

LAMPIRAN

Lampiran 1 Kuisisioner Penelitian

A. Kata Pengantar

Dengan hormat saya

Nama : Riyzal manun

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Mahasiswa : Universitas Muhammadiyah Yogyakarta

Fakultas : Ekonomi dan Bisnis

Prodi : Manajemen

Sedang melakukan penelitian berjudul **“Pengaruh Strategi Diferensiasi, Citra Merek, Persepsi Harga dan Promosi terhadap Keputusan Pembelian pada produk mie Samyang di Yogyakarta”** untuk keperluan tersebut saya mohon bantuan responden untuk memberikan nilai yang sebenar-benarnya berdasarkan atau apa yang responden lakukan berkaitan dengan strategi diferensiasi, citra merek, persepsi harga dan promosi terhadap keputusan pembelian. Semoga partisipasi yang responden berikan dapat bermanfaat untuk ilmu dan pengetahuan. Atas kerja sama dan partisipasi yang diberikan, saya ucapkan terima kasih.

Hormat saya,

Riyzal Manun

20130410272

KUESIONER

B. Petunjuk Pengisian Kuesioner

1. Isilah jawaban yang paling sesuai dengan keadaan yang anda alami
Keterangan :
SS : Sangat Setuju
S : Setuju
KS : Kurang Setuju
TS : Tidak Setuju
STS : Sangat Tidak Setuju
2. Tidak boleh ada jawaban yang anda centang lebih dari satu

C. Identias Responden

1. Nama :
2. Umur : th
3. Jenis Kelamin (L/P) :
4. Pendidikan Sederajat :
 - a. SMP/sederajat
 - b. SMU/sederajat
 - c. Diploma
 - d. S1
5. Tingkat pendapatan / perbulan
 - a. < 1.000.000
 - b. 1.000.000 - < 2.000.000
 - c. 2.000.000 - < 3.000.000
 - d. \geq 3.000.000

D. Daftar Pertanyaan

1. Variabel Strategi Diferensiasi

No	Daftar Pertanyaan	SS	S	KS	TS	STS
1	Saya merasa produk mi Samyang memiliki rasa yang lebih pedas di banding produk yang sejenis					
2	Saya merasa produk mi Samyang memiliki citra yang baik					
3	Saya merasa produk mi Samyang dapat disimpan dalam jangka waktu yang lama					

No	Daftar Pertanyaan	SS	S	KS	TS	STS
4	Saya merasa produk mi Samyang aman untuk dikonsumsi					

2. Variabel Citra Merek

No	Daftar Pertanyaan	SS	S	KS	TS	STS
1	Saya merasa merek mi Samyang cukup populer					
2	Saya merasa mi Samyang menggambarkan makanan yang pedas					
3	Saya merasa mi Samyang memiliki rasa yang lebih enak di banding produk yang sejenis					
4	Saya sering mengkonsumsi mi Samyang					

3. Variabel Persepsi Harga

No	Daftar Pertanyaan	SS	S	KS	TS	STS
1	Saya merasa mi Samyang memiliki harga yang terjangkau					
2	Saya merasa mi Samyang mempunyai harga yang tetap					
3	Saya merasa harga mi samyang tergolong murah					
4	Saya merasa harga mi samyang sesuai dengan kualitas yang diberikan					

4. Variabel Promosi

No	Daftar Pertanyaan	SS	S	KS	TS	STS
1	Saya merasa iklan mi Samyang menarik					
2	Saya merasa promosi yang dilakukan mi Samyang sangat baik					
3	Saya mengetahui produk mi Samyang dengan baik					
4	Saya merasa produk mi Samyang dikenal secara baik oleh masyarakat					
5	Saya merasa produk mi Samyang banyak dijual di toko					

5. Variabel Keputusan Pembelian

No	Daftar Pertanyaan	SS	S	KS	TS	STS
1	Saya merasa tidak menyesal setelah membeli produk mi Samyang					
2	saya sering membeli produk mi Samyang					
3	Saya akan merekomendasikan produk ini pada orang lain					

LAMPIRAN 2 Hasil Uji Validitas Strategi Diferensiasi

		Correlations				
		SD1	SD2	SD3	SD4	TOTALSD
SD1	Pearson Correlation	1	,453*	,390*	,401*	,616**
	Sig. (2-tailed)		,012	,033	,028	,000
	N	30	30	30	30	30
SD2	Pearson Correlation	,453*	1	,725**	,581**	,810**
	Sig. (2-tailed)	,012		,000	,001	,000
	N	30	30	30	30	30
SD3	Pearson Correlation	,390*	,725**	1	,833**	,927**
	Sig. (2-tailed)	,033	,000		,000	,000
	N	30	30	30	30	30
SD4	Pearson Correlation	,401*	,581**	,833**	1	,906**
	Sig. (2-tailed)	,028	,001	,000		,000
	N	30	30	30	30	30
TOTALSD	Pearson Correlation	,616**	,810**	,927**	,906**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

