

**Lampiran 1. Kuisisioner Penelitian**

**PENGARUH DESAIN PRODUK, PERSEPSI KUALITAS PRODUK,  
PERSEPSI HARGA, DAN PROMOSI TERHADAP KEPUTUSAN  
PEMBELIAN KONSUMEN BATIK KULON PROGO**



**Oleh :**

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**2019**

Kepada :

Yth. Responden

**Hal: Permohonan Mengisi Kuisisioner Penelitian**

Dengan hormat, saya yang mengirim kuesioner ini :

Nama : Hasti Nuraeni

Alamat : Gegulu, Gulurejo, Lendah, Kulon Progo

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Berkaitan dengan penyusunan skripsi untuk memenuhi syarat menyelesaikan studi program S1 di Fakultas Ekonomi Program Studi Manajemen Bisnis Universitas Muhammadiyah Yogyakarta, peneliti meminta bantuan kepada Bapak/Ibu untuk memberikan informasi tentang faktor – faktor yang mempengaruhi keputusan pembelian Batik KulonProgo, dengan menjawab beberapa pertanyaan yang tersedia dalam kuesioner. Kuesioner ini hanya ditujukan kepada responden yang pernah membeli produk Batik Kulon Progo. Atas bantuan dan kerjasama Bapak/ Ibu, saya ucapkan terima kasih. Mengingat keberhasilan penelitian ini tak lepas dari kelengkapan jawaban, maka dari itu peneliti mohon dengan sangat agar Bapak/Ibu memberikan jawaban dengan lengkap.

Hormat Saya,

Hasti Nuraeni

## KUESIONER PENELITIAN

Sebelum mengisi kuesioner, dimohon untuk mengisi data-data dibawah ini.

### A. IDENTITAS RESPONDEN

1. Nama :
2. Jenis Kelamin :
3. Usia :
4. Pendidikan Terakhir :
5. Apakah anda pernah melihat promosi Batik Kulon Progo ? (Ya/Tidak).  
Jika “Ya” lanjutkan untuk menjawab, jika “Tidak” dimohon untuk tidak melanjutkan.

### B. Petunjuk Pengisian

Berilah jawaban pada pertanyaan berikut ini dengan tanda centang (√) sesuai dengan pendapat anda.sebagai berikut :

KETERANGAN :

STS: Sangat tidak setuju

TS : Tidak setuju

N :Netral

S : Setuju

SS : Sangat setuju

## DAFTAR PERTANYAAN

### DESAIN PRODUK

| NO | PERNYATAAN  | RESPON  |        |       |       |        |
|----|---|---------|--------|-------|-------|--------|
|    |   | STS (1) | TS (2) | N (3) | S (4) | SS (5) |
| 1. | Saya merasa produk Batik Kulon Progo memiliki desain yang <i>up to date</i> .               |         |        |       |       |        |
| 2. | Saya merasa produk Batik Kulon Progo memiliki variasi warna yang beragam (alami dan kimia). |         |        |       |       |        |
| 3. | Saya merasa produk Batik Kulon Progo memiliki model pakaian batik yang beragam.             |         |        |       |       |        |

### PERSEPSI KUALITAS PRODUK

| NO | PERNYATAAN   | RESPON  |        |       |       |        |
|----|--|---------|--------|-------|-------|--------|
|    |  | STS (1) | TS (2) | N (3) | S (4) | SS (5) |
| 1. | Saya merasa produk Batik Kulon Progo memiliki ketahanan produk yang bagus disbanding produk batik lainnya. |         |        |       |       |        |
| 2. | Saya merasa produk Batik Kulon Progo jika dipakai terasa nyaman.   |         |        |       |       |        |
| 3. | Saya merasa produk Batik Kulon Progo menggunakan bahan dasar yang memuaskan.                               |         |        |       |       |        |

