



**“PENGARUH KUALITAS PRODUK, PROMOSI, DAN HARGA TERHADAP LOYALITAS PENGGUNAKAN KARTU IM3 PADA MAHASISWA UNIVERSITAS 17 AGUSTUS 1945 SURABAYA”**

Kepada Bapak/Ibu/Saudara/i

**Mahasiswa UNTAG Surabaya, Pengguna kartu selular**

Dengan Hormat,

Sehubungan dengan penelitian yang kami lakukan, mohon Bapak/Ibu/Saudara/i untuk membantu mengisi kuesioner dibawah ini seperti pengalaman anda. Kuesioner penelitian ini akan kami gunakan untuk keperluan penyusunan skripsi atau tugas akhir untuk memperoleh gelar sarjana (S1) pada jurusan Manajemen di Universitas 17 Agustus 1945 Surabaya. Judul penelitian kami, **“Pengaruh Kualitas Produk, Promosi, dan Harga terhadap Loyalitas penggunaan kartu IM3 pada mahasiswa Universitas 17 Agustus Surabaya”**.

Atas kesediaan dan bantuan Bapak/Ibu/Saudara/i dalam mengisi kuesioner ini kami mengucapkan terima kasih.

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**IDENTITAS RESPONDEN**

Nama/Angkatan : .....

Fakultas/NPM : .....

Usia :  1. 18 – 22 tahun  2. 23-26 tahun

JenisKelamin :  1. Laki-laki  2. Perempuan

Keterangan :

1) STS = Sangat Tidak Setuju

2) TS = Tidak Setuju

3) RR = Ragu-Ragu

4) S = Setuju

5) SS = Sangat Setuju

	<b>Variabel 1 Kualitas Produk</b>	1	2	3	4	5
1	im3 memiliki kinerja yang cukup baik dalam memenuhi kebutuhan komunikasi					
2	im3 memiliki daya tahan yang kuat sesuai dengan kebutuhan pengguna					
3	im3 memiliki kesesuaian dengan spesifikasi handphone bagi penggunanya					
4	Fitur - fitur yang ada pada im3 sangat menarik					
5	im3 memiliki realibilitas produk sesuai harapan					
6	Kartu sim im3 memiliki nilai estetika yang tinggi					
7	im3 memiliki kesan kualitas yang baik					
8	kartu im3 memiliki kemudahan akses dimanapun dan kapanpun					
	<b>Variabel 2 promosi</b>					
1	im3 membuat iklan melalui berbagai media sebagai langkah promosi					
2	Salah satu upaya penjualan im3 dengan cara penjualan personal					
3	im3 memiliki public relation yang menghubungkan antara pihak im3 dan consumer					
4	promosi penjualan im3 sudah tepat sasaran					
5	im3 melakukan promosi dari mulut ke mulut					
	<b>Variabel 3 harga</b>					
1	im3 memiliki harga yang terjangkau di kalangan penggunanya					
2	harga produk im3 selaras dengan kualitasnya					
3	harga produk im3 memiliki daya saing tinggi					
4	harga yang ditawarkan telah sepadan dengan manfaat yang diberikan					
	<b>variabel 4 loyalitas pengguna</b>					
1	Pengguna im3 selalu melakukan pembelian ulang karena sudah merasa cocok					
2	pengguna im3 merekomendasikan produk im3 kepada orang lain					
3	pengguna im3 memiliki komitmen tinggi terhadap produk im3					

### Lampiran 3

#### Frekuensi Karakteristik Responden

<b>Jenis Kelamin</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	52	52,0	52,0	52,0
	2,00	48	48,0	48,0	100,0
	Total	100	100,0	100,0	

<b>Angkatan</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	32	32,0	32,0	32,0
	2,00	32	32,0	32,0	64,0
	3,00	36	36,0	36,0	100,0
	Total	100	100,0	100,0	

<b>Fakultas</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	18	18,0	18,0	18,0
	2,00	15	15,0	15,0	33,0
	3,00	18	18,0	18,0	51,0
	4,00	17	17,0	17,0	68,0
	5,00	15	15,0	15,0	83,0
	6,00	17	17,0	17,0	100,0
	Total		100	100,0	100,0

### Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	51	51,0	51,0	51,0
	2,00	48	48,0	48,0	99,0
	4,00	1	1,0	1,0	100,0
	Total	100	100,0	100,0	

## Lampiran 4

### Frekuensi Loyalitas

#### LP1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,0	2,0	2,0
	3,00	20	20,0	20,0	22,0
	4,00	53	53,0	53,0	75,0
	5,00	25	25,0	25,0	100,0
	Total	100	100,0	100,0	

#### LP2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	5	5,0	5,0	5,0
	3,00	18	18,0	18,0	23,0
	4,00	52	52,0	52,0	75,0
	5,00	25	25,0	25,0	100,0
	Total	100	100,0	100,0	

**LP3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	4	4,0	4,0	4,0
	3,00	22	22,0	22,0	26,0
	4,00	47	47,0	47,0	73,0
	5,00	27	27,0	27,0	100,0
Total		100	100,0	100,0	

## Frekuensi Kualitas Produk

**KP1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	3,0	3,0	3,0
	3,00	18	18,0	18,0	21,0
	4,00	45	45,0	45,0	66,0
	5,00	34	34,0	34,0	100,0
Total		100	100,0	100,0	

**KP2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,0	2,0	2,0
	3,00	22	22,0	22,0	24,0
	4,00	53	53,0	53,0	77,0
	5,00	23	23,0	23,0	100,0
Total		100	100,0	100,0	

**KP3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	4	4,0	4,0	4,0
	3,00	19	19,0	19,0	23,0
	4,00	55	55,0	55,0	78,0
	5,00	22	22,0	22,0	100,0
Total		100	100,0	100,0	

**KP4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	1	1,0	1,0	1,0
	3,00	18	18,0	18,0	19,0
	4,00	59	59,0	59,0	78,0
	5,00	22	22,0	22,0	100,0
	Total	100	100,0	100,0	

### KP5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	4	4,0	4,0	4,0
	3,00	19	19,0	19,0	23,0
	4,00	42	42,0	42,0	65,0
	5,00	35	35,0	35,0	100,0
	Total	100	100,0	100,0	

### KP6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	4	4,0	4,0	4,0
	3,00	12	12,0	12,0	16,0
	4,00	62	62,0	62,0	78,0
	5,00	22	22,0	22,0	100,0
	Total	100	100,0	100,0	

### KP7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,0	2,0	2,0
	3,00	22	22,0	22,0	24,0
	4,00	49	49,0	49,0	73,0
	5,00	27	27,0	27,0	100,0
	Total	100	100,0	100,0	

**KP8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	2	2,0	2,0	2,0
	3,00	20	20,0	20,0	22,0
	4,00	51	51,0	51,0	73,0
	5,00	27	27,0	27,0	100,0
	Total	100	100,0	100,0	

## Frekuensi Promosi Harga

**PP1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	14	14,0	14,0	14,0
	3,00	33	33,0	33,0	47,0
	4,00	44	44,0	44,0	91,0
	5,00	9	9,0	9,0	100,0
	Total	100	100,0	100,0	

**PP2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	3,0	3,0	3,0
	3,00	28	28,0	28,0	31,0
	4,00	47	47,0	47,0	78,0
	5,00	22	22,0	22,0	100,0
	Total	100	100,0	100,0	

**PP3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	3,0	3,0	3,0
	3,00	23	23,0	23,0	26,0
	4,00	46	46,0	46,0	72,0
	5,00	28	28,0	28,0	100,0
	Total	100	100,0	100,0	

**PP4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	3,0	3,0	3,0
	3,00	24	24,0	24,0	27,0
	4,00	47	47,0	47,0	74,0
	5,00	26	26,0	26,0	100,0
	Total	100	100,0	100,0	

**PP5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	5	5,0	5,0	5,0
	3,00	22	22,0	22,0	27,0
	4,00	54	54,0	54,0	81,0
	5,00	19	19,0	19,0	100,0
	Total	100	100,0	100,0	

## Frekuensi Harga

**HP1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	4	4,0	4,0	4,0
	3,00	22	22,0	22,0	26,0
	4,00	56	56,0	56,0	82,0
	5,00	18	18,0	18,0	100,0
	Total	100	100,0	100,0	



