LAMPIRAN 1

KUESIONER PENELITIAN

Assalamu'alaikum Warahmatullahi Wabarakatuh

Dengan Hormat,

Bapak/Ibu/Saudara/Saudari responden yang terhormat,

Bersama ini kami mohon kesediaan Bapak/Ibu/Saudara/Saudari untuk meluangkan waktu untuk mengisi kuesioner yang kami ajukan.Kuesioner ini kami susun untuk mengumpulkan data penelitian yang berjudul "**Analisis Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Roti Aflah"**.

Jawaban yang diberikan sangat bermanfaat bagi hasil penelitian ini, untuk itu kami mohon Bapak/Ibu/Saudara/Saudari dapat memberikan jawaban yang sebenarnya sesuai yang dirasakan.Atas kesediaan dan kerjasamanya, kami mengucapkan banyak terima kasih.

Wassalamu'alaikum Warahmatullahi Wabarakatuh

Hormat Saya

Suwarsih

PETUNJUK : Pilihlah salah satu jawaban yang Bapak/Ibu/Saudara/Saudari anggap paling sesuai, dengan cara menuliskan untuk pertanyaan yang terbuka dan memberi tanda centang (√) untuk pertanyaan yang sudah tersedia pilihan jawaban.

Keterangan :

1. STS : Sangat Tidak Setuju
2. TS : Tidak Setuju
3. N : Netral
4. S : Setuju
5. SS : Sangat Setuju

I. **KARAKTERISTIK RESPONDEN**

1. Nama responden : ……..(boleh tidak diisi)
2. Umur : …….. Tahun
3. Jenis Kelamin : Laki-laki / Perempuan
4. Pekerjaan : a. PNS b. Pegawai Swasta c. Wiraswasta d. Polri/TNI e. Lainnya ……..(sebutkan)

II. Pertanyaan untuk persepsi konsumen pada kebijakan:

A. Produk

No	Pertanyaan	STS	TS	N	S	SS
1	Variasi/macam produk Roti Aflah cukup banyak					
2	Kualitas produk Roti Aflah cukup baik					
3	Desain/bentuk Roti Aflah cukup menarik					
4	Garansi/jaminan Roti Aflah cukup baik					
5	Merek Roti Aflah cukup baik					
6	Kemasan/bungkus Roti Aflah cukup baik					

B. Harga

No	Pertanyaan	STS	TS	N	S	SS
1	Harga Roti Aflah terjangkau oleh kemampuan saya					
2	Harga Roti Aflah lebih murah dibanding merek lain					
3	Roti Aflah memberikan diskon/potongan harga					
4	Cara pembayaran di Toko Aflah saya lakukan dengan mudah					

C. Lokasi

No	Pertanyaan	STS	TS	N	S	SS
1	Letak Toko Roti Afllah mudah dicapai dan dijangkau oleh kendaraan umum					
2	Lokasi Toko Roti Aflah tidak membingungkan saya					
3	Lokasi Toko Roti Aflah lebih strategis dibanding toko roti lain					
4	Roti Aflah memberikan layanan antar gratis					
5	Pengiriman Roti Aflah tepat waktu					

D. Promosi

No	Pertanyaan	STS	TS	N	S	SS
1	Saya mengenal Roti Aflah dari brosur/leaflet/papan nama/siaran radio					
2	Kami mengatakan hal-hal yang positif tentang Roti Aflah kepada teman-teman kami					
3	Petugas di Toko Roti Aflah memberikan pelayanan dengan sopan dan ramah					

E. Keputusan Pembelian

No	Pertanyaan	STS	TS	N	S	SS
1	Kami akan membeli kembali produk Roti Aflah di waktu yang akan datang					
2	Kami mengajak untuk menggunakan produk Roti Aflah ketika ada teman yang membutuhkan					
3	Kami merasa puas dengan produk dan pelayanan Roti Aflah					

Lampiran 2

Descriptives

Statistics

		Umur	Jenis Kelamin	Pekerjaan
N	Valid	135	135	135
	Missing	0	0	0

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Umur	135	1	4	2.98	.842
Jenis Kelamin	135	1	2	1.79	.407
Pekerjaan	135	1	4	2.39	.864
Valid N (listwise)	135				

Frequency Table

Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	umur kurang dari 19 tahun	6	4.4	4.4	4.4
	umur 20-35	31	23.0	23.0	27.4
	umur 35-45	58	43.0	43.0	70.4
	umur lebih dari 45	40	29.6	29.6	100.0
	Total	135	100.0	100.0	

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	28	20.7	20.7	20.7
	Perempuan	107	79.3	79.3	100.0
	Total	135	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PNS	22	16.3	16.3	16.3
	Pegawai swasta	51	37.8	37.8	54.1
	Wiraswasta dan atau Tani	50	37.0	37.0	91.1
	Polri/TNI	12	8.9	8.9	100.0
	Total	135	100.0	100.0	

