

Bandar Lampung, Februari 2021

Hal : **Permohonan Bantuan Pengisian Kuisisioner**

Kepada Yth :

Bapak/ Ibu

Di

Tempat

Dengan Hormat,

Bersama ini saya sampaikan bahwa saya bermaksud mengadakan penelitian pada konsumen Samsung Bandar Lampung. Penelitian ini dilaksanakan dalam rangka penulisan skripsi sebagai salah satu syarat dalam penyelesaian studi pada program Sarjana IBI Darmajaya. Konsentrasi Manajemen Pemasaran. Tentang **“PENGARUH FITUR PRODUK DAN HARGA TERHADAP *BRAND SWITCHING* PADA *SMARTPHONE SAMSUNG*”**.

Sehubungan dengan maksud di atas, saya mengharapkan bantuan saudara untuk bersedia mengisi instrument penelitian ini sesuai dengan pendapat dan pengalaman yang dimiliki. Instrumen ini dirancang sedemikian rupa sehingga tidak seorang pun dapat menelusuri sumber informasinya. Oleh karena itu saudara diharapkan dapat memberikan jawaban sesuai dengan keadaan sesungguhnya, dan jawaban tersebut tidak berpengaruh terhadap kondisi saudara.

Bantuan dan partisipasi saudara merupakan sumbangan yang sangat berharga bagi terselenggaranya penelitian ilmiah ini. Untuk itu semuanya saya ucapkan terimakasih.

Hormat Saya,

Samuel Panjaitan

NPM.1512110346

KUESIONER

Pertanyaan di bawah ini dalam rangka penelitian skripsi dengan judul :
**PENGARUH FITUR PRODUK DAN HARGA TERHADAP *BRAND SWITCHING*
PADA *SMARTPHONE* SAMSUNG**

Petunjuk pengisian :

1. Jawablah pertanyaan yang diajukan dibawah ini dengan benar dan jujur.
2. Berilah tanda () pada salah satu jawaban yang paling benar.
3. Pertanyaan / pernyataan harus dijawab semua

SS = Sangat Setuju

S = Setuju

KS = Kurang Setuju

TS = Tidak Setuju

STS = Sangat Tidak Setuju

No. Res :

IDENTITAS RESPONDEN

1. Nama Responden :

2. Tanggal :

3. Usia : 17 - 22 Tahun 28 - 33 Tahun
 23 - 27 Tahun > 33 Tahun

4. Jenis Kelamin : Laki - Laki Perempuan

5. Pekerjaan : PNS/BUMN
 Karyawan Swasta
 Wiraswasta
 Pelajar
 DLL

DAFTAR PERNYATAAN

Fitur Produk (X₁)

Pernyataan	Jawaban				
	SS	S	CS	TS	STS
	5	4	3	2	1
a. Kelengkapan aplikasi/fitur					
1. Konsumen memilih Smartphone Samsung karena fiturnya yang lengkap.					
2. Konsumen memilih Smartphone Samsung karena fiturnya yang menarik dan beragam.					
3. Smartphone Samsung memiliki fitur keamanan yang lengkap.					
b. Kesesuaian fitur dengan kebutuhan					
4. Konsumen memilih Smartphone Samsung karena fiturnya dapat melengkapi kebutuhan konsumen.					
5. Konsumen memilih Smartphone Samsung karena fitur – fiturnya dapat membantu konsumen dalam mengerjakan tugas – tugasnya.					
6. Smartphone Samsung memiliki fitur kualitas kamera yang baik yang dibutuhkan konsumen.					
c. Kemudahan dalam mengakses					
7. Konsumen memilih Smartphone Samsung karena fitur - fiturnya mudah digunakan.					
8. Smartphone Samsung dapat mengakses beberapa aplikasi dalam satu waktu dengan mudah.					
9. Fitur kamera pada Smartphone Samsung sangat mudah untuk digunakan					
d. Jenis aplikasi dalam smartphone					
10. Konsumen memilih Smartphone Samsung karena memiliki fitur yang tidak dimiliki oleh merek lain					
11. Konsumen memilih Smartphone Samsung karena memiliki aplikasi yang canggih.					
12. Smartphone Samsung memiliki aplikasi Samsung pay yang dapat digunakan untuk membeli aplikasi yang ada dengan mudah.					

