

Lampiran I

Kepada Yth :
Bapak/Ibu/Saudara/i
Di Tempat
Hal:
Dengan hormat

Dengan ini saya :
Nama : Dina Warshanda
NPM : 1912110045
Prodi : S1 Manajemen

Saya yang bertanda tangan di bawah ini sedang melakukan penelitian S1 saya yang berjudul “ PENGARUH KEBUTUHAN Mencari Variasi, Pengalaman Sebelumnya dan Ketidakpuasan Terhadap Perpindahan Merek dari Skincare Lain ke Skincare Merek SKINTIVIC” Sehubungan dengan maksud diatas, saya mengharapkan bantuan bapak/ibu/saudara/i untuk bersedia mengisi kuesioner penelitian ini sesuai dengan pendapat dan pengalaman yang dimiliki. Diharapkan dapat mengisi dengan lengkap dan sebenarnya data yang digunakan untuk kebutuhan hasil penelitian dan saya menjamin kerahasiaan dari jawaban Bapak/Ibu/Saudara/i. Untuk bantuan Bapak/Ibu/Saudara/i semuanya saya ucapkan terima kasih.

Hormat Saya,

Dina Warshanda
NPM. 1912110045

KUESIONER PENELITIAN

Pertanyaan di bawah ini dalam rangka penelitian skripsi dengan judul :

PENGARUH KEBUTUHAN Mencari Variasi, Pengalaman SEBELUMNYA DAN KETIDAKPUASAN TERHADAP PERPINDAHAN MEREK DARI SKINCARE LAIN KE SKINCARE MEREK SKINTIVIC

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

Keterangan:

- SS = Sangat Setuju
- S = Setuju
- CS = Cukup Setuju
- TS = Tidak Setuju
- STS = Sangat Tidak Setuju

Nomer Responden:

A. KARAKTERISTIK RESPONDEN

1. Nama Responden :

2. Jenis Kelamin : Laki-Laki
 Perempuan

3. Usia : 17-21 Tahun 42-46 Tahun
 22-26 Tahun 47-51 Tahun
 27-31 Tahun 52-56 Tahun
 32-36 Tahun 57-61 Tahun
 37-41 Tahun > 61 Tahun

4. Pekerjaan :

- | | |
|--|--|
| <input type="checkbox"/> a. Pelajar | <input type="checkbox"/> e. Pegawai Swasta |
| <input type="checkbox"/> b. Mahasiswa | <input type="checkbox"/> f. Freelance |
| <input type="checkbox"/> c. Wiraswasta | <input type="checkbox"/> g. Ibu Rumah Tangga |
| <input type="checkbox"/> d. Pegawai Negeri | |

5. Penghasilan perbulan :

- | | |
|--|--|
| <input type="checkbox"/> a.< Rp.1.000.000 | <input type="checkbox"/> j.Rp9.100.000- Rp. 10.000.000 |
| <input type="checkbox"/> b.Rp.1.000.000-Rp.2.000.000 | <input type="checkbox"/> k.Rp.10.100.000- Rp. 11.000.000 |
| <input type="checkbox"/> c.Rp.2.100.000- Rp.3.000.000 | <input type="checkbox"/> l.Rp.11.100.000- Rp. 12.000.000 |
| <input type="checkbox"/> d.Rp.3.100.000-Rp.4.000.000 | <input type="checkbox"/> m.Rp.12.100.000- Rp. 13.000.000 |
| <input type="checkbox"/> e.Rp.4.100.000- Rp.5.000.000 | <input type="checkbox"/> n.Rp.13.100.000- Rp. 14.000.000 |
| <input type="checkbox"/> f.Rp.5.100.000- Rp.6.000.000 | <input type="checkbox"/> o.Rp.14.100.000- Rp. 15.000.000 |
| <input type="checkbox"/> g.Rp.6.100.000- Rp.7.000.000 | <input type="checkbox"/> p.> Rp.15.000.000 |
| <input type="checkbox"/> h. Rp.7.100.000- Rp.8.000.000 | |
| <input type="checkbox"/> i. Rp.8.100.000- Rp.9.000.000 | |

- 6. Berapa lama menggunakan :** < 1 Tahun
Skincare Skintific 1-2 Tahun
 > 2 Tahun