### HP2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	4	4,0	4,0	4,0
	3,00	23	23,0	23,0	27,0
	4,00	63	63,0	63,0	90,0
	5,00	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

### HP3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	4	4,0	4,0	4,0
	3,00	23	23,0	23,0	27,0
	4,00	44	44,0	44,0	71,0
	5,00	29	29,0	29,0	100,0
	Total	100	100,0	100,0	

### HP4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,00	3	3,0	3,0	3,0
	3,00	32	32,0	32,0	35,0
	4,00	46	46,0	46,0	81,0
	5,00	19	19,0	19,0	100,0
	Total	100	100,0	100,0	

## Validitas Loyalitas Pengguna

		Correlations			
		LP1	LP2	LP3	SIGMA
LP1	Pearson Correlation	1	,434**	,461**	,737**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
LP2	Pearson Correlation	,434**	1	,437**	,765**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
LP3	Pearson Correlation	,461**	,437**	1	,779**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
SIGMA	Pearson Correlation	,737**	,765**	,779**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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



## Validitas Kualitas Produk

### Correlations

		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	SIGMAKP
KP1	Pearson Correlation	1	,525**	,493**	,357**	,472**	,299**	,466**	,437**	,720**
	Sig. (2-tailed)		,000	,000	,000	,000	,002	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100
KP2	Pearson Correlation	,525**	1	,399**	,478**	,532**	,254*	,456**	,354**	,703**
	Sig. (2-tailed)	,000		,000	,000	,000	,011	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100
KP3	Pearson Correlation	,493**	,399**	1	,603**	,532**	,321**	,335**	,522**	,739**
	Sig. (2-tailed)	,000	,000		,000	,000	,001	,001	,000	,000
	N	100	100	100	100	100	100	100	100	100
KP4	Pearson Correlation	,357**	,478**	,603**	1	,522**	,426**	,339**	,243*	,687**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,001	,015	,000
	N	100	100	100	100	100	100	100	100	100
KP5	Pearson Correlation	,472**	,532**	,532**	,522**	1	,422**	,492**	,498**	,795**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100	100	100	100
KP6	Pearson Correlation	,299**	,254*	,321**	,426**	,422**	1	,449**	,343**	,611**
	Sig. (2-tailed)	,002	,011	,001	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100	100	100	100
KP7	Pearson Correlation	,466**	,456**	,335**	,339**	,492**	,449**	1	,554**	,722**
	Sig. (2-tailed)	,000	,000	,001	,001	,000	,000		,000	,000
	N	100	100	100	100	100	100	100	100	100
KP8	Pearson Correlation	,437**	,354**	,522**	,243*	,498**	,343**	,554**	1	,700**
	Sig. (2-tailed)	,000	,000	,000	,015	,000	,000	,000		,000
	N	100	100	100	100	100	100	100	100	100
SIGMA	Pearson Correlation	,720**	,703**	,739**	,687**	,795**	,611**	,722**	,700**	1
KP	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100	100	100

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

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

## Validitas Promosi

### Correlations

		PP1	PP2	PP3	PP4	PP5	SIGMAPP
PP1	Pearson Correlation	1	,149	,157	-,046	-,150	,372**
	Sig. (2-tailed)		,139	,119	,646	,135	,000
	N	100	100	100	100	100	100
PP2	Pearson Correlation	,149	1	,484**	,303**	,358**	,721**
	Sig. (2-tailed)	,139		,000	,002	,000	,000
	N	100	100	100	100	100	100
PP3	Pearson Correlation	,157	,484**	1	,496**	,309**	,772**
	Sig. (2-tailed)	,119	,000		,000	,002	,000
	N	100	100	100	100	100	100
PP4	Pearson Correlation	-,046	,303**	,496**	1	,454**	,690**
	Sig. (2-tailed)	,646	,002	,000		,000	,000
	N	100	100	100	100	100	100
PP5	Pearson Correlation	-,150	,358**	,309**	,454**	1	,610**
	Sig. (2-tailed)	,135	,000	,002	,000		,000
	N	100	100	100	100	100	100
SIGMAPP	Pearson Correlation	,372**	,721**	,772**	,690**	,610**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

