

LAMPIRAN

Lampiran 1

Kuesioner Pra Survey

KUESIONER PRA SURVEY
POSITIONING MEREK SMARTPHONE
BERDASARKAN PERSEPSI KONSUMEN MILLENIAL
DI KOTA BANDAR LAMPUNG

I. Identitas Responden

Mohon memberi tanda (x) pada jawaban berikut ini:

a. Jenis kelamin :

Pria ☐ wanita ☐

b. Usia

- ☐ 19 - 22 Tahun
- ☐ 23 - 26 Tahun
- ☐ 27 - 30 Tahun
- ☐ 31 - 34 Tahun
- ☐ 35 – 38 Tahun

c. Pekerjaan

- ☐ PNS
- ☐ Wiraswasta
- ☐ Pelajar / Mahasiswa
- ☐ Pegawai Swasta
- ☐ Lainnya, sebutkan.....

II. Berapa batas maksimal yang sanggup keluarkan untuk memmbeli smartphone baru.

- ☐ Rp 1.000.000 – Rp 2.000.000
- ☐ Rp 2.100.000 – Rp 3.000.000
- ☐ Rp 3.100.000 – Rp 4.000.000
- ☐ Rp. 4.100.000 - Rp 5.000.000
- ☐ Di atas Rp 5.000.000

III. Merek smartphone apa yang anda gunakan.

- ☐ Oppo
- ☐ Xiami
- ☐ Samsung
- ☐ Vivo
- ☐ Realme
- ☐ Lain-lain.....

IV. Merek smartphone apa yang anda beli jika memiliki uang lebih.

- ☐ Oppo
- ☐ Xiami
- ☐ Samsung
- ☐ Vivo
- ☐ Realme

V. Sebutkan alasan mengapa anda memilih smartphone merek tersebut (bisa pilih lebih dari 1 jawaban).

- ☐ Desain
- ☐ Harga
- ☐ Fitur
- ☐ Prosesor
- ☐ Memori
- ☐ Baterai
- ☐ Kamera
- ☐ Lain-lainnya.....

Lampiran 2

Angkat Penelitian (Kuesioner)

KUESIONER PENELITIAN

Perihal : Mohon bantuan pengisian Kuesioner

KepadaYth :

Bapak/ Ibu, Saudara/ i

Di tempat

Dengan Hormat,

Dalam rangka penyusunan Skripsi sebagai salah satu syarat kelulusan program Strata 1 Manajemen di Program Studi Manajemen IIB Darmajaya, Saya :

Nama : Rahma Mauliyani

NPM : 1612110200

Sedang melakukan penelitian yang berjudul "ANALISIS POSITIONING LIMA MEREK SMARTPHONE BERDASARKAN PERSEPSI KONSUMEN MILLENIAL DI BANDAR LAMPUNG", adapun syarat menjadi responden

1. Berusia 19-38 tahun
2. Pernah berganti merek *smartphone*
3. Menggunakan *smartphone* oppo,xiaomi,samsung,vivo, atau realme

Oleh karena itu saya mohon kesediaan bapak/ibu,saudara/i untuk mengisi kusioner di bawah ini dengan jujur dan benar. Data atau informasi yang terkumpulkan saya jaga kerahasiaanya dan semata-mata hanya digunakan untuk kepentingan penyusunan skripsi. Atas perhatian bapak/ibu, saudara/i saya ucapkan terima kasih.

Format Kuesioner

Berilah tanda silang (x) pada kolom yang sesuai dengan keadaan dan situasi anda saat ini.

I. Karakteristik Responden

1. Nama :
2. Jenis kelamin : ☐ Pria ☐ wanita
3. Usia
 - ☐ 19 -22 Tahun
 - ☐ 23 - 26 Tahun
 - ☐ 27 - 30 Tahun
 - ☐ 31 – 34 Tahun
 - ☐ 35 - 38 Tahun
4. Pekerjaan
 - ☐ PNS
 - ☐ Wiraswasta
 - ☐ Pelajar / Mahasiswa
 - ☐ Pegawai Swasta
 - ☐ Buruh
5. Smartphone apa yang sebelumnya anda gunakan.....
6. Smartphone apa yang sekarang sedang anda gunakan.....

II. Berilah tanda silang (x) pada pada kolom yang sesuai dengan keadaan dan situasi anda saat ini dengan skala 1-5.

1. Sangat Setuju (SS)
2. Setuju (s)
3. Netral (N)
4. Tidak Setuju(TS)
5. Sangat Tidak Setuju (STS)

Variabel Atribut Produk Berdasarkan Kualitas Produk

1. Harga

No	Pertanyaan	PilihanJawaban				
		1	2	3	4	5
		STS	TS	N	S	SS
1	Harga smartphone yang sedang anda gunakan sangat terjangkau, bagaimana menurut Anda ?					

2. Kelengkapan Fitur

No	Pertanyaan	PilihanJawaban				
		1	2	3	4	5
		STS	TS	N	S	SS
1	Terdapat kelengkapan fitur dasar : (pesan/sms, menelpon, akses internet) dan fitur tambahan yang ada pada smartphone yang sedang anda gunakan, bagaimana menurut Anda?					

3. Desain

No	Pertanyaan	PilihanJawaban				
		1	2	3	4	5
		STS	TS	N	S	SS
1	Desain smartphone yang sedang anda gunakan memiliki desain bentuk/tampilan luar smartphone, desain tampilan menu dalam smartphone yang unik dan elegan, bagaimana menurut Anda?					

4. Kamera

No	Pertanyaan	Pilihan Jawaban				
		1	2	3	4	5
		STS	TS	N	S	SS
1	Terdapat resolusi kamera depan dan kamera utama (belakang) yang berkualitas pada smartphone yang sedang anda gunakan, bagaimana menurut Anda ?					

5. Memori

No	Pertanyaan	Pilihan Jawaban				
		1	2	3	4	5
		STS	TS	N	S	SS
1	Terdapat memori eksternal dan memori Internal yang berkapasitas besar pada smartphone yang sedang anda gunakan, bagaimana menurut Anda ?					

6. Kecepatan Prosesor

No	Pertanyaan	Pilihan Jawaban				
		1	2	3	4	5
		STS	TS	N	S	SS
1	Prosesor pada smartphone yang saya gunakan memiliki Kecepatan yang baik, bagaimana menurut Anda?					

7. Baterai Removable(Batrai Tanam) Atau Non-Removable(Batrai Tidak Tanam)

No	Pertanyaan	Pilihan Jawaban				
		1	2	3	4	5
		STS	TS	N	S	SS
1	Batrai yang memiliki kapasitas MAH yang besar membuat smartphone tahan lama saat digunakan, bagaimana menurut Anda?					

Berikut adalah tipe *smartphone* dalam kisaran harga Rp. 1.000.000–Rp. 3.000.000 yang termasuk keluaran 5 Top Brand *smartphone* di Indonesia.

OPPO

TIPE	HARGA	SPESIFIKASI
Oppo A1k 	Rp. 1.599.000	OS : Android 9.0 Pie Prosesor : Octa-core 2.0 GHz Cortex-A53 Kamera Utama : 8MP Kamera Depan : 5MP Baterai : Li-Po 4000 mAh Memori : Ram 2GB + Rom 32GB Memori Eksternal : microSD, up to 256GB
Oppo A3 	Rp. 2.299.000	OS : Android 8.1 Oreo Prosesor : Octa-core(4x2.0 GHz Cortex-A73&4x2.0 GHz Cortex-A53) Kamera Utama : 16MP Kamera Depan : 8MP

		Bateray : Non-removable Li-Ion 3400mAh Memori : Ram 4GB + Rom 128GB Memori Eksternal: microSD, hingga 256GB
Oppo A5s 	Rp. 1.750.000	OS : Android 8.1 Oreo, ColorOS 5.2 Prosesor : Octa-core (4x2.3 GHz Cortex-A53 & 4x1.8 GHz Cortex-A53) Kamera Utama : Dual-camera, 13MP + 2MP Kamera Depan : 8MP Bateray : Non-removable Li- Ion 4230 mAh Memori : Rom 32GB + Ram 2GB Memori Eksternal : microSD, up to 256 GB
Oppo A71 	Rp. 2.299.000	OS : Android Color OS 3.1 Android 7.1 (Nougat) Prosesor : Mediatek MT6750 Octa- core Cortex-a53 Kamera Utama : 13MP Kamera Depan : 5MP Bateray : Non-removable Li- Ion 3000 mAh Memori : Ram 2GB + Rom 16GB Memori Eksternal : microSD, up to 256

		GB (dedicated slot)
Oppo A83 	Rp. 2.999.000	OS : Android 7.1 (Nougat); ColorOS 3.2 Prosesor : Octa-core 2.5 GHz Cortex-A53 Kamera Utama :13MP Kamera Depan : 8MP Bateray : Non-removable Li-Ion 3180 mAh Memori : Ram 3GB + Rom 32GB Memori Eksternal : microSD, up to 256 GB (dedicated slot)
Oppo F7 Youth 	Rp. 2.019.000	OS : Android 8.1 (Oreo); ColorOS 5.2 Prosesor : Octa-core (4x2.0 GHz Cortex-A73 & 4x2.0 GHz Cortex-A53) Kamera Utama : 13MP Kamera Depan : 8MP Bateray : Non-removable Li-Ion 3410 mAh battery Memori : Ram 4GB + Rom 64GB Memori Eksternal : microSD, up to 256 GB (dedicated slot)
		OS : Android ColorOS 6 (Android 9.0 Pie) Prosesor : Octa-core (4x2.1 GHz Cortex-A73 &

Oppo F11 	Rp. 3.099.000	4x2.0 GHz Cortex-A53) Kamera Utama : 48MP + 5MP Kamera Depan : 16MP Bateray : Non-removable Li-Po 4020 mAh Memori : Ram 4GB + Rom 128GB Memori Eksternal : microSD, up to 256GB
Oppo K3 	Rp. 3.025.000	OS : Android 9.0 (Pie); ColorOS 6 Prosesor : Octa-core (2x2.2 GHz Kryo 360 Gold & 6x1.7 GHz Kryo 360 Silver) Kamera Utama : 16MP + 2MP Kamera Depan : 16MP Bateray : Non-removable Li-Po 3765mAh Memori : Ram 6GB + Rom 64GB Memori Eksternal : no
		OS : Android 4.4 (KitKat); ColorOS 2 Prosesor : Octa-core (4x1.7 GHz Cortex-A53 & 4x1.0 GHz Cortex-A53) Kamera Utama : 13MP Kamera Depan : 5MP

Oppo R1x 	Rp. 1.899.000	Bateray : Non-removable Li-Po 2420 mAh Memori : Ram 2GB + Rom 16GB Memori Eksternal : microSD, up to 256 GB (uses shared SIM slot)
Oppo R7 Lite 	Rp. 2.575.000	OS : Android 5.1 (Lollipop); ColorOS 2.1 Prosesor : Octa-core (4x1.5 GHz Cortex-A53 & 4x1.0 GHz Cortex- A53) Kamera Utama : 13MP Kamera Depan : 8MP Bateray : Non-removable Li-Po 2320 mAh Memori : Ram 2GB + Rom 16GB Memori Eksternal : microSD, up to 256 GB (uses shared SIM slot)

XIAOMI

TIPE	HARGA	SPESIFIKASI
Xiaomi Redmi 6 Pro 	Rp. 1.760.000	OS : Android MIUM 10 (Android 8.1 Oreo) Prosesor : Qualcomm MSM8953 Snapdragon 625 Octa-core Cortex-A53 Kamera Utama : 12MP + 5MP Kamera Depan : 5MP Bateray : Non-removable Li-Po 4000 mAh Memori : Ram 3GB + Rom 32GB Memori Eksternal : microSD, up to 256GB
Xiomi Redmi 8 	Rp. 1.635.000	OS : Android 9.0 (Pie); MIUI 9 Prosesor : Qualcomm SDM439 Snapdragon 439 (12 nm) Octa-core Kamera Utama : 12MP + 2MP Kamera Depan : 8MP Bateray : Non-removable Li-Po 5000mAh Fast battery charging 18W Memori : Ram 3GB + Rom 32GB Memori Eksternal : microSD, up to 512GB

Xiaomi Redmi 8A 	Rp. 1.479.000	OS : Android 9.0 (pie); MIUI 10 Prosesor : Qualcomm SDM439 Snapdragon 439 (12 nm) Octa-core Kamera Utama : 12MP Kamera Depan : 8MP Bateray : 5000mAh 18W fast charging Memori : Ram 2GB + Rom 32GB Memori Eksternal : Up to 512GB
Xiaomi Redmi Note 8 	Rp. 2.050.000	OS : Android MIUI 10, based on Android 9.0 Pie Prosesor : Qualcomm SDM665 Snapdragon 665 (11 nm) Octa-core Kamera Utama : 48MP + 8MP + 2MP + 2MP Kamera Depan : 13MP Bateray : Built-in non- removable Lithium Ion Polymer 4000mAh Memori : Ram 4GB + Rom 64GB Memori Eksternal : microSD, up to 256GB

