

LAMPIRAN 1

LAMPIRAN 2

Reliability (PRE-TEST)

Scale: Kesadaran Merek

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 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 |
|------------------|--|------------|
| .787 | .867 | 5 |

Item Statistics

| | Mean | Std. Deviation | N |
|-----|--------|----------------|----|
| KM1 | 4.9000 | .30513 | 30 |
| KM2 | 4.8333 | .37905 | 30 |
| KM3 | 4.8333 | .37905 | 30 |
| KM4 | 4.0667 | .82768 | 30 |
| KM5 | 4.6667 | .60648 | 30 |

Inter-Item Covariance Matrix

| | KM1 | KM2 | KM3 | KM4 | KM5 |
|-----|------|------|------|------|------|
| KM1 | .093 | .086 | .086 | .076 | .069 |
| KM2 | .086 | .144 | .144 | .115 | .149 |
| KM3 | .086 | .144 | .144 | .115 | .149 |
| KM4 | .076 | .115 | .115 | .685 | .230 |
| KM5 | .069 | .149 | .149 | .230 | .368 |

Scale: Persepsi Kualitas

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 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 |
|------------------|---|------------|
| .811 | .823 | 5 |

Item Statistics

| | Mean | Std. Deviation | N |
|-----|--------|----------------|----|
| PK1 | 4.1333 | .50742 | 30 |
| PK2 | 4.1333 | .68145 | 30 |
| PK3 | 3.9333 | .82768 | 30 |
| PK4 | 3.9667 | .61495 | 30 |
| PK5 | 3.3667 | .80872 | 30 |

Inter-Item Covariance Matrix

| | PK1 | PK2 | PK3 | PK4 | PK5 |
|-----|------|------|------|------|------|
| PK1 | .257 | .257 | .285 | .108 | .122 |
| PK2 | .257 | .464 | .389 | .143 | .225 |
| PK3 | .285 | .389 | .685 | .343 | .232 |
| PK4 | .108 | .143 | .343 | .378 | .151 |
| PK5 | .122 | .225 | .232 | .151 | .654 |

Scale: Inovasi Produk

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 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 |
|------------------|---|------------|
| .818 | .830 | 5 |

Item Statistics

| | Mean | Std. Deviation | N |
|-----|--------|----------------|----|
| IP1 | 4.1667 | .79148 | 30 |
| IP2 | 3.9333 | .94443 | 30 |
| IP3 | 3.9000 | .88474 | 30 |
| IP4 | 3.9667 | .61495 | 30 |
| IP5 | 3.9667 | .71840 | 30 |

Inter-Item Covariance Matrix

| | IP1 | IP2 | IP3 | IP4 | IP5 |
|-----|------|------|------|------|------|
| IP1 | .626 | .460 | .259 | .282 | .213 |
| IP2 | .460 | .892 | .303 | .308 | .205 |
| IP3 | .259 | .303 | .783 | .307 | .445 |
| IP4 | .282 | .308 | .307 | .378 | .240 |
| IP5 | .213 | .205 | .445 | .240 | .516 |

Scale: Keputusan Pembelian Konsumen

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 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 |
|------------------|--|------------|
| .659 | .653 | 5 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|--------|----------------|----|
| KPK1 | 2.8000 | .76112 | 30 |
| KPK2 | 2.1667 | .83391 | 30 |
| KPK3 | 4.0333 | .66868 | 30 |
| KPK4 | 3.3667 | .71840 | 30 |
| KPK5 | 3.2667 | 1.08066 | 30 |

Inter-Item Covariance Matrix

| | KPK1 | KPK2 | KPK3 | KPK4 | KPK5 |
|------|------|------|-------|-------|-------|
| KPK1 | .579 | .379 | .076 | .145 | .262 |
| KPK2 | .379 | .695 | .029 | .282 | .333 |
| KPK3 | .076 | .029 | .447 | -.013 | .163 |
| KPK4 | .145 | .282 | -.013 | .516 | .244 |
| KPK5 | .262 | .333 | .163 | .244 | 1.168 |

Correlations (PRE-TEST)

Descriptive Statistics

| | Mean | Std. Deviation | N |
|--------------|--------|----------------|----|
| AGGREGATEKM | 4.6600 | .39357 | 30 |
| AGGREGATEPK | 3.9067 | .52715 | 30 |
| AGGREGATEIP | 3.9867 | .60784 | 30 |
| AGGREGATEKPK | 3.1267 | .53687 | 30 |

