

LAMPIRAN-LAMPIRAN

Kuesioner Penelitian

Selamat Pagi/Siang/Malam

Perkenalkan Saya Helmi Afif Kamili (2017027003), Mahasiswa Program Studi Manajemen Universitas Pembangunan Jaya sedang melakukan penelitian (Tugas Akhir/Skripsi) dengan judul " ANALISIS STRATEGI PEMASARAN KUALITAS PRODUK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN (STUDI KASUS PADA HANDPHONE SAMSUNG) " oleh karena itu diperlukan dukungan dan partisipasi dari keluarga/sahabat yang memakai handphone Samsung untuk meluangkan waktunya untuk mengisi kuesioner ini dengan sejujurnya.

Semua informasi yang diberikan akan di rahasiakan dan hanya digunakan untuk kepentingan akademis. Terimakasih atas dukungan dan partisipasi teman-teman dalam pengisian kuesioner ini. Untuk itu, saya mengharapkan kesediaan Bapak/Ibu/Sodara untuk menjadi responden dengan mengisi kuesioner ini sesuai dengan kriteria responden dan pengalaman Bapak/Ibu/Saudara, Data yang diperoleh hanya untuk kepentingan penelitian. Dimohon kesediaan Bapak/Ibu/Saudara meluangkan waktunya untuk mengisi dan menjawab semua pernyataan dalam penelitian ini, saya ucapkan terimakasih.

I. Identitas Responden

Jenis Kelamin : Laki-Laki Perempuan

Usia : <20 20-25 25-30 30-35
 35-40 >40

Pekerjaan:

- Pelajar/Mahasiswa
- Karyawan
- Wirausaha Lainnya
-

II. Pernyataan Kuesioner Kualitas Produk

No	Pernyataan	Jawaban				
		STS	TS	CS	S	SS
Form						
1	Saya merasa bentuk handphone Samsung nyaman di gunakan.					
3	Saya merasa kualitas bahan dari handphone Samsung sesuai standar.					
Features						
4	Handphone Samsung memiliki kelebihan tersendiri dari pada Merek lainnya.					
5	Saya merasa bangga ketika menggunakan Handphone Samsung.					
Performance Quality						
6	Saya merasa Handphone Samsung nyaman saat digunakan.					
7	Handphone Samsung memiliki ketahanan baterai yang tahan lama.					
Conformance Quality						
8	Handphone Samsung memenuhi kriteria Smartphone lainnya.					
9	Saya merasa ukuran Handphone Samsung sesuai dengan kebutuhan.					
Durability						
10	Saya merasa Handphone Samsung tidak mudah terjadi kerusakan mekanik saat sering digunakan.					

III. Pernyataan Kuesioner Harga

No	Pernyataan	Jawaban				
		STS	TS	CS	S	SS
Form						
1	Saya merasa harga dari handphone samsung terjangkau.					

IV. Pernyataan Kuesioner Keputusan Pembelian

11	Saya memutuskan membeli Handphone Samsung karena kebutuhan produksi.					
12	Saya memutuskan membeli Handphone Samsung karena rekomendasi komunitas dan platform digital.					
Brand Choice						
13	Saya memutuskan membeli karena merk Samsung.					
14	Saya memutuskan membeli karena kualitas handphone Samsung lebih baik.					
Dealer Choice						
15	Saya memilih Handphone Samsung mudah didapatkan.					
16	Saya memilih Handphone Samsung karena mendapatkan kemudahan dalam layanan pembelian.					
Purchase Amount						
17	Saya membeli Handphone Samsung karena jumlah yang tersedia banyak?					
18	Saya melakukan perencanaan sebelum melakukan pembelian Handphone Samsung					
Purchase Timing						
19	Saya berkunjung ke store Samsung disaat saya membutuhkan Handphone.					
20	Saya membeli Handphone Samsung karena dapat dibeli kapan saja oleh konsumen.					

Payment Method					
21	Saya memutuskan membeli Handphone Samsung karena mudah dalam cicilanya.				