Xiaomi Redmi S2 	Rp. 1.475.000	OS : Android MIUI 9.5 (Android 8.1 Oreo) Prosesor : Qualcomm MSM8953 Snapdragon 625 Octa-core Cortex-A53 Kamera Utama : 12MP + 5MP Kamera Depan : 16MP Bateray : 3080mAh (typ) / 3000mAh (min) Memori : Ram 3GB + Rom 32GB Memori Eksternal : microSD up to 256GB
Xiaomi Redmi Y3 	Rp. 2.020.000	OS : Android 9.0 (Pie); MIUI 9 Prosesor : Snapdragon 632 Kamera Utama : 12MP + 2MP Kamera Depan : 32MP Bateray : 4,000 mAh Memori : Ram 3GB + Rom 32GB Memori Eksternal : Up to 512GB
Xiaomi Mi 6X 	Rp. 1.950.000	OS : Android MIUI 9.5 (Android 8.1 (Oreo); Android One) Prosesor : Qualcomm SDM660 Snapdragon 660 Octa-core (4x 2.2GHz Kryo 260 & 4x 1.8GHz Kryo 260) Kamera Utama : 12MP +20MP Kamera Depan : 20MP

		Bateray : Non-removable Li-Ion 3010 mAh Memori : Ram 4GB + Rom 64GB Memori Eksternal : No
Xiaomi Mi A2 Lite 	Rp. 1.595.000	OS : Android 8.1 (Oreo); Android One Prosesor : Qualcomm Snapdragon 625 Octa-core Cortex-A53 Kamera Utama : 12MP + 5MP Kamera Depan : 5MP Bateray : 4000 mAh Memori : Ram 3GB + Rom 32GB Memori Eksternal : Up to 256GB
Xiaomi Mi A3 	Rp. 2.799.000	OS : Android One Prosesor : Qualcomm Snapdragon 665 Kamera Utama : 48MP + 8MP + 2MP Kamera Depan : 32MP Bateray : 4,030 mAh Memori : Ram 4GB + Rom 64GB Memori Eksternal : Up to 256GB
		OS : Android MIUI 9.5 (Android 8.1 (Oreo)) Prosesor : Qualcomm Snapdragon 660 Octa-core

Xiaomi Mi Max 3 	Rp. 2.850.000	Kamera Utama : 12MP + 5MP Kamera Depan : 8MP Bateray : 5500 mAh Memori : Ram 4GB + Rom 64GB Memori Eksternal : microSD up to 256GB
Xiaomi Mi 8 Lite (Mi 8 Youth) 	Rp. 2.000.000	OS : Android MIUI 10 (Android 8.1 (Oreo)) Prosesor : Qualcomm SDM660 Snapdragon 660 Octa Core Kamera Utama : 12MP + 5MP Kamera Depan : 24MP Bateray : Non-removable Li-Po 3350mAh Memori : Ram 4GB + Rom 64GB Memori Eksternal : microSD, up to 256GB

SAMSUNG

TIPE	HARGA	SPESIFIKASI
Samsung Galaxy A10s 	Rp. 1.899.000	OS : Android 9.0 Pie; One UI Prosesor : Mediatek MT6762 Helio P22 (12nm) Octa-core Cortex-A53 Kamera Utama : 13MP + 2MP Kamera Deapan : 8MP Baterai : 4000 mAh

		Memori : Ram 2GB + Rom 32GB Memori Eksternal : microSD up to 512GB
Samsung Galaxy A20s 	Rp. 2.599.000	OS : Android 9.0 Pie Prosesor : Qualcomm SDM450 Snapdragon 450 (14 nm) Octa-core Cortex-A53 Kamera Utama : 13MP + 8MP + 5MP Kamera Deapan : 8MP Baterai : 4000mAh Memori : Ram 4GB + Rom 64GB Memori Eksternal : microSD, up to 512GB
Samsung Galaxy A30s 	Rp. 2.999.000	OS : Android 9.0 Pie Prosesor : Exynos 7904 (14 nm) Octa-core Kamera Utama : 25MP + 8MP + 5MP Kamera Deapan : 16MP Baterai : 4000mAh Memori : Ram 4GB + Rom 64GB Memori Eksternal : microSD, up to 512GB
Samsung Galaxy A6+	Rp. 2.350.000	OS : Android 8.0 (Oreo) Prosesor : Qualcomm Snapdragon 450 Octa core Kamera Utama : 16MP + 5MP

		Kamera Depan : 24MP Baterai : Non-removable Li-Ion 3500 mAh Memori : Ram 3GB + Rom 32GB Memori Eksternal : microSD, up to 256GB
Samsung Galaxy J4+ 	Rp. 1.579.000	OS : Android 8.1 Oreo Prosesor : Qualcomm MSM8917 Snapdragon 425, Quad-core Cortex- A53 Kamera Utama : 13MP Kamera Depan : 5MP Baterai : 3300mAh Memori : Ram 2GB + Rom 16GB Memori Eksternal : microSD (Up to 512GB)
Samsung Galaxy J6+ 	Rp. 1.875.000	OS : Android 8.1 Oreo Prosesor : Qualcomm MSM8917 Snapdragon 425, Quad-core Cortex- A53 Kamera Utama : 13MP + 5MP Kamera Depan : 8MP Baterai : 3300mAh Memori : Ram 3GB + Rom 32GB Memori Eksternal : microSD (Up to 512GB)

Samsung Galaxy M30s 	Rp. 2.899.000	OS : Android 9.0 Pie; One UI Prosesor : Samsung Exynos 9611 (10nm) Octa-core Kamera Utama : 48MP + 8MP + 5MP Kamera Deapan : 16MP Baterai : Non-removable Li-Po 6000mAh Fast battery charging 15W Memori : Ram 4GB + Rom 64GB Memori Eksternal : microSD, up to 512GB
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VIVO

TIPE	HARGA	SPESIFIKASI
Vivo V5s 	Rp. 2.810.000	OS : Android Funtouch OS 3.0 (berdasarkan Android 6.0) Prosesor : Octa-core 64bit Kamera Utama : 13MP Kamera Deapan : 20MP Baterai : Non-removable Li-ion 3000mAh Memori : Ram 4GB + Rom 64GB Memori Eksternal : microSD hingga 256GB

Vivo V9 	Rp. 2.750.000	OS : Android 8.1 Oreo with Funtouch OS 4.0 Prosesor : Qualcomm Snapdragon 450 Qualcomm Snapdragon 660 Snapdragon 626 Kamera Utama : 13MP + 2MP Kamera Deapan : 24MP Baterai : Li-Ion 3260mAh Memori : Ram 4GB + Rom 64GB Memori Eksternal : microSD up to 256GB
Vivo V11 	Rp. 2.999.000	OS : Android Funtouch OS 4.5 (based on Android 8.1) Prosesor : MediaTek MT6771 Helio P60 Octa-core Kamera Utama : 16MP + 5MP Kamera Deapan : 25MP Baterai : 3315mAh Memori : Ram 4GB + Rom 64B Memori Eksternal : microSD, up to 256GB
Vivo Y12 	Rp. 1.899.000	OS : Android 9.0 (Pie); Funtouch 9 Prosesor : Octa-core 2.0 GHz Cortex-A53 Kamera Utama : 13MP + 8MP + 2MP Kamera Deapan : 8MP

		Baterai : Non-removable Li-Po 5000 mAh Memori : Ram 3GB + Rom 32GB Memori Eksternal : microSD, up to 256 GB (dedicated slot)
Vivo Y15 	Rp. 2.499.000	OS : Android 9.0 (Pie); Funtouch 9 Prosesor : Octa-core 2.0 GHz Cortex-A53 Kamera Utama : 13MP + 8MP + 2MP Kamera Deapan : 16MP Baterai : Non-removable Li-Po 5000 mAh Memori : Ram 4GB + Rom 64GB Memori Eksternal : microSD, up to 256 GB (dedicated slot)
Vivo Y17 	Rp. 2.799.000	OS : Android 9.0 (Pie); Funtouch 9 Prosesor : Octa-core (4x2.3 GHz Cortex-A53 & 4x1.8 GHz Cortex-A53) Kamera Utama : 13MP + 8MP + 2MP Kamera Deapan : 20MP + 16MP Baterai : Non-removable Li-Po 5000 mAh Memori : Ram 4GB + Rom 128GB Memori Eksternal :

		microSD, up to 256 GB (dedicated slot)
Vivo Y19 	Rp. 2.999.000	OS : Android 9.0 (Pie); Funtouch 9.2 Prosesor : Octa-core (2x2.0 GHz Cortex-A75 & 6x1.7 GHz Cortex-A55) Kamera Utama : 16MP + 8MP + 2MP Kamera Deapan : 16MP Baterai : Non-removable Li-Po 5000 mAh Memori : Ram 8GB + Rom 128GB Memori Eksternal : microSD, up to 256 GB
Vivo Y91C 	Rp. 1.499.000	OS : Android 8.1 (Oreo); Funtouch 4.5 Prosesor : Octa-core 2.0 GHz Cortex-A53 Kamera Utama : 13MP Kamera Deapan : 5MP Baterai : Non-removable Li-Po 4030 mAh Memori : Ram 2GB + Rom 32GB Memori Eksternal : microSD, up to 256 GB (dedicated slot)

REALME

TIPE	HARGA	SPESIFIKASI
Realme 5 	Rp. 1.999.000	OS : Android ColorOS 6 (Android 9.0 Pie) Prosesor : Qualcomm SDM665 Snapdragon 665 AIE Octa-core Kamera Utama : 12MP + 8MP + 2MP + 2MP Kamera Deapan : 13MP Baterai : 5000mAh Memori : Ram 3GB + Rom 64GB Memori Eksternal : Up to 256GB
Realme 5s 	Rp. 2.699.000	OS : Android 9.0 (Pie); ColorOS 6 Prosesor : Octa-core (4x2.0 GHz Kryo 260 Gold & 4x1.8 GHz Kryo 260 Silver) Kamera Utama : 48MP + 8MP + 2MP + 2MP Kamera Deapan : 13MP Baterai : Non-removable Li-Po 5000 mAh Memori : Ram 4GB + Rom 128GB Memori Eksternal : microSD, up to 256 GB (dedicated slot)
Realme 5 Pro	Rp. 2.449.000	OS : Android ColorOS 6

		(Android 9.0 Pie) Prosesor : Qualcomm SDM712 Snapdragon 712 AIE Octa-core Kamera Utama : 48MP + 8MP + 2MP + 2MP Kamera Deapan : 16MP Baterai : 4035mAh Memori : Ram 4GB + Rom 128GB Memori Eksternal : Up to 256GB
Realme C2 	Rp. 1.399.000	OS : Android ColorOS 6.0 berbasis Android 9.0 Pie Prosesor : MediaTek Helio MT6762 P22 Octa-core Cortex-A53 Kamera Utama : 4000mAh Kamera Deapan : 13MP Baterai : 5MP Memori : Ram 2GB + Rom 32GB Memori Eksternal : Up to 256GB

Lampiran 3

Hasil Jawaban Responden

Jawaban Kuisisioner Atribut Produk

No	P1	P2	P3	P4	P5	P6	P7	Total
1	4	4	4	3	5	3	4	27
2	5	5	5	5	5	5	5	35
3	4	4	4	4	4	2	4	26
4	3	3	5	3	4	5	4	27
5	3	3	3	3	4	4	3	23
6	4	4	4	4	3	4	4	27
7	5	3	4	5	4	3	5	29
8	3	5	4	4	5	4	3	28
9	5	4	5	3	4	2	3	26
10	3	4	4	5	4	4	5	29
11	4	3	5	4	4	3	4	27
12	3	4	4	4	5	4	3	27
13	5	3	4	5	4	3	5	29
14	4	3	5	4	4	5	5	30
15	5	4	3	4	5	3	2	26
16	3	4	4	5	5	3	3	27
17	4	5	2	3	4	4	5	27
18	3	4	4	5	3	3	3	25
19	5	4	5	3	4	4	4	29
20	3	4	4	3	3	3	5	25
21	4	4	5	5	4	4	5	31
22	4	5	4	4	4	4	4	29
23	4	5	4	3	4	4	5	29
24	4	4	5	5	4	3	3	28
25	3	3	4	4	5	4	4	27

26	4	5	3	4	4	5	3	28
27	5	5	3	3	2	4	3	25
28	4	3	5	3	5	3	3	26
29	4	3	3	5	5	4	3	27
30	4	3	5	3	2	4	3	24
31	2	3	2	4	3	3	3	20
32	4	4	5	3	4	4	5	29
33	3	5	4	5	4	3	4	28
34	4	4	3	5	4	3	4	27
35	4	3	5	3	4	4	3	26
36	5	4	3	4	4	4	3	27
37	4	5	3	4	4	5	4	29
38	4	5	2	3	4	4	3	25
39	5	4	5	3	4	4	5	30
40	3	5	4	3	4	5	4	28
41	5	4	4	5	3	4	3	28
42	4	4	5	5	4	4	5	31
43	4	5	4	5	4	3	5	30
44	4	4	5	5	4	4	5	31
45	3	4	5	5	4	4	4	29
46	4	3	5	5	5	4	3	29
47	4	5	4	5	5	4	3	30
48	4	3	2	4	3	4	4	24
49	4	3	4	5	5	4	4	29
50	4	4	5	5	4	3	4	29
51	4	5	3	4	5	4	4	29
52	4	5	4	5	5	4	4	31
53	4	5	4	3	5	4	3	28
54	4	3	5	5	5	4	4	30
55	4	3	2	3	4	3	4	23