7. Pengeluaran skincare perbulan :

- | | |
|--|---|
| <input type="checkbox"/> a.< Rp.500.000 | <input type="checkbox"/> j.Rp8.100.000- Rp. 9.000.000 |
| <input type="checkbox"/> b.Rp.500.000-Rp.1.000.000 | <input type="checkbox"/> k.Rp.9.100.000- Rp. 10.000.000 |
| <input type="checkbox"/> c.Rp.1.100.000- Rp.2.000.000 | <input type="checkbox"/> l.Rp.> 10.100.000 |
| <input type="checkbox"/> d.Rp.2.100.000-Rp.3.000.000 | |
| <input type="checkbox"/> e.Rp.3.100.000- Rp.4.000.000 | |
| <input type="checkbox"/> f.Rp.4.100.000- Rp.5.000.000 | |
| <input type="checkbox"/> g.Rp.5.100.000- Rp.6.000.000 | |
| <input type="checkbox"/> h. Rp.6.100.000- Rp.7.000.000 | |
| <input type="checkbox"/> i. Rp.7.100.000- Rp.8.000.000 | |

8. Merek Skincare Sebelumnya: Wardah MS Glow
 Scarlett Emina
 Garnier Lainnya
 Smothinc
 Avoskin

9. Provinsi :

- | | |
|---|--|
| <input type="checkbox"/> Aceh | <input type="checkbox"/> Papua barat daya |
| <input type="checkbox"/> Sumatera Utara | <input type="checkbox"/> Yogyakarta |
| <input type="checkbox"/> Sumatera Selatan | <input type="checkbox"/> Jawa Timur |
| <input type="checkbox"/> Sumatera Barat | <input type="checkbox"/> Bali |
| <input type="checkbox"/> Bengkulu | <input type="checkbox"/> Nusa Tenggara Timur |
| <input type="checkbox"/> Riau | <input type="checkbox"/> Nusa Tenggara Barat |
| <input type="checkbox"/> Kepulauan Riau | <input type="checkbox"/> Gorontalo |
| <input type="checkbox"/> Jambi | <input type="checkbox"/> Sulawesi Barat |
| <input type="checkbox"/> Lampung | <input type="checkbox"/> Sulawesi Tengah |
| <input type="checkbox"/> Bangka Belitung | <input type="checkbox"/> Sulawesi Utara |
| <input type="checkbox"/> Kalimantan Barat | <input type="checkbox"/> Sulawesi Tenggara |
| <input type="checkbox"/> Kalimantan Timur | <input type="checkbox"/> Sulawesi Selatan |
| <input type="checkbox"/> Kalimantan Selatan | <input type="checkbox"/> Maluku Utara |
| <input type="checkbox"/> Kalimantan Tengah | <input type="checkbox"/> Maluku |
| <input type="checkbox"/> Kalimantan Utara | <input type="checkbox"/> Papua Barat |
| <input type="checkbox"/> Banten | <input type="checkbox"/> Papua |
| <input type="checkbox"/> Jakarta | <input type="checkbox"/> Papua Tengah |
| <input type="checkbox"/> Jawa Barat | <input type="checkbox"/> Papua Pegunungan |
| <input type="checkbox"/> Jawa Tengah | <input type="checkbox"/> Papua Selatan |

B. DAFTAR PERNYATAAN

<i>Variety Seeking</i>						
No	Pernyataan	STS	TS	CS	S	SS
1	Mencoba <i>skincare</i> Skintific meskipun menyukai merek <i>skincare</i> tertentu					
2	Skintific memiliki berbagai pilihan variasi <i>Skincare</i>					
3	Mencoba menggunakan <i>skincare</i> Skintific karena rasa penasaran pada produk					

<i>Prior Experience</i>						
No	Pernyataan	STS	TS	CS	S	SS
1	<i>Skincare</i> Skintific memiliki tekstur yang lembut					
2	Merasa aman menggunakan <i>Skincare</i> Skintific karena tidak mengandung bahan berbahaya					
3	<i>Skincare</i> Skintific sangat cocok untuk kondisi iklim di Indonesia					
4	<i>Skincare</i> Skintific dapat melindungi wajah dalam melakukan aktivitas sehari-hari					

Ketidakpuasan						
No	Pernyataan	STS	TS	CS	S	SS
1	<i>Skincare</i> Skintific dapat memenuhi harapan tampil cantik dibandingkan <i>Skincare</i> lain					
2	Merasa <i>Skincare</i> lain menimbulkan jerawat sehingga beralih ke <i>Skincare</i> Skintific					
3	Merasa <i>Skincare</i> lain membuat kulit muka kering sehingga beralih ke <i>Skincare</i> Skintific					
4	Merasa <i>Skincare</i> lain tidak dapat merawat wajah lebih baik sehingga beralih ke <i>Skincare</i> Skintific					
5	Merasa tidak puas dengan kualitas <i>Skincare</i> lain sehingga beralih ke <i>Skincare</i> Skintific					