X1	X	X1	X1	X1	X1	X1	X1	X1	X1	X1	Y	Y	Y	Y	Y	Y	Y	Y	Y1	Y1
-1	2	-2	-3	-4	-5	-6	-7	-8	-9	1	2	3	4	5	6	7	8	9	0	1
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Lampiran Variabel Kualitas Produk

	1.	3.	4.	5.	6.	7.	8.	9.	10.	X1
Pearson Correlation	1	.353**	.270**	.229*	.423**	.167	.407**	.170	.146	.567**
1. Sig. (2-tailed)		.000	.006	.021	.000	.096	.000	.090	.145	.000
N	101	101	101	101	101	101	101	101	101	101
Pearson Correlation	.353**	1	.359**	.376**	.328**	.073	.358**	.249*	.240*	.596**
3. Sig. (2-tailed)	.000		.000	.000	.001	.471	.000	.012	.016	.000
N	101	101	101	101	101	101	101	101	101	101
Pearson Correlation	.270**	.359**	1	.369**	.442**	.272**	.397**	.251*	.226*	.639**
4. Sig. (2-tailed)	.006	.000		.000	.000	.006	.000	.011	.023	.000
N	101	101	101	101	101	101	101	101	101	101
Pearson Correlation	.229*	.376**	.369**	1	.418**	.346**	.421**	.417**	.233*	.680**
5. Sig. (2-tailed)	.021	.000	.000		.000	.000	.000	.000	.019	.000
N	101	101	101	101	101	101	101	101	101	101
Pearson Correlation	.423**	.328**	.442**	.418**	1	.262**	.466**	.186	.174	.655**
6. Sig. (2-tailed)	.000	.001	.000	.000		.008	.000	.063	.082	.000
N	101	101	101	101	101	101	101	101	101	101
Pearson Correlation	.167	.073	.272**	.346**	.262**	1	.349**	.468**	.067	.549**
7. Sig. (2-tailed)	.096	.471	.006	.000	.008		.000	.000	.507	.000
N	101	101	101	101	101	101	101	101	101	101
Pearson Correlation	.407**	.358**	.397**	.421**	.466**	.349**	1	.447**	.285**	.745**
8. Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.004	.000
N	101	101	101	101	101	101	101	101	101	101
Pearson Correlation	.170	.249*	.251*	.417**	.186	.468**	.447**	1	.257**	.635**
9. Sig. (2-tailed)	.090	.012	.011	.000	.063	.000	.000		.009	.000
N	101	101	101	101	101	101	101	101	101	101
Pearson Correlation	.146	.240*	.226*	.233*	.174	.067	.285**	.257**	1	.481**
10. Sig. (2-tailed)	.145	.016	.023	.019	.082	.507	.004	.009		.000
N	101	101	101	101	101	101	101	101	101	101
X1 Pearson Correlation	.567**	.596**	.639**	.680**	.655**	.549**	.745**	.635**	.481**	1

Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
N	101	101	101	101	101	101	101	101	101	101	101

** . Correlation is significant at the 0.01 level (2-tailed). * . Correlation is significant at the 0.05 level (2-tailed).

