

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 dan Persepsi Harga terhadap Keputusan Pembelian (Survei pada Konsumen Traveloka di D.I. Yogyakarta)”** 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,

Dodi Andean

Pertanyaan Saringan:

Apakah usia Anda 21 tahun ke atas

1. Ya 2. Tidak (Jika, tidak Anda tidak perlu melanjutkan kuesioner ini,

Terimakasih)

Apakah Anda mengetahui situs penjualan tiket online traveloka.com?

1. Ya 2. Tidak (Jika, tidak Anda tidak perlu melanjutkan kuesioner ini,

Terimakasih)

Apakah Anda pernah bertransaksi tiket pesawat online di traveloka.com ?

1. Ya 2. Tidak (Jika, tidak Anda tidak perlu melanjutkan kuesioner ini,

Terimakasih)

IDENTITAS RESPONDEN**Petunjuk Pengisian:**

- Berilah tanda silang (X) atau bulat (O) pada angka yang mewakili jawaban Anda.
- Isilah titik-titik kosong dengan jawaban yang sesuai menurut Anda

1. Nama responden : _____

2. No. Telepon : _____

3. Jenis Kelamin : a. Laki-Laki b. Perempuan

4. Usia Anda : _____ Tahun

5. Pekerjaan Anda Saat ini : _____

6. Berapa rata-rata pengeluaran Anda selama 1 bulan ?
- < Rp 1.000.000,-
 - Rp 1.000.000 – Rp 1.999.999
 - Rp 2.000.000 – Rp 2.999.999
 - RP 3.000.000 – Rp 3.999.999
 - > Rp 4.000.000
7. Domisili tempat tinggal :
- Kota Yogyakarta
 - Sleman
 - Bantul
 - Kulon Progo
 - Gunung Kidul
8. Tiket maskapai penerbangan yang pernah Anda beli dari Traveloka.com ?
- Lion air
 - Garuda Indonesia
 - Batik Air
 - Citylink
 - Lainnya: _____

Petunjuk Pengisian:

Berilah tanda silang (X) pada kolom yang merupakan jawaban yang mewakili Anda. Setiap item kuesioner tersebut memiliki lima jawaban dengan bobot/nilai sebagai berikut:

| Pilihan Jawaban | Keterangan | Bobot |
|------------------------|---------------------|--------------|
| SS | Sangat Setuju | 5 |
| S | Setuju | 4 |
| N | Netral | 3 |
| TS | Tidak Setuju | 2 |
| STS | Sangat Tidak Setuju | 1 |

KUALITAS PERSEPSIAN

Pernyataan-pernyataan berikut akan mengukur pendapat Anda mengenai kualitas produk yang ada pada situs traveloka.com

| No. | Pernyataan | 1 | 2 | 3 | 4 | 5 |
|---|---|-----|----|---|---|----|
| | | STS | TS | N | S | SS |
| <i>Usability</i> | | | | | | |
| 1 | Situs dan aplikasi traveloka mudah dipelajari untuk dioperasikan | | | | | |
| 2 | Interaksi saya dengan situs dan aplikasi traveloka jelas dan dapat dimengerti | | | | | |
| 3 | Saya menemukan situs dan aplikasi traveloka mudah dinavigasi | | | | | |
| 4 | Situs dan aplikasi traveloka ini mudah digunakan | | | | | |
| 5 | Situs dan aplikasi traveloka memiliki tampilan yang menarik | | | | | |
| <i>Information Quality</i> | | | | | | |
| 6 | Traveloka memberikan informasi yang akurat | | | | | |
| 7 | Traveloka memberikan informasi yang dapat dipercaya | | | | | |
| 8 | Traveloka Menyediakan informasi yang tepat waktu | | | | | |
| 9 | Traveloka Memberikan informasi yang relevan | | | | | |
| 10 | Traveloka memberikan informasi yang mudah dimengerti | | | | | |
| <i>Service Interaction Quality</i> | | | | | | |
| 11 | Saya merasa aman untuk menyelesaikan transaksi di traveloka | | | | | |

| | | | | | | |
|----|--|--|--|--|--|--|
| 12 | Saya merasa aman menyimpan informasi personal di situs atau aplikasi traveloka | | | | | |
| 13 | Situs dan aplikasi traveloka memudahkan saya untuk berkomunikasi dengan traveloka | | | | | |
| 14 | Saya merasa yakin bahwa produk dan jasa yang diberikan traveloka sesuai dengan apa yang dijanjikan | | | | | |

