

KUESIONER PENELITIAN

**ANALISIS PENGARUH PERSAINGAN, BAURAN PROMOSI DAN
KEPUASAN KONSUMEN TERHADAP MINAT BELI ULANG
PRODUK EMINA KOSMETIK (STUDI KASUS MAHASISWI
FAKULTAS EKONOMI DAN BISNIS**

ULB KAMPUS III KOTA PINANG)

Petunjuk pengisian kuesioner :

- 1) Mohon diberi tanda checklist (√) pada kolom jawaban Bapak / Ibu anggap paling sesuai.
- 2) Setiap pertanyaan hanya membutuhkan satu jawaban saja.
- 3) Mohon memberikan jawaban yang sebenarnya karena tidak akan mempengaruhi pekerjaan anda.
- 4) Setelah mengisi kuesioner mohon Bapak/Ibu berikan kepada yang menyerahkan kuesioner.
- 5) Terimakasih atas partisipasi anda.

Identitas Responden

- 1) Nama :
- 2) Usia :Tahun
- 3) Jenis Kelamin : Pria Wanita
- 4) Tingkat Semester :
- 5) Pendapat anda dinyatakan dalam skala 1 s/d yang memiliki makna
Sangat Setuju (SS) = 5
Setuju (S) = 4
Kurang Setuju (KS) = 3
Tidak Setuju (TS) = 2
Sangat Tidak Setuju (STS) = 1

Variabel Persaingan (X₁)

No	Pernyataan	Jawaban				
		SS	S	KS	TS	STS
Indikator Keunikan produk						
1	Produk emina dapat bersaing dengan merk produk lain yang memiliki lebih banyak pengguna					
2	Emina merupakan produk merk yang banyak dikenal dikalangan mahasiswi					
Indikator Persaingan						
3	Menurut saya emina kosmetik merupakan produk kosmetik yang memiliki persaingan yang baik					
4	Saya merasa sesuai dengan persaingan yang saya dapatkan dari produk emina					
Indikator Harga						
5	Harga produk yang ditawarkan kepada mahasiswa merupakan harga yang terjangkau					
6	Emina salah satu produk yang diterima dengan baik kalangan mahasiswa karena harga produk yang lebih murah bila dibandingkan dengan produk lain					

Variabel Bauran promosi (X₂)

No	Pernyataan	Jawaban				
		SS	S	KS	TS	STS
Indikator Personal selling						
1	Produk emina selalu melakukan publisitas produk terbarunya					
2	Promosi dilakukan dengan melakukan publisitas secara terus menerus					
Indikator Promosi periklanan						
3	Produk emina selalu mengiklankan produknya pada aplikasi Tiktok <i>Shop</i>					
4	Pemasaran melalui media sosial merupakan pemasaran yang efektif					
Indikator Promosi penjualan						
5	Produk emina selalu mempromosikan produknya secara terus menerus					
6	Teknik promosi penjualan yang dilakukan menarik minat konsumen					
Indikator hubungan masyarakat						
7	Produk emina memiliki strategi promosi yang baik					
8	Strategi promosi yang digunakan sangat efektif dikalangan mahasiswa					

Variabel Kepuasan konsumen (X₃)

No	Pernyataan	SS	S	KS	TS	STS
Indikator Perasaan senang						
1	Saya merasa puas dengan kesesuaian produk emina					
2	Hasil dari penggunaan produk emina sesuai harapan saya					
Indikator Cenderung terus membeli						
3	Saya akan memiliki loyalitas yang baik dengan produk emina					
4	Saya melakukan pembelian yang rutin pada aplikasi belanja Tiktok <i>Shop</i>					
Indikator Merekomendasikan						
5	Saya akan merekomendasikan produk emina karena sesuai dengan harapan saya					
6	Produk emina merupakan suatu produk kosmetik yang cocok mendapatkan rekomendasi					

Variabel Minat beli ulang (Y)