Harga (X₂)

Pernyataan	Jawaban				
	SS	S	CS	TS	STS
	5	4	3	2	1
a. Keterjangkauan harga					
1. Smartphone Samsung memiliki harga yang terjangkau untuk konsumen.					
2. Smartphone Samsung memiliki harga yang bervariasi sesuai dengan tipe produknya.					
3. Smartphone Samsung memiliki harga yang sesuai dengan kemampuan konsumen.					
b. Kesesuaian harga dengan kualitas produk					
4. Smartphone Samsung memiliki harga yang sesuai dengan kualitas produknya.					
5. Smartphone Samsung memiliki harga yang sesuai dengan hasil yang diharapkan.					
6. Smartphone Samsung memiliki harga yang sesuai dengan kinerja produknya					
c. Daya saing harga					
7. Smartphone Samsung memiliki harga yang dapat bersaing dengan merek lain.					
8. Smartphone Samsung memiliki harga yang lebih ekonomis dibandingkan dengan merek yang lain.					
9. Smartphone Samsung memiliki daya saing harga yang sesuai dengan kelasnya.					
d. Kesesuaian harga dengan manfaat					
10. Smartphone Samsung memiliki harga yang sesuai dengan manfaat yang dirasakan oleh konsumen.					
11. Harga Smartphone Samsung memiliki manfaat yang baik jika dibandingkan dengan merek lain.					
12. Smartphone Samsung memiliki informasi harga yang sesuai dengan yang diberikan.					

Brand Switching (Y)

Pernyataan	Jawaban				
	SS	S	CS	TS	STS
	5	4	3	2	1
a. Keinginan kuat berpindah ke merek lain					
1. Konsumen memiliki keinginan untuk berpindah ke merek Smartphone yang lain.					
2. Konsumen memiliki keinginan berpindah ke merek lain karena harga yang lebih murah.					
b. Tidak bersedia menggunakan layanan					
3. Konsumen sudah tidak menginginkan menggunakan layanan yang ada pada Smartphone Samsung.					
4. Konsumen sudah tidak tertarik pada layanan yang diberikan oleh Smartphone Samsung					
c. Kecendrungan mempercepat penghentian merek					
5. Konsumen ingin segera berhenti menggunakan Smartphone Samsung					
6. Konsumen sudah berencana untuk membeli Smartphone merek yang lain.					
d. Lebih memilih merek lain					
7. Konsumen lebih tertarik menggunakan Smartphone merek lain.					
8. Smartphone merek lain memiliki kualitas kamera yang lebih jernih.					
e. Keinginan mencari variasi					
9. Konsumen berpindah ke merek lain karena ingin mencari variasi yang baru					
10. Konsumen merasa perlu mencari variasi yang baru.					
f. Ketidakpuasan pasca konsumsi					
11. Konsumen merasa tidak puas dengan kualitas kamera pada Smartphone Samsung.					
12. Konsumen merasa tidak puas dengan kapasitas penyimpanan pada Smartphone Samsung di kelas yang sama dengan merek lain.					

LAMPIRAN SPSS

1. Karakteristik Responden

Jenis_Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Laki-laki	55	55.0	55.0	55.0
Valid Perempuan	45	45.0	45.0	100.0
Total	100	100.0	100.0	

USIA

	Frequency	Percent	Valid Percent	Cumulative Percent
17 - 22 Tahun	15	15.0	15.0	15.0
23 - 27 Tahun	37	37.0	37.0	52.0
Valid 28 - 33 Tahun	30	30.0	30.0	82.0
>33 Tahun	18	18.0	18.0	100.0
Total	100	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
PNS/BUMN	18	18.0	18.0	18.0
Karyawan swasta	47	47.0	47.0	65.0
Wiraswasta	15	15.0	15.0	80.0
Valid Pelajar	9	9.0	9.0	89.0
Lainnya (Ibu Rumah Tangga)	11	11.0	11.0	100.0
Total	100	100.0	100.0	

2. Jawaban Responden

- Fitur Produk (X1)

FP1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	27	27.0	27.0	31.0
Valid 4	47	47.0	47.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

FP2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	4	4.0	4.0	5.0
Valid 3	33	33.0	33.0	38.0
4	38	38.0	38.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