## Validitas Harga

		Correlations				
		HP1	HP2	HP3	HP4	SIGMAHP
HP1	Pearson Correlation	1	,314**	,374**	,487**	,700**
	Sig. (2-tailed)		,001	,000	,000	,000
	N	100	100	100	100	100
HP2	Pearson Correlation	,314**	1	,574**	,505**	,756**
	Sig. (2-tailed)	,001		,000	,000	,000
	N	100	100	100	100	100
HP3	Pearson Correlation	,374**	,574**	1	,545**	,817**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
HP4	Pearson Correlation	,487**	,505**	,545**	1	,823**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
SIGMAHP	Pearson Correlation	,700**	,756**	,817**	,823**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

## Lampiran 6

### Reliabilitas Loyalitas

#### Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
,704	3

#### Item Statistics

	Mean	Std. Deviation	N
LP1	4,0100	,73161	100
LP2	3,9700	,79715	100
LP3	3,9700	,80973	100

### Reliabilitas Kualitas Produk

#### Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

### Reliability Statistics

Cronbach's	
Alpha	N of Items
,860	8

### Item Statistics

	Mean	Std. Deviation	N
KP1	4,1000	,79772	100
KP2	3,9700	,73106	100
KP3	3,9500	,75712	100
KP4	4,0200	,66636	100
KP5	4,0800	,83702	100
KP6	4,0200	,71038	100
KP7	4,0100	,75872	100
KP8	4,0300	,74475	100

### Reliabilitas Promosi

#### Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

### Reliability Statistics

Cronbach's	
Alpha	N of Items
,618	5



### Item Statistics

	Mean	Std. Deviation	N
PP1	3,4800	,84662	100
PP2	3,8800	,78212	100
PP3	3,9900	,79766	100
PP4	3,9600	,79035	100
PP5	3,8700	,77401	100

### Reliabilitas Harga

#### Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

#### Reliability Statistics

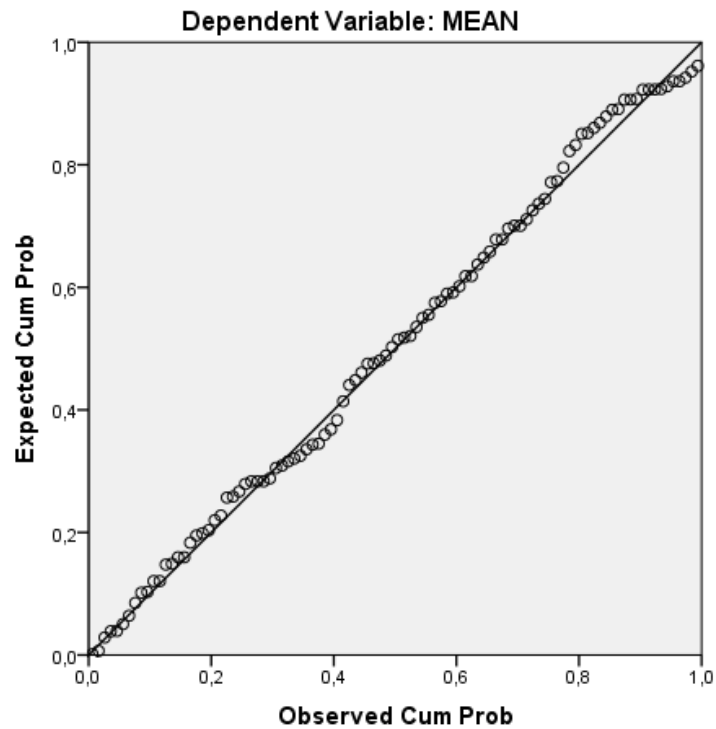
Cronbach's	
Alpha	N of Items
,777	4

### Item Statistics

	Mean	Std. Deviation	N
HP1	3,8800	,74237	100
HP2	3,7900	,67112	100
HP3	3,9800	,82853	100
HP4	3,8100	,77453	100