No	Pernyataan	SS	S	KS	TS	STS
Indikator Minat Transaksional						
1	Saya membeli produk emina sesuai keinginan saya					
2	Minat transaksional konsumen produk emina sangat baik					
Indikator Minat Referensial						
3	Saya akan merekomendasikan produk emina kepada orang lain					
4	Minat referensial konsumen produk emina sangat tinggi					
Indikator Minat Preferensial						
5	Saya melakukan referensi terlebih dahulu sebelum membeli produk					
6	Minat preferensial konsumen produk emina sangat baik					
Indikator Minat Eksploratif						
7	Saya akan melakukan pembelian ulang produk emina					
8	Minat eksploratif konsumen produk emina sangat baik					

**LAMPIRAN 2
OUTPUT SPSS**

1. HASIL PENGUJIAN VALIDITAS REALIBITAS

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	86	100.0
	Excluded ^a	0	.0
	Total	86	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
.764	.739	6

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
p1	23.04	3.977	.539	.325	.793
p2	22.98	3.763	.614	.398	.760
p3	23.05	3.642	.737	.555	.809
p4	23.07	3.704	.694	.489	.782
p5	22.99	3.796	.666	.491	.769
p6	22.95	3.771	.707	.554	.782

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.806	.879	8

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
p1	32.30	7.169	.685	.571	.633
p2	32.25	7.036	.763	.648	.635
p3	32.27	7.090	.730	.604	.668
p4	32.19	7.506	.589	.405	.631
p5	32.31	7.065	.727	.584	.668
p6	32.26	7.107	.727	.577	.745
p7	32.24	7.074	.752	.668	.705
p8	32.28	7.334	.622	.520	.668

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
36.87	9.244	3.040	8

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.798	.753	6

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
p1	22.68	4.242	.727	.651	.788
p2	22.73	4.224	.731	.547	.829
p3	22.71	4.117	.793	.690	.829
p4	22.71	4.295	.691	.495	.803
p5	22.68	4.153	.778	.617	.785
p6	22.69	4.415	.628	.465	.809

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.726	.729	8

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
p1	31.97	8.117	.749	.	.843
p2	32.00	8.151	.734	.	.829
p3	31.96	7.934	.824	.	.827
p4	31.88	8.535	.576	.	.865

p5	31.96	8.041	.781	.	.836
p6	31.97	8.246	.699	.	.855
p7	31.88	8.018	.814	.	.836
p8	31.88	8.018	.814	.	.871

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
36.50	10.511	3.242	8

Regression

Notes

Output Created		30-APR-2022 10:01:46
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Input	Weight	<none>
	Split File	<none>
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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT y /METHOD=ENTER x1 x2 x3 /SCATTERPLOT=(*SRESID ,*ZPRED) /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID) /SAVE PRED.
Resources	Processor Time	00:00:01,17
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Variables Created or Modified	Additional Memory Required for Residual Plots	896 bytes
	PRE_1	Unstandardized Predicted Value

[DataSet4]

Descriptive Statistics

	Mean	Std. Deviation	N
loyalitas pelanggan	62.76	6.496	100
citra merk	61.89	6.218	100
kepuasan	62.67	6.057	100
kepercayaan	61.89	6.241	100

Correlations

		loyalitas pelanggan	citra merk	kepuasan	kepercayaan
Pearson Correlation	loyalitas pelanggan	1.000	.882	.820	.859
	citra merk	.882	1.000	.895	.948
	Kepuasan	.820	.895	1.000	.888
	Kepercayaan	.859	.948	.888	1.000
Sig. (1-tailed)	loyalitas pelanggan	.	.000	.000	.000
	citra merk	.000	.	.000	.000
	Kepuasan	.000	.000	.	.000
	Kepercayaan	.000	.000	.000	.
N	loyalitas pelanggan	100	100	100	100
	citra merk	100	100	100	100
	Kepuasan	100	100	100	100
	Kepercayaan	100	100	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
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1	kepercayaan, kepuasan, citra merk ^b		Enter
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- a. Dependent Variable: loyalitas pelanggan
b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.886 ^a	.786	.779	3.053

- a. Predictors: (Constant), kepercayaan, kepuasan, citra merk
b. Dependent Variable: loyalitas pelanggan