Lampiran Data Variabel Keputusan Pembelian

	11.	12.	13.	14.	15.	16.	17.	18.	19.	20.	21.	Y
Pearson Correlation	1	.587**	.578**	.339**	.393**	.307**	.389**	.156	.260**	.152	.332**	.643**
11. Sig. (2-tailed)		.000	.000	.001	.000	.002	.000	.119	.009	.130	.001	.000
N	101	101	101	101	101	101	101	101	101	101	101	101
Pearson Correlation	.587**	1	.485**	.135	.405**	.340**	.357**	.169	.178	.231*	.274**	.607**
12. Sig. (2-tailed)	.000		.000	.180	.000	.001	.000	.092	.076	.020	.006	.000
N	101	101	101	101	101	101	101	101	101	101	101	101
Pearson Correlation	.578**	.485**	1	.329**	.364**	.330**	.362**	.348**	.330**	.326**	.455**	.703**
13. Sig. (2-tailed)	.000	.000		.001	.000	.001	.000	.000	.001	.001	.000	.000
N	101	101	101	101	101	101	101	101	101	101	101	101
Pearson Correlation	.339**	.135	.329**	1	.615**	.474**	.305**	.268**	.487**	.430**	.420**	.661**
14. Sig. (2-tailed)	.001	.180	.001		.000	.000	.002	.007	.000	.000	.000	.000
N	101	101	101	101	101	101	101	101	101	101	101	101
Pearson Correlation	.393**	.405**	.364**	.615**	1	.553**	.380**	.415**	.512**	.500**	.319**	.765**
15. Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.001	.000
N	101	101	101	101	101	101	101	101	101	101	101	101
Pearson Correlation	.307**	.340**	.330**	.474**	.553**	1	.257**	.330**	.220*	.428**	.282**	.634**
16. Sig. (2-tailed)	.002	.001	.001	.000	.000		.009	.001	.027	.000	.004	.000
N	101	101	101	101	101	101	101	101	101	101	101	101
Pearson Correlation	.389**	.357**	.362**	.305**	.380**	.257**	1	.278**	.159	.215*	.089	.532**
17. Sig. (2-tailed)	.000	.000	.000	.002	.000	.009		.005	.111	.031	.379	.000
N	101	101	101	101	101	101	101	101	101	101	101	101
Pearson Correlation	.156	.169	.348**	.268**	.415**	.330**	.278**	1	.439**	.410**	.384**	.609**
18. Sig. (2-tailed)	.119	.092	.000	.007	.000	.001	.005		.000	.000	.000	.000
N	101	101	101	101	101	101	101	101	101	101	101	101
Pearson Correlation	.260**	.178	.330**	.487**	.512**	.220*	.159	.439**	1	.384**	.401**	.618**
19. Sig. (2-tailed)	.009	.076	.001	.000	.000	.027	.111	.000		.000	.000	.000
N	101	101	101	101	101	101	101	101	101	101	101	101
Pearson Correlation	.152	.231*	.326**	.430**	.500**	.428**	.215*	.410**	.384**	1	.498**	.639**
20. Sig. (2-tailed)	.130	.020	.001	.000	.000	.000	.031	.000	.000	.000	.000	.000

N	101	101	101	101	101	101	101	101	101	101	101	101
Pearson Correlation	.332**	.274**	.455**	.420**	.319**	.282**	.089	.384**	.401**	.498**	1	.636**
21. Sig. (2-tailed)	.001	.006	.000	.000	.001	.004	.379	.000	.000	.000		.000
N	101	101	101	101	101	101	101	101	101	101	101	101
Pearson Correlation	.643**	.607**	.703**	.661**	.765**	.634**	.532**	.609**	.618**	.639**	.636**	1
Y Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
N	101	101	101	101	101	101	101	101	101	101	101	101

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

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

		X1-1	X1-2	X1-3	X1-4	X1-5	X1-6	X1-7
N	Valid	101	101	101	101	101	101	101
	Missing	0	0	0	0	0	0	0
Mean		3.85	3.67	3.62	3.82	3.70	3.63	3.41
Std. Error of Mean		.081	.080	.078	.076	.076	.084	.081
Median		4.00	4.00	4.00	4.00	4.00	4.00	3.00
Mode		4	4	4	4	4	4	3
Std. Deviation		.817	.801	.786	.767	.769	.845	.815
Variance		.668	.642	.617	.588	.591	.714	.664
Skewness		-.503	-.526	-.105	-.362	-.645	-.026	.027
Std. Error of Skewness		.240	.240	.240	.240	.240	.240	.240
Kurtosis		.531	-.053	-.357	-.042	.248	-.608	.099
Std. Error of Kurtosis		.476	.476	.476	.476	.476	.476	.476
Range		4	3	3	3	3	3	4
Minimum		1	2	2	2	2	2	1
Maximum		5	5	5	5	5	5	5
Sum		389	371	366	386	374	367	344

Frequency Table

X1-1				
	Frequency	Percent	Valid Percent	Cumulative Percent

	1	1	1.0	1.0	1.0
	2	3	3.0	3.0	4.0
Valid	3	27	26.7	26.7	30.7
	4	49	48.5	48.5	79.2
	5	21	20.8	20.8	100.0
	Total	101	100.0	100.0	

X1-2

	Frequency	Percent	Valid Percent	Cumulative Percent
	2	10	9.9	9.9
	3	24	23.8	33.7
Valid	4	56	55.4	89.1
	5	11	10.9	100.0
	Total	101	100.0	

X1-3

	Frequency	Percent	Valid Percent	Cumulative Percent
	2	7	6.9	6.9
	3	36	35.6	42.6
Valid	4	46	45.5	88.1
	5	12	11.9	100.0
	Total	101	100.0	

