

LAMPIRAN

Lampiran 1. Kuisisioner penelitian

“PENGARUH *COUNTRY OF ORIGIN*, DAN PERSEPSI KUALITAS TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN MOTORCROSS BUATAN EROPA DI KOTA SUKABUMI

I. Identitas responden

Nama :
Jenis kelamin : (Laki-laki / Perempuan)
Domisili :
Pernah melakukan Pembelian : kali
Lama Menggunakan : bulan

II. Petunjuk dan Angket penelitian

Bacalah setiap pertanyaan dengan seksama.

- a) Isilah semua nomor dengan memberikan tanda centang (\checkmark) pada pilihan yang sudah disediakan.
- b) Alternatif jawaban adalah sebagai berikut :
 - SS : Sangat Setuju
 - S : Setuju
 - N : Netral
 - TS : Tidak Setuju
 - STS : Sangat Tidak Setuju
- c) Apabila ada kekeliruan dalam memilih alternatif jawaban serikan tanda sama dengan (=) pada jawaban yang telah dibuat kemudian beri tanda silang (X) pada jawaban yang baru.
- d) Jawablah semua pernyataan yang ada tanpa ada yang terlewatkan.
- e) Jawablah pernyataan yang anda anggap mudah terlebih dahulu.

DAFTAR PERNYATAAN

COUNTRY OF ORIGIN

No.	PERNYATAAN	Alternatif Jawaban				
		STS	TS	N	S	SS
1	Saya memilih motorcross yang berasal dari Eropa, karena saya percaya negara ini inovatif di bidang manufaktur					
2	Saya memilih motorcross yang berasal dari Eropa, karena negara ini memiliki tingkat teknologi yang tinggi					
3	Saya memilih motorcross yang berasal dari Eropa, karena memiliki selera desain yang menarik					
4	Saya memilih motorcross yang berasal dari Eropa, karena negara ini memelihara tingkat kualitas yang tinggi					
5	Saya memilih motorcross yang berasal dari Eropa, karena negara ini memiliki <i>prestige</i> sebagai Negara maju					

PERSEPSI KUALITAS

No.	PERNYATAAN	Alternatif Jawaban				
		STS	TS	N	S	SS
1	Motorcross buatan Eropa memiliki tampilan yang bagus					
2	Motorcross buatan Eropa memiliki kualitas yang baik					
3	Motorcross buatan Eropa memiliki spesifikasi yang diinginkan konsumen					
4	Motorcross buatan Eropa memiliki fitur yang dibutuhkan konsumen masa kini					
5	Motorcross buatan Eropa adalah mobil yang handal					

KEPUTUSAN PEMBELIAN

NO	PERNYATAAN	Alternatif Jawaban				
		Sts	Ts	N	S	Ss
1	saya membeli Motorcross buatan Eropa untuk mendapatkan pengalaman yang lebih menarik.					
2	Saya merasa yakin membeli Motorcross buatan Eropa karena sesuai dengan kebutuhan					
3	Saya merasa harga yang diberikan oleh Motorcross buatan Eropa sesuai dengan kualitas.					

Lampiran 2. Hasil uji validitas

Variabel keputusan pembelian

Correlations

		KP1	KP2	KP3	TKP
KP1	Pearson Correlation	1	.701**	.479**	.822**
	Sig. (2-tailed)		.000	.007	.000
	N	30	30	30	30
KP2	Pearson Correlation	.701**	1	.759**	.942**
	Sig. (2-tailed)	.000		.000	.000
	N	30	30	30	30
KP3	Pearson Correlation	.479**	.759**	1	.858**
	Sig. (2-tailed)	.007	.000		.000
	N	30	30	30	30
TKP	Pearson Correlation	.822**	.942**	.858**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

Variabel *country of origin*

Correlations

		CO1	CO2	CO3	CO4	CO5	TCO
CO1	Pearson Correlation	1	.546**	.527**	.354	.421*	.715**
	Sig. (2-tailed)		.002	.003	.055	.021	.000
	N	30	30	30	30	30	30
CO2	Pearson Correlation	.546**	1	.489**	.338	.489**	.739**
	Sig. (2-tailed)	.002		.006	.068	.006	.000
	N	30	30	30	30	30	30
CO3	Pearson Correlation	.527**	.489**	1	.723**	.545**	.846**
	Sig. (2-tailed)	.003	.006		.000	.002	.000
	N	30	30	30	30	30	30
CO4	Pearson Correlation	.354	.338	.723**	1	.586**	.774**
	Sig. (2-tailed)	.055	.068	.000		.001	.000
	N	30	30	30	30	30	30
CO5	Pearson Correlation	.421*	.489**	.545**	.586**	1	.801**
	Sig. (2-tailed)	.021	.006	.002	.001		.000
	N	30	30	30	30	30	30
TCO	Pearson Correlation	.715**	.739**	.846**	.774**	.801**	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).

