

## Lampiran 1

### KUISIONER

Responden yang terhormat, saya adalah mahasiswa jurusan Ilmu Administrasi Bisnis Universitas Lampung yang sedang menyusun skripsi dengan melakukan penelitian tentang Pengaruh *Brand Awareness*, *Brand Associations* dan Inovasi Kemasan Shampo CLEAR Terhadap Minat Beli

Oleh karena itu, saya meminta saudara/saudari bersedia meluangkan sedikit waktu Anda untuk mengisi kuisisioner ini sesuai dengan pemikiran Anda. Kami menjamin kerahasiaan dari kuisisioner ini untuk kepentingan penelitian semata. Atas kesediaan dan partisipasinya, saya ucapkan terima kasih.

Bandar Lampung, Februari 2012

Peneliti

Wayan Virgus Susanti

**I. Karakteristik Responden**

1. Jenis Kelamin

- a. Laki-laki                      b. perempuan

2. Umur: .....tahun

3. Uang saku perbulan:

- a. < Rp 200.000
- b. Rp 200.000 – Rp 500.000
- c. > Rp 500.000

4. Merek shampoo apa yang Anda gunakan?

.....

5. Sebutkan merek shampoo antiketombe yang Anda ketahui?

.....

6. Dari beberapa merek shampoo yang Anda sebutkan, merek shampoo mana yang paling Anda ingat?

.....

## II. Petunjuk Pengisian

Berilah tanda checklist (√) pada kotak yang telah disediakan dan isilah titik-titik dibawah ini dengan jawaban yang Anda anggap paling sesuai dengan pendapat Anda, dengan pilihan:

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

## III. Kesadaran Merek, Asosiasi Merek, Inovasi Kemasan dan Minat Beli

No	KESADARAN MEREK	STS 1	TS 2	N 3	S 4	SS 5
1.	Anda mengingat dengan baik merek shampoo CLEAR.					

a. Sebutkan warna- warna yang ada pada kemasan shampoo CLEAR yang Anda ketahui!

.....

No	KESADARAN MEREK	STS 1	TS 2	N 3	S 4	SS 5
2.	Anda sangat mengenal merek shampoo CLEAR					

a. Berikut beberapa varian shampo CLEAR:

- a. CLEAR Active Care
- b. CLEAR Ice Cool
- c. CLEAR Scalp and Oil Control
- d. CLEAR Women
- e. CLEAR Men

Varian yang mana sajakah yang cukup Anda kenal?

.....

<b>No</b>	<b>KESADARAN MEREK</b>	<b>STS 1</b>	<b>TS 2</b>	<b>N 3</b>	<b>S 4</b>	<b>SS 5</b>
3.	Merek shampoo CLEAR melekat kuat di benak Anda.					

a. Apa ciri khas dari shampo CLEAR sebagai shampo antiketombe?

.....

<b>No</b>	<b>ASOSIASI MEREK</b>	<b>STS 1</b>	<b>TS 2</b>	<b>N 3</b>	<b>S 4</b>	<b>SS 5</b>
1.	Anda mengetahui dengan baik kemasan shampo CLEAR					

a. Sebutkan variasi jenis kemasan Shampo CLEAR yang anda ketahui!

.....

b. Sebutkan variasi ukuran kemasan shampo CLEAR yang Anda ketahui!

.....

<b>No</b>	<b>ASOSIASI MEREK</b>	<b>STS 1</b>	<b>TS 2</b>	<b>N 3</b>	<b>S 4</b>	<b>SS 5</b>
2.	Anda mengingat dengan baik karakteristik shampoo CLEAR					

<b>No</b>	<b>ASOSIASI MEREK</b>	<b>STS 1</b>	<b>TS 2</b>	<b>N 3</b>	<b>S 4</b>	<b>SS 5</b>
3.	Shampo CLEAR memberi manfaat sesuai kebutuhan perawatan rambut Anda.					

a. Apa manfaat yang Anda rasakan terhadap rambut Anda setelah menggunakan shampo CLEAR?

.....

