

LAMPIRAN

Lampiran 1

KUESIONER

A. Identitas Responden

1. Nama :
2. Umur :
3. Jenis kelamin :
4. Fakultas :
5. Tipe Honda Vario yang digunakan :
6. Tahun pembuatan :

Sebelum mengisi kuesioner, dimohon untuk mengisi data identitas responden terlebih dahulu secara lengkap. Semua data yang diberikan akan diperlukan secara rahasia.

B. Petunjuk Pengisian Kuesioner

1. Isilah jawaban yang paling sesuai dengan keadaan yang Anda alami sesuai dengan indikator yang ada pada kolom tabel di bawah. Butir-butir pertanyaan dijawab menggunakan lima jawaban yang mengacu pada skala *Likert* yakni **STS (Sangat Tidak Setuju)**, **TS (Tidak Setuju)**, **N (Netral)**, **S (Setuju)**, **SS (Sangat Setuju)**.
2. Jawaban dipilih dengan member tanda centang (✓) pada kolom yang disediakan sesuai dengan indikator jawaban yang tertera pada kolom tersebut.
3. Setiap butir pertanyaan hanya dapat dijawab dengan 1 jawaban saja.
4. Dimohon untuk menjawab pertanyaan dengan sebenar-benarnya dan se-obyektif mungkin.

C. Daftar Pertanyaan

1. Persepsi Kualitas Produk

| No. | Daftar Pertanyaan | STS | TS | N | S | SS |
|-----|---|-----|----|---|---|----|
| 1 | Saya memilih Honda Vario karena kinerjanya sesuai dengan harapan dan kebutuhan Saya. | | | | | |
| 2 | Saya merasa Honda Vario memiliki ketahanan yang baik dibanding sepeda motor <i>matic</i> merk lain. | | | | | |
| 3 | Spesifikasi yang ada pada Honda Vario sesuai dengan harapan saya. | | | | | |
| 4 | Fitur-fitur yang ada pada Honda Vario sangat modern dan mutakhir. | | | | | |
| 5 | Saya merasa Honda Vario merupakan sepeda motor <i>matic</i> yang handal saat dikendarai. | | | | | |
| 6 | Saya tertarik pada Honda Vario karena desain dan fitur yang diberikan. | | | | | |
| 7 | Saya merasa Honda Vario memiliki kualitas yang baik dibanding sepeda motor <i>matic</i> yang lain. | | | | | |
| 8 | Saya merasa Honda Vario memiliki kemudahan dalam perawatan maupun perbaikan. | | | | | |

2. Desain Produk

| No. | Daftar Pertanyaan | STS | TS | N | S | SS |
|-----|--|-----|----|---|---|----|
| 1 | Saya merasa Honda Vario memiliki desain yang modern, eksklusif dan elegan. | | | | | |
| 2 | Saya merasa Honda Vario sangat nyaman dikendarai sehari-hari. | | | | | |
| 3 | Saya merasa Honda Vario memberikan fungsi yang sesuai dengan kebutuhan saya dalam bertransportasi. | | | | | |

3. Promosi

| No. | Daftar Pertanyaan | STS | TS | N | S | SS |
|-----|--|-----|----|---|---|----|
| 1 | Saya sering menjumpai iklan Honda Vario di berbagai media. | | | | | |
| 2 | Saya mendapatkan pelayanan yang ramah saat melakukan pembelian Honda Vario. | | | | | |
| 3 | Saya pernah mendapatkan informasi tentang Honda Vario secara langsung dari pemasar produk Honda. | | | | | |
| 4 | Honda Vario sudah banyak dikenal oleh masyarakat. | | | | | |
| 5 | Saya mengetahui informasi mengenai Honda Vario melalui orang lain. | | | | | |
| 6 | Saya sering menjumpai iklan-iklan Honda Vario di berbagai media dan lokasi. | | | | | |

4. Persepsi Harga

| No. | Daftar Pertanyaan | STS | TS | N | S | SS |
|-----|---|-----|----|---|---|----|
| 1 | Harga yang ditawarkan pada produk Honda Vario masih terjangkau. | | | | | |

| | | | | | | |
|---|--|--|--|--|--|--|
| 2 | Produk Honda Vario memiliki harga yang sesuai dengan kualitas yang diberikan. | | | | | |
| 3 | Harga yang ditawarkan pada produk Honda Vario bersaing dengan produk <i>matic</i> lainnya. | | | | | |