Scale: ALL VARIABLES

Validitas

Case Processing Summary

		N	%
Cases	Valid	135	100.0
	Excluded[a]	0	.0
	Total	135	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items

Reliability Statistics

Cronbach's Alpha	N of Items
.899	21

Reliabilitas

Hasil

Reliability Statistics

Cronbach's Alpha	N of Items
.860	3

Promosi

Reliability Statistics

Cronbach's Alpha	N of Items
.655	3

Lokasi

Reliability Statistics

Cronbach's Alpha	N of Items
.773	5

Harga

Reliability Statistics

Cronbach's Alpha	N of Items
.691	4

Produk

Reliability Statistics

Cronbach's Alpha	N of Items
.836	6

Regresi ganda

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.195	1.036		12.741	.000
	X1	.057	.069	.109	2.830	.008
	X2	.381	.119	.386	3.201	.002
	X3	.011	.080	.018	2.136	.022
	X4	.372	.163	.356	2.282	.024

a. Dependent Variable: Keputusan

ANOVA[b]

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	27.399	4	76.850	62.922	.024[a]
Residual	304.704	130	2.344		
Total	332.104	134			

a. Predictors: (Constant), Produk, Harga, Distribusi, Promosi

b. Dependent Variable: KeputusanPembelian

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.287[a]	.730	.540	.531

ANOVA[b]

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	27.399	4	76.850	62.922	.024[a]
Residual	304.704	130	2.344		
Total	332.104	134			

a. Predictors: (Constant), Produk, Harga, Distribusi, Promosi

a. Predictors: (Constant), Produk, Harga, DistribusidanPromosi

Correlations

		p1	p2	p3	p4	p5	p6	h1	h2	h3	h4	L1	l2	l3	l4	l5	pr1	pr2	pr3	Hasil1	Hasil2	Hasil3	Total
p1	Pearson Correlation	1	.314**	.290**	.410**	.402**	.365**	.292**	.195*	.406**	.394**	.292**	.324**	.426**	.462**	.545**	.282**	.209*	.454**	.310**	.287**	.294**	.578**
	Sig. (2-tailed)		.000	.001	.000	.000	.000	.001	.023	.000	.000	.001	.000	.000	.000	.000	.001	.015	.000	.000	.001	.001	.000
	N	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135
p2	Pearson Correlation	.314**	1	.581**	.496**	.301**	.263**	.407**	.283**	.215*	.282**	.246**	.253**	.221**	.376**	.431**	.375**	.252**	.317**	.104	.162	.163	.498**
	Sig. (2-tailed)	.000		.000	.000	.000	.002	.000	.001	.012	.001	.004	.003	.010	.000	.000	.000	.003	.000	.231	.061	.058	.000
	N	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135
p3	Pearson Correlation	.290**	.581**	1	.473**	.192*	.325**	.474**	.377**	.236**	.293**	.441**	.483**	.362**	.297**	.294**	.423**	.375**	.366**	.185*	.377**	.355**	.590**
	Sig. (2-tailed)	.001	.000		.000	.026	.000	.000	.000	.006	.001	.000	.000	.000	.000	.001	.000	.000	.000	.031	.000	.000	.000
	N	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135
p4	Pearson Correlation	.410**	.496**	.473**	1	.302**	.380**	.319**	.474**	.341**	.364**	.478**	.267**	.441**	.449**	.457**	.288**	.501**	.323**	.324**	.363**	.329**	.636**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.002	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000
	N	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135
p5	Pearson Correlation	.402**	.301**	.192*	.302**	1	.417**	.242**	.415**	.319**	.413**	.358**	.257**	.462**	.429**	.504**	.361**	.288**	.364**	.267**	.248**	.294**	.571**
	Sig. (2-tailed)	.000	.000	.026	.000		.000	.005	.000	.000	.000	.000	.003	.000	.000	.000	.000	.001	.000	.002	.004	.001	.000
	N	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135
p6	Pearson Correlation	.365**	.263**	.325**	.380**	.417**	1	.399**	.421**	.311**	.302**	.386**	.385**	.377**	.593**	.634**	.380**	.441**	.420**	.431**	.366**	.369**	.653**
	Sig. (2-tailed)	.000	.002	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135
h1	Pearson Correlation	.292**	.407**	.474**	.319**	.242**	.399**	1	.360**	.272**	.328**	.219*	.486**	.243**	.382**	.331**	.432**	.186*	.317**	.296**	.381**	.425**	.564**
	Sig. (2-tailed)	.001	.000	.000	.000	.005	.000		.000	.001	.000	.011	.000	.005	.000	.000	.000	.031	.000	.000	.000	.000	.000
	N	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135
h2	Pearson Correlation	.195*	.283**	.377**	.474**	.415**	.421**	.360**	1	.620**	.416**	.491**	.306**	.409**	.479**	.429**	.343**	.468**	.267**	.303**	.373**	.394**	.641**