56	5	4	4	5	5	4	5	32
57	4	5	3	5	4	4	5	30
58	4	3	5	5	4	4	4	29
59	4	3	4	4	2	3	2	22
60	3	4	3	4	4	2	3	23
61	4	5	4	5	4	4	3	29
62	3	4	4	5	4	4	3	27
63	3	4	5	5	4	4	3	28
64	3	5	4	5	5	4	5	31
65	4	2	4	5	4	3	3	25
66	4	3	4	5	4	3	4	27
67	4	5	3	5	4	3	5	29
68	4	4	5	5	4	3	4	29
69	3	5	2	5	3	4	2	24
70	4	4	5	5	4	4	4	30
71	4	5	5	5	5	3	5	32
72	4	4	4	4	5	3	5	29
73	3	3	2	3	3	2	3	19
74	5	5	4	5	4	5	5	33
75	5	4	4	4	4	3	4	28
76	5	5	3	5	5	4	5	32
77	4	3	5	5	4	4	5	30
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83	4	3	5	3	4	5	3	27
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86	4	3	5	4	5	4	4	29
87	4	5	4	3	5	5	4	30
88	4	5	3	5	4	3	5	29
89	4	3	5	4	5	3	4	28
90	5	4	3	4	5	3	4	28
91	5	4	5	2	3	4	3	26
92	4	5	3	4	5	2	4	27
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96	4	5	3	4	4	5	4	29
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99	4	5	3	4	5	4	4	29
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102	5	4	5	3	4	4	4	29
103	3	4	4	3	3	3	5	25
104	3	5	5	3	5	5	5	31
105	4	4	4	4	5	5	5	31
106	4	4	5	5	5	4	3	30
107	5	5	5	4	2	4	4	29
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109	4	5	4	4	3	5	4	29
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111	3	5	3	4	3	4	3	25
112	4	5	3	5	4	3	5	29
113	4	3	3	5	4	2	3	24
114	4	3	5	4	3	4	4	27
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118	4	5	3	4	3	5	4	28
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120	1	3	2	4	3	5	4	22
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123	5	3	4	3	5	4	3	27
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125	5	3	4	3	5	3	3	26
126	3	4	4	5	3	4	4	27
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142	5	5	5	4	5	4	5	33
143	5	5	5	5	4	5	5	34
144	4	5	3	3	4	3	5	27
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234	4	3	5	4	4	5	4	29
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238	5	3	4	2	4	3	3	24
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244	4	3	5	3	4	5	3	27
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268	4	4	5	5	5	3	4	30
269	3	4	5	5	5	4	3	29
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314	4	4	5	3	3	2	3	24
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322	4	4	4	5	3	4	3	27
323	5	4	4	4	5	4	3	29
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325	5	4	5	4	4	3	5	30

326	4	5	4	3	5	4	5	30
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328	4	5	3	4	5	4	3	28
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334	4	5	3	5	4	3	4	28
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337	4	3	4	5	4	4	3	27
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339	4	3	4	5	4	4	5	29
340	5	4	2	4	4	3	3	25
341	3	4	3	4	2	4	3	23
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343	4	3	2	5	4	5	3	26
344	4	3	4	4	4	3	4	26
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346	4	4	3	3	5	4	4	27
347	4	3	4	5	3	4	3	26
348	4	3	4	3	4	4	3	25
349	3	4	3	4	2	5	3	24
350	4	3	5	3	3	4	5	27

Lampiran 4

Karakteristik Responden

1. Responden Berdasarkan Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	151	43.1	43.1	43.1
	Wanita	199	56.9	56.9	100.0
	Total	350	100.0	100.0	

2. Responden Berdasarkan Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19 - 22 Tahun	190	54.3	54.3	54.3
	23 - 26 Tahun	101	28.9	28.9	83.1
	27 - 30 Tahun	32	9.1	9.1	92.3
	31 - 34 Tahun	13	3.7	3.7	96.0
	35 - 38 Tahun	14	4.0	4.0	100.0
	Total	350	100.0	100.0	

3. Responden Berdasarkan Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Buruh	9	2.6	2.6	2.6
	Pegawai Swasta	81	23.1	23.1	25.7
	Pelajar/Mahasiswa	195	55.7	55.7	81.4
	PNS	24	6.9	6.9	88.3
	Wiraswasta	41	11.7	11.7	100.0
	Total	350	100.0	100.0	

Lampiran 5

Hasil Jawaban Responden

1. Jawaban Responden Atribut Harga P1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	.6	.6	.6
2	5	1.4	1.4	2.0
3	55	15.7	15.7	17.7
4	207	59.1	59.1	76.9
5	81	23.1	23.1	100.0
Total	350	100.0	100.0	

2. Jawaban Responden Atribut Kelengkapan Fitur P2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	9	2.6	2.6	2.6
3	83	23.7	23.7	26.3
4	130	37.1	37.1	63.4
5	128	36.6	36.6	100.0
Total	350	100.0	100.0	

3. Jawaban Responden Atribut Desain P3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	16	4.6	4.6	4.6
3	91	26.0	26.0	30.6
4	140	40.0	40.0	70.6
5	103	29.4	29.4	100.0
Total	350	100.0	100.0	

4. Jawaban Responden Atribut Kamera P4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	.3	.3	.3
2	4	1.1	1.1	1.4
3	86	24.6	24.6	26.0
Valid 4	122	34.9	34.9	60.9
5	137	39.1	39.1	100.0
Total	350	100.0	100.0	

5. Jawaban Responden Atribut Memori P5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	13	3.7	3.7	3.7
3	80	22.9	22.9	26.6
Valid 4	164	46.9	46.9	73.4
5	93	26.6	26.6	100.0
Total	350	100.0	100.0	

6. Jawaban Responden Atribut Prosesor P6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	15	4.3	4.3	4.3
3	97	27.7	27.7	32.0
Valid 4	168	48.0	48.0	80.0
5	70	20.0	20.0	100.0
Total	350	100.0	100.0	

7. Jawaban Responden Atribut Baterai P7

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	1.7	1.7	1.7
3	109	31.1	31.1	32.9
Valid 4	156	44.6	44.6	77.4
5	79	22.6	22.6	100.0
Total	350	100.0	100.0	

Lampiran 6

Hasil Uji Validitas Dan Reliabilitas

Hasil Uji Validitas Atribut Produk

Correlations

		p1	p2	p3	p4	p5	p6	p7	total
p1	Pearson Correlation	1	.771**	.413*	.415*	.140	.309	.441*	.697**
	Sig. (2-tailed)		.000	.023	.023	.462	.097	.015	.000
	N	30	30	30	30	30	30	30	30
p2	Pearson Correlation	.771**	1	.474**	.487**	.283	.333	.771**	.827**
	Sig. (2-tailed)	.000		.008	.006	.130	.072	.000	.000
	N	30	30	30	30	30	30	30	30
p3	Pearson Correlation	.413*	.474**	1	.415*	.377*	.385*	.538**	.732**
	Sig. (2-tailed)	.023	.008		.023	.040	.036	.002	.000
	N	30	30	30	30	30	30	30	30
p4	Pearson Correlation	.415*	.487**	.415*	1	.625**	.147	.598**	.747**
	Sig. (2-tailed)	.023	.006	.023		.000	.438	.000	.000
	N	30	30	30	30	30	30	30	30
p5	Pearson Correlation	.140	.283	.377*	.625**	1	-.106	.504**	.572**
	Sig. (2-tailed)	.462	.130	.040	.000		.578	.005	.001
	N	30	30	30	30	30	30	30	30
p6	Pearson Correlation	.309	.333	.385*	.147	-.106	1	.365*	.508**
	Sig. (2-tailed)	.097	.072	.036	.438	.578		.047	.004
	N	30	30	30	30	30	30	30	30
p7	Pearson Correlation	.441*	.771**	.538**	.598**	.504**	.365*	1	.851**
	Sig. (2-tailed)	.015	.000	.002	.000	.005	.047		.000
	N	30	30	30	30	30	30	30	30
total	Pearson Correlation	.697**	.827**	.732**	.747**	.572**	.508**	.851**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.001	.004	.000	
	N	30	30	30	30	30	30	30	30

Hasil Uji Reliabilitas

Case Processing Summary

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

Reliability Statistics

Cronbach's Alpha	N of Items
.825	7

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

Lampiran 7

Hasil Uji Analisis Data Ke Lima *Smartphone*

For matrix
Stress = .09761 RSQ = .85956

Configuration derived in 2 dimensions

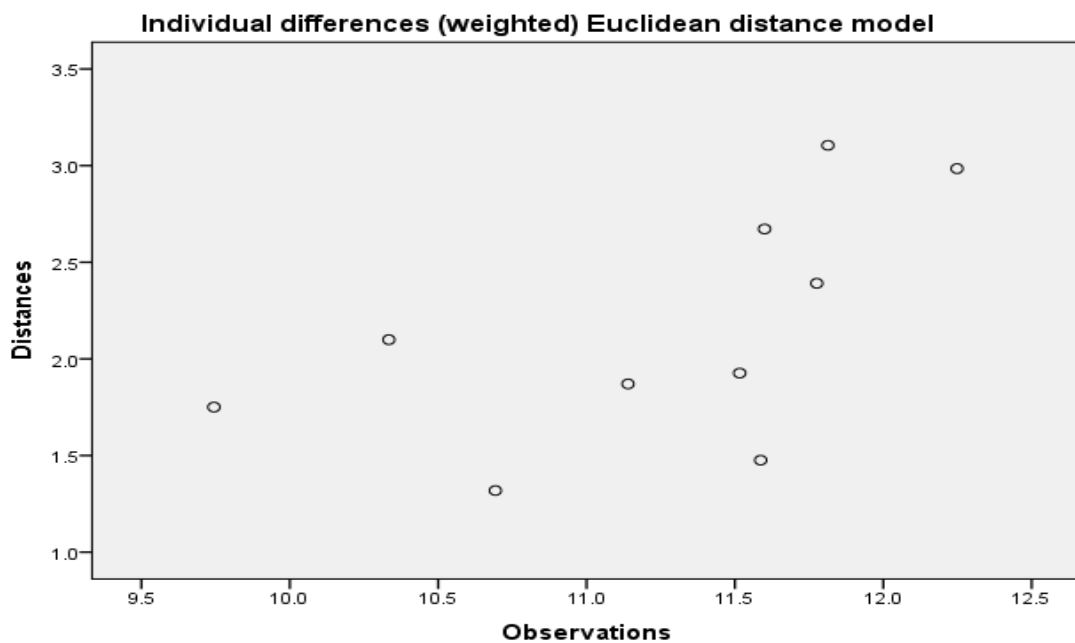
Stimulus Coordinates

Stimulus Number	Stimulus Name	Dimension	
		1	2
1	Oppo	-.9805	1.4797
2	Xiaomi	.2110	-1.2565
3	Samsung	.7509	.7722
4	Vivo	-1.3242	-.4157
5	Realme	1.3428	-.5797

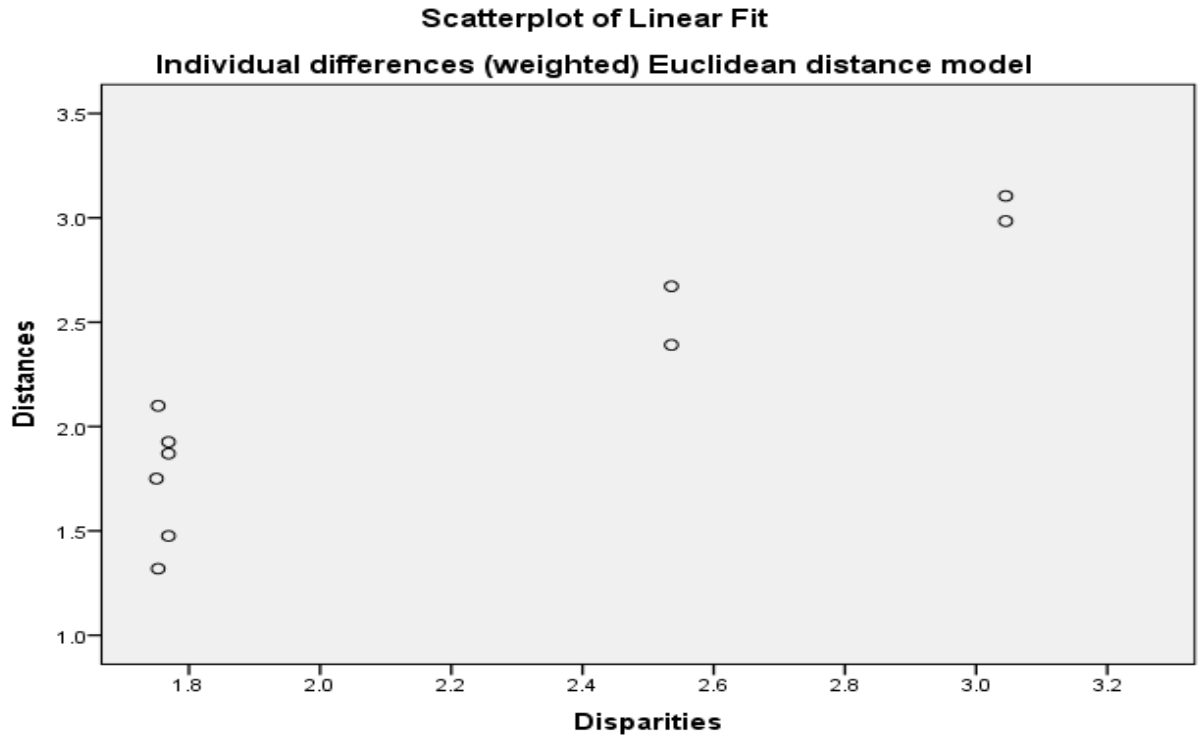
1. Hasil Uji Analisis Data Ke Lima *Smartphone*