**PERSEPSI HARGA**

| NO | PERNYATAAN   | RESPON  |        |       |       |        |
|----|--|---------|--------|-------|-------|--------|
|    |  | STS (1) | TS (2) | N (3) | S (4) | SS (5) |
| 1. | Menurut saya produk Batik Kuon Progo harganya terjangkau dibanding produk Batik lainnya.       |         |        |       |       |        |
| 2. | Menurut saya harga produk Batik Kulon Progo sesuai dengan kualitas produknya.                  |         |        |       |       |        |
| 3. | Menurut saya harga Batik Kulon Progo mampu bersaing dengan harga batik lainnya.                |         |        |       |       |        |
| 4. | Menurut saya harga produk Batik Kulon Progo memiliki kesesuaian dengan manfaat yang diperoleh. |         |        |       |       |        |

**PROMOSI**

| NO | PERNYATAAN   | RESPON  |        |       |       |        |
|----|--|---------|--------|-------|-------|--------|
|    |  | STS (1) | TS (2) | N (3) | S (4) | SS (5) |
| 1. | Menurut saya promosi produk Batik Kulon Progo menarik.   |         |        |       |       |        |
| 2. | Menurut saya iklan produk Batik Kulon Progo di berbagai media sangat berguna dalam memberikan informasi. |         |        |       |       |        |
| 3. | Menurut saya industri Batik Kulon Progo dalam melakukan penjualan langsung pelayanannya baik.            |         |        |       |       |        |

**KEPUTUSAN PEMBELIAN**

| NO | PERTANYAAN   | RESPON  |        |       |       |        |
|----|--|---------|--------|-------|-------|--------|
|    |  | STS (1) | TS (2) | N (3) | S (4) | SS (5) |
| 1. | Saya merasa mantap membeli produk Batik Kulon Progo.                     |         |        |       |       |        |
| 2. | Saya membeli produk Batik Kulon Progo tanpa pertimbangan.                |         |        |       |       |        |
| 3. | Saya membeli produk Batik Kulon Progo berani mengambil risiko pembelian. |         |        |       |       |        |

## Lampiran 2. Klarifikasi Responden

### Statistics

|   |         | jenis kelamin | usia | pendidikan terakhir |
|---|---------|---------------|------|---------------------|
| N | Valid   | 108           | 108  | 108                 |
|   | Missing | 0             | 0    | 0                   |

### jenis kelamin

|       |   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | L | 45        | 41.7    | 41.7          | 41.7               |
|       | P | 63        | 58.3    | 58.3          | 100.0              |
| Total |   | 108       | 100.0   | 100.0         |                    |

### Usia

|       |         | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------|-----------|---------|---------------|--------------------|
| Valid | > 50    | 11        | 10.2    | 10.2          | 10.2               |
|       | 21 - 30 | 33        | 30.6    | 30.6          | 40.7               |
|       | 31 - 40 | 38        | 35.2    | 35.2          | 75.9               |
|       | 41 - 50 | 26        | 24.1    | 24.1          | 100.0              |
|       | Total   | 108       | 100.0   | 100.0         |                    |

### pendidikan terakhir

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | D3    | 23        | 21.3    | 21.3          | 21.3               |
|       | S1    | 31        | 28.7    | 28.7          | 50.0               |
|       | S2    | 10        | 9.3     | 9.3           | 59.3               |
|       | SMA   | 30        | 27.8    | 27.8          | 87.0               |
|       | SMP   | 14        | 13.0    | 13.0          | 100.0              |
|       | Total | 108       | 100.0   | 100.0         |                    |