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3283.595	3	1094.532	117.449	.000 ^b
	Residual	894.645	96	9.319		
	Total	4178.240	99			

- a. Dependent Variable: loyalitas pelanggan
b. Predictors: (Constant), kepercayaan, kepuasan, citra merk

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.040	3.231		1.250	.214
	citra merk	.630	.166	.603	3.794	.000
	kepuasan	.128	.118	.119	2.882	.002
	kepercayaan	.189	.160	.182	2.181	.040

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		

	citra merk	.488	1.324
	Kepuasan	.184	5.435
	Kepercayaan	.494	1.633

a. Dependent Variable: loyalitas pelanggan

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	citra merk	kepuasan
1	1	3.991	1.000	.00	.00	.00
	2	.007	24.116	.97	.01	.01
	3	.001	57.760	.03	.09	.98
	4	.001	87.877	.00	.90	.01

Collinearity Diagnostics^a

Model	Dimension	Variance Proportions	
		kepercayaan	
1	1		.00
	2		.01
	3		.15
	4		.84

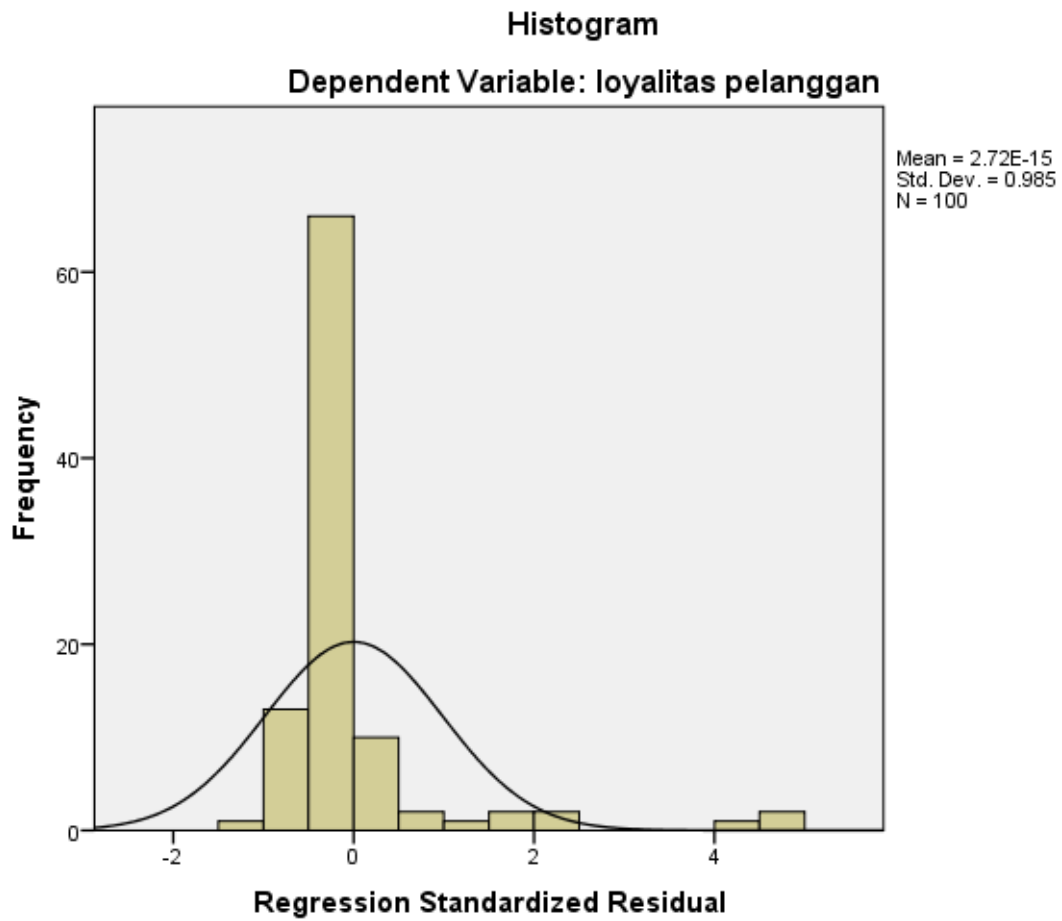
a. Dependent Variable: loyalitas pelanggan