Uji Konsistensi Responden

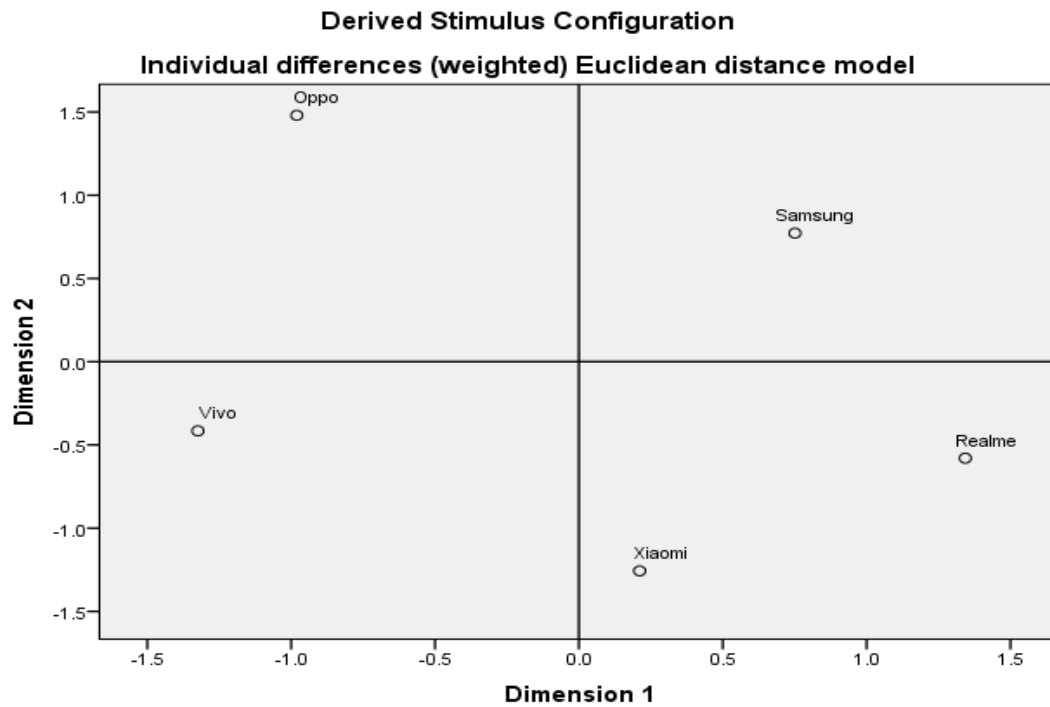
Scatterplot of Nonlinear Fit



Uji Kesamaan Sikap



Hasil Analisis Peta *Positioning* Dua Dimensi



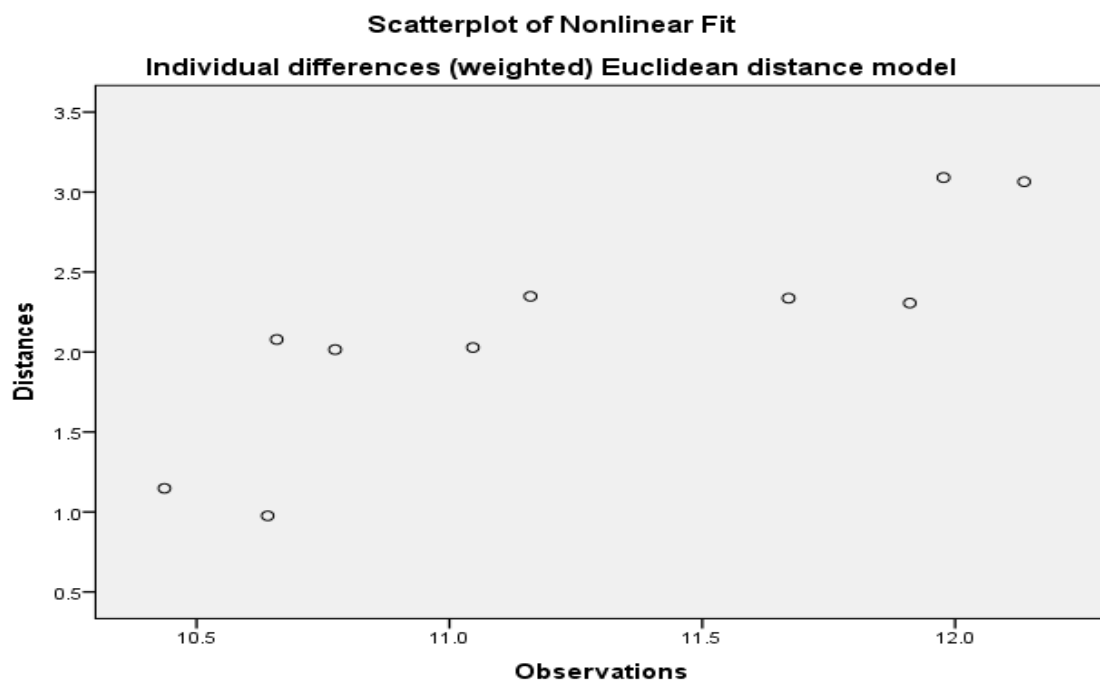
2. Hasil Uji Analisis Data *Smartphone* Berdasarkan Atribut Harga

For matrix
Stress = .01910 RSQ = .99570

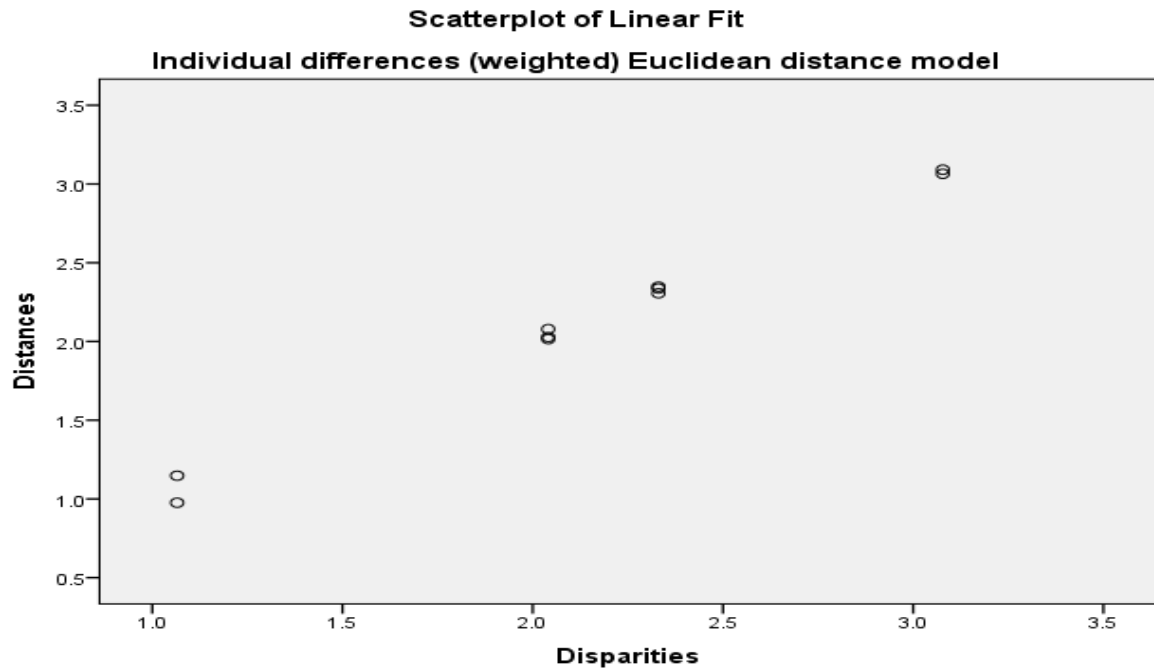
Configuration derived in 2 dimensions

Stimulus Coordinates			
		Dimension	
Stimulus Number	Stimulus Name	1	2
1	oppo	1.1003	.9257
2	xiaomi	.7628	-1.0742
3	samsung	.6075	-.1106
4	vivo	-1.2185	1.2977
5	realme	-1.2521	-1.0386

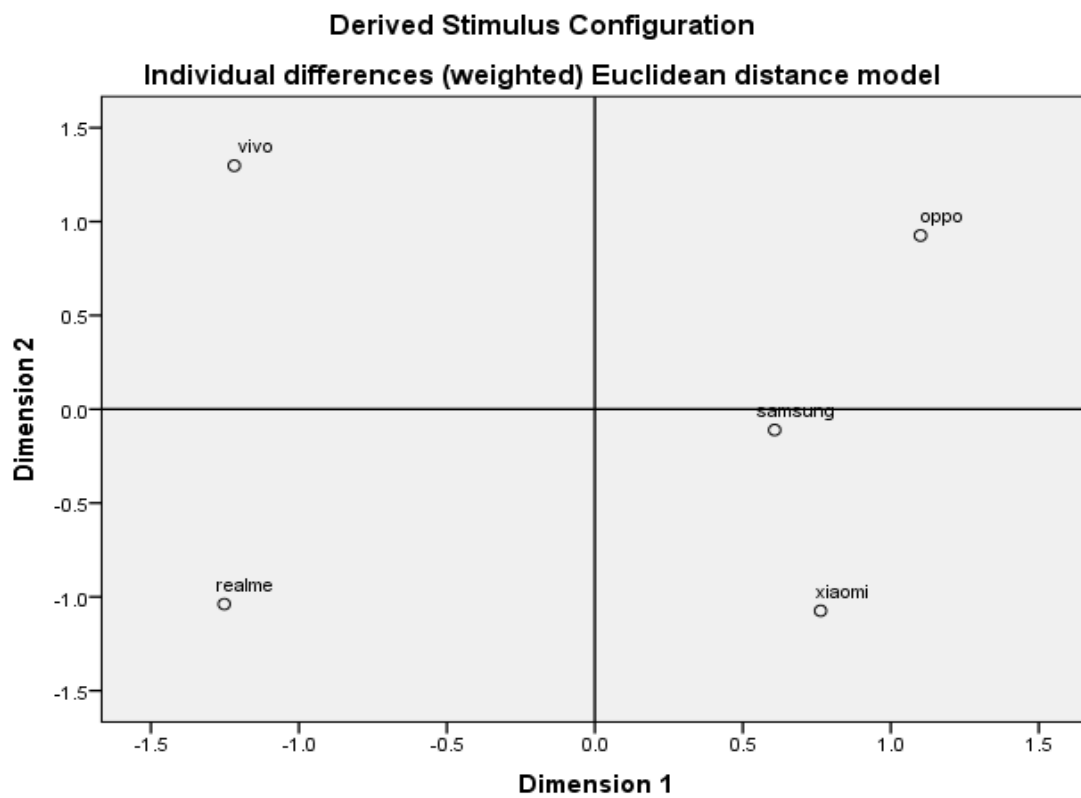
Uji Konsistensi Responden



Uji Kesamaan Sikap



Hasil Analisis Peta *Positioning* Dua Dimensi



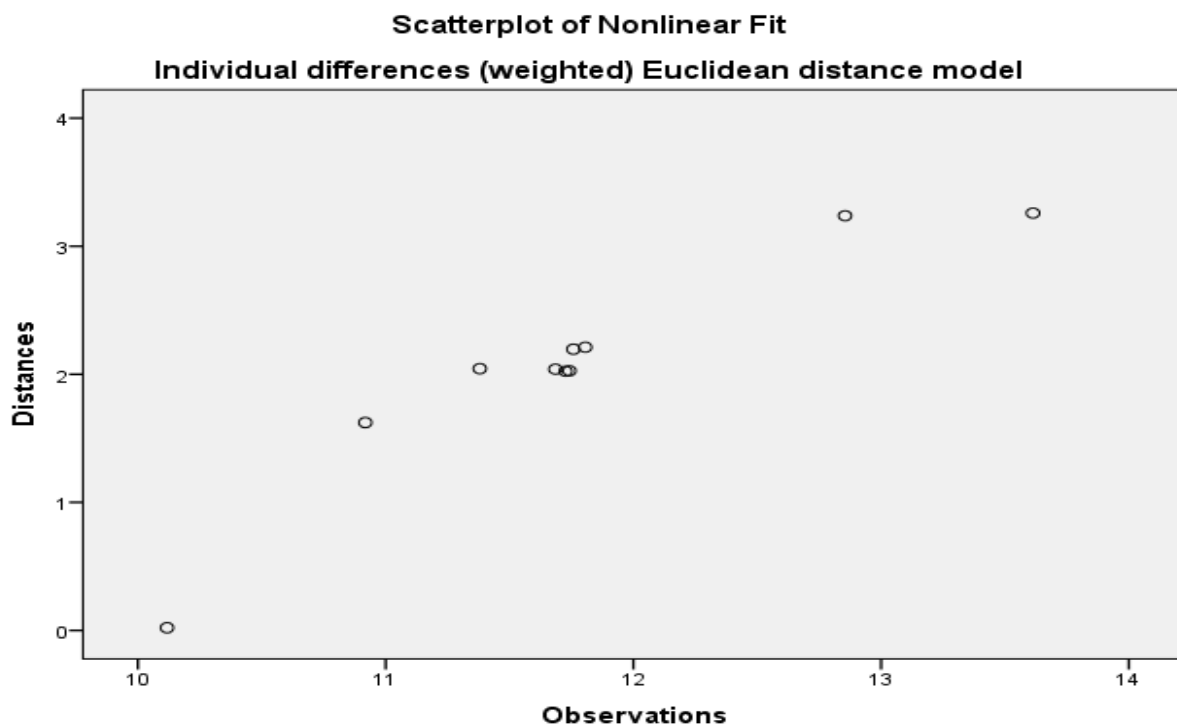
3. Hasil Uji Analisis Data *Smartphone* Berdasarkan Atribut Kelengkapan fitur