FP3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	3	3.0	3.0	5.0
Valid 3	29	29.0	29.0	34.0
4	50	50.0	50.0	84.0
5	16	16.0	16.0	100.0
Total	100	100.0	100.0	

FP4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	2	2.0	2.0	4.0
3	25	25.0	25.0	29.0
4	49	49.0	49.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

FP5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	5.0	5.0	5.0
3	34	34.0	34.0	39.0
4	46	46.0	46.0	85.0
5	15	15.0	15.0	100.0
Total	100	100.0	100.0	

FP6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2.0	2.0	2.0
3	24	24.0	24.0	26.0
4	52	52.0	52.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

FP7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4.0	4.0	4.0
2	4	4.0	4.0	8.0
3	42	42.0	42.0	50.0
4	39	39.0	39.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

FP8

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	5.0
3	29	29.0	29.0	34.0
Valid 4	53	53.0	53.0	87.0
5	13	13.0	13.0	100.0
Total	100	100.0	100.0	

FP9

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6.0	6.0	6.0
3	27	27.0	27.0	33.0
Valid 4	40	40.0	40.0	73.0
5	27	27.0	27.0	100.0
Total	100	100.0	100.0	

FP10

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	11	11.0	11.0	14.0
Valid 3	36	36.0	36.0	50.0
4	31	31.0	31.0	81.0
5	19	19.0	19.0	100.0
Total	100	100.0	100.0	

FP11

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	10	10.0	10.0	13.0
Valid 3	28	28.0	28.0	41.0
4	39	39.0	39.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

FP12

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	38	38.0	38.0	38.0
4	49	49.0	49.0	87.0
5	13	13.0	13.0	100.0
Total	100	100.0	100.0	

- Harga (X2)

H1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	4.0	4.0	4.0
3	31	31.0	31.0	35.0
4	48	48.0	48.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

H2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	6.0	6.0	6.0
3	21	21.0	21.0	27.0
4	42	42.0	42.0	69.0
5	31	31.0	31.0	100.0
Total	100	100.0	100.0	

H3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.0	1.0	1.0
3	22	22.0	22.0	23.0
4	43	43.0	43.0	66.0
5	34	34.0	34.0	100.0
Total	100	100.0	100.0	

H4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	4	4.0	4.0	6.0
3	19	19.0	19.0	25.0
4	45	45.0	45.0	70.0
5	30	30.0	30.0	100.0
Total	100	100.0	100.0	

H5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	2	2.0	2.0	3.0
3	27	27.0	27.0	30.0
4	45	45.0	45.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

H6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	8	8.0	8.0	8.0
3	28	28.0	28.0	36.0
4	40	40.0	40.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

H7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	5.0	5.0	5.0
2	13	13.0	13.0	18.0
3	34	34.0	34.0	52.0
4	37	37.0	37.0	89.0

5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

H8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	6	6.0	6.0	8.0
Valid 3	33	33.0	33.0	41.0
4	40	40.0	40.0	81.0
5	19	19.0	19.0	100.0
Total	100	100.0	100.0	

H9

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	10	10.0	10.0	11.0
Valid 3	29	29.0	29.0	40.0
4	44	44.0	44.0	84.0
5	16	16.0	16.0	100.0
Total	100	100.0	100.0	

H10

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	17	17.0	17.0	20.0
Valid 3	35	35.0	35.0	55.0
4	31	31.0	31.0	86.0
5	14	14.0	14.0	100.0
Total	100	100.0	100.0	

H11

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4.0	4.0	4.0
Valid 2	8	8.0	8.0	12.0
3	24	24.0	24.0	36.0
4	47	47.0	47.0	83.0

5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

H12

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	31	31.0	31.0	35.0
Valid 4	41	41.0	41.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

- Brand Swiching (Y)

BS1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	10	10.0	10.0	13.0
Valid 3	20	20.0	20.0	33.0
4	39	39.0	39.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

BS2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	7	7.0	7.0	7.0
3	25	25.0	25.0	32.0
Valid 4	42	42.0	42.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

BS3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	12	12.0	12.0	12.0
Valid 3	34	34.0	34.0	46.0
4	36	36.0	36.0	82.0

5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

BS4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	7	7.0	7.0	8.0
3	37	37.0	37.0	45.0
4	41	41.0	41.0	86.0
5	14	14.0	14.0	100.0
Total	100	100.0	100.0	

