

LAMPIRAN

1

KUESIONER

Pengaruh Citra Merek, Kualitas Persepsian, dan Persepsi Harga Produk terhadap Keputusan Pembelian *smartphone* Apple iPhone di kota Cilacap.

I. Keterangan : Lingkari jawaban Anda

1. Jika jawaban Anda adalah "YA" maka lanjutkan ke pertanyaan selanjutnya.
2. Jika jawaban Anda adalah "TIDAK" maka Anda tidak perlu melanjutkan pertanyaan selanjutnya.

Pertanyaan :

Apakah anda masyarakat kota Cilacap yang pernah atau menggunakan *smartphone* Apple iPhone selama 6 bulan pemakaian?

Jawaban :

YA	TIDAK
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Keterangan: berilah tanda ×(silang) pada kotak yang sesuai dengan identitas anda!

***No. Responden: .**

*(*kosongkan)*

Identitas Responden:

Nama :

Jenis Kelamin : Laki-laki / Perempuan (Coret yang tidak perlu)

Perkerjaan:

Umur:

II. Petunjuk Pengisian:

1. Pilihlah jawaban paling tepat menurut Anda.
2. Berikan tanda ×(*silang*) pada kolom pilihan Anda.

(5) = Sangat Setuju (SS), (4) = Setuju (S), (3) = Kurang Setuju (KS), (2) = Tidak Setuju (TS), (1) = Sangat Tidak Setuju (STS).

KUISIONER

1. CITRA MEREK

NO	PERNYATAAN	STS	TS	KS	SS	SS
1	Lambang atau logo merek <i>smartphone</i> Apple iPhone mudah diingat untuk membedakan dengan merek lain					
2	Merek <i>smartphone</i> Apple iPhone mempunyai reputasi yang baik dan terpercaya					
3	Saya percaya, merek <i>smartphone</i> Apple iPhone berkualitas					
4	Merek <i>smartphone</i> Apple iPhone mudah dalam perawatannya					

2. PERSEPSI KUALITAS PRODUK

NO	PERNYATAAN	STS	TS	KS	SS	SS
1	Ketika membeli, saya yakin <i>smartphone</i> Apple iPhone memiliki kecangihan dan kemudahan saat digunakan sesuai dengan harapan					
2	Ketika membeli, saya yakin yakin <i>smartphone</i> Apple iPhone terbuat dari bahan yang berkualitas dan memiliki daya tahan yang baik					
3	<i>Smartphone</i> Apple iPhone yang saya memiliki sesuai dengan spesiikasi dan kemudahan saat digunakan sesuai dengan harapan					
4	Ketika membeli, saya yakin yakin <i>smartphone</i> Apple iPhone tidak akan mudah rusak					

3. PERSEPSI HARGA PRODUK

NO	PERNYATAAN	STS	TS	KS	SS	SS
1	Harga yakin <i>smartphone</i> Apple iPhone dapat dijangkau oleh saya					
2	Ketika membeli, saya yakin yakin <i>smartphone</i> Apple iPhone tidak akan mudah rusak					
3	Harga <i>smartphone</i> Apple iPhone merupakan harga yang kompetitif					
4	Ketika membeli, saya yakin harga <i>smartphone</i> Apple iPhone akan sesuai dengan manfaat yang saya rasakan					

4. KEPUTUSAN PEMBELIAN

NO	PERYATAAN	STS	TS	KS	SS	SS
1	Saya yakin memilih <i>smartphone</i> Apple iPhone pilihan pertama ketika memutuskan membeli <i>smartphone</i>					
2	Tidak ada pilihan <i>smartphone</i> selain merek apple yang menarik perhatian saya					
3	Saya merekomendasikan teman-teman saya untuk menggunakan <i>smartphone</i> Apple iPhone					
4	Saya membeli <i>smartphone</i> Apple iPhone karena sesuai dengan keinginan serta kebutuhan saya					

LAMPIRAN
2
PRE-TES

1. Hasil Kuesioner Pre-tes

CITRA MEREK					KUALITAS PERSEPSIAN					PERSEPSI HARGA					KEPUTUSAN PEMBELIAN				
2	2	3	4	11	2	4	3	2	11	3	3	5	4	15	2	4	3	3	12
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3	3	3	3	12	3	3	4	4	14	3	3	3	3	12	4	4	3	4	15
4	4	4	3	15	3	3	3	4	13	4	3	3	3	13	3	3	2	3	11

a. Citra Merek

Correlations

		item_1	item_2	item_3	item_4	total_1
item_1	Pearson Correlation	1	.457**	.370*	.179	.658**
	Sig. (2-tailed)		.006	.029	.305	.000
	N	35	35	35	35	35
item_2	Pearson Correlation	.457**	1	.757**	.465**	.882**
	Sig. (2-tailed)	.006		.000	.005	.000
	N	35	35	35	35	35
item_3	Pearson Correlation	.370*	.757**	1	.389*	.823**
	Sig. (2-tailed)	.029	.000		.021	.000
	N	35	35	35	35	35
item_4	Pearson Correlation	.179	.465**	.389*	1	.675**
	Sig. (2-tailed)	.305	.005	.021		.000
	N	35	35	35	35	35
total_1	Pearson Correlation	.658**	.882**	.823**	.675**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).

