

## DAFTAR ISI

|  |      |
|--|------|
| HALAMAN JUDUL .....                          | i    |
| ABSTRAK .....                                | ii   |
| LEMBAR PENGESAHAN .....                      | iii  |
| PERNYATAAN ORISINIL .....                    | iv   |
| KATA PENGANTAR .....                         | v    |
| DAFTAR ISI .....                             | vii  |
| DAFTAR TABEL .....                           | xi   |
| DAFTAR GAMBAR .....                          | xiii |
| DAFTAR LAMPIRAN.....                         | xiv  |
| <b>BAB I PENDAHULUAN</b>                     |      |
| 1.1 Latar Belakang Masalah.....              | 1    |
| 1.2 Identifikasi Masalah .....               | 16   |
| 1.3 Pembatasan Masalah .....                 | 17   |
| 1.4 Perumusan Masalah .....                  | 18   |
| 1.5 Manfaat Penelitian .....                 | 19   |
| <b>BAB II KERANGKA TEORITIK</b>              |      |
| 2.1 Kajian Pustaka.....                      | 20   |
| 2.1.1 Keputusan Pembelian.....               | 20   |
| 2.1.2 Citra Merek .....                      | 26   |
| 2.1.3 Persepsi Harga.....                    | 30   |
| 2.1.4 Kualitas Produk.....                   | 34   |
| 2.1.5 Faktor Sosial .....                    | 39   |
| 2.2. <i>Review</i> Penelitian Terdahulu..... | 43   |
| 2.3 Kerangka Pemikiran.....                  | 55   |
| 2.4 Model Penelitian .....                   | 59   |
| 2.5 Hipotesis .....                          | 60   |

## **BAB III METODOLOGI PENELITIAN**

|   |    |
|---|----|
| 3.1 Tujuan Penelitian .....                     | 61 |
| 3.2 Waktu dan Tempat Penelitian .....           | 62 |
| 3.3 Metode Penelitian.....                      | 62 |
| 3.4 Populasi dan <i>Sampling</i> .....          | 63 |
| 3.4.1 Populasi .....                            | 63 |
| 3.4.2 <i>Sampling</i> .....                     | 64 |
| 3.5 Variabel Penelitian dan Pengukurannya ..... | 67 |
| 3.5.1 Variabel Dependen.....                    | 67 |
| 3.5.2 Variabel Independen .....                 | 67 |
| 3.6 Skala Pengukuran.....                       | 77 |
| 3.7 Teknik Pengumpulan Data.....                | 78 |
| 3.8 Teknik Analisis Data.....                   | 78 |
| 3.8.1 Uji Instrumen.....                        | 79 |
| 3.8.1.1 Uji Validitas.....                      | 79 |
| 3.8.1.2 Uji Reliabilitas .....                  | 80 |
| 3.8.2 Uji Asumsi Dasar .....                    | 81 |
| 3.8.2.1 Uji Normalitas .....                    | 81 |
| 3.8.3 Uji Hipotesis .....                       | 81 |
| 3.8.4.1 Uji t (Regresi Parsial) .....           | 81 |
| 3.8.4 Koefisien Determinasi ( $R^2$ ) .....     | 82 |
| 3.8.5 <i>Pilot Study</i> .....                  | 83 |
| 3.8.5.1 Variabel Citra Merek .....              | 83 |
| 3.8.5.2 Variabel Harga .....                    | 84 |
| 3.8.5.3 Variabel Kualitas Produk .....          | 85 |
| 3.8.5.4 Variabel Faktor Sosial .....            | 86 |
| 3.8.5.5 Variabel Keputusan Pembelian .....      | 87 |
| 3.8.6 Ringkasan <i>Pilot Study</i> .....        | 88 |

## **BAB IV HASIL PENELITIAN DAN PEMBAHASAN**

|                               |    |
|-------------------------------|----|
| 4.1 Deskriptif Analisis ..... | 90 |
|-------------------------------|----|