<b>No</b>	<b>ASOSIASI MEREK</b>	<b>STS 1</b>	<b>TS 2</b>	<b>N 3</b>	<b>S 4</b>	<b>SS 5</b>
4.	Harga beli shampo CLEAR sesuai dengan kualitasnya.					

<b>No</b>	<b>ASOSIASI MEREK</b>	<b>STS 1</b>	<b>TS 2</b>	<b>N 3</b>	<b>S 4</b>	<b>SS 5</b>
5.	Anda menilai bahwa kualitas shampo CLEAR bersaing dengan merek shampo lain.					

<b>NO</b>	<b>INOVASI KEMASAN</b>	<b>STS 1</b>	<b>TS 2</b>	<b>N 3</b>	<b>S 4</b>	<b>SS 5</b>
1.	Gambar kemasan shampo CLEAR sangat menarik					
2.	Bentuk kemasan shampo CLEAR terlihat unik					
3.	Logo kemasan shampo CLEAR sangat unik					
4.	Kombinasi warna dari kemasan shampo CLEAR terlihat serasi					
5.	Desain huruf pada kemasan shampo CLEAR bagus					

<b>NO</b>	<b>MINAT BELI</b>	<b>STS 1</b>	<b>TS 2</b>	<b>N 3</b>	<b>S 4</b>	<b>SS 5</b>
1.	Shampo CLEAR membangkitkan rasa tertarik					
2.	Shampo CLEAR membangkitkan rasa ingin membeli					
3.	Shampo CLEAR membangkitkan keyakinan untuk membeli					

**Lampiran 2**

**DISTRIBUSI JAWABAN RESPONDEN PADA KUISIONER PENELITIAN**

BA			J M L	BAS					J M L	IK					J M L	MB			JM L
1	2	3		1	2	3	4	5		1	2	3	4	5		1	2	3	
4	4	4	12	4	5	4	4	4	21	4	4	4	4	4	20	5	5	5	15
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4	4	4	12	4	5	4	4	4	21	4	5	4	4	4	21	5	5	5	15
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## Lampiran 3

### HASIL UJI VALIDITAS DENGAN ANALISIS FAKTOR

Hasil validitas awal

**Rotated Component Matrix<sup>a</sup>**

	Component			
	1	2	3	4
BA1			.800	
BA2			.777	
BA3			.716	
BAS1				.722
BAS2			.454	
BAS3				.752
BAS4				.477
BAS5				-.561
IK1		.619		
IK2		.758		
IK3		.735		
IK4		.601		
IK5		.609		
MB1	.892			
MB2	.946			
MB3	.932			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Item BAS5 didrop

**Rotated Component Matrix<sup>a</sup>**

	Component			
	1	2	3	4
BA1			.790	
BA2			.810	
BA3			.699	
BAS1				.706
BAS2			.433	
BAS3				.817
BAS4				.586
IK1		.630		
IK2		.753		
IK3		.729		
IK4		.617		
IK5		.614		
MB1	.901			
MB2	.953			
MB3	.937			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Item BAS2 Didrop

**Rotated Component Matrix<sup>a</sup>**

	Component			
	1	2	3	4
BA1			.765	
BA2			.832	
BA3			.731	
BAS1				.740
BAS3				.806
BAS4				.608
IK1		.627		
IK2		.744		
IK3		.731		
IK4		.620		
IK5		.615		
MB1	.896			
MB2	.958			
MB3	.940			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

**Lampiran 4****UJI RELIABILITAS MENGGUNAKAN NILAI ALPA****Case Processing Summary**

		N	%
Cases	Valid	100	99.0
	Excluded <sup>a</sup>	1	1.0
	Total	101	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.699	3

**Item Statistics**

	Mean	Std. Deviation	N
BA1	4.24	.429	100
BA2	4.15	.359	100
BA3	4.12	.409	100

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BA1	8.27	.421	.526	.595
BA2	8.36	.475	.596	.520
BA3	8.39	.483	.438	.703

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.51	.899	.948	3

### Case Processing Summary

		N	%
Cases	Valid	100	99.0
	Excluded <sup>a</sup>	1	1.0
	Total	101	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.545	3

