

LAMPIRAN 1

KUESIONER

Kepada Yth :

Saudara/i Responden

Di Tempat

Dengan Hormat,

Perkenalkan nama saya Lieona Faradilla Agiska mahasiswa Program Studi Manajemen Universitas Muhammadiyah Yogyakarta. Saat ini sedang melakukan penelitian dalam rangka penulisan skripsi mengenai “ Pengaruh Kualitas Produk, Keterjangkauan Harga dan Kualitas Pelayanan Terhadap Keputusan Pembelian Konsumen Pada Toko Elizabeth di Yogyakarta” Berkaitan dengan hal tersebut, saya mohon kesediaan saudara/i meluangkan waktu untuk mengisi kuesioner ini. Atas kesediaan saudara/i dalam mengisi kuesioner ini saya mengucapkan terimakasih.

Hormat saya,

Lieona Faradilla Agiska

A. Petunjuk pengisian kuesioner :

1. Tulislah identitas anda pada kolom yang telah di sediakan.
2. Isilah dengan jawaban yang paling sesuai dengan keadaan yang anda alami dengan member tanda centang atau dari pertanyaan – pertanyaan dibawah ini :

Keterangan :

SS : Sangat Setuju

- S : Setuju
 KS : Kurang Setuju
 TS : Tidak Setuju
 STS : Sangat Tidak Setuju

3. Dalam satu nomor tidak boleh ada jawaban atau tanda centang lebih dari satu.

B. Identitas Responden

- a. Nama :
 b. Umur :
 c. Jenis Kelamin :
 d. Jenis Pekerjaan :

C. Daftar Pertanyaan

NO.	Daftar Pertanyaan	SS	S	KS	TS	STS
1.	Produk Elizabeth bebas dari cacat /rusak					
2.	Produk Elizabeth tidak mudah rusak, sehingga awet digunakan					
3.	Produk Elizabeth memiliki kualitas yang unggul					
4.	Desain atau model produk Elizabeth memiliki tampilan					

	yang menarik					
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NO.	Daftar Pertanyaan	SS	S	KS	TS	STS
1.	Harga produk di toko Elizabeth murah sehingga menjadi pilihan saya					
2.	Harga produk Elizabeth sesuai dengan daya beli saya					
3.	Elizabeth memberikan potongan harga (diskon) pada produknya					
NO.	Daftar Pertanyaan	SS	S	KS	TS	STS
1.	Toko Elizabeth terlihat bersih					
2.	Karyawan di toko Elizabeth berpenampilan rapi					
3.	Toko Elizabeth memiliki sistem pembayaran yang modern					
4.	Karyawan Elizabeth memperhatikan secara personal kepada pelanggannya					
5.	Letak toko Elizabeth dapat di akses dengan mudah					
6.	Karyawan Elizabeth memperhatikan kebutuhan saya dengan sungguh-sungguh					
7.	Toko Elizabeth memberikan jasa pelayanan dengan baik					
8.	Karyawan Elizabeth selalu memberikan struk bukti pembayaran setelah melakukan					

	pembelian					
9.	Karyawan Elizabeth tidak mengecewakan saya					
10.	Karyawan Elizabeth memberikan pelayanan yang cepat					
11.	Karyawan Elizabeth cepat tanggap dalam membantu kesulitan yang dihadapi pelanggan					
12.	Karyawan Elizabeth dapat meluangkan waktu nya untuk melayani saya					
13.	Toko Elizabeth memiliki reputasi yang baik					
14.	Karyawan Elizabeth mampu dalam melayani saya dengan baik					
15.	Karyawan Elizabeth melayani saya dengan ramah					

NO.	Daftar Pertanyaan	SS	S	KS	TS	STS
1.	Saya membeli produk di Elizabeth karena menjadi kebiasaan di toko tersebut					
2.	Jika saya membutuhkan maka saya akan membeli produk di toko Elizabeth					
3.	Saya memprioritaskan untuk membeli produk Elizabeth dari pada produk merek lain					
4.	Saya bersedia meluangkan waktu untuk mendapatkan produk Elizabeth					

5.	Saya yakin untuk membeli produk di toko Elizabeth sesuai selera saya					
6.	Produk Elizabeth sesuai dengan harapan saya					
7.	Saya membeli produk Elizabeth karena bermanfaat bagi saya					

LAMPIRAN 2

Uji Validitas Kualitas Produk

Correlations						
		KP1	KP2	KP3	KP4	Kualitas_produk
KP1	Pearson Correlation	1	.411**	.442**	.402**	.726**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	145	145	145	145	145
KP2	Pearson Correlation	.411**	1	.484**	.221**	.720**
	Sig. (2-tailed)	.000		.000	.008	.000
	N	145	145	145	145	145
KP3	Pearson Correlation	.442**	.484**	1	.649**	.848**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	145	145	145	145	145
KP4	Pearson Correlation	.402**	.221**	.649**	1	.740**
	Sig. (2-tailed)	.000	.008	.000		.000
	N	145	145	145	145	145
Kualitas_produk	Pearson Correlation	.726**	.720**	.848**	.740**	1
	Sig. (2-tailed)	.000	.000	.000	.000	

	N	145	145	145	145	145
**. Correlation is significant at the 0.01 level (2-tailed).						

