

LEMBAR KUESIONER

**PENGARUH INOVASI PRODUK, HARGA DAN LOKASI TERHADAP
KEPUTUSAN PEMBELIAN ULANG**

(Studi pada Pentol Gila di Menganti)

I. IDENTITAS RESPONDEN

Nama :

Usia :tahun

Jenis Kelamin : Laki-Laki Perempuan

Pekerjaan :

Melakukan Pembelian : >1 kali

II. PETUNJUK PENGISIAN DAFTAR PERTANYAAN

1. Pilihlah jawaban pertanyaan dibawah ini yang sesuai dengan kondisi sebenarnya.
2. Saudara dapat memberikan tanda (✓) pada kolom yang telah disediakan sebagai jawaban yang menurut anda paling sesuai.
3. Setiap pertanyaan mempunyai lima jawaban, angka yang anda pilih menunjukkan perasaan anda terhadap inovasi produk, harga dan lokasi
4. Berikut nilai dari keterangan jawaban yang anda pilih :
 - a. STS : Sangat Tidak Setuju = 1
 - b. TS : Tidak Setuju = 2
 - c. N : Netral = 3
 - d. S : Setuju = 4
 - e. SS : Sangat Setuju = 5

Pertanyaan dalam kuisisioner ini semata-mata hanya untuk data penelitian dalam rangka menyelesaikan tugas akhir (skripsi) pada program Sarjana (S1), dan jawaban yang anda berikan sangat bermanfaat untuk menyusun tugas akhir ini. Atas bantuannya saya ucapkan terima kasih.

Jawablah pernyataan dibawah ini sesuai dengan petunjuk diatas.

A. INOVASI PRODUK

No	Pernyataan	Alternatif jawaban				
		STS	TS	N	S	SS
1	Pentol gila merupakan pelopor dari pentol modern (pentol dengan berbagai isian rasa)					
2	Variasi produk pada pentol gila merupakan penemuan pertama oleh pentol gila					
3	Pengembangan variasi rasa pada produk pentol gila beda dari pentol yang lain					
4	Produk pentol gila adalah duplikasi dari pentol yang lain/pentol yang sudah ada					
5	Pentol gila mempunyai produk yang sangat bervariasi					

B. HARGA

No	Pernyataan	Alternatif jawaban				
		STS	TS	N	S	SS
1	Harga pentol gila sebanding dengan kualitas produknya					
2	Satu porsi pentol gila di jual dengan harga yang terjangkau					
3	Harga pentol gila sesuai dengan rasa yang diberikan					
4	Harga pentol gila mampu bersaing dengan produk pentol yang lainnya					
5	Harga pentol gila hampir sama dengan harga pentol yang lainnya					

C. LOKASI

No	Pernyataan	Alternatif jawaban				
		STS	TS	N	S	SS
1	Lokasi pentol gila sangat strategis dan mudah untuk dijangkau					
2	Lokasi pentol gila mudah ditemukan					
3	Tempat atau lokasi di lingkungan pentol gila terjaga keamanannya					
4	Arus lalu lintas pada lokasi pentol gila sangat lancar.					
5	Lingkungan di sekitar outlet sangat menerima adanya outlet pentol gila di Menganti					

D. PEMBELIAN ULANG

No	Pernyataan	Alternatif jawaban				
		STS	TS	N	S	SS
1	Saya akan menjadi konsumen yang setia dengan membeli produk pentol gila karena kualitas rasanya.					
2	Saya merasa puas dan tidak akan beralih ke produk pentol yang lain					
3	Saya berusaha mencari informasi lebih lanjut mengenai produk pentol gila					
4	Saya tetap mencari informasi mengenai produk pentol gila walaupun telah mengenal produk pentol gila					
5	Saya berminat untuk membeli produk pentol gila					
6	Saya ingin membeli produk pentol gila secara rutin					