## Lampiran 3. Hasil Uji Validitas

## Validitas Desain Produk

|         |                     | Correlations |        |        |         |
|---------|---------------------|--------------|--------|--------|---------|
|         |                     | x1_1         | x1_2   | x1_3   | rata x1 |
| x1_1    | Pearson Correlation | 1            | .774** | .660** | .899**  |
|         | Sig. (2-tailed)     |              | .000   | .000   | .000    |
|         | N                   | 108          | 108    | 108    | 108     |
| x1_2    | Pearson Correlation | .774**       | 1      | .745** | .929**  |
|         | Sig. (2-tailed)     | .000         |        | .000   | .000    |
|         | N                   | 108          | 108    | 108    | 108     |
| x1_3    | Pearson Correlation | .660**       | .745** | 1      | .885**  |
|         | Sig. (2-tailed)     | .000         | .000   |        | .000    |
|         | N                   | 108          | 108    | 108    | 108     |
| rata x1 | Pearson Correlation | .899**       | .929** | .885** | 1       |
|         | Sig. (2-tailed)     | .000         | .000   | .000   |         |
|         | N                   | 108          | 108    | 108    | 108     |

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

## Validitas Persepsi Kualitas Produk

|         |                     | Correlations |        |        |         |
|---------|---------------------|--------------|--------|--------|---------|
|         |                     | x2_1         | x2_2   | x2_3   | rata x2 |
| x2_1    | Pearson Correlation | 1            | .902** | .952** | .974**  |
|         | Sig. (2-tailed)     |              | .000   | .000   | .000    |
|         | N                   | 108          | 108    | 108    | 108     |
| x2_2    | Pearson Correlation | .902**       | 1      | .948** | .970**  |
|         | Sig. (2-tailed)     | .000         |        | .000   | .000    |
|         | N                   | 108          | 108    | 108    | 108     |
| x2_3    | Pearson Correlation | .952**       | .948** | 1      | .989**  |
|         | Sig. (2-tailed)     | .000         | .000   |        | .000    |
|         | N                   | 108          | 108    | 108    | 108     |
| rata x2 | Pearson Correlation | .974**       | .970** | .989** | 1       |
|         | Sig. (2-tailed)     | .000         | .000   | .000   |         |
|         | N                   | 108          | 108    | 108    | 108     |

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



### Validitas Persepsi Harga

|         |                     | Correlations |        |        |        |         |
|---------|---------------------|--------------|--------|--------|--------|---------|
|         |                     | x3_1         | x3_2   | x3_3   | x3_4   | rata x3 |
| x3_1    | Pearson Correlation | 1            | .884** | .825** | .846** | .927**  |
|         | Sig. (2-tailed)     |              | .000   | .000   | .000   | .000    |
|         | N                   | 108          | 108    | 108    | 108    | 108     |
| x3_2    | Pearson Correlation | .884**       | 1      | .943** | .950** | .983**  |
|         | Sig. (2-tailed)     | .000         |        | .000   | .000   | .000    |
|         | N                   | 108          | 108    | 108    | 108    | 108     |
| x3_3    | Pearson Correlation | .825**       | .943** | 1      | .933** | .962**  |
|         | Sig. (2-tailed)     | .000         | .000   |        | .000   | .000    |
|         | N                   | 108          | 108    | 108    | 108    | 108     |
| x3_4    | Pearson Correlation | .846**       | .950** | .933** | 1      | .971**  |
|         | Sig. (2-tailed)     | .000         | .000   | .000   |        | .000    |
|         | N                   | 108          | 108    | 108    | 108    | 108     |
| rata x3 | Pearson Correlation | .927**       | .983** | .962** | .971** | 1       |
|         | Sig. (2-tailed)     | .000         | .000   | .000   | .000   |         |
|         | N                   | 108          | 108    | 108    | 108    | 108     |

