

A. Pengantar

Kepada Yth. Responden Konsumen Bakso Idola di Klaten

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Sedang mengadakan penelitian dengan judul “**Analisis Pengaruh Kualitas Produk, Harga Dan Promosi Terhadap Keputusan Pembelian Bakso Idola di Klaten**”. Untuk keperluan tersebut, saya mohon bantuan Responden untuk memberikan penilaian melalui kuisisioner ini dengan sebenar-benarnya berdasarkan atau apa yang Responden lakukan berkaitan dengan Kualitas Produk, Harga Dan Promosi Terhadap Keputusan Pembelian. Semoga partisipasi yang Responden berikan dapat bermanfaat untuk ilmu pengetahuan. Atas kerjasama dan partisipasi yang diberikn, saya ucapkan terima kasih.

Hormat saya

Yollanda Riska A.

20130410319

KUISIONER

Petunjuk penulisan kuisisioner :

1. Tulislah identitas anda pada kolom yang telah disediakan.
2. Isilah dengan jawaban yang paling sesuai dengan keadaan yang anda alami dengan memberi tanda centang atau dari pertanyaan-pertanyaan dibawah ini:

Keterangan :

SS : Sangat Setuju

S : Setuju

KS : Kurang Setuju

TS : Tidak Setuju

STS : Sangat Tidak Setuju

Dalam satu nomor tidak boleh ada jawaban atau tanda centang lebih dari satu.

Identitas Responden :

Nama : (Boleh tidak diisi)

Umur : Tahun

Jenis Kelamin : Pria / Wanita (Coret yang tidak perlu)

Pekerjaan :

Pendapatan : Rp -, / Bulan

| NO | Variabel Kualitas Produk | SS | S | N | TS | STS |
|----|---|----|---|---|----|-----|
| 1 | Menu yang ditawarkan Bakso Idola bervariasi | | | | | |
| 2 | Cita rasa Bakso Idola sesuai selera saya | | | | | |
| 3 | Bakso Idola disajikan dengan Higienis | | | | | |
| 4 | Bakso Idola porsi nya pas | | | | | |

| NO | Variabel Harga | SS | S | N | TS | STS |
|----|--|----|---|---|----|-----|
| 1 | Harga Bakso Idola dapat diterima konsumen | | | | | |
| 2 | Harga Bakso Idola bersaing dengan bakso lainnya | | | | | |
| 3 | Harga Bakso Idola sesuai dengan cita rasa yang disajikan | | | | | |

| No | Variabel Promosi | SS | S | N | TS | STS |
|----|---|----|---|---|----|-----|
| 1 | Saya mengenal Bakso Idola melalui papan nama | | | | | |
| 2 | Saya mengenal Bakso Idola melalui internet (sosial media) | | | | | |
| 3 | Saya mengenal Bakso Idola melalui spanduk | | | | | |

| No | Variabel Keputusan Pembelian | SS | S | N | TS | STS |
|----|---|----|---|---|----|-----|
| 1 | Saya membeli Bakso Idola ketika lapar | | | | | |
| 2 | Saya membeli Bakso Idola atas informasi orang lain | | | | | |
| 3 | Saya membeli bakso Bakso Idola karena saya telah mencoba Bakso-bakso yang lain, dan menurut saya Bakso Idola yang paling enak | | | | | |

A. Lampiran 1

Uji Validitas Kualitas Produk

Correlations

| | | KP1 | KP2 | KP3 | KP4 | KualitasProduk |
|----------------|---------------------|--------|--------|--------|--------|----------------|
| KP1 | Pearson Correlation | 1 | .238* | .440** | .452** | .775** |
| | Sig. (2-tailed) | | .017 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| KP2 | Pearson Correlation | .238* | 1 | .469** | .222* | .617** |
| | Sig. (2-tailed) | .017 | | .000 | .026 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| KP3 | Pearson Correlation | .440** | .469** | 1 | .528** | .805** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| KP4 | Pearson Correlation | .452** | .222* | .528** | 1 | .744** |
| | Sig. (2-tailed) | .000 | .026 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| KualitasProduk | Pearson Correlation | .775** | .617** | .805** | .744** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 |

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

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

B. Lampiran 2

Uji Validitas Harga

Correlations

| | | H1 | H2 | H3 | Harga |
|-------|---------------------|--------|--------|--------|--------|
| H1 | Pearson Correlation | 1 | .584** | .403** | .850** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 |
| H2 | Pearson Correlation | .584** | 1 | .377** | .811** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 |
| H3 | Pearson Correlation | .403** | .377** | 1 | .731** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 |
| Harga | Pearson Correlation | .850** | .811** | .731** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 |

