

## **A. Pengantar**

Kepada yth, responden pengguna sepatu merek Adidas made in Indonesia di Yogyakarta

Bersama ini saya :

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Sedang mengadakan penelitian dengan judul “Pengaruh Citra Merek, Positive Word Of Mouth, Persepsi Negara Manufaktur Terhadap Keputusan Pembelian”. Untuk keperluan tersebut, saya mohon bantuan responden untuk memberikan penilaian melalui kuesioner ini dengan sebenar-benarnya berdasarkan atas apa yang responden lakukan berkaitan dengan produk sepatu Adidas made in Indonesia. Semoga partisipasi yang responden berikan dapat bermanfaat. Atas kerjasama dan partisipasi yang diberikan, saya ucapkan terima kasih.

Hormat saya

Ferry Kusuma Apriansyah Putera

## **B. Identitas Responden**

1. Nama Responden :

2. Jenis kelamin :

3. Umur Responden :

4. Lama pemakaian :

(beri tanda X)

a.  1 bulan – 4 bulan

b.  5 bulan – 8 bulan

c.  9 bulan – 12 bulan

d.  < 1 tahun

### Citra merek Global

No	Pertanyaan	STS	TS	N	S	SS
1.	Merek Adidas merupakan merek yang terkenal					
2.	Merek Adidas adalah merek dengan gengsi yang tinggi					
3.	Merek Adidas adalah merek yang mudah diingat					
4.	Merek Adidas adalah merek dengan reputasi yang tinggi					

### Positive Word Of Mouth

No	Pertanyaan	STS	TS	N	S	SS
1.	Saya sering mengatakan hal positif tentang sepatu Adidas <i>made in</i> Indonesia					
2.	Saya sering merekomendasikan sepatu Adidas <i>made in</i> Indonesia kepada orang lain					
3.	Saya sering mengajak orang lain untuk membeli sepatu merek Adidas <i>made in</i> Indonesia					

### Persepsi negara manufaktur

No	Pertanyaan	STS	TS	N	S	SS
1.	Sepatu Adidas <i>made in</i> Indonesia diproduksi di Indonesia sebagai negara dengan tingkat pendidikan dan teknologi yg tinggi					
2.	Sepatu Adidas <i>made in</i> Indonesia diproduksi di Indonesia sebagai negara yg inovatif dalam desain produk					
3.	Sepatu Adidas <i>made in</i> Indonesia diproduksi di Indonesia sebagai negara dengan reputasi baik					

## KEPUTUSAN PEMBELIAN

No	Pertanyaan	STS	TS	N	S	SS
1.	Saya membeli sepatu Adidas made in Indonesia karena unggul dipasaran					
2.	Saya membeli sepatu Adidas made in Indonesia karena produknya berkualitas					
3.	Saya membeli sepatu Adidas made in Indonesia karena harganya terjangkau					

## LAMPIRAN HASIL STATISTIK DESKRIPSI

**Descriptive Statistics**

	N	Range	Minimum	Maximum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
CMG1	100	4.00	1.00	5.00	3.7600	.09003	.90028	.811
CMG2	100	4.00	1.00	5.00	3.7000	.08587	.85870	.737
CMG3	100	4.00	1.00	5.00	3.7700	.09832	.98324	.967
CMG4	100	4.00	1.00	5.00	3.6800	.08863	.88626	.785
Valid N (listwise)	100							

**Descriptive Statistics**

	N	Range	Minimum	Maximum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
PWM1	100	4.00	1.00	5.00	3.4500	.08919	.89188	.795
PWM2	100	4.00	1.00	5.00	3.4500	.07833	.78335	.614
PWM3	100	4.00	1.00	5.00	3.6700	.09434	.94340	.890
Valid N (listwise)	100							

**Descriptive Statistics**

	N	Range	Minimum	Maximum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
COM1	100	4.00	1.00	5.00	3.2900	.08563	.85629	.733
COM2	100	4.00	1.00	5.00	3.2200	.08828	.88283	.779

COM3	100	4.00	1.00	5.00	3.3300	.10056	1.00559	1.011
Valid N (listwise)	100							

### Descriptive Statistics

	N	Range	Minimum	Maximum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
KP1	100	4.00	1.00	5.00	3.4700	.09477	.94767	.898
KP2	100	4.00	1.00	5.00	3.5900	.10259	1.02588	1.052
KP3	100	4.00	1.00	5.00	3.3100	.09067	.90671	.822
KP4	100	4.00	1.00	5.00	3.3600	.08589	.85894	.738
Valid N (listwise)	100							