BS5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	8	8.0	8.0	11.0
3	46	46.0	46.0	57.0
4	28	28.0	28.0	85.0
5	15	15.0	15.0	100.0
Total	100	100.0	100.0	

BS6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	12	12.0	12.0	13.0
3	40	40.0	40.0	53.0
4	30	30.0	30.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

BS7

	Frequency	Percent	Valid Percent	Cumulative Percent
2	9	9.0	9.0	9.0
3	43	43.0	43.0	52.0
4	34	34.0	34.0	86.0
5	14	14.0	14.0	100.0

Total	100	100.0	100.0
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BS8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4.0	4.0	4.0
2	20	20.0	20.0	24.0
3	37	37.0	37.0	61.0
4	36	36.0	36.0	97.0
5	3	3.0	3.0	100.0
Total	100	100.0	100.0	

BS9

	Frequency	Percent	Valid Percent	Cumulative Percent
2	14	14.0	14.0	14.0
3	49	49.0	49.0	63.0
4	35	35.0	35.0	98.0
5	2	2.0	2.0	100.0
Total	100	100.0	100.0	

BS10

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	5	5.0	5.0	6.0
3	27	27.0	27.0	33.0
4	49	49.0	49.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

BS11

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	24	24.0	24.0	28.0
4	42	42.0	42.0	70.0
5	30	30.0	30.0	100.0

Total	100	100.0	100.0
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BS12

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	2	2.0	2.0	3.0
3	22	22.0	22.0	25.0
4	39	39.0	39.0	64.0
5	36	36.0	36.0	100.0
Total	100	100.0	100.0	

3. Uji Validitas

- Fitur produk (X1)

Correlations

		FP1	FP2	FP3	FP4	FP5	FP6	FP7	FP8	FP9	FP10	FP11	FP12	Fitur
FP1	Pearson Correlation	1	.470**	.475**	.054	.185	.390*	-.125	.891**	.411*	.185	.168	.083	.590**
	Sig. (1-tailed)		.004	.004	.389	.163	.017	.255	.000	.012	.164	.187	.332	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
FP2	Pearson Correlation	.470**	1	.318*	.206	.527**	.379*	.248	.446**	.312*	.304	.453**	.136	.659**
	Sig. (1-tailed)	.004		.043	.138	.001	.019	.093	.007	.047	.051	.006	.236	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
FP3	Pearson Correlation	.475**	.318*	1	.218	.083	.338*	.134	.287	.444**	.255	.071	-.003	.523**
	Sig. (1-tailed)	.004	.043		.123	.332	.034	.241	.062	.007	.087	.354	.493	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
FP4	Pearson Correlation	.054	.206	.218	1	.298	.260	.481**	.046	.417*	.365*	.302	.422*	.552**
	Sig. (1-tailed)	.389	.138	.123		.055	.082	.004	.404	.011	.024	.052	.010	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
FP5	Pearson Correlation	.185	.527**	.083	.298	1	.232	.364*	.270	.370*	.446**	.903**	.231	.684**
	Sig. (1-tailed)	.163	.001	.332	.055		.108	.024	.074	.022	.007	.000	.110	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
FP6	Pearson Correlation	.390*	.379*	.338*	.260	.232	1	.333*	.304	.843**	.157	.206	.510**	.682**
	Sig. (1-tailed)	.017	.019	.034	.082	.108		.036	.051	.000	.203	.137	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
FP7	Pearson Correlation	-.125	.248	.134	.481**	.364*	.333*	1	-.060	.461**	.223	.421*	.547**	.526**
	Sig. (1-tailed)	.255	.093	.241	.004	.024	.036		.377	.005	.118	.010	.001	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
FP8	Pearson Correlation	.891**	.446**	.287	.046	.270	.304	-.060	1	.336*	.064	.235	.126	.548**
	Sig. (1-tailed)	.000	.007	.062	.404	.074	.051	.377		.035	.368	.105	.254	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
FP9	Pearson Correlation	.411*	.312*	.444**	.417*	.370*	.843*	.461**	.336*	1	.281	.408*	.414*	.793**
	Sig. (1-tailed)	.012	.047	.007	.011	.022	.000	.005	.035		.066	.013	.011	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
FP10	Pearson Correlation	.185	.304	.255	.365*	.446**	.157	.223	.064	.281	1	.386*	.133	.527**

