

# LAMPIRAN

## Kuesioner Penelitian

### PENGARUH *COUNTRY OF ORIGIN* DAN *BRAND IMAGE* TERHADAP MINAT BELI *SMARTPHONE* ASUS DI KOTA SEMARANG

#### Identitas Responden

1. Nama :
2. Usia :
3. Jenis Kelamin : L / P
4. Alamat :
5. No. HP :
6. Pekerjaan :
7. Pengeluaran per Bulan :
  - a. < Rp1.500.000,-
  - b. Rp1.500.001,- s.d Rp3.000.000,-
  - c. Rp3.000.001,- s.d Rp4.500.000,-
  - d. Rp4.500.001,- s.d Rp6.000.000,-
  - e. > Rp6.000.001,-
8. *Smartphone* ASUS yang digunakan :
9. Lama Penggunaan *Smartphone* ASUS :

#### Petunjuk Pengisian Kuesioner

Berikut ini terdapat sejumlah pernyataan, silahkan dibaca dan dipahami, serta isilah dengan baik setiap pernyataan tersebut dengan cara memberi tanda centang (✓) di dalam kotak pada salah satu pilihan jawaban yang tersedia, yaitu:

- |     |                       |    |                 |
|-----|-----------------------|----|-----------------|
| STS | : Sangat Tidak Setuju | S  | : Setuju        |
| TS  | : Tidak Setuju        | SS | : Sangat Setuju |
| N   | : Netral              |    |                 |

<i>Country of Origin</i>						
No.	Pertanyaan	STS	TS	N	S	SS
1.	Negara Taiwan merupakan negara yang memiliki inovasi yang baik.					
2.	Negara Taiwan mampu menghasilkan produk dengan teknologi tinggi.					
3.	Negara Taiwan mampu menghasilkan produk dengan desain yang baik.					
4.	Negara Taiwan merupakan negara yang memiliki kreativitas yang tinggi.					
5.	Negara Taiwan mampu menghasilkan produk dengan kualitas yang baik.					
6.	Negara Taiwan mampu menghasilkan produk yang memiliki prestise.					
7.	Negara Taiwan merupakan negara yang maju.					

<i>Brand Image</i>						
No.	Pertanyaan	STS	TS	N	S	SS
<b>Kekuatan Asosiasi Merek</b>						
1.	Menurut saya, ASUS smartphone selalu mengikuti perkembangan teknologi terbaru.					
2.	Menurut saya, ASUS smartphone merupakan produk yang berteknologi tinggi.					
<b>Keuntungan Asosiasi Merek</b>						
3.	Menurut saya, ASUS smartphone merupakan produk yang berinovasi.					

4.	Menurut saya, ASUS smartphone merupakan produk yang canggih.					
<b>Keunikan Asosiasi Merek</b>						
5.	Menurut saya, ASUS smartphone merupakan produk yang memiliki ciri khas.					
6.	Menurut saya, ASUS smartphone merupakan produk yang unggul.					
7.	Menurut saya, ASUS smartphone merupakan produk yang bergengsi.					

<b>Minat Beli</b>						
<b>No.</b>	<b>Pertanyaan</b>	<b>STS</b>	<b>TS</b>	<b>N</b>	<b>S</b>	<b>SS</b>
1.	Saya tertarik untuk mencari informasi mengenai produk <i>smartphone</i> ASUS					
2.	Saya ingin mengetahui produk <i>smartphone</i> ASUS					
3.	Saya tertarik untuk mencoba produk <i>smartphone</i> ASUS					
4.	Saya mempertimbangkan akan segera membeli produk <i>smartphone</i> ASUS					
5.	Saya ingin memiliki produk <i>smartphone</i> ASUS					

