

# LAMPIRAN



## KUISIONER PRA SURVEY

### Responden Yang Terhormat

PERNYATAAN yang ada pada kuisisioner ini semata-mata untuk data penelitian dalam rangka menyusun skripsi yang berjudul : **“Pengaruh Fitur Produk, *Brand Association* dan *Brand Loyalty* Terhadap Keputusan Pembelian *Smartphone Samsung di Dunia Ponsel Celular*”**. Semua jawaban pernyataan dibawah ini hanya untuk memperoleh data *Fitur Produk*, *Brand Association*, *Brand Loyalty*, dan Keputusan Pembelian terhadap *smartphone* Samsung dan mohon untuk dijawab sejujur-jujurnya.

Keterangan :

SS = Sangat setuju

S = Setuju

R = Ragu-ragu

TS = Tidak Setuju

STS = Sangat Tidak Setuju

No.	Pertanyaan	SS	S	R	TS	STS
<b>Fitur Produk</b>						
1.	Fitur yang dimiliki beberapa <i>smartphone</i> Samsung unik (contoh: <i>waterproof</i> pada Galaxy S7 dan <i>fingerprint scanner</i> pada Galaxy A5)					
2.	Fitur yang dimiliki <i>smartphone</i> Samsung ( <i>waterproof</i> , <i>pen stylus</i> , <i>wireless charging</i> , dll.) lebih beragam jika dibandingkan dengan <i>smartphone</i> lain					
3.	<i>Smartphone</i> Samsung memiliki fitur yang canggih daripada <i>smartphone</i> lain (seperti <i>fingerprint scanner</i> pada Galaxy A5)					
4.	Menurut saya fitur umum (seperti <i>autofocus</i> kamera, dual SIM, dll) yang dimiliki oleh <i>smartphone</i> Samsung cukup memuaskan					

No.	Pertanyaan	SS	S	R	TS	STS
5.	Pengaturan tampilan <i>home</i> pada <i>smartphone</i> Samsung mudah dioperasikan					
6.	Aksesoris <i>smartphone</i> Samsung mudah diperoleh					
7.	<i>Smartphone</i> Samsung memiliki fitur yang lengkap dibanding <i>smartphone</i> lain					
<b>Brand Association</b>						
8.	Desain khas (seperti pada Samsung <i>Edge series</i> ) yang dimiliki <i>smartphone</i> Samsung membuat saya dapat dengan mudah mengenali <i>smartphone</i> Samsung					
9.	<i>Smartphone</i> Samsung tersedia dalam berbagai pilihan jenis ( <i>Edge Series</i> dan <i>Galaxy Series</i> ) yang membuat saya tertarik					
10.	Menggunakan <i>smartphone</i> Samsung memberikan rasa puas tersendiri bagi saya					
11.	Manfaat yang saya terima saat menggunakan <i>smartphone</i> Samsung sudah sesuai dengan kebutuhan saya					
12.	<i>Smartphone</i> Samsung sesuai dengan gaya hidup saya					
13.	Saya membeli <i>smartphone</i> Samsung karena mereknya terkenal					
<b>Brand Loyalty</b>						
14.	Saya akan merekomendasikan kepada orang lain untuk membeli <i>smartphone</i> Samsung					
15.	Saya akan memberitahukan keunggulan-keunggulan dari <i>smartphone</i> Samsung kepada orang lain					
16.	Saya akan membeli <i>smartphone</i> Samsung kembali jika hendak melakukan pembelian ulang					
17.	Saya akan tetap menggunakan/membeli <i>smartphone</i> Samsung meski ada penawaran <i>smartphone</i> merek lain yang lebih menarik					

No.	Pertanyaan	SS	S	R	TS	STS
18.	Saya tidak akan beralih menggunakan <i>smartphone</i> merek lain meski ada <i>smartphone</i> keluaran Samsung yang lain mengalami masalah (Contoh : Galaxy Note 7)					
<b>Keputusan Pembelian</b>						
19.	Saya membeli <i>smartphone</i> Samsung karena mutunya terjamin					
20.	Menurut saya <i>smartphone</i> Samsung lebih baik dibandingkan dengan <i>smartphone</i> lain					
21.	Samsung merupakan merek pilihan utama dalam membeli <i>smartphone</i>					
22.	Saya membeli <i>smartphone</i> Samsung karena terdapat <i>service center</i> resmi di daerah Pangkalpinang					
23.	Dunia Ponsel Celular menyediakan menyediakan <i>smartphone</i> Samsung yang saya inginkan					
24.	Saya membeli <i>smartphone</i> Samsung sesuai jumlah yang saya butuhkan untuk digunakan					
25.	Saya membeli <i>smartphone</i> Samsung ketika membutuhkan <i>smartphone</i>					
26.	Saya membeli <i>smartphone</i> Samsung dengan metode pembayaran yang sesuai dengan kemampuan saya dalam membayar					

## LAMPIRAN II

## KUISIONER PENELITIAN

### Responden yang Terhormat

Pernyataan yang ada dalam kuisisioner ini hanya semata-mata untuk memperoleh data yang diperlukan dalam menyusun skripsi berjudul **“Pengaruh Fitur Produk, *Brand Association*, dan *Brand Loyalty* Terhadap Keputusan Pembelian *Smartphone* Samsung di Dunia Ponsel Selular”**. Semua informasi yang penulis terima dalam kuisisioner ini akan dijaga kerahasiaannya oleh penulis.

Petunjuk pengisian :

1. Jawablah pernyataan dibawah ini sesuai pendapat responden sejujur-jujurnya dan perlu diketahui bahwa tidak ada jawaban yang benar maupun salah dari kuisisioner ini semuanya murni pendapat anda pribadi.
2. Isilah data identitas responden sesuai dengan data yang sesungguhnya.
3. Berilah tanda centang (√) pada salah satu jawaban yang sesuai menurut responden.

