

LAMPIRAN KUESIONER

Assalamualaikum Wr. Wb.

Dengan Hormat,

Sehubungan dengan penelitian yang akan saya lakukan dalam penyelesaian penyusunan skripsi pada Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Yogyakarta, saya meminta kesediaan Saudara/i diantara kesibukan dan sela waktunya sangat diharapkan untuk dapat mengisi daftar pertanyaan yang terlampir. Penelitian ini bertujuan untuk menganalisis **“Pengaruh Citra Merek, Kualitas Persepsian, Fitur, dan Persepsi Harga Terhadap Keputusan Pembelian Smartphone Xiaomi”**.

Besar harapan saya agar Saudara/i dapat mengisi daftar pertanyaan yang saya ajukan sebaik-baiknya. Kesungguhan Saudara/i dalam menjawab setiap pertanyaan tersebut merupakan bantuan yang sangat berguna bagi saya. Atas kesedian dan bantuan Saudara/i saya ucapkan terima kasih.

Peneliti

Bayu Prasetya Wibowo

I. Identitas Responden (Silahkan beri tanda \surd atau \times pada jawaban)

Nama :
.....

Jenis Kelamin :
 Laki-laki Wanita

Usia :
 17 – 25 26 – 34 Lebih dari 34 tahun

Tipe Smartphone Xiaomi yang Sekarang Digunakan :
 Redmi 2 Redmi 3/3s/3Pro/3Prime/3X
 Mi 4i/4c/4s Redmi Note 1/2/3/4
 Redmi 4/4A/4Prime Mi 4
 Mi 5/5s/5s Plus Lainnya

Berapa Lama Sudah Menggunakan Smartphone Xiaomi?

- 2 bulan – 1 tahun 1 tahun – 2 tahun 2 tahun – 3 tahun
 Lebih dari 3 tahun

Pekerjaan :

- Pelajar/Mahasiswa Pegawai Negeri/Swasta
 Pengusaha/Wiraswasta Lainnya

II. Petunjuk Pengisian Kuesioner

Berikut adalah keterangan dari pertanyaan yang akan responden berikan. Dimohon membaca pertanyaan dibawah dengan teliti dan memberikan jawaban yang sesuai dengan keadaan dan apa yang dirasakan terhadap smartphone Xiaomi secara objektif.

Contoh jawaban yang tersedia :

- STS = Sangat Tidak Setuju (Point 1)
 TS = Tidak Setuju (Point 2)
 N = Netral (Point 3)
 S = Setuju (Point 4)
 SS = Sangat Setuju (Point 5)

III. Daftar Pertanyaan (Silakan beri tanda \surd pada jawaban)

NO	Citra Merek	STS	TS	N	S	SS
		1	2	3	4	5
1.	<i>Smartphone</i> Xiaomi yang saya miliki nyaman saat digunakan dan digenggam.					
2.	<i>Smartphone</i> dengan merek Xiaomi bisa didapatkan hampir disetiap outlet <i>smartphone</i> .					
3.	<i>Smartphone</i> Xiaomi yang saya gunakan dari sisi desain terlihat <i>modern</i> .					
4.	Jenis-jenis <i>smartphone</i> Xiaomi yang dikeluarkan beraneka ragam dan bervariasi.					
5.	<i>Smartphone</i> Xiaomi saat ini termasuk merek yang diketahui banyak orang.					

NO	Kualitas Persepsian	STS	TS	N	S	SS
		1	2	3	4	5
1.	<i>Smartphone</i> Xiaomi yang saya gunakan mudah dalam pengopersaiannya seperti pesan, telepon dan <i>browsing</i> .					
2.	<i>Smartphone</i> Xiaomi yang saya miliki mempunyai spesifikasi yang sesuai dengan informasi yang saya dapat ketika hendak membeli.					
3.	<i>Smartphone</i> Xiaomi yang saya gunakan dapat menjalankan aplikasi-aplikasi dengan baik.					
4.	<i>Smartphone</i> Xiaomi memiliki <i>software</i> atau <i>operating system</i> (OS) yang bagus.					
5.	<i>Smartphone</i> Xiaomi memiliki <i>hardware</i> yang bagus.					
6.	<i>Smartphone</i> Xiaomi yang saya gunakan dalam segi tampilan (<i>interface</i>), kamera, dan ketahanan baterai lebih baik dibanding <i>smartphone</i> merek lain yang sejenis.					