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

C. Lampiran 2

Uji Validitas Promosi

Correlations

| | | P1 | P2 | P3 | Promosi |
|---------|---------------------|--------|--------|--------|---------|
| P1 | Pearson Correlation | 1 | .183 | .483** | .746** |
| | Sig. (2-tailed) | | .069 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 |
| P2 | Pearson Correlation | .183 | 1 | .360** | .678** |
| | Sig. (2-tailed) | .069 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 |
| P3 | Pearson Correlation | .483** | .360** | 1 | .823** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 |
| Promosi | Pearson Correlation | .746** | .678** | .823** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 |

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

D. Lampiran 4

Uji Validitas Keputusan Pembelian

Correlations

| | | K.Pem1 | K.Pem2 | K.Pem3 | K.Pembelian |
|-------------|---------------------|--------|--------|--------|-------------|
| K.Pem1 | Pearson Correlation | 1 | .158 | .186 | .763** |
| | Sig. (2-tailed) | | .116 | .064 | .000 |
| | N | 100 | 100 | 100 | 100 |
| K.Pem2 | Pearson Correlation | .158 | 1 | -.002 | .569** |
| | Sig. (2-tailed) | .116 | | .988 | .000 |
| | N | 100 | 100 | 100 | 100 |
| K.Pem3 | Pearson Correlation | .186 | -.002 | 1 | .580** |
| | Sig. (2-tailed) | .064 | .988 | | .000 |
| | N | 100 | 100 | 100 | 100 |
| K.Pembelian | Pearson Correlation | .763** | .569** | .580** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 |

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

E. Lampiran 5

Uji Reliabilitas

Case Processing Summary

| | | N | % |
|-------|-----------------------|-----|-------|
| Cases | Valid | 100 | 99.0 |
| | Excluded ^a | 1 | 1.0 |
| | Total | 101 | 100.0 |

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

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .791 | .849 | 5 |

Inter-Item Correlation Matrix

| | KP1 | KP2 | KP3 | KP4 | KualitasProduk |
|----------------|-------|-------|-------|-------|----------------|
| KP1 | 1.000 | .238 | .440 | .452 | .775 |
| KP2 | .238 | 1.000 | .469 | .222 | .617 |
| KP3 | .440 | .469 | 1.000 | .528 | .805 |
| KP4 | .452 | .222 | .528 | 1.000 | .744 |
| KualitasProduk | .775 | .617 | .805 | .744 | 1.000 |

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .825 | .870 | 4 |

Inter-Item Correlation Matrix

| | H1 | H2 | H3 | Harga |
|-------|-------|-------|-------|-------|
| H1 | 1.000 | .584 | .403 | .850 |
| H2 | .584 | 1.000 | .377 | .811 |
| H3 | .403 | .377 | 1.000 | .731 |
| Harga | .850 | .811 | .731 | 1.000 |

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .802 | .828 | 4 |

Inter-Item Correlation Matrix

| | P1 | P2 | P3 | Promosi |
|---------|-------|-------|-------|---------|
| P1 | 1.000 | .183 | .483 | .746 |
| P2 | .183 | 1.000 | .360 | .678 |
| P3 | .483 | .360 | 1.000 | .823 |
| Promosi | .746 | .678 | .823 | 1.000 |

Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .731 | .707 | 4 |

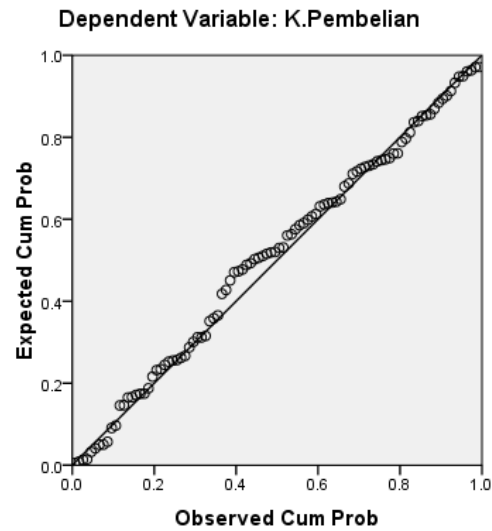
Inter-Item Correlation Matrix

| | K.Pem1 | K.Pem2 | K.Pem3 | K.Pembelian |
|-------------|--------|--------|--------|-------------|
| K.Pem1 | 1.000 | .158 | .186 | .763 |
| K.Pem2 | .158 | 1.000 | -.002 | .569 |
| K.Pem3 | .186 | -.002 | 1.000 | .580 |
| K.Pembelian | .763 | .569 | .580 | 1.000 |