LAMPIRAN II

Tabulasi Data Penelitian

Inovasi Produk						Harga						Lokasi						Pembelian Ulang						
1	2	3	4	5	JM L	1	2	3	4	5	JM L	1	2	3	4	5	JM L	1	2	3	4	5	6	JM L
5	4	4	3	3	19	4	5	5	5	5	24	5	4	4	5	4	22	4	4	4	4	4	4	24
5	4	4	3	3	19	4	5	3	3	3	18	5	4	4	4	5	22	4	3	3	5	4	5	24
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5	5	5	4	4	23	5	4	5	5	5	24	5	4	5	5	5	24	5	4	5	5	5	5	29
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Data Karakteristik Responden

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>17 tahun	8	8.0	8.0	8.0
	17-25 tahun	85	85.0	85.0	93.0
	>25 tahun	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	42	42.0	42.0	42.0
	Perempuan	58	58.0	58.0	100.0
	Total	100	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/Mahasiswa	57	57.0	57.0	57.0
	Swasta	39	39.0	39.0	96.0
	Wiraswasta	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

LAMPIRAN III

UJI VALIDITAS

a. Variabel Inovasi Produk

Correlations

	X1.1	X1.2	X1.3	X1.4	X1.5	Total
X1.1 Pearson Correlation	1	.511**	.454**	.281**	.210*	.642**
Sig. (2-tailed)		.000	.000	.005	.036	.000
N	100	100	100	100	100	100
X1.2 Pearson Correlation	.511**	1	.564**	.262**	.347**	.721**
Sig. (2-tailed)	.000		.000	.008	.000	.000
N	100	100	100	100	100	100
X1.3 Pearson Correlation	.454**	.564**	1	.285**	.287**	.720**
Sig. (2-tailed)	.000	.000		.004	.004	.000
N	100	100	100	100	100	100
X1.4 Pearson Correlation	.281**	.262**	.285**	1	.667**	.733**
Sig. (2-tailed)	.005	.008	.004		.000	.000
N	100	100	100	100	100	100
X1.5 Pearson Correlation	.210*	.347**	.287**	.667**	1	.742**
Sig. (2-tailed)	.036	.000	.004	.000		.000
N	100	100	100	100	100	100
Total Pearson Correlation	.642**	.721**	.720**	.733**	.742**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	100	100	100	100	100	100

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

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

b. Variabel Harga

Correlations

	X2.1	X2.2	X2.3	X2.4	X2.5	Total
X2.1 Pearson Correlation	1	.275**	.045	.228*	.331**	.521**
Sig. (2-tailed)		.006	.657	.023	.001	.000
N	100	100	100	100	100	100
X2.2 Pearson Correlation	.275**	1	.410**	.143	.068	.538**
Sig. (2-tailed)	.006		.000	.155	.502	.000
N	100	100	100	100	100	100
X2.3 Pearson Correlation	.045	.410**	1	.292**	.168	.594**
Sig. (2-tailed)	.657	.000		.003	.094	.000
N	100	100	100	100	100	100
X2.4 Pearson Correlation	.228*	.143	.292**	1	.660**	.779**
Sig. (2-tailed)	.023	.155	.003		.000	.000
N	100	100	100	100	100	100
X2.5 Pearson Correlation	.331**	.068	.168	.660**	1	.747**
Sig. (2-tailed)	.001	.502	.094	.000		.000
N	100	100	100	100	100	100
Total Pearson Correlation	.521**	.538**	.594**	.779**	.747**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	100	100	100	100	100	100
** . Correlation is significant at the 0.01 level (2-tailed).						
* . Correlation is significant at the 0.05 level (2-tailed).						