Variabel persepsi kualitas

Correlations

		PQ1	PQ2	PQ3	PQ4	PQ5	TPQ
PQ1	Pearson Correlation	1	.651**	.623**	.671**	.606**	.817**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30
PQ2	Pearson Correlation	.651**	1	.620**	.827**	.678**	.877**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30
PQ3	Pearson Correlation	.623**	.620**	1	.749**	.555**	.853**
	Sig. (2-tailed)	.000	.000		.000	.001	.000
	N	30	30	30	30	30	30
PQ4	Pearson Correlation	.671**	.827**	.749**	1	.621**	.902**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30
PQ5	Pearson Correlation	.606**	.678**	.555**	.621**	1	.812**
	Sig. (2-tailed)	.000	.000	.001	.000		.000
	N	30	30	30	30	30	30
TPQ	Pearson Correlation	.817**	.877**	.853**	.902**	.812**	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).

Lampiran 3. Uji reliabilitas

Keputusan pembelian

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	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
.855	.927	4

Item Statistics

	Mean	Std. Deviation	N
KP1	3.83	.913	30
KP2	4.03	1.033	30
KP3	3.87	.973	30
TKP	11.73	2.559	30

Inter-Item Correlation Matrix

	KP1	KP2	KP3	TKP
KP1	1.000	.701	.479	.822

KP2	.701	1.000	.759	.942
KP3	.479	.759	1.000	.858
TKP	.822	.942	.858	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KP1	19.63	19.344	.749	.	.836
KP2	19.43	17.289	.911	.	.777
KP3	19.60	18.593	.792	.	.818
TKP	11.73	6.547	1.000	.	.847

Country of origin

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	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
.800	.897	6

Item Statistics

	Mean	Std. Deviation	N
CO1	4.10	.845	30
CO2	3.90	.995	30
CO3	4.03	.999	30
CO4	3.67	.922	30
CO5	3.53	1.106	30
TCO	19.23	3.785	30

Inter-Item Correlation Matrix

	CO1	CO2	CO3	CO4	CO5	TCO
CO1	1.000	.546	.527	.354	.421	.715
CO2	.546	1.000	.489	.338	.489	.739
CO3	.527	.489	1.000	.723	.545	.846
CO4	.354	.338	.723	1.000	.586	.774
CO5	.421	.489	.545	.586	1.000	.801
TCO	.715	.739	.846	.774	.801	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CO1	34.37	48.861	.653	.	.780
CO2	34.57	47.151	.670	.	.770
CO3	34.43	45.495	.801	.	.753
CO4	34.80	47.338	.717	.	.768
CO5	34.93	45.099	.739	.	.755
TCO	19.23	14.323	1.000	.	.833

Persepsi kualitas

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	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
.815	.940	6

Item Statistics

	Mean	Std. Deviation	N
PQ1	4.03	.765	30
PQ2	4.20	.887	30
PQ3	3.70	1.179	30
PQ4	3.97	.809	30
PQ5	4.03	.964	30
TPQ	19.93	3.921	30

Inter-Item Correlation Matrix

	PQ1	PQ2	PQ3	PQ4	PQ5	TPQ
PQ1	1.000	.651	.623	.671	.606	.817

PQ2	.651	1.000	.620	.827	.678	.877
PQ3	.623	.620	1.000	.749	.555	.853
PQ4	.671	.827	.749	1.000	.621	.902
PQ5	.606	.678	.555	.621	1.000	.812
TPQ	.817	.877	.853	.902	.812	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PQ1	35.83	52.282	.780	.	.793
PQ2	35.67	50.092	.846	.	.778
PQ3	36.17	47.109	.803	.	.764
PQ4	35.90	50.714	.880	.	.780
PQ5	35.83	50.144	.763	.	.782
TPQ	19.93	15.375	1.000	.	.897

Lampiran 4. Analisis deskriptif

		Statistics		
		TKP	TCO	TPQ
N	Valid	123	123	123
	Missing	0	0	0
Mean		11.83	20.46	19.62
Std. Error of Mean		.176	.250	.385
Median		12.00	20.00	20.00
Mode		12	20	20
Std. Deviation		1.957	2.768	4.267
Variance		3.831	7.661	18.205
Range		11	18	20
Minimum		4	7	5
Maximum		15	25	25
Sum		1455	2517	2413

TKP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	1	.8	.8	.8
	6	1	.8	.8	1.6
	8	1	.8	.8	2.4
	9	16	13.0	13.0	15.4
	10	7	5.7	5.7	21.1
	11	13	10.6	10.6	31.7
	12	48	39.0	39.0	70.7
	13	13	10.6	10.6	81.3
	14	10	8.1	8.1	89.4
	15	13	10.6	10.6	100.0
	Total	123	100.0	100.0	