Keterangan :

SS = Sangat setuju

S = Setuju

R = Ragu-ragu

TS = Tidak Setuju

STS = Sangat Tidak Setuju

### Informasi Umum

1. Jenis Kelamin :

Laki-laki

Perempuan

2. Usia :

<18 tahun

18-25 tahun

26-32 tahun

>32 tahun

3. Pekerjaan :

Pelajar

PNS

Wiraswasta

Lain-lain

### Kuisioner Penelitian

No.	Pertanyaan	SS	S	R	TS	STS
<b>Fitur Produk</b>						
1.	Fitur yang dimiliki <i>smartphone</i> Samsung ( <i>waterproof, pen stylus, wireless charging, dll.</i> ) lebih beragam jika dibandingkan dengan <i>smartphone</i> lain					
2.	Menurut saya fitur umum (seperti <i>autofocus</i> kamera, dual SIM, dll) yang dimiliki oleh <i>smartphone</i> Samsung cukup memuaskan					
3.	Pengaturan tampilan <i>home</i> pada <i>smartphone</i> Samsung mudah dioperasikan					
4.	Aksesoris <i>smartphone</i> Samsung mudah diperoleh					
<b>Brand Association</b>						
5.	<i>Smartphone</i> Samsung tersedia dalam berbagai pilihan jenis ( <i>Edge Series</i> dan <i>Galaxy Series</i> ) yang membuat saya tertarik					
6.	Menggunakan <i>smartphone</i> Samsung memberikan rasa puas tersendiri bagi saya					
7.	Manfaat yang saya terima saat menggunakan <i>smartphone</i> Samsung sudah sesuai dengan kebutuhan saya					
8.	<i>Smartphone</i> Samsung sesuai dengan gaya hidup saya					
9.	Saya membeli <i>smartphone</i> Samsung karena mereknya terkenal					
<b>Brand Loyalty</b>						
10.	Saya akan merekomendasikan kepada orang lain untuk membeli <i>smartphone</i> Samsung					
11.	Saya akan memberitahukan keunggulan dari <i>smartphone</i> Samsung kepada orang lain					
12.	Saya akan membeli <i>smartphone</i> Samsung kembali jika hendak melakukan pembelian ulang					

No.	Pertanyaan	SS	S	R	TS	STS
13.	Saya akan tetap menggunakan <i>smartphone</i> Samsung meski ada penawaran <i>smartphone</i> merek lain yang lebih menarik					
<b>Keputusan Pembelian</b>						
14.	Saya membeli <i>smartphone</i> Samsung karena mutunya terjamin					
15.	Samsung merupakan merek pilihan utama dalam membeli <i>smartphone</i>					
16.	Saya membeli <i>smartphone</i> Samsung karena terdapat <i>service center</i> resmi di daerah Pangkalpinang					
17.	Dunia Ponsel Celular menyediakan menyediakan <i>smartphone</i> Samsung yang saya diinginkan					
18.	Saya membeli <i>smartphone</i> Samsung dengan metode pembayaran yang sesuai dengan kemampuan saya dalam membayar					



**LAMPIRAN III      TABULASI DATA**

**Data Awal**

No.	J K	U	P K	X1. 1	X1. 2	X1. 3	X1. 4	Total X1	X2. 1	X2. 2	X2. 3	X2. 4	X2. 5	Total X2	X3. 1	X3. 2	X3. 3	X3. 4	Total X3	Y1. 1	Y1. 2	Y1. 3	Y1. 4	Y1. 5	Total Y
1	2	2	2	5	5	5	5	20	5	5	5	5	5	25	5	5	5	5	20	5	5	5	5	5	25
2	2	2	2	5	4	4	3	16	4	3	3	4	3	17	4	3	3	5	15	4	4	3	3	4	18
3	1	1	1	4	4	4	3	15	3	3	3	4	4	17	3	3	3	4	13	4	4	3	3	3	17
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9	1	3	4	5	4	5	4	18	5	4	5	4	5	23	5	5	5	5	20	4	5	5	4	5	23
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11	2	1	1	5	5	5	4	19	5	4	5	4	5	23	5	5	5	5	20	5	5	5	5	5	25
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23	1	2	2	5	4	5	4	18	3	4	3	4	3	17	4	3	4	3	14	4	4	4	4	4	20
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86	2	2	3	2	2	3	3	10	4	4	4	4	4	20	4	4	4	2	14	3	3	4	3	3	16
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107	2	3	4	4	4	4	4	16	4	4	4	4	5	21	4	4	4	4	16	4	4	4	4	4	20
108	2	2	2	4	4	4	4	16	4	4	3	3	3	17	4	4	4	4	16	4	4	4	4	4	20
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111	1	1	1	5	4	5	4	18	5	5	5	5	5	25	5	5	5	5	20	5	5	5	5	5	25

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AS BANGKA

### Data Akhir

No.	JK	U	PK	X1. 2	X1. 3	X1. 4	TotalX 1	X2. 2	X2. 4	X2. 5	TotalX 2	X3. 1	X3. 2	X3. 3	X3. 4	TotalX 3	Y1. 1	Y1. 2	Y1. 3	Y1. 4	Total Y
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133	2	2	4	4	5	5	14	5	5	5	15	5	5	5	5	20	5	5	5	5	20

## LAMPIRAN IV HASIL KARAKTERISTIK RESPONDEN

### JENIS KELAMIN

#### Statistics

Jenis Kelamin

N	Valid	133
	Missing	0

#### Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-laki	59	44.4	44.4	44.4
Perempuan	74	55.6	55.6	100.0
Total	133	100.0	100.0	

### UMUR

#### Statistics

Umur

N	Valid	133
	Missing	0

#### Umur

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 18 tahun	18	13.5	13.5	13.5
18 - 25 tahun	75	56.4	56.4	69.9
26 - 32 tahun	21	15.8	15.8	85.7
> 32 tahun	19	14.3	14.3	100.0
Total	133	100.0	100.0	

**PEKERJAAN****Statistics**

Pekerjaan

N	Valid	133
	Missing	0

**Pekerjaan**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pelajar	24	18.0	18.0	18.0
PNS	28	21.1	21.1	39.1
Wiraswasta	50	37.6	37.6	76.7
Lain-lain	31	23.3	23.3	100.0
Total	133	100.0	100.0	



## LAMPIRAN V HASIL STATISTIK DESKRIPTIF

### FITUR PRODUK (X1)

Statistics

		X1.1	X1.2	X1.3	X1.4
N	Valid	133	133	133	133
	Missing	0	0	0	0
Mean		4.31	4.05	4.17	4.12
Sum		573	538	555	548

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	.8	.8	.8
	TS	9	6.8	6.8	7.5
	RR	7	5.3	5.3	12.8
	S	47	35.3	35.3	48.1
	SS	69	51.9	51.9	100.0
	Total	133	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	3.0	3.0	3.0
	RR	21	15.8	15.8	18.8
	S	73	54.9	54.9	73.7
	SS	35	26.3	26.3	100.0
	Total	133	100.0	100.0	

**X1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	.8	.8	.8
	RR	20	15.0	15.0	15.8
	S	67	50.4	50.4	66.2
	SS	45	33.8	33.8	100.0
	Total	133	100.0	100.0	

**X1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	.8	.8	.8
	RR	24	18.0	18.0	18.8
	S	66	49.6	49.6	68.4
	SS	42	31.6	31.6	100.0
	Total	133	100.0	100.0	