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

LAMPIRAN 3 Uji Validitas Citra Merek

		Correlations				
		CM1	CM2	CM3	CM4	TOTALCM
CM1	Pearson Correlation	1	,193	,355	,360	,569**
	Sig. (2-tailed)		,306	,054	,051	,001
	N	30	30	30	30	30
CM2	Pearson Correlation	,193	1	,633**	,523**	,690**
	Sig. (2-tailed)	,306		,000	,003	,000
	N	30	30	30	30	30
CM3	Pearson Correlation	,355	,633**	1	,903**	,942**
	Sig. (2-tailed)	,054	,000		,000	,000
	N	30	30	30	30	30
CM4	Pearson Correlation	,360	,523**	,903**	1	,929**
	Sig. (2-tailed)	,051	,003	,000		,000
	N	30	30	30	30	30
TOTALCM	Pearson Correlation	,569**	,690**	,942**	,929**	1
	Sig. (2-tailed)	,001	,000	,000	,000	
	N	30	30	30	30	30

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

LAMPIRAN 4 Uji Validitas Persepsi Harga

Correlations

		PH1	PH2	PH3	PH4	TOTALPH
PH1	Pearson Correlation	1	,472**	,681**	,387*	,836**
	Sig. (2-tailed)		,008	,000	,035	,000
	N	30	30	30	30	30
PH2	Pearson Correlation	,472**	1	,425*	,261	,689**
	Sig. (2-tailed)	,008		,019	,164	,000
	N	30	30	30	30	30
PH3	Pearson Correlation	,681**	,425*	1	,708**	,898**
	Sig. (2-tailed)	,000	,019		,000	,000
	N	30	30	30	30	30
PH4	Pearson Correlation	,387*	,261	,708**	1	,713**
	Sig. (2-tailed)	,035	,164	,000		,000
	N	30	30	30	30	30
TOTALPH	Pearson Correlation	,836**	,689**	,898**	,713**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

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

LAMPIRAN 5 Uji Validitas Promosi

Correlations

		P1	P2	P3	P4	P5	TOTALP
P1	Pearson Correlation	1	,612**	,559**	,107	,299	,730**
	Sig. (2-tailed)		,000	,001	,573	,109	,000
	N	30	30	30	30	30	30
P2	Pearson Correlation	,612**	1	,375*	,324	,396*	,724**
	Sig. (2-tailed)	,000		,041	,081	,030	,000
	N	30	30	30	30	30	30
P3	Pearson Correlation	,559**	,375*	1	,400*	,348	,787**
	Sig. (2-tailed)	,001	,041		,028	,059	,000
	N	30	30	30	30	30	30
P4	Pearson Correlation	,107	,324	,400*	1	,361*	,613**
	Sig. (2-tailed)	,573	,081	,028		,050	,000
	N	30	30	30	30	30	30
P5	Pearson Correlation	,299	,396*	,348	,361*	1	,682**
	Sig. (2-tailed)	,109	,030	,059	,050		,000
	N	30	30	30	30	30	30
TOTALP	Pearson Correlation	,730**	,724**	,787**	,613**	,682**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30

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

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

LAMPIRAN 6 Uji Validitas Keputusan Pembelian

Correlations

		KP1	KP2	KP3	TOTALKP
KP1	Pearson Correlation	1	,667**	,257	,778**
	Sig. (2-tailed)		,000	,170	,000
	N	30	30	30	30
KP2	Pearson Correlation	,667**	1	,650**	,935**
	Sig. (2-tailed)	,000		,000	,000
	N	30	30	30	30
KP3	Pearson Correlation	,257	,650**	1	,767**
	Sig. (2-tailed)	,170	,000		,000
	N	30	30	30	30
TOTALKP	Pearson Correlation	,778**	,935**	,767**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	30	30	30	30

