Lampiran 1

Kuesioner

Saya adalah mahasiswa jurusan Manajemen Universitas Katolik Widya Mandala yang sedang melakukan penelitian dengan judul "PENGARUH *BRAND IMAGE* TERHADAP *PURCHASE INTENTION* MELALUI *PERCEIVED VALUE* PRODUK *SMARTPHONE* SAMSUNG DI SURABAYA", saya mohon kesediaan Saudara/Saudari agar berkenan membantu mengisi kuesioner yang telah saya siapkan. Daftar pertanyaan untuk penelitian ini dirancang sedemikian rupa sehingga memudahkan Anda. Jawaban yang Anda berikan hanya untuk kepentingan akademik.

Atas kesediaan dan partisipasi Saudara/Saudari dalam mengisi kuesioner ini, kami ucapkan terima kasih.

Hormat saya,

Ivan Tandywijaya

I. Karakteristik Responden

Isilah jawaban yang sesuai dengan anda dibawah ini dengan tanda (X)

a. Domisili :
   1. Surabaya
   2. Luar Surabaya

b. Usia :
   1. 17 tahun keatas
   2. Dibawah 17 tahun

c. Sumber pendapatan :

1. Memiliki pekerjaan dan pendapatan tetap
2. Tidak memiliki pekerjaan dan pendapatan tetap

d. Kepemilikan merek :

1. Memiliki *smartphone* Samsung
2. Tidak memiliki *smartphone* Samsung

Lampiran 1 (lanjutan)

II. Isilah jawaban yang sesuai dengan anda dibawah ini dengan tanda(√)

Keterangan: STS = Sangat Tidak Setuju
TS = Tidak Setuju
N = Netral
S = Setuju
SS = Sangat Setuju

***Brand Image* (X_1)**

No	Pertanyaan	STS	TS	N	S	SS
1	Saya yakin terhadap *smartphone* Samsung karena citra perusahaan yang bagus					
2	Saya yakin terhadap *smartphone* Samsung karena sudah dikenal dan dipakai oleh banyak kalangan					
3	Saya yakin terhadap *smartphone* Samsung karena citra produk yang baik					

Lampiran 1 (lanjutan)

***Perceived Value* (Y_1)**

No	Pertanyaan	STS	TS	N	S	SS
1	Saya menilai *smartphone* Samsung adalah produk yang baik karena telah berhasil membuat emosi yang positif bagi para penggunanya					
2	Saya menilai *smartphone* Samsung adalah produk yang baik karena telah meningkatkan kemampuan bersosialisasi yang tinggi terhadap para penggunanya					
3	Saya menilai *smartphone* Samsung adalah produk yang baik karena kualitasnya yang bagus					
4	Saya menilai *smartphone* Samsung adalah produk yang baik karena kinerja produknya yang baik					

Lampiran 1 (lanjutan)

***Purchase Intention* (Y_2)**

No	Pertanyaan	STS	TS	N	S	SS
1	Saya cenderung membeli *smartphone* Samsung karena keberadaan produk dan kualitasnya telah menyita perhatian saya					
2	Saya cenderung membeli *smartphone* Samsung karena memberikan daya tarik yang kuat untuk membeli produknya					
3	Saya cenderung membeli *smartphone* Samsung karena rasa keingintahuan terhadap produknya					
4	Saya akan membeli produk *smartphone* Samsung					

Terima kasih atas partisipasinya

5	4 5	5 4	5	4	5	4	5	4
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5	4 4	5 4	4	4	4	4	5	5
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1	21	11	1	1	1	2	1	1
2	22	11	2	2	1	2	1	2
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P R E L I S 2.70

BY

Karl G. Jöreskog & Dag Sörbom

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SY='C:\Users\Windows\Documents\ivan\IVAN2.PSF'
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Total Sample Size = 150