----- T E R I M A K A S I H -----

**Tabel Induk**

No.	COUNTRY OF ORIGIN (X1)							BRAND IMAGE (X2)							MINAT BELI (Y)				
	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5
1	3	4	3	3	4	3	4	4	3	4	4	4	3	4	3	3	4	3	4
2	2	3	2	2	3	3	4	4	4	4	4	3	3	4	3	4	3	3	4
3	3	3	3	3	3	4	4	3	3	3	3	3	3	3	3	3	3	4	4
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5	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3
6	2	2	2	2	3	3	4	5	4	4	4	4	4	3	4	3	4	3	4
7	4	4	3	4	3	3	3	4	3	4	3	3	3	3	4	3	4	3	3
8	2	3	2	3	4	2	3	3	4	4	3	4	3	4	3	3	4	2	3
9	2	3	2	2	4	3	3	2	2	3	2	3	2	3	2	2	3	3	3
10	3	2	2	3	3	3	2	3	2	3	2	3	2	3	2	2	3	3	2
11	3	4	3	4	3	4	3	3	3	4	3	3	2	3	4	4	3	4	3
12	3	2	3	2	3	3	3	3	3	3	2	3	2	3	3	3	3	3	3
13	2	3	2	3	2	3	2	1	1	2	2	2	2	3	2	2	3	3	2
14	4	5	4	4	4	4	4	5	4	5	5	5	4	5	4	5	5	4	4
15	2	3	2	3	3	3	3	3	3	3	2	3	2	3	3	3	3	3	3
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43	4	4	4	3	3	5	4	4	4	4	3	4	3	4	4	3	4	5
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48	2	4	2	3	3	2	3	4	3	4	3	3	3	4	3	3	4	2
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76	4	5	4	4	3	5	4	4	4	4	5	4	4	4	4	4	3	5
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81	5	4	5	4	5	4	5	4	5	5	4	4	4	5	4	4	5	4
82	3	3	3	4	4	3	4	3	4	4	4	4	3	4	4	3	4	3
83	4	4	4	5	4	4	4	4	4	5	4	5	3	5	5	4	4	4
84	2	4	3	3	3	3	4	4	4	4	5	3	4	3	4	4	3	3

85	3	4	3	4	3	4	3	3	2	3	3	4	3	3	3	3	3	4	3
86	3	3	2	3	3	3	3	3	3	4	3	2	2	3	3	3	4	3	3
87	3	3	3	4	4	4	3	3	4	4	4	4	3	4	3	3	4	4	3
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95	3	4	3	3	3	3	3	3	3	4	3	3	2	4	4	4	4	3	3
96	3	3	3	3	3	4	3	3	3	4	4	4	3	4	4	4	3	4	3
97	3	3	3	4	4	3	4	4	4	3	3	4	3	5	4	4	4	3	4
98	2	2	3	3	3	2	3	2	3	4	3	3	3	4	3	3	3	2	3
99	1	2	2	3	3	3	3	3	3	4	3	3	3	4	4	3	3	3	3
100	2	2	2	3	3	4	3	3	2	4	4	4	4	4	3	4	4	4	3

**Tabel t**

**Level Signifikasi 5%**

<b>df</b>	<b>Tabel t one tail</b>	<b>Tabel t two tails</b>	<b>df</b>	<b>Tabel t one tail</b>	<b>Tabel t two tails</b>
1	6.3188	12.7062	61	1.6702	1.9996
2	2.9200	4.3027	62	1.6698	1.9990
3	2.3534	3.1824	63	1.6694	1.9983
4	2.1318	2.7764	64	1.6690	1.9977
5	2.0150	2.5706	65	1.6686	1.9971
6	1.9432	2.4469	66	1.6683	1.9966
7	1.8946	2.3646	67	1.6679	1.9960
8	1.8595	2.3060	68	1.6676	1.9955
9	1.8331	2.2622	69	1.6672	1.9949
10	1.8125	2.2281	70	1.6669	1.9944
11	1.7959	2.2010	71	1.6666	1.9939
12	1.7823	2.1788	72	1.6663	1.9935
13	1.7709	2.1604	73	1.6660	1.9930
14	1.7613	2.1448	74	1.6657	1.9925
15	1.7531	2.1314	75	1.6654	1.9921
16	1.7459	2.1199	76	1.6652	1.9917
17	1.7396	2.1098	77	1.6649	1.9913
18	1.7341	2.1009	78	1.6646	1.9908
19	1.7291	2.0930	79	1.6644	1.9905
20	1.7247	2.0860	80	1.6641	1.9901
21	1.7207	2.0796	81	1.6639	1.9897
22	1.7171	2.0739	82	1.6636	1.9893
23	1.7139	2.0687	83	1.6634	1.9890
24	1.7109	2.0639	84	1.6632	1.9886
25	1.7081	2.0595	85	1.6630	1.9883
26	1.7056	2.0555	86	1.6628	1.9879
27	1.7033	2.0518	87	1.6626	1.9876
28	1.7011	2.0484	88	1.6624	1.9873
29	1.6991	2.0452	89	1.6622	1.9870
30	1.6973	2.0423	90	1.6620	1.9867
31	1.6955	2.0395	91	1.6618	1.9864
32	1.6939	2.0369	92	1.6616	1.9861
33	1.6924	2.0345	93	1.6614	1.9858
34	1.6909	2.0322	94	1.6612	1.9855
35	1.6896	2.0301	95	1.6611	1.9853
36	1.6883	2.0281	96	1.6609	1.9850
37	1.6871	2.0262	97	1.6607	1.9847
38	1.6860	2.0244	98	1.6606	1.9845
39	1.6849	2.0227	99	1.6604	1.9842
40	1.6839	2.0211	100	1.6602	1.9840
41	1.6829	2.0195	101	1.6601	1.9837
42	1.6820	2.0181	102	1.6599	1.9835
43	1.6811	2.0167	103	1.6598	1.9833
44	1.6802	2.0154	104	1.6596	1.9830
45	1.6794	2.0141	105	1.6595	1.9828
46	1.6787	2.0129	106	1.6594	1.9826