F. Lampiran 6

Uji Normalitas

Normal P-P Plot of Regression Standardized Residual



G. Lampiran 7

Uji Multikolinieritas

Variables Entered/Removed^b

| Model | Variables Entered | Variables Removed | Method |
|-------|---|-------------------|---------|
| 1 | Promosi, KualitasProduk, Harga ^a | | . Enter |

a. All requested variables entered.

b. Dependent Variable: K.Pembelian

Coefficients^a

| Model | | Collinearity Statistics | |
|-------|----------------|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | KualitasProduk | .544 | 1.837 |
| | Harga | .483 | 2.070 |
| | Promosi | .830 | 1.204 |

a. Dependent Variable: K.Pembelian

Coefficient Correlations^a

| Model | | | Promosi | KualitasProduk | Harga |
|-------------|----------------|----------------|---------|----------------|-------|
| 1 | Correlations | Promosi | 1.000 | .038 | -.337 |
| | | KualitasProduk | .038 | 1.000 | -.647 |
| | | Harga | -.337 | -.647 | 1.000 |
| Covariances | Promosi | .007 | .000 | -.004 | |
| | KualitasProduk | .000 | .010 | -.009 | |
| | Harga | -.004 | -.009 | .018 | |

a. Dependent Variable: K.Pembelian

Collinearity Diagnostics^a

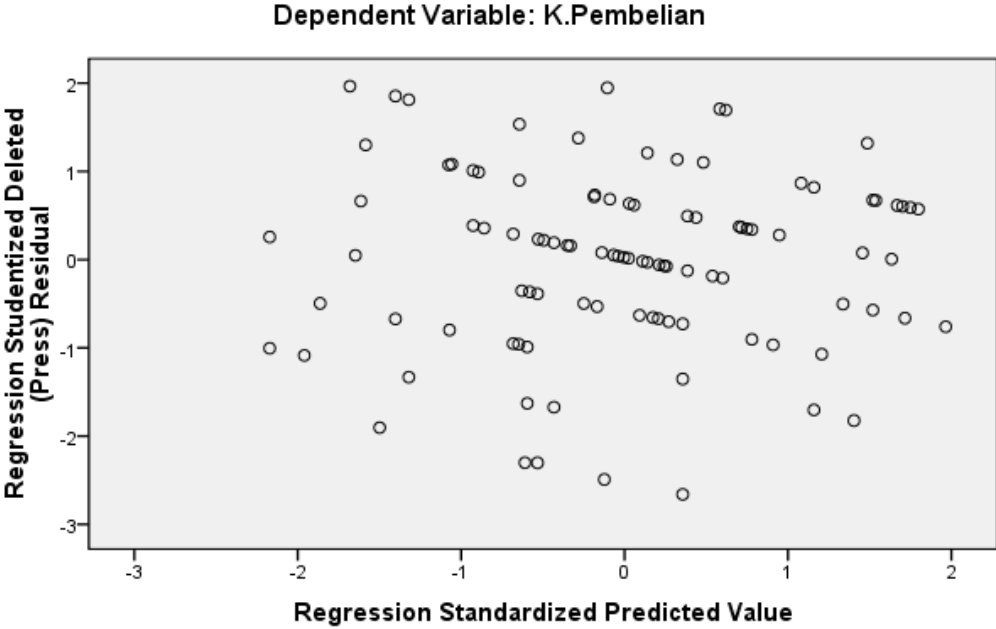
| Model | Dimensi on | Eigenvalue | Condition Index | Variance Proportions | | | |
|-------|------------|------------|-----------------|----------------------|----------------|-------|---------|
| | | | | (Constant) | KualitasProduk | Harga | Promosi |
| 1 | 1 | 3.951 | 1.000 | .00 | .00 | .00 | .00 |
| | 2 | .030 | 11.404 | .03 | .06 | .02 | .92 |
| | 3 | .012 | 17.960 | .94 | .10 | .18 | .01 |
| | 4 | .007 | 24.307 | .03 | .83 | .80 | .07 |

a. Dependent Variable: K.Pembelian

F. Lampiran 8

Uji Heteroskedastisitas

Scatterplot



G. Lampiran 9

Keterangan Kualitas Produk :

1. Indikator 1

$$\begin{aligned}\text{Nilai rata - rata} &= [(18 \times 5)] + [(35 \times 4)] + [(34 \times 3)] + [(13 \times 2)] + [(0 \times 1)] : 100 \\ &= 358 : 100 = 3,58\end{aligned}$$

2. Indikator 2

$$\begin{aligned}\text{Nilai rata - rata} &= [(27 \times 5)] + [(58 \times 4)] + [(14 \times 3)] + [(1 \times 2)] + [(0 \times 1)] : 100 \\ &= 411 : 100 = 4,11\end{aligned}$$