### Item Statistics

	Mean	Std. Deviation	N
BAS1	4.10	.503	100
BAS3	4.12	.433	100
BAS4	4.04	.549	100

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BAS1	8.16	.621	.367	.424
BAS3	8.14	.667	.438	.339
BAS4	8.22	.618	.284	.576

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.26	1.164	1.079	3

### Case Processing Summary

		N	%
Cases	Valid	100	99.0
	Excluded <sup>a</sup>	1	1.0
	Total	101	100.0

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.711	5

**Item Statistics**

	Mean	Std. Deviation	N
IK1	4.05	.359	100
IK2	4.24	.605	100
IK3	3.90	.482	100
IK4	4.12	.409	100
IK5	4.10	.461	100

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
IK1	16.36	2.031	.399	.691
IK2	16.17	1.395	.564	.626
IK3	16.51	1.707	.499	.650
IK4	16.29	1.905	.439	.676
IK5	16.31	1.772	.476	.660

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
20.41	2.568	1.602	5

**Case Processing Summary**

		N	%
Cases	Valid	100	99.0
	Excluded <sup>a</sup>	1	1.0



Total	101	100.0
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a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.939	3

#### Item Statistics

	Mean	Std. Deviation	N
MB1	4.17	.533	100
MB2	4.23	.446	100
MB3	4.25	.479	100

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
MB1	8.48	.818	.835	.951
MB2	8.42	.913	.932	.874
MB3	8.40	.889	.872	.913

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.65	1.907	1.381	3

## Lampiran 5

### UJI ASUMSI KLASIK DENGAN SPSS

Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	inovasikemasan, asosiasimerek, kesadaranmerek <sup>a</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: minatbeli

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.330 <sup>a</sup>	.109	.081	1.32358

a. Predictors: (Constant), inovasikemasan, asosiasimerek, kesadaranmerek

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.571	3	6.857	3.914	.011 <sup>a</sup>
	Residual	168.179	96	1.752		
	Total	188.750	99			

a. Predictors: (Constant), inovasikemasan, asosiasimerek, kesadaranmerek

b. Dependent Variable: minatbeli

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.064	3.200		4.082	.000
	kesadaranmerek	-.108	.144	-.074	-.750	.455
	asosiasimerek	-.268	.151	-.173	-1.774	.079
	inovasikemasan	.206	.085	.239	2.436	.017

a. Dependent Variable: minatbeli

**Correlations**

		kesadaranmerek	asosiasimerek	inovasikemasan
kesadaranmerek	Pearson Correlation	1	.135	-.179
	Sig. (2-tailed)		.181	.075
	N	100	100	100
asosiasimerek	Pearson Correlation	.135	1	-.082
	Sig. (2-tailed)	.181		.417
	N	100	100	100
inovasikemasan	Pearson Correlation	-.179	-.082	1
	Sig. (2-tailed)	.075	.417	
	N	100	100	100

**Correlations**

			kesadaranmer ek	asosiasime rek	inovasikema san
Spearman's rho	kesadaranmerek	Correlation Coefficient	1.000	.131	.112
		Sig. (2-tailed)	.	.193	.266
		N	100	100	100
	asosiasimerek	Correlation Coefficient	.131	1.000	.090
		Sig. (2-tailed)	.193	.	.372
		N	100	100	100
	inovasikemasan	Correlation Coefficient	.112	.090	1.000
		Sig. (2-tailed)	.266	.372	.
		N	100	100	100

**Lampiran 6**

**HASIL PENGUJIAN ANALISIS REGRESI LINIER BERGANDA**

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

Model	Variables Entered	Variables Removed	Method
1	inovasikemasan, asosiasimerek, kesadaranmerek <sup>a</sup>		. Enter

a. All requested variables entered.