Brand Switching						
No	Pernyataan	STS	TS	CS	S	SS
1	Berpindah menggunakan <i>Skincare</i> Skintific karena pengalaman sebelumnya					
2	Berniat tetap menggunakan <i>Skincare</i> Skintific dimasa yang akan datang dibandingkan menggunakan <i>Skincare</i> lain					
3	Bersedia menggunakan <i>Skincare</i> Skintific dengan varian yang berbeda					
4	Segera menggunakan <i>Skincare</i> Skintific dikarenakan tidakpuas menggunakan <i>Skincare</i> sebelumnya					

Lampiran II (Hasil Jawaban Responden)

No	V 1	V 2	V 3	Variety Seeking	P 1	P 2	P 3	P 4	Prior Experience	K 1	K 2	K 3	K 4	K 5	Ketidakpuasan	B 1	B 2	B 3	B 4	Brand Switching
1	2	3	5	10	2	2	3	3	10	1	1	1	1	1	5	2	2	2	3	9
2	3	3	4	10	5	5	5	5	20	1	1	1	1	1	5	2	2	2	3	9
3	5	5	5	15	5	5	5	5	20	5	5	5	5	5	25	5	5	5	5	20
4	5	5	5	15	5	5	5	5	20	1	1	1	1	1	5	4	2	2	2	10
5	5	5	5	15	5	5	5	5	20	1	1	1	1	1	5	2	2	4	5	13
6	5	5	5	15	5	5	5	5	20	5	5	5	5	5	25	5	5	5	5	20
7	5	5	5	15	5	5	5	5	20	5	5	5	5	5	25	5	5	5	5	20
8	5	5	5	15	5	5	5	5	20	5	3	5	5	4	22	5	5	5	5	20
9	5	5	5	15	5	5	5	5	20	4	4	4	5	4	21	4	5	5	5	19
10	5	5	5	15	5	5	5	5	20	5	4	4	3	5	21	5	5	4	5	19
11	5	5	5	15	5	5	5	5	20	5	4	5	4	5	23	5	5	5	5	20
12	5	5	5	15	5	5	5	5	20	5	5	5	1	5	21	5	5	5	5	20
13	5	5	5	15	5	5	5	5	20	5	5	1	1	5	17	3	3	5	5	16
14	5	5	5	15	5	5	5	5	20	5	5	4	4	4	22	4	5	5	4	18
15	5	5	5	15	5	5	5	5	20	4	4	4	5	5	22	5	5	5	4	19
16	5	5	5	15	5	5	5	5	20	5	5	5	4	5	24	5	5	5	5	20
17	5	5	5	15	3	5	4	4	16	5	5	1	1	5	17	5	5	5	4	19
18	5	5	5	15	5	5	5	5	20	5	5	1	1	4	16	5	5	5	5	20
19	5	5	5	15	5	4	4	4	17	4	5	1	1	4	15	5	5	5	5	20
20	5	5	5	15	5	5	4	5	19	5	5	1	1	3	15	5	5	5	5	20
21	5	5	5	15	4	3	4	4	15	4	2	1	1	4	12	5	4	5	3	17
22	5	5	5	15	3	4	3	3	13	3	2	1	1	3	10	4	5	4	5	18
23	5	5	5	15	5	4	5	5	19	3	4	1	1	5	14	5	4	5	5	19
24	5	5	5	15	2	3	2	2	9	4	1	2	2	2	11	5	4	3	3	15
25	5	5	5	15	2	2	2	2	8	4	3	2	2	3	14	4	3	3	4	14
26	5	5	5	15	5	5	5	5	20	3	2	1	1	4	11	4	4	4	5	17
27	3	4	3	10	5	5	5	5	20	5	5	5	5	5	25	5	3	4	4	16
28	3	3	4	10	5	5	5	5	20	5	2	1	1	5	14	5	5	5	4	19
29	3	4	5	12	4	5	5	3	17	4	3	1	1	4	13	4	4	4	4	16
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31	3	4	4	11	4	3	3	3	13	4	4	1	1	4	14	3	3	3	4	13
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34	4	5	3	12	4	3	5	4	16	2	4	3	4	5	18	3	3	3	3	12