X1-4

	Frequency	Percent	Valid Percent	Cumulative Percent
	2	5	5.0	5.0
	3	25	24.8	29.7
Valid	4	54	53.5	83.2
	5	17	16.8	100.0

Total	101	100.0	100.0
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X1-5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	9	8.9	8.9	8.9
3	22	21.8	21.8	30.7
Valid 4	60	59.4	59.4	90.1
5	10	9.9	9.9	100.0
Total	101	100.0	100.0	

X1-6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	7.9	7.9	7.9
3	37	36.6	36.6	44.6
Valid 4	40	39.6	39.6	84.2
5	16	15.8	15.8	100.0
Total	101	100.0	100.0	

X1-7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	9	8.9	8.9	9.9
Valid 3	48	47.5	47.5	57.4
4	34	33.7	33.7	91.1
5	9	8.9	8.9	100.0
Total	101	100.0	100.0	

X1-8

	Frequency	Percent	Valid Percent	Cumulative Percent
2	17	16.8	16.8	16.8
3	42	41.6	41.6	58.4
Valid 4	31	30.7	30.7	89.1
5	11	10.9	10.9	100.0
Total	101	100.0	100.0	

X1-9

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	15	14.9	14.9	15.8
Valid 3	40	39.6	39.6	55.4
4	38	37.6	37.6	93.1
5	7	6.9	6.9	100.0
Total	101	100.0	100.0	

Statistics

X2

N	Valid	101
	Missing	0
Mean		3.51
Std. Error of Mean		.084
Median		3.00
Mode		3
Std. Deviation		.844
Variance		.712
Skewness		.003
Std. Error of Skewness		.240
Kurtosis		-.053
Std. Error of Kurtosis		.476
Range		4
Minimum		1

Maximum	5
Sum	355

X2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	7	6.9	6.9	7.9
Valid 3	45	44.6	44.6	52.5
4	35	34.7	34.7	87.1
5	13	12.9	12.9	100.0
Total	101	100.0	100.0	

	Y-1	Y-2	Y-3	Y-4	Y-5	Y-6	Y-7
N Valid	101	101	101	101	101	101	101
Missing	0	0	0	0	0	0	0
Mean	3.26	3.21	3.66	4.00	3.79	3.97	3.86
Std. Error of Mean	.086	.099	.085	.074	.080	.081	.078
Median	3.00	3.00	4.00	4.00	4.00	4.00	4.00
Mode	3	3	4	4	4	4	4
Std. Deviation	.868	.993	.852	.748	.804	.818	.788
Variance	.753	.986	.726	.560	.646	.669	.621
Skewness	.033	.131	-.279	-.146	.044	-.728	.002
Std. Error of Skewness	.240	.240	.240	.240	.240	.240	.240
Kurtosis	-.819	-.661	.027	-.790	-.807	.940	-.863
Std. Error of Kurtosis	.476	.476	.476	.476	.476	.476	.476
Range	3	4	4	3	3	4	3
Minimum	2	1	1	2	2	1	2
Maximum	5	5	5	5	5	5	5
Sum	329	324	370	404	383	401	390

Frequency Table

Y-1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	22	21.8	21.8	21.8
3	37	36.6	36.6	58.4
Valid 4	36	35.6	35.6	94.1
5	6	5.9	5.9	100.0
Total	101	100.0	100.0	

Y-2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	24	23.8	23.8	25.7
Valid 3	37	36.6	36.6	62.4
4	27	26.7	26.7	89.1
5	11	10.9	10.9	100.0
Total	101	100.0	100.0	

Y-3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	6	5.9	5.9	6.9
Valid 3	35	34.7	34.7	41.6
4	43	42.6	42.6	84.2
5	16	15.8	15.8	100.0
Total	101	100.0	100.0	

Y-4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	25	24.8	24.8	25.7
Valid 4	48	47.5	47.5	73.3
5	27	26.7	26.7	100.0
Total	101	100.0	100.0	

Y-5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	36	35.6	35.6	38.6
Valid 4	41	40.6	40.6	79.2
5	21	20.8	20.8	100.0
Total	101	100.0	100.0	

Y-6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	3	3.0	3.0	4.0
Valid 3	20	19.8	19.8	23.8
4	51	50.5	50.5	74.3
5	26	25.7	25.7	100.0
Total	101	100.0	100.0	