**BRAND ASSOCIATION (X2)****Statistics**

		X2.1	X2.2	X2.3	X2.4	X2.5
N	Valid	133	133	133	133	133
	Missing	0	0	0	0	0
Mean		3.98	3.80	3.95	3.85	3.95
Sum		529	506	526	512	525

**X2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	.8	.8	.8
	TS	6	4.5	4.5	5.3
	RR	30	22.6	22.6	27.8
	S	54	40.6	40.6	68.4
	SS	42	31.6	31.6	100.0
	Total	133	100.0	100.0	

**X2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	2.3	2.3	2.3
	TS	6	4.5	4.5	6.8
	RR	38	28.6	28.6	35.3
	S	53	39.8	39.8	75.2
	SS	33	24.8	24.8	100.0
	Total	133	100.0	100.0	

**X2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	.8	.8	.8
	TS	1	.8	.8	1.5
	RR	38	28.6	28.6	30.1
	S	56	42.1	42.1	72.2
	SS	37	27.8	27.8	100.0
	Total	133	100.0	100.0	

**X2.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	.8	.8	.8
	TS	9	6.8	6.8	7.5
	RR	32	24.1	24.1	31.6
	S	58	43.6	43.6	75.2
	SS	33	24.8	24.8	100.0
	Total	133	100.0	100.0	

**X2.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	1.5	1.5	1.5
	TS	8	6.0	6.0	7.5
	RR	26	19.5	19.5	27.1
	S	56	42.1	42.1	69.2
	SS	41	30.8	30.8	100.0
	Total	133	100.0	100.0	

**BRAND LOYALTY (X3)****Statistics**

		X3.1	X3.2	X3.3	X3.4
N	Valid	133	133	133	133
	Missing	0	0	0	0
Mean		3.90	3.85	3.80	3.95
Sum		519	512	505	525

**X3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	1.5	1.5	1.5
	RR	44	33.1	33.1	34.6
	S	52	39.1	39.1	73.7
	SS	35	26.3	26.3	100.0
	Total	133	100.0	100.0	

**X3.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	1.5	1.5	1.5
	RR	44	33.1	33.1	34.6
	S	59	44.4	44.4	78.9
	SS	28	21.1	21.1	100.0
	Total	133	100.0	100.0	

**X3.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	7	5.3	5.3	5.3
	RR	42	31.6	31.6	36.8
	S	55	41.4	41.4	78.2
	SS	29	21.8	21.8	100.0
	Total	133	100.0	100.0	



**X3.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	1.5	1.5	1.5
	TS	13	9.8	9.8	11.3
	RR	23	17.3	17.3	28.6
	S	47	35.3	35.3	63.9
	SS	48	36.1	36.1	100.0
	Total	133	100.0	100.0	

**KEPUTUSAN PEMBELIAN (Y)****Statistics**

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5
N	Valid	133	133	133	133	133
	Missing	0	0	0	0	0
Mean		4.04	3.91	4.26	3.93	4.02
Sum		537	520	566	523	535

**Y1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	3.0	3.0	3.0
	RR	29	21.8	21.8	24.8
	S	58	43.6	43.6	68.4
	SS	42	31.6	31.6	100.0
	Total	133	100.0	100.0	

**Y1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	1.5	1.5	1.5
	TS	12	9.0	9.0	10.5
	RR	26	19.5	19.5	30.1
	S	49	36.8	36.8	66.9
	SS	44	33.1	33.1	100.0
	Total	133	100.0	100.0	

**Y1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RR	14	10.5	10.5	10.5
	S	71	53.4	53.4	63.9
	SS	48	36.1	36.1	100.0
	Total	133	100.0	100.0	

**Y1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	.8	.8	.8
	TS	4	3.0	3.0	3.8
	RR	32	24.1	24.1	27.8
	S	62	46.6	46.6	74.4
	SS	34	25.6	25.6	100.0
	Total	133	100.0	100.0	

**Y1.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	.8	.8	.8
	RR	30	22.6	22.6	23.3
	S	66	49.6	49.6	72.9
	SS	36	27.1	27.1	100.0
	Total	133	100.0	100.0	



## LAMPIRAN VI HASIL UJI VALIDITAS DAN RELIABILITAS

### HASIL UJI VALIDITAS (AWAL)

#### FITUR PRODUK (X1)

		Correlations				
		X1.1	X1.2	X1.3	X1.4	TotalX1
X1.1	Pearson Correlation	1	.603**	.559**	.373**	.821**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	133	133	133	133	133
X1.2	Pearson Correlation	.603**	1	.629**	.433**	.831**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	133	133	133	133	133
X1.3	Pearson Correlation	.559**	.629**	1	.515**	.833**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	133	133	133	133	133
X1.4	Pearson Correlation	.373**	.433**	.515**	1	.709**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	133	133	133	133	133
TotalX1	Pearson Correlation	.821**	.831**	.833**	.709**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	133	133	133	133	133

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

**BRAND ASSOCIATION (X2)****Correlations**

	X2.1	X2.2	X2.3	X2.4	X2.5	TotalX2
X2.1 Pearson Correlation	1	.654**	.634**	.524**	.306**	.807**
X2.1 Sig. (2-tailed)		.000	.000	.000	.000	.000
X2.1 N	133	133	133	133	133	133
X2.2 Pearson Correlation	.654**	1	.591**	.636**	.348**	.843**
X2.2 Sig. (2-tailed)	.000		.000	.000	.000	.000
X2.2 N	133	133	133	133	133	133
X2.3 Pearson Correlation	.634**	.591**	1	.558**	.323**	.796**
X2.3 Sig. (2-tailed)	.000	.000		.000	.000	.000
X2.3 N	133	133	133	133	133	133
X2.4 Pearson Correlation	.524**	.636**	.558**	1	.331**	.792**
X2.4 Sig. (2-tailed)	.000	.000	.000		.000	.000
X2.4 N	133	133	133	133	133	133
X2.5 Pearson Correlation	.306**	.348**	.323**	.331**	1	.609**
X2.5 Sig. (2-tailed)	.000	.000	.000	.000		.000
X2.5 N	133	133	133	133	133	133
TotalX2 Pearson Correlation	.807**	.843**	.796**	.792**	.609**	1
TotalX2 Sig. (2-tailed)	.000	.000	.000	.000	.000	
TotalX2 N	133	133	133	133	133	133