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

LAMPIRAN 7 Uji Reliabilitas

Variabel Strategi Diferensiasi

Reliability Statistics

Cronbach's Alpha	N of Items
,830	4

Variabel Citra Merek

Reliability Statistics

Cronbach's Alpha	N of Items
,797	4

Variabel Persepsi Harga

Reliability Statistics

Cronbach's Alpha	N of Items
,793	4

Variabel Promosi

Reliability Statistics

Cronbach's Alpha	N of Items
,793	4

Variabel Keputusan Pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
,793	4

LAMPIRAN 8 Uji Normalitas

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	P, SD, CM, PH ^b	.	Enter

a. Dependent Variable: KP

b. All requested variables entered.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-1,663	1,296		-1,283	,203		
SD	,340	,091	,341	3,730	,000	,705	1,418
CM	,276	,086	,307	3,210	,002	,643	1,554
PH	,069	,086	,077	,799	,426	,634	1,577
P	,085	,079	,118	1,083	,282	,496	2,016

a. Dependent Variable: KP

Coefficient Correlations^a

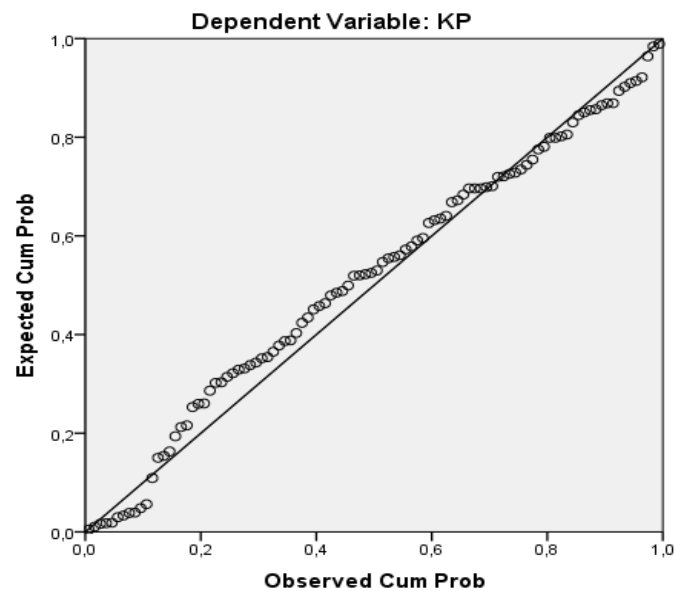
Model		P	SD	CM	PH	
1	Correlations	P	1,000	-,261	-,445	-,337
		SD	-,261	1,000	-,050	-,254
		CM	-,445	-,050	1,000	-,103
		PH	-,337	-,254	-,103	1,000
	Covariances	P	,006	-,002	-,003	-,002
		SD	-,002	,008	,000	-,002
		CM	-,003	,000	,007	-,001
		PH	-,002	-,002	-,001	,007

a. Dependent Variable: KP

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,07	13,15	9,29	1,684	100
Std. Predicted Value	-4,287	2,292	,000	1,000	100
Standard Error of Predicted Value	,201	,892	,410	,144	100
Adjusted Predicted Value	1,82	12,95	9,29	1,694	100
Residual	-5,037	4,459	,000	1,901	100
Std. Residual	-2,595	2,297	,000	,980	100
Stud. Residual	-2,635	2,325	-,001	1,005	100
Deleted Residual	-5,195	4,569	-,005	2,001	100
Stud. Deleted Residual	-2,723	2,382	-,004	1,017	100
Mahal. Distance	,069	19,910	3,960	3,909	100
Cook's Distance	,000	,100	,011	,018	100
Centered Leverage Value	,001	,201	,040	,039	100

a. Dependent Variable: KP

Normal P-P Plot of Regression Standardized Residual

LAMPIRAN 9 Uji Multikolonieritas

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	P, SD, CM, PH ^b	.	Enter

a. Dependent Variable: KP

b. All requested variables entered.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-1,663	1,296		-1,283	,203		
SD	,340	,091	,341	3,730	,000	,705	1,418
CM	,276	,086	,307	3,210	,002	,643	1,554
PH	,069	,086	,077	,799	,426	,634	1,577
P	,085	,079	,118	1,083	,282	,496	2,016

a. Dependent Variable: KP

Coefficient Correlations^a

Model		P	SD	CM	PH	
1	Correlations	P	1,000	-,261	-,445	-,337
		SD	-,261	1,000	-,050	-,254
		CM	-,445	-,050	1,000	-,103
		PH	-,337	-,254	-,103	1,000
	Covariances	P	,006	-,002	-,003	-,002
		SD	-,002	,008	,000	-,002
		CM	-,003	,000	,007	-,001
		PH	-,002	-,002	-,001	,007

