

Lampiran 1. Kuesioner Penelitian

KUESIONER PENELITIAN

Responden yang terhormat,

Sebelumnya peneliti mengucapkan terima kasih atas kesediaan Anda untuk mengisi kuesioner ini yang di desain khusus untuk penelitian skripsi yang berjudul **“Pengaruh Kualitas Persepsian, Citra Merek, Persepsi harga dan Promosi terhadap Keputusan Pembelian *Smartphone Apple*”** dalam rangka syarat untuk memperoleh gelar sarjana.

Anda terpilih menjadi responden dalam pengumpulan data ini secara acak. Tidak ada penilaian benar atau salah dalam pengumpulan data ini sehingga peneliti mengharapkan tidak ada jawaban yang dikosongkan. Jawaban Anda akan diperlakukan dengan standar profesionalitas dan etika penelitian. Oleh karena itu, peneliti akan menjaga kerahasiaan identitas Anda. Semua jawaban Anda akan dirahasiakan dan dipakai semata-mata hanya untuk keperluan penelitian ini.

Atas waktu dan partisipasinya, peneliti mengucapkan banyak terima kasih.

Peneliti,

Tegar

Data Responden

1. Pernah melakukan pembelian produk iPhone ?
 - a. Ya
 - b. Tidak
2. Sudah Berapa Lama (bulan) Anda membeli iPhone? _____ bulan
3. Nama Responden: _____ (Boleh Tidak Diisi)
4. Usia Responden: _____ Tahun
5. Jenis kelamin
 - a. Laki-laki
 - b. Perempuan
6. Fakultas
 - a. FEB
 - b. FISIPOL
 - c. FH
 - d. FPB
 - e. FKIK
 - f. FAI
 - g. FT
 - h. Vokasi
7. Uang Saku per bulan:
 - a. Rp. < 1 juta
 - b. Rp. 1 - < 2juta
 - c. Rp. 2 - < 5 juta
 - d. Rp. 5- < 10 juta
 - e. Rp. > 10 juta

Contoh Kuesioner :

Pilihan Jawaban	Skor
STS	1
TS	2
N	3
S	4
SS	5

Keterangan:

STS	: Sangat tidak setuju
TS	: Tidak setuju
N	: Netral
S	: Setuju
SS	: Sangat Setuju

Petunjuk Pengisian:

Berilah tanda silang (X) pada kolom yang merupakan jawaban yang mewakili Anda.

Semakin besar angka atau semakin ke kanan jawaban yang Anda pilih menunjukkan bahwa Anda semakin setuju dengan pernyataan yang diberikan

Pernyataan Tentang Keputusan Pembelian (Y) (Haubl, 1996)

No.	Pernyataan	STS	TS	N	S	SS
		1	2	3	4	5
1	iPhone menjadi pilihan <i>smartphone</i> yang saya inginkan					
2	Saya membutuhkan iPhone					
3	Sebelum membeli iPhone saya membandingkan beberapa alternatif					
4	Saya mantap memilih dan membeli iPhone					

Pernyataan Tentang Kualitas persepsian (X₁) (Aaker 1997)

No.	Pernyataan	STS	TS	N	S	SS
		1	2	3	4	5
1	<i>iPhone</i> merupakan <i>smartphone</i> yang mempunyai daya tahan kuat dan tidak mudah rusak					
2	<i>iPhone</i> memiliki fitur sesuai dengan kebutuhan sehari-hari					
3	<i>iPhone</i> dapat menjalankan aplikasi-aplikasi dengan baik					
4	<i>iPhone</i> merupakan <i>smartphone</i> dengan kualitas <i>software</i> yang bagus					
5	<i>iPhone</i> merupakan <i>smartphone</i> yang memiliki desain produk modern					
6	<i>iPhone</i> merupakan <i>smartphone</i> dengan cara pengoperasian yang mudah					

Pernyataan Tentang Citra Merek (X₂) (Keller 2003)