NO	Fitur	STS	TS	N	S	SS
		1	2	3	4	5
1.	Fitur-fitur yang ada dalam <i>smartphone</i> Xiaomi dapat dikatakan lengkap.					
2.	Fitur yang berada di <i>smartphone</i> Xiaomi bisa dengan mudah saya operasikan dan gunakan.					
3.	Fitur yang dimiliki <i>Smartphone</i> Xiaomi membantu dan sesuai dengan penggunaan saya sehari-hari.					

NO	Persepsi Harga	STS	TS	N	S	SS
		1	2	3	4	5
1.	Harga yang ditawarkan oleh <i>smartphone</i> Xiaomi sesuai dengan					

	kualitas yang dimiliki.					
2.	Manfaat-manfaat yang dirasakan dari penggunaan sehari-hari sesuai dengan harga jual <i>smartphone</i> Xiaomi yang saya gunakan.					
3.	Harga yang ditawarkan oleh <i>smartphone</i> Xiaomi lebih murah dibanding <i>smartphone</i> lain yang memiliki spesifikasi sama.					

NO	Keputusan Pembelian	STS	TS	N	S	SS
		1	2	3	4	5
1.	Saya merasa mantap dan yakin untuk membeli <i>smartphone</i> Xiaomi.					
2.	Saya membeli <i>smartphone</i> Xiaomi karena merasa cocok dengan segala macam yang ada di <i>smartphone</i> Xiaomi.					
3.	Saya tetap menggunakan <i>smartphone</i> Xiaomi karena merasa cocok dengan apa yang saya butuhkan.					

LAMPIRAN INPUT DATA KUESIONER

NO	CITRA MEREK					T	KUALITASS PERSEPSIAN						T	FITUR			T	PERSEPSI HARGA			T	KEPUTUSAN PEMBELIAN			T
	1	2	3	4	5		1	2	3	4	5	6		1	2	3		1	2	3		1	2	3	
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LAMPIRAN SPSS

A. Karakteristik Responden

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Laki-Laki	73	73.0	73.0	73.0
Valid Perempuan	27	27.0	27.0	100.0
Total	100	100.0	100.0	

Umur

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-25 Tahun	61	61.0	61.0	61.0
26-34 Tahun	32	32.0	32.0	93.0
>34 Tahun	7	7.0	7.0	100.0
Total	100	100.0	100.0	

Tipe Smartphone Xiaomi Yang Sekarang Digunakan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Redmi 2	3	3.0	3.0	3.0
Redmi 3/3s/3Pro/3Prime/3X	21	21.0	21.0	24.0
Mi 4	5	5.0	5.0	29.0
Redmi Note 1/2/3/4	29	29.0	29.0	58.0
Valid Redmi 4/4A/4Prime	9	9.0	9.0	67.0
Mi 4i/4c/4s	21	21.0	21.0	88.0
Mi 5/5s/5s Plus	9	9.0	9.0	97.0
Lainnya	3	3.0	3.0	100.0
Total	100	100.0	100.0	

Lama Pemakaian

	Frequency	Percent	Valid Percent	Cumulative Percent
2 Bulan - 1 Tahun	41	41.0	41.0	41.0
1 Tahun - 2 Tahun	34	34.0	34.0	75.0
Valid 2 Tahun - 3 Tahun	18	18.0	18.0	93.0
>3 Tahun	7	7.0	7.0	100.0
Total	100	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Pelajar/Mahasiswa	43	43.0	43.0	43.0
PNS/Swasta	46	46.0	46.0	89.0
Valid Pengusaha/Wiraswasta	7	7.0	7.0	96.0
Lainnya	4	4.0	4.0	100.0
Total	100	100.0	100.0	

B. Uji Validitas (Pre-test)

1. Citra Merek

Correlations

		item1	item2	item3	item4	item5	CitraMerek
item1	Pearson Correlation	1	.178	.286	.504**	.194	.549**
	Sig. (2-tailed)		.307	.096	.002	.264	.001
	N	35	35	35	35	35	35
item2	Pearson Correlation	.178	1	.398*	.240	.667**	.789**
	Sig. (2-tailed)	.307		.018	.164	.000	.000
	N	35	35	35	35	35	35
item3	Pearson Correlation	.286	.398*	1	.349*	.331	.661**
	Sig. (2-tailed)	.096	.018		.040	.052	.000
	N	35	35	35	35	35	35
item4	Pearson Correlation	.504**	.240	.349*	1	.368*	.653**
	Sig. (2-tailed)	.002	.164	.040		.030	.000
	N	35	35	35	35	35	35
item5	Pearson Correlation	.194	.667**	.331	.368*	1	.789**
	Sig. (2-tailed)	.264	.000	.052	.030		.000
	N	35	35	35	35	35	35
CitraMerek	Pearson Correlation	.549**	.789**	.661**	.653**	.789**	1
	Sig. (2-tailed)	.001	.000	.000	.000	.000	
	N	35	35	35	35	35	35