<b>47</b>	1.6779	2.0117	<b>107</b>	1.6592	1.9824
<b>48</b>	1.6772	2.0106	<b>108</b>	1.6591	1.9822
<b>49</b>	1.6766	2.0096	<b>109</b>	1.6590	1.9820
<b>50</b>	1.6759	2.0086	<b>110</b>	1.6588	1.9818
<b>51</b>	1.6753	2.0076	<b>111</b>	1.6587	1.9816
<b>52</b>	1.6747	2.0066	<b>112</b>	1.6586	1.9814
<b>53</b>	1.6741	2.0057	<b>113</b>	1.6585	1.9812
<b>54</b>	1.6736	2.0049	<b>114</b>	1.6583	1.9810
<b>55</b>	1.6730	2.0040	<b>115</b>	1.6582	1.9808
<b>56</b>	1.6725	2.0032	<b>116</b>	1.6581	1.9806
<b>57</b>	1.6720	2.0025	<b>117</b>	1.6580	1.9804
<b>58</b>	1.6716	2.0017	<b>118</b>	1.6579	1.9803
<b>59</b>	1.6711	2.0010	<b>119</b>	1.6578	1.9801
<b>60</b>	1.6706	2.0003	<b>120</b>	1.6577	1.9799

*Sumber: Imam Ghozali:2007*

**Tabel F**  
**Level Signifikasi 5%**

df1						df1					
df2	1	2	3	4	5	df2	1	2	3	4	5
1	161,448	199,500	215,707	224,583	230,162	61	3,998	3,148	2,755	2,523	2,366
2	18,513	19,000	19,164	19,247	19,296	62	3,996	3,145	2,753	2,520	2,363
3	10,128	9,552	9,277	9,117	9,013	63	3,993	3,143	2,751	2,518	2,361
4	7,709	6,944	6,591	6,388	6,256	64	3,991	3,140	2,748	2,515	2,358
5	6,608	5,786	5,409	5,192	5,050	65	3,989	3,138	2,746	2,513	2,356
6	5,987	5,143	4,757	4,534	4,387	66	3,986	3,136	2,744	2,511	2,354
7	5,591	4,737	4,347	4,120	3,972	67	3,984	3,134	2,742	2,509	2,352
8	5,318	4,459	4,066	3,838	3,687	68	3,982	3,132	2,740	2,507	2,350
9	5,117	4,256	3,863	3,633	3,482	69	3,980	3,130	2,737	2,505	2,348
10	4,965	4,103	3,708	3,478	3,326	70	3,978	3,128	2,736	2,503	2,346
11	4,844	3,982	3,587	3,357	3,204	71	3,976	3,126	2,734	2,501	2,344
12	4,747	3,885	3,490	3,259	3,106	72	3,974	3,124	2,732	2,499	2,342
13	4,667	3,806	3,411	3,179	3,025	73	3,972	3,122	2,730	2,497	2,340
14	4,600	3,739	3,344	3,112	2,958	74	3,970	3,120	2,728	2,495	2,338
15	4,543	3,682	3,287	3,056	2,901	75	3,968	3,119	2,727	2,494	2,337
16	4,494	3,634	3,239	3,007	2,852	76	3,967	3,117	2,725	2,492	2,335
17	4,451	3,592	3,197	2,965	2,810	77	3,965	3,115	2,723	2,490	2,333
18	4,414	3,555	3,160	2,928	2,773	78	3,963	3,114	2,722	2,489	2,332
19	4,381	3,522	3,127	2,895	2,740	79	3,962	3,112	2,720	2,487	2,330
20	4,351	3,493	3,098	2,866	2,711	80	3,960	3,111	2,719	2,486	2,329
21	4,325	3,467	3,072	2,840	2,685	81	3,959	3,109	2,717	2,484	2,327
22	4,301	3,443	3,049	2,817	2,661	82	3,957	3,108	2,716	2,483	2,326
23	4,279	3,422	3,028	2,796	2,640	83	3,956	3,107	2,715	2,482	2,324
24	4,260	3,403	3,009	2,776	2,621	84	3,955	3,105	2,713	2,480	2,323
25	4,242	3,385	2,991	2,759	2,603	85	3,953	3,104	2,712	2,479	2,322
26	4,225	3,369	2,975	2,743	2,587	86	3,952	3,103	2,711	2,478	2,321
27	4,210	3,354	2,960	2,728	2,572	87	3,951	3,101	2,709	2,476	2,319
28	4,196	3,340	2,947	2,714	2,558	88	3,949	3,100	2,708	2,475	2,318