Y-7

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	33	32.7	32.7	34.7
Valid 4	43	42.6	42.6	77.2
5	23	22.8	22.8	100.0
Total	101	100.0	100.0	

Y-8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	16	15.8	15.8	16.8
Valid 3	21	20.8	20.8	37.6
4	44	43.6	43.6	81.2
5	19	18.8	18.8	100.0
Total	101	100.0	100.0	

Y-9

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	7.9	7.9	7.9
3	27	26.7	26.7	34.7
Valid 4	47	46.5	46.5	81.2
5	19	18.8	18.8	100.0
Total	101	100.0	100.0	

Y-10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	4.0	4.0	4.0
3	36	35.6	35.6	39.6

4	45	44.6	44.6	84.2
5	16	15.8	15.8	100.0
Total	101	100.0	100.0	

Y-11

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	10	9.9	9.9	10.9
3	40	39.6	39.6	50.5
4	36	35.6	35.6	86.1
5	14	13.9	13.9	100.0
Total	101	100.0	100.0	

Reliability Statistics (X)

Cronbach's Alpha	N of Items
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Reliability Statistics (Y)

Cronbach's Alpha	N of Items
.794	9

```

REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y
  /METHOD=ENTER X2 X1
  /SCATTERPLOT=(*SRESID ,*ZPRED)
  /RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID)
  /SAVE RESID.

```


Regression

[DataSet1]

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X1, X2 ^b	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.716 ^a	.513	.503	4.23217	2.158

a. Predictors: (Constant), X1, X2

b. Dependent Variable: Y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1846.640	2	923.320	51.550	.000 ^b
	Residual	1755.300	98	17.911		
	Total	3601.941	100			

a. Dependent Variable: Y

b. Predictors: (Constant), X1, X2

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlation	
	B	Std. Error	Beta			Zero-order	Partial
1 (Constant)	9.474	3.074		3.082	.003		
X2	.300	.590	.042	.508	.612	.407	
X1	.921	.110	.693	8.358	.000	.715	

a. Dependent Variable: Y

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	X2	X1
1	1	2.962	1.000	.00	.00	.00
1	2	.029	10.063	.19	.85	.03
	3	.008	18.671	.80	.14	.97