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

**BRAND LOYALTY (X3)****Correlations**

		X3.1	X3.2	X3.3	X3.4	TotalX3
X3.1	Pearson Correlation	1	.727**	.652**	.404**	.846**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	133	133	133	133	133
X3.2	Pearson Correlation	.727**	1	.577**	.355**	.801**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	133	133	133	133	133
X3.3	Pearson Correlation	.652**	.577**	1	.476**	.832**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	133	133	133	133	133
X3.4	Pearson Correlation	.404**	.355**	.476**	1	.735**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	133	133	133	133	133
TotalX3	Pearson Correlation	.846**	.801**	.832**	.735**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	133	133	133	133	133

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

## KEPUTUSAN PEMBELIAN (Y)

### Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	TotalY
Y1.1	Pearson Correlation	1	.716**	.481**	.388**	.445**	.817**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	133	133	133	133	133	133
Y1.2	Pearson Correlation	.716**	1	.414**	.382**	.430**	.816**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	133	133	133	133	133	133
Y1.3	Pearson Correlation	.481**	.414**	1	.437**	.447**	.700**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	133	133	133	133	133	133
Y1.4	Pearson Correlation	.388**	.382**	.437**	1	.452**	.702**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	133	133	133	133	133	133
Y1.5	Pearson Correlation	.445**	.430**	.447**	.452**	1	.722**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	133	133	133	133	133	133
TotalY	Pearson Correlation	.817**	.816**	.700**	.702**	.722**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	133	133	133	133	133	133

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

## HASIL UJI VALIDITAS (AKHIR)

### FITUR PRODUK (X1)

		Correlations			
		X1.2	X1.3	X1.4	TotalX1
X1.2	Pearson Correlation	1	.629**	.433**	.835**
	Sig. (2-tailed)		.000	.000	.000
	N	133	133	133	133
X1.3	Pearson Correlation	.629**	1	.515**	.861**
	Sig. (2-tailed)	.000		.000	.000
	N	133	133	133	133
X1.4	Pearson Correlation	.433**	.515**	1	.784**
	Sig. (2-tailed)	.000	.000		.000
	N	133	133	133	133
TotalX1	Pearson Correlation	.835**	.861**	.784**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	133	133	133	133

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

### BRAND ASSOCIATION (X2)

		Correlations			
		X2.2	X2.4	X2.5	TotalX2
X2.2	Pearson Correlation	1	.636**	.348**	.837**
	Sig. (2-tailed)		.000	.000	.000
	N	133	133	133	133
X2.4	Pearson Correlation	.636**	1	.331**	.823**
	Sig. (2-tailed)	.000		.000	.000
	N	133	133	133	133
X2.5	Pearson Correlation	.348**	.331**	1	.712**
	Sig. (2-tailed)	.000	.000		.000
	N	133	133	133	133
TotalX2	Pearson Correlation	.837**	.823**	.712**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	133	133	133	133

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



**BRAND LOYALTY (X3)****Correlations**

		X3.1	X3.2	X3.3	X3.4	TotalX3
X3.1	Pearson Correlation	1	.727**	.652**	.404**	.846**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	133	133	133	133	133
X3.2	Pearson Correlation	.727**	1	.577**	.355**	.801**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	133	133	133	133	133
X3.3	Pearson Correlation	.652**	.577**	1	.476**	.832**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	133	133	133	133	133
X3.4	Pearson Correlation	.404**	.355**	.476**	1	.735**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	133	133	133	133	133
TotalX3	Pearson Correlation	.846**	.801**	.832**	.735**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	133	133	133	133	133

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

## KEPUTUSAN PEMBELIAN (Y)

### Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	TotalY
Y1.1	Pearson Correlation	1	.716**	.481**	.388**	.842**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	133	133	133	133	133
Y1.2	Pearson Correlation	.716**	1	.414**	.382**	.846**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	133	133	133	133	133
Y1.3	Pearson Correlation	.481**	.414**	1	.437**	.703**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	133	133	133	133	133
Y1.4	Pearson Correlation	.388**	.382**	.437**	1	.703**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	133	133	133	133	133
TotalY	Pearson Correlation	.842**	.846**	.703**	.703**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	133	133	133	133	133

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

## HASIL UJI RELIABILITAS (AWAL)

### FITUR PRODUK (X1)

**Case Processing Summary**

		N	%
Cases	Valid	133	100.0
	Excluded <sup>a</sup>	0	.0
	Total	133	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.806	4

### BRAND ASSOCIATION (X2)

**Case Processing Summary**

		N	%
Cases	Valid	133	100.0
	Excluded <sup>a</sup>	0	.0
	Total	133	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.825	5

## **BRAND LOYALTY (X2)**

### **Case Processing Summary**

		N	%
Cases	Valid	133	100.0
	Excluded <sup>a</sup>	0	.0
	Total	133	100.0

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

### **Reliability Statistics**

Cronbach's Alpha	N of Items
.805	4

## **KEPUTUSAN PEMBELIAN**

### **Case Processing Summary**

		N	%
Cases	Valid	133	100.0
	Excluded <sup>a</sup>	0	.0
	Total	133	100.0

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

### **Reliability Statistics**

Cronbach's Alpha	N of Items
.804	5

## HASIL UJI RELIABILITAS (AKHIR)

### FITUR PRODUK (X1)

**Case Processing Summary**

		N	%
Cases	Valid	133	100.0
	Excluded <sup>a</sup>	0	.0
	Total	133	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.768	3

### BRAND ASSOCIATION (X2)

**Case Processing Summary**

		N	%
Cases	Valid	133	100.0
	Excluded <sup>a</sup>	0	.0
	Total	133	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.699	3

### **BRAND LOYALTY (X3)**

#### **Case Processing Summary**

		N	%
Cases	Valid	133	100.0
	Excluded <sup>a</sup>	0	.0
	Total	133	100.0

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

#### **Reliability Statistics**

Cronbach's Alpha	N of Items
.805	4

### **KEPUTUSAN PEMBELIAN (Y)**

#### **Case Processing Summary**

		N	%
Cases	Valid	133	100.0
	Excluded <sup>a</sup>	0	.0
	Total	133	100.0

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

#### **Reliability Statistics**

Cronbach's Alpha	N of Items
.773	4

**LAMPIRAN VII HASIL UJI ASUMSI KLASIK, REGRESI LINEAR  
BERGANDA, UJI t, UJI F, DAN KOEFISIEN  
DETERMINASI**

**DATA AWAL**

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	TotalX3, TotalX1, TotalX2 <sup>b</sup>		Enter

- a. Dependent Variable: TotalY  
b. All requested variables entered.