CITRA MEREK

Pernyataan-pernyataan berikut akan mengukur pendapat Anda mengenai citra merek dari situs traveloka.com

| No. | Pernyataan | 1 | 2 | 3 | 4 | 5 |
|-------------------------------|--|-----|----|---|---|----|
| | | STS | TS | N | S | SS |
| <i>Corporate Image</i> | | | | | | |
| 1 | Traveloka merupakan situs pembelian tiket pesawat <i>online</i> yang populer | | | | | |
| 2 | Traveloka memiliki reputasi yang baik dalam situs pembelian tiket pesawat <i>online</i> | | | | | |
| 3 | Traveloka merupakan situs pembelian tiket pesawat <i>online</i> yang telah dikenal secara nasional | | | | | |
| <i>Product Image</i> | | | | | | |
| 4 | Kualitas jasa traveloka telah sesuai dengan yang diharapkan konsumen | | | | | |
| 5 | Traveloka memberikan produk yang sesuai dengan manfaat yang diharapkan konsumen | | | | | |
| 6 | Traveloka memberikan jaminan dan kepastian bagi konsumen | | | | | |
| <i>User Image</i> | | | | | | |

| | | | | | | |
|---|---|--|--|--|--|--|
| 7 | Saya merasa bangga menggunakan traveloka sebagai layanan pembelian tiket pesawat <i>online</i> | | | | | |
| 8 | Sebagai situs pembelian tiket pesawat <i>online</i> terpopuler, traveloka memberikan kesan berkelas ketika menggunakannya | | | | | |

PERSEPSI HARGA

Pernyataan-pernyataan berikut akan mengukur pendapat Anda mengenai persepsi harga dari situs traveloka.com

| No. | Pernyataan | 1 | 2 | 3 | 4 | 5 |
|-----|---|-----|----|---|---|----|
| | | STS | TS | N | S | SS |
| 1 | Traveloka memiliki harga yang sesuai dengan kualitas produk yang ditawarkan | | | | | |
| 2 | Traveloka memiliki harga yang sesuai dengan manfaat yang dirasakan | | | | | |
| 3 | Traveloka memiliki harga yang terjangkau | | | | | |

KEPUTUSAN PEMBELIAN

Pernyataan-pernyataan berikut akan mengukur pendapat Anda mengenai keputusan pembelian terhadap situs traveloka.com

| No. | Pernyataan | 1 | 2 | 3 | 4 | 5 |
|-----|--|-----|----|---|---|----|
| | | STS | TS | N | S | SS |
| 1 | Saya memutuskan membeli tiket pesawat <i>online</i> di Traveloka karena sesuai dengan keinginan dan kebutuhan saya | | | | | |
| 2 | Saya mantap membeli tiket pesawat <i>online</i> di Traveloka | | | | | |
| 3 | Saya akan membeli kembali tiket pesawat <i>online</i> di Traveloka | | | | | |
| 4 | Saya yakin membeli tiket pesawat <i>online</i> di Traveloka karena terpercaya | | | | | |

