

LAMPIRAN

LAMPIRAN 1

KUESIONER PENGARUH KUALITAS LAYANAN DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN DI TOKO EMAS SEMAR NUSANTARA (STUDI KASUS DI DAERAH ISTIMEWA YOGYAKARTA)

A. IDENTITAS RESPONDEN

- a. Nama :
- b. Jenis Kelamin :
- Pria Wanita
- c. Usia :
- d. Pendapatan :
- Rp. 500.000 – Rp 1.500.000
- > Rp.1.500.000
- e. Intensitas Pembelian :
- <2 kali
- >2 kali

B. PETUNJUK PENGISIAN

1. Bacalah setiap pertanyaan dengan seksama sebelum menjawab.
2. Anda hanya dapat memberikan satu jawaban di setiap pertanyaan.
3. Isilah kuisisioner dengan member tanda (V) pada kolom yang tersedia dan pilih sesuai dengan keadaan yang sebenarnya.

Kriteria Jawaban :

Simbol	Alternatif jawaban	Nilai
SS	Sangat Setuju	5
S	Setuju	4
N	Netral	3
TS	Tidak Setuju	2
STS	Sangat Tidak Setuju	1

KUALITAS PELAYANAN SEMAR NUSANTARA						
NO	PERNYATAAN	STS	TS	KS	S	SS
1.	Semar Nusantara memiliki tempat yang nyaman.					
2.	Karyawan Semar Nusantara berpenampilan bersih dan rapi.					
3.	Karyawan Semar Nusantara dbersikap jujur dalam melakukan transaksi					
4.	Karyawan Semar Nusantara dapat melayani dengan cermat.					
5.	Karyawan Semar Nusantara merespon permintaan konsumen dengan baik.					
6.	Karyawan Semar Nusantara mendengarkan keluhan yang diutarakan setiap konsumen.					
7.	Karyawan Semar Nusantara tepat waktu dalam pelayananya.					
8.	Karyawan Semar Nusantara memberikan kenyamanan dalam melakukan pelayanan.					
9.	Karyawan Semar Nusantara selalu bersikap sopan dalam melayani konsumen.					
10.	Karyawan Semar Nusantara selalu mengucapkan terimakasih di akhir pelayananya.					

CITRA MEREK SEMAR NUSANTARA						
NO	PERNYATAAN	STS	TS	KS	S	SS
11.	Semar Nusantara memiliki logo dan nama yang mudah diingat.					
12.	Semar Nusantara merupakan toko emas yang telah dikenal di Yogyakarta.					
13.	Semar Nusantara memiliki reputasi yang baik di kalangan umum.					

KEPUTUSAN PEMBELIAN SEMAR NUSANTARA						
NO	PERNYATAAN	STS	TS	KS	S	SS
14.	Saya memutuskan membeli emas pada Semar Nusantara.					
15.	Informasi yang di berikan Semar Nusantara sangat membantu dalam memilih produk.					
16.	Saya merasa puas setelah membeli emas di Semar Nusantara.					
17.	Semar Nusantara banyak memiliki kelebihan dibanding toko emas yang lain.					
18.	Saya akan mengatakan keunggulan Semar Nusantara kepada orang lain.					

LAMPIRAN 2
Hasil Jawaban Kuesioner

RESPONDEN	KUALITAS LAYANAN (KL)											CITRA MEREK (CM)				KEPUTUSAN PEMBELIAN (KB)					
	KL1	KL2	KL3	KL4	KL5	KL6	KL7	KL8	KL9	KL10	TOTAL	CM1	CM2	CM3	TOTAL	KB1	KB2	KB3	KB4	KB5	TOTAL
1	5	5	5	5	5	5	5	5	5	5	50	5	4	4	13	5	5	5	5	5	25
2	4	4	4	4	4	4	4	4	4	4	40	4	4	4	12	4	4	4	4	4	20
3	5	5	4	4	5	5	4	4	4	4	44	4	5	4	13	4	4	4	4	4	20
4	5	4	4	4	4	4	4	4	4	4	41	5	4	4	13	4	4	4	4	4	20
5	4	4	3	4	4	3	3	3	4	4	36	4	5	4	13	3	4	3	4	4	18
6	4	4	4	4	4	4	4	4	4	4	40	4	5	4	13	5	4	4	3	4	20
7	4	4	4	5	4	4	4	5	3	4	41	5	4	4	13	3	5	4	4	4	20
8	3	4	4	3	5	4	3	4	4	4	38	3	4	5	12	4	3	4	4	4	19
9	5	5	5	5	5	5	5	5	5	5	50	5	5	5	15	5	5	5	5	5	25
10	3	4	3	3	5	4	4	3	4	4	37	3	3	3	9	3	3	3	4	4	17
11	4	4	4	4	4	4	4	4	5	5	42	5	5	5	15	5	4	5	5	4	23
12	4	4	4	4	4	4	4	4	5	5	42	5	5	5	15	5	4	5	5	4	23