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

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

2. Kualitas Persepsian

Correlations

		item1	item2	item3	item4	item5	item6	KualitasPersepsian
item1	Pearson Correlation	1	.489**	.444**	.395*	.183	.192	.607**
	Sig. (2-tailed)		.003	.008	.019	.294	.270	.000
	N	35	35	35	35	35	35	35
item2	Pearson Correlation	.489**	1	.495**	.405*	.339*	.398*	.744**
	Sig. (2-tailed)	.003		.002	.016	.046	.018	.000
	N	35	35	35	35	35	35	35
item3	Pearson Correlation	.444**	.495**	1	.547**	.446**	.369*	.776**
	Sig. (2-tailed)	.008	.002		.001	.007	.029	.000
	N	35	35	35	35	35	35	35
item4	Pearson Correlation	.395*	.405*	.547**	1	.741**	.169	.751**
	Sig. (2-tailed)	.019	.016	.001		.000	.333	.000
	N	35	35	35	35	35	35	35
item5	Pearson Correlation	.183	.339*	.446**	.741**	1	.374*	.729**
	Sig. (2-tailed)	.294	.046	.007	.000		.027	.000
	N	35	35	35	35	35	35	35
item6	Pearson Correlation	.192	.398*	.369*	.169	.374*	1	.625**
	Sig. (2-tailed)	.270	.018	.029	.333	.027		.000
	N	35	35	35	35	35	35	35
KualitasPersepsian	Pearson Correlation	.607**	.744**	.776**	.751**	.729**	.625**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	35	35	35	35	35	35	35

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

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

3. Fitur

Correlations

		item1	item2	item3	Fitur
item1	Pearson Correlation	1	.462**	.241	.686**
	Sig. (2-tailed)		.005	.163	.000
	N	35	35	35	35
item2	Pearson Correlation	.462**	1	.672**	.898**
	Sig. (2-tailed)	.005		.000	.000
	N	35	35	35	35
item3	Pearson Correlation	.241	.672**	1	.813**
	Sig. (2-tailed)	.163	.000		.000
	N	35	35	35	35
Fitur	Pearson Correlation	.686**	.898**	.813**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	35	35	35	35

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

4. Persepsi Harga

Correlations

		item1	item2	item3	Persepsi Harga
item1	Pearson Correlation	1	.549**	.343*	.810**
	Sig. (2-tailed)		.001	.044	.000
	N	35	35	35	35
item2	Pearson Correlation	.549**	1	.601**	.889**
	Sig. (2-tailed)	.001		.000	.000
	N	35	35	35	35
item3	Pearson Correlation	.343*	.601**	1	.738**
	Sig. (2-tailed)	.044	.000		.000
	N	35	35	35	35
Persepsi Harga	Pearson Correlation	.810**	.889**	.738**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	35	35	35	35

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

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

5. Keputusan Pembelian

Correlations

		item1	item2	item3	KeputusanPembelian
item1	Pearson Correlation	1	.585**	.495**	.762**
	Sig. (2-tailed)		.000	.003	.000
	N	35	35	35	35
item2	Pearson Correlation	.585**	1	.787**	.914**
	Sig. (2-tailed)	.000		.000	.000
	N	35	35	35	35
item3	Pearson Correlation	.495**	.787**	1	.912**
	Sig. (2-tailed)	.003	.000		.000
	N	35	35	35	35
KeputusanPembelian	Pearson Correlation	.762**	.914**	.912**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	35	35	35	35

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

C. Uji Reliabilitas (Pre-test)

1. Citra Merek

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded ^a	0	.0
	Total	35	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.727	5

2. Kualitas Persepsian

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded ^a	0	.0
	Total	35	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.794	6

3. Fitur

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded ^a	0	.0
	Total	35	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.723	3

4. Persepsi Harga

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded ^a	0	.0
	Total	35	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.738	3

5. Keputusan Pembelian

Case Processing Summary

		N	%
Cases	Valid	35	100.0
	Excluded ^a	0	.0
	Total	35	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.820	3