df1						df1					
df2	1	2	3	4	5	df2	1	2	3	4	5
29	4,183	3,328	2,934	2,701	2,545	89	3,948	3,099	2,707	2,474	2,317
30	4,171	3,316	2,922	2,690	2,534	90	3,947	3,098	2,706	2,473	2,316
31	4,160	3,305	2,911	2,679	2,523	91	3,946	3,097	2,705	2,472	2,315
32	4,149	3,295	2,901	2,668	2,512	92	3,945	3,095	2,704	2,471	2,313
33	4,139	3,285	2,892	2,659	2,503	93	3,943	3,094	2,703	2,470	2,312
34	4,130	3,276	2,883	2,650	2,494	94	3,942	3,093	2,701	2,469	2,311
35	4,121	3,267	2,874	2,641	2,485	95	3,941	3,092	2,700	2,467	2,310
36	4,113	3,259	2,866	2,634	2,477	96	3,940	3,091	2,699	2,466	2,309
37	4,105	3,252	2,859	2,626	2,470	97	3,939	3,090	2,698	2,465	2,308
38	4,098	3,245	2,852	2,619	2,463	98	3,938	3,089	2,697	2,465	2,307
39	4,091	3,238	2,845	2,612	2,456	99	3,937	3,088	2,696	2,464	2,306
40	4,085	3,232	2,839	2,606	2,449	100	3,936	3,087	2,696	2,463	2,305
41	4,079	3,226	2,833	2,600	2,443	101	3,935	3,086	2,695	2,462	2,304
42	4,073	3,220	2,827	2,594	2,438	102	3,934	3,085	2,694	2,461	2,303
43	4,067	3,214	2,822	2,589	2,432	103	3,933	3,085	2,693	2,460	2,303
44	4,062	3,209	2,816	2,584	2,427	104	3,932	3,084	2,692	2,459	2,302
45	4,057	3,204	2,812	2,579	2,422	105	3,932	3,083	2,691	2,458	2,301
46	4,052	3,200	2,807	2,574	2,417	106	3,931	3,082	2,690	2,457	2,300
47	4,047	3,195	2,802	2,570	2,413	107	3,930	3,081	2,689	2,457	2,299
48	4,043	3,191	2,798	2,565	2,409	108	3,929	3,080	2,689	2,456	2,298
49	4,038	3,187	2,794	2,561	2,404	109	3,928	3,080	2,688	2,455	2,298
50	4,034	3,183	2,790	2,557	2,400	110	3,927	3,079	2,687	2,454	2,297
51	4,030	3,179	2,786	2,553	2,397	111	3,927	3,078	2,686	2,453	2,296
52	4,027	3,175	2,783	2,550	2,393	112	3,926	3,077	2,686	2,453	2,295
53	4,023	3,172	2,779	2,546	2,389	113	3,925	3,077	2,685	2,452	2,295
54	4,020	3,168	2,776	2,543	2,386	114	3,924	3,076	2,684	2,451	2,294
55	4,016	3,165	2,773	2,540	2,383	115	3,924	3,075	2,683	2,451	2,293
56	4,013	3,162	2,769	2,537	2,380	116	3,923	3,074	2,683	2,450	2,293
57	4,010	3,159	2,766	2,534	2,377	117	3,922	3,074	2,682	2,449	2,292
58	4,007	3,156	2,764	2,531	2,374	118	3,921	3,073	2,681	2,449	2,291
59	4,004	3,153	2,761	2,528	2,371	119	3,921	3,072	2,681	2,448	2,290