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.773 <sup>a</sup>	.598	.588	1.961	1.685

- a. Predictors: (Constant), TotalX3, TotalX1, TotalX2  
b. Dependent Variable: TotalY

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	737.412	3	245.804	63.894	.000 <sup>b</sup>
	Residual	496.272	129	3.847		
	Total	1233.684	132			

- a. Dependent Variable: TotalY  
b. Predictors: (Constant), TotalX3, TotalX1, TotalX2

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.353	1.251		2.681	.008		
	TotalX1	.466	.085	.373	5.481	.000	.672	1.489
	TotalX2	.172	.081	.194	2.117	.036	.371	2.693
	TotalX3	.367	.100	.331	3.664	.000	.381	2.624

a. Dependent Variable: TotalY

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	TotalX1	TotalX2	TotalX3
1	1	3.964	1.000	.00	.00	.00	.00
	2	.019	14.359	.42	.07	.13	.15
	3	.010	19.908	.57	.92	.01	.04
	4	.007	24.246	.00	.01	.87	.81

a. Dependent Variable: TotalY

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

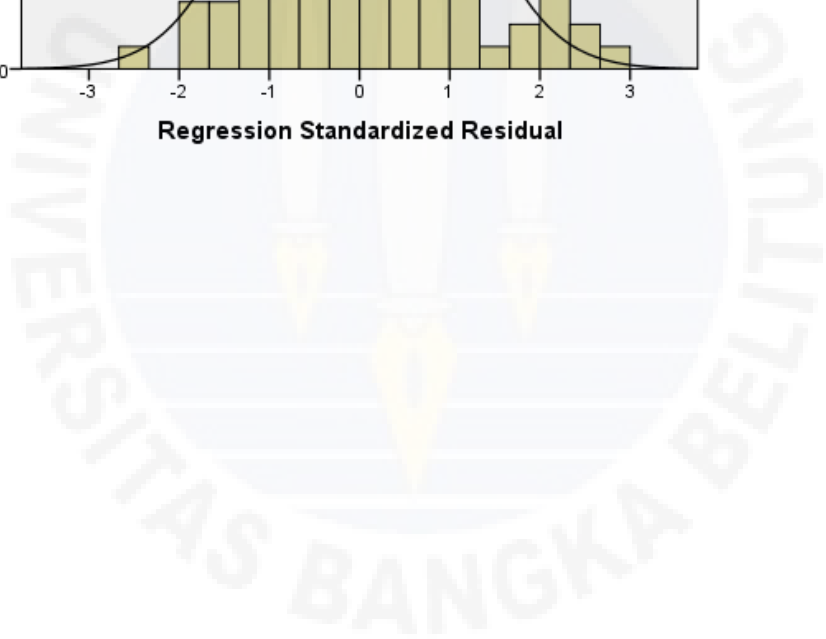
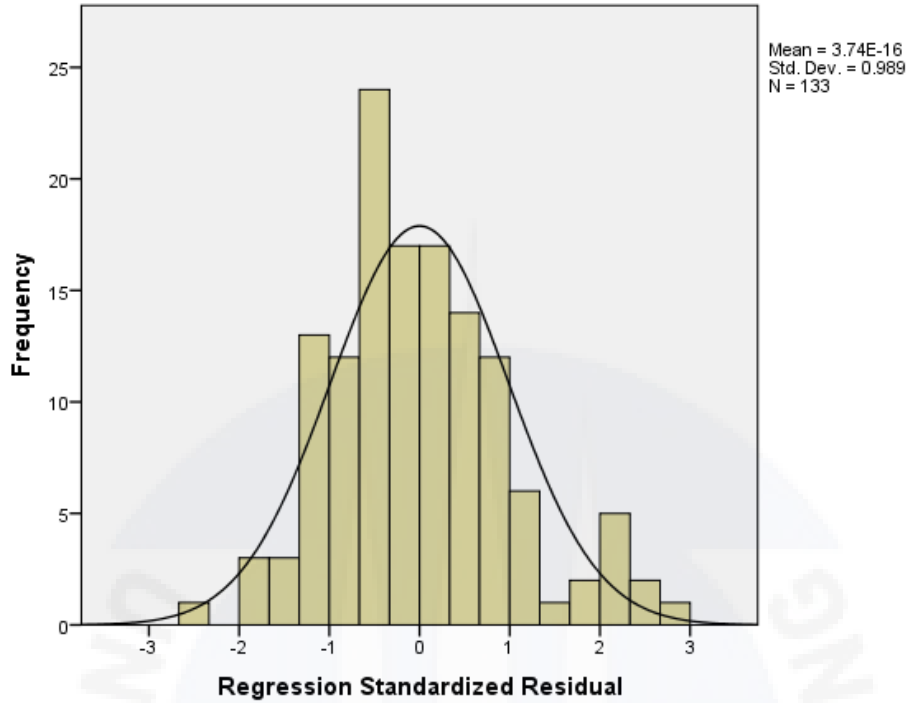
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14.22	24.32	20.16	2.364	133
Std. Predicted Value	-2.514	1.760	.000	1.000	133
Standard Error of Predicted Value	.173	.740	.324	.103	133
Adjusted Predicted Value	14.11	24.36	20.15	2.372	133
Residual	-4.639	5.322	.000	1.939	133
Std. Residual	-2.365	2.713	.000	.989	133
Stud. Residual	-2.405	2.851	.003	1.008	133
Deleted Residual	-4.795	5.877	.011	2.016	133
Stud. Deleted Residual	-2.451	2.934	.005	1.018	133
Mahal. Distance	.038	17.820	2.977	2.768	133
Cook's Distance	.000	.244	.010	.030	133
Centered Leverage Value	.000	.135	.023	.021	133