	Sig. (1-tailed)	.164	.051	.087	.024	.007	.203	.118	.368	.066		.018	.242	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
FP1	Pearson													
	Correlation	.168	.453**	.071	.302	.903**	.206	.421*	.235	.408*	.386*	1	.199	.664**
1	Sig. (1-tailed)	.187	.006	.354	.052	.000	.137	.010	.105	.013	.018		.146	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
FP1	Pearson													
	Correlation	.083	.136	-.003	.422*	.231	.510*	.547**	.126	.414*	.133	.199	1	.493**
2	Sig. (1-tailed)	.332	.236	.493	.010	.110	.002	.001	.254	.011	.242	.146		.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
FP1	Pearson													
	Correlation	.590**	.659**	.523**	.552**	.684**	.682*	.526**	.548**	.793**	.527**	.664**	.493**	1
Fitur	Sig. (1-tailed)	.000	.000	.002	.001	.000	.000	.001	.001	.000	.001	.000	.003	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

- Harga

Correlations

		H1	H2	H3	H4	H5	H6	H7	H8	H9	H10	H11	H12	Harga
H1	Pearson													
	Correlation	1	.027	.306	.214	.354*	.309*	.383*	-.096	.081	.093	.965**	.055	.509**
	Sig. (1-tailed)		.443	.050	.129	.027	.048	.018	.307	.334	.313	.000	.386	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
H2	Pearson													
	Correlation	.027	1	.083	.079	.378*	.396*	.157	.479**	.152	.400*	.029	.902**	.652**
	Sig. (1-tailed)	.443		.331	.340	.020	.015	.204	.004	.212	.014	.440	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
H3	Pearson													
	Correlation	.306	.083	1	.359*	.255	.188	.222	.021	.197	.253	.224	.048	.461**
	Sig. (1-tailed)	.050	.331		.026	.087	.160	.119	.457	.148	.089	.117	.401	.005
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
H4	Pearson													
	Correlation	.214	.079	.359*	1	.053	.134	.184	.328*	.109	.171	.144	.060	.388*
	Sig. (1-tailed)	.129	.340	.026		.391	.240	.165	.039	.283	.183	.224	.377	.017
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
H5	Pearson													
	Correlation	.354*	.378*	.255	.053	1	.490*	.169	.174	.169	.148	.308*	.309*	.592**
	Sig. (1-tailed)	.027	.020	.087	.391		.003	.186	.179	.186	.217	.049	.048	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
H6	Pearson													
	Correlation	.309*	.396*	.188	-.134	.490**	1	.313*	.147	.305	.265	.232	.384*	.614**

BS2	Pearson Correlation	.421*	1	.269	.128	-.052	.353*	.160	.073	.972**	.298	.073	.972**	.557**
	Sig. (1-tailed)	.010		.076	.250	.392	.028	.200	.350	.000	.055	.350	.000	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
BS3	Pearson Correlation	.281	.269	1	.266	.093	.313*	.267	.472**	.244	.347*	.472**	.244	.563**
	Sig. (1-tailed)	.067	.076		.078	.312	.046	.077	.004	.097	.030	.004	.097	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
BS4	Pearson Correlation	.290	.128	.266	1	.191	.152	.331*	.174	.154	.382*	.174	.154	.391*
	Sig. (1-tailed)	.060	.250	.078		.156	.211	.037	.178	.208	.019	.178	.208	.016
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
BS5	Pearson Correlation	.352*	-.052	.093	.191	1	.231	.324*	.526**	-.056	-.130	.526**	-.056	.455**
	Sig. (1-tailed)	.028	.392	.312	.156		.110	.040	.001	.384	.247	.001	.384	.006
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
BS6	Pearson Correlation	.703**	.353*	.313*	.152	.231	1	.573**	.317*	.338*	.026	.317*	.338*	.646**
	Sig. (1-tailed)	.000	.028	.046	.211	.110		.000	.044	.034	.445	.044	.034	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
BS7	Pearson Correlation	.735**	.160	.267	.331*	.324*	.573**	1	.400*	.253	.093	.400*	.253	.584**
	Sig. (1-tailed)	.000	.200	.077	.037	.040	.000		.014	.089	.313	.014	.089	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
BS8	Pearson Correlation	.374*	.073	.472**	.174	.526**	.317*	.400*	1	.083	.027	1.000**	.083	.650**
	Sig. (1-tailed)	.021	.350	.004	.178	.001	.044	.014		.331	.443	.000	.331	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
BS9	Pearson Correlation	.371*	.972**	.244	.154	-.056	.338*	.253	.083	1	.306	.083	1.000*	.562**
	Sig. (1-tailed)	.022	.000	.097	.208	.384	.034	.089	.331		.050	.331	.000	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
BS10	Pearson Correlation	-.013	.298	.347*	.382*	-.130	.026	.093	.027	.306	1	.027	.306	.316*
	Sig. (1-tailed)	.474	.055	.030	.019	.247	.445	.313	.443	.050		.443	.050	.044
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
BS11	Pearson Correlation	.374*	.073	.472**	.174	.526**	.317*	.400*	1.000**	.083	.027	1	.083	.650**
	Sig. (1-tailed)	.021	.350	.004	.178	.001	.044	.014	.000	.331	.443		.331	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
BS12	Pearson Correlation	.371*	.972**	.244	.154	-.056	.338*	.253	.083	1.000**	.306	.083	1	.562**
	Sig. (1-tailed)	.022	.000	.097	.208	.384	.034	.089	.331	.000	.050	.331		.001