Lampiran 2. Uji Kualitas Instrumen Kualitas Persepsian

Correlations

| | | KP1 | KP2 | KP3 | KP4 | KP5 | KP6 | KP7 | KP8 | KP9 | KP10 | KP11 | KP12 | KP13 | KP14 | Kualitas Persepsian |
|---------------------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|-------|--------|-------|---------------------|
| KP1 | Pearson Correlation | 1 | .821** | .457** | .177 | .107 | .088 | .152 | .357* | .188 | .173 | -.052 | -.055 | .056 | .124 | .561** |
| | Sig. (2-tailed) | | .000 | .003 | .275 | .512 | .588 | .348 | .024 | .246 | .287 | .751 | .738 | .734 | .444 | .000 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| KP2 | Pearson Correlation | .821** | 1 | .453** | .271 | .111 | .135 | .151 | .187 | .099 | .226 | -.017 | .126 | -.015 | .123 | .575** |
| | Sig. (2-tailed) | .000 | | .003 | .091 | .494 | .405 | .353 | .247 | .545 | .161 | .917 | .437 | .927 | .449 | .000 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| KP3 | Pearson Correlation | .457** | .453** | 1 | .453** | .379* | .132 | .000 | .173 | .181 | .280 | -.113 | .239 | .166 | .204 | .575** |
| | Sig. (2-tailed) | .003 | .003 | | .003 | .016 | .418 | 1,000 | .287 | .263 | .080 | .487 | .137 | .307 | .206 | .000 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| KP4 | Pearson Correlation | .177 | .271 | .453** | 1 | .340* | .374* | .000 | -.125 | -.120 | -.112 | -.154 | .126 | -.015 | .000 | .338* |
| | Sig. (2-tailed) | .275 | .091 | .003 | | .032 | .017 | 1,000 | .442 | .459 | .492 | .343 | .437 | .927 | 1,000 | .033 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| KP5 | Pearson Correlation | .107 | .111 | .379* | .340* | 1 | .369* | .189 | -.026 | .124 | .177 | .150 | .158 | .232 | .000 | .503* |
| | Sig. (2-tailed) | .512 | .494 | .016 | .032 | | .019 | .242 | .873 | .447 | .273 | .355 | .329 | .149 | 1,000 | .001 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| KP6 | Pearson Correlation | .088 | .135 | .132 | .374* | .369* | 1 | .264 | .145 | -.019 | .376* | -.060 | -.063 | .105 | .000 | .480* |
| | Sig. (2-tailed) | .588 | .405 | .418 | .017 | .019 | | .100 | .370 | .907 | .017 | .715 | .699 | .520 | 1,000 | .002 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| KP7 | Pearson Correlation | .152 | .151 | .000 | .000 | .189 | .264 | 1 | .518** | .544** | .140 | .113 | .000 | .166 | .204 | .497** |
| | Sig. (2-tailed) | .348 | .353 | 1,000 | 1,000 | .242 | .100 | | .001 | .000 | .389 | .487 | 1,000 | .307 | .206 | .001 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| KP8 | Pearson Correlation | .357* | .187 | .173 | -.125 | -.026 | .145 | .518** | 1 | .401* | .135 | .078 | -.165 | -.023 | .423* | .455** |
| | Sig. (2-tailed) | .024 | .247 | .287 | .442 | .873 | .370 | .001 | | .010 | .406 | .632 | .309 | .889 | .007 | .003 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| KP9 | Pearson Correlation | .188 | .099 | .181 | -.120 | .124 | -.019 | .544** | .401* | 1 | .274 | .082 | .260 | .409* | .148 | .505** |
| | Sig. (2-tailed) | .246 | .545 | .263 | .459 | .447 | .907 | .000 | .010 | | .087 | .614 | .105 | .009 | .362 | .001 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| KP10 | Pearson Correlation | .173 | .226 | .280 | -.112 | .177 | .376* | .140 | .135 | .274 | 1 | .238 | .184 | .190 | .000 | .544** |
| | Sig. (2-tailed) | .287 | .161 | .080 | .492 | .273 | .017 | .389 | .406 | .087 | | .140 | .256 | .240 | 1,000 | .000 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| KP11 | Pearson Correlation | -.052 | -.017 | -.113 | -.154 | .150 | -.060 | .113 | .078 | .082 | .238 | 1 | .189 | .113 | .185 | .332* |
| | Sig. (2-tailed) | .751 | .917 | .487 | .343 | .355 | .715 | .487 | .632 | .614 | .140 | | .242 | .489 | .253 | .037 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| KP12 | Pearson Correlation | -.055 | .126 | .239 | .126 | .158 | -.063 | .000 | -.165 | .260 | .184 | .189 | 1 | .198 | .195 | .325* |
| | Sig. (2-tailed) | .738 | .437 | .137 | .437 | .329 | .699 | 1,000 | .309 | .105 | .256 | .242 | | .220 | .227 | .041 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| KP13 | Pearson Correlation | .056 | -.015 | .166 | -.015 | .232 | .105 | .166 | -.023 | .409* | .190 | .113 | .198 | 1 | .135 | .406** |
| | Sig. (2-tailed) | .734 | .927 | .307 | .927 | .149 | .520 | .307 | .889 | .009 | .240 | .489 | .220 | | .405 | .009 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| KP14 | Pearson Correlation | .124 | .123 | .204 | .000 | .000 | .000 | .204 | .423** | .148 | .000 | .185 | .195 | .135 | 1 | .384* |
| | Sig. (2-tailed) | .444 | .449 | .206 | 1,000 | 1,000 | 1,000 | .206 | .007 | .362 | 1,000 | .253 | .227 | .405 | | .014 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| Kualitas Persepsian | Pearson Correlation | .561** | .575** | .575** | .339* | .503** | .480** | .497** | .455** | .505** | .544** | .332* | .325* | .406** | .384* | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .033 | .001 | .002 | .001 | .003 | .001 | .000 | .037 | .041 | .009 | .014 | |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |

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

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .694 | 14 |

Citra Merek

Correlations

| | | CM1 | CM2 | CM3 | CM4 | CM5 | CM6 | CM7 | CM8 | Citra Merek |
|-------------|-----------------|--------|--------|--------|--------|--------|--------|--------|--------|-------------|
| CM1 | Pearson Cor. | 1 | ,401* | ,185 | ,355* | ,315* | -,123 | ,016 | ,000 | ,488** |
| | Sig. (2-tailed) | | ,010 | ,253 | ,024 | ,047 | ,450 | ,923 | 1,000 | ,001 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| CM2 | Pearson Cor. | ,401* | 1 | ,246 | ,055 | -,053 | -,230 | ,090 | -,055 | ,279 |
| | Sig. (2-tailed) | ,010 | | ,127 | ,736 | ,745 | ,153 | ,579 | ,736 | ,081 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| CM3 | Pearson Cor. | ,185 | ,246 | 1 | ,284 | ,235 | ,196 | ,040 | ,000 | ,463** |
| | Sig. (2-tailed) | ,253 | ,127 | | ,076 | ,145 | ,226 | ,809 | 1,000 | ,003 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| CM4 | Pearson Cor. | ,355* | ,055 | ,284 | 1 | ,416** | ,503** | ,229 | ,147 | ,684** |
| | Sig. (2-tailed) | ,024 | ,736 | ,076 | | ,008 | ,001 | ,154 | ,364 | ,000 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| CM5 | Pearson Cor. | ,315* | -,053 | ,235 | ,416** | 1 | ,472** | ,203 | ,153 | ,667** |
| | Sig. (2-tailed) | ,047 | ,745 | ,145 | ,008 | | ,002 | ,210 | ,346 | ,000 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| CM6 | Pearson Cor. | -,123 | -,230 | ,196 | ,503** | ,472** | 1 | ,305 | ,346* | ,599** |
| | Sig. (2-tailed) | ,450 | ,153 | ,226 | ,001 | ,002 | | ,055 | ,029 | ,000 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| CM7 | Pearson Cor. | ,016 | ,090 | ,040 | ,229 | ,203 | ,305 | 1 | ,450** | ,557** |
| | Sig. (2-tailed) | ,923 | ,579 | ,809 | ,154 | ,210 | ,055 | | ,004 | ,000 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| CM8 | Pearson Cor. | ,000 | -,055 | ,000 | ,147 | ,153 | ,346* | ,450** | 1 | ,530** |
| | Sig. (2-tailed) | 1,000 | ,736 | 1,000 | ,364 | ,346 | ,029 | ,004 | | ,000 |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |
| Citra Merek | Pearson Cor. | ,488** | ,416** | ,463** | ,684** | ,667** | ,599** | ,557** | ,530** | 1 |
| | Sig. (2-tailed) | ,001 | ,008 | ,003 | ,000 | ,000 | ,000 | ,000 | ,000 | |
| | N | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 |

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

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

Reliability Statistics

| | |
|---------------------|------------|
| Cronbach's Alpha | N of Items |
| ,646 | 8 |

Persepsi Harga**Correlations**

| | | PH1 | PH2 | PH3 | Persepsi Harga |
|----------------|---------------------|--------|--------|--------|----------------|
| PH1 | Pearson Correlation | 1 | ,342* | ,162 | ,857** |
| | Sig. (2-tailed) | | ,031 | ,318 | ,000 |
| | N | 40 | 40 | 40 | 40 |
| PH2 | Pearson Correlation | ,342* | 1 | -,026 | ,469** |
| | Sig. (2-tailed) | ,031 | | ,875 | ,002 |
| | N | 40 | 40 | 40 | 40 |
| PH3 | Pearson Correlation | ,162 | -,026 | 1 | ,594** |
| | Sig. (2-tailed) | ,318 | ,875 | | ,000 |
| | N | 40 | 40 | 40 | 40 |
| Persepsi Harga | Pearson Correlation | ,857** | ,469** | ,594** | 1 |
| | Sig. (2-tailed) | ,000 | ,002 | ,000 | |
| | N | 40 | 40 | 40 | 40 |