c. Variabel Lokasi

Correlations

	X3.1	X3.2	X3.3	X3.4	X3.5	Total
X3.1 Pearson Correlation	1	.475**	.446**	.205*	.286**	.601**
Sig. (2-tailed)		.000	.000	.041	.004	.000
N	100	100	100	100	100	100
X3.2 Pearson Correlation	.475**	1	.556**	.322**	.298**	.671**
Sig. (2-tailed)	.000		.000	.001	.003	.000
N	100	100	100	100	100	100
X3.3 Pearson Correlation	.446**	.556**	1	.525**	.529**	.816**
Sig. (2-tailed)	.000	.000		.000	.000	.000
N	100	100	100	100	100	100
X3.4 Pearson Correlation	.205*	.322**	.525**	1	.696**	.789**
Sig. (2-tailed)	.041	.001	.000		.000	.000
N	100	100	100	100	100	100
X3.5 Pearson Correlation	.286**	.298**	.529**	.696**	1	.804**
Sig. (2-tailed)	.004	.003	.000	.000		.000
N	100	100	100	100	100	100
Total Pearson Correlation	.601**	.671**	.816**	.789**	.804**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	100	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed). *. Correlation is significant at the 0.05 level (2-tailed).						

d. Variabel Pembelian Ulang

Correlations

	Y1	Y2	Y3	Y4	Y5	Y6	Total
Y1 Pearson Correlation	1	.332**	.493**	.184	.119	.206*	.545**
Sig. (2-tailed)		.001	.000	.067	.237	.040	.000
N	100	100	100	100	100	100	100
Y2 Pearson Correlation	.332**	1	.523**	.215*	.216*	.179	.624**
Sig. (2-tailed)	.001		.000	.032	.031	.075	.000
N	100	100	100	100	100	100	100
Y3 Pearson Correlation	.493**	.523**	1	.189	.075	.164	.619**
Sig. (2-tailed)	.000	.000		.059	.460	.104	.000
N	100	100	100	100	100	100	100
Y4 Pearson Correlation	.184	.215*	.189	1	.678**	.962**	.800**
Sig. (2-tailed)	.067	.032	.059		.000	.000	.000
N	100	100	100	100	100	100	100
Y5 Pearson Correlation	.119	.216*	.075	.678**	1	.670**	.673**
Sig. (2-tailed)	.237	.031	.460	.000		.000	.000
N	100	100	100	100	100	100	100
Y6 Pearson Correlation	.206*	.179	.164	.962**	.670**	1	.785**
Sig. (2-tailed)	.040	.075	.104	.000	.000		.000
N	100	100	100	100	100	100	100
Total Pearson Correlation	.545**	.624**	.619**	.800**	.673**	.785**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
N	100	100	100	100	100	100	100
** . Correlation is significant at the 0.01 level (2-tailed). * . Correlation is significant at the 0.05 level (2-tailed).							

UJI REALIBILITAS

a. Realibilitas Inovasi Produk

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.753	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	15.72	4.587	.476	.727
X1.2	15.77	4.260	.566	.697
X1.3	16.10	3.970	.518	.710
X1.4	16.95	3.886	.530	.706
X1.5	16.94	3.794	.534	.706

b. Realibilitas Harga

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.647	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	17.20	4.667	.323	.629
X2.2	17.38	4.480	.299	.637
X2.3	17.43	4.187	.337	.623
X2.4	17.56	3.279	.559	.505
X2.5	17.63	3.367	.498	.542

c. Realibilitas Lokasi

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.791	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	17.07	6.732	.427	.792
X3.2	17.23	6.442	.515	.769
X3.3	17.20	5.576	.695	.712
X3.4	17.48	5.202	.612	.739
X3.5	17.50	5.081	.633	.732

d. Realibilitas Pembelian Ulang

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.760	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	20.93	6.672	.387	.752
Y2	21.50	5.970	.418	.749
Y3	21.74	5.912	.398	.757
Y4	21.20	5.293	.671	.676
Y5	21.15	6.008	.515	.722
Y6	21.18	5.381	.652	.683