Correlations

| | | AGGREGATEKM | AGGREGATEPK | AGGREGATEIP | AGGREGATEKP K |
|--------------|---------------------|-------------|-------------|-------------|------------------|
| AGGREGATEKM | Pearson Correlation | 1 | .221 | .073 | .074 |
| | Sig. (2-tailed) | | .241 | .703 | .698 |
| | N | 30 | 30 | 30 | 30 |
| AGGREGATEPK | Pearson Correlation | .221 | 1 | .276 | .423* |
| | Sig. (2-tailed) | .241 | | .140 | .020 |
| | N | 30 | 30 | 30 | 30 |
| AGGREGATEIP | Pearson Correlation | .073 | .276 | 1 | .242 |
| | Sig. (2-tailed) | .703 | .140 | | .198 |
| | N | 30 | 30 | 30 | 30 |
| AGGREGATEKPK | Pearson Correlation | .074 | .423* | .242 | 1 |
| | Sig. (2-tailed) | .698 | .020 | .198 | |
| | N | 30 | 30 | 30 | 30 |

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

Reliability

Scale: Kesadaran Merek

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 150 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 150 | 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 |
|------------------|--|------------|
| .863 | .876 | 5 |

Item Statistics

| | Mean | Std. Deviation | N |
|-----|------|----------------|-----|
| KM1 | 4.70 | .621 | 150 |
| KM2 | 4.66 | .643 | 150 |
| KM3 | 4.61 | .653 | 150 |
| KM4 | 4.11 | .871 | 150 |
| KM5 | 4.63 | .651 | 150 |

Inter-Item Correlation Matrix

| | KM1 | KM2 | KM3 | KM4 | KM5 |
|-----|-------|-------|-------|-------|-------|
| KM1 | 1.000 | .851 | .672 | .448 | .551 |
| KM2 | .851 | 1.000 | .755 | .512 | .577 |
| KM3 | .672 | .755 | 1.000 | .479 | .527 |
| KM4 | .448 | .512 | .479 | 1.000 | .478 |
| KM5 | .551 | .577 | .527 | .478 | 1.000 |

Summary Item Statistics

| | Mean | Minimum | Maximum | Range | Maximum / Minimum | Variance | N of Items |
|------------|-------|---------|---------|-------|----------------------|----------|------------|
| Item Means | 4.543 | 4.113 | 4.700 | .587 | 1.143 | .059 | 5 |

Scale Statistics

| Mean | Variance | Std. Deviation | N of Items |
|-------|----------|----------------|------------|
| 22.71 | 7.790 | 2.791 | 5 |

Hotelling's T-Squared Test

| Hotelling's T- Squared | F | df1 | df2 | Sig |
|---------------------------|--------|-----|-----|------|
| 83.958 | 20.567 | 4 | 146 | .000 |

Scale: Persepsi Kualitas

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 150 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 150 | 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 |
|------------------|--|------------|
| .864 | .866 | 5 |

Item Statistics

| | Mean | Std. Deviation | N |
|-----|------|----------------|-----|
| PK1 | 4.20 | .786 | 150 |
| PK2 | 4.13 | .825 | 150 |
| PK3 | 3.95 | .896 | 150 |
| PK4 | 3.99 | .773 | 150 |
| PK5 | 3.65 | .882 | 150 |

Inter-Item Correlation Matrix

| | PK1 | PK2 | PK3 | PK4 | PK5 |
|-----|-------|-------|-------|-------|-------|
| PK1 | 1.000 | .684 | .578 | .555 | .449 |
| PK2 | .684 | 1.000 | .627 | .570 | .479 |
| PK3 | .578 | .627 | 1.000 | .678 | .460 |
| PK4 | .555 | .570 | .678 | 1.000 | .568 |
| PK5 | .449 | .479 | .460 | .568 | 1.000 |

Summary Item Statistics

| | Mean | Minimum | Maximum | Range | Maximum / Minimum | Variance | N of Items |
|-------------------------|-------|---------|---------|-------|-------------------|----------|------------|
| Item Means | 3.985 | 3.653 | 4.200 | .547 | 1.150 | .045 | 5 |
| Inter-Item Correlations | .565 | .449 | .684 | .234 | 1.522 | .007 | 5 |