No.	Pernyataan	STS	TS	N	S	SS
		1	2	3	4	5
1	<i>iPhone</i> adalah <i>smartphone</i> yang diproduksi oleh perusahaan yang kredibilitasnya tinggi					
2	<i>iPhone</i> adalah <i>smartphone</i> dengan inovasi desain yang modern					
3	<i>iPhone</i> adalah <i>smartphone</i> yang dapat digunakan oleh masyarakat menengah ke atas					
4	<i>iPhone</i> adalah <i>smartphone</i> yang populer di masyarakat					
5	<i>iPhone</i> memberikan perhatian melalui layanan purna jual kepada penggunanya					

Pernyataan tentang Persepsi Harga (X₃) (Kotler dan Armstrong 2008)

No	Pertanyaan	STS	TS	N	S	SS
		1	2	3	4	5
1	Harga iPhone terjangkau oleh saya					
2	Harga iPhone sesuai dengan kualitas yang diberikan					
3	Harga iPhone bersaing dengan merek <i>smartphone</i> sejenis					
4	iPhone memiliki harga yang sesuai dengan manfaat yang diberikan					

Pernyataan Tentang Promosi (X₄) (Kotler, 1996)

No.	Pernyataan	STS	TS	N	S	SS
		1	2	3	4	5
1	Promosi iPhone memiliki jangkauan yang luas					
2	<i>iPhone</i> melakukan promosi di berbagai media promosi dengan kuantitas yang tinggi					
3	<i>iPhone</i> melakukan promosi dengan kualitas yang sangat baik di berbagai media promosi					

Lampiran 2. Hasil Uji Kualitas Instrumen

Pre-test

Keputusan Pembelian

Uji Validitas

Correlations

		KP1	KP2	KP3	KP4	Keputusan Pembelian
KP1	Pearson Correlation	1	,554**	,578**	,731**	,867**
	Sig. (2-tailed)		,001	,000	,000	,000
	N	35	35	35	35	35
KP2	Pearson Correlation	,554**	1	,530**	,556**	,796**
	Sig. (2-tailed)	,001		,001	,001	,000
	N	35	35	35	35	35
KP3	Pearson Correlation	,578**	,530**	1	,539**	,801**
	Sig. (2-tailed)	,000	,001		,001	,000
	N	35	35	35	35	35
KP4	Pearson Correlation	,731**	,556**	,539**	1	,849**
	Sig. (2-tailed)	,000	,001	,001		,000
	N	35	35	35	35	35
Keputusan Pembelian	Pearson Correlation	,867**	,796**	,801**	,849**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	35	35	35	35	35

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

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
,847	4

Kualitas Persepsian

Uji Validitas

Correlations

		KL1	KL2	KL3	KL4	KL5	KL6	Kualitas Persepsian
KL1	Pearson Correlation	1	,280	,312	,431**	,636**	,180	,629**
	Sig. (2-tailed)		,103	,068	,010	,000	,302	,000
	N	35	35	35	35	35	35	35
KL2	Pearson Correlation	,280	1	,681**	,492**	,413*	,751**	,766**
	Sig. (2-tailed)	,103		,000	,003	,014	,000	,000
	N	35	35	35	35	35	35	35
KL3	Pearson Correlation	,312	,681**	1	,716**	,501**	,851**	,862**
	Sig. (2-tailed)	,068	,000		,000	,002	,000	,000
	N	35	35	35	35	35	35	35
KL4	Pearson Correlation	,431**	,492**	,716**	1	,524**	,583**	,807**
	Sig. (2-tailed)	,010	,003	,000		,001	,000	,000
	N	35	35	35	35	35	35	35
KL5	Pearson Correlation	,636**	,413*	,501**	,524**	1	,440**	,777**
	Sig. (2-tailed)	,000	,014	,002	,001		,008	,000
	N	35	35	35	35	35	35	35
KL6	Pearson Correlation	,180	,751**	,851**	,583**	,440**	1	,802**
	Sig. (2-tailed)	,302	,000	,000	,000	,008		,000
	N	35	35	35	35	35	35	35
Kualitas Persepsian	Pearson Correlation	,629**	,766**	,862**	,807**	,777**	,802**	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).

