

## **Lampiran 1: Kuesioner**

### **KUESIONER**

#### **Responden yang terhormat,**

Saya mohon kesediaan Anda meluangkan waktu untuk mengisi kuesioner ini. Kuesioner ini bertujuan untuk menganalisis pengaruh persepsi harga, atribut produk, kesan kualitas dan citra merek terhadap keputusan perpindahan merek pada shampoo Sunsilk di Surabaya. Jawaban yang jujur yang Anda berikan sangat berguna bagi penelitian yang sedang saya lakukan. Atas perhatian Anda saya ucapkan terima kasih.

#### **BAGIAN I**

##### **Identitas Responden**

Nama depan responden:

Jenis Kelamin : L / P

Sedang menggunakan shampoo Sunsilk dengan varian anti ketombe (Ya/Tidak)

#### **BAGIAN II**

##### **Petunjuk Pengisian**

Pada bagian A, B, C, D dan E terdapat beberapa pertanyaan. Pada setiap nomor pernyataan, berilah tanda  $\surd$  tepat pada kolom yang tersedia sesuai dengan penilaian Anda pada setiap pernyataan mengenai pengaruh persepsi harga, atribut

### Lampiran 1: Kuesioner (sambungan)

produk, kesan kualitas dan citra merek terhadap keputusan perpindahan merek pada shampoo Sunsilk di Surabaya. Setiap responden hanya diberi kesempatan memilih 1 (satu) jawaban. Adapun makna angka tersebut, yaitu:

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Netral

4 = Setuju

5 = Sangat setuju

#### A. Perpindahan Merek

No.	Pertanyaan	1	2	3	4	5
1.	Konsumen merasa tidak puas setelah menggunakan shampoo Sunsilk					
2.	Konsumen ingin mencari shampoo lain selain shampoo Sunsilk					
3.	Konsumen ingin segera berhenti memakai shampoo Sunsilk					

## Lampiran 1: Kuesioner (sambungan)

### B. Citra merek

No.	Pertanyaan	1	2	3	4	5
1.	Sunsilk adalah produk shampoo terkenal di Indonesia					
2.	Sunsilk memiliki ciri khas yang berbeda dengan merek lain					
3.	Setiap konsumen mendengar kata Sunsilk, konsumen selalu ingat produk shampoo					

### C. Kesan Kualitas

No.	Pertanyaan	1	2	3	4	5
1.	Fungsi produk Sunsilk sesuai dengan variant yang dibeli konsumen					
2.	Konsumen percaya terhadap keterandalan produk Sunsilk secara menyeluruh					
3.	Kualitas produk Sunsilk sesuai dengan harapan konsumen					
4.	Daya tahan kelembutan dan keharuman shampoo Sunsilk bertahan lama					

## Lampiran 1: Kuesioner (sambungan)

### D. Persepsi Harga

No.	Pertanyaan	1	2	3	4	5
1.	Harga untuk membeli shampoo Sunsilk sesuai dengan perkiraan konsumen					
2.	Harga untuk membeli shampoo Sunsilk sesuai dengan hasil yang didapatkan/dirasakan					
3.	Harga dari produk shampoo Sunsilk wajar dibandingkan dengan hasil yang didapatkan/dirasakan					

### E. Atribut Produk

No.	Pertanyaan	1	2	3	4	5
1.	Bentuk dan tampilan botol sering dipakai untuk membedakan shampoo Sunsilk dengan shampoo merek lain					
2.	Jumlah produk varian maupun ukuran yang ditawarkan sudah sesuai dengan harapan konsumen Sunsilk					
3.	Konsumen menyukai <i>design packaging</i> shampoo Sunsilk					