For matrix
Stress = .00238 RSQ = .99996

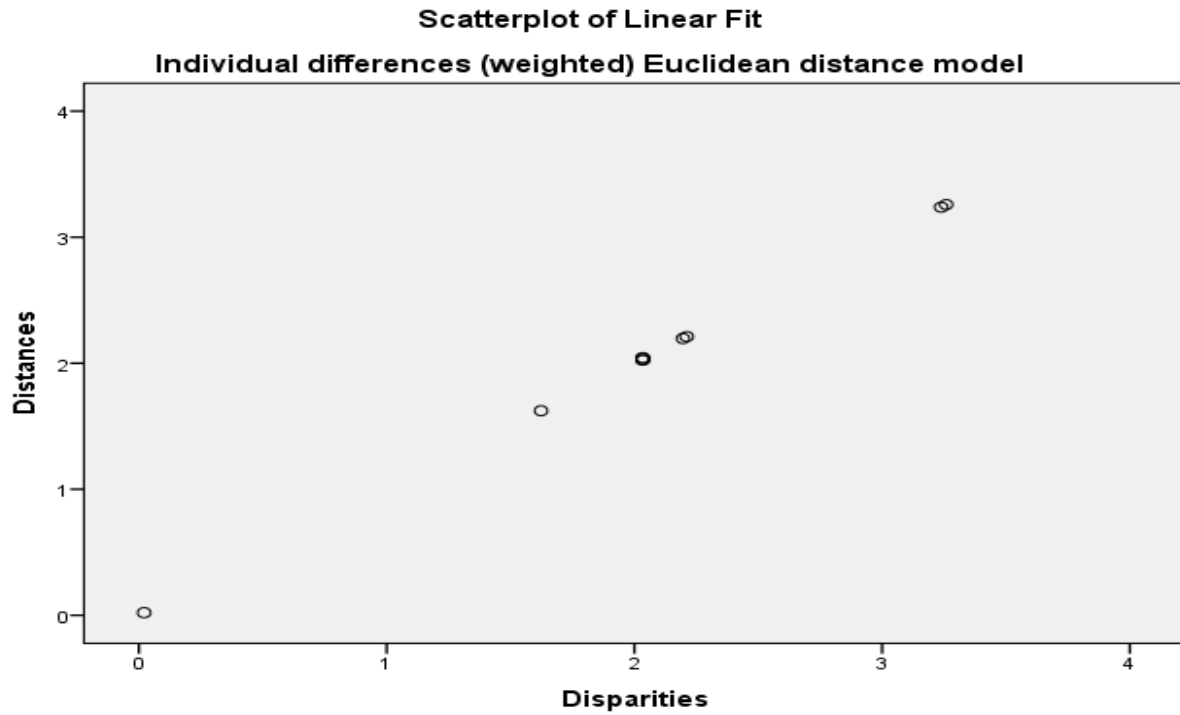
Configuration derived in 2 dimensions

Stimulus Coordinates			
		Dimension	
Stimulus Number	Stimulus Name	1	2
1	oppo	1.3347	.1024
2	xiaomi	-1.9241	.1034
3	samsung	-.1937	-1.2487
4	vivo	-.5312	.9368
5	realme	1.3143	.1062

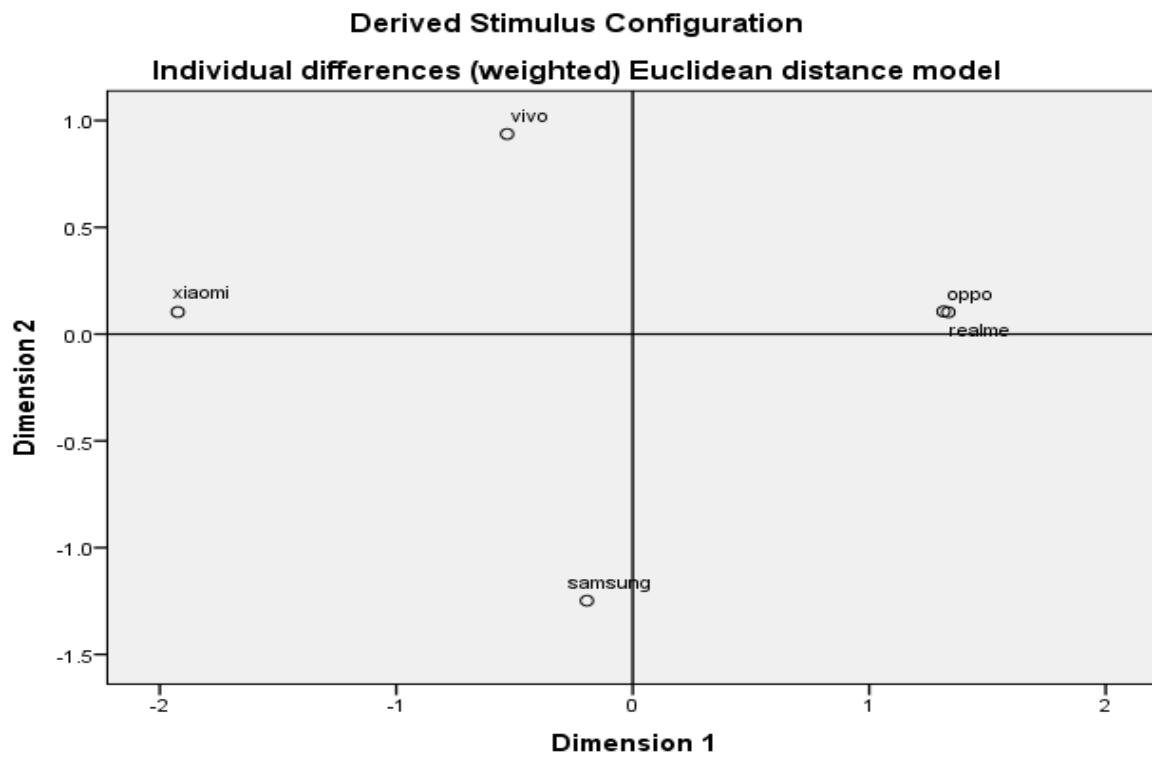
Uji Konsistensi Responden



Uji Kesamaan Sikap



Hasil Analisis Peta *Positioning* Dua Dimensi



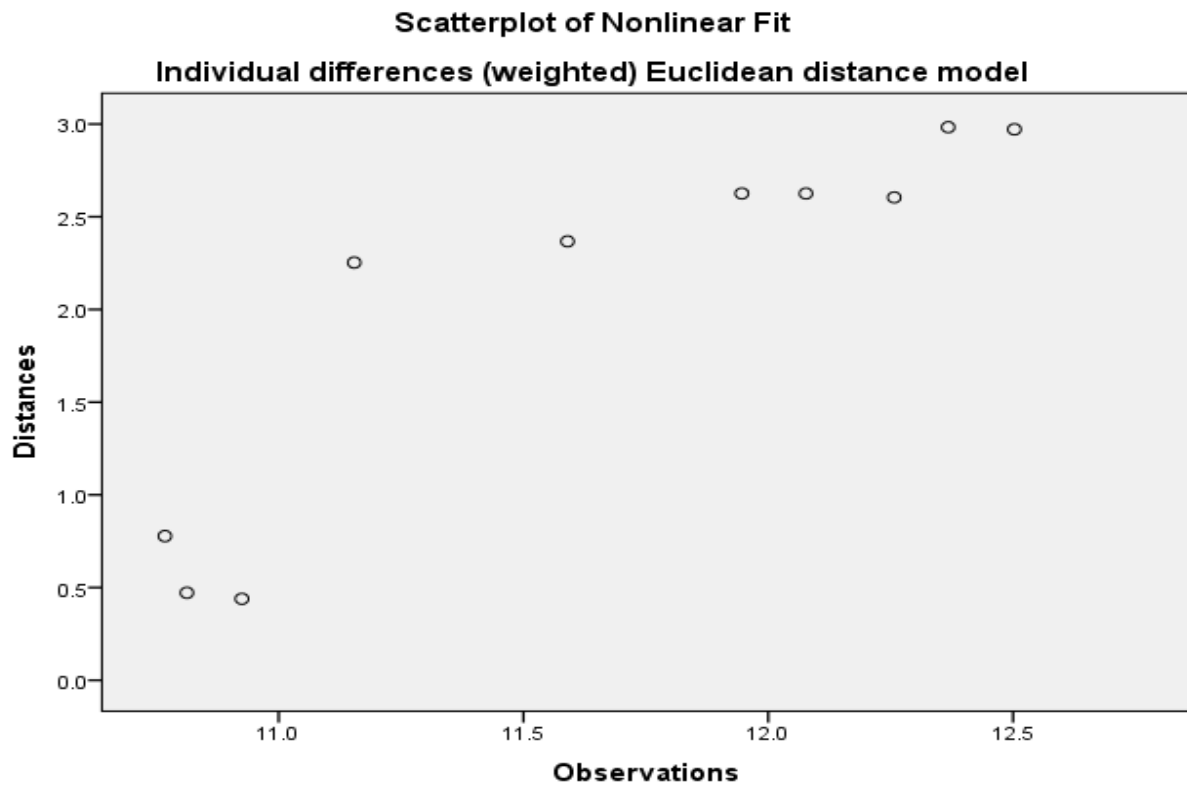
4. Hasil Uji Analisis Data *Smartphone* Berdasarkan Atribut Desain

For matrix
Stress = .03774 RSQ = .99264

Configuration derived in 2 dimensions

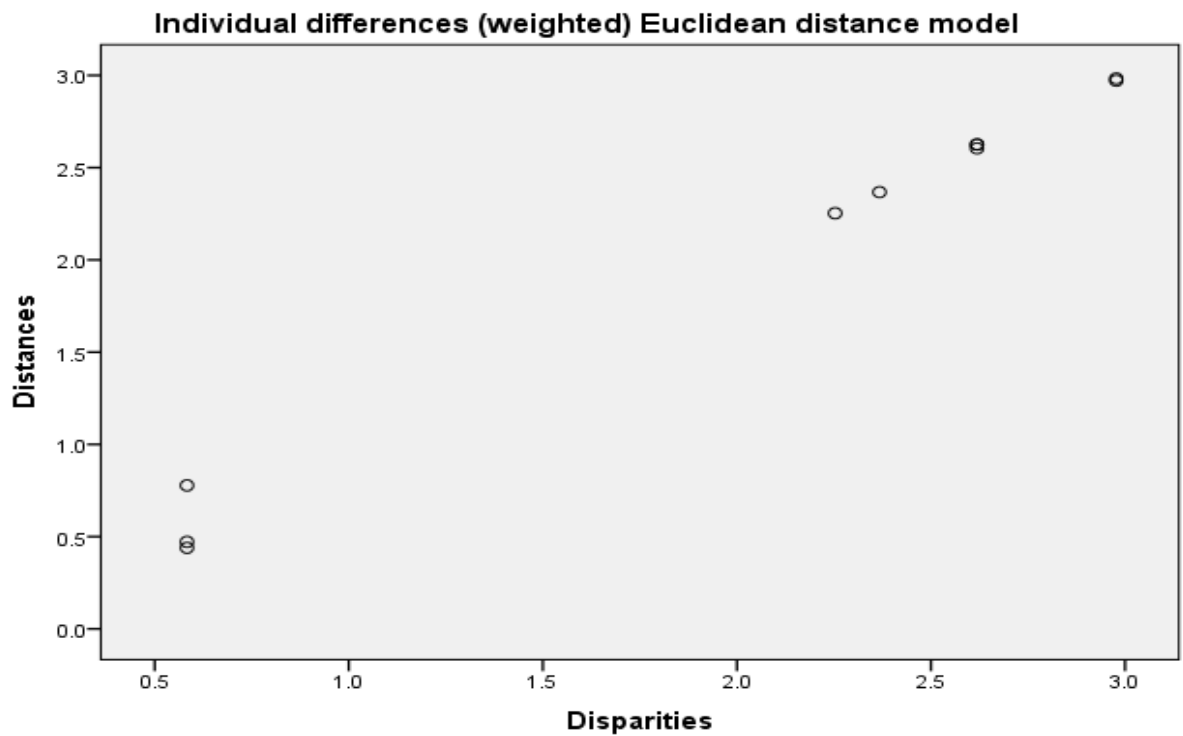
Stimulus Coordinates			
		Dimension	
Stimulus Number	Stimulus Name	1	2
1	oppo	1.1085	-.1118
2	xiaomi	-1.1261	1.2661
3	samsung	.8310	-.4522
4	vivo	-1.7321	-1.0225
5	realme	.9188	.3204