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
,863	6

Citra Merek

Uji Validitas

Correlations

		CM1	CM2	CM3	CM4	CM5	Citra Merek
CM1	Pearson Correlation	1	,414*	,425*	,403*	,167	,703**
	Sig. (2-tailed)		,013	,011	,017	,339	,000
	N	35	35	35	35	35	35
CM2	Pearson Correlation	,414*	1	,448**	,267	,069	,686**
	Sig. (2-tailed)	,013		,007	,121	,693	,000
	N	35	35	35	35	35	35
CM3	Pearson Correlation	,425*	,448**	1	,268	,627**	,826**
	Sig. (2-tailed)	,011	,007		,119	,000	,000
	N	35	35	35	35	35	35
CM4	Pearson Correlation	,403*	,267	,268	1	,242	,611**
	Sig. (2-tailed)	,017	,121	,119		,162	,000
	N	35	35	35	35	35	35
CM5	Pearson Correlation	,167	,069	,627**	,242	1	,579**
	Sig. (2-tailed)	,339	,693	,000	,162		,000
	N	35	35	35	35	35	35
Citra Merek	Pearson Correlation	,703**	,686**	,826**	,611**	,579**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	35	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).

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
,716	5

Persepsi Harga

Uji Validitas

Correlations

		PH1	PH2	PH3	PH4	Persepsi Harga
PH1	Pearson Correlation	1	,619**	,753**	,759**	,894**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	35	35	35	35	35
PH2	Pearson Correlation	,619**	1	,702**	,618**	,835**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	35	35	35	35	35
PH3	Pearson Correlation	,753**	,702**	1	,674**	,900**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	35	35	35	35	35
PH4	Pearson Correlation	,759**	,618**	,674**	1	,869**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	35	35	35	35	35
Persepsi Harga	Pearson Correlation	,894**	,835**	,900**	,869**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	35	35	35	35	35

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

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
,898	4

Promosi

Uji Validitas

Correlations

		PM1	PM2	PM3	Promosi
PM1	Pearson Correlation	1	,526**	,537**	,801**
	Sig. (2-tailed)		,001	,001	,000
	N	35	35	35	35
PM2	Pearson Correlation	,526**	1	,659**	,863**
	Sig. (2-tailed)	,001		,000	,000
	N	35	35	35	35
PM3	Pearson Correlation	,537**	,659**	1	,874**
	Sig. (2-tailed)	,001	,000		,000
	N	35	35	35	35
Promosi	Pearson Correlation	,801**	,863**	,874**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	35	35	35	35

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

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
,802	3

Post-test

Keputusan Pembelian

Uji Validitas

Correlations

		KP1	KP2	KP3	KP4	Keputusan Pembelian
KP1	Pearson Correlation	1	,391**	,080	,618**	,775**
	Sig. (2-tailed)		,000	,348	,000	,000
	N	138	138	138	138	138
KP2	Pearson Correlation	,391**	1	,044	,555**	,728**
	Sig. (2-tailed)	,000		,606	,000	,000
	N	138	138	138	138	138
KP3	Pearson Correlation	,080	,044	1	,238**	,427**
	Sig. (2-tailed)	,348	,606		,005	,000
	N	138	138	138	138	138
KP4	Pearson Correlation	,618**	,555**	,238**	1	,865**
	Sig. (2-tailed)	,000	,000	,005		,000
	N	138	138	138	138	138
Keputusan Pembelian	Pearson Correlation	,775**	,728**	,427**	,865**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	138	138	138	138	138

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

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
,668	4

Kualitas Persepsian

Uji Validitas

Correlations

		KL1	KL2	KL3	KL4	KL5	KL6	Kualitas Persepsian
KL1	Pearson Correlation	1	,223**	,148	,248**	,183*	,198*	,535**
	Sig. (2-tailed)		,008	,084	,003	,031	,020	,000
	N	138	138	138	138	138	138	138
KL2	Pearson Correlation	,223**	1	,433**	,295**	,184*	,477**	,692**
	Sig. (2-tailed)	,008		,000	,000	,030	,000	,000
	N	138	138	138	138	138	138	138
KL3	Pearson Correlation	,148	,433**	1	,420**	,037	,493**	,657**
	Sig. (2-tailed)	,084	,000		,000	,662	,000	,000
	N	138	138	138	138	138	138	138
KL4	Pearson Correlation	,248**	,295**	,420**	1	,110	,437**	,690**
	Sig. (2-tailed)	,003	,000	,000		,200	,000	,000
	N	138	138	138	138	138	138	138
KL5	Pearson Correlation	,183*	,184*	,037	,110	1	,171*	,462**
	Sig. (2-tailed)	,031	,030	,662	,200		,045	,000
	N	138	138	138	138	138	138	138
KL6	Pearson Correlation	,198*	,477**	,493**	,437**	,171*	1	,717**
	Sig. (2-tailed)	,020	,000	,000	,000	,045		,000
	N	138	138	138	138	138	138	138
Kualitas Persepsian	Pearson Correlation	,535**	,692**	,657**	,690**	,462**	,717**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	138	138	138	138	138	138	138