5. Keputusan Pembelian

| No. | Daftar Pertanyaan | STS | TS | N | S | SS |
|-----|---|-----|----|---|---|----|
| 1 | Saya membeli Honda Vario karena mampu memenuhi kebutuhan saya dalam bertransportasi. | | | | | |
| 2 | Saya membeli Honda Vario karena yakin akan produk tersebut. | | | | | |
| 3 | Saya membeli Honda Vario karena dirasa akan ada banyak manfaat saat menggunakan Honda Vario dalam kegiatan sehari-hari. | | | | | |
| 4 | Saya membeli Honda Vario karena produk tersebut mudah didapatkan. | | | | | |
| 5 | Saya berniat membeli kembali produk Honda Vario. | | | | | |

| | | | | | | | | | | |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| PKP6 | Pearson Correlation | ,442** | ,278** | ,536** | ,424** | ,448** | 1 | ,488** | ,270** | ,683** |
| | Sig. (2-tailed) | ,000 | ,002 | ,000 | ,000 | ,000 | | ,000 | ,002 | ,000 |
| | N | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 |
| PKP7 | Pearson Correlation | ,436** | ,498** | ,507** | ,515** | ,522** | ,488** | 1 | ,301** | ,757** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | | ,001 | ,000 |
| | N | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 |
| PKP8 | Pearson Correlation | ,412** | ,245** | ,393** | ,288** | ,256** | ,270** | ,301** | 1 | ,557** |
| | Sig. (2-tailed) | ,000 | ,006 | ,000 | ,001 | ,004 | ,002 | ,001 | | ,000 |
| | N | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 |
| TOTAL | Pearson Correlation | ,754** | ,693** | ,811** | ,735** | ,670** | ,683** | ,757** | ,557** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 |

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

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

2. Desain Produk

Correlations

| | | DP1 | DP2 | DP3 | TOTAL |
|-------|---------------------|--------|--------|--------|--------|
| DP1 | Pearson Correlation | 1 | ,512** | ,246** | ,730** |
| | Sig. (2-tailed) | | ,000 | ,006 | ,000 |
| | N | 125 | 125 | 125 | 125 |
| DP2 | Pearson Correlation | ,512** | 1 | ,579** | ,880** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 |
| | N | 125 | 125 | 125 | 125 |
| DP3 | Pearson Correlation | ,246** | ,579** | 1 | ,772** |
| | Sig. (2-tailed) | ,006 | ,000 | | ,000 |
| | N | 125 | 125 | 125 | 125 |
| TOTAL | Pearson Correlation | ,730** | ,880** | ,772** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | |
| | N | 125 | 125 | 125 | 125 |

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

3. Promosi

| | | P1 | P2 | P3 | P4 | P5 | P6 | TOTAL |
|-------|---------------------|--------|--------|--------|--------|--------|--------|--------|
| P1 | Pearson Correlation | 1 | ,420** | ,390** | ,086 | ,144 | ,436** | ,665** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,339 | ,109 | ,000 | ,000 |
| | N | 125 | 125 | 125 | 125 | 125 | 125 | 125 |
| P2 | Pearson Correlation | ,420** | 1 | ,487** | ,099 | ,261** | -,024 | ,576** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,271 | ,003 | ,791 | ,000 |
| | N | 125 | 125 | 125 | 125 | 125 | 125 | 125 |
| P3 | Pearson Correlation | ,390** | ,487** | 1 | ,290** | ,358** | ,356** | ,767** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,001 | ,000 | ,000 | ,000 |
| | N | 125 | 125 | 125 | 125 | 125 | 125 | 125 |
| P4 | Pearson Correlation | ,086 | ,099 | ,290** | 1 | ,145 | ,208* | ,486** |
| | Sig. (2-tailed) | ,339 | ,271 | ,001 | | ,107 | ,020 | ,000 |
| | N | 125 | 125 | 125 | 125 | 125 | 125 | 125 |
| P5 | Pearson Correlation | ,144 | ,261** | ,358** | ,145 | 1 | ,315** | ,610** |
| | Sig. (2-tailed) | ,109 | ,003 | ,000 | ,107 | | ,000 | ,000 |
| | N | 125 | 125 | 125 | 125 | 125 | 125 | 125 |
| P6 | Pearson Correlation | ,436** | -,024 | ,356** | ,208* | ,315** | 1 | ,628** |
| | Sig. (2-tailed) | ,000 | ,791 | ,000 | ,020 | ,000 | | ,000 |
| | N | 125 | 125 | 125 | 125 | 125 | 125 | 125 |
| TOTAL | Pearson Correlation | ,665** | ,576** | ,767** | ,486** | ,610** | ,628** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 125 | 125 | 125 | 125 | 125 | 125 | 125 |

