revisi Bab I, II, III	[Signature]
11/4/2017	Acc Bab I, II, III	[Signature]
18/6/2017	Revisi Bab I, II, III	[Signature]
11/8/2017	Acc Bab IV, V	[Signature]
12/8/2017	Acc Bab I - V	[Signature]

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

Pembimbing,

HADI SUMARSONO, SE, M.Si
 NIK. 19760508 200501 11

Ponorogo, 31 Januari 2017
 Dekan,
TRIPRINI, SE, MM
 NIP. 19630505 199003 2003