Atas segala bantuan dan kerjasamanya

Terima kasih

**Lampiran 2: Hasil Kuesioner**

No	Perpindahan Merek					Citra Merek					Kesan Kualitas						Persepsi harga					Atribut Produk				
	P1	P2	P3	Y2t	Y2	C1	C2	C3	X3t	X3	K1	K2	K3	K4	Y1t	Y1	H1	H2	H3	X1t	X1	A1	A2	A3	X2t	X2
1	3	3	1	7	2	5	4	4	13	4	4	3	4	4	15	4	4	4	4	12	4	3	4	4	11	4
2	2	1	1	4	1	5	5	4	14	5	4	3	4	5	16	4	2	4	4	10	3	4	4	3	11	4
3	2	2	2	6	2	5	4	5	14	5	4	4	4	5	17	4	4	4	4	12	4	4	4	4	12	4
4	2	2	2	6	2	5	4	5	14	5	4	4	4	4	16	4	4	4	4	12	4	5	4	4	13	4
5	2	2	2	6	2	4	4	4	12	4	4	4	4	5	17	4	4	4	4	12	4	5	4	4	13	4
6	2	1	1	4	1	4	4	4	12	4	4	4	4	4	16	4	4	5	5	14	5	4	4	4	12	4
7	2	2	2	6	2	5	4	5	14	5	4	4	4	4	16	4	4	4	4	12	4	4	4	4	12	4
8	2	2	2	6	2	4	4	4	12	4	4	4	4	4	16	4	5	4	4	13	4	4	4	4	12	4
9	2	2	2	6	2	5	4	5	14	5	4	4	4	5	17	4	4	4	4	12	4	4	4	4	12	4
10	2	2	2	6	2	5	4	4	13	4	4	4	4	5	17	4	4	4	4	12	4	4	4	4	12	4
11	2	2	2	6	2	5	5	4	14	5	4	4	4	5	17	4	4	4	4	12	4	4	4	4	12	4
12	2	2	2	6	2	5	4	5	14	5	4	4	4	5	17	4	4	4	4	12	4	4	4	4	12	4
13	3	2	1	6	2	4	5	4	13	4	3	4	4	4	15	4	3	4	4	11	4	4	5	4	13	4
14	1	1	2	4	1	4	5	4	13	4	3	4	4	5	16	4	3	4	4	11	4	4	3	4	11	4
15	1	2	2	5	2	4	3	3	10	3	3	4	4	4	15	4	3	3	4	10	3	4	4	5	13	4
16	2	1	2	5	2	5	4	4	13	4	4	5	4	4	17	4	3	4	4	11	4	4	4	4	12	4
17	2	1	1	4	1	5	4	4	13	4	4	4	5	5	18	5	2	4	4	10	3	4	3	4	11	4
18	1	1	2	4	1	4	4	3	11	4	3	4	4	4	15	4	3	4	4	11	4	3	4	4	11	4
19	2	2	3	7	2	4	5	4	13	4	3	4	4	4	15	4	4	4	3	11	4	2	4	4	10	3
20	2	1	1	4	1	4	4	3	11	4	4	4	4	4	16	4	4	3	3	10	3	4	4	3	11	4