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

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

Reliability Statistics

| | |
|---------------------|------------|
| Cronbach's Alpha | N of Items |
| ,630 | 3 |

Keputusan Pembelian

Correlations

| | | KB1 | KB2 | KB3 | KB4 | Keputusan Pembelian |
|---------------------|---------------------|--------|-------|--------|--------|---------------------|
| KB1 | Pearson Correlation | 1 | ,045 | ,055 | ,199 | ,658** |
| | Sig. (2-tailed) | | ,784 | ,735 | ,218 | ,000 |
| | N | 40 | 40 | 40 | 40 | 40 |
| KB2 | Pearson Correlation | ,045 | 1 | ,068 | -,185 | ,337* |
| | Sig. (2-tailed) | ,784 | | ,676 | ,252 | ,033 |
| | N | 40 | 40 | 40 | 40 | 40 |
| KB3 | Pearson Correlation | ,055 | ,068 | 1 | -,252 | ,431** |
| | Sig. (2-tailed) | ,735 | ,676 | | ,117 | ,006 |
| | N | 40 | 40 | 40 | 40 | 40 |
| KB4 | Pearson Correlation | ,199 | -,185 | -,252 | 1 | ,510** |
| | Sig. (2-tailed) | ,218 | ,252 | ,117 | | ,001 |
| | N | 40 | 40 | 40 | 40 | 40 |
| Keputusan Pembelian | Pearson Correlation | ,658** | ,337* | ,431** | ,510** | 1 |
| | Sig. (2-tailed) | ,000 | ,033 | ,006 | ,001 | |
| | N | 40 | 40 | 40 | 40 | 40 |

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

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

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,648 | 3 |

Lampiran 3. Analisis Karakteristik Responden

Jenis Kelamin

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Laki-Laki | 125 | 62,5 | 62,5 | 62,5 |
| | Perempuan | 75 | 37,5 | 37,5 | 100,0 |
| | Total | 200 | 100,0 | 100,0 | |

Usia

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------|-----------|---------|---------------|--------------------|
| Valid | 21 - 25 Tahun | 145 | 72,5 | 72,5 | 72,5 |
| | 26 - 30 Tahun | 37 | 18,5 | 18,5 | 91,0 |
| | 31 - 35 Tahun | 16 | 8,0 | 8,0 | 99,0 |
| | 36 - 40 Tahun | 2 | 1,0 | 1,0 | 100,0 |
| | Total | 200 | 100,0 | 100,0 | |

Pekerjaan

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------|-----------|---------|---------------|--------------------|
| Valid | Mahasiswa | 102 | 51,0 | 51,0 | 51,0 |
| | Karyawan Swasta | 46 | 23,0 | 23,0 | 74,0 |
| | PNS | 6 | 3,0 | 3,0 | 77,0 |
| | TNI/POLRI | 2 | 1,0 | 1,0 | 78,0 |
| | Profesional | 12 | 6,0 | 6,0 | 84,0 |
| | Wirausaha | 32 | 16,0 | 16,0 | 100,0 |
| | Total | 200 | 100,0 | 100,0 | |

Pengeluaran

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------------|-----------|---------|---------------|--------------------|
| Valid < Rp. 1.000.000 | 15 | 7,5 | 7,5 | 7,5 |
| Rp 1.000.000 - Rp 1.999.999 | 34 | 17,0 | 17,0 | 24,5 |
| Rp 2.000.000 - Rp 2.999.999 | 51 | 25,5 | 25,5 | 50,0 |
| Rp 3.000.000 - Rp 3.999.999 | 45 | 22,5 | 22,5 | 72,5 |
| > Rp 4.000.000 | 55 | 27,5 | 27,5 | 100,0 |
| Total | 200 | 100,0 | 100,0 | |

Domisili

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------------|-----------|---------|---------------|--------------------|
| Valid Kota Yogyakarta | 67 | 33,5 | 33,5 | 33,5 |
| Bantul | 73 | 36,5 | 36,5 | 70,0 |
| Sleman | 45 | 22,5 | 22,5 | 92,5 |
| Gunungkidul | 15 | 7,5 | 7,5 | 100,0 |
| Total | 200 | 100,0 | 100,0 | |