Hotelling's T-Squared Test

| Hotelling's T-Squared | F | df1 | df2 | Sig |
|-----------------------|--------|-----|-----|------|
| 66.678 | 16.334 | 4 | 146 | .000 |

Scale: Inovasi Produk

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 150 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 150 | 100.0 |

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 150 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 150 | 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 |
|------------------|--|------------|
| .889 | .891 | 5 |

Item Statistics

| | Mean | Std. Deviation | N |
|-----|------|----------------|-----|
| IP1 | 3.87 | .953 | 150 |
| IP2 | 3.87 | .950 | 150 |
| IP3 | 4.00 | .897 | 150 |
| IP4 | 4.09 | .810 | 150 |
| IP5 | 4.05 | .862 | 150 |

Inter-Item Correlation Matrix

| | IP1 | IP2 | IP3 | IP4 | IP5 |
|-----|-------|-------|-------|-------|-------|
| IP1 | 1.000 | .604 | .534 | .606 | .637 |
| IP2 | .604 | 1.000 | .543 | .555 | .622 |
| IP3 | .534 | .543 | 1.000 | .711 | .686 |
| IP4 | .606 | .555 | .711 | 1.000 | .715 |
| IP5 | .637 | .622 | .686 | .715 | 1.000 |

Summary Item Statistics

| | Mean | Minimum | Maximum | Range | Maximum / Minimum | Variance | N of Items |
|------------|-------|---------|---------|-------|-------------------|----------|------------|
| Item Means | 3.975 | 3.867 | 4.087 | .220 | 1.057 | .010 | 5 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| IP1 | 16.01 | 9.000 | .697 | .503 | .873 |
| IP2 | 16.00 | 9.101 | .679 | .474 | .877 |
| IP3 | 15.87 | 9.158 | .724 | .577 | .866 |
| IP4 | 15.79 | 9.417 | .768 | .625 | .858 |
| IP5 | 15.83 | 9.030 | .796 | .641 | .850 |

Hotelling's T-Squared Test

| Hotelling's T-Squared | F | df1 | df2 | Sig |
|-----------------------|-------|-----|-----|------|
| 17.092 | 4.187 | 4 | 146 | .003 |

Scale: Keputusan Pembelian Konsumen

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 150 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 150 | 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 |
|------------------|--|------------|
| .802 | .801 | 5 |

Item Statistics

| | Mean | Std. Deviation | N |
|------|------|----------------|-----|
| KPK1 | 2.98 | 1.020 | 150 |
| KPK2 | 2.54 | 1.060 | 150 |
| KPK3 | 4.05 | .854 | 150 |
| KPK4 | 3.50 | 1.073 | 150 |
| KPK5 | 3.29 | 1.107 | 150 |

Inter-Item Correlation Matrix

| | KPK1 | KPK2 | KPK3 | KPK4 | KPK5 |
|------|-------|-------|-------|-------|-------|
| KPK1 | 1.000 | .693 | .325 | .500 | .469 |
| KPK2 | .693 | 1.000 | .254 | .487 | .342 |
| KPK3 | .325 | .254 | 1.000 | .450 | .426 |
| KPK4 | .500 | .487 | .450 | 1.000 | .511 |
| KPK5 | .469 | .342 | .426 | .511 | 1.000 |

Summary Item Statistics

| | Mean | Minimum | Maximum | Range | Maximum / Minimum | Variance | N of Items |
|------------|-------|---------|---------|-------|-------------------|----------|------------|
| Item Means | 3.271 | 2.540 | 4.047 | 1.507 | 1.593 | .318 | 5 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| KPK1 | 13.37 | 9.444 | .673 | .552 | .736 |
| KPK2 | 13.81 | 9.710 | .586 | .509 | .764 |
| KPK3 | 12.31 | 11.315 | .462 | .258 | .798 |
| KPK4 | 12.85 | 9.307 | .648 | .426 | .743 |
| KPK5 | 13.07 | 9.593 | .566 | .359 | .771 |

Hotelling's T-Squared Test

| Hotelling's T-Squared | F | df1 | df2 | Sig |
|-----------------------|--------|-----|-----|------|
| 262.182 | 64.226 | 4 | 146 | .000 |