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

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

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
,681	6

Citra Merek

Uji Validitas

Correlations

		CM1	CM2	CM3	CM4	CM5	Citra Merek
CM1	Pearson Correlation	1	,235**	,218*	,194*	,050	,526**
	Sig. (2-tailed)		,006	,010	,023	,559	,000
	N	138	138	138	138	138	138
CM2	Pearson Correlation	,235**	1	,372**	-,003	,048	,552**
	Sig. (2-tailed)	,006		,000	,976	,578	,000
	N	138	138	138	138	138	138
CM3	Pearson Correlation	,218*	,372**	1	,227**	,352**	,765**
	Sig. (2-tailed)	,010	,000		,008	,000	,000
	N	138	138	138	138	138	138
CM4	Pearson Correlation	,194*	-,003	,227**	1	,311**	,569**
	Sig. (2-tailed)	,023	,976	,008		,000	,000
	N	138	138	138	138	138	138
CM5	Pearson Correlation	,050	,048	,352**	,311**	1	,582**
	Sig. (2-tailed)	,559	,578	,000	,000		,000
	N	138	138	138	138	138	138
Citra Merek	Pearson Correlation	,526**	,552**	,765**	,569**	,582**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	138	138	138	138	138	138

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

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

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
,656	5

Persepsi Harga

Uji Validitas

Correlations

		PH1	PH2	PH3	PH4	Persepsi Harga
PH1	Pearson Correlation	1	,324**	,536**	,341**	,786**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	138	138	138	138	138
PH2	Pearson Correlation	,324**	1	,354**	,352**	,669**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	138	138	138	138	138
PH3	Pearson Correlation	,536**	,354**	1	,431**	,792**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	138	138	138	138	138
PH4	Pearson Correlation	,341**	,352**	,431**	1	,691**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	138	138	138	138	138
Persepsi Harga	Pearson Correlation	,786**	,669**	,792**	,691**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	138	138	138	138	138

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

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
,715	9

Promosi

Uji Validitas

Correlations

		PM1	PM2	PM3	Promosi
PM1	Pearson Correlation	1	,378**	,004	,616**
	Sig. (2-tailed)		,000	,964	,000
	N	138	138	138	138
PM2	Pearson Correlation	,378**	1	,174*	,671**
	Sig. (2-tailed)	,000		,041	,000
	N	138	138	138	138
PM3	Pearson Correlation	,004	,174*	1	,547**
	Sig. (2-tailed)	,964	,041		,000
	N	138	138	138	138
Promosi	Pearson Correlation	,616**	,671**	,547**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	138	138	138	138

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

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

Uji Reliabilitas

Reliability Statistics

Cronbach's Alpha	N of Items
,603	3

Lampiran 3. Karakteristik Responden

Statistics

		Jenis Kelamin	Usia	Asal Fakultas	Uang Saku	Lama Membeli iPhone
N	Valid	138	138	138	138	138
	Missing	0	0	0	0	0

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	76	55,1	55,1	55,1
	Perempuan	62	44,9	44,9	100,0
Total		138	100,0	100,0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 - 19 Tahun	15	10,9	10,9	10,9
	20 - 22 Tahun	92	66,7	66,7	77,5
	23 - 25 Tahun	31	22,5	22,5	100,0
	Total	138	100,0	100,0	