Uji Validitas Keterjangkauan Harga

Correlations					
		H1	H2	H3	Keterjangkauan Harga
H1	Pearson Correlation	1	.415**	.358**	.813**
	Sig. (2-tailed)		.000	.000	.000
	N	145	145	145	145
H2	Pearson Correlation	.415**	1	.109	.672**
	Sig. (2-tailed)	.000		.193	.000
	N	145	145	145	145
H3	Pearson Correlation	.358**	.109	1	.696**
	Sig. (2-tailed)	.000	.193		.000
	N	145	145	145	145

KPEL5	Pearson Correlation	.490**	.363**	.392**	.504**	1	.461**	.363**	.376**	.418**	.553**	.503**	.549**	.498**	.468**	.413**	.671**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145
KPEL6	Pearson Correlation	.453**	.509**	.451**	.530**	.461**	1	.471**	.401**	.457**	.530**	.450**	.568**	.407**	.534**	.477**	.698**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145
KPEL7	Pearson Correlation	.486**	.577**	.667**	.540**	.363**	.471**	1	.610**	.405**	.433**	.419**	.520**	.594**	.569**	.611**	.733**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145
KPEL8	Pearson Correlation	.595**	.656**	.632**	.462**	.376**	.401**	.610**	1	.441**	.401**	.410**	.472**	.645**	.548**	.500**	.723**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145
KPEL9	Pearson Correlation	.463**	.463**	.500**	.483**	.418**	.457**	.405**	.441**	1	.704**	.569**	.521**	.368**	.522**	.490**	.699**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145
KPEL10	Pearson Correlation	.439**	.474**	.473**	.592**	.553**	.530**	.433**	.401**	.704**	1	.651**	.648**	.382**	.558**	.564**	.759**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145	145
KPEL11	Pearson Correlation	.409**	.411**	.457**	.557**	.503**	.450**	.419**	.410**	.569**	.651**	1	.641**	.408**	.621**	.522**	.724**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000

Uji Validitas Keputusan Pembelian

Correlations									
		KPEM1	KPEM2	KPEM3	KPEM4	KPEM5	KPEM6	KPEM7	Keputusan_pembelian
KPEM1	Pearson Correlation	1	.627**	.507**	.335**	.435**	.395**	.368**	.724**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	145	145	145	145	145	145	145	145
KPEM2	Pearson Correlation	.627**	1	.582**	.372**	.465**	.448**	.435**	.772**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	145	145	145	145	145	145	145	145
KPEM3	Pearson Correlation	.507**	.582**	1	.479**	.414**	.304**	.299**	.706**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	145	145	145	145	145	145	145	145
KPEM4	Pearson Correlation	.335**	.372**	.479**	1	.425**	.416**	.435**	.673**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	145	145	145	145	145	145	145	145
KPEM5	Pearson Correlation	.435**	.465**	.414**	.425**	1	.660**	.674**	.780**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	145	145	145	145	145	145	145	145
KPEM6	Pearson Correlation	.395**	.448**	.304**	.416**	.660**	1	.726**	.751**

	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	145	145	145	145	145	145	145	145
KPEM7	Pearson Correlation	.368**	.435**	.299**	.435**	.674**	.726**	1	.751**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	145	145	145	145	145	145	145	145
Keputusan_pembelian	Pearson Correlation	.724**	.772**	.706**	.673**	.780**	.751**	.751**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	145	145	145	145	145	145	145	145
** . Correlation is significant at the 0.01 level (2-tailed).									