N		30	30	30	30	30	30	30	30	30	30	30	30	30
Bra	Pearson													
nd_	Correlation	.625**	.557**	.563**	.391*	.455**	.646**	.584**	.650**	.562**	.316*	.650**	.562**	1
Swi	Sig. (1-tailed)	.000	.001	.001	.016	.006	.000	.000	.000	.001	.044	.000	.001	
chin														
g	N	30	30	30	30	30	30	30	30	30	30	30	30	30

*. Correlation is significant at the 0.05 level (1-tailed).

** Correlation is significant at the 0.01 level (1-tailed).

4. Reliabilitas

Scale: FITUR

Case Processing Summary

		N	%
	Valid	30	100.0
Cases	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.841	12

Scale: HARGA

Case Processing Summary

		N	%
	Valid	30	100.0
Cases	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.775	12

Scale: Brand swiching

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.667	12

5. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Fitur	Harga	Brand_Switching
N		100	100	100
Normal Parameters ^{a,b}	Mean	44.95	45.08	43.55
	Std. Deviation	5.309	5.069	4.400
	Absolute	.108	.134	.070
Most Extreme Differences	Positive	.069	.079	.070
	Negative	-.108	-.134	-.054
Kolmogorov-Smirnov Z		1.084	1.337	.697
Asymp. Sig. (2-tailed)		.191	.056	.716

a. Test distribution is Normal.

b. Calculated from data.

6. Uji Linearitas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Brand_Switching * Fitur	Groups	(Combined)	422.109	21	20.100	1.049	.419
		Between Linearity	163.142	1	163.142	8.514	.005
		Deviation from Linearity	258.967	20	12.948	.676	.838
		Within Groups	1494.641	78	19.162		
		Total	1916.750	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			906.774	20	45.339	3.546	.000
Brand_Switching * Harga	Between Groups	Linearity	669.186	1	669.186	52.344	.000
	Within Groups	Deviation from Linearity	237.588	19	12.505	.978	.495
	Total		1009.976	79	12.785		
Total			1916.750	99			

7. Uji Multikolinearitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	14.646	3.977		3.683	.000		
1 Futur Harga	.159 .483	.067 .070	.191 .556	2.364 6.870	.020 .000	.967 .967	1.034 1.034

a. Dependent Variable: Brand_Switching

8. Regresi Linear Berganda

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.620 ^a	.385	.372	3.487

a. Predictors: (Constant), Harga, Futur

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	737.137	2	368.569	30.308	.000 ^b
	Residual	1179.613	97	12.161		
	Total	1916.750	99			

a. Dependent Variable: Brand_Switching

b. Predictors: (Constant), Harga, Futur

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.646	3.977		3.683	.000
	Fitur	.159	.067	.191	2.364	.020
	Harga	.483	.070	.556	6.870	.000

a. Dependent Variable: Brand_Switching