a. Dependent Variable: KP

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	SD	CM	PH	P
1	1	4,918	1,000	,00	,00	,00	,00	,00
	2	,027	13,550	,05	,14	,53	,15	,08
	3	,025	13,982	,29	,07	,02	,55	,08
	4	,017	16,874	,15	,27	,17	,29	,48
	5	,013	19,347	,51	,53	,29	,01	,37

a. Dependent Variable: KP

LAMPIRAN 10 Uji Heteroskedastisitas

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	P, SD, CM, PH ^b	.	Enter

a. Dependent Variable: KP

b. All requested variables entered.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-1,663	1,296		-1,283	,203		
SD	,340	,091	,341	3,730	,000	,705	1,418
CM	,276	,086	,307	3,210	,002	,643	1,554
PH	,069	,086	,077	,799	,426	,634	1,577
P	,085	,079	,118	1,083	,282	,496	2,016

a. Dependent Variable: KP

Coefficient Correlations^a

Model		P	SD	CM	PH	
1	Correlations	P	1,000	-,261	-,445	-,337
		SD	-,261	1,000	-,050	-,254
		CM	-,445	-,050	1,000	-,103
		PH	-,337	-,254	-,103	1,000
	Covariances	P	,006	-,002	-,003	-,002
		SD	-,002	,008	,000	-,002
		CM	-,003	,000	,007	-,001
		PH	-,002	-,002	-,001	,007

a. Dependent Variable: KP

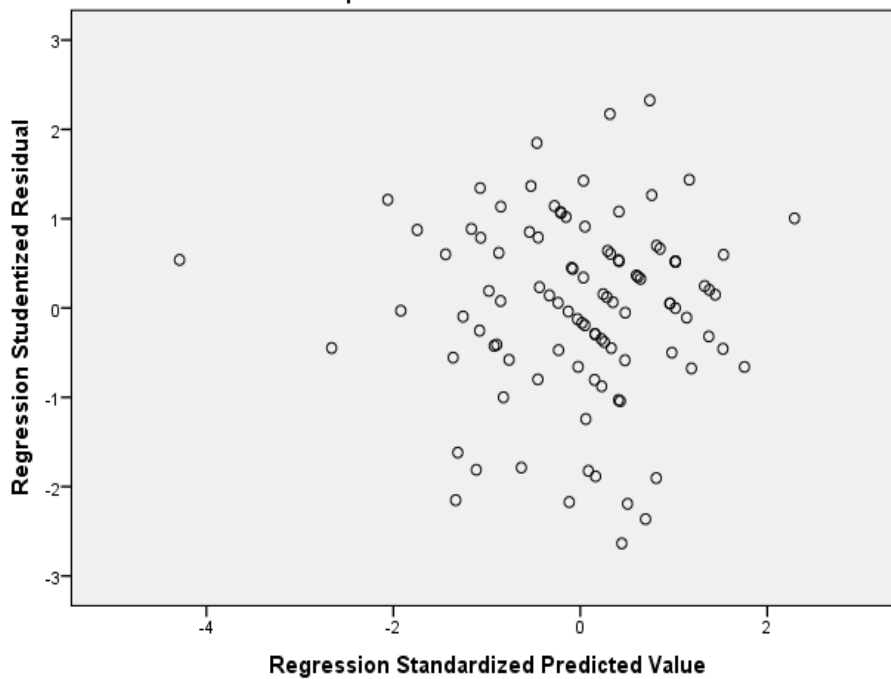
Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	SD	CM	PH	P
1	1	4,918	1,000	,00	,00	,00	,00	,00
	2	,027	13,550	,05	,14	,53	,15	,08
	3	,025	13,982	,29	,07	,02	,55	,08
	4	,017	16,874	,15	,27	,17	,29	,48
	5	,013	19,347	,51	,53	,29	,01	,37

a. Dependent Variable: KP

Scatterplot

Dependent Variable: KP



LAMPIRAN 11 Uji Hipotesis

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	P, SD, CM, PH ^b	.	Enter

a. Dependent Variable: KP

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,663 ^a	,439	,416	1,941

a. Predictors: (Constant), P, SD, CM, PH

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	280,642	4	70,161	18,621	,000 ^b
	Residual	357,948	95	3,768		
	Total	638,590	99			

a. Dependent Variable: KP

b. Predictors: (Constant), P, SD, CM, PH

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,663	1,296		-1,283	,203
	SD	,340	,091	,341	3,730	,000
	CM	,276	,086	,307	3,210	,002
	PH	,069	,086	,077	,799	,426
	P	,085	,079	,118	1,083	,282

a. Dependent Variable: KP