b. Kualitas Persepsian

Correlations

		item_5	item_6	item_7	item_8	totak_2
item_5	Pearson Correlation	1	.248	.256	.343*	.685**
	Sig. (2-tailed)		.151	.138	.044	.000
	N	35	35	35	35	35
item_6	Pearson Correlation	.248	1	.488**	.467**	.739**
	Sig. (2-tailed)	.151		.003	.005	.000
	N	35	35	35	35	35
item_7	Pearson Correlation	.256	.488**	1	.352*	.678**
	Sig. (2-tailed)	.138	.003		.038	.000
	N	35	35	35	35	35
item_8	Pearson Correlation	.343*	.467**	.352*	1	.770**
	Sig. (2-tailed)	.044	.005	.038		.000
	N	35	35	35	35	35
totak_2	Pearson Correlation	.685**	.739**	.678**	.770**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	35	35	35	35	35

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

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

c. Persepsi Harga

Correlations

		item_9	item_10	item_11	item_12	total_3
item_9	Pearson Correlation	1	.528**	.249	.279	.674**
	Sig. (2-tailed)		.001	.149	.105	.000
	N	35	35	35	35	35
item_10	Pearson Correlation	.528**	1	.349*	.400*	.761**
	Sig. (2-tailed)	.001		.040	.017	.000
	N	35	35	35	35	35
item_11	Pearson Correlation	.249	.349*	1	.504**	.711**
	Sig. (2-tailed)	.149	.040		.002	.000
	N	35	35	35	35	35
item_12	Pearson Correlation	.279	.400*	.504**	1	.784**
	Sig. (2-tailed)	.105	.017	.002		.000
	N	35	35	35	35	35
total_3	Pearson Correlation	.674**	.761**	.711**	.784**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).

d. Keputusan Pembelian

Correlations

		item_13	item_14	item_15	item_16	total_4
item_13	Pearson Correlation	1	.504**	.350*	.589**	.764**
	Sig. (2-tailed)		.002	.039	.000	.000
	N	35	35	35	35	35
item_14	Pearson Correlation	.504**	1	.365*	.681**	.797**
	Sig. (2-tailed)	.002		.031	.000	.000
	N	35	35	35	35	35
item_15	Pearson Correlation	.350*	.365*	1	.479**	.689**
	Sig. (2-tailed)	.039	.031		.004	.000
	N	35	35	35	35	35
item_16	Pearson Correlation	.589**	.681**	.479**	1	.874**
	Sig. (2-tailed)	.000	.000	.004		.000
	N	35	35	35	35	35
total_4	Pearson Correlation	.764**	.797**	.689**	.874**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).

a. 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
.755	4

b. 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
.678	4

c. 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
.710	4

d. 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
.788	4

LAMPIRAN 3
UJI VALIDITAS DAN
RELIABILITAS

2. Hasil Kuesioner 100 responden

CITRA MEREK					KUALITAS PERSEPSIAN					PERSEPSI HARGA					KEPUTUSAN PEMBELIAN				
4	3	3	3	13	3	3	4	3	13	3	3	3	3	12	2	2	2	2	8
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3	4	5	4	16	4	4	5	4	17	5	4	3	5	17	5	4	4	4	17
4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16

4	4	4	2	14	2	4	4	3	13	4	4	3	2	13	2	3	4	4	13
2	3	3	3	11	3	4	4	4	15	4	2	3	2	11	2	3	4	3	12
3	3	3	3	12	2	2	4	2	10	4	2	3	2	11	3	3	4	3	13
4	3	4	3	14	3	4	4	4	15	4	3	3	2	12	3	2	2	2	9
5	4	4	3	16	3	3	4	3	13	4	3	3	3	13	3	4	3	3	13
5	4	4	3	16	3	4	4	4	15	4	3	3	2	12	3	4	4	4	15
4	2	4	3	13	4	4	4	2	14	4	4	3	2	13	4	4	4	4	16
5	5	5	5	20	4	4	4	3	15	5	4	3	4	16	4	5	4	5	18
5	5	5	5	20	4	4	4	3	15	5	4	3	4	16	4	5	4	5	18
4	4	4	4	16	4	4	5	4	17	5	4	3	3	15	3	4	4	4	15
4	4	4	4	16	3	4	4	5	16	5	3	4	4	16	4	4	5	5	18
4	4	4	4	16	3	3	4	3	13	5	5	3	3	16	3	4	4	5	16
4	4	4	3	15	2	3	4	3	12	4	4	2	2	12	4	4	4	4	16
3	3	3	3	12	3	3	4	4	14	3	3	3	3	12	4	4	3	4	15
4	4	4	3	15	3	3	3	4	13	4	3	3	3	13	3	3	2	3	11