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36	4	4	4	12	4	4	4	4	16	3	3	1	1	4	12	5	4	5	3	17
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38	4	3	4	11	5	4	4	4	17	4	4	4	3	4	19	5	4	5	4	18
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40	4	5	5	14	5	5	4	4	18	4	3	4	3	4	18	5	4	5	5	19
41	4	5	4	13	4	4	4	4	16	4	3	4	4	5	20	3	3	3	3	12
42	3	5	5	13	5	5	3	3	16	4	3	3	4	5	19	3	3	4	2	12
43	3	4	5	12	3	2	5	2	12	4	3	3	4	5	19	3	4	4	2	13
44	2	4	4	10	5	4	5	5	19	5	3	1	2	5	16	3	3	4	3	13
45	5	4	2	11	2	5	4	3	14	4	4	3	3	5	19	4	3	5	4	16
46	3	4	3	10	5	3	3	3	14	3	3	2	1	4	13	3	3	3	3	12
47	4	3	3	10	3	3	4	4	14	4	3	3	4	5	19	3	4	4	4	15
48	4	5	3	12	5	3	4	4	16	3	4	3	4	5	19	4	3	5	5	17
49	4	4	4	12	5	4	4	4	17	3	4	3	4	4	18	2	5	5	4	16
50	5	5	4	14	4	4	4	4	16	3	2	3	4	5	17	4	4	4	5	17
51	4	3	3	10	4	3	4	4	15	4	3	3	3	5	18	4	5	5	5	19
52	4	5	5	14	5	4	4	4	17	5	3	5	4	4	21	4	3	4	4	15
53	5	4	5	14	5	4	5	5	19	4	2	4	4	4	18	4	5	4	4	17
54	4	5	5	14	4	3	4	4	15	3	4	3	1	5	16	3	4	4	3	14
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77	3	4	2	9	3	3	3	2	11	4	2	4	4	3	17	4	4	4	3	15
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99	4	4	3	11	4	3	4	4	15	5	4	3	4	4	20	4	4	4	3	15
100	5	4	4	13	3	3	4	4	14	4	4	4	4	4	20	5	3	4	5	17
101	4	4	5	13	4	5	3	4	16	4	3	1	1	2	11	5	5	5	5	20
102	3	3	5	11	3	3	3	5	14	5	4	4	4	4	21	5	4	4	5	18
103	4	4	5	13	3	3	3	4	13	4	4	5	5	4	22	4	4	4	4	16
104	4	4	4	12	3	3	3	5	14	4	2	3	3	3	15	5	5	5	5	20
105	3	3	4	10	3	4	3	4	14	4	3	5	4	3	19	4	5	5	5	19
106	4	3	5	12	3	4	3	5	15	3	4	5	5	3	20	4	5	5	5	19
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111	2	3	4	9	4	3	3	4	14	3	4	5	4	4	20	3	5	4	3	15
112	2	3	3	8	3	2	2	2	9	5	5	5	1	5	21	4	3	4	4	15
113	5	5	5	15	5	5	5	5	20	2	4	3	5	4	18	5	5	5	5	20
114	4	4	4	12	5	5	5	5	20	5	5	4	4	5	23	5	5	5	5	20
115	3	4	5	12	3	3	4	4	14	3	3	4	5	3	18	5	4	3	3	15
116	3	4	4	11	5	5	5	4	19	4	4	5	4	4	21	5	3	4	5	17
117	5	4	4	13	4	4	4	4	16	3	5	1	1	5	15	5	5	5	5	20
118	1	4	4	9	5	5	5	5	20	3	5	1	1	4	14	5	5	5	5	20
119	1	4	4	9	4	5	5	4	18	2	2	1	1	2	8	3	3	3	3	12
120	1	2	2	5	4	2	3	4	13	5	4	1	1	4	15	5	4	4	4	17
121	1	2	2	5	4	4	4	4	16	5	4	1	1	5	16	3	3	3	3	12
122	3	4	4	11	5	5	5	4	19	4	3	1	2	3	13	4	4	4	4	16
123	3	2	4	9	3	3	5	3	14	5	5	1	3	2	16	5	5	5	5	20
124	2	2	3	7	4	4	4	2	14	4	5	1	1	3	14	3	3	3	3	12
125	3	3	3	9	2	2	2	2	8	3	3	2	2	3	13	4	3	3	4	14
126	5	5	5	15	5	5	5	5	20	4	5	1	1	3	14	4	4	4	5	17
127	3	4	3	10	4	3	5	3	15	3	4	1	1	4	13	5	3	4	4	16
128	3	3	4	10	4	5	5	5	19	5	3	1	1	3	13	5	5	5	4	19
129	3	4	5	12	4	5	5	3	17	4	5	1	1	3	14	4	4	4	4	16
130	4	4	3	11	4	3	4	4	15	4	5	1	1	4	15	4	4	5	3	16
131	3	4	4	11	4	3	3	4	14	4	4	1	1	4	14	3	3	3	4	13
132	3	5	5	13	5	5	5	3	18	4	5	1	5	5	20	3	3	4	3	13
133	4	2	4	10	4	4	4	4	16	1	4	3	1	3	12	3	3	3	3	12
134	4	5	3	12	4	3	5	4	16	4	3	3	4	3	17	3	3	3	3	12
135	3	4	3	10	3	5	3	4	15	4	5	2	4	3	18	3	3	3	3	12
136	4	4	4	12	4	4	4	4	16	3	5	1	1	5	15	5	4	5	3	17
137	5	3	5	13	5	5	5	5	20	4	3	3	1	4	15	4	5	4	5	18
138	4	3	4	11	5	4	4	4	17	5	4	4	3	5	21	5	4	5	4	18
139	2	2	3	7	4	3	2	2	11	3	4	4	1	3	15	3	4	4	3	14
140	4	5	5	14	4	4	4	4	16	4	4	4	3	3	18	5	4	5	5	19
141	4	5	4	13	4	4	4	4	16	2	3	5	4	5	19	3	3	3	3	12
142	3	5	5	13	5	5	3	3	16	5	5	4	4	5	23	3	3	4	2	12
143	3	4	5	12	4	2	5	4	15	5	4	4	4	5	22	3	4	4	2	13
144	2	4	4	10	5	4	5	5	19	5	4	1	2	4	16	3	3	4	3	13
145	5	4	2	11	2	5	4	3	14	4	4	4	3	3	18	4	3	5	4	16
146	3	4	3	10	4	3	3	3	13	2	3	3	2	4	14	3	3	3	3	12
147	4	3	3	10	3	3	4	4	14	2	3	4	4	4	17	3	4	4	4	15
148	4	5	3	12	5	4	4	4	17	5	3	3	4	4	19	4	3	5	5	17
149	4	4	4	12	5	4	4	4	17	4	4	3	3	4	18	2	5	5	4	16
150	5	4	4	13	4	4	4	4	16	5	4	3	4	5	21	4	4	4	5	17
151	4	4	3	11	4	3	4	4	15	5	4	4	4	5	22	4	5	5	5	19
152	4	4	4	12	5	4	4	4	17	5	5	5	5	4	24	4	3	4	4	15