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

### Validitas Promosi

|         |                     | Correlations |        |        |         |
|---------|---------------------|--------------|--------|--------|---------|
|         |                     | x4_1         | x4_2   | x4_3   | rata x4 |
| x4_1    | Pearson Correlation | 1            | .861** | .889** | .956**  |
|         | Sig. (2-tailed)     |              | .000   | .000   | .000    |
|         | N                   | 108          | 108    | 108    | 108     |
| x4_2    | Pearson Correlation | .861**       | 1      | .917** | .960**  |
|         | Sig. (2-tailed)     | .000         |        | .000   | .000    |
|         | N                   | 108          | 108    | 108    | 108     |
| x4_3    | Pearson Correlation | .889**       | .917** | 1      | .971**  |
|         | Sig. (2-tailed)     | .000         | .000   |        | .000    |
|         | N                   | 108          | 108    | 108    | 108     |
| rata x4 | Pearson Correlation | .956**       | .960** | .971** | 1       |
|         | Sig. (2-tailed)     | .000         | .000   | .000   |         |
|         | N                   | 108          | 108    | 108    | 108     |

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

### Validitas Keputusan Pembelian

|        |                     | Correlations |        |        |        |
|--------|---------------------|--------------|--------|--------|--------|
|        |                     | y_1          | y_2    | y_3    | rata y |
| y_1    | Pearson Correlation | 1            | .724** | .701** | .881** |
|        | Sig. (2-tailed)     |              | .000   | .000   | .000   |
|        | N                   | 108          | 108    | 108    | 108    |
| y_2    | Pearson Correlation | .724**       | 1      | .959** | .957** |
|        | Sig. (2-tailed)     | .000         |        | .000   | .000   |
|        | N                   | 108          | 108    | 108    | 108    |
| y_3    | Pearson Correlation | .701**       | .959** | 1      | .948** |
|        | Sig. (2-tailed)     | .000         | .000   |        | .000   |
|        | N                   | 108          | 108    | 108    | 108    |
| rata y | Pearson Correlation | .881**       | .957** | .948** | 1      |
|        | Sig. (2-tailed)     | .000         | .000   | .000   |        |
|        | N                   | 108          | 108    | 108    | 108    |

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

## Lampiran 4. Hasil Uji Reliabilitas

### Reliabilitas Desain Produk

#### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 108 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 108 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .944             | 4          |

### Reliabilitas Persepsi Kualitas Produk

#### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 108 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 108 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .988             | 4          |

### Reliabilitas Persepsi Harga

#### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 108 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 108 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .983             | 5          |

## Reliabilitas Promosi

Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 108 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 108 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .979             | 4          |

## Reliabilitas Keputusan Pembelian

Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 108 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 108 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .958             | 4          |

## Lampiran 5. Hasil Uji Hipotesis Penelitian

### Uji Regresi Linear Berganda

Coefficients<sup>a</sup>

| Model        | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. |
|--------------|-----------------------------|------------|---------------------------|-------|------|
|              | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant) | 1.662                       | .329       |                           | 5.054 | .000 |
| rata x1      | .032                        | .053       | .047                      | .598  | .551 |
| rata x2      | .299                        | .050       | .479                      | 5.998 | .000 |
| rata x3      | .173                        | .053       | .264                      | 3.244 | .002 |
| rata x4      | .073                        | .066       | .094                      | 1.114 | .268 |

a. Dependent Variable: rata y

### Uji Koefisien Determinasi

Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .649 <sup>a</sup> | .421     | .399              | .248                       |

a. Predictors: (Constant), rata x4, rata x1, rata x2, rata x3

### Uji Simultan (F)

ANOVA<sup>a</sup>

| Model |            | Sum of Squares | Df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 4.600          | 4   | 1.150       | 18.731 | .000 <sup>b</sup> |
|       | Residual   | 6.324          | 103 | .061        |        |                   |
|       | Total      | 10.925         | 107 |             |        |                   |

a. Dependent Variable: rata y

b. Predictors: (Constant), rata x4, rata x1, rata x2, rata x3

### Uji Parsial (t)

| Model |            | t     | Sig. |
|-------|------------|-------|------|
| 1     | (Constant) | 5.054 | .000 |
|       | rata x1    | .598  | .551 |
|       | rata x2    | 5.998 | .000 |
|       | rata x3    | 3.244 | .002 |
|       | rata x4    | 1.114 | .268 |