a. Dependent Variable: TotalY

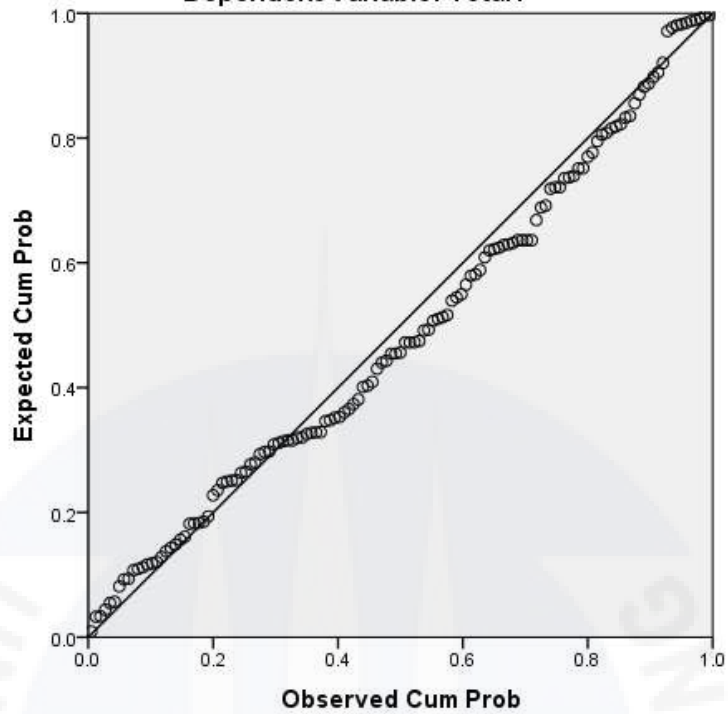


### Histogram

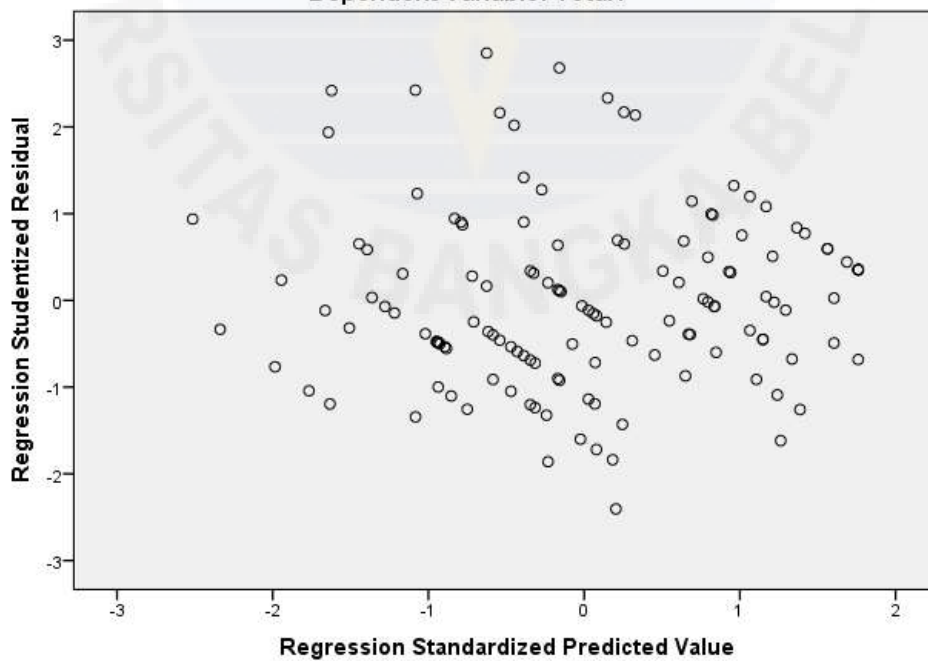
Dependent Variable: TotalY



Normal P-P Plot of Regression Standardized Residual  
Dependent Variable: TotalY



Scatterplot  
Dependent Variable: TotalY



### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		133
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.93897887
Most Extreme Differences	Absolute	.077
	Positive	.077
	Negative	-.048
Test Statistic		.077
Asymp. Sig. (2-tailed)		.053 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

### UJI HETEROKEDASTISITAS GLEJSER

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.236	.723		3.090	.002
	TotalX1	.133	.049	.269	2.712	.008
	TotalX2	-.177	.047	-.502	-3.760	.000
	TotalX3	.032	.058	.074	.560	.576

a. Dependent Variable: AbsRES

### DATA AKHIR

#### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	TotalX3, TotalX1, TotalX2 <sup>b</sup>		Enter

a. Dependent Variable: TotalY

b. All requested variables entered.

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.752 <sup>a</sup>	.565	.555	1.713	1.830

a. Predictors: (Constant), TotalX3, TotalX1, TotalX2

b. Dependent Variable: TotalY

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	491.181	3	163.727	55.819	.000 <sup>b</sup>
	Residual	378.383	129	2.933		
	Total	869.564	132			

a. Dependent Variable: TotalY

b. Predictors: (Constant), TotalX3, TotalX1, TotalX2

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.284	1.117		2.045	.043		
	TotalX1	.492	.098	.342	5.031	.000	.730	1.370
	TotalX2	.209	.101	.179	2.067	.041	.451	2.217
	TotalX3	.346	.080	.372	4.312	.000	.454	2.204

a. Dependent Variable: TotalY

**Collinearity Diagnostics<sup>a</sup>**

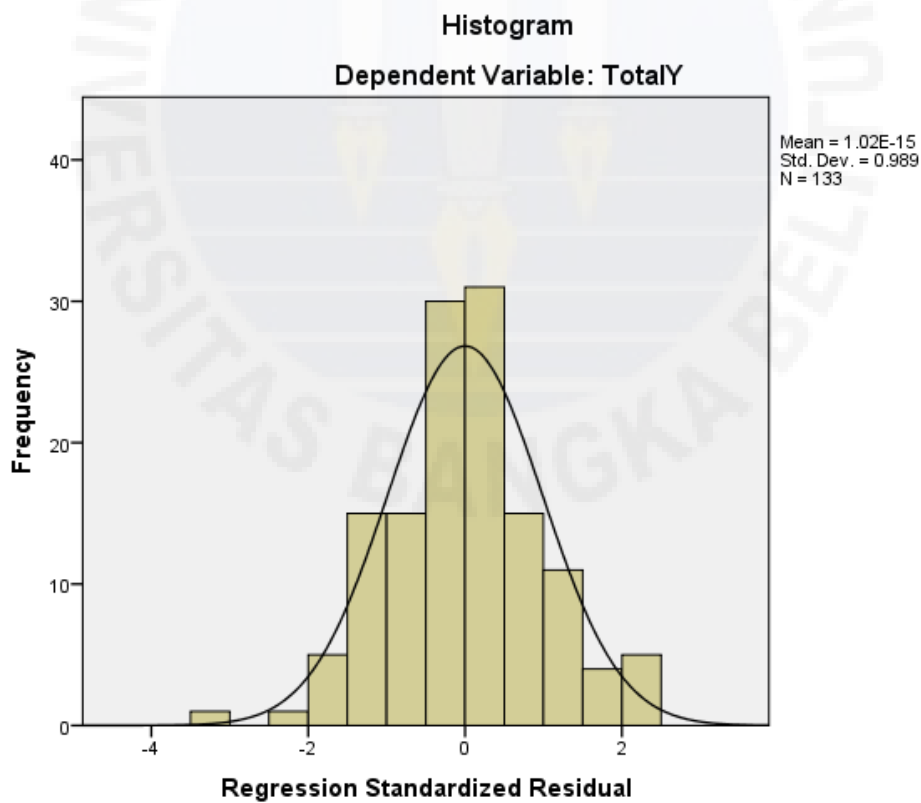
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	TotalX1	TotalX2	TotalX3
1	1	3.960	1.000	.00	.00	.00	.00
	2	.021	13.683	.30	.10	.23	.12
	3	.010	19.883	.62	.86	.01	.09
	4	.009	21.177	.08	.04	.76	.79