Univariate Summary Statistics for Continuous Variables

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum	Freq.	Maximum	Freq.
BI1	4.340	0.767	69.299	-1.753	4.860	1.000	2	5.000	68
BI2	4.380	0.783	68.514	-2.060	6.304	1.000	3	5.000	73
BI3	4.413	0.770	70.185	-1.939	5.405	1.000	2	5.000	78
PV1	4.320	0.771	68.597	-1.690	4.557	1.000	2	5.000	66
PV2	4.353	0.812	65.651	-1.877	5.001	1.000	3	5.000	73
PV3	4.327	0.823	64.364	-1.843	4.728	1.000	3	5.000	70
PV4	4.380	0.766	70.066	-1.679	3.906	1.000	1	5.000	74
PI1	4.373	0.856	62.597	-2.237	6.420	1.000	5	5.000	76
PI2	4.360	0.830	64.363	-2.117	6.078	1.000	4	5.000	73
PI3	4.367	0.831	64.376	-2.130	6.101	1.000	4	5.000	74
PI4	4.407	0.812	66.483	-2.096	5.846	1.000	3	5.000	79

Test of Univariate Normality for Continuous Variables

	Skewness		Kurtosis		Skewness and Kurtosis
Variable	Z-Score	P-Value	Z-Score	P-Value	Chi-Square P-Value
BI1	-6.571	0.000	4.794	0.000	66.165 0.000
BI2	-7.241	0.000	5.294	0.000	80.455 0.000

```
      BI3  -6.986   0.000     4.999   0.000
73.798   0.000
      PV1  -6.422   0.000     4.670   0.000
63.053   0.000
      PV2  -6.852   0.000     4.849   0.000
70.460   0.000
      PV3  -6.777   0.000     4.741   0.000
68.404   0.000
      PV4  -6.396   0.000     4.373   0.000
60.031   0.000
      PI1  -7.589   0.000     5.329   0.000
85.990   0.000
      PI2  -7.357   0.000     5.224   0.000
81.413   0.000
      PI3  -7.381   0.000     5.231   0.000
81.852   0.000
      PI4  -7.315   0.000     5.150   0.000
80.026   0.000

 Relative Multivariate Kurtosis = 1.090

 Test of Multivariate Normality for Continuous
Variables

             Skewness                      Kurtosis
Skewness and Kurtosis

      Value  Z-Score P-Value     Value  Z-Score P-
Value      Chi-Square P-Value
     ------  ------- -------   -------  ------- --
-----      ---------- -------
     27.950   12.471   0.000   155.863    4.162
0.000         172.857   0.000

 Histograms for Continuous Variables

      BI1
 Frequency Percentage Lower Class Limit
     2         1.3        1.000        □
     0         0.0        1.400
     4         2.7        1.800        □□
     0         0.0        2.200
```

3	2.0	2.600
0	0.0	3.000
0	0.0	3.400
73	48.7	3.800
0	0.0	4.200
68	45.3	4.600

BI2

Frequency	Percentage	Lower Class Limit
3	2.0	1.000
0	0.0	1.400
3	2.0	1.800
0	0.0	2.200
0	0.0	2.600
1	0.7	3.000
0	0.0	3.400
70	46.7	3.800
0	0.0	4.200
73	48.7	4.600

BI3

Frequency	Percentage	Lower Class Limit
2	1.3	1.000
0	0.0	1.400
4	2.7	1.800
0	0.0	2.200
0	0.0	2.600
2	1.3	3.000
0	0.0	3.400
64	42.7	3.800
0	0.0	4.200
78	52.0	4.600

PV1

Frequency	Percentage	Lower Class Limit
2	1.3	1.000

0	0.0	1.400	
4	2.7	1.800	□□
0	0.0	2.200	
4	2.7	2.600	□□
0	0.0	3.000	
0	0.0	3.400	
74	49.3	3.800	
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□			
0	0.0	4.200	
66	44.0	4.600	
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□			

PV2

Frequency	Percentage	Lower Class Limit	
3	2.0	1.000	□
0	0.0	1.400	
3	2.0	1.800	□
0	0.0	2.200	
5	3.3	2.600	□□
0	0.0	3.000	
0	0.0	3.400	
66	44.0	3.800	
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□			
0	0.0	4.200	
73	48.7	4.600	
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□			

PV3

Frequency	Percentage	Lower Class Limit	
3	2.0	1.000	□
0	0.0	1.400	
4	2.7	1.800	□□
0	0.0	2.200	
4	2.7	2.600	□□
0	0.0	3.000	
0	0.0	3.400	
69	46.0	3.800	
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□			
0	0.0	4.200	
70	46.7	4.600	
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□			