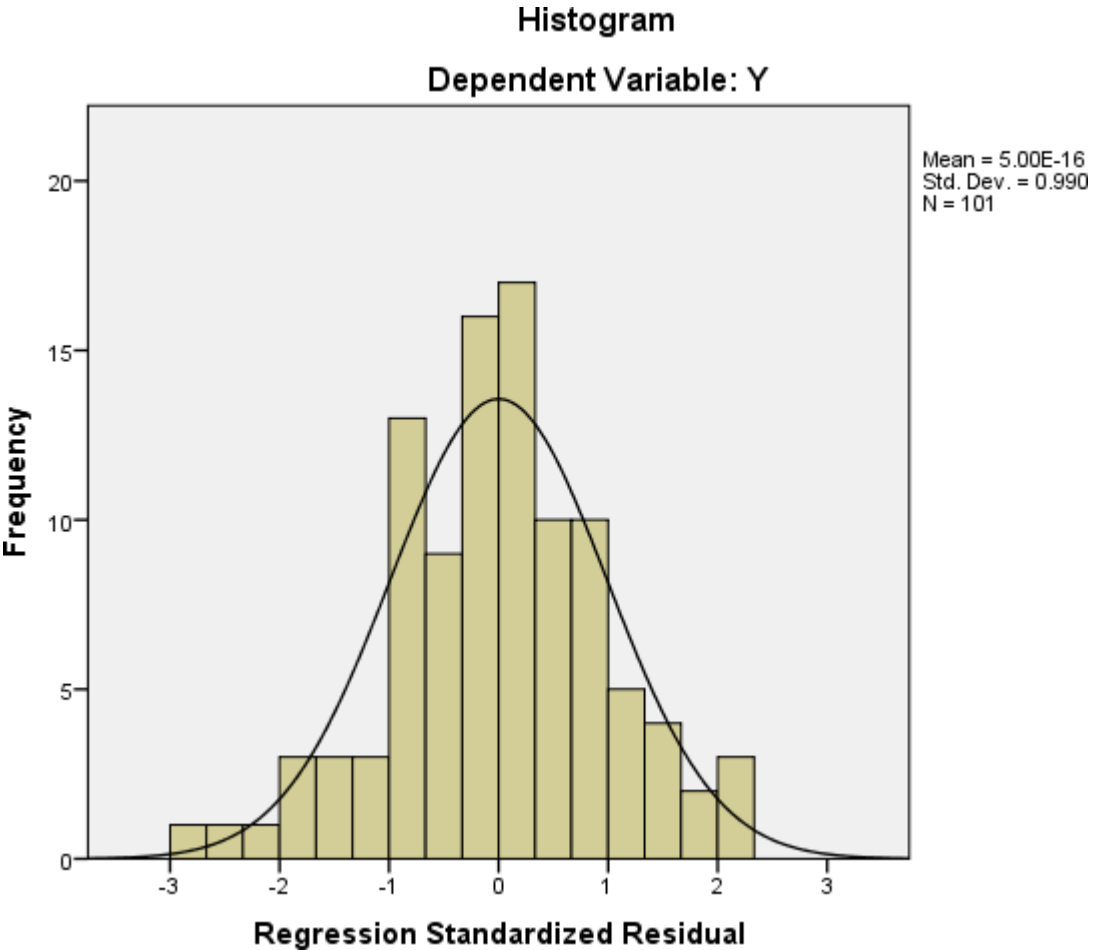
a. Dependent Variable: Y

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	27.8743	52.4227	40.3861	4.29726	101
Std. Predicted Value	-2.912	2.801	.000	1.000	101
Standard Error of Predicted Value	.487	1.454	.698	.212	101
Adjusted Predicted Value	27.1514	52.1716	40.3501	4.32401	101
Residual	-11.32210	9.70947	.00000	4.18963	101
Std. Residual	-2.675	2.294	.000	.990	101
Stud. Residual	-2.717	2.348	.004	1.007	101
Deleted Residual	-11.67653	10.17155	.03606	4.34018	101
Stud. Deleted Residual	-2.811	2.405	.004	1.020	101
Mahal. Distance	.334	10.814	1.980	2.013	101
Cook's Distance	.000	.172	.012	.026	101
Centered Leverage Value	.003	.108	.020	.020	101