Uji Konsistensi Responden

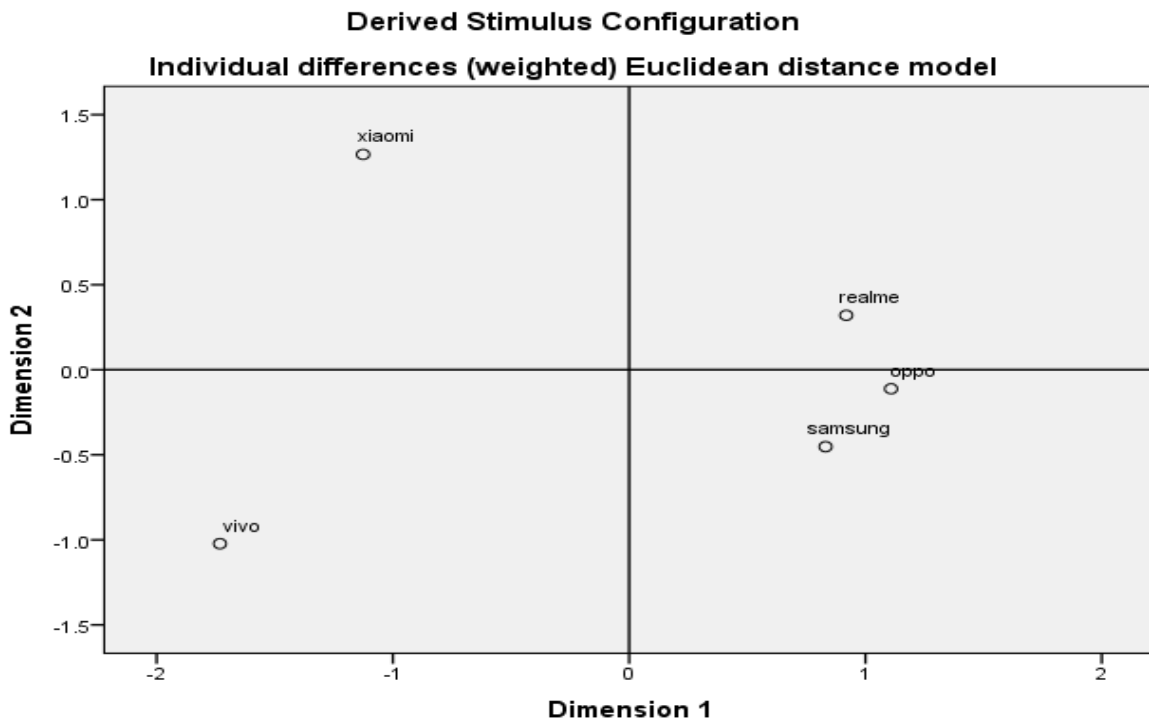


Uji Kesamaan Sikap

Scatterplot of Linear Fit



Hasil Analisis Peta *Positioning* Dua Dimensi



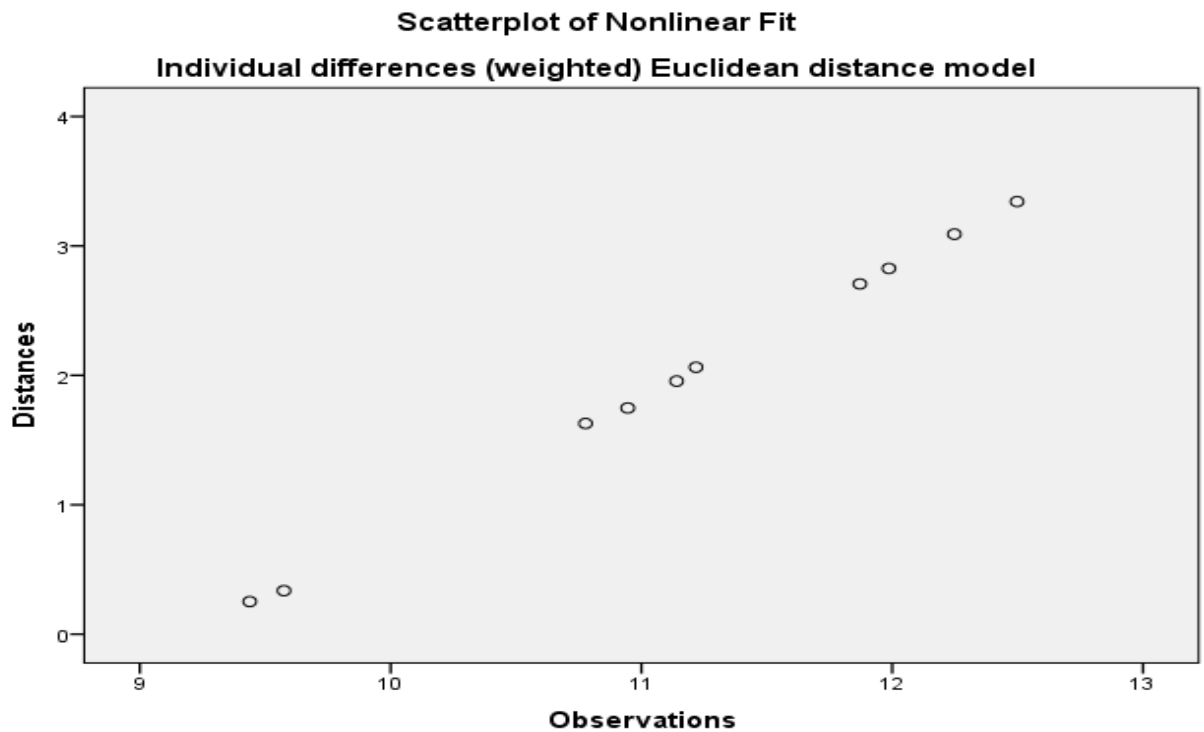
5. Hasil Uji Analisis Data *Smartphone* Berdasarkan Atribut Kamera

For matrix
Stress = .00000 RSQ = 1.00000

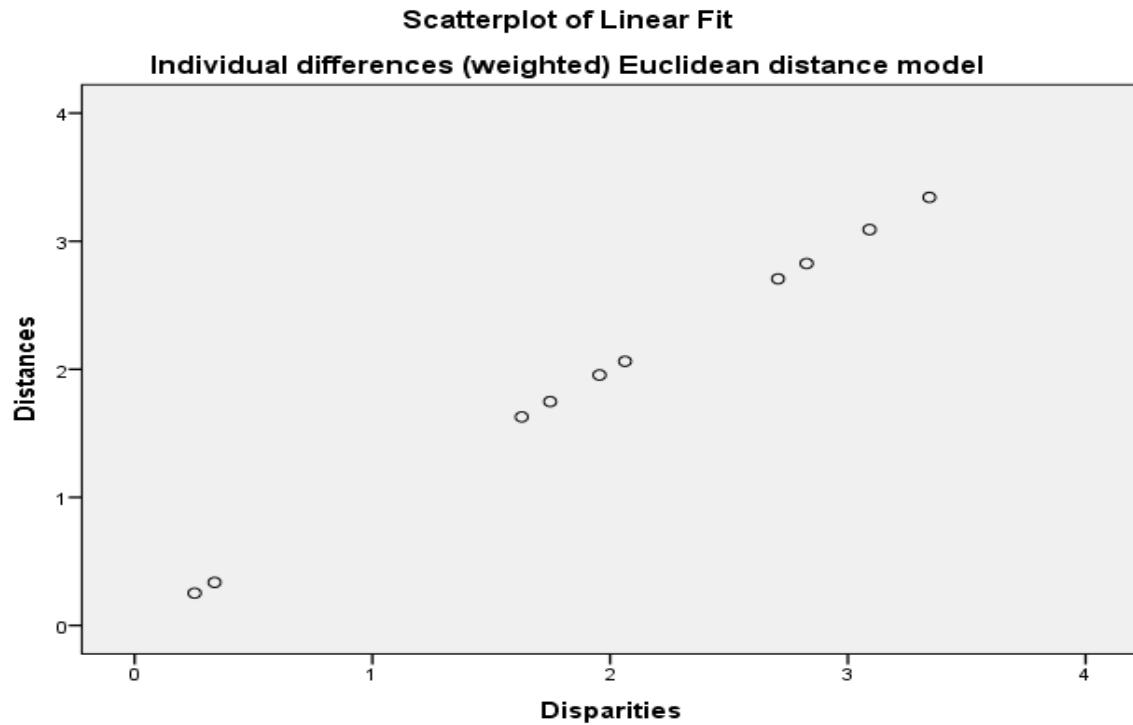
Configuration derived in 2 dimensions

Stimulus Coordinates			
		Dimension	
Stimulus Number	Stimulus Name	1	2
1	oppo	2.2247	.5089
2	xiaomi	-1.1133	.6852
3	samsung	-.1565	-.7772
4	vivo	-.8612	.6906
5	realme	-.0937	-1.1076

