

LAMPIRAN 1

Kuesioner

Petunjuk :

Pernyataan-pernyataan berikut ini berkaitan dengan penilaian anda terhadap Motor Honda Vario Esp. Untuk masing-masing pernyataan, anda dimohon untuk menjawab secara jujur dengan memilih satu dari lima skala yang ada.

Identitas Responden :

Nama : _____

Jenis Kelamin : laki-laki / perempuan (coret yang perlu)

Pekerjaan : _____

Keterangan:

1= sangat tidak setuju, 2=tidak setuju,3=netral, 4=stuju, 5=sangat setuju

No	PERNYATAAN	PENILAIAN				
		1	2	3	4	5
1	Memiliki kemampuan produk yang bagus membuat saya untuk membeli Motor Honda Vario Esp					
2	Fungsi produk yang sesuai dengan keinginan saya Motor Honda Vario Esp					
3	Kelebihan produk dibandingkan motor lain membuat saya untuk membeli Motor Honda Vario Esp					
4	Daya tahan produk membuat saya untuk membeli Motor Honda Vario Esp					
5	Nilai dari produklah yang membuat saya tertarik untuk membeli Motor Honda Vario Esp					
6	Harga yang terjangkau membuat saya bisa untuk membeli Motor Honda Vario Esp					
7	Harga dari Motor Honda Vario Esp mampu bersaing dengan produk lain					
8	Harga produk Motor Honda Vario Esp menjadi faktor untuk membeli produk ini					
9	Kesesuain harga Motor Honda Vario Esp dengan manfaat yang didapat					
10	Penyebaran Motor Honda Vario Esp yang mudah didapat					

No	PERNYATAAN	PENILAIAN				
		1	2	3	4	5
11	Penjualan personal yang dilakukan dealer motor untuk mempromosikan Motor Honda Vario Esp					
12	Promosi yang sudah dilakukan membuat anda loyal terhadap produk Motor Honda Vario Esp					
13	Pasar sasaran yang sesuai dengan promosi yang dilakukan					
14	Ada keinginan untuk membeli Motor Honda Vario Esp					
15	Sudah mengevaluaisi sebelum membeli Motor Honda Vario Esp					
16	Anda membeli hasil dari keputusan anda sendiri					
17	Kepuasan setelah membeli Motor Honda Vario Esp					
18	Anda loyal terhadap produk dan suatu saat akan membeli produk ini lagi					

LAMPIRAN 2

Data Mentah

NO	KUALITAS PRODUK					TOTAL
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79	3	4	3	3	4	17
80	4	3	3	3	3	16
81	3	3	3	3	3	15
82	4	3	4	3	3	17
83	3	4	4	3	4	18
84	3	3	2	3	3	14
85	4	4	4	3	4	19
86	4	4	4	4	4	20
87	4	4	4	4	4	20
88	4	4	4	4	5	21
89	5	5	4	4	4	22
90	5	4	5	4	5	23
91	4	3	4	4	4	19
92	4	4	4	4	4	20
93	3	3	3	3	3	15
94	3	3	3	3	4	16
95	5	5	5	5	5	25
96	4	3	3	3	3	16
97	4	4	4	3	4	19
98	4	3	4	3	4	18
99	4	4	5	5	5	23
100	4	4	4	4	4	20
101	4	4	4	4	4	20
102	4	3	4	3	4	18
103	4	5	5	4	5	23
104	4	4	3	4	4	19
105	4	4	4	3	4	19

106	4	4	4	4	4	20
107	4	4	4	3	4	19
108	3	4	4	3	4	18
109	4	3	4	3	4	18
110	4	4	4	4	4	20
111	3	3	2	3	3	14
112	4	4	4	4	4	20
113	4	5	4	4	5	22
114	4	4	4	3	4	19
115	4	4	4	3	4	19
116	3	3	4	3	4	17
117	3	3	2	3	2	13
118	4	4	4	4	4	20
119	4	4	4	3	4	19
120	5	4	4	4	4	21
121	4	4	4	4	3	19
122	3	2	3	3	3	14
123	4	4	4	4	4	20
124	4	4	4	4	4	20
125	3	4	4	4	4	19
126	4	4	3	4	4	19
127	4	4	4	4	4	20
128	3	3	3	3	4	16
129	4	4	3	3	3	17
130	5	4	4	4	4	21
131	4	4	4	4	4	20
132	3	3	4	3	3	16
133	4	4	4	4	4	20
134	3	3	4	3	3	16
135	4	4	4	4	4	20
136	4	5	4	4	5	22
137	4	4	4	3	4	19
138	4	3	4	4	4	19
139	3	3	4	3	4	17
140	3	3	2	3	2	13
141	4	4	4	4	4	20
142	3	4	4	4	4	19
143	5	4	4	4	4	21
144	4	4	4	4	3	19
145	3	3	3	4	3	16
146	4	4	4	4	4	20

147	4	4	4	4	4	20
148	3	4	4	4	4	19
149	4	4	3	4	4	19
150	4	4	4	4	4	20

Data Reka[itulasi Responden Berdasarkan Variabel

Data Rekapitulasi Responden Persepsi kualitas Produk

Pernyataan	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
Butir 1	0	2	38	97	13
Butir 2	0	2	54	80	14
Butir 3	0	3	31	98	18
Butir 4	0	2	40	89	19
Butir 5	0	2	46	84	18