|           |  |     |
|-----------|--|-----|
| 4.1.1     | Karakteristik Responden Tipe <i>Smartphone</i> |     |
|           | Merek Apple Saat Ini dan Pekerjaan.....        | 90  |
| 4.1.2     | Karakteristik Responden Berdasarkan            |     |
|           | Penghasilan .....                              | 92  |
| 4.1.3     | Karakteristik Responden Berdasarkan Jenis      |     |
|           | Kelamin .....                                  | 93  |
| 4.1.4     | Karakteristik Responden Berdasarkan            |     |
|           | Pendidikan.....                                | 94  |
| 4.2       | Hasil Pengujian dan Pembahasan.....            | 95  |
| 4.2.1     | <i>Exploratory Factor Analysis</i> .....       | 95  |
| 4.2.1.1   | Variabel Citra Merek .....                     | 95  |
| 4.2.1.2   | Variabel Harga .....                           | 96  |
| 4.2.1.3   | Variabel Kualitas Produk .....                 | 98  |
| 4.2.1.4   | Variabel Faktor Sosial .....                   | 100 |
| 4.2.1.5   | Variabel Keputusan Pembelian.....              | 101 |
| 4.2.2     | Analisis Deskriptif .....                      | 103 |
| 4.2.2.1   | ..... Variabel                                 |     |
|           | Citra Merek (X <sub>1</sub> ) .....            | 104 |
| 4.2.2.2   | ..... Variabel                                 |     |
|           | Harga (X <sub>2</sub> ) .....                  | 105 |
| 4.2.2.3   | ..... Variabel                                 |     |
|           | Kualitas Produk (X <sub>3</sub> ).....         | 106 |
| 4.2.2.4   | ..... Variabel                                 |     |
|           | Faktor Sosial (X <sub>4</sub> ).....           | 107 |
| 4.2.2.5   | ..... Variabel                                 |     |
|           | Kputusan Pembelian (Y) .....                   | 108 |
| 4.2.3     | Uji Asumsi Dasar .....                         | 109 |
| 4.2.3.1   | Uji Normalitas.....                            | 109 |
| 4.2.4     | Uji Hipotesis .....                            | 112 |
| 4.2.4.1   | Analisis Regresi Parsial .....                 | 112 |
| 4.2.4.1.1 | Citra Merek (X <sub>1</sub> ) .....            | 112 |
| 4.2.4.1.2 | Harga (X <sub>2</sub> ).....                   | 113 |
| 4.2.4.1.3 | Kualitas Produk (X <sub>3</sub> ).....         | 114 |
| 4.2.4.1.4 | Faktor Sosial (X <sub>4</sub> ) .....          | 115 |

|   |     |
|---|-----|
| 4.2.5 Koefisien Determinasi .....       | 116 |
| 4.2.5.1 Citra Merek ( $X_1$ ).....      | 116 |
| 4.2.5.2 Harga ( $X_2$ ) .....           | 116 |
| 4.2.5.3 Kualitas Produk ( $X_3$ ) ..... | 117 |
| 4.2.5.4 Faktor Sosial ( $X_4$ ).....    | 118 |

## **BAB 5 KESIMPULAN, IMPLIKASI DAN SARAN**

|                                |     |
|--------------------------------|-----|
| 5.1 Kesimpulan .....           | 119 |
| 5.2 Implikasi.....             | 120 |
| 5.2.1 Implikasi Praktis .....  | 120 |
| 5.2.2 Implikasi Teoritis ..... | 122 |
| 5.3 Saran.....                 | 124 |
| 5.3.1 Saran Praktis .....      | 124 |
| 5.3.2 Saran Teoritis .....     | 125 |