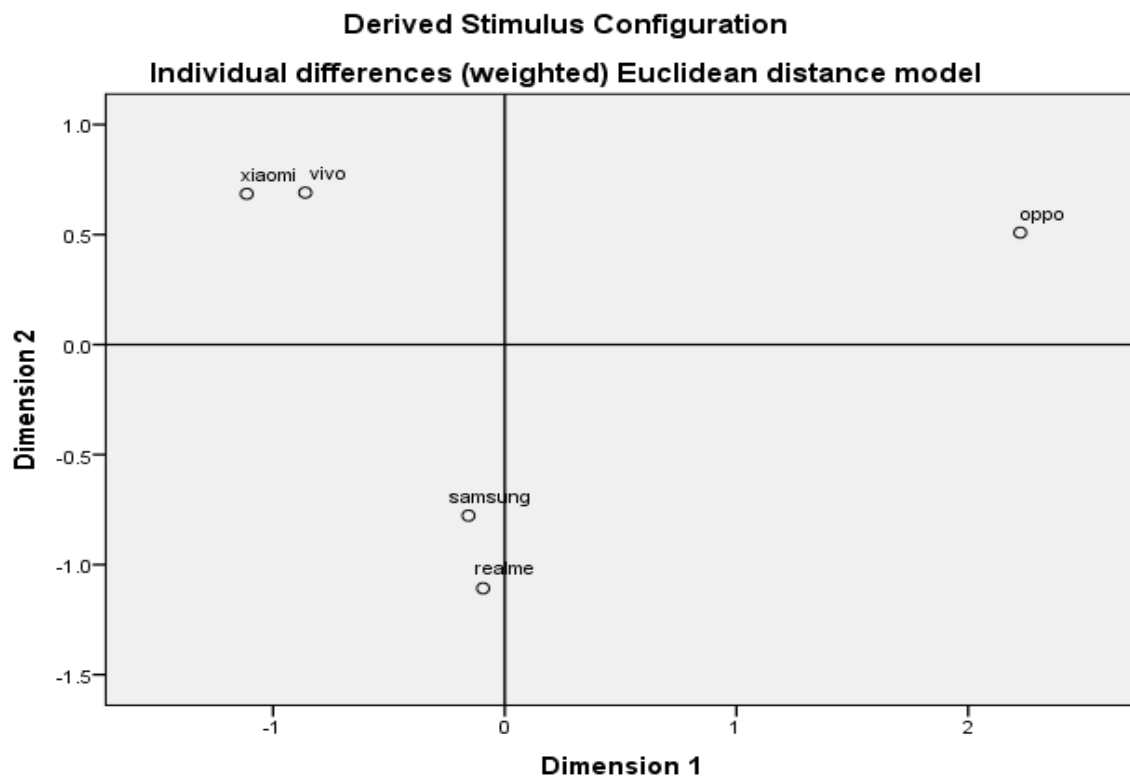
Uji Konsistensi Responden



Uji Kesamaan Sikap



Hasil Analisis Peta *Positioning* Dua Dimensi



6. Hasil Uji Analisis Data *Smartphone* Berdasarkan Atribut Memori

For matrix
Stress = .00000 RSQ = 1.00000

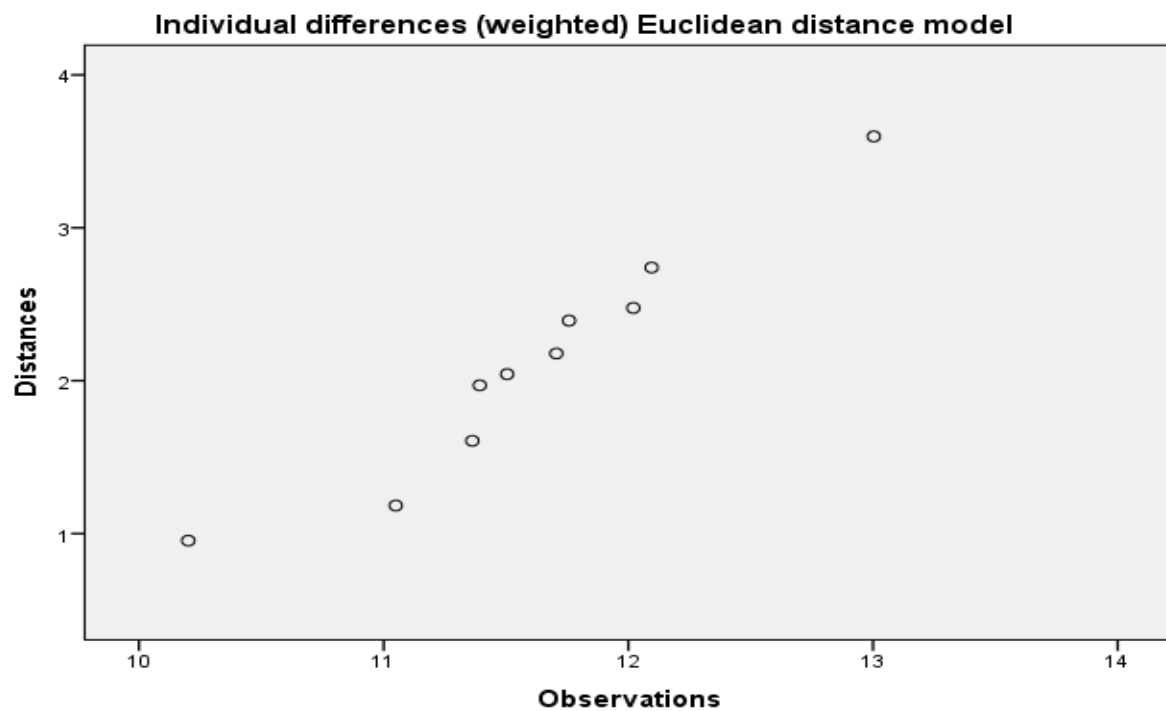
Configuration derived in 2 dimensions

Stimulus Coordinates

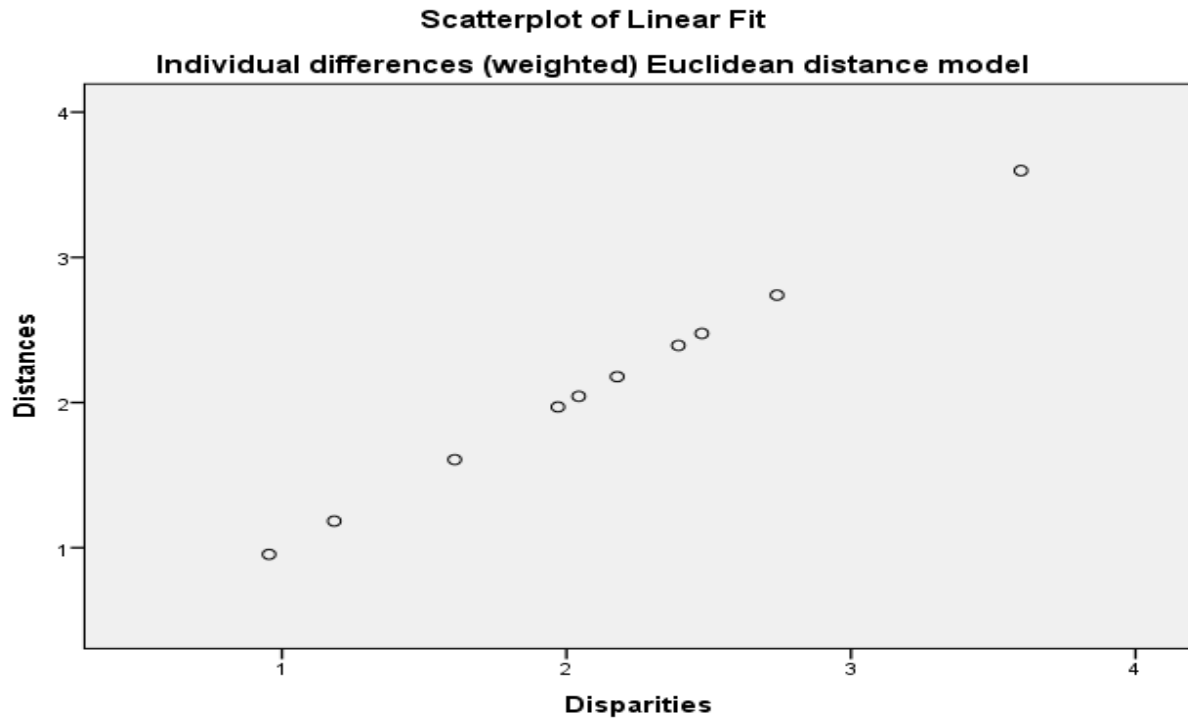
Stimulus Number	Stimulus Name	Dimension	
		1	2
1	oppo	2.0642	.0593
2	xiaomi	-.6737	.1630
3	samsung	-1.5166	-.2846
4	vivo	-.1266	1.2127
5	realme	.2527	-1.1504

Uji Konsistensi Responden

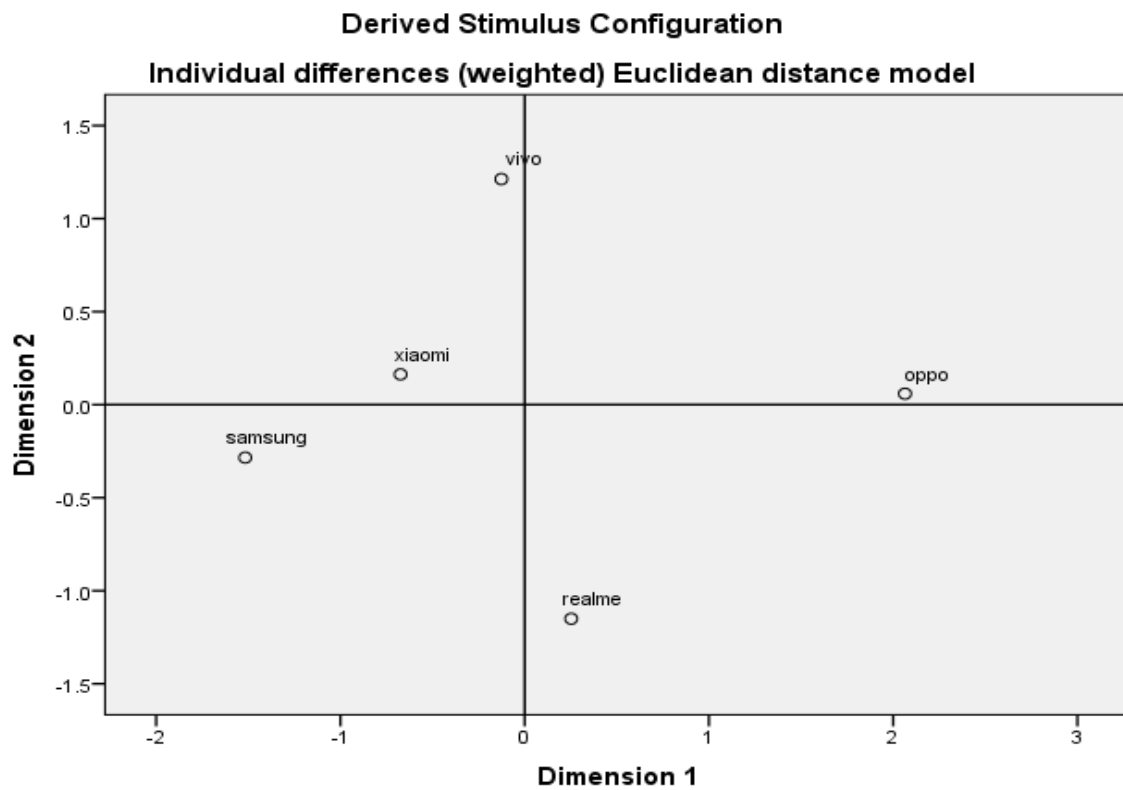
Scatterplot of Nonlinear Fit



Uji Kesamaan Sikap



Hasil Analisis Peta *Positioning* Dua Dimensi



7. Hasil Uji Analisis Data *Smartphone* Berdasarkan Atribut Kecepatan prosesor

For matrix
Stress = .03235 RSQ = .98365

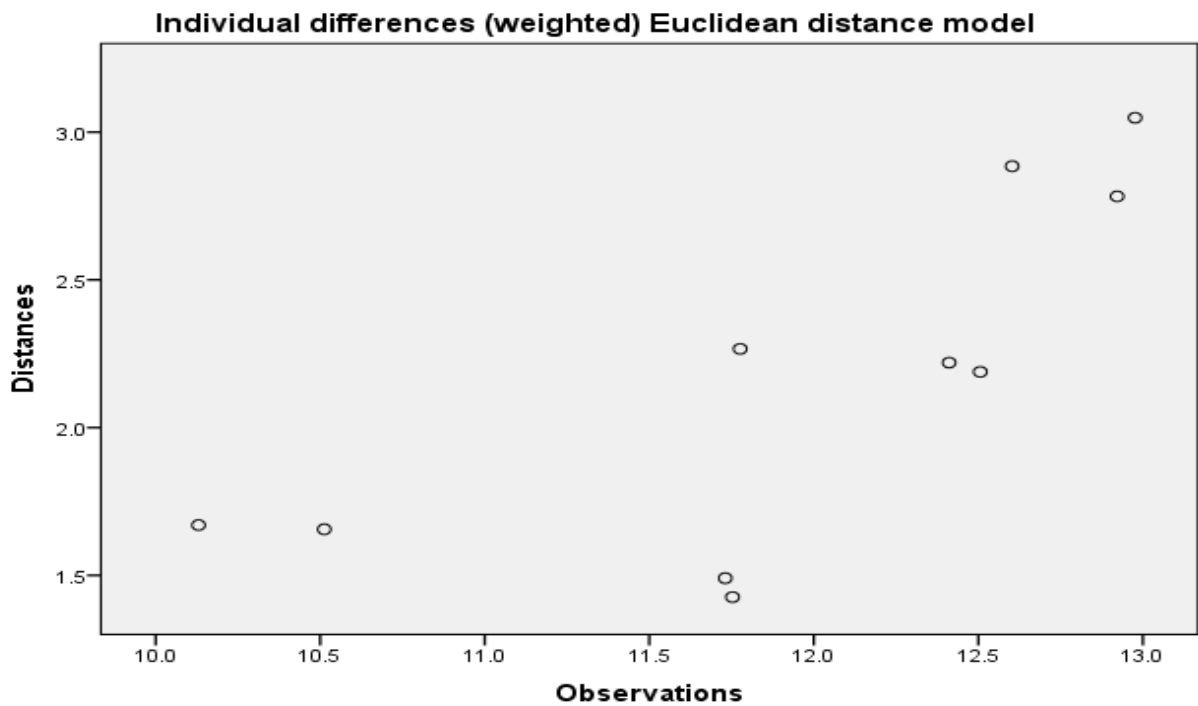
Configuration derived in 2 dimensions

Stimulus Coordinates

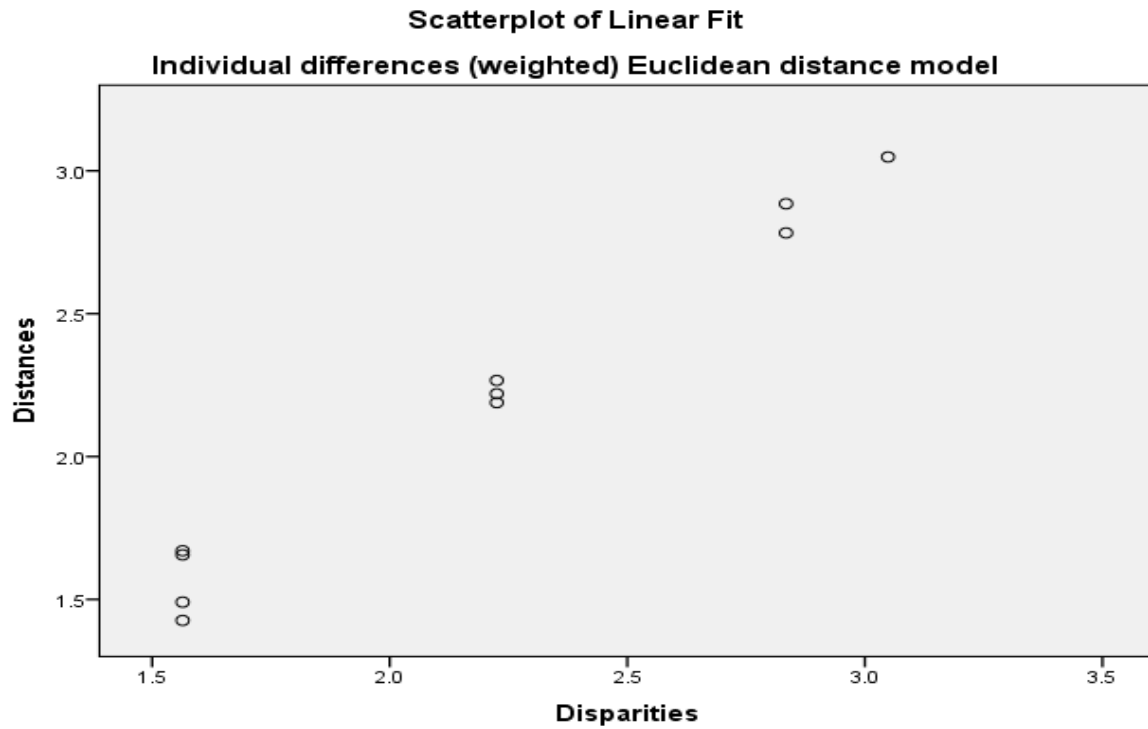
Stimulus Number	Stimulus Name	Dimension	
		1	2
1	oppo	1.3463	.3328
2	xiaomi	-.5792	-.7079
3	samsung	.1217	1.4474
4	vivo	-1.6983	.1764
5	realme	.8096	-1.2487