13	4	4	4	4	4	4	4	4	5	5	42	5	5	5	15	5	4	5	5	4	23
14	4	4	4	4	3	4	4	4	4	5	40	4	5	4	13	5	4	4	4	4	21
15	5	5	5	5	4	4	5	5	5	4	47	5	5	5	15	5	5	4	5	5	24
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21	4	4	5	5	4	4	4	4	5	5	44	4	5	4	13	4	4	4	4	4	20
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92	4	4	4	3	4	4	4	4	4	4	39	4	4	4	12	4	4	4	4	4	20
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124	5	5	5	5	5	5	5	5	5	4	49	5	5	4	14	5	5	5	4	4	23
125	4	5	5	4	5	5	4	4	5	5	46	4	5	4	13	5	4	4	5	4	22
126	4	4	3	4	5	3	4	4	4	4	39	5	5	3	13	4	4	4	4	4	20

LAMPIRAN 3
Karakteristik Responden

Statistics

		Jenis_kelamin	Usia	Pendapatan	Kuantitas_Pembelian
N	Valid	126	126	126	126
	Missing	0	0	0	0

1. Berdasarkan Jenis Kelamin

Jenis_kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Perempuan	122	96,8	96,8	96,8
	Laki-laki	4	3,2	3,2	100,0
Total		126	100,0	100,0	

2. Berdasarkan Usia

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 - 30 tahun	68	54,0	54,0	54,0
	> 30 tahun	58	46,0	46,0	100,0
Total		126	100,0	100,0	

3. Berdasarkan Pendapatan

Pendapatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	500.000 - 1.500.000	4	3,2	3,2	3,2
	> 1.500.000	122	96,8	96,8	100,0
Total		126	100,0	100,0	

4. Berdasarkan Kuantitas Pembelian

Kuantitas Pembelian

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid > 2 kali	126	100,0	100,0	100,0

LAMPIRAN 4
Uji Validitas

1. Kualitas Layanan

Correlations

		KL1	KL2	KL3	KL4	KL5	KL6	KL7	KL8	KL9	KL10	Kualitas Layanan
KL1	Pearson Correlation	1	,373**	,292**	,282**	,108	,194*	,365**	,371**	,229**	,125	,534**
	Sig. (2-tailed)		,000	,001	,001	,230	,030	,000	,000	,010	,164	,000
	N	126	126	126	126	126	126	126	126	126	126	126
KL2	Pearson Correlation	,373**	1	,493**	,386**	,340**	,215*	,248**	,321**	,407**	,297**	,661**
	Sig. (2-tailed)	,000		,000	,000	,000	,016	,005	,000	,000	,001	,000
	N	126	126	126	126	126	126	126	126	126	126	126

KL3	Pearson Correlation	,292**	,493**	1	,524**	,319**	,291**	,295**	,384**	,346**	,426**	,715**
	Sig. (2-tailed)	,001	,000		,000	,000	,001	,001	,000	,000	,000	,000
	N	126	126	126	126	126	126	126	126	126	126	126
KL4	Pearson Correlation	,282**	,386**	,524**	1	,311**	,257**	,328**	,268**	,382**	,313**	,659**
	Sig. (2-tailed)	,001	,000	,000		,000	,004	,000	,002	,000	,000	,000
	N	126	126	126	126	126	126	126	126	126	126	126
KL5	Pearson Correlation	,108	,340**	,319**	,311**	1	,398**	,305**	,419**	,435**	,242**	,624**
	Sig. (2-tailed)	,230	,000	,000	,000		,000	,001	,000	,000	,006	,000
	N	126	126	126	126	126	126	126	126	126	126	126
KL6	Pearson Correlation	,194*	,215*	,291**	,257**	,398**	1	,294**	,371**	,171	,230**	,540**
	Sig. (2-tailed)	,030	,016	,001	,004	,000		,001	,000	,056	,009	,000
	N	126	126	126	126	126	126	126	126	126	126	126
KL7	Pearson Correlation	,365**	,248**	,295**	,328**	,305**	,294**	1	,321**	,325**	,200*	,588**
	Sig. (2-tailed)	,000	,005	,001	,000	,001	,001		,000	,000	,025	,000
	N	126	126	126	126	126	126	126	126	126	126	126
KL8	Pearson Correlation	,371**	,321**	,384**	,268**	,419**	,371**	,321**	1	,286**	,224*	,634**
	Sig. (2-tailed)	,000	,000	,000	,002	,000	,000	,000		,001	,012	,000