b. Dependent Variable: minatbeli

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.330 <sup>a</sup>	.109	.081	1.32358	.109	3.914	3	96	.011	2.254

a. Predictors: (Constant), inovasikemasan, asosiasimerek, kesadaranmerek

b. Dependent Variable: minatbeli

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.571	3	6.857	3.914	.011 <sup>a</sup>
	Residual	168.179	96	1.752		
	Total	188.750	99			

a. Predictors: (Constant), inovasikemasan, asosiasimerek, kesadaranmerek

b. Dependent Variable: minatbeli

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	13.064	3.200		4.082	.000		
	kesadaranmerek	-.108	.144	-.074	-.750	.455	.953	1.049
	asosiasimerek	-.268	.151	-.173	-1.774	.079	.978	1.022
	inovasikemasan	.206	.085	.239	2.436	.017	.965	1.037

a. Dependent Variable: minatbeli

**Coefficient Correlations<sup>a</sup>**

Model			inovasikemasan	asosiasimerek	kesadaranmerek
1	Correlations	inovasikemasan	1.000	.059	.170
		asosiasimerek	.059	1.000	-.123
		kesadaranmerek	.170	-.123	1.000
	Covariances	inovasikemasan	.007	.001	.002
		asosiasimerek	.001	.023	-.003
		kesadaranmerek	.002	-.003	.021

a. Dependent Variable: minatbeli

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

Model	Dimensi on	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	kesadaranmerek	asosiasimerek	inovasikemasan
1	1	3.987	1.000	.00	.00	.00	.00
	2	.007	23.528	.00	.22	.06	.51
	3	.005	29.339	.00	.44	.66	.02
	4	.001	55.801	1.00	.34	.28	.46

a. Dependent Variable: minatbeli

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

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11.2462	14.3655	12.6500	.45583	100
Residual	-3.35359	2.85878	.00000	1.30337	100
Std. Predicted Value	-3.080	3.763	.000	1.000	100
Std. Residual	-2.534	2.160	.000	.985	100

a. Dependent Variable: minatbeli



Lampiran 7

TABULASI SILANG KARAKTERISTIK RESPONDEN

Jeniskelamin \* Umur \* Uangsaku \* Merekshampoyangdipakai Crosstabulation

Merekshampoyang dipakai      Uangsaku					Umur		Total
					kecil	besar	
CLEAR	kecil	Jeniskelamin	lakilaki	Count	1	2	3
				% within Umur	50.0%	100.0%	75.0%
		perempuan	Count	1	0	1	
			% within Umur	50.0%	.0%	25.0%	
		Total	Count	2	2	4	
			% within Umur	100.0%	100.0%	100.0%	
	sedang	Jeniskelamin	lakilaki	Count	15	33	48
				% within Umur	65.2%	66.0%	65.8%
		perempuan	Count	8	17	25	
			% within Umur	34.8%	34.0%	34.2%	
		Total	Count	23	50	73	
			% within Umur	100.0%	100.0%	100.0%	
besar	Jeniskelamin	lakilaki	Count	3	0	3	
			% within Umur	100.0%	.0%	42.9%	
	perempuan	Count	0	4	4		
		% within Umur	.0%	100.0%	57.1%		
	Total	Count	3	4	7		
		% within Umur	100.0%	100.0%	100.0%		
Sunsilk	sedang	Jeniskelamin	perempuan	Count		6	6
				% within Umur		100.0%	100.0%
	Total	Count		6	6		
		% within Umur		100.0%	100.0%		

	besar	Jeniskelamin	perempuan	Count		1	1
				% within Umur		100.0%	100.0%
		Total		Count		1	1
				% within Umur		100.0%	100.0%
Pantene	sedang	Jeniskelamin	perempuan	Count	2	3	5
				% within Umur	100.0%	100.0%	100.0%
		Total		Count	2	3	5
				% within Umur	100.0%	100.0%	100.0%
Dove	sedang	Jeniskelamin	perempuan	Count	2		2
				% within Umur	100.0%		100.0%
		Total		Count	2		2
				% within Umur	100.0%		100.0%
Head&shouders	sedang	Jeniskelamin	perempuan	Count		2	2
				% within Umur		100.0%	100.0%
		Total		Count		2	2
				% within Umur		100.0%	100.0%

## Lampiran 8

### Produk-produk CLEAR