**Lampiran 2: Hasil Kuesioner (sambungan)**

No	Perpindahan Merek					Citra Merek					Kesan Kualitas						Persepsi harga					Atribut Produk				
	P1	P2	P3	Y2t	Y2	C1	C2	C3	X3t	X3	K1	K2	K3	K4	Y1t	Y1	H1	H2	H3	X1t	X1	A1	A2	A3	X2t	X2
21	4	4	2	10	3	4	4	3	11	4	3	4	4	4	15	4	3	4	4	11	4	3	4	4	11	4
22	1	1	2	4	1	4	3	3	10	3	3	4	4	4	15	4	3	4	4	11	4	3	4	4	11	4
23	2	3	1	6	2	4	4	3	11	4	3	4	4	4	15	4	3	4	4	11	4	3	3	4	10	3
24	1	3	2	6	2	4	4	3	11	4	3	4	4	4	15	4	3	4	3	10	3	3	3	4	10	3
25	2	1	1	4	1	4	5	4	13	4	3	4	4	5	16	4	3	3	4	10	3	3	3	4	10	3
26	3	2	2	7	2	4	4	3	11	4	3	4	4	4	15	4	4	4	2	10	3	4	5	4	13	4
27	3	5	4	12	4	2	4	2	8	3	4	3	5	4	16	4	4	3	5	12	4	4	2	4	10	3
28	4	4	2	10	3	4	3	3	10	3	4	3	4	4	15	4	5	4	4	13	4	5	4	4	13	4
29	2	3	2	7	2	4	4	5	13	4	4	5	4	5	18	5	4	5	4	13	4	5	4	5	14	5
30	4	2	2	8	3	4	5	3	12	4	5	4	4	4	17	4	4	4	5	13	4	4	4	4	12	4
31	5	4	4	13	4	3	5	3	11	4	2	2	4	4	12	3	4	4	2	10	3	4	2	5	11	4
32	4	2	2	8	3	4	5	4	13	4	4	4	4	4	16	4	4	3	5	12	4	4	4	4	12	4
33	2	4	4	10	3	2	4	2	8	3	4	3	2	4	13	3	2	4	4	10	3	3	4	4	11	4
34	2	4	2	8	3	2	3	2	7	2	3	4	4	4	15	4	4	4	2	10	3	3	4	4	11	4
35	5	4	4	13	4	4	4	3	11	4	4	4	2	4	14	4	4	4	4	12	4	3	4	4	11	4
36	2	1	2	5	2	5	4	5	14	5	5	4	4	5	18	5	3	3	3	9	3	3	4	4	11	4
37	1	2	2	5	2	3	3	3	9	3	4	4	5	5	18	5	4	3	4	11	4	4	5	4	13	4
38	3	4	4	11	4	4	4	4	12	4	4	4	3	3	14	4	4	4	4	12	4	4	4	4	12	4
39	3	4	3	10	3	4	4	3	11	4	3	3	3	4	13	3	4	3	4	11	4	4	3	3	10	3
40	1	1	1	3	1	5	4	5	14	5	5	4	5	5	19	5	3	3	4	10	3	5	4	4	13	4

**Lampiran 3: Hasil Kuesioner (sambungan)**

No	Perpindahan Merek					Citra Merek					Kesan Kualitas						Persepsi harga					Atribut Produk				
	P1	P2	P3	Y2t	Y2	C1	C2	C3	X3t	X3	K1	K2	K3	K4	Y1t	Y1	H1	H2	H3	X1t	X1	A1	A2	A3	X2t	X2
41	4	5	4	13	4	4	3	4	11	4	5	3	1	1	10	3	2	4	2	8	3	5	2	1	8	3
42	3	2	2	7	2	3	4	4	11	4	3	3	4	4	14	4	2	3	2	7	2	2	3	4	9	3
43	2	2	1	5	2	4	5	5	14	5	4	4	4	5	17	4	2	3	2	7	2	4	4	5	13	4
44	3	4	3	10	3	4	3	4	11	4	4	3	2	4	13	3	4	3	2	9	3	4	4	4	12	4
45	4	4	5	13	4	2	3	4	9	3	2	1	2	1	6	2	2	2	1	5	2	4	1	1	6	2
46	3	3	3	9	3	4	4	4	12	4	4	3	3	3	13	3	3	3	3	9	3	4	3	3	10	3
47	3	3	3	9	3	4	3	3	10	3	3	3	3	3	12	3	3	3	3	9	3	4	3	3	10	3
48	3	4	3	10	3	4	3	5	12	4	4	3	3	4	14	4	4	3	4	11	4	4	4	3	11	4
49	1	3	2	6	2	1	2	3	6	2	2	4	3	2	11	3	2	3	2	7	2	3	2	4	9	3
50	2	2	2	6	2	4	4	4	12	4	3	3	4	3	13	3	4	4	4	12	4	4	3	3	10	3
51	3	4	3	10	3	4	4	5	13	4	4	3	4	4	15	4	3	2	3	8	3	3	5	4	12	4
52	2	4	3	9	3	3	4	2	9	3	2	3	4	2	11	3	2	4	2	8	3	2	3	1	6	2
53	3	3	1	7	2	4	4	4	12	4	4	4	4	4	16	4	4	4	4	12	4	4	4	4	12	4
54	2	4	4	10	3	5	4	4	13	4	4	4	4	5	17	4	5	5	4	14	5	4	4	5	13	4
55	2	2	2	6	2	4	4	4	12	4	4	4	4	4	16	4	4	4	4	12	4	4	4	4	12	4
56	4	4	2	10	3	4	4	4	12	4	4	4	4	4	16	4	4	4	4	12	4	4	4	4	12	4
57	5	3	4	12	4	4	5	5	14	5	3	5	3	4	15	4	3	4	5	12	4	4	5	4	13	4
58	4	5	4	13	4	3	3	5	11	4	2	1	2	1	6	2	3	3	3	9	3	3	4	4	11	4
59	4	4	2	10	3	4	4	4	12	4	4	4	4	4	16	4	4	4	4	12	4	4	4	4	12	4
60	4	4	2	10	3	4	4	4	12	4	4	4	4	4	16	4	5	4	5	14	5	4	4	4	12	4