D. Uji Validitas (100 Responden)

1. Citra Merek

Correlations

		Item1	Item2	Item3	Item4	item5	CitraMerek
Item1	Pearson Correlation	1	.248*	.537**	.443**	.346**	.678**
	Sig. (2-tailed)		.013	.000	.000	.000	.000
	N	100	100	100	100	100	100
Item2	Pearson Correlation	.248*	1	.251*	.292**	.506**	.702**
	Sig. (2-tailed)	.013		.012	.003	.000	.000
	N	100	100	100	100	100	100
Item3	Pearson Correlation	.537**	.251*	1	.477**	.333**	.708**
	Sig. (2-tailed)	.000	.012		.000	.001	.000
	N	100	100	100	100	100	100
Item4	Pearson Correlation	.443**	.292**	.477**	1	.435**	.730**
	Sig. (2-tailed)	.000	.003	.000		.000	.000
	N	100	100	100	100	100	100
item5	Pearson Correlation	.346**	.506**	.333**	.435**	1	.738**
	Sig. (2-tailed)	.000	.000	.001	.000		.000
	N	100	100	100	100	100	100
CitraMerek	Pearson Correlation	.678**	.702**	.708**	.730**	.738**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

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

2. Kualitas Persepsian

Correlations

		Item1	Item2	Item3	Item4	Item5	Item6	KualitasPersepsian n
Item1	Pearson Correlation	1	.346**	.515**	.443**	.280**	.313**	.649**
	Sig. (2-tailed)		.000	.000	.000	.005	.002	.000
	N	100	100	100	100	100	100	100
Item2	Pearson Correlation	.346**	1	.514**	.428**	.423**	.276**	.677**
	Sig. (2-tailed)	.000		.000	.000	.000	.005	.000
	N	100	100	100	100	100	100	100
Item3	Pearson Correlation	.515**	.514**	1	.601**	.552**	.529**	.842**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
Item4	Pearson Correlation	.443**	.428**	.601**	1	.627**	.344**	.787**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
Item5	Pearson Correlation	.280**	.423**	.552**	.627**	1	.465**	.759**
	Sig. (2-tailed)	.005	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
Item6	Pearson Correlation	.313**	.276**	.529**	.344**	.465**	1	.679**
	Sig. (2-tailed)	.002	.005	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
KualitasPersepsian	Pearson Correlation	.649**	.677**	.842**	.787**	.759**	.679**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

3. Fitur

Correlations

		Item1	Item2	Item3	Fitur
Item1	Pearson Correlation	1	.566**	.540**	.816**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Item2	Pearson Correlation	.566**	1	.768**	.899**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Item3	Pearson Correlation	.540**	.768**	1	.882**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Fitur	Pearson Correlation	.816**	.899**	.882**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

4. Persepsi Harga

Correlations

		Item1	Item2	Item3	Persepsi Harga
Item1	Pearson Correlation	1	.454**	.432**	.773**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Item2	Pearson Correlation	.454**	1	.615**	.855**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Item3	Pearson Correlation	.432**	.615**	1	.820**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Persepsi Harga	Pearson Correlation	.773**	.855**	.820**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

5. Keputusan Pembelian

Correlations

		Item1	Item2	Item3	KeputusanPembelian
Item1	Pearson Correlation	1	.701**	.668**	.868**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Item2	Pearson Correlation	.701**	1	.771**	.913**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Item3	Pearson Correlation	.668**	.771**	1	.916**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
KeputusanPembelian	Pearson Correlation	.868**	.913**	.916**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

E. Uji Reliabilitas (100 Responden)

1. Citra Merek

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.744	5

2. Kualitas Persepsian

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.825	6

3. Fitur

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.831	3

4. Persepsi Harga

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.747	3

5. Keputusan Pembelian

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.879	3

F. Lampiran Descriptive

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Citra Merek	100	15	25	21.33	2.811
Kualitas Persepsian	100	17	30	26.10	3.401
Fitur	100	6	15	13.15	1.839
Persepsi Harga	100	8	15	13.52	1.703
Keputusan Pembelian	100	6	15	13.44	1.898
Valid N (listwise)	100				

G. Uji Rregresi Linear Berganda

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.834 ^a	.695	.682	1.070

a. Predictors: (Constant), Persepsi Harga, Citra Merek, Fitur, Kualitas Persepsian

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	247.865	4	61.966	54.119	.000 ^b
Residual	108.775	95	1.145		
Total	356.640	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Persepsi Harga, Citra Merek, Fitur, Kualitas Persepsian

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.670	1.016		-.660	.511
1 Citra Merek	.113	.049	.168	2.329	.022
Kualitas Persepsian	.230	.051	.412	4.510	.000
Fitur	.229	.094	.221	2.441	.017
Persepsi Harga	.199	.082	.178	2.423	.017

a. Dependent Variable: Keputusan Pembelian