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	50.45	73.37	62.76	5.759	100
Std. Predicted Value	-2.137	1.843	.000	1.000	100
Standard Error of Predicted Value	.309	2.823	.525	.314	100
Adjusted Predicted Value	50.55	73.39	62.77	5.798	100
Residual	-3.730	14.888	.000	3.006	100
Std. Residual	-1.222	4.877	.000	.985	100
Stud. Residual	-1.273	4.980	.000	1.022	100
Deleted Residual	-4.050	17.186	-.011	3.261	100
Stud. Deleted Residual	-1.277	5.753	.023	1.126	100
Mahal. Distance	.023	83.657	2.970	8.851	100
Cook's Distance	.000	1.722	.024	.173	100
Centered Leverage Value	.000	.845	.030	.089	100

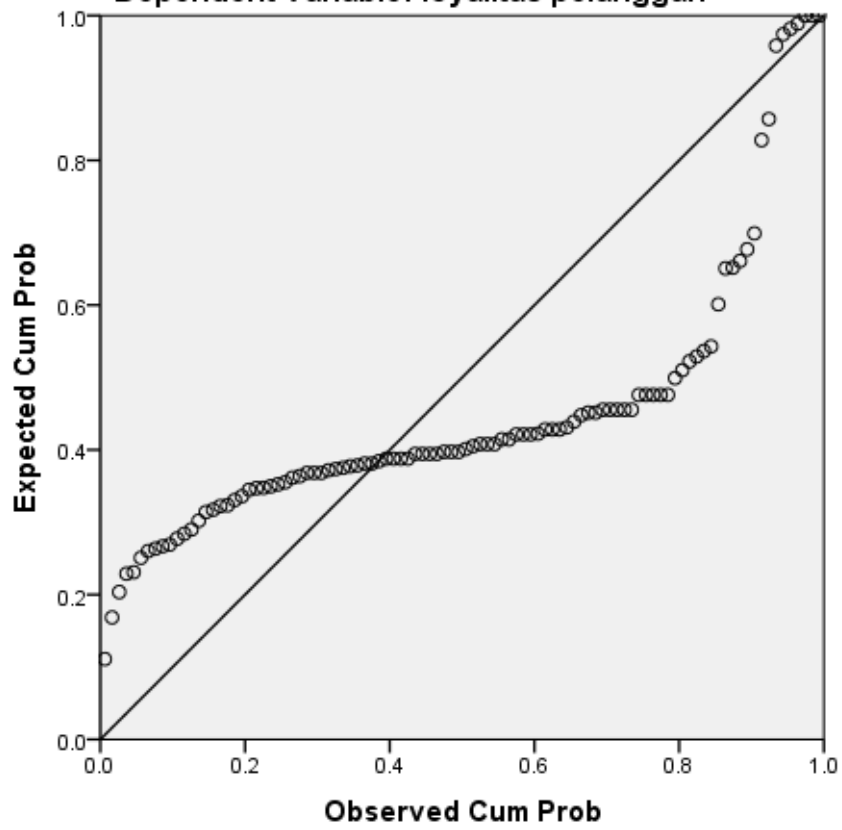
a. Dependent Variable: loyalitas pelanggan