PV4

Frequency	Percentage	Lower Class Limit	
1	0.7	1.000	
0	0.0	1.400	
6	4.0	1.800	□□□
0	0.0	2.200	
0	0.0	2.600	
2	1.3	3.000	□
0	0.0	3.400	
67	44.7	3.800	
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□			
0	0.0	4.200	
74	49.3	4.600	
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□			

PI1

Frequency	Percentage	Lower Class Limit	
5	3.3	1.000	□□
0	0.0	1.400	
2	1.3	1.800	□
0	0.0	2.200	
1	0.7	2.600	
0	0.0	3.000	
0	0.0	3.400	
66	44.0	3.800	
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□			
0	0.0	4.200	
76	50.7	4.600	
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□			

PI2

Frequency	Percentage	Lower Class Limit	
4	2.7	1.000	□□
0	0.0	1.400	
3	2.0	1.800	□
0	0.0	2.200	
1	0.7	2.600	
0	0.0	3.000	
0	0.0	3.400	
69	46.0	3.800	
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□			
0	0.0	4.200	

73	48.7	4.600	

PI3

Frequency	Percentage	Lower Class Limit	
4	2.7	1.000	
0	0.0	1.400	
3	2.0	1.800	
0	0.0	2.200	
1	0.7	2.600	
0	0.0	3.000	
0	0.0	3.400	
68	45.3	3.800	
0	0.0	4.200	
74	49.3	4.600	

PI4

Frequency	Percentage	Lower Class Limit	
3	2.0	1.000	
0	0.0	1.400	
4	2.7	1.800	
0	0.0	2.200	
0	0.0	2.600	
1	0.7	3.000	
0	0.0	3.400	
63	42.0	3.800	
0	0.0	4.200	
79	52.7	4.600	

Covariance Matrix

	BI1	BI2	BI3	PV1	PV2	PV3
BI1	0.588					

```
      BI2       0.346       0.613
      BI3       0.355       0.345       0.593
      PV1       0.300       0.334       0.317
0.595
      PV2       0.275       0.361       0.303
0.296       0.660
      PV3       0.371       0.392       0.381
0.338       0.333       0.678
      PV4       0.299       0.365       0.365
0.294       0.348       0.399
      PI1       0.349       0.408       0.375
0.316       0.337       0.407
      PI2       0.360       0.426       0.367
0.394       0.375       0.372
      PI3       0.351       0.336       0.418
0.345       0.306       0.443
      PI4       0.384       0.422       0.368
0.332       0.386       0.437
```

Covariance Matrix

```
                PV4         PI1         PI2
PI3         PI4
          --------    --------    --------    -----
---    --------
      PV4       0.586
      PI1       0.394       0.732
      PI2       0.359       0.496       0.688
      PI3       0.423       0.466       0.431
0.690
      PI4       0.401       0.451       0.470
0.407       0.659
```

Means

```
                BI1         BI2         BI3
PV1         PV2         PV3
          --------    --------    --------    -----
---    --------    --------
               4.340       4.380       4.413
4.320       4.353       4.327
```

Means

PV4	PI1	PI2	PI3	PI4
4.380	4.373	4.360	4.367	4.407

Standard Deviations

BI1	BI2	BI3	PV1	PV2	PV3
0.767	0.783	0.770	0.771	0.812	0.823

Standard Deviations

PV4	PI1	PI2	PI3	PI4
0.766	0.856	0.830	0.831	0.812

The Problem used 16408 Bytes (= 0.0% of available workspace)

DATE: 2/16/2015
TIME: 1:09

L I S R E L 8.70

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file F:\IVAN\DATA1.spl:

```
 SKRIPSI
 OBSERVED VARIABLES BI1 BI2 BI3 PV1 PV2 PV3 PV4 PI1 PI2 PI3 PI4
 COVARIANCE MATRIX FROM FILE F:\IVAN\DATA1.COV
 LATENT VARIABLES BI PV PI
 SAMPLE SIZE 150
 RELATIONSHIPS
```

```
 BI1=1*BI
 BI2-BI3=BI
 PV1=1*PV
 PV2-PV4=PV
 PI1=1*PI
 PI2-PI4=PI
 PV=BI
 PI=PV
 OPTIONS: SC EF
 PATH DIAGRAM
 END OF PROGRAM

 Sample Size =   150

 SKRIPSI

         Covariance Matrix

                  PV1         PV2         PV3
PV4         PI1         PI2
           --------    --------    --------    -----
---    --------    --------
      PV1         0.59
      PV2         0.30        0.66
      PV3         0.34        0.33        0.68
      PV4         0.29        0.35        0.40
0.59
      PI1         0.32        0.34        0.41
0.39        0.73
      PI2         0.39        0.38        0.37
0.36        0.50        0.69
      PI3         0.34        0.31        0.44
0.42        0.47        0.43
      PI4         0.33        0.39        0.44
0.40        0.45        0.47
      BI1         0.30        0.28        0.37
0.30        0.35        0.36
      BI2         0.33        0.36        0.39
0.36        0.41        0.43
      BI3         0.32        0.30        0.38
0.37        0.37        0.37
```