**Lampiran 2: Hasil Kuesioner (sambungan)**

No	Perpindahan Merek					Citra Merek					Kesan Kualitas						Persepsi harga					Atribut Produk				
	P1	P2	P3	Y2t	Y2	C1	C2	C3	X3t	X3	K1	K2	K3	K4	Y1t	Y1	H1	H2	H3	X1t	X1	A1	A2	A3	X2t	X2
61	4	1	3	8	3	4	5	3	12	4	2	3	1	4	10	3	2	3	1	6	2	2	1	3	6	2
62	4	4	4	12	4	4	4	4	12	4	3	4	2	3	12	3	4	3	3	10	3	4	4	4	12	4
63	4	5	4	13	4	3	4	2	9	3	4	3	4	4	15	4	4	5	4	13	4	2	3	4	9	3
64	4	4	5	13	4	3	4	5	12	4	3	3	2	3	11	3	3	3	4	10	3	4	4	3	11	4
65	4	5	4	13	4	3	4	2	9	3	4	3	4	4	15	4	4	5	4	13	4	2	3	4	9	3
66	4	2	4	10	3	2	4	2	8	3	4	3	4	4	15	4	4	2	2	8	3	3	4	4	11	4
67	3	2	2	7	2	4	4	2	10	3	4	3	4	5	16	4	5	4	4	13	4	4	5	4	13	4
68	2	4	4	10	3	3	5	3	11	4	5	3	4	4	16	4	4	5	4	13	4	5	4	5	14	5
69	5	4	2	11	4	5	4	2	11	4	4	3	4	5	16	4	4	5	4	13	4	5	4	4	13	4
70	4	2	4	10	3	4	4	3	11	4	4	3	4	4	15	4	4	4	2	10	3	4	2	4	10	3
71	4	2	4	10	3	4	2	2	8	3	4	2	2	4	12	3	4	4	2	10	3	2	4	2	8	3
72	2	4	2	8	3	4	2	2	8	3	4	3	4	4	15	4	4	4	2	10	3	4	2	2	8	3
73	2	3	2	7	2	4	4	4	12	4	4	4	5	5	18	5	5	4	4	13	4	3	4	4	11	4
74	2	3	2	7	2	4	4	4	12	4	4	4	5	5	18	5	5	4	4	13	4	3	4	4	11	4
75	4	5	4	13	4	3	4	2	9	3	4	3	4	4	15	4	4	5	4	13	4	2	3	4	9	3
76	4	4	2	10	3	5	5	4	14	5	4	4	4	4	16	4	5	4	4	13	4	4	4	4	12	4
77	4	4	2	10	3	4	3	3	10	3	4	4	4	4	16	4	4	4	4	12	4	4	4	4	12	4
78	1	3	2	6	2	1	3	4	8	3	3	4	5	3	15	4	1	4	2	7	2	3	2	2	7	2
79	1	3	2	6	2	3	3	2	8	3	3	3	2	3	11	3	4	3	3	10	3	3	4	2	9	3
80	3	3	2	8	3	3	3	4	10	3	3	3	4	3	13	3	3	4	4	11	4	4	4	3	11	4