153	5	4	4	13	4	4	5	5	18	5	5	5	4	5	24	4	5	4	4	17
154	4	3	3	10	4	3	4	4	15	5	5	5	1	4	20	3	4	4	3	14
155	3	5	3	11	4	4	3	3	14	4	4	4	4	4	20	4	3	4	4	15
156	4	4	4	12	5	4	4	4	17	5	5	3	4	5	22	3	3	4	3	13
157	3	4	3	10	4	3	5	4	16	5	5	4	4	4	22	3	3	4	4	14
158	3	3	3	9	4	3	5	3	15	5	5	4	5	4	23	2	3	4	3	12
159	3	4	5	12	4	5	5	3	17	4	5	5	5	4	23	3	4	4	4	15
160	4	4	3	11	4	3	3	4	14	5	5	4	3	4	21	3	4	4	4	15

Lampiran III (Hasil Uji Deskriptif)

Jenis_Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	19	11.9	11.9	11.9
Valid Perempuan	141	88.1	88.1	100.0
Total	160	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-21 Tahun	67	41.9	41.9	41.9
Valid 22-26 Tahun	62	38.8	38.8	80.6
Valid 27-31 Tahun	20	12.5	12.5	93.1
Valid 32-36 Tahun	8	5.0	5.0	98.1
Valid 37-41 Tahun	3	1.9	1.9	100.0
Total	160	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Freelance	26	16.3	16.3	16.3
Valid Ibu Rumah Tangga	12	7.5	7.5	23.8
Valid Mahasiswa	55	34.4	34.4	58.1
Valid Pegawai Negeri	11	6.9	6.9	65.0
Valid Pegawai Swasta	22	13.8	13.8	78.8
Valid Pelajar	21	13.1	13.1	91.9
Valid Wiraswasta	13	8.1	8.1	100.0
Total	160	100.0	100.0	

Pengasilan Perbulan

	Frequency	Percent	Valid Percent	Cumulative Percent
< Rp.1.000.000	52	32.5	32.5	32.5
Rp.1.000.000-Rp.2.000.000	24	15.0	15.0	47.5
Rp.2.100.000- Rp.3.000.000	14	8.8	8.8	56.3
Rp.3.100.000-Rp.4.000.000	47	29.4	29.4	85.6
Rp.4.100.000- Rp.5.000.000	4	2.5	2.5	88.1
Rp.5.100.000- Rp.6.000.000	8	5.0	5.0	93.1
Rp.6.100.000- Rp.7.000.000	1	.6	.6	93.8
Rp.7.100.000- Rp.8.000.000	5	3.1	3.1	96.9
Rp.8.100.000- Rp.9.000.000	5	3.1	3.1	100.0
Total	160	100.0	100.0	