Covariance Matrix

	PI3	PI4	BI1	BI2	BI3
PI3	0.69				
PI4	0.41	0.66			
BI1	0.35	0.38	0.59		
BI2	0.34	0.42	0.35	0.61	
BI3	0.42	0.37	0.36	0.35	0.59

SKRIPSI

Number of Iterations = 7

LISREL Estimates (Maximum Likelihood)

Measurement Equations

PV1 = 1.00*PV, Errorvar.= 0.31 , R^2 = 0.47
(0.039)
8.05

PV2 = 1.03*PV, Errorvar.= 0.36 , R^2 = 0.45
(0.13) (0.045)
7.67 8.10

PV3 = 1.21*PV, Errorvar.= 0.26 , R^2 = 0.61
(0.14) (0.035)
8.83 7.61

PV4 = 1.13*PV, Errorvar.= 0.23 , R^2 = 0.61
(0.13) (0.030)
8.85 7.60

PI1 = 1.00*PI, Errorvar.= 0.27 , R^2 = 0.63
(0.036)
7.43

PI2 = 1.00*PI, Errorvar.= 0.22 , R^2 = 0.67
(0.089) (0.031)
11.27 7.18

PI3 = 0.96*PI, Errorvar.= 0.27 , R^2 = 0.62
(0.090) (0.035)
10.60 7.53

PI4 = 0.99*PI, Errorvar.= 0.20 , R^2 = 0.69
(0.086) (0.029)
11.50 7.03

BI1 = 1.00*BI, Errorvar.= 0.28 , R^2 = 0.53
(0.036)
7.69

BI2 = 1.11*BI, Errorvar.= 0.23 , R^2 = 0.62
(0.12) (0.032)
9.52 7.14

BI3 = 1.06*BI, Errorvar.= 0.24 , R^2 = 0.59
(0.11) (0.033)
9.26 7.37

Structural Equations

PV = 0.94*BI, Errorvar.= 0.0037, R^2 = 0.99
(0.12) (0.013)
7.94 0.29

PI = 1.24*PV, Errorvar.= 0.030 , R^2 = 0.93
(0.14) (0.018)
8.73 1.73

Reduced Form Equations

PV = 0.94*BI, Errorvar.= 0.0037, R^2 = 0.99
(0.12)
7.94

PI = 1.17*BI, Errorvar.= 0.036, R^2 = 0.92
(0.13)
8.92

Variances of Independent Variables

BI
0.31
(0.06)
5.00

Covariance Matrix of Latent Variables

	PV	PI	BI
PV	0.28		
PI	0.35	0.46	
BI	0.29	0.37	0.31

Goodness of Fit Statistics

Degrees of Freedom = 42
Minimum Fit Function Chi-Square = 66.43 (P = 0.0095)
Normal Theory Weighted Least Squares Chi-Square = 68.03 (P = 0.0067)

Estimated Non-centrality Parameter (NCP) = 26.03
90 Percent Confidence Interval for NCP = (7.33 ; 52.63)

Minimum Fit Function Value = 0.45
Population Discrepancy Function Value (F0) = 0.17
90 Percent Confidence Interval for F0 = (0.049 ; 0.35)
Root Mean Square Error of Approximation (RMSEA) = 0.064
90 Percent Confidence Interval for RMSEA = (0.034 ; 0.092)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.19

Expected Cross-Validation Index (ECVI) = 0.78
90 Percent Confidence Interval for ECVI = (0.65 ; 0.96)
ECVI for Saturated Model = 0.89
ECVI for Independence Model = 18.67