Uji Konsistensi Responden

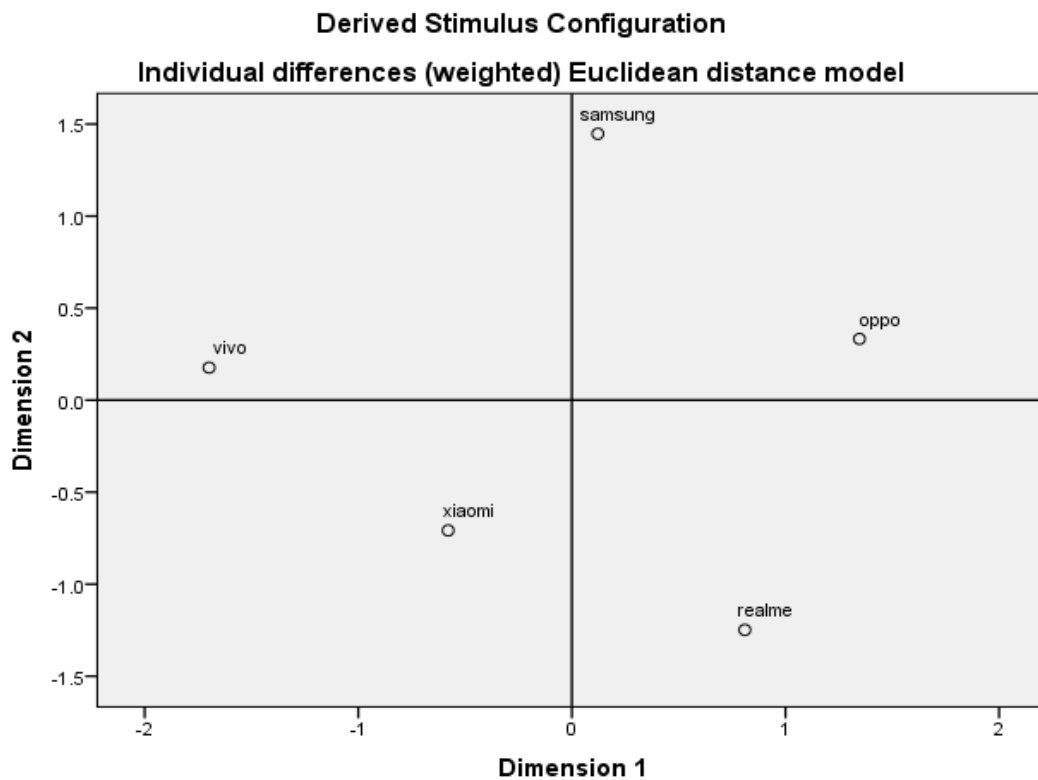
Scatterplot of Nonlinear Fit



Uji Kesamaan Sikap



Hasil Analisis Peta *Positioning* Dua Dimensi



8. Hasil Uji Analisis Data *Smartphone* Berdasarkan Atribut Baterai

For matrix
Stress = .03888 RSQ = .98469

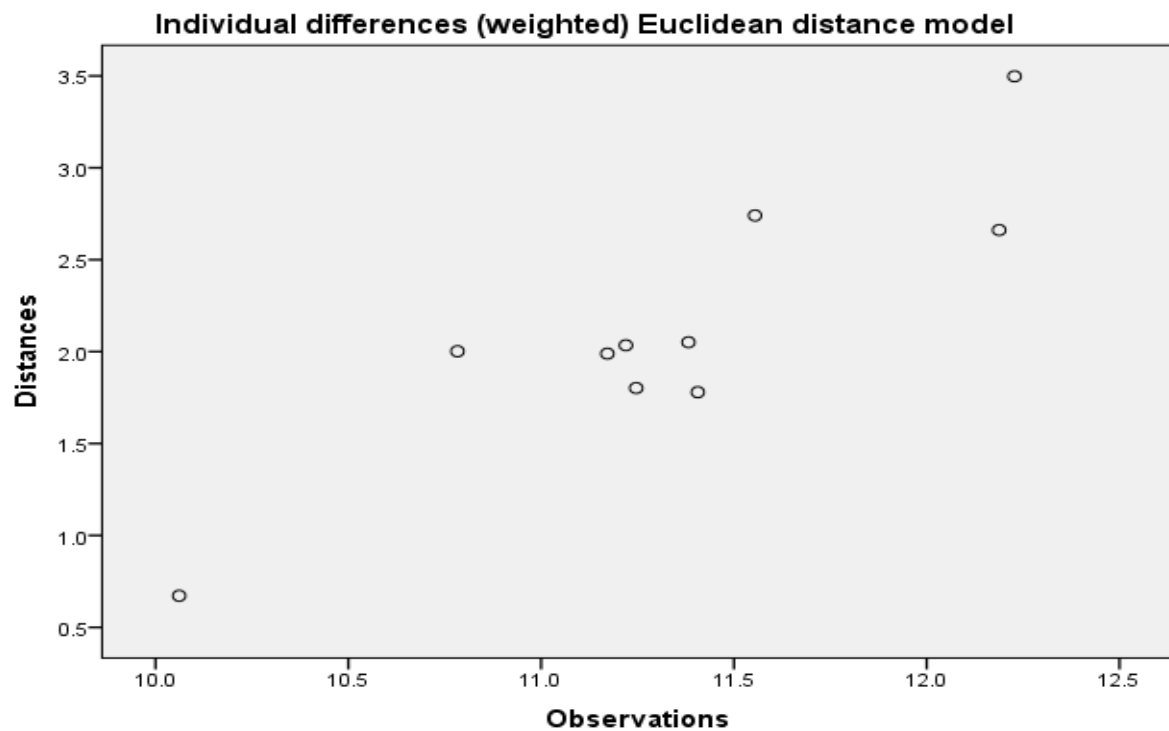
Configuration derived in 2 dimensions

Stimulus Coordinates

Stimulus Number	Stimulus Name	Dimension	
		1	2
1	oppo	1.1405	1.1880
2	xiaomi	-.8461	.6783
3	samsung	1.3756	-.7869
4	vivo	-.3535	.2218
5	realme	-1.3165	-1.3011

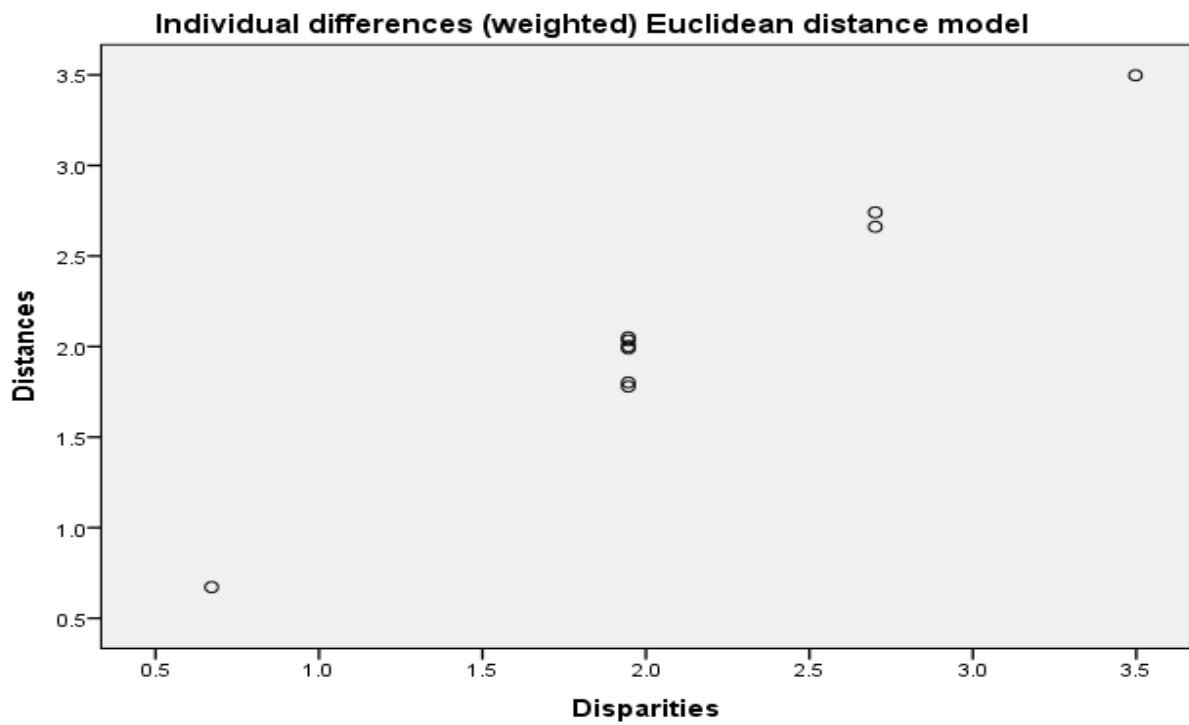
Uji Konsistensi Responden

Scatterplot of Nonlinear Fit



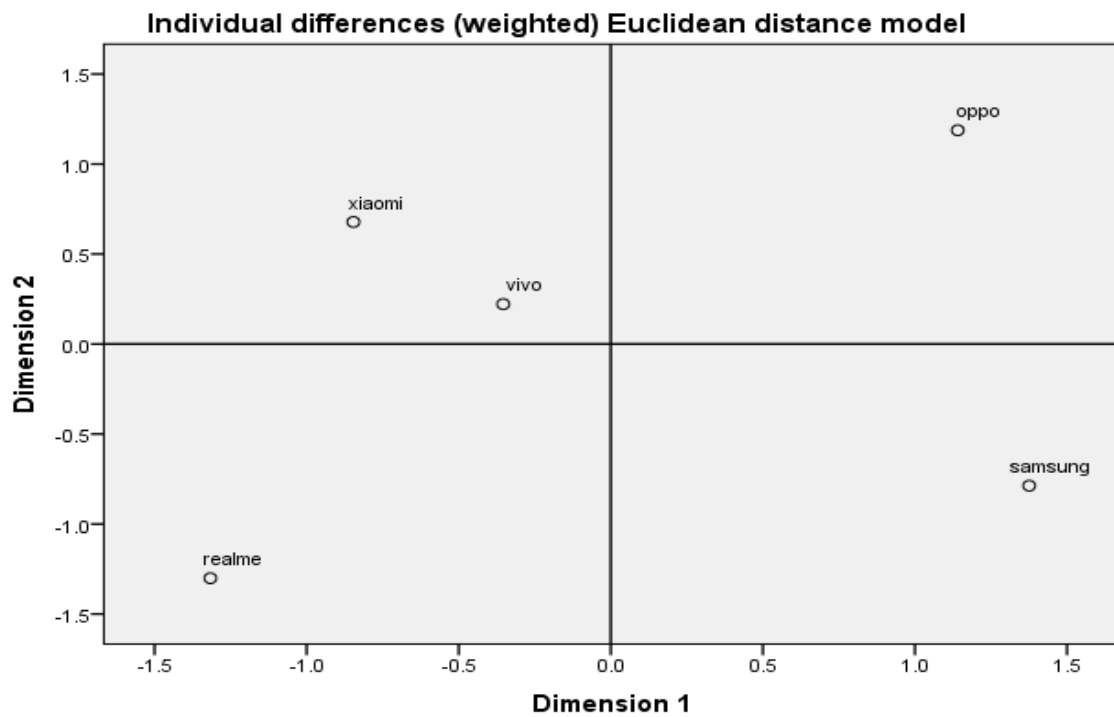
Uji Kesamaan Sikap

Scatterplot of Linear Fit



Hasil Analisis Peta *Positioning* Dua Dimensi

Derived Stimulus Configuration



Lampiran 8

Tabel-r

df = (N-2)	Tingkat Signifikansi Untuk Uji Satu Arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat Signifikansi Untuk Uji Dua Arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392