LAMPIRAN 3

Uji Reliabilitas Kualitas Produk

Case Processing Summary			
		N	%
Cases	Valid	145	100.0
	Excluded ^a	0	.0
	Total	145	100.0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.801	.866	5

Inter-Item Correlation Matrix					
	KP1	KP2	KP3	KP4	Kualitas_produk
KP1	1.000	.411	.442	.402	.726
KP2	.411	1.000	.484	.221	.720
KP3	.442	.484	1.000	.649	.848
KP4	.402	.221	.649	1.000	.740
Kualitas_produk	.726	.720	.848	.740	1.000

Uji Reliabilitas Keterjangkauan Harga

Case Processing Summary			
		N	%
Cases	Valid	145	100.0
	Excluded ^a	0	.0
	Total	145	100.0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.790	.807	4

Inter-Item Correlation Matrix				
	H1	H2	H3	Keterjangkauan_Harga
H1	1.000	.415	.358	.813
H2	.415	1.000	.109	.672
H3	.358	.109	1.000	.696
Keterjangkauan Harga	.813	.672	.696	1.000

Uji Reliabilitas Kualitas Pelayanan

Case Processing Summary			
		N	%
Cases	Valid	145	100.0
	Excluded ^a	0	.0

	Total	145	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.768	.952	16

Inter-Item Correlation Matrix																
	KPEL1	KPEL2	KPEL3	KPEL4	KPEL5	KPEL6	KPEL7	KPEL8	KPEL9	KPEL10	KPEL11	KPEL12	KPEL13	KPEL14	KPEL15	Kualitas_pelayanan
KPEL1	1.000	.718	.566	.496	.490	.453	.486	.595	.463	.439	.409	.529	.654	.630	.497	.746
KPEL2	.718	1.000	.560	.511	.363	.509	.577	.656	.463	.474	.411	.486	.553	.622	.522	.746

KPEL3	.566	.560	1.000	.574	.392	.451	.667	.632	.500	.473	.457	.542	.615	.542	.565	.761
KPEL4	.496	.511	.574	1.000	.504	.530	.540	.462	.483	.592	.557	.540	.522	.542	.492	.753
KPEL5	.490	.363	.392	.504	1.000	.461	.363	.376	.418	.553	.503	.549	.498	.468	.413	.671
KPEL6	.453	.509	.451	.530	.461	1.000	.471	.401	.457	.530	.450	.568	.407	.534	.477	.698
KPEL7	.486	.577	.667	.540	.363	.471	1.000	.610	.405	.433	.419	.520	.594	.569	.611	.733
KPEL8	.595	.656	.632	.462	.376	.401	.610	1.000	.441	.401	.410	.472	.645	.548	.500	.723
KPEL9	.463	.463	.500	.483	.418	.457	.405	.441	1.000	.704	.569	.521	.368	.522	.490	.699
KPEL10	.439	.474	.473	.592	.553	.530	.433	.401	.704	1.000	.651	.648	.382	.558	.564	.759
KPEL11	.409	.411	.457	.557	.503	.450	.419	.410	.569	.651	1.000	.641	.408	.621	.522	.724
KPEL12	.529	.486	.542	.540	.549	.568	.520	.472	.521	.648	.641	1.000	.608	.728	.715	.812
KPEL13	.654	.553	.615	.522	.498	.407	.594	.645	.368	.382	.408	.608	1.000	.609	.635	.753
KPEL14	.630	.622	.542	.542	.468	.534	.569	.548	.522	.558	.621	.728	.609	1.000	.716	.818
KPEL15	.497	.522	.565	.492	.413	.477	.611	.500	.490	.564	.522	.715	.635	.716	1.000	.774
Kualitas _pelaya nan	.746	.746	.761	.753	.671	.698	.733	.723	.699	.759	.724	.812	.753	.818	.774	1.000

Uji Reliabilitas Keputusan Pembelian

Case Processing Summary			
		N	%

Cases	Valid	145	100.0
	Excluded ^a	0	.0
	Total	145	100.0

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

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.781	.902	8

Inter-Item Correlation Matrix								
	KPEM1	KPEM2	KPEM3	KPEM4	KPEM5	KPEM6	KPEM7	Keputusan _pembelian
KPEM1	1.000	.627	.507	.335	.435	.395	.368	.724
KPEM2	.627	1.000	.582	.372	.465	.448	.435	.772

KPEM3	.507	.582	1.000	.479	.414	.304	.299	.706
KPEM4	.335	.372	.479	1.000	.425	.416	.435	.673
KPEM5	.435	.465	.414	.425	1.000	.660	.674	.780
KPEM6	.395	.448	.304	.416	.660	1.000	.726	.751
KPEM7	.368	.435	.299	.435	.674	.726	1.000	.751
Keputusan_pembelian	.724	.772	.706	.673	.780	.751	.751	1.000

LAMPIRAN 4

Uji Asumsi Klasik

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		145
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	3.07228369
Most Extreme Differences	Absolute	.075
	Positive	.048
	Negative	-.075
Kolmogorov-Smirnov Z		.899
Asymp. Sig. (2-tailed)		.394
a. Test distribution is Normal.		