Charts



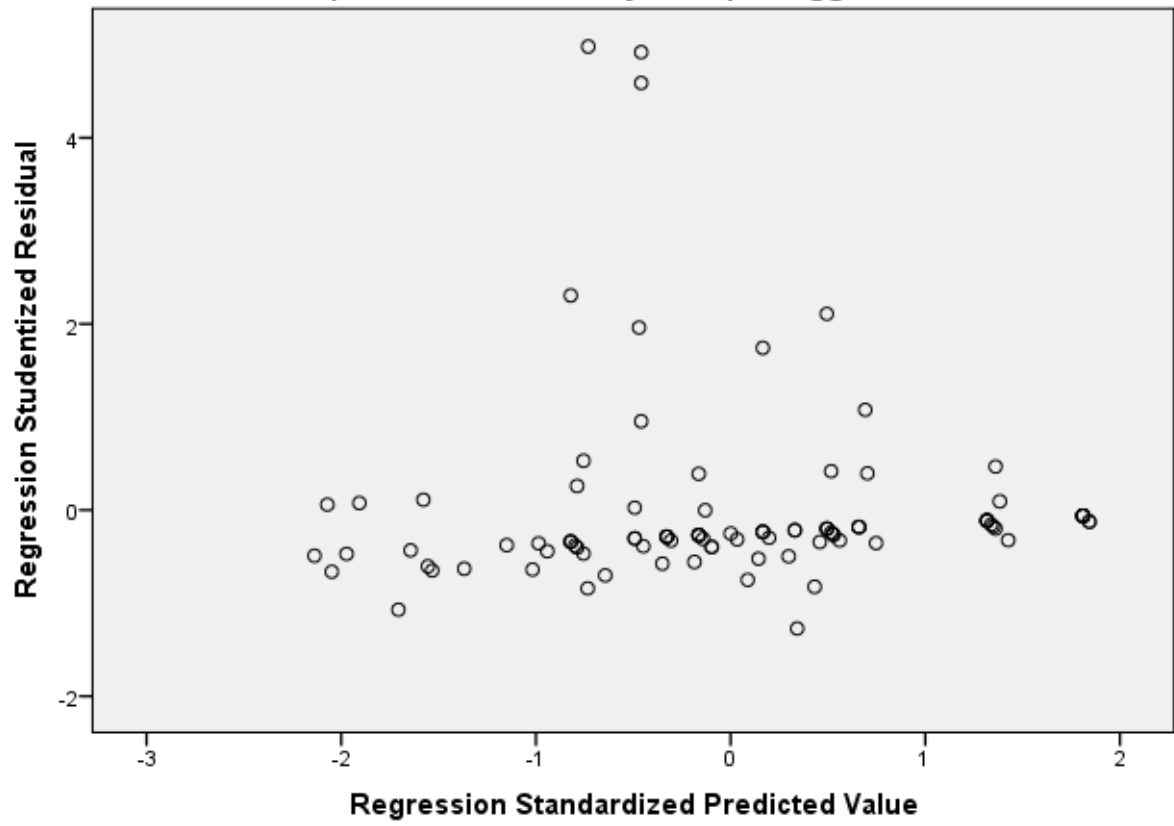
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: loyalitas pelanggan



Scatterplot

Dependent Variable: loyalitas pelanggan



Frequencies

Frequency Table

p1

	Frequency	Percent	Valid Percent	Cumulative Percent
4	30	34.9	34.9	34.9
Valid 5	56	65.1	65.1	100.0
Total	86	100.0	100.0	

p2

	Frequency	Percent	Valid Percent	Cumulative Percent
4	45	52.3	52.3	52.3
Valid 5	41	47.7	47.7	100.0
Total	86	100.0	100.0	

p3

	Frequency	Percent	Valid Percent	Cumulative Percent
4	40	46.5	46.5	46.5
Valid 5	46	53.5	53.5	100.0
Total	86	100.0	100.0	

p4

	Frequency	Percent	Valid Percent	Cumulative Percent
4	19	22.1	22.1	22.1
Valid 5	67	77.9	77.9	100.0
Total	86	100.0	100.0	

p5

	Frequency	Percent	Valid Percent	Cumulative Percent
4	40	46.5	46.5	46.5
Valid 5	46	53.5	53.5	100.0
Total	86	100.0	100.0	

p6

	Frequency	Percent	Valid Percent	Cumulative Percent
4	19	22.1	22.1	22.1
Valid 5	67	77.9	77.9	100.0
Total	86	100.0	100.0	

p7

	Frequency	Percent	Valid Percent	Cumulative Percent
4	10	11.6	11.6	11.6
Valid 5	76	88.4	88.4	100.0
Total	86	100.0	100.0	