Factor Analysis

KMO and Bartlett's Test

| | | |
|--|--------------------|--------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .895 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 1.389E |
| | df | 105 |
| | Sig. | .000 |

Rotated Component Matrix^a

| | Component | | |
|-----|-----------|------|------|
| | 1 | 2 | 3 |
| KM1 | | .875 | |
| KM2 | | .889 | |
| KM3 | | .839 | |
| KM4 | | .578 | |
| KM5 | | .707 | |
| PK1 | | | .782 |
| PK2 | | | .774 |
| PK3 | | | .766 |
| PK4 | | | .688 |
| PK5 | | | .580 |
| IP1 | .758 | | |
| IP2 | .746 | | |
| IP3 | .773 | | |
| IP4 | .759 | | |
| IP5 | .822 | | |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser

Normalization.

a. Rotation converged in 5 iterations.

Factor Analysis

KMO and Bartlett's Test

| | | |
|--|--------------------|-------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .757 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 246.9 |
| | df | 10 |
| | Sig. | .000 |

Component

Matrix^a

| | Component |
|------|-----------|
| | 1 |
| KPK1 | .816 |
| KPK2 | .757 |
| KPK3 | .626 |
| KPK4 | .796 |
| KPK5 | .731 |

Extraction Method:

Principal

Component

Analysis.

a. 1 components

extracted.

Correlations

Descriptive Statistics

| | Mean | Std. Deviation | N |
|--------------------------------|------|----------------|-----|
| KESADARANMEREK | 4.54 | .558 | 150 |
| PERSEPSIKUALITAS | 3.99 | .671 | 150 |
| INOVASIPRODUK | 3.97 | .746 | 150 |
| KEPUTUSANPEMBELIANK ONSUMEN | 3.27 | .767 | 150 |

Correlations

| | | KESADARAN MEREK | PERSEPSIK UALITAS | INOVASIPRO DUK | KEPUTUSAN PEMBELIAN KONSUMEN |
|--------------------------------|--------------------------------------|--------------------|----------------------|-------------------|------------------------------------|
| KESADARANMEREK | Pearson Correlation | 1 | .478** | .433** | .308** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | Sum of Squares and Cross-products | 46.427 | 26.674 | 26.862 | 19.648 |
| | Covariance | .312 | .179 | .180 | .132 |
| | N | 150 | 150 | 150 | 150 |
| PERSEPSIKUALITAS | Pearson Correlation | .478** | 1 | .671** | .698** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | Sum of Squares and Cross-products | 26.674 | 67.128 | 50.024 | 53.555 |
| | Covariance | .179 | .451 | .336 | .359 |
| | N | 150 | 150 | 150 | 150 |
| INOVASIPRODUK | Pearson Correlation | .433** | .671** | 1 | .639** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | Sum of Squares and Cross-products | 26.862 | 50.024 | 82.824 | 54.429 |
| | Covariance | .180 | .336 | .556 | .365 |
| | N | 150 | 150 | 150 | 150 |
| KEPUTUSANPEMBELI ANKONSUMEN | Pearson Correlation | .308** | .698** | .639** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | Sum of Squares and Cross-products | 19.648 | 53.555 | 54.429 | 87.611 |
| | Covariance | .132 | .359 | .365 | .588 |
| | N | 150 | 150 | 150 | 150 |

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

Regression

Descriptive Statistics

| | Mean | Std. Deviation | N |
|-----|--------|----------------|-----|
| KPK | 3.2707 | .76681 | 150 |
| KM | 4.5427 | .55820 | 150 |
| PK | 3.9853 | .67121 | 150 |
| IP | 3.9747 | .74556 | 150 |

Correlations

| | | KPK | KM | PK | IP |
|---------------------|-----|-------|-------|-------|-------|
| Pearson Correlation | KPK | 1.000 | .308 | .698 | .639 |
| | KM | .308 | 1.000 | .478 | .433 |
| | PK | .698 | .478 | 1.000 | .671 |
| | IP | .639 | .433 | .671 | 1.000 |
| Sig. (1-tailed) | KPK | . | .000 | .000 | .000 |
| | KM | .000 | . | .000 | .000 |
| | PK | .000 | .000 | . | .000 |
| | IP | .000 | .000 | .000 | . |
| N | KPK | 150 | 150 | 150 | 150 |
| | KM | 150 | 150 | 150 | 150 |
| | PK | 150 | 150 | 150 | 150 |
| | IP | 150 | 150 | 150 | 150 |