TCO

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	7	1	.8	.8	.8
	11	1	.8	.8	1.6

15	3	2.4	2.4	4.1
16	1	.8	.8	4.9
17	4	3.3	3.3	8.1
18	11	8.9	8.9	17.1
19	10	8.1	8.1	25.2
20	45	36.6	36.6	61.8
21	9	7.3	7.3	69.1
22	11	8.9	8.9	78.0
23	9	7.3	7.3	85.4
24	6	4.9	4.9	90.2
25	12	9.8	9.8	100.0
Total	123	100.0	100.0	

TPQ

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 5	3	2.4	2.4	2.4
9	1	.8	.8	3.3
10	2	1.6	1.6	4.9
11	3	2.4	2.4	7.3
13	1	.8	.8	8.1
14	3	2.4	2.4	10.6
15	3	2.4	2.4	13.0
16	1	.8	.8	13.8
17	12	9.8	9.8	23.6
18	9	7.3	7.3	30.9
19	8	6.5	6.5	37.4
20	21	17.1	17.1	54.5
21	14	11.4	11.4	65.9
22	13	10.6	10.6	76.4
23	8	6.5	6.5	82.9
24	7	5.7	5.7	88.6
25	14	11.4	11.4	100.0
Total	123	100.0	100.0	

Lampiran 5. Analisis linear berganda

Correlations

		TKP	TCO	TPQ
Pearson Correlation	TKP	1.000	.686	.392
	TCO	.686	1.000	.302
	TPQ	.392	.302	1.000
Sig. (1-tailed)	TKP	.	.000	.000
	TCO	.000	.	.000
	TPQ	.000	.000	.
N	TKP	123	123	123
	TCO	123	123	123
	TPQ	123	123	123

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	TPQ, TCO ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: TKP

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2
1	.713 ^a	.509	.500	1.384	.509	62.079	2	120

a. Predictors: (Constant), TPQ, TCO

b. Dependent Variable: TKP

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	237.688	2	118.844	62.079	.000 ^a

Residual	229.727	120	1.914		
Total	467.415	122			

a. Predictors: (Constant), TPQ, TCO

b. Dependent Variable: TKP

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.959	.985		.974	.332
	TCO	.442	.047	.625	9.312	.000
	TPQ	.093	.031	.202	3.015	.003

a. Dependent Variable: TKP

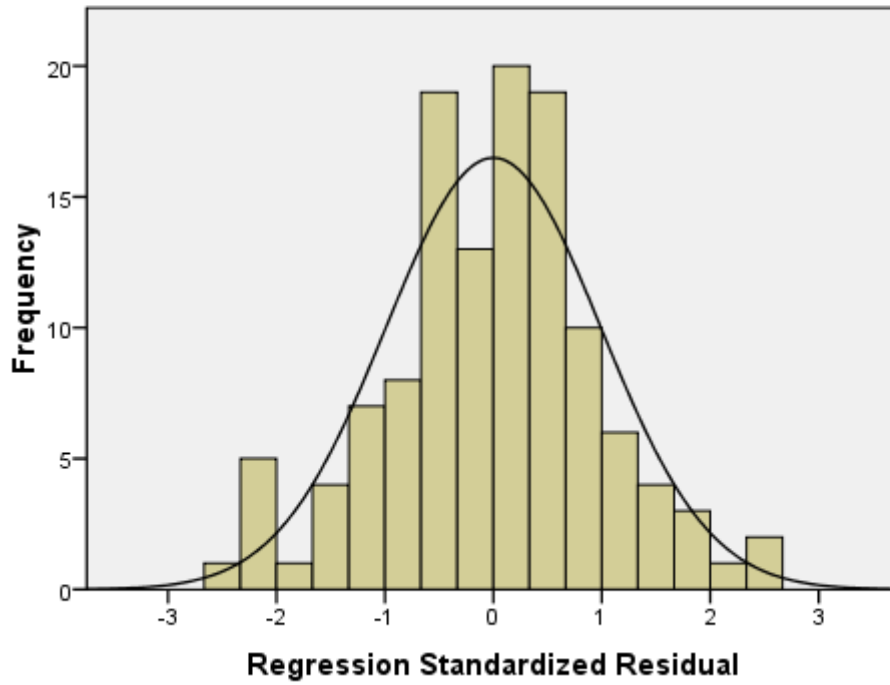
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.89	14.34	11.83	1.396	123
Residual	-3.474	3.526	.000	1.372	123
Std. Predicted Value	-4.972	1.795	.000	1.000	123
Std. Residual	-2.510	2.548	.000	.992	123

a. Dependent Variable: TKP

Histogram

Dependent Variable: TKP



Mean = -2.06E-16
Std. Dev. = 0.992
N = 123