Chi-Square for Independence Model with 55 Degrees of Freedom = 2759.34
Independence AIC = 2781.34
Model AIC = 116.03
Saturated AIC = 132.00
Independence CAIC = 2825.46
Model CAIC = 212.28
Saturated CAIC = 396.70

Normed Fit Index (NFI) = 0.98

Non-Normed Fit Index (NNFI) = 0.99

Parsimony Normed Fit Index (PNFI) = 0.75

Comparative Fit Index (CFI) = 0.99

Incremental Fit Index (IFI) = 0.99

Relative Fit Index (RFI) = 0.97

Critical N (CN) = 149.51

Root Mean Square Residual (RMR) = 0.022

Standardized RMR = 0.033

Goodness of Fit Index (GFI) = 0.92

Adjusted Goodness of Fit Index (AGFI) = 0.88

Parsimony Goodness of Fit Index (PGFI) = 0.59

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
BI2	PI3	9.9	-0.07

SKRIPSI

Standardized Solution

LAMBDA-Y

	PV	PI
PV1	0.53	- -
PV2	0.55	- -
PV3	0.64	- -
PV4	0.60	- -
PI1	- -	0.68
PI2	- -	0.68
PI3	- -	0.65
PI4	- -	0.68

LAMBDA-X

	BI
BI1	0.56
BI2	0.62
BI3	0.59

BETA

	PV	PI
PV	- -	- -
PI	0.97	- -

GAMMA

	BI
PV	0.99
PI	- -

Correlation Matrix of ETA and KSI

	PV	PI	BI
PV	1.00		
PI	0.97	1.00	
BI	0.99	0.96	1.00

PSI

Note: This matrix is diagonal.

	PV	PI
	0.01	0.07

Regression Matrix ETA on KSI (Standardized)

	BI
PV	0.99
PI	0.96

SKRIPSI

Completely Standardized Solution

LAMBDA-Y

	PV	PI
PV1	0.69	- -
PV2	0.67	- -
PV3	0.78	- -
PV4	0.78	- -
PI1	- -	0.80
PI2	- -	0.82
PI3	- -	0.78
PI4	- -	0.83

LAMBDA-X

	BI
BI1	0.73
BI2	0.79
BI3	0.77

BETA

	PV	PI

PV	- -	- -
PI	0.97	- -

GAMMA

	BI
PV	0.99
PI	- -

Correlation Matrix of ETA and KSI

	PV	PI	BI
PV	1.00		
PI	0.97	1.00	
BI	0.99	0.96	1.00

PSI

Note: This matrix is diagonal.

PV	PI
0.01	0.07

THETA-EPS

PV1	PV2	PV3	PV4	PI1	PI2
0.53	0.55	0.39	0.39	0.37	0.33

THETA-EPS

PI3	PI4
0.38	0.31

THETA-DELTA

BI1	BI2	BI3
0.47	0.38	0.41

Regression Matrix ETA on KSI (Standardized)

	BI
PV	0.99
PI	0.96

SKRIPSI

Total and Indirect Effects

Total Effects of KSI on ETA

	BI
PV	0.94
	(0.12)
	7.94
PI	1.17
	(0.13)
	8.92

Indirect Effects of KSI on ETA

	BI
PV	- -
PI	1.17
	(0.13)
	8.92

Total Effects of ETA on ETA

	PV	PI
PV	- -	- -
PI	1.24	- -
	(0.14)	
	8.73	

Largest Eigenvalue of B*B' (Stability Index) is 1.545

Total Effects of ETA on Y

	PV	PI
PV1	1.00	- -
PV2	1.03	- -
	(0.13)	
	7.67	
PV3	1.21	- -
	(0.14)	
	8.83	
PV4	1.13	- -
	(0.13)	
	8.85	
PI1	1.24	1.00
	(0.14)	
	8.73	
PI2	1.24	1.00
	(0.14)	(0.09)
	8.96	11.27

PI3	1.19	0.96
	(0.14)	(0.09)
	8.61	10.60
PI4	1.23	0.99
	(0.14)	(0.09)
	9.08	11.50

Indirect Effects of ETA on Y

	PV	PI
PV1	- -	- -
PV2	- -	- -
PV3	- -	- -
PV4	- -	- -
PI1	1.24	- -
	(0.14)	
	8.73	
PI2	1.24	- -
	(0.14)	
	8.96	
PI3	1.19	- -
	(0.14)	
	8.61	
PI4	1.23	- -
	(0.14)	
	9.08	

