

Lampiran 1

KUESIONER PENELITIAN
ANALISIS PENGARUH KUALITAS PRODUK, HARGA DAN CITRA MEREK
TERHADAP KEPUASAN KONSUMEN AIR MINUM DALAM KEMASAN
(AMDK) MEREK TIRTA

Nama Responden : _____

I. Karakteristik Responden

Berikan tanda (X) pada jawaban yang menjadi pilihan anda.

1. Jenis Kelamin :

a. Pria

b. Wanita

2. Usia anda :

a. 17-19 tahun

c. 36-50 tahun

b. 20-35 tahun

d. > 51 tahun

3. Berapa banyak Air Mineral Dalam Kemasan (AMDK) merek TIRTA ukuran 600ml yang biasa anda beli perhari :

a. 1 botol

c. 3 botol

b. 2 botol

d. > 4 botol

II. TANGGAPAN RESPONDEN

Jawablah pertanyaan yang telah disediakan di bawah ini yang sesuai dengan pendapat rasional anda saat ini, dengan memberikan tanda silang (X) pada jawaban yang telah disediakan. Dengan pilihan jawaban sebagai berikut :

Singkatan	Keterangan	Bobot
STS	Sangat Tidak Setuju	1
TS	Tidak Setuju	2
CS	Cukup Setuju	3
S	Setuju	4
SS	Sangat Setuju	5

Penjelasan :

“*Air Minum Dalam Kemasan*” untuk selanjutnya di singkat menjadi “**AMDK**”

I. Pertanyaan Seputar Kualitas Produk (X1) AMDK merek TIRTA

No.	Pertanyaan	Jawaban				
1	AMDK Tirta dapat menghilangkan dahaga	STS	TS	CS	S	SS
2	AMDK tirta dapat digunakan untuk apa aja	STS	TS	CS	S	SS
3	Ukuran AMDK Tirta cukup memenuhi kebutuhan	STS	TS	CS	S	SS
4	AMDK Tirta tahan lama	STS	TS	CS	S	SS
5	Kemasan AMDK tahan lama	STS	TS	CS	S	SS
6	Mempunyai kualitas yang bagus (jernih,sehat,aman).	STS	TS	CS	S	SS

II. Pertanyaan Seputar Harga (X2) AMDK merek TIRTA

No.	Pertanyaan	Jawaban				
1	Harga AMDK Tirta sesuai dengan kualitas	STS	TS	CS	S	SS
2	Harga AMDK Tirta terjangkau	STS	TS	CS	S	SS
3	Harga AMDK sesuai dengan nilai produk	STS	TS	CS	S	SS

III. Pertanyaan Seputar Citra Merek (X3) AMDK TIRTA

No.	Pertanyaan	Jawaban				
1	Merek Tirta dapat membedakan dengan produk pesaing	STS	TS	CS	S	SS
2.	Mempunyai nama merek yang terkenal	STS	TS	CS	S	SS
3.	Harapan terhadap merek Tirta terpenuhi	STS	TS	CS	S	SS

IV. Pertanyaan tentang Kepuasan Konsumen (Y) terhadap AMDK merek TIRTA

No.	Pertanyaan	Jawaban				
1	AMDK TIRTA sesuai dengan harapan konsumen	STS	TS	CS	S	SS
2.	Konsumen merasa puas dengan kualitas yang diberikan AMDK TIRTA	STS	TS	CS	S	SS
3.	Konsumen yakin AMDK TIRTA tidak akan kalah bersaing dengan produk lain	STS	TS	CS	S	SS
4.	Konsumen lebih menyukai AMDK TIRTA daripada merek lain	STS	TS	CS	S	SS

Lampiran 2

Lampiran 3

1. Uji Validitas dan Reabilitas Kualitas Produk

Correlations

	KP.P1	KP.P2	KP.P3	KP.P4	KP.P5	KP.P6	Total
KP. P1 Pearson Correlation	1	.512*	.269*	.292*	1.000*	.269*	.721*
Sig. (2-tailed)		.000	.007	.003	.000	.007	.000
N	100		100	100	100	100	100
KP. P2 Pearson Correlation	.512*	1	.522*	.494*	.512*	.522*	.763*
Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
N	100	100	100	100	100	100	100
KP. P3 Pearson Correlation	.269*	.522*	1	.614*	.269*	1.000*	.808*
Sig. (2-tailed)	.007	.000		.000	.007	.000	.000
N	100	100	100	100	100	100	100
KP. P4 Pearson Correlation	.292*	.494*	.614*	1	.292*	.614*	.746*
Sig. (2-tailed)	.003	.000	.000		.003	.000	.000
N	100	100	100	100	100	100	100
KP. P5 Pearson Correlation	.1000*	.512*	.512*	.292*	1	.269*	.721*
Sig. (2-tailed)	.000	.000	.000	.003		.007	.000
N	100	100	100	100	100	100	100
KP. P6 Pearson Correlation	.269*	.522*	.522*	.614*	.269*	1	.808*
Sig. (2-tailed)	.007	.000	.000	.000	.007		.000
N	100	100	100	100	100	100	100
Total Pearson Correlation	.721*	.763*		.764*		.808*	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
N	100	100	100	100	100	100	100