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .739 ^a | .545 | .536 | .52229 | .545 | 58.390 | 3 | 146 | .000 |

a. Predictors: (Constant), IP, KM, PK

b. Dependent Variable: KPK

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 47.784 | 3 | 15.928 | 58.390 | .000 ^a |
| | Residual | 39.827 | 146 | .273 | | |
| | Total | 87.611 | 149 | | | |

a. Predictors: (Constant), IP, KM, PK

b. Dependent Variable: KPK

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | .082 | .366 | | .225 | .823 | | |
| | KM | -.111 | .089 | -.081 | -1.253 | .212 | .749 | 1.336 |
| | PK | .592 | .090 | .518 | 6.608 | .000 | .507 | 1.973 |
| | IP | .336 | .079 | .326 | 4.274 | .000 | .533 | 1.875 |

a. Dependent Variable: KPK

Collinearity Diagnostics^a

| Model | Dimensio n | Eigenvalue | Condition Index | Variance Proportions | | | |
|-------|---------------|------------|-----------------|----------------------|-----|-----|-----|
| | | | | (Constant) | KM | PK | IP |
| 1 | 1 | 3.963 | 1.000 | .00 | .00 | .00 | .00 |
| | 2 | .020 | 13.939 | .22 | .09 | .08 | .36 |
| | 3 | .010 | 20.197 | .05 | .00 | .88 | .64 |
| | 4 | .007 | 23.508 | .73 | .91 | .04 | .00 |

a. Dependent Variable: KPK

**Responden yang terhormat,
Yth.Bapak/Ibu**

Kami **mahasiswa Universitas Bakrie**, sedang melakukan penelitian Pengaruh Kesadaran Merek, Persepsi Kualitas, dan Inovasi Produk terhadap Keputusan Pembelian Konsumen *Handphone* merek Samsung di Jakarta. Untuk tercapainya tujuan penelitian tersebut, kami memohon kesediaan Bapak/Ibu untuk memberikan informasi yang berkaitan dengan penelitian kami. Terima kasih.

Bagian I : Pilih salah satu jawaban pada setiap pertanyaan berikut ini

1. Apakah Bapak/Ibu pernah membeli *handphone* merek Samsung?
 Ya → Lanjutkan ke No. 2
 Tidak → **STOP** (Tidak perlu dilanjutkan)
 2. Jenis Kelamin: Laki-laki Perempuan
 3. Usia: <20 tahun 20-25 tahun 26-30 tahun 31-35 tahun 36-40 tahun >40 tahun
 4. Pendidikan Terakhir:
 SD SMP SMA S1 D3 S2 lainnya.....
 5. Domisili:
 Jakarta Pusat Jakarta Timur Jakarta Selatan Jakarta Barat Jakarta Utara
 6. Pengeluaran per bulan:
 < Rp500.000 Rp500.000-Rp1.500.000 Rp1.500.001-Rp2.500.000 >Rp2.500.000
 7. Pekerjaan Bapak/Ibu:
 Pegawai Swasta
 PNS
 Wiraswasta
 Mahasiswa
 Lainnya :.....
-

Bagian II : Lingkarilah salah satu pilihan jawaban yang sesuai menurut Anda berkisar antara 1 (Sangat Tidak Setuju) sampai 5 (Sangat Setuju):

- 1 = Sangat Tidak Setuju (STS)
- 2 = Tidak Setuju(TS)
- 3 = Netral(N)
- 4 = Setuju (S)
- 5 = Sangat Setuju (SS)

Contoh: Pilihlah jawaban yang menurut bapak/Ibu paling tepat/sesuai

| | | STS | TS | N | S | SS |
|---|--|-----|----|---|---|----|
| 1 | Saya pernah mendengar merek <i>handphone</i> Samsung | 1 | 2 | 3 | 4 | 5 |

Artinya: Saya sangat setuju bahwa saya pernah mendengar merek *handphone* Samsung

Kesadaran merek

Kekuatan suatu merek dalam pikiran konsumen sehingga konsumen mengetahui informasi keberadaan merek produk tersebut.