a. Dependent Variable: TotalY

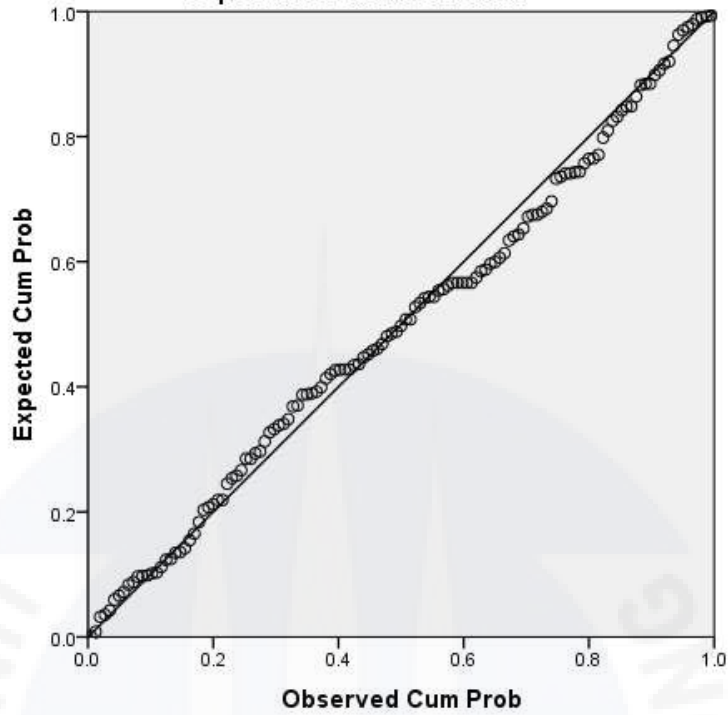
**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11.63	19.71	16.14	1.929	133
Std. Predicted Value	-2.334	1.856	.000	1.000	133
Standard Error of Predicted Value	.160	.492	.287	.078	133
Adjusted Predicted Value	11.61	19.74	16.13	1.932	133
Residual	-5.450	4.264	.000	1.693	133
Std. Residual	-3.182	2.489	.000	.989	133
Stud. Residual	-3.228	2.509	.002	1.005	133
Deleted Residual	-5.608	4.330	.006	1.750	133
Stud. Deleted Residual	-3.354	2.562	.002	1.015	133
Mahal. Distance	.156	9.919	2.977	2.140	133
Cook's Distance	.000	.092	.008	.015	133
Centered Leverage Value	.001	.075	.023	.016	133

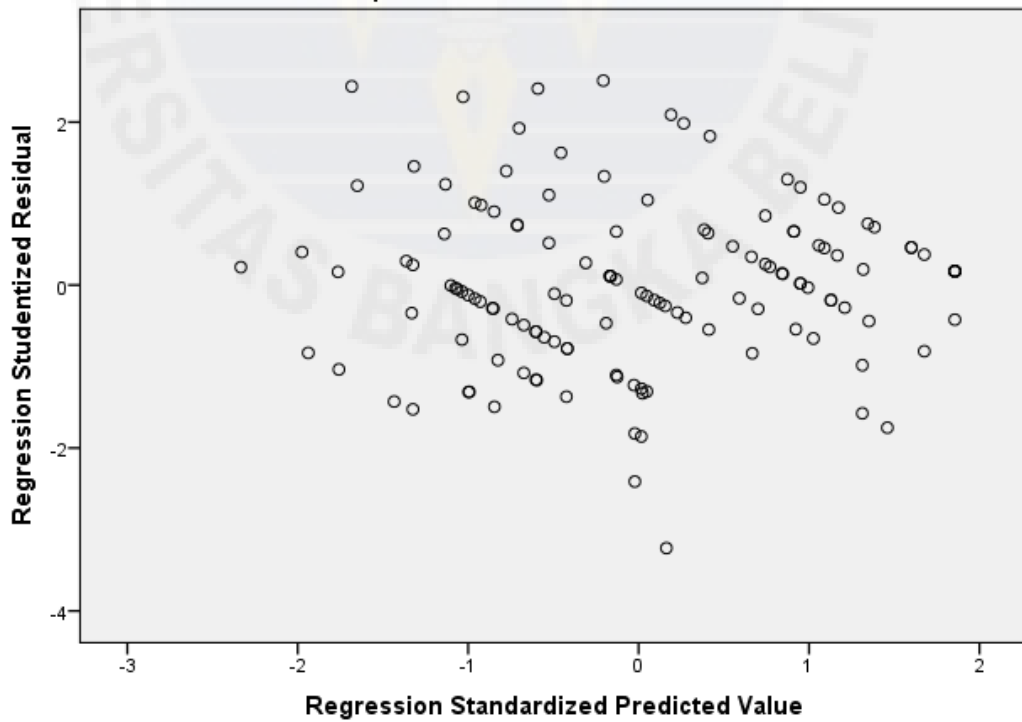
a. Dependent Variable: TotalY



Normal P-P Plot of Regression Standardized Residual  
Dependent Variable: TotalY



Scatterplot  
Dependent Variable: TotalY



### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		133
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.69308518
Most Extreme Differences	Absolute	.054
	Positive	.054
	Negative	-.048
Test Statistic		.054
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

### UJI HETEROKEDASTISITAS GLEJSER

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.327	.697		3.337	.001
	TotalX1	.073	.061	.119	1.198	.233
	TotalX2	-.084	.063	-.169	-1.338	.183
	TotalX3	-.062	.050	-.157	-1.245	.216

- a. Dependent Variable: AbsRES

## DUNIA PONSEL CELULAR

Jl. Jendral Sudirman No. 12, Ps. Padi, Girimaya, Pangkalpinang

Hal: Balasan

Pangkalpinang, 28 Oktober 2016

Kepada Yth.  
Dekan Fakultas Ekonomi  
Universitas Bangka Belitung  
Di Balunjuk

Dengan hormat,  
Yang bertanda tangan di bawah ini:  
Nama : Lim Hai Sun  
Jabatan : Pemilik Toko

Menerangkan bahwa,  
Nama : Kevin  
NIM : 302 13 11 048

Telah kami setuju untuk mengadakan penelitian di konter *handphone* Dunia Ponsel Celular untuk kepentingan skripsi yang berjudul:

**Pengaruh Fitur Produk, Brand Association, dan Brand Loyalty terhadap Keputusan Pembelian Smartphone Samsung di Dunia Ponsel Celular**

Demikian surat ini kami sampaikan. Atas perhatian dan kerjasamanya kami mengucapkan terima kasih.