Maskpai Penerbangan

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid Air Asia | 15 | 7,5 | 7,5 | 7,5 |
| Batik Air | 25 | 12,5 | 12,5 | 20,0 |
| Citylink | 22 | 11,0 | 11,0 | 31,0 |
| Garuda | 73 | 36,5 | 36,5 | 67,5 |
| Lion Air | 56 | 28,0 | 28,0 | 95,5 |
| Nam Air | 9 | 4,5 | 4,5 | 100,0 |
| Total | 200 | 100,0 | 100,0 | |

Lampiran 4. Analisis Statistik Deskriptif

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---------------------|-----|---------|---------|--------|----------------|
| KP1 | 200 | 3 | 5 | 4,04 | ,525 |
| KP2 | 200 | 1 | 5 | 3,85 | ,635 |
| KP3 | 200 | 1 | 5 | 4,01 | ,511 |
| KP4 | 200 | 3 | 5 | 3,99 | ,567 |
| KP5 | 200 | 3 | 5 | 3,98 | ,535 |
| KP6 | 200 | 3 | 5 | 3,80 | ,587 |
| KP7 | 200 | 2 | 5 | 3,98 | ,475 |
| KP8 | 200 | 2 | 5 | 3,86 | ,559 |
| KP9 | 200 | 3 | 5 | 3,92 | ,393 |
| KP10 | 200 | 2 | 5 | 3,79 | ,708 |
| KP11 | 200 | 1 | 5 | 3,74 | ,682 |
| KP12 | 200 | 2 | 5 | 3,81 | ,449 |
| KP13 | 200 | 3 | 5 | 3,81 | ,537 |
| KP14 | 200 | 2 | 5 | 4,00 | ,535 |
| Kualitas Persepsian | 200 | 3,29 | 5,00 | 3,8975 | ,22286 |
| Valid N (listwise) | 200 | | | | |

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|-----|---------|---------|--------|----------------|
| CM1 | 200 | 2 | 5 | 3,85 | ,719 |
| CM2 | 200 | 3 | 5 | 4,16 | ,577 |
| CM3 | 200 | 2 | 5 | 4,13 | ,647 |
| CM4 | 200 | 3 | 5 | 4,04 | ,596 |
| CM5 | 200 | 2 | 5 | 3,82 | ,681 |
| CM6 | 200 | 2 | 5 | 3,92 | ,549 |
| CM7 | 200 | 2 | 5 | 4,04 | ,620 |
| CM8 | 200 | 2 | 5 | 3,87 | ,736 |
| Citra Merek | 200 | 3,25 | 5,00 | 3,9813 | ,35791 |
| Valid N (listwise) | 200 | | | | |

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------|-----|---------|---------|--------|----------------|
| PH1 | 200 | 3 | 5 | 3,95 | ,446 |
| PH2 | 200 | 3 | 5 | 4,00 | ,419 |
| PH3 | 200 | 1 | 5 | 4,05 | ,578 |
| Persepsi Harga | 200 | 2,67 | 5,00 | 4,0000 | ,35836 |
| Valid N (listwise) | 200 | | | | |

Descriptive Statistics

| | N | Minimum | Maximum | Mean | Std. Deviation |
|---------------------|-----|---------|---------|--------|----------------|
| KB1 | 200 | 3 | 5 | 4,05 | ,499 |
| KB2 | 200 | 3 | 5 | 3,92 | ,425 |
| KB3 | 200 | 2 | 5 | 3,80 | ,528 |
| KB4 | 200 | 2 | 5 | 3,80 | ,604 |
| Keputusan Pembelian | 200 | 3,25 | 5,00 | 3,8937 | ,24992 |
| Valid N (listwise) | 200 | | | | |

Lampiran 5. Analisis Regresi Linier Berganda

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | ,815 ^a | ,664 | ,659 | ,14603 |

a. Predictors: (Constant), Persepsi Harga, Citra Merek, Kualitas Persepsian

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 8,250 | 3 | 2,750 | 128,966 | ,000 ^b |
| | Residual | 4,179 | 196 | ,021 | | |
| | Total | 12,430 | 199 | | | |

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Persepsi Harga, Citra Merek, Kualitas Persepsian

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|---------------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | ,054 | ,204 | | ,265 | ,791 |
| | Kualitas Persepsian | ,542 | ,051 | ,483 | 10,647 | ,000 |
| | Citra Merek | ,287 | ,031 | ,412 | 9,155 | ,000 |
| | Persepsi Harga | ,146 | ,030 | ,209 | 4,942 | ,000 |

a. Dependent Variable: Keputusan Pembelian