Berapa Lama

	Frequency	Percent	Valid Percent	Cumulative Percent
< 1 Tahun	82	51.3	51.3	51.3
1-2 Tahun	78	48.8	48.8	100.0
Total	160	100.0	100.0	

Pengeluaran

	Frequency	Percent	Valid Percent	Cumulative Percent
< Rp.500.000	94	58.8	58.8	58.8
Rp.1.100.000- Rp.2.000.000	6	3.8	3.8	62.5
Rp.2.100.000-Rp.3.000.000	4	2.5	2.5	65.0
Rp.500.000-Rp.1.000.000	56	35.0	35.0	100.0
Total	160	100.0	100.0	

Skincare Sebelumnya

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Avoskin	19	11.9	11.9	11.9
Cetaphil	2	1.3	1.3	13.1
cosrx	1	.6	.6	13.8
Cosrx	1	.6	.6	14.4
Emina	22	13.8	13.8	28.1
Garnier	14	8.8	8.8	36.9
Lacoco	3	1.9	1.9	38.8
MS Glow	17	10.6	10.6	49.4
Npure	2	1.3	1.3	50.6
Ponds	2	1.3	1.3	51.9
Rojukiss	2	1.3	1.3	53.1
Scarlett	27	16.9	16.9	70.0
Senka	2	1.3	1.3	71.3
Somethinc	13	8.1	8.1	79.4
Wardah	29	18.1	18.1	97.5
Whitelab	4	2.5	2.5	100.0
Total	160	100.0	100.0	

Domisili

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Bali	11	6.9	6.9	6.9
Banten	8	5.0	5.0	11.9
Bengkulu	9	5.6	5.6	17.5
Jakarta	32	20.0	20.0	37.5
Jambi	2	1.3	1.3	38.8
Jawa Barat	4	2.5	2.5	41.3
Jawa Tengah	11	6.9	6.9	48.1
Lampung	52	32.5	32.5	80.6
Sumatera Barat	6	3.8	3.8	84.4
Sumatera Selatan	10	6.3	6.3	90.6
Sumatera Utara	8	5.0	5.0	95.6
Yogyakarta	7	4.4	4.4	100.0
Total	160	100.0	100.0	

V1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	2.5	2.5	2.5
2	10	6.3	6.3	8.8
3	42	26.3	26.3	35.0
4	50	31.3	31.3	66.3
5	54	33.8	33.8	100.0
Total	160	100.0	100.0	

V2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	10	6.3	6.3	6.3
3	24	15.0	15.0	21.3
4	71	44.4	44.4	65.6
5	55	34.4	34.4	100.0
Total	160	100.0	100.0	

V3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	9	5.6	5.6	5.6
3	41	25.6	25.6	31.3
4	53	33.1	33.1	64.4
5	57	35.6	35.6	100.0
Total	160	100.0	100.0	

P1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	12	7.5	7.5	7.5
3	37	23.1	23.1	30.6
4	58	36.3	36.3	66.9
5	53	33.1	33.1	100.0
Total	160	100.0	100.0	

P2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	11	6.9	6.9	6.9
3	57	35.6	35.6	42.5
4	41	25.6	25.6	68.1
5	51	31.9	31.9	100.0
Total	160	100.0	100.0	

P3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.6	.6	.6
2	12	7.5	7.5	8.1
3	45	28.1	28.1	36.3
4	49	30.6	30.6	66.9
5	53	33.1	33.1	100.0
Total	160	100.0	100.0	

P4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	11	6.9	6.9	6.9
Valid 3	34	21.3	21.3	28.1
Valid 4	68	42.5	42.5	70.6
Valid 5	47	29.4	29.4	100.0
Total	160	100.0	100.0	

K1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	8	5.0	5.0	5.0
Valid 2	13	8.1	8.1	13.1
Valid 3	34	21.3	21.3	34.4
Valid 4	47	29.4	29.4	63.8
Valid 5	58	36.3	36.3	100.0
Total	160	100.0	100.0	

K2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	10	6.3	6.3	6.3
Valid 2	21	13.1	13.1	19.4
Valid 3	37	23.1	23.1	42.5
Valid 4	46	28.8	28.8	71.3
Valid 5	46	28.8	28.8	100.0
Total	160	100.0	100.0	