| No. | Pernyataan | STS | TS | N | S | SS |
|-----|---|-----|----|---|---|----|
| 1 | Saya pernah mendengar merek <i>handphone</i> Samsung | 1 | 2 | 3 | 4 | 5 |
| 2 | Saya menyadari bahwa terdapat <i>handphone</i> merek Samsung | 1 | 2 | 3 | 4 | 5 |
| 3 | Saya mengetahui bahwa Samsung merupakan salah satu merek <i>handphone</i> . | 1 | 2 | 3 | 4 | 5 |
| 4 | Saya mengetahui pilihan jenis <i>handphone</i> merek Samsung | 1 | 2 | 3 | 4 | 5 |
| 5 | Saya mengetahui selain <i>handphone</i> merek Samsung terdapat jenis peralatan elektronik lainnya | 1 | 2 | 3 | 4 | 5 |

Persepsi kualitas

Penilaian konsumen terhadap keunggulan kualitas suatu produk seperti fitur lengkap, *design modern*, kemudahan penggunaan, dan daya guna yang lama.

| No. | Pernyataan | STS | TS | N | S | SS |
|-----|--|-----|----|---|---|----|
| 1 | Menurut saya fitur <i>handphone</i> Samsung modern. | 1 | 2 | 3 | 4 | 5 |
| 2 | Menurut saya tampilan <i>handphone</i> Samsung menarik | 1 | 2 | 3 | 4 | 5 |
| 3 | Menurut saya <i>handphone</i> Samsung mudah digunakan | 1 | 2 | 3 | 4 | 5 |
| 4 | Menurut saya <i>handphone</i> Samsung secara keseluruhan berkualitas bagus | 1 | 2 | 3 | 4 | 5 |
| 5 | Menurut saya <i>handphone</i> Samsung memiliki daya tahan yang lebih lama. | 1 | 2 | 3 | 4 | 5 |

Inovasi Produk

Proses berkelanjutan untuk meningkatkan nilai suatu produk untuk membedakannya dari produk lainnya seperti kemudahan fungsi *handphone*, model/tampilan produk, dan pilihan/fitur beragam dari *software* yang digunakan oleh merek *handphone* tersebut.

| No | Pernyataan | STS | TS | N | S | SS |
|----|--|-----|----|---|---|----|
| 1 | Semakin baru <i>handphone</i> Samsung semakin bernilainya di mata konsumen | 1 | 2 | 3 | 4 | 5 |
| 2 | Semakin baru <i>handphone</i> Samsung, semakin baik kualitasnya | 1 | 2 | 3 | 4 | 5 |
| 3 | Semakin baru <i>handphone</i> Samsung, semakin baik desainnya | 1 | 2 | 3 | 4 | 5 |
| 4 | Semakin baru <i>handphone</i> Samsung, semakin baik pilihan fiturnya | 1 | 2 | 3 | 4 | 5 |
| 5 | Semakin baru <i>handphone</i> Samsung, semakin baik fungsinya | 1 | 2 | 3 | 4 | 5 |

Keputusan Pembelian Konsumen

Tahapan pembelian dari mengenali kebutuhan, mencari informasi, memilih, dan melakukan pembelian yang biasanya meliputi faktor pemilihan harga, design, dan merek yang seringkali mewakili karakter pembeli.

| No | Pernyataan | STS | TS | N | S | SS |
|----|---|-----|----|---|---|----|
| 1 | Saya membeli <i>handphone</i> Samsung karena merek Samsung meraih penjualan terbaik | 1 | 2 | 3 | 4 | 5 |
| 2 | Saya membeli <i>handphone</i> Samsung karena memiliki logo yang unik | 1 | 2 | 3 | 4 | 5 |
| 3 | Saya membeli <i>handphone</i> Samsung karena harganya sesuai dengan kualitas yang saya dapatkan | 1 | 2 | 3 | 4 | 5 |
| 4 | Saya membeli <i>handphone</i> Samsung karena <i>handphone</i> Samsung selalu memiliki model terbaru | 1 | 2 | 3 | 4 | 5 |
| 5 | Saya membeli <i>handphone</i> Samsung karena <i>handphone</i> Samsung mewakili identitas saya | 1 | 2 | 3 | 4 | 5 |