**Lampiran 2: Hasil Kuesioner (sambungan)**

No	Perpindahan Merek					Citra Merek					Kesan Kualitas						Persepsi harga					Atribut Produk				
	P1	P2	P3	Y2t	Y2	C1	C2	C3	X3t	X3	K1	K2	K3	K4	Y1t	Y1	H1	H2	H3	X1t	X1	A1	A2	A3	X2t	X2
81	2	5	3	10	3	4	4	5	13	4	4	3	3	4	14	4	4	3	4	11	4	5	4	5	14	5
82	2	2	2	6	2	4	4	4	12	4	4	4	5	5	18	5	4	5	4	13	4	4	5	4	13	4
83	2	2	2	6	2	5	5	5	15	5	5	4	3	4	16	4	5	4	5	14	5	5	5	5	15	5
84	2	3	2	7	2	2	3	2	7	2	2	4	1	2	9	2	2	4	3	9	3	2	3	1	6	2
85	1	3	2	6	2	1	3	2	6	2	1	3	2	2	8	2	1	3	4	8	3	2	3	2	7	2
86	4	4	4	12	4	3	3	4	10	3	2	2	2	3	9	2	3	3	3	9	3	4	3	3	10	3
87	3	4	2	9	3	2	3	4	9	3	2	4	3	2	11	3	2	3	2	7	2	3	4	3	10	3
88	2	2	3	7	2	3	3	3	9	3	3	3	3	4	13	3	4	4	3	11	4	4	4	5	13	4
89	4	3	3	10	3	5	4	4	13	4	4	4	3	3	14	4	4	3	4	11	4	4	4	4	12	4
90	2	2	2	6	2	4	4	5	13	4	4	3	4	3	14	4	5	4	4	13	4	5	4	4	13	4
91	1	2	1	4	1	4	4	5	13	4	5	4	5	4	18	5	5	5	5	15	5	5	5	5	15	5
92	2	3	2	7	2	3	4	2	9	3	4	3	3	3	13	3	3	4	2	9	3	2	4	3	9	3
93	2	4	4	10	3	5	3	4	12	4	4	4	4	3	15	4	4	4	4	12	4	3	3	3	9	3
94	2	2	2	6	2	4	4	3	11	4	4	3	4	4	15	4	4	4	4	12	4	4	4	4	12	4
95	4	4	2	10	3	4	3	3	10	3	5	4	4	4	17	4	5	4	4	13	4	4	4	4	12	4
96	4	5	4	13	4	4	3	2	9	3	3	5	1	1	10	3	3	5	5	13	4	4	4	4	12	4
97	5	4	3	12	4	2	3	3	8	3	2	1	2	2	7	2	3	4	4	11	4	4	4	4	12	4
98	4	3	1	8	3	3	3	5	11	4	4	3	4	3	14	4	4	4	4	12	4	3	3	3	9	3
99	4	5	4	13	4	3	4	2	9	3	4	2	4	4	14	4	4	5	4	13	4	3	3	4	10	3
100	2	3	2	7	2	4	4	4	12	4	4	4	5	5	18	5	5	4	4	13	4	3	4	4	11	4

### Lampiran 3: Tabel R

Tabel R satu sisi untuk  $\alpha = 5\%$

df	r	df	r	df	r	df	r	df	r
1	0,9511	26	0,2497	51	0,1789	76	0,1467	101	0,1273
2	0,8000	27	0,2451	52	0,1772	77	0,1457	102	0,1267
3	0,6870	28	0,2407	53	0,1755	78	0,1448	103	0,1261
4	0,6084	29	0,2366	54	0,1739	79	0,1439	104	0,1255
5	0,5509	30	0,2327	55	0,1723	80	0,1430	105	0,1249
6	0,5067	31	0,2289	56	0,1708	81	0,1421	106	0,1243
7	0,4716	32	0,2254	57	0,1693	82	0,1412	107	0,1237
8	0,4428	33	0,2220	58	0,1678	83	0,1404	108	0,1231
9	0,4187	34	0,2187	59	0,1664	84	0,1396	109	0,1226
10	0,3981	35	0,2156	60	0,1650	85	0,1387	110	0,1220
11	0,3802	36	0,2126	61	0,1636	86	0,1379	111	0,1215
12	0,3646	37	0,2097	62	0,1623	87	0,1371	112	0,1209
13	0,3507	38	0,2070	63	0,1610	88	0,1364	113	0,1204
14	0,3383	39	0,2043	64	0,1598	89	0,1356	114	0,1199
15	0,3271	40	0,2018	65	0,1586	90	0,1348	115	0,1193
16	0,3170	41	0,1993	66	0,1574	91	0,1341	116	0,1188
17	0,3077	42	0,1970	67	0,1562	92	0,1334	117	0,1183
18	0,2992	43	0,1947	68	0,1550	93	0,1327	118	0,1178
19	0,2914	44	0,1925	69	0,1539	94	0,1320	119	0,1173
20	0,2841	45	0,1903	70	0,1528	95	0,1313	120	0,1168
21	0,2774	46	0,1883	71	0,1517	96	0,1306	121	0,1163
22	0,2711	47	0,1863	72	0,1507	97	0,1299	122	0,1159
23	0,2653	48	0,1843	73	0,1497	98	0,1292	123	0,1154
24	0,2598	49	0,1825	74	0,1486	99	0,1286	124	0,1149
25	0,2546	50	0,1806	75	0,1477	100	0,1279	125	0,1145