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

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

4. Persepsi Harga

Correlations

| | | PH1 | PH2 | PH3 | TOTAL |
|-------|---------------------|--------|--------|--------|--------|
| PH1 | Pearson Correlation | 1 | ,564** | ,541** | ,863** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,000 |
| | N | 125 | 125 | 125 | 125 |
| PH2 | Pearson Correlation | ,564** | 1 | ,483** | ,830** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,000 |
| | N | 125 | 125 | 125 | 125 |
| PH3 | Pearson Correlation | ,541** | ,483** | 1 | ,789** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,000 |
| | N | 125 | 125 | 125 | 125 |
| TOTAL | Pearson Correlation | ,863** | ,830** | ,789** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | |
| | N | 125 | 125 | 125 | 125 |

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

5. Keputusan Pembelian

Correlations

| | | KP1 | KP2 | KP3 | KP4 | KP5 | TOTAL |
|-------|---------------------|--------|--------|--------|--------|--------|--------|
| KP1 | Pearson Correlation | 1 | ,578** | ,363** | ,093 | ,351** | ,669** |
| | Sig. (2-tailed) | | ,000 | ,000 | ,304 | ,000 | ,000 |
| | N | 125 | 125 | 125 | 125 | 125 | 125 |
| KP2 | Pearson Correlation | ,578** | 1 | ,332** | ,136 | ,379** | ,697** |
| | Sig. (2-tailed) | ,000 | | ,000 | ,129 | ,000 | ,000 |
| | N | 125 | 125 | 125 | 125 | 125 | 125 |
| KP3 | Pearson Correlation | ,363** | ,332** | 1 | ,076 | ,463** | ,647** |
| | Sig. (2-tailed) | ,000 | ,000 | | ,399 | ,000 | ,000 |
| | N | 125 | 125 | 125 | 125 | 125 | 125 |
| KP4 | Pearson Correlation | ,093 | ,136 | ,076 | 1 | ,217* | ,567** |
| | Sig. (2-tailed) | ,304 | ,129 | ,399 | | ,015 | ,000 |
| | N | 125 | 125 | 125 | 125 | 125 | 125 |
| KP5 | Pearson Correlation | ,351** | ,379** | ,463** | ,217* | 1 | ,706** |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,015 | | ,000 |
| | N | 125 | 125 | 125 | 125 | 125 | 125 |
| TOTAL | Pearson Correlation | ,669** | ,697** | ,647** | ,567** | ,706** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 125 | 125 | 125 | 125 | 125 | 125 |

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

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

B. Uji Reliabilitas

a. Persepsi Kualitas Produk

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| ,773 | ,897 | 9 |

b. Desain produk

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| ,824 | ,867 | 4 |

c. Promosi

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| ,749 | ,802 | 7 |

d. Persepsi Harga

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| ,837 | ,894 | 4 |

e. Keputusan Pembelian

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| ,752 | ,812 | 6 |

Lampiran 3

Lampiran analisis Regresi Linier Berganda dan Uji hipotesis

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | ,819 ^a | ,671 | ,661 | 1,434 |

a. Predictors: (Constant), H, P, DP, PKP

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1 | Regression | 504,150 | 4 | 126,038 | 61,320 | ,000 ^b |
| | Residual | 246,650 | 120 | 2,055 | | |
| | Total | 750,800 | 124 | | | |

a. Dependent Variable: KP

b. Predictors: (Constant), H, P, DP, PKP

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2,507 | 1,066 | | 2,353 | ,020 |
| | PKP | ,166 | ,055 | ,290 | 3,012 | ,003 |
| | DP | ,257 | ,129 | ,181 | 1,989 | ,049 |
| | P | ,256 | ,053 | ,331 | 4,822 | ,000 |
| | PH | ,202 | ,082 | ,165 | 2,453 | ,016 |

a. Dependent Variable: KP