## Lampiran 7

### Normal P-P Plot of Regression Standardized Residual



### One-Sample Kolmogorov-Smirnov Test

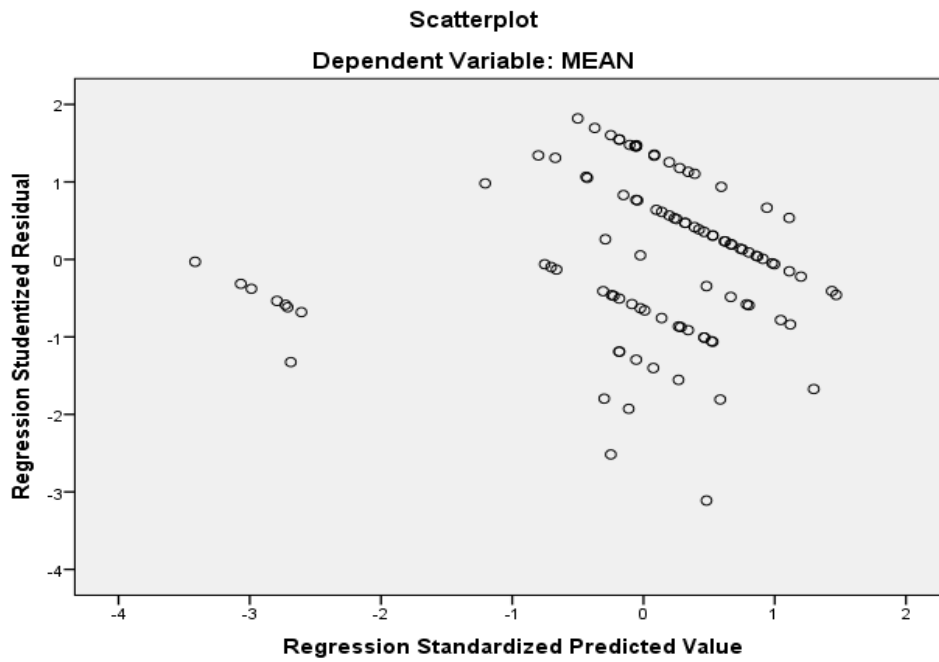
		Standardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	,98473193
Most Extreme Differences	Absolute	,054
	Positive	,037
	Negative	-,054
Test Statistic		,054
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.



## Lampiran 8

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	MEANHP, MEANKP, MEANPP <sup>b</sup>		Enter

a. Dependent Variable: MEAN

b. All requested variables entered.

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,617 <sup>a</sup>	,380	,361	,49444	2,529

a. Predictors: (Constant), MEANHP, MEANKP, MEANPP

b. Dependent Variable: MEAN

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,392	3	4,797	19,624	,000 <sup>b</sup>
	Residual	23,469	96	,244		
	Total	37,861	99			

a. Dependent Variable: MEAN

b. Predictors: (Constant), MEANHP, MEANKP, MEANPP

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

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	,492	,463		1,061	,291					
	MEANKP	,371	,114	,320	3,262	,002	,460	,316	,262	,670	1,492
	MEANPP	,123	,137	,100	,899	,371	,472	,091	,072	,523	1,913
	MEANHP	,396	,099	,375	3,997	,000	,496	,378	,321	,735	1,360

a. Dependent Variable: MEAN

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions		
					MEANKP	MEANPP	MEANHP
1	1	3,970	1,000	,00	,00	,00	,00
	2	,016	15,892	,01	,26	,00	,65
	3	,009	21,319	,90	,08	,24	,02
	4	,006	26,140	,09	,66	,75	,33

a. Dependent Variable: MEAN

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,6807	4,5432	3,9833	,38128	100
Std. Predicted Value	-3,416	1,468	,000	1,000	100
Standard Error of Predicted Value	,050	,187	,095	,028	100
Adjusted Predicted Value	2,6829	4,5776	3,9843	,37871	100
Residual	-1,49968	,87424	,00000	,48689	100
Std. Residual	-3,033	1,768	,000	,985	100
Stud. Residual	-3,111	1,819	-,001	1,005	100
Deleted Residual	-1,57815	,92573	-,00093	,50756	100
Stud. Deleted Residual	-3,264	1,842	-,003	1,016	100
Mahal. Distance	,040	13,141	2,970	2,697	100
Cook's Distance	,000	,127	,011	,017	100
Centered Leverage Value	,000	,133	,030	,027	100

a. Dependent Variable: MEAN