## **DAFTAR PUSTAKA**

## **LAMPIRAN**

## **RIWAYAT HIDUP**

## DAFTAR TABEL

| <b>Tabel</b> | <b>Judul</b>  | <b>Halaman</b> |
|--------------|---|----------------|
| Tabel 1.1    | <i>Country Specific Handphone</i> .....                                 | 4              |
| Tabel 1.2    | Persentase Rumah Tangga Telepon Seluler .....                           | 6              |
| Tabel 1.3    | Tabel Variabel Artikel Ilmiah Terdahulu .....                           | 8              |
| Tabel 1.4    | Tabel Variabel Penelitian .....   | 9              |
| Tabel 1.5    | Tabel Hasil Survei.....   | 14             |
| Tabel 2.1    | Review Penelitian.....  | 55             |
| Tabel 3.1    | Kajian Penelitian Terdahulu.....  | 65             |
| Tabel 3.2    | Operasional Variabel.....   | 68             |
| Tabel 3.3    | Skala Likert .....  | 78             |
| Tabel 3.4    | Pilot Study Citra Merek .....   | 83             |
| Tabel 3.5    | Pilot Study Harga .....   | 84             |
| Tabel 3.6    | Pilot Study Kualitas Produk.....  | 85             |
| Tabel 3.7    | Pilot Study Faktor Sosial.....  | 86             |
| Tabel 3.8    | Pilot Study keputusan Pembelian.....                                    | 87             |
| Tabel 4.1    | Karakteristik Responden Berdasarkan Tipe Smartphone<br>Dan Profesi..... | 90             |
| Tabel 4.2    | Karakteristik responden Berdasarkan penghasilan .....                   | 92             |
| Tabel 4.3    | Karakteristik Responden Berdasarkan Jenis Kelamin .....                 | 93             |
| Tabel 4.4    | Karakteristik Responden Berdasarkan Pendidikan .....                    | 94             |
| Tabel 4.5    | KMO And Barlett's Test Citra merek.....                                 | 95             |
| Tabel 4.6    | Faktor Analisis Citra Merek.....  | 95             |
| Tabel 4.7    | KMO And Barlett's Test Harga .....                                      | 96             |
| Tabel 4.8    | Faktor Analisis Harga .....   | 97             |
| Tabel 4.9    | KMO And Barlett's Test Kualitas Produk .....                            | 98             |
| Tabel 4.10   | Faktor Analisis Kualitas Produk .....                                   | 98             |
| Tabel 4.11   | KMO And Barlett's Test Faktor Sosial.....                               | 100            |
| Tabel 4.12   | Faktor Analisis Faktor Sosial .....                                     | 100            |
| Tabel 4.13   | KMO And Barlett's Test Keputusan Pembelian.....                         | 101            |
| Tabel 4.14   | Faktor Analisis Keputusan pembelian .....                               | 102            |
| Tabel 4.15   | Nilai Analisis Deskriptif Citra Merek (X1).....                         | 104            |
| Tabel 4.16   | Nilai Analisis Deskriptif Harga (X2) .....                              | 105            |

|            |   |     |
|------------|---|-----|
| Tabel 4.17 | Nilai Analisis Deskriptif Kualitas Produk (X3) .....  | 106 |
| Tabel 4.18 | Nilai Analisis Deskriptif Faktor Sosial (X4) .....  | 107 |
| Tabel 4.19 | Nilai Analisis Deskriptif Keputusan Pembelian (Y).....  | 108 |
| Tabel 4.20 | Uji Normalitas .....  | 110 |
| Tabel 4.21 | Uji Normalitas Residual.....  | 111 |
| Tabel 4.22 | Uji-t Variabel Citra Merek Terhadap keputusan<br>Pembelian Smatrtrphone Merek Apple .....     | 112 |
| Tabel 4.23 | Uji-t Variabel Harga Terhadap keputusan<br>Pembelian Smatrtrphone Merek Apple .....           | 113 |
| Tabel 4.24 | Uji-t Variabel Kualitas Produk Terhadap keputusan<br>Pembelian Smatrtrphone Merek Apple ..... | 114 |
| Tabel 4.25 | Uji-t Variabel Faktor Sosial Terhadap keputusan<br>Pembelian Smatrtrphone Merek Apple .....   | 115 |
| Tabel 4.26 | Uji Koefisien Determinasi X1 Smartphone Merek<br>Apple .....                                  | 116 |
| Tabel 4.27 | Uji Koefisien Determinasi X2 Smartphone Merek<br>Apple .....                                  | 116 |
| Tabel 4.28 | Uji Koefisien Determinasi X3 Smartphone Merek<br>Apple .....                                  | 117 |
| Tabel 4.29 | Uji Koefisien Determinasi X4 Smartphone Merek<br>Apple .....                                  | 118 |

## DAFTAR GAMBAR

| <b>Gambar</b> | <b>Judul</b>                       | <b>Halaman</b> |
|---------------|------------------------------------|----------------|
| Gambar 1.1    | Total Penjualan Produk Apple ..... | 2              |
| Gambar 1.2    | Hasil Survei J.D Power .....       | 3              |
| Gambar 2.1    | Kerangka Pemikiran.....            | 59             |

## DAFTAR LAMPIRAN

| <b>Lampiran</b> | <b>Judul</b>              |
|-----------------|---------------------------|
| Lampiran 1      | Kuesioner Penelitian      |
| Lampiran 2      | Uji Validitas             |
| Lampiran 3      | Uji Realibilitas          |
| Lampiran 4      | Uji Asumsi Dasar          |
| Lampiran 5      | Uji Hipotesis             |
| Lampiran 6      | Uji Koefisien Determinasi |