df1						df1					
df2	1	2	3	4	5	df2	1	2	3	4	5
60	4,001	3,150	2,758	2,525	2,368	120	3,920	3,072	2,680	2,447	2,290

## Hasil Perhitungan SPSS 16.0

### 1. Validitas dan Reliabilitas

#### a. Country of Origin (X1)

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	19.91	9.133	.757	.748
X1.2	19.42	10.064	.634	.774
X1.3	19.90	9.566	.750	.752
X1.4	19.82	10.634	.470	.805
X1.5	19.54	11.907	.359	.818
X1.6	19.50	11.485	.412	.811
X1.7	19.37	11.347	.481	.801

**Reliability Statistics**

Cronbach's Alpha	N of Items
.814	7

#### b. Brand Image (X2)

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	21.00	8.141	.581	.783
X2.2	21.14	8.122	.564	.787
X2.3	20.61	8.725	.556	.789
X2.4	21.13	7.831	.596	.781
X2.5	20.89	8.341	.596	.781
X2.6	21.47	8.858	.477	.801
X2.7	20.52	8.838	.495	.798

**Reliability Statistics**

Cronbach's Alpha	N of Items
.814	7

**c. Minat Beli (Y)**

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	14.02	3.091	.537	.616
Y.2	14.14	3.112	.515	.624
Y.3	13.85	3.260	.411	.665
Y.4	14.12	3.036	.391	.680
Y.5	13.99	3.040	.435	.657

**Reliability Statistics**

Cronbach's Alpha	N of Items
.697	5

**2. Uji Korelasi dan Uji Determinasi**

**a. Country of Origin (X1) terhadap Minat Beli (Y)**

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	287.439	1	287.439	176.641	.000 <sup>a</sup>
	Residual	159.471	98	1.627		
	Total	446.910	99			

a. Predictors: (Constant), TOTAL.X1

b. Dependent Variable: TOTAL.Y

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802 <sup>a</sup>	.643	.640	1.276

a. Predictors: (Constant), TOTAL.X1

**b. Brand Image (X2) terhadap Minat Beli (Y)**

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	252.383	1	252.383	127.147	.000 <sup>a</sup>
	Residual	194.527	98	1.985		
	Total	446.910	99			

a. Predictors: (Constant), TOTAL.X2

b. Dependent Variable: TOTAL.Y

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.751 <sup>a</sup>	.565	.560	1.409

a. Predictors: (Constant), TOTAL.X2

**3. Uji Regresi Sederhana dan Uji t**

**a. Country of Origin (X1) terhadap Minat Beli (Y)**

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.090	.796		8.909	.000
	TOTAL.X1	.456	.034	.802	13.291	.000

a. Dependent Variable: TOTAL.Y

**b. Brand Image (X2) terhadap Minat Beli (Y)**

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.808	1.049		5.536	.000
	TOTAL.X2	.479	.043	.751	11.276	.000

a. Dependent Variable: TOTAL.Y

**c. Persepsi Kualitas (X3) terhadap Minat Beli (Y)**

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.839	1.041		5.609	.000
	TOTAL.X3	.478	.042	.753	11.333	.000

a. Dependent Variable: TOTAL.Y

**4. Uji Regresi Berganda**

**Country of Origin (X1) dan Brand Image (X2) terhadap Minat Beli (Y)**

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	333.107	3	111.036	93.665	.000 <sup>a</sup>
	Residual	113.803	96	1.185		
	Total	446.910	99			

a. Predictors: (Constant), TOTAL.X1, TOTAL.X2

b. Dependent Variable: TOTAL.Y

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.867	.856		4.516	.000
	TOTAL.X1	.280	.042	.493	6.727	.000
	TOTAL.X2	.192	.057	.301	3.366	.001

a. Dependent Variable: TOTAL.Y



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