**Lampiran 4: Hasil Uji Normalitas**

**One-Sample Kolmogorov-Smirnov Test**

		Persepsi Harga	Atribut Produk	Kesan Kualitas	Citra Merek	Perpindahan Merek
N		100	100	100	100	100
Normal Parameters <sup>a,b</sup>	Mean	3.6400	3.6800	3.7800	3.7900	2.5800
	Std. Deviation	.68931	.66485	.70467	.68601	.90095
Most Extreme Differences	Absolute	.359	.375	.363	.300	.240
	Positive	.251	.265	.277	.250	.240
	Negative	-.359	-.375	-.363	-.300	-.179
Kolmogorov-Smirnov Z		3.593	3.749	3.626	3.002	2.401
Asymp. Sig. (2-tailed)		.000	.000	.000	.000	.000

a. Test distribution is Normal.

b. Calculated from data.

## Lampiran 5: Hasil Uji Reabilitas dan Validitas

### Persepsi harga

**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
.658	3

**Item Statistics**

	Mean	Std. Deviation	N
H1	3.6100	.91998	100
H2	3.8000	.68165	100
H3	3.5800	.93398	100

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
H1	7.3800	1.854	.474	.558
H2	7.1900	2.479	.440	.613
H3	7.4100	1.739	.518	.492

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
10.9900	3.889	1.97200	3

**Lampiran 5: Hasil Uji Reabilitas dan Validitas (sambungan)**

**Atribut Produk**

**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
.629	3

**Item Statistics**

	Mean	Std. Deviation	N
A1	3.6600	.83145	100
A2	3.6900	.81271	100
A3	3.7300	.86287	100

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
A1	7.4200	2.064	.358	.639
A2	7.3900	1.917	.459	.502
A3	7.3500	1.725	.503	.432

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
11.0800	3.610	1.89992	3

**Lampiran 5: Hasil Uji Reabilitas dan Validitas (sambungan)**

**Kesan kualitas**

**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
.760	4

**Item Statistics**

	Mean	Std. Deviation	N
K1	3.6100	.81520	100
K2	3.5200	.77172	100
K3	3.6100	.96290	100
K4	3.8300	.97499	100

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
K1	10.9600	4.786	.518	.725
K2	11.0500	5.240	.414	.772
K3	10.9600	3.978	.623	.666
K4	10.7400	3.730	.695	.620

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
14.5700	7.298	2.70150	4

**Lampiran 5: Hasil Uji Reabilitas dan Validitas (sambungan)**

**Citra merk**

**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
.619	3

**Item Statistics**

	Mean	Std. Deviation	N
C1	3.8000	.89893	100
C2	3.8400	.70668	100
C3	3.5900	.99590	100

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
C1	7.4300	1.864	.507	.400
C2	7.3900	2.564	.377	.596
C3	7.6400	1.788	.427	.538

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
11.2300	3.916	1.97895	3

**Lampiran 5: Hasil Uji Reabilitas dan Validitas (sambungan)**

**Perpindahan merek**

**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
.773	3

**Item Statistics**

	Mean	Std. Deviation	N
P1	2.7300	1.13578	100
P2	2.9300	1.19979	100
P3	2.4800	1.02966	100

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	5.4100	3.962	.568	.738
P2	5.2100	3.501	.641	.657
P3	5.6600	4.146	.623	.683