	N	126	126	126	126	126	126	126	126	126	126	126
KL9	Pearson Correlation	,229**	,407**	,346**	,382**	,435**	,171	,325**	,286**	1	,420**	,648**
	Sig. (2-tailed)	,010	,000	,000	,000	,000	,056	,000	,001		,000	,000
	N	126	126	126	126	126	126	126	126	126	126	126
KL10	Pearson Correlation	,125	,297**	,426**	,313**	,242**	,230**	,200*	,224*	,420**	1	,580**
	Sig. (2-tailed)	,164	,001	,000	,000	,006	,009	,025	,012	,000		,000
	N	126	126	126	126	126	126	126	126	126	126	126
Kualitas Layanan	Pearson Correlation	,534**	,661**	,715**	,659**	,624**	,540**	,588**	,634**	,648**	,580**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	126	126	126	126	126	126	126	126	126	126	126

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

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

1. Citra Merek

Correlations

		CM1	CM2	CM3	Citra Merek
CM1	Pearson Correlation	1	,432**	,240**	,752**
	Sig. (2-tailed)		,000	,007	,000
	N	126	126	126	126
CM2	Pearson Correlation	,432**	1	,395**	,780**
	Sig. (2-tailed)	,000		,000	,000
	N	126	126	126	126
CM3	Pearson Correlation	,240**	,395**	1	,731**
	Sig. (2-tailed)	,007	,000		,000
	N	126	126	126	126
Citra Merek	Pearson Correlation	,752**	,780**	,731**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	126	126	126	126

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

2. Keputusan Pembelian

		Correlations					Keputusan Pembelian
		KB1	KB2	KB3	KB4	KB5	
KB1	Pearson Correlation	1	,475**	,593**	,509**	,387**	,792**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	126	126	126	126	126	126
KB2	Pearson Correlation	,475**	1	,552**	,416**	,506**	,761**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	126	126	126	126	126	126
KB3	Pearson Correlation	,593**	,552**	1	,468**	,496**	,811**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	126	126	126	126	126	126
KB4	Pearson Correlation	,509**	,416**	,468**	1	,385**	,747**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	126	126	126	126	126	126
KB5	Pearson Correlation	,387**	,506**	,496**	,385**	1	,704**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	126	126	126	126	126	126
Keputusan Pembelian	Pearson Correlation	,792**	,761**	,811**	,747**	,704**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	126	126	126	126	126	126

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

LAMPIRAN 5**Uji Reliabilitas**

1. Kualitas Layanan

Reliability Statistics

Cronbach's Alpha	N of Items
,822	10

2. Citra Merek

Reliability Statistics

Cronbach's Alpha	N of Items
,625	3

3. Keputusan Pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
,818	5

LAMPIRAN 6

Analisis Deskriptif

1. Kualitas Layanan

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
KL1	126	3	5	4,10	,599
KL2	126	2	5	4,09	,607
KL3	126	2	5	4,07	,647
KL4	126	2	5	4,07	,622
KL5	126	3	5	4,00	,620
KL6	126	3	5	4,00	,551
KL7	126	2	5	3,98	,593
KL8	126	2	5	3,98	,586
KL9	126	3	5	4,15	,594
KL10	126	2	5	4,13	,693
Valid N (listwise)	126				

2. Citra Merek

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CM1	126	2	6	4,30	,648
CM2	126	3	5	4,58	,542
CM3	126	3	5	4,10	,638
Valid N (listwise)	126				

3. Keputusan Pembelian

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
KB1	126	2	5	4,22	,668
KB2	126	3	5	4,08	,574
KB3	126	3	5	4,06	,590
KB4	126	2	5	4,08	,676
KB5	126	3	5	4,06	,533
Valid N (listwise)	126				

LAMPIRAN 7**Hasil Analisis Regresi Linear Berganda****Coefficients^a**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
				Beta		
1	(Constant)	2,545	1,818		1,400	,164
	Kualitas Layanan	,232	,049	,378	4,790	,000
	Citra Merek	,658	,133	,390	4,936	,000

a. Dependent Variable: Keputusan Pembelian

Hasil Uji F (Simultan)**ANOVA^b**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	303,967	2	151,983	49,943	,000 ^a
	Residual	371,265	122	3,043		
	Total	675,232	124			

a. Predictors: (Constant), Citra Merek, Kualitas Layanan

b. Dependent Variable: Keputusan Pembelian

Hasil Uji t (Parsial)**Coefficients^a**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
				Beta		
1	(Constant)	2,545	1,818		1,400	,164
	Kualitas Layanan	,232	,049	,378	4,790	,000
	Citra Merek	,658	,133	,390	4,936	,000

a. Dependent Variable: Keputusan Pembelian

Hasil Uji Koefisien Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,671 ^a	,450	,441	1,744

a. Predictors: (Constant), Citra Merek, Kualitas Layanan

b. Dependent Variable: Keputusan Pembelian