K3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	44	27.5	27.5	27.5
Valid 2	11	6.9	6.9	34.4
Valid 3	32	20.0	20.0	54.4
Valid 4	39	24.4	24.4	78.8
Valid 5	34	21.3	21.3	100.0
Total	160	100.0	100.0	

K4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	49	30.6	30.6	30.6
2	11	6.9	6.9	37.5
3	20	12.5	12.5	50.0
4	51	31.9	31.9	81.9
5	29	18.1	18.1	100.0
Total	160	100.0	100.0	

K5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	3.1	3.1	3.1
2	8	5.0	5.0	8.1
3	29	18.1	18.1	26.3
4	61	38.1	38.1	64.4
5	57	35.6	35.6	100.0
Total	160	100.0	100.0	

B1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1.3	1.3	1.3
2	10	6.3	6.3	7.5
3	47	29.4	29.4	36.9
4	52	32.5	32.5	69.4
5	49	30.6	30.6	100.0
Total	160	100.0	100.0	

B2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	3.1	3.1	3.1
3	50	31.3	31.3	34.4
4	64	40.0	40.0	74.4
5	41	25.6	25.6	100.0
Total	160	100.0	100.0	

B3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	1.9	1.9	1.9
3	25	15.6	15.6	17.5
4	78	48.8	48.8	66.3
5	54	33.8	33.8	100.0
Total	160	100.0	100.0	

B4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	3.1	3.1	3.1
3	44	27.5	27.5	30.6
4	58	36.3	36.3	66.9
5	53	33.1	33.1	100.0
Total	160	100.0	100.0	

Lampiran IV (Hasil Uji Validitas)**Correlations**

		V1	V2	V3	Variety_Seeking
V1	Pearson Correlation	1	.736**	.876**	.928**
	Sig. (2-tailed)		.000	.000	.000
	N	30	30	30	30
V2	Pearson Correlation	.736**	1	.775**	.915**
	Sig. (2-tailed)	.000		.000	.000
	N	30	30	30	30
V3	Pearson Correlation	.876**	.775**	1	.943**
	Sig. (2-tailed)	.000	.000		.000
	N	30	30	30	30
Variety_Seeking	Pearson Correlation	.928**	.915**	.943**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		P1	P2	P3	P4	Prior Experience
P1	Pearson Correlation	1	.306	.546**	.427*	.817**
	Sig. (2-tailed)		.100	.002	.019	.000
	N	30	30	30	30	30
P2	Pearson Correlation	.306	1	.228	.183	.608**
	Sig. (2-tailed)	.100		.225	.333	.000
	N	30	30	30	30	30
P3	Pearson Correlation	.546**	.228	1	.379*	.735**
	Sig. (2-tailed)	.002	.225		.039	.000
	N	30	30	30	30	30
P4	Pearson Correlation	.427*	.183	.379*	1	.689**
	Sig. (2-tailed)	.019	.333	.039		.000
	N	30	30	30	30	30
Prior Experience	Pearson Correlation	.817**	.608**	.735**	.689**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Correlations

		K1	K2	K3	K4	K5	Ketidakpuasan
K1	Pearson Correlation	1	.961**	.490**	.966**	.612**	.948**
	Sig. (2-tailed)		.000	.006	.000	.000	.000
	N	30	30	30	30	30	30
K2	Pearson Correlation	.961**	1	.402*	.930**	.537**	.904**
	Sig. (2-tailed)	.000		.028	.000	.002	.000
	N	30	30	30	30	30	30
K3	Pearson Correlation	.490**	.402*	1	.558**	.765**	.720**
	Sig. (2-tailed)	.006	.028		.001	.000	.000
	N	30	30	30	30	30	30
K4	Pearson Correlation	.966**	.930**	.558**	1	.545**	.937**
	Sig. (2-tailed)	.000	.000	.001		.002	.000
	N	30	30	30	30	30	30
K5	Pearson Correlation	.612**	.537**	.765**	.545**	1	.791**
	Sig. (2-tailed)	.000	.002	.000	.002		.000
	N	30	30	30	30	30	30
Ketidakpuasan	Pearson Correlation	.948**	.904**	.720**	.937**	.791**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Correlations

		B1	B2	B3	B4	Brand_Switching
B1	Pearson Correlation	1	.907**	.255	.127	.785**
	Sig. (2-tailed)		.000	.173	.503	.000
	N	30	30	30	30	30
B2	Pearson Correlation	.907**	1	.268	.196	.807**
	Sig. (2-tailed)	.000		.152	.300	.000
	N	30	30	30	30	30
B3	Pearson Correlation	.255	.268	1	.936**	.768**
	Sig. (2-tailed)	.173	.152		.000	.000
	N	30	30	30	30	30
B4	Pearson Correlation	.127	.196	.936**	1	.697**
	Sig. (2-tailed)	.503	.300	.000		.000
	N	30	30	30	30	30
Brand_Switching	Pearson Correlation	.785**	.807**	.768**	.697**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