1. Uji validitas citra merek global (*global brand image*)

Correlations

		GBI1	GBI2	GBI3	GBI4	TOTAL_GBI
GBI1	Pearson Correlation	1	.749**	.774**	.781**	.922**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	30	30	30	30	30
GBI2	Pearson Correlation	.749**	1	.779**	.633**	.883**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
GBI3	Pearson Correlation	.774**	.779**	1	.682**	.918**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
GBI4	Pearson Correlation	.781**	.633**	.682**	1	.851**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
TOTAL_GBI	Pearson Correlation	.922**	.883**	.918**	.851**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

2. Uji validitas *positive word of mouth*

Correlations

		PWM1	PWM2	PWM3	TOTAL_PWM
PWM1	Pearson Correlation	1	.573**	.728**	.884**
	Sig. (2-tailed)		.001	.000	.000
	N	30	30	30	30
PWM2	Pearson Correlation	.573**	1	.638**	.820**
	Sig. (2-tailed)	.001		.000	.000
	N	30	30	30	30
PWM3	Pearson Correlation	.728**	.638**	1	.916**
	Sig. (2-tailed)	.000	.000		.000
	N	30	30	30	30
TOTAL_PWM	Pearson Correlation	.884**	.820**	.916**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

### 3. Uji validitas *country of manufacture*

**Correlations**

		CO1	CO2	CO3	TOTAL_CO
CO1	Pearson Correlation	1	.796**	.640**	.892**
	Sig. (2-tailed)		.000	.000	.000
	N	30	30	30	30
CO2	Pearson Correlation	.796**	1	.668**	.906**
	Sig. (2-tailed)	.000		.000	.000
	N	30	30	30	30
CO3	Pearson Correlation	.640**	.668**	1	.884**
	Sig. (2-tailed)	.000	.000		.000
	N	30	30	30	30
TOTAL_CO	Pearson Correlation	.892**	.906**	.884**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

### 4. Uji validitas keputusan pembelian

**Correlations**

		KP1	KP2	KP3	KP4	TOTAL_KP
KP1	Pearson Correlation	1	.700**	.704**	.692**	.854**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	30	30	30	30	30
KP2	Pearson Correlation	.700**	1	.812**	.569**	.894**
	Sig. (2-tailed)	.000		.000	.001	.000
	N	30	30	30	30	30
KP3	Pearson Correlation	.704**	.812**	1	.793**	.915**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
KP4	Pearson Correlation	.692**	.569**	.793**	1	.831**
	Sig. (2-tailed)	.000	.001	.000		.000
	N	30	30	30	30	30
TOTAL_KP	Pearson Correlation	.854**	.894**	.915**	.831**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

1. Uji reliabilitas citra merek global (*global brand image*)

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GBI1	10.4000	8.800	.855	.866
GBI2	10.5333	9.637	.799	.887
GBI3	10.3667	7.895	.828	.884
GBI4	10.5000	10.397	.760	.903

**Reliability Statistics**

Cronbach's Alpha	N of Items
.912	4

2. Uji reliabilitas positive word of mouth

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PWM1	6.5333	2.602	.729	.763
PWM2	6.7000	3.183	.653	.841
PWM3	6.4333	2.254	.774	.722

**Reliability Statistics**

Cronbach's Alpha	N of Items
.844	3

### 3. Uji reliabilitas country of manufacture

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CO1	6.0333	3.689	.775	.788
CO2	6.3000	3.528	.797	.764
CO3	6.2000	2.993	.690	.886

**Reliability Statistics**

Cronbach's Alpha	N of Items
.864	3

### 4. Uji reliabilitas keputusan pembelian

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KP1	9.4667	8.464	.775	.876
KP2	9.2000	7.476	.764	.889
KP3	9.7000	8.424	.880	.844
KP4	9.4333	8.737	.742	.888

**Reliability Statistics**

Cronbach's Alpha	N of Items
.902	4

## Uji Pengaruh

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.776 <sup>a</sup>	.602	.589	2.47305	1.913

a. Predictors: (Constant), CO, GBI, PWM

b. Dependent Variable: KP

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.236	1.470		.160	.873
	GBI	.287	.112	.216	2.567	.012
	PWM	.466	.157	.252	2.963	.004
	CO	.773	.140	.447	5.519	.000

a. Dependent Variable: KP