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

Reliability

Scale : ALL VARIABLES

Case Processing Summary

	N	%
Cases Valid	100	100.0/
Excludeda	0	.0
Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.851	6

2. Uji Validitas dan Reabilitas Harga

Correlations

	H.P7	H.P8	H.P9	Total
H.P7 Pearson Correlation	1	.292*	.269*	.852*
Sig. (2-tailed)		.003	.007	.003
N	100	100	100	100
H. P8 Pearson Correlation	.292*	1	.522*	.650*
Sig. (2-tailed)	.003		.000	.000
N	100	100	100	100
H. P9 Pearson Correlation	.614*	.269*	1	.808*
Sig. (2-tailed)	.007	.007		.000
N	100	100	100	100
H. P10 Pearson Correlation	.852*	.650*	.808*	1
Sig. (2-tailed)	.007	.000	.000	
N	100	100	100	100

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

Reliability

Scale : ALL VARIABLES

Case Processing Summary

	N	%
Cases Valid	100	100.0/
Excludeda	0	.0
Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.661	3

3. Uji Validitas dan Reabilitas Citra Merek

Correlations

	CM.P10	CM.P11	CM.P12	Total
CM.P10 Pearson Correlation	1	.085	.558*	.800*
Sig. (2-tailed)		.201	.007	.000
N	100	100	100	100

CM.P11	Pearson Correlation	.085*	1	.134*	.555*
	Sig. (2-tailed)	.401		.184	.000
	N	100	100	100	100
CM.P12	Pearson Correlation	.558*	.134	1	.776*
	Sig. (2-tailed)	.000	.184		.000
	N	100	100	100	100
Total	Pearson Correlation	.800*	.555*	.776*	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Reliability

Scale : ALL VARIABLES

Case Processing Summary

	N	%
Cases Valid	100	100.0/
Excludeda	0	.0
Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.509	3

4. Uji Validitas dan Reabilitas Kepuasan Konsumen

Correlations

	KK.P13	KK.P14	KK.P15	KP.P16	Total
KK. P13 Pearson Correlation	1	.512*	.269*	.292*	.660*
Sig. (2-tailed)		.000	.007	.003	.000
N	100		100	100	100
KK. P14 Pearson Correlation	.512*	1	.522*	.484*	.797*
Sig. (2-tailed)	.000		.000	.000	.000
N	100	100	100	100	100
KK. P15 Pearson Correlation	.269*	.522*	1	.614*	.788*
Sig. (2-tailed)	.007	.000		.007	.007
N	100	100	100	100	100
KK. P16 Pearson Correlation	.292*	.484*	.614*	1	.813*

Sig. (2-tailed)	.003	.000	.000	.000	.003
N	100	100	100	100	100
Total Pearson Correlation	.721*	.797*	.788*	.813*	1
Sig. (2-tailed)	.000	.000	.000	.000	
N	100	100	100	100	100

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

Reliability

Scale : ALL VARIABLES

Case Processing Summary

	N	%
Cases Valid	100	100.0/
Excludeda	0	.0
Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.757	4

Lampiran 4

Analisis Regresi Berganda

Model Summary

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	.991 ^a	.983	.982	.07057	.983	1833.985	3	96	.000

a. Predictors: (Constant), Citra Merek, Kualitas Produk, Harga

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1. Regression	27.399	3	9.133	1.834E3	.000 ^a
Residual	.478	96	.005		
Total	27.878	99			

a. Predictors: (Constant), Citra Merek, Kualitas Produk, Harga

b. Dependent Variable : Kepuasan Konsumen

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations
	B	Std. Error	Beta			Zero-order
1 (Constant)	-.096	.085	.754	-1.120	.266	.990
Kualitas Produk	.767	.063	.242	12.198	.000	.977
Harga	.228	.058	.027	3.905	.000	.012
Citra Merek	.032	.016		2.011	.047	

a. Dependent Variable : Kepuasan Konsumen