a. Citra Merek

Correlations

		item_1	item_2	item_3	item_4	total_1
item_1	Pearson Correlation	1	.400**	.368**	.208*	.651**
	Sig. (2-tailed)		.000	.000	.038	.000
	N	100	100	100	100	100
item_2	Pearson Correlation	.400**	1	.635**	.411**	.820**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
item_3	Pearson Correlation	.368**	.635**	1	.414**	.806**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
item_4	Pearson Correlation	.208*	.411**	.414**	1	.702**
	Sig. (2-tailed)	.038	.000	.000		.000
	N	100	100	100	100	100
total_1	Pearson Correlation	.651**	.820**	.806**	.702**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).

b. Kualitas Persepsian

Correlations

		item_5	item_6	item_7	item_8	totak_2
item_5	Pearson Correlation	1	.141	.261**	.251*	.605**
	Sig. (2-tailed)		.162	.009	.012	.000
	N	100	100	100	100	100
item_6	Pearson Correlation	.141	1	.451**	.422**	.712**
	Sig. (2-tailed)	.162		.000	.000	.000
	N	100	100	100	100	100
item_7	Pearson Correlation	.261**	.451**	1	.365**	.731**
	Sig. (2-tailed)	.009	.000		.000	.000
	N	100	100	100	100	100
item_8	Pearson Correlation	.251*	.422**	.365**	1	.741**
	Sig. (2-tailed)	.012	.000	.000		.000
	N	100	100	100	100	100
totak_2	Pearson Correlation	.605**	.712**	.731**	.741**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).

c. Persepsi Harga

Correlations

		item_9	item_10	item_11	item_12	total_3
item_9	Pearson Correlation	1	.394**	.211*	.155	.663**
	Sig. (2-tailed)		.000	.035	.124	.000
	N	100	100	100	100	100
item_10	Pearson Correlation	.394**	1	.289**	.220*	.672**
	Sig. (2-tailed)	.000		.003	.028	.000
	N	100	100	100	100	100
item_11	Pearson Correlation	.211*	.289**	1	.456**	.713**
	Sig. (2-tailed)	.035	.003		.000	.000
	N	100	100	100	100	100
item_12	Pearson Correlation	.155	.220*	.456**	1	.679**
	Sig. (2-tailed)	.124	.028	.000		.000
	N	100	100	100	100	100
total_3	Pearson Correlation	.663**	.672**	.713**	.679**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).

d. Keputusan Pembelian

Correlations

		item_13	item_14	item_15	item_16	total_4
item_13	Pearson Correlation	1	.458**	.348**	.341**	.725**
	Sig. (2-tailed)		.000	.000	.001	.000
	N	100	100	100	100	100
item_14	Pearson Correlation	.458**	1	.369**	.338**	.717**
	Sig. (2-tailed)	.000		.000	.001	.000
	N	100	100	100	100	100
item_15	Pearson Correlation	.348**	.369**	1	.415**	.722**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
item_16	Pearson Correlation	.341**	.338**	.415**	1	.744**
	Sig. (2-tailed)	.001	.001	.000		.000
	N	100	100	100	100	100
total_4	Pearson Correlation	.725**	.717**	.722**	.744**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

a. Citra Merek

Case Processing Summary

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

Reliability Statistics

Cronbach's Alpha	N of Items
.730	4

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

b. 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
.644	4

c. 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
.612	4

d. 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
.705	4

LAMPIRAN 4

HIPOTESIS

a. Koefisien Determinan

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.508 ^a	.258	.235	1.964	1.469

a. Predictors: (Constant), persepsiharga, citramerek, kualitaspersepsian

b. Dependent Variable: keputusanpembelian

b. Uji F

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	128.788	3	42.929	11.132	.000 ^a
	Residual	370.212	96	3.856		
	Total	499.000	99			

a. Predictors: (Constant), persepsiharga, citramerek, kualitaspersepsian

b. Dependent Variable: keputusanpembelian

c. Hasil penelitian

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.251	2.083		1.561	.122
	citramerek	.293	.090	.290	3.249	.002
	kualitaspersepsian	.322	.095	.309	3.406	.001
	persepsiharga	.198	.094	.189	2.108	.038

a. Dependent Variable: keputusanpembelian