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
8.1400	7.819	2.79617	3



## Lampiran 6: Hasil Regresi Kesan Kualitas

### Regression

**Variables Entered/Removed**

Model	Variables Entered	Variables Removed	Method
1	Atribut Produk, Persepsi Harga <sup>a</sup>		Enter

a. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.532 <sup>a</sup>	.283	.268	.60297	1.635

a. Predictors: (Constant), Atribut Produk, Persepsi Harga

b. Dependent Variable: Kesan Kualitas

**Lampiran 6: Hasil Regresi Kesan Kualitas (sambungan)**

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.893	2	6.947	19.106	.000 <sup>a</sup>
	Residual	35.267	97	.364		
	Total	49.160	99			

a. Predictors: (Constant), Atribut Produk, Persepsi Harga

b. Dependent Variable: Kesan Kualitas

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.491	.376		3.963	.000		
	Persepsi Harga	.239	.106	.234	2.254	.026	.685	1.461
	Atribut Produk	.385	.110	.363	3.497	.001	.685	1.461

a. Dependent Variable:Kesan Kualitas

**Lampiran 6: Hasil Regresi Kesan Kualitas (sambungan)**

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.7401	4.6142	3.7800	.37461	100
Residual	-1.98948	1.25993	.00000	.59685	100
Std. Predicted Value	-2.776	2.227	.000	1.000	100
Std. Residual	-3.299	2.090	.000	.990	100

a. Dependent Variable: Kesan Kualitas

**Lampiran 7 : Hasil Uji Heteroskedasitas Kesan Kualitas**

**Correlations**

			Persepsi Harga	Atribut Produk	Unstandardized Residual
Spearman's rho	Persepsi Harga	Correlation Coefficient	1.000	.521**	.014
		Sig. (2-tailed)	.	.000	.892
		N	100	100	100
	Atribut Produk	Correlation Coefficient	.521**	1.000	-.077
		Sig. (2-tailed)	.000	.	.444
		N	100	100	100
	Unstandardized Residual	Correlation Coefficient	.014	-.077	1.000
		Sig. (2-tailed)	.892	.444	.
		N	100	100	100

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

## Lampiran 8: Hasil Regresi Perpindahan Merek

### Regression

**Variables Entered/Removed**

Model	Variables Entered	Variables Removed	Method
1	Kesan Kualitas, Citra Merek <sup>a</sup>		Enter

a. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.436 <sup>a</sup>	.190	.173	.81933	1.320

a. Predictors: (Constant), Kesan Kualitas, Citra Merek

b. Dependent Variable: Perpindahan Merek

**Lampiran 8: Hasil Regresi Perpindahan Merek (sambungan)**

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.243	2	7.622	11.353	.000 <sup>a</sup>
	Residual	65.117	97	.671		
	Total	80.360	99			

a. Predictors: (Constant), Kesan Kualitas, Citra Merek

b. Dependent Variable: Perpindahan Merek

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.017	.545		9.201	.000		
	Citra Merek	-.176	.130	-.134	-1.357	.178	.853	1.173
	Kesan Kualitas	-.468	.127	-.366	-3.696	.000	.853	1.173

a. Dependent Variable: Perpindahan Merek

**Lampiran 8: Hasil Regresi Perpindahan Merek (sambungan)**

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.7958	3.5521	2.5800	.39239	100
Residual	-1.61650	1.73645	.00000	.81102	100
Std. Predicted Value	-1.999	2.477	.000	1.000	100
Std. Residual	-1.973	2.119	.000	.990	100

a. Dependent Variable: Perpindahan Merek

**Lampiran 9 : Hasil Uji Heteroskedasitas Perpindahan Merek**

**Correlations**

			Kesan Kualitas	Citra Merek	Unstandardized Residual
Spearman's rho	Kesan Kualitas	Correlation Coefficient	1.000	.397**	-.047
		Sig. (2-tailed)	.	.000	.641
		N	100	100	100
	Citra Merek	Correlation Coefficient	.397**	1.000	-.004
		Sig. (2-tailed)	.000	.	.966
		N	100	100	100
	Unstandardized Residual	Correlation Coefficient	-.047	-.004	1.000
		Sig. (2-tailed)	.641	.966	.
		N	100	100	100

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