3. Indikator 3

$$\begin{aligned}\text{Nilai rata - rata} &= [(15 \times 5)] + [(46 \times 4)] + [(39 \times 3)] + [(0 \times 2)] + [(0 \times 1)] : 100 \\ &= 376 : 100 = 3,76\end{aligned}$$

4. Indikator 4

$$\begin{aligned}\text{Nilai rata - rata} &= [(11 \times 5)] + [(30 \times 4)] + [(57 \times 3)] + [(2 \times 2)] + [(0 \times 1)] : 100 \\ &= 350 : 100 = 3,5\end{aligned}$$

H. Lampiran 10

Keterangan Harga:

1. Indikator 1

$$\begin{aligned}\text{Nilai rata - rata} &= [(18 \times 5)] + [(40 \times 4)] + [(38 \times 3)] + [(4 \times 2)] + [(0 \times 1)] : 100 \\ &= 372 : 100 = 3,72\end{aligned}$$

2. Indikator 2

$$\begin{aligned}\text{Nilai rata - rata} &= [(10 \times 5)] + [(49 \times 4)] + [(39 \times 3)] + [(2 \times 2)] + [(0 \times 1)] : 100 \\ &= 367 : 100 = 3,67\end{aligned}$$

3. Indikator 3

$$\begin{aligned}\text{Nilai rata - rata} &= [(28 \times 5)] + [(52 \times 4)] + [(20 \times 3)] + [(0 \times 2)] + [(0 \times 1)] : 100 \\ &= 408 : 100 = 4,08\end{aligned}$$

I. Lampiran 11

Keterangan Promosi :

1. Indikator 1

$$\begin{aligned}\text{Nilai rata - rata} &= [(11 \times 5)] + [(43 \times 4)] + [(25 \times 3)] + [(20 \times 2)] + [(0 \times 1)] : 100 \\ &= 342 : 100 = 3,42\end{aligned}$$

2. Indikator 2

$$\begin{aligned}\text{Nilai rata - rata} &= [(7 \times 5)] + [(13 \times 4)] + [(38 \times 3)] + [(40 \times 2)] + [(2 \times 1)] : 100 \\ &= 283 : 100 = 2,83\end{aligned}$$

3. Indikator 3

$$\begin{aligned}\text{Nilai rata - rata} &= [(17 \times 5)] + [(36 \times 4)] + [(32 \times 3)] + [(14 \times 2)] + [(1 \times 1)] : 100 \\ &= 354 : 100 = 3,54\end{aligned}$$

J. Lampiran 12

Keterangan kep pembelian :

1. Indikator 1

$$\begin{aligned}\text{Nilai rata - rata} &= [(23 \times 5)] + [(37 \times 4)] + [(23 \times 3)] + [(16 \times 2)] + [(1 \times 1)] : 100 \\ &= 365 : 100 = 3,65\end{aligned}$$

2. Indikator 2

$$\begin{aligned}\text{Nilai rata - rata} &= [(43 \times 5)] + [(38 \times 4)] + [(16 \times 3)] + [(3 \times 2)] + [(0 \times 1)] : 100 \\ &= 421 : 100 = 4,21\end{aligned}$$

3. Indikator 3

$$\begin{aligned} \text{Nilai rata - rata} &= [(36 \times 5)] + [(40 \times 4)] + [(22 \times 3)] + [(2 \times 2)] + [(0 \times 1)] : 100 \\ &= 410 : 100 = 4,1 \end{aligned}$$

K. Lampiran 13

L. Variables Entered/Removed^b

| Model | Variables Entered | Variables Removed | Method |
|-------|---|-------------------|---------|
| 1 | Promosi, KualitasProduk, Harga ^a | | . Enter |

a. All requested variables entered.

b. Dependent Variable: K.Pembelian

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .365 ^a | .133 | .106 | 1.635 |

a. Predictors: (Constant), Promosi, KualitasProduk, Harga

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|-------|-------------------|
| 1 | Regression | 39.332 | 3 | 13.111 | 4.907 | .003 ^a |
| | Residual | 256.508 | 96 | 2.672 | | |
| | Total | 295.840 | 99 | | | |

a. Predictors: (Constant), Promosi, KualitasProduk, Harga

b. Dependent Variable: K.Pembelian

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | |
|-------|-----------------------------|------------|---------------------------|-------|--------|------|
| | B | Std. Error | Beta | | | |
| 1 | (Constant) | 9.817 | 1.258 | | 7.804 | .000 |
| | KualitasProduk | -.155 | .101 | -.198 | -1.537 | .128 |
| | Harga | .176 | .136 | .177 | 1.296 | .198 |
| | Promosi | .248 | .084 | .309 | 2.962 | .004 |

a. Dependent Variable: K.Pembelian