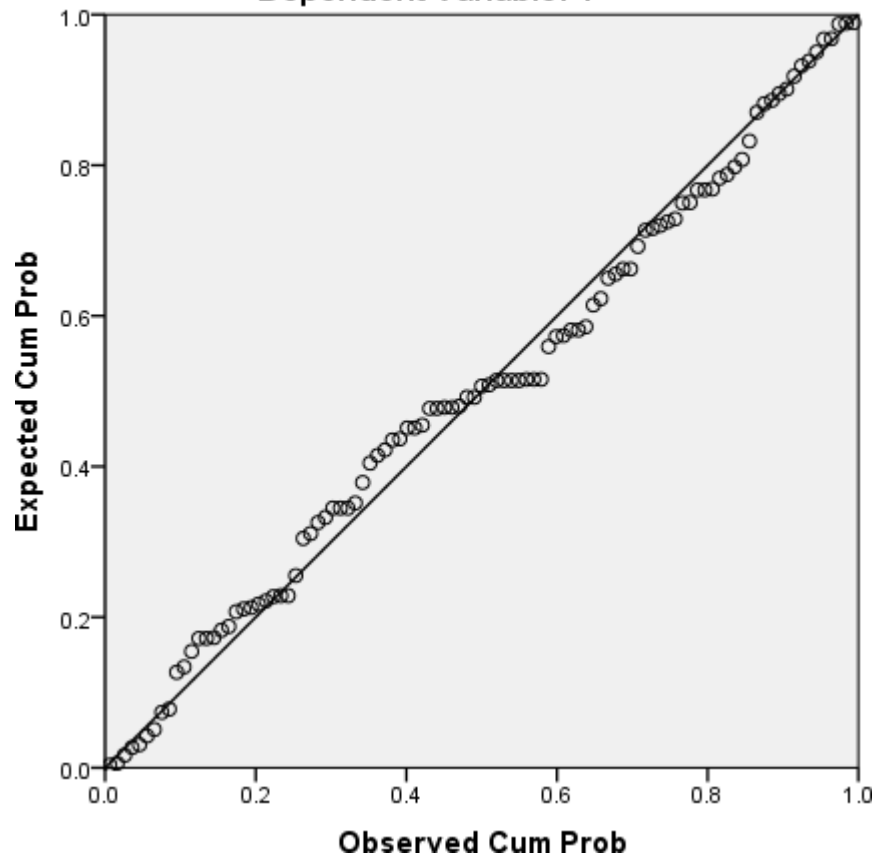
a. Dependent Variable: Y

Charts



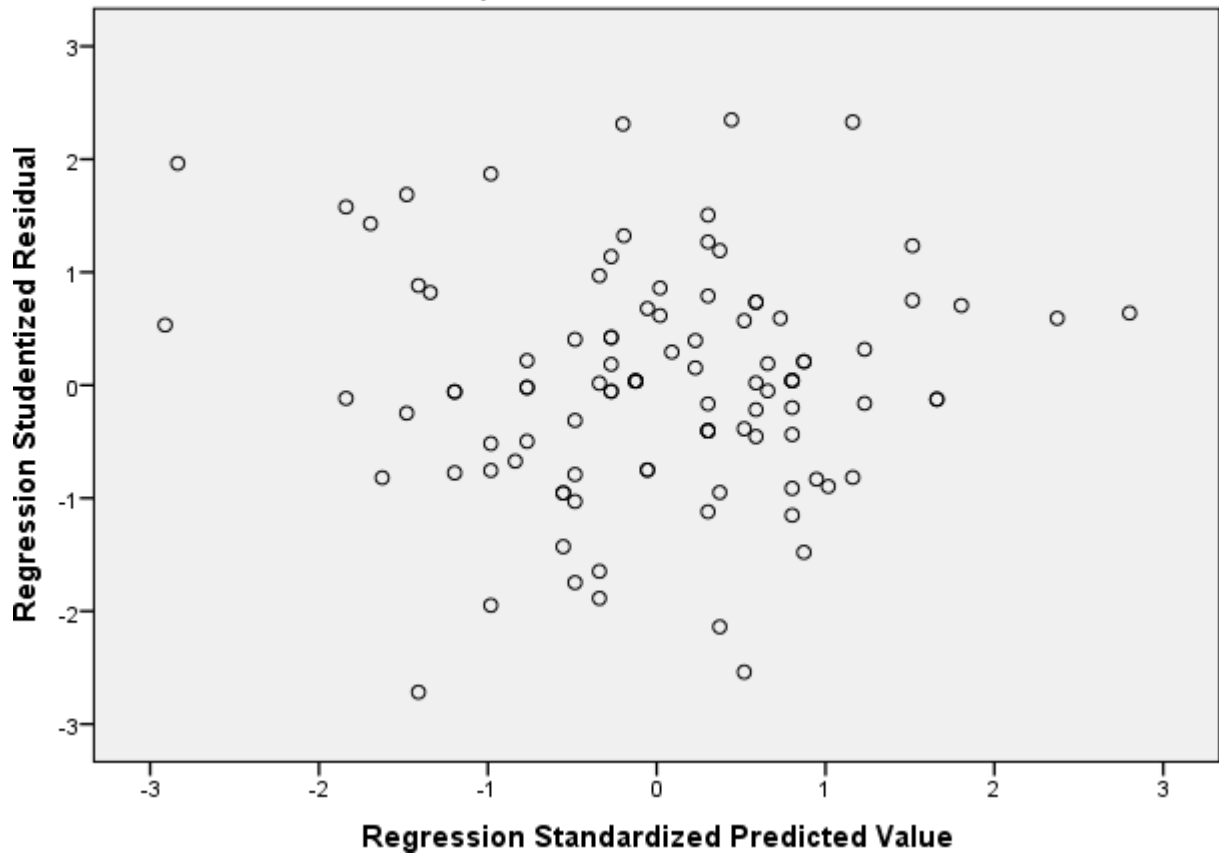
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Y



Scatterplot

Dependent Variable: Y



Hasil Plagiarisme

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Kesamaan

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- Kutipan salah
- Mirip

NILAI KAMI

☆☆☆☆

Buka penuh laporan dan periksa plagiarisme sumber.

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Program Studi : Manajemen

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NIM : 2017027003