p8

	Frequency	Percent	Valid Percent	Cumulative Percent
4	19	22.1	22.1	22.1
Valid 5	67	77.9	77.9	100.0
Total	86	100.0	100.0	

p9

	Frequency	Percent	Valid Percent	Cumulative Percent
4	21	24.4	24.4	24.4
Valid 5	65	75.6	75.6	100.0
Total	86	100.0	100.0	

p10

	Frequency	Percent	Valid Percent	Cumulative Percent
4	15	17.4	17.4	17.4
Valid 5	71	82.6	82.6	100.0
Total	86	100.0	100.0	

p11

	Frequency	Percent	Valid Percent	Cumulative Percent
4	15	17.4	17.4	17.4
Valid 5	71	82.6	82.6	100.0
Total	86	100.0	100.0	

p12

	Frequency	Percent	Valid Percent	Cumulative Percent
4	43	50.0	50.0	50.0
Valid 5	43	50.0	50.0	100.0
Total	86	100.0	100.0	

p13

	Frequency	Percent	Valid Percent	Cumulative Percent
4	41	47.7	47.7	47.7
Valid 5	45	52.3	52.3	100.0
Total	86	100.0	100.0	

p14

	Frequency	Percent	Valid Percent	Cumulative Percent
4	13	15.1	15.1	15.1
Valid 5	73	84.9	84.9	100.0
Total	86	100.0	100.0	

p15

	Frequency	Percent	Valid Percent	Cumulative Percent
4	36	41.9	41.9	41.9
Valid 5	50	58.1	58.1	100.0
Total	86	100.0	100.0	

p16

	Frequency	Percent	Valid Percent	Cumulative Percent
4	50	58.1	58.1	58.1
Valid 5	36	41.9	41.9	100.0
Total	86	100.0	100.0	

p17

	Frequency	Percent	Valid Percent	Cumulative Percent
4	38	44.2	44.2	44.2
Valid 5	48	55.8	55.8	100.0
Total	86	100.0	100.0	

p18

	Frequency	Percent	Valid Percent	Cumulative Percent
4	24	27.9	27.9	27.9
Valid 5	62	72.1	72.1	100.0
Total	86	100.0	100.0	

p19

	Frequency	Percent	Valid Percent	Cumulative Percent
4	37	43.0	43.0	43.0
Valid 5	49	57.0	57.0	100.0
Total	86	100.0	100.0	

p20

	Frequency	Percent	Valid Percent	Cumulative Percent
4	18	20.9	20.9	20.9
Valid 5	68	79.1	79.1	100.0
Total	86	100.0	100.0	

p21

	Frequency	Percent	Valid Percent	Cumulative Percent
4	30	34.9	34.9	34.9
Valid 5	56	65.1	65.1	100.0
Total	86	100.0	100.0	

p22

	Frequency	Percent	Valid Percent	Cumulative Percent
4	23	26.7	26.7	26.7
Valid 5	63	73.3	73.3	100.0
Total	86	100.0	100.0	

p23

	Frequency	Percent	Valid Percent	Cumulative Percent
4	12	14.0	14.0	14.0
Valid 5	74	86.0	86.0	100.0
Total	86	100.0	100.0	

p24

	Frequency	Percent	Valid Percent	Cumulative Percent
4	23	26.7	26.7	26.7
Valid 5	63	73.3	73.3	100.0
Total	86	100.0	100.0	

p25

	Frequency	Percent	Valid Percent	Cumulative Percent
4	25	29.1	29.1	29.1
Valid 5	61	70.9	70.9	100.0
Total	86	100.0	100.0	

p26

	Frequency	Percent	Valid Percent	Cumulative Percent
4	31	36.0	36.0	36.0
Valid 5	55	64.0	64.0	100.0
Total	86	100.0	100.0	

p27

	Frequency	Percent	Valid Percent	Cumulative Percent
4	21	24.4	24.4	24.4
Valid 5	65	75.6	75.6	100.0
Total	86	100.0	100.0	

p28

	Frequency	Percent	Valid Percent	Cumulative Percent
4	4	4.7	4.7	4.7
Valid 5	82	95.3	95.3	100.0
Total	86	100.0	100.0	