Uji Multikolonieritas

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.659	1.716		1.550	.123		
	Keterjangkauan Harga	.653	.165	.282	3.955	.000	.695	1.440
	Kualitas_produk	.666	.130	.403	5.112	.000	.568	1.761
	Kualitas_pelayanan	.079	.041	.162	1.910	.058	.493	2.028
a. Dependent Variable: Keputusan_pembelian								

Uji Heteroskedastisitas

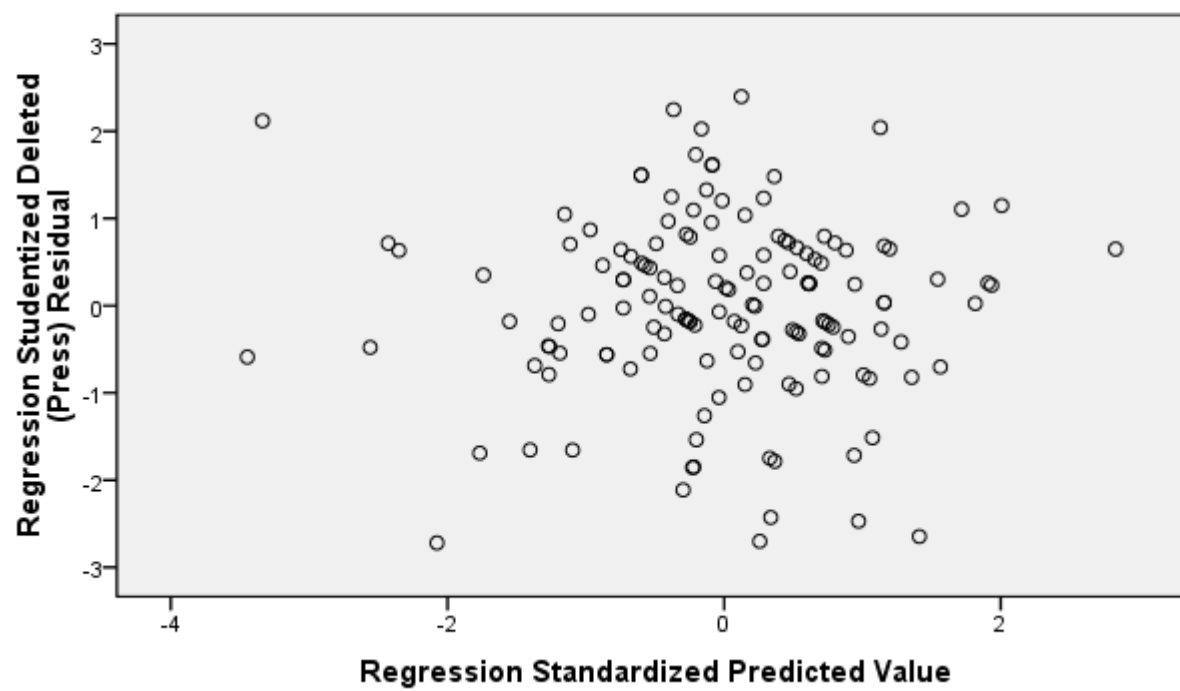
Uji Glejser

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.582	1.201		2.151	.034

	Keterjangkauan_Harga	.013	.118	.013	.112	.911
	Kualitas_produk	-.035	.095	-.049	-.375	.709
	Kualitas_pelayanan	.002	.030	.012	.080	.936
a. Dependent Variable: abs_res						

Scatterplot

Dependent Variable: Keputusan_pembelian



LAMPIRAN 5

Uji Determinasi, Uji F, Uji R

Variables Entered/Removed ^b			
Model	Variables Entered	Variables Removed	Method
1	Kualitas_pelayanan, Keterjangkauan Harga, Kualitas_produk ^a		. Enter
a. All requested variables entered.			
b. Dependent Variable: Keputusan_pembelian			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.708 ^a	.501	.491	3.105
a. Predictors: (Constant), Kualitas_pelayanan, Harga, Kualitas_produk				

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1366.905	3	455.635	47.266	.000 ^a
	Residual	1359.205	141	9.640		
	Total	2726.110	144			
a. Predictors: (Constant), Kualitas_pelayanan, Keterjangkauan harga, Kualitas_produk						
b. Dependent Variable: Keputusan_pembelian						

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	2.659	1.716		1.550	.123
	Keterjangkauan_Harga	.653	.165	.282	3.955	.000
	Kualitas_produk	.666	.130	.403	5.112	.000
	Kualitas_pelayanan	.079	.041	.162	1.910	.058
a. Dependent Variable: Keputusan_pembelian						