	Sig. (2-tailed)	.023	.001	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.002	.000	.000	.000	.000
	N	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135
h3	Pearson Correlation	.406**	.215*	.236**	.341**	.319**	.311**	.272**	.620**	1	.508**	.334**	.220*	.360**	.489**	.495**	.254**	.282**	.290**	.271**	.238**	.269**	.558**
	Sig. (2-tailed)	.000	.012	.006	.000	.000	.000	.001	.000		.000	.000	.010	.000	.000	.000	.003	.001	.001	.001	.005	.002	.000
	N	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135
h4	Pearson Correlation	.394**	.282**	.293**	.364**	.413**	.302**	.328**	.416**	.508**	1	.544**	.329**	.515**	.505**	.451**	.454**	.383**	.440**	.313**	.323**	.437**	.653**
	Sig. (2-tailed)	.000	.001	.001	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135
L1	Pearson Correlation	.292**	.246**	.441**	.478**	.358**	.386**	.219*	.491**	.334**	.544**	1	.585**	.672**	.479**	.448**	.487**	.571**	.433**	.379**	.398**	.411**	.703**
	Sig. (2-tailed)	.001	.004	.000	.000	.000	.000	.011	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135
l2	Pearson Correlation	.324**	.253**	.483**	.267**	.257**	.385**	.486**	.306**	.220*	.329**	.585**	1	.617**	.426**	.416**	.582**	.382**	.403**	.382**	.470**	.432**	.657**
	Sig. (2-tailed)	.000	.003	.000	.002	.003	.000	.000	.000	.010	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135
l3	Pearson Correlation	.426**	.221**	.362**	.441**	.462**	.377**	.243**	.409**	.360**	.515**	.672**	.617**	1	.604**	.612**	.599**	.461**	.537**	.458**	.468**	.450**	.753**
	Sig. (2-tailed)	.000	.010	.000	.000	.000	.000	.005	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135
l4	Pearson Correlation	.462**	.376**	.297**	.449**	.429**	.593**	.382**	.479**	.489**	.505**	.479**	.426**	.604**	1	.825**	.557**	.505**	.566**	.489**	.455**	.413**	.783**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135
l5	Pearson Correlation	.545**	.431**	.294**	.457**	.504**	.634**	.331**	.429**	.495**	.451**	.448**	.416**	.612**	.825**	1	.551**	.479**	.614**	.483**	.453**	.401**	.788**
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135
pr1	Pearson Correlation	.282**	.375**	.423**	.288**	.361**	.380**	.432**	.343**	.254**	.454**	.487**	.582**	.599**	.557**	.551**	1	.426**	.463**	.383**	.470**	.432**	.693**
	Sig. (2-tailed)	.001	.000	.000	.001	.000	.000	.000	.000	.003	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135

pr2	Pearson Correlation	.209*	.252**	.375**	.501**	.288**	.441**	.186*	.468**	.282**	.383**	.571**	.382**	.461**	.505**	.479**	.426**	1	.338**	.478**	.527**	.412**	.659**
	Sig. (2-tailed)	.015	.003	.000	.000	.001	.000	.031	.000	.001	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135
pr3	Pearson Correlation	.454**	.317**	.366**	.323**	.364**	.420**	.317**	.267**	.290**	.440**	.433**	.403**	.537**	.566**	.614**	.463**	.338**	1	.535**	.378**	.462**	.683**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.002	.001	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135
Hasil1	Pearson Correlation	.310**	.104	.185*	.324**	.267**	.431**	.296**	.303**	.271**	.313**	.379**	.382**	.458**	.489**	.483**	.383**	.478**	.535**	1	.717**	.590**	.662**
	Sig. (2-tailed)	.000	.231	.031	.000	.002	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135
Hasil2	Pearson Correlation	.287**	.162	.377**	.363**	.248**	.366**	.381**	.373**	.238**	.323**	.398**	.470**	.468**	.455**	.453**	.470**	.527**	.378**	.717**	1	.660**	.685**
	Sig. (2-tailed)	.001	.061	.000	.000	.004	.000	.000	.000	.005	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135
Hasil3	Pearson Correlation	.294**	.163	.355**	.329**	.294**	.369**	.425**	.394**	.269**	.437**	.411**	.432**	.450**	.413**	.401**	.432**	.412**	.462**	.590**	.660**	1	.670**
	Sig. (2-tailed)	.001	.058	.000	.000	.001	.000	.000	.000	.002	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135
Total	Pearson Correlation	.578**	.498**	.590**	.636**	.571**	.653**	.564**	.641**	.558**	.653**	.703**	.657**	.753**	.783**	.788**	.693**	.659**	.683**	.662**	.685**	.670**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135	135

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

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