Asal Fakultas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FEB	41	29,7	29,7	29,7
	FISIPOL	32	23,2	23,2	52,9
	FH	19	13,8	13,8	66,7
	FPB	8	5,8	5,8	72,5
	FKIK	13	9,4	9,4	81,9
	FAI	1	,7	,7	82,6
	FT	8	5,8	5,8	88,4
	Vokasi	8	5,8	5,8	94,2
	FP	8	5,8	5,8	100,0
	Total	138	100,0	100,0	

Uang Saku

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rp. < 1 Juta	28	20,3	20,3	20,3
	Rp. 1 - < 2 Juta	54	39,1	39,1	59,4
	Rp. 2 - < 5 Juta	44	31,9	31,9	91,3
	Rp. 5 - < 10 Juta	11	8,0	8,0	99,3
	Rp. > 10 Juta	1	,7	,7	100,0
	Total	138	100,0	100,0	

Lama Membeli iPhone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 1 Bulan	7	5,1	5,1	46,4
	1 - 6 Bulan	57	41,3	41,3	41,3
	7 - 12 Bulan	39	28,3	28,3	74,6
	13 - 18 Bulan	17	12,3	12,3	87,0
	> 18 Bulan	18	13,0	13,0	100,0
	Total	138	100,0	100,0	

Lampiran 4. Analisis Statistik Deskriptif

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
KP1	138	2	5	4,06	,835
KP2	138	2	5	4,00	,783
KP3	138	2	5	3,90	,631
KP4	138	2	5	4,09	,740
Keputusan Pembelian	138	9	20	16,04	2,127
Valid N (listwise)	138				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
KL1	138	2	5	3,83	,724
KL2	138	2	5	4,03	,754
KL3	138	2	5	4,20	,674
KL4	138	2	5	4,04	,849
KL5	138	2	5	3,83	,770
KL6	138	2	5	4,01	,628
Kualitas Persepsian	138	16	30	23,94	2,744
Valid N (listwise)	138				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CM1	138	3	5	4,04	,585
CM2	138	3	5	4,30	,666
CM3	138	1	5	4,12	,823
CM4	138	3	5	4,10	,676
CM5	138	3	5	3,69	,637
Citra Merek	138	14	25	20,25	2,060
Valid N (listwise)	138				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PH1	138	2	5	3,73	,917
PH2	138	2	5	3,79	,719
PH3	138	2	5	3,99	,769
PH4	138	3	5	3,81	,679
Persepsi Harga	138	11	20	15,33	2,280
Valid N (listwise)	138				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PM1	138	2	5	4,05	,786
PM2	138	2	5	4,21	,823
PM3	138	2	5	3,95	,840
Promosi	138	4	15	12,14	1,794
Valid N (listwise)	138				

Lampiran 5. Uji Asumsi Klasik

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		138
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,41476172
Most Extreme Differences	Absolute	,080
	Positive	,066
	Negative	-,080
Test Statistic		,080
Asymp. Sig. (2-tailed)		,051

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Uji Multikolinearitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1,120	1,362		-,822	,412		
	KL	,244	,052	,315	4,736	,000	,752	1,329
	CM	,271	,077	,263	3,544	,001	,604	1,655
	PH	,168	,064	,181	2,633	,009	,707	1,415
	PM	,267	,083	,225	3,218	,002	,679	1,472

- a. Dependent Variable: KP

Uji Heteroskedastisitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,291	,883		2,594	,011
	KL	-,008	,033	-,023	-,231	,818
	CM	,011	,050	,025	,227	,820
	PH	-,020	,041	-,048	-,474	,636
	PM	-,080	,054	-,154	-1,491	,138

a. Dependent Variable: AbsRes

Lampiran 6. Analisis Regresi Linier Berganda

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,747 ^a	,558	,544	1,436

a. Predictors: (Constant), PM, KL, PH, CM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	345,527	4	86,382	41,897	,000 ^b
	Residual	274,212	133	2,062		
	Total	619,739	137			

a. Dependent Variable: KP

b. Predictors: (Constant), PM, KL, PH, CM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,120	1,362		-,822	,412
	KL	,244	,052	,315	4,736	,000
	CM	,271	,077	,263	3,544	,001
	PH	,168	,064	,181	2,633	,009
	PM	,267	,083	,225	3,218	,002

a. Dependent Variable: KP