Total Effects of KSI on Y

	BI
PV1	0.94
	(0.12)
	7.94
PV2	0.97
	(0.12)
	7.76
PV3	1.14
	(0.13)
	8.97
PV4	1.07
	(0.12)
	9.00
PI1	1.17
	(0.13)
	8.92
PI2	1.17
	(0.13)
	9.17
PI3	1.12
	(0.13)
	8.79
PI4	1.16
	(0.13)
	9.30

SKRIPSI

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	BI
PV	0.99
PI	0.96

Standardized Indirect Effects of KSI on ETA

	BI
PV	- -
PI	0.96

Standardized Total Effects of ETA on ETA

	PV	PI
PV	- -	- -
PI	0.97	- -

Standardized Total Effects of ETA on Y

	PV	PI
PV1	0.53	- -
PV2	0.55	- -
PV3	0.64	- -
PV4	0.60	- -
PI1	0.66	0.68
PI2	0.66	0.68
PI3	0.63	0.65
PI4	0.65	0.68

Completely Standardized Total Effects of ETA on Y

	PV	PI
PV1	0.69	- -
PV2	0.67	- -
PV3	0.78	- -
PV4	0.78	- -
PI1	0.77	0.80
PI2	0.79	0.82
PI3	0.76	0.78
PI4	0.81	0.83

Standardized Indirect Effects of ETA on Y

	PV	PI
PV1	- -	- -
PV2	- -	- -
PV3	- -	- -
PV4	- -	- -
PI1	0.66	- -
PI2	0.66	- -
PI3	0.63	- -
PI4	0.65	- -

Completely Standardized Indirect Effects of ETA on Y

	PV	PI
PV1	- -	- -
PV2	- -	- -
PV3	- -	- -
PV4	- -	- -
PI1	0.77	- -
PI2	0.79	- -
PI3	0.76	- -
PI4	0.81	- -

Standardized Total Effects of KSI on Y

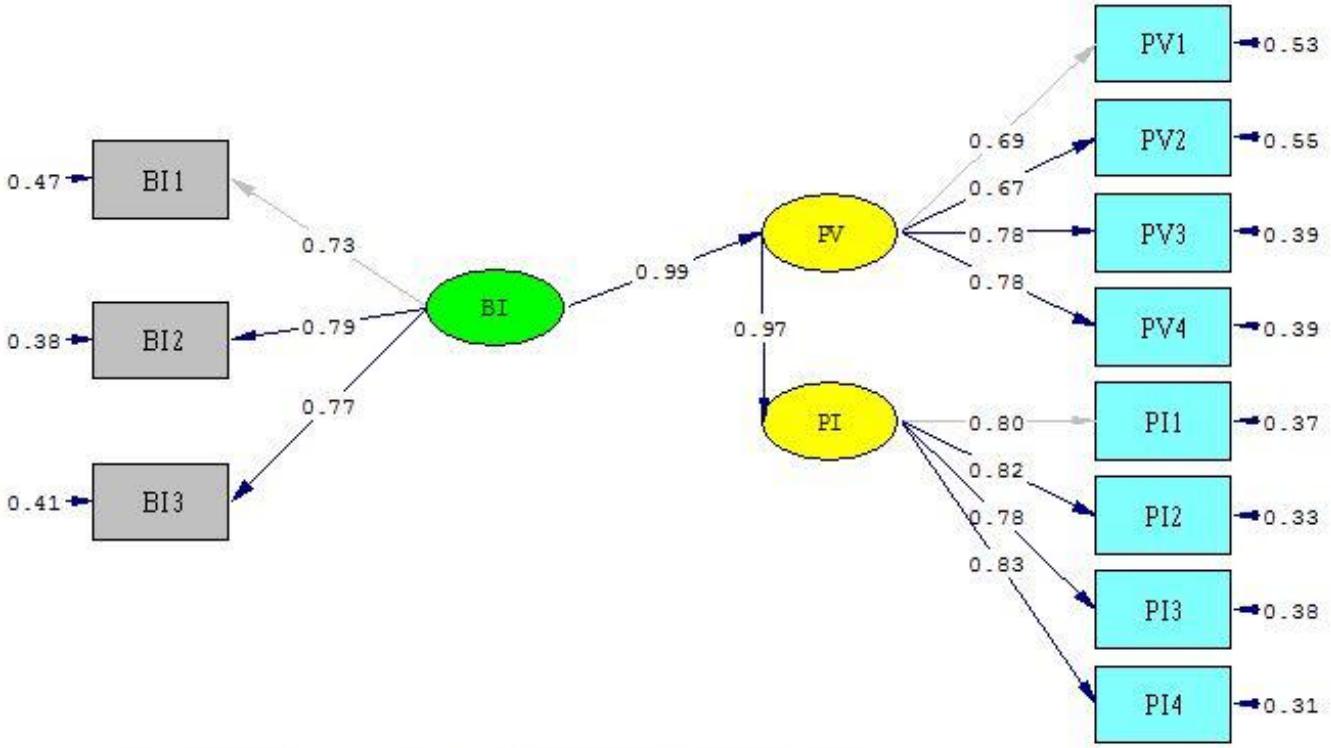
	BI

PV1	0.53
PV2	0.54
PV3	0.64
PV4	0.60
PI1	0.65
PI2	0.65
PI3	0.63
PI4	0.65

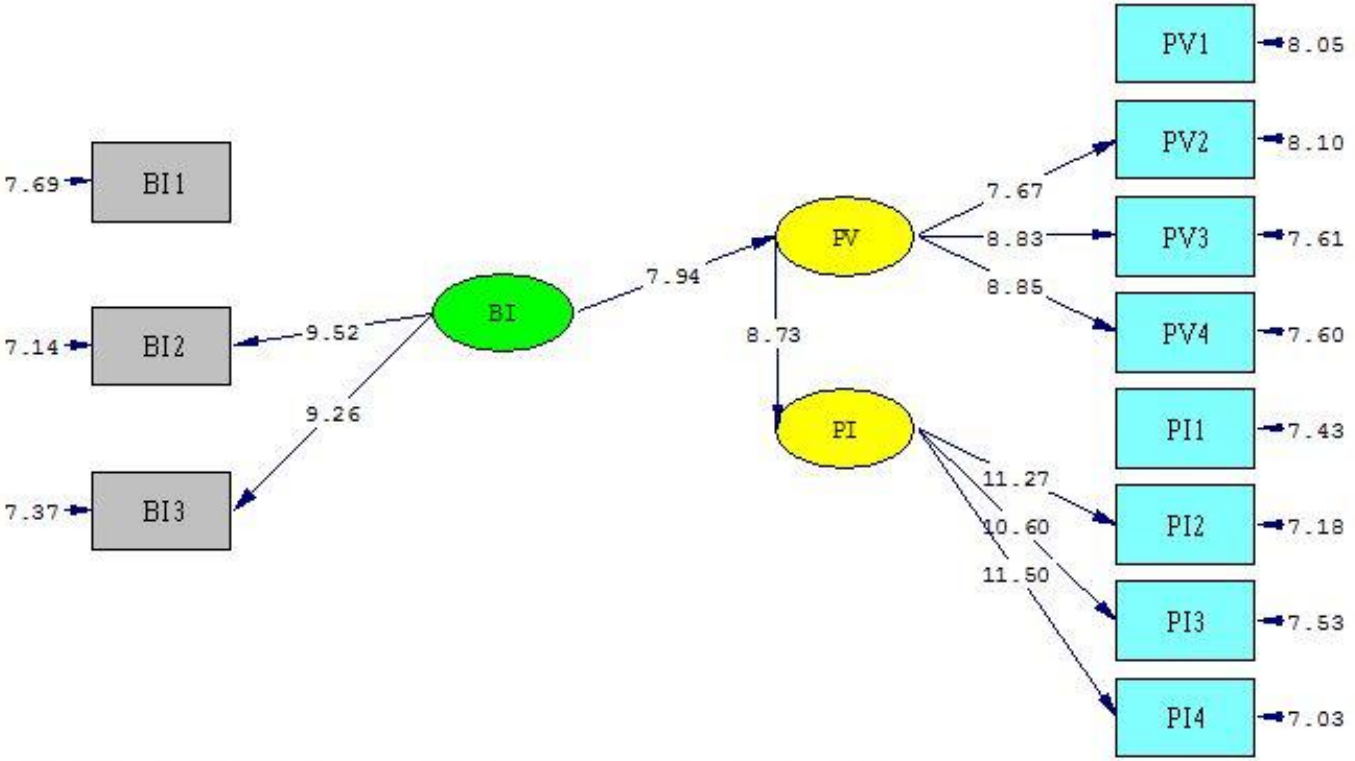
Completely Standardized Total Effects of KSI on Y