Data Rekapitulasi Responden Persepsi Harga

Pernyataan	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
Butir 1	3	9	65	65	8
Butir 2	3	9	38	85	15
Butir 3	1	9	38	97	5
Butir 4	1	9	36	98	6

Data Rekapitulasi Responden Promosi

pernyataan	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
Butir 1	0	14	41	79	11
Butir 2	0	11	63	64	14
Butir 3	0	10	65	67	8
Butir 4	0	10	63	63	14

Data Rekapitulasi Responden Keputusan Pembelian

Pernyataan	Sangat Tidak Setuju	Tidak Setuju	Netral	Setuju	Sangat Setuju
Butir 1	0	2	45	87	16
Butir 2	0	3	51	86	10
Butir 3	0	8	39	97	6
Butir 4	0	3	67	73	7
Butir 5	0	4	37	96	13

LAMPIRAN 3

Uji Kualitas Instrumen

1. Uji Validitas dan Reabilitas persepsi kualitas produk

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	X1
X1.1	Pearson Correlation	1	.671**	.531**	.428**	.607**	.800**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	150	150	150	150	150	150
X1.2	Pearson Correlation	.671**	1	.565**	.440**	.579**	.813**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	150	150	150	150	150	150
X1.3	Pearson Correlation	.531**	.565**	1	.552**	.573**	.802**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	150	150	150	150	150	150
X1.4	Pearson Correlation	.428**	.440**	.552**	1	.560**	.754**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	150	150	150	150	150	150
X1.5	Pearson Correlation	.607**	.579**	.573**	.560**	1	.831**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	150	150	150	150	150	150
X1	Pearson Correlation	.800**	.813**	.802**	.754**	.831**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	150	150	150	150	150	150

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

Reliability Statistics	
Cronbach's Alpha	N of Items
,858	5

2. Uji Validitas dan Reabilitas persepsi harga

Correlations						
		X2.1	X2.2	X2.3	X2.4	X2
X2.1	Pearson Correlation	1	.673**	.524**	.630**	.827**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	150	150	150	150	150
X2.2	Pearson Correlation	.673**	1	.668**	.735**	.900**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	150	150	150	150	150
X2.3	Pearson Correlation	.524**	.668**	1	.718**	.833**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	150	150	150	150	150
X2.4	Pearson Correlation	.630**	.735**	.718**	1	.888**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	150	150	150	150	150
X2	Pearson Correlation	.827**	.900**	.833**	.888**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	150	150	150	150	150

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

Reliability Statistics	
Cronbach's Alpha	N of Items
,883	4

3. Uji Validitas dan Reabilitas promosi

Correlations						
		X3.1	X3.2	X3.3	X3.4	X3
X3.1	Pearson Correlation	1	.656**	.719**	.749**	.888**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	150	150	150	150	150
X3.2	Pearson Correlation	.656**	1	.722**	.656**	.862**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	150	150	150	150	150
X3.3	Pearson Correlation	.719**	.722**	1	.708**	.890**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	150	150	150	150	150
X3.4	Pearson Correlation	.749**	.656**	.708**	1	.884**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	150	150	150	150	150
X3	Pearson Correlation	.888**	.862**	.890**	.884**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	150	150	150	150	150

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

Reliability Statistics	
Cronbach's Alpha	N of Items
,903	4

4. Uji Validitas dan Reabilitas Keputusan Pembelian

		Correlations					
		Y.1	Y.2	Y.3	Y.4	Y.5	Y
Y.1	Pearson Correlation	1	.588**	.600**	.609**	.553**	.806**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	150	150	150	150	150	150
Y.2	Pearson Correlation	.588**	1	.598**	.665**	.646**	.841**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	150	150	150	150	150	150
Y.3	Pearson Correlation	.600**	.598**	1	.569**	.736**	.846**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	150	150	150	150	150	150
Y.4	Pearson Correlation	.609**	.665**	.569**	1	.565**	.817**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	150	150	150	150	150	150
Y.5	Pearson Correlation	.553**	.646**	.736**	.565**	1	.844**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	150	150	150	150	150	150
Y	Pearson Correlation	.806**	.841**	.846**	.817**	.844**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	150	150	150	150	150	150

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

Reliability Statistics	
Cronbach's Alpha	N of Items
,888	5

LAMPIRAN 4

1. Output Statistik

Descriptive

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Persepsi Kualitas Produk	150	10	25	19.10	2.590
Persepsi Harga	150	6	20	14.41	2.533
Promosi	150	8	20	14.29	2.595
Keputusan Pembelian	150	11	25	18.54	2.654
Valid N (listwise)	150				

Uji Regresi Linear Berganda

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.721 ^a	.520	.510	1.858

a. Predictors: (Constant), Promosi, Persepsi Kualitas Produk, Persepsi Harga

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	545.198	3	181.733	52.638	.000 ^b
1 Residual	504.062	146	3.452		
Total	1049.260	149			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Promosi, Persepsi Kualitas Produk, Persepsi Harga

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.592	1.276		3.598	.000
Persepsi Kualitas Produk	.267	.069	.260	3.840	.000
Persepsi Harga	.547	.072	.522	7.559	.000
Promosi	.067	.063	.066	1.076	.284

a. Dependent Variable: Keputusan Pembelian