Hormat kami,  
Pemilik Dunia Ponsel Celular


Lim Hai Sun





### KARTU PEMBIMBING SKRIPSI



Nama : Kevin  
 NIM : 3021311048  
 Jurusan : Manajemen  
 Angkatan : 2013  
 Konsentrasi Studi : Manajemen Pemasaran  
 Semester : VIII

IPK : 3,80  
 Nama Pembimbing : Kharitunasih, SE, MM  
 Mulai Skripsi : 26 Oktober 2016

Judul Proposal / Skripsi :  
 Pengaruh Fitur Produk, Brand Association, dan Brand Loyalty Terhadap Keputusan Pembelian Smartphone Samsung di Dunia Pasar Selular

No	Tanggal	Keterangan	Paraf Pembimbing
1	26 Okt 2016	Konsul judul	A
2	2 Feb 2017	Revisi Anval Pengetikan dan Lt. Bilabag	A
3	3 Feb 2017	D. Pustaka, Def. Opr, U. bilabag	A
4	6 Feb 2017	Definisi Opr	A
5	8 Feb 2017	ACC Seminar Proposi	A
6			

Hal. 1

No	Tanggal	Keterangan	Paraf Pembimbing
7	22 Mei 2017	Revisi Anval	A
8	23 Mei 2017	BBB E, E	A
9	26 Mei 2017	Kelengkapan Berkar (Abstrak, D. Uji dll)	A
10	29 Mei 2017	ACC sidang dan kompre	A
11			
12			
13			
14			
15			
16			
17			
18			
19			

**Catatan :**

1. Kartu ini harus diisi saat bimbingan skripsi

Hal. 2



### KARTU PEMBIMBING SKRIPSI



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Konsentrasi Studi : Manajemen Pemasaran  
Semester : VIII

IPK : 3,80  
Nama Pembimbing : Dim P. Lardis, W. L. S. SE, MM  
Mulai Skripsi : 26 Oktober 2016

Judul Proposal / Skripsi :  
Pengaruh Fitur Produk, Brand Association, dan Brand Loyalty Terhadap Keputusan Pembelian Smart phone Samsung di Dunia Ponsel, Keluar

No	Tanggal	Keterangan	Paraf Pembimbing
1	26 Oktober 2016	Konrad Judul → ganti dhy, ke → ACC	
2	30 November 2016	Revisi Bab I	
3	6 Desember 2016	ACC Bab I → lanjut Bab II & III	
4	14 Desember 2016	Revisi Bab II & III	
5	6 Januari 2017	Revisi Bab II & III	
6	25 Januari 2017	Revisi → Kuisisioner	

Hal. 1

No	Tanggal	Keterangan	Paraf Pembimbing
7	28 Januari 2017	ACC → DPS I	
8	16 Mei 2017	Revisi Bab IV → Asumsi Kuantitatif & Interpretasi	
9	20 Mei 2017	Revisi	
10	22 Mei 2017	Revisi → DPS I	
11			
12			
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17			
18			
19			

Catatan :







1. Kartu ini harus diisi saat bimbingan skripsi

Hal. 2



**KARTU REVISI  
SIDANG SKRIPSI & UJIAN KOMPREHENSIF**

Nama Mahasiswa : KEVIN  
NIM : 3021311048  
Jurusan : Manajemen  
Judul Skripsi : Pengaruh Fitur Produk, Brand Association, dan Brand Loyalty terhadap Keputusan Pembelian Smart phone Samsung di Dunia Ponsel Célular  
Hari / Tanggal : Senin / 10 Juli 2017

NAMA DOSEN PENGUJI	REVISI / SARAN	PARAF
1. Khairiyansyah, SE, MM		Sebelum Revisi 
		Setelah Revisi 
2. Hidayati, SE, MM	- Surat Izin Penelitian. alamatnya diuruska.	Sebelum Revisi 
		Setelah Revisi 
3. Echo Perdana, K, BSc, MSc		Sebelum Revisi 
		Setelah Revisi 

Mengetahui,  
Ketua Jurusan Manajemen

M. Tanggung, S.E., M.Si

Ketua Penguji

Khairiyansyah



KEMENTERIAN RISET, TEKNOLOGI DAN PENDIDIKAN TINGGI  
UNIVERSITAS BANGKA BELITUNG

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Laman [www.ubb.ac.id](http://www.ubb.ac.id)

ABSTRACT

**Kevin. 302 13 11 089. The Influence of Product Features, Brand Association, and Brand Loyalty on the Purchase Decision of Samsung Smartphone at Dunia Ponsel Celular**

This research is based on the phenomenon which Samsung smartphone market share is still in the first rank in Indonesia despite the explosion incident of Samsung Galaxy S7. The purpose of this research is to determine and to analyze the influence of product features, brand association, and brand loyalty on the purchase decision of Samsung Smartphone at Dunia Ponsel Celular. This was descriptive quantitative research with a total sample of 133 respondents, the sampling technique was using accidental sampling. The technique of data analysis used multiple linear regressions with t test and F test, the result of research indicates that product features has positive and significant influence on the purchase decision which is showed by the value of  $t_{value} (5.031) > t_{table} (1.9785)$  and Sig.  $0.000 < 0.05$ , brand association has positive and significant influence on the purchase decision which is showed by the value of  $t_{value} (2.067) > t_{table} (1.9785)$  and Sig.  $0.041 < 0.05$ , and brand loyalty has positive and significant influence on the purchase decision which is showed by the value of  $t_{value} (4.312) > t_{table} (1.9785)$  and Sig.  $0.000 < 0.05$ . The result of F test indicates that  $F_{value} (55,819) > F_{tabel} (2.67)$  dan Sig.  $0.000 < 0.05$ , which means product features, brand association, and brand loyalty simultaneously have positive and significant influence on the purchase decision.

**Keywords:** Product Features, Brand Association, Brand Loyalty, purchase decision.



Head of UPT Bahasa

Riwan Kusmiadi, S.T.P., M.Si.

Translator

Maya Susilawati, S.Pd.

## DAFTAR RIWAYAT HIDUP

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### **Pendidikan Formal**

2013 – 2017 Universitas Bangka Belitung (Fakultas Ekonomi, Jurusan  
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2010 – 2013 SMA Santo Yosef Pangkalpinang  
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2001 – 2007 SD Santa Theresia I Pangkalpinang  
1999 – 2001 TK Santa Theresia I Pangkalpinang