	BI
PV1	0.68
PV2	0.67
PV3	0.78
PV4	0.78
PI1	0.77
PI2	0.79
PI3	0.75
PI4	0.80

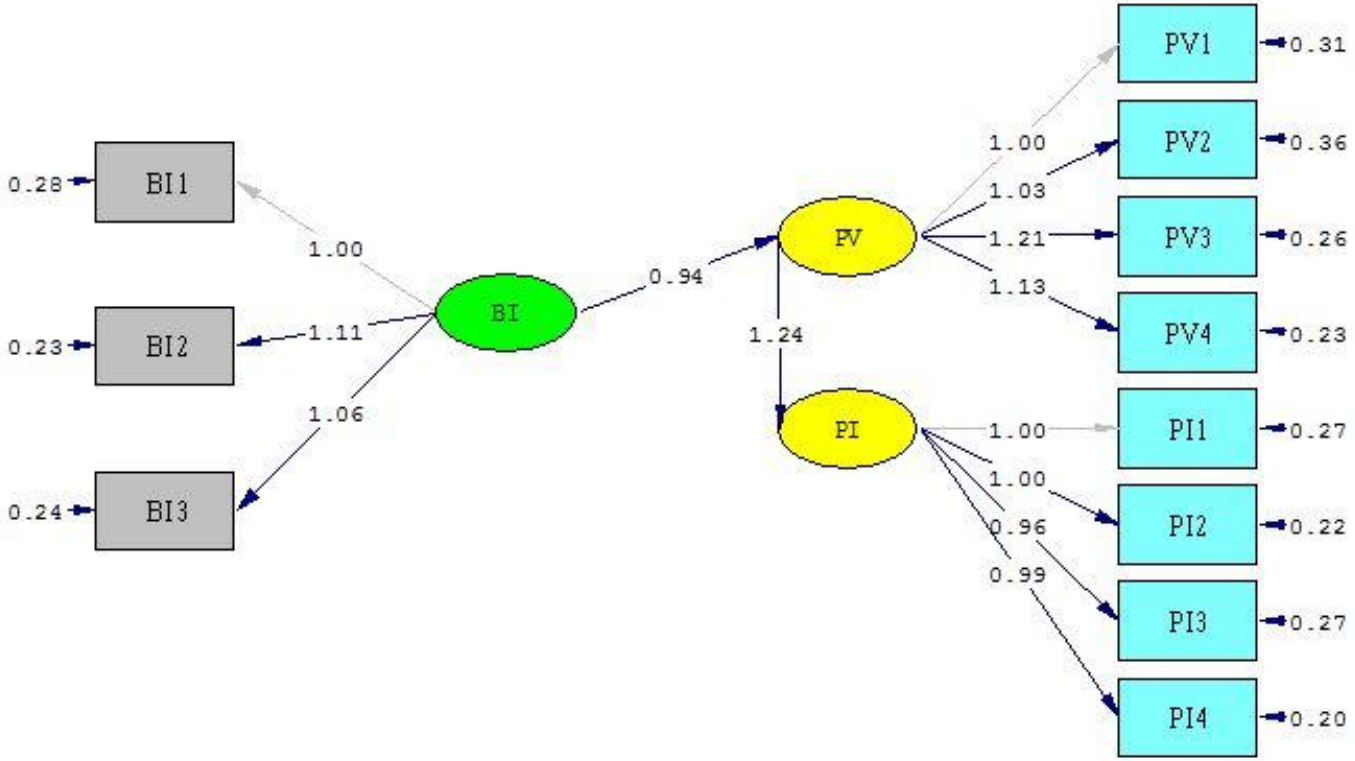
Time used: 0.031 Seconds



Chi-Square=68.03, df=42, P-value=0.00671, RMSEA=0.064



Chi-Square=68.03, df=42, P-value=0.00671, RMSEA=0.064



Chi-Square=68.03, df=42, P-value=0.00671, RMSEA=0.064