** . Correlation is significant at the 0.01 level (2-tailed).

Lampiran V (Hasil Uji Reliabilitas)

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
.912	3

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
.676	4

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
.915	5

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
.762	4

Lampiran VI (Hasil Uji Normalitas)

One-Sample Kolmogorov-Smirnov Test

		Variety_Seeking	Prior_Experience	Ketidakpuasan	Brand_Switching
N		160	160	160	160
Normal Parameters ^{a,b}	Mean	11.93	15.60	17.48	15.87
	Std. Deviation	2.125	2.944	4.476	2.678
Most Extreme Differences	Absolute	.101	.096	.089	.085
	Positive	.100	.096	.046	.083
	Negative	-.101	-.089	-.089	-.085
Kolmogorov-Smirnov Z		1.273	1.214	1.126	1.076
Asymp. Sig. (2-tailed)		.078	.105	.159	.197

a. Test distribution is Normal.

b. Calculated from data.

Lampiran VII (Hasil Uji Linearitas)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			196.503	9	21.834	3.470	.001
Brand_Switching * Variety_Seeking	Between Groups	Linearity	133.416	1	133.416	21.205	.000
		Deviation from Linearity	63.087	8	7.886	1.253	.272
	Within Groups		943.740	150	6.292		
Total			1140.244	159			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			170.389	12	14.199	2.152	.017
Brand_Switching * Prior_Experience	Between Groups	Linearity	81.709	1	81.709	12.385	.001
		Deviation from Linearity	88.680	11	8.062	1.222	.277
Within Groups			969.855	147	6.598		
Total			1140.244	159			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			230.111	18	12.784	1.981	.014
Brand_Switching * Ketidakpuasan	Between Groups	Linearity	63.272	1	63.272	9.802	.002
		Deviation from Linearity	166.839	17	9.814	1.520	.096
	Within Groups		910.133	141	6.455		
Total			1140.244	159			

Lampiran VIII (Hasil Uji Multikolinearitas)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.704	1.434		5.371	.000	
	Variety_Seeking	.337	.098	.267	3.442	.001	.875
	Prior_Experience	.141	.071	.154	1.991	.048	.876
	Ketidakpuasan	.112	.044	.187	2.551	.012	1.020

a. Dependent Variable: Brand_Switching

Lampiran IX (Hasil Uji Analisis Regresi Linear Berganda)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Ketidakpuasan, Prior_Experience, Variety_Seeking ^b		Enter

a. Dependent Variable: Brand_Switching

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.421 ^a	.177	.161	2.453

a. Predictors: (Constant), Ketidakpuasan, Prior_Experience, Variety_Seeking

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	7.704	1.434		5.371	.000
	Variety_Seeking	.337	.098	.267	3.442	.001
	Prior_Experience	.141	.071	.154	1.991	.048
	Ketidakpuasan	.112	.044	.187	2.551	.012

a. Dependent Variable: Brand_Switching

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	201.629	3	67.210	11.170	.000 ^b
	Residual	938.615	156	6.017		
	Total	1140.244	159			

a. Dependent Variable: Brand_Switching

b. Predictors: (Constant), Ketidakpuasan, Prior_Experience, Variety_Seeking

Lampiran X (Hasil Uji Analisis Regresi Linear Sederhana)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Variety_Seeking ^b	.	Enter

a. Dependent Variable: Brand_Switching

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.342 ^a	.117	.111	2.524

a. Predictors: (Constant), Variety_Seeking

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.726	1.141		9.398	.000
	Variety_Seeking	.431	.094	.342	4.576	.000

a. Dependent Variable: Brand_Switching

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Prior_Experience ^b	.	Enter

a. Dependent Variable: Brand_Switching

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.268 ^a	.072	.066	2.588

a. Predictors: (Constant), Prior_Experience

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.071	1.107		10.907	.000
	Prior_Experience	.243	.070	.268	3.492	.001

a. Dependent Variable: Brand_Switching

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Ketidakpuasan ^b	.	Enter

a. Dependent Variable: Brand_Switching

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.236 ^a	.055	.050	2.611

a. Predictors: (Constant), Ketidakpuasan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.406	.834		16.070	.000
	Ketidakpuasan	.141	.046	.236	3.047	.003

a. Dependent Variable: Brand_Switching