LAMPIRAN V

UJI ASUMSI KLASIK

a. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.90852063
Most Extreme Differences	Absolute	.076
	Positive	.064
	Negative	-.076
Test Statistic		.076
Asymp. Sig. (2-tailed)		.171 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

b. Uji Multikolinieritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
	1	4.096	2.046				2.002	.048		
(Constant)	.554	.091		6.089	.000					
IP	.298	.101	.479	2.940	.004	.662	.528	.418	.760	1.316
HG	.170	.085	.251	2.004	.048	.548	.287	.202	.645	1.551
LK			.175			.537	.200	.137	.614	1.629

- a. Dependent Variable: PU

c. Uji Autokorelasi

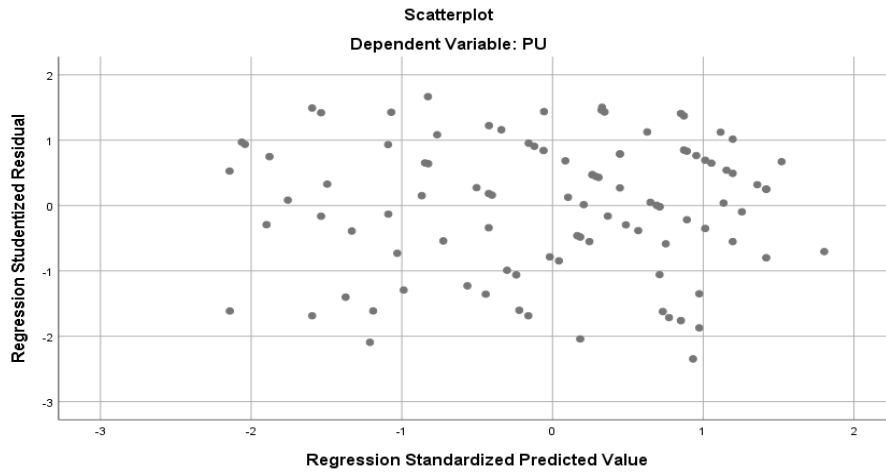
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.741 ^a	.549	.534	1.93811	2.311

a. Predictors: (Constant), LK, IP, HG

b. Dependent Variable: PU

d. Uji Heteroskedastisitas



LAMPIRAN VI

a. Uji Regresi Linier Berganda dan Hasil Uji T

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	LK, IP, HG ^b	.	Enter

a. Dependent Variable: PU

b. All requested variables entered.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Partial	Tolerance	VIF
1	4.096	2.046		2.00	.048					
(Constant)	.554	.091		2	.000			.418		1.316
IP	.298	.101		6.08	.004			.208	.760	1.556
HG	.170	.085	.479	9	.048	.662	.528	.202	.645	1.551
LK			.251	2.94		.548	.287	.132	.614	1.629
			.175	0		.537	.200	.137		
				2.00						
				4						

a. Dependent Variable: PU

b. Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	438.237	3	146.079	38.889	.000 ^b
	Residual	360.603	96	3.756		
	Total	798.840	99			

a. Dependent Variable: PU

b. Predictors: (Constant), LK, IP, HG

c. Koefisien Determinasi (R^2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.741 ^a	.549	.534	1.93811

a. Predictors: (Constant), LK, IP, HG

b. Dependent Variable: PU

LAMPIRAN VII

**Tabel r untuk df = 1-50
untuk df = 51-100**

Tabel r

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1
2	0.9	0.95	0.98	0.99	0.999
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.847
10	0.4973	0.576	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.801
12	0.4575	0.5324	0.612	0.6614	0.78
13	0.4409	0.514	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
51	0.2284	0.2706	0.3188	0.3509	0.4393
52	0.2262	0.2681	0.3158	0.3477	0.4354
53	0.2241	0.2656	0.3129	0.3445	0.4317
54	0.2221	0.2632	0.3102	0.3415	0.428
55	0.2201	0.2609	0.3074	0.3385	0.4244
56	0.2181	0.2586	0.3048	0.3357	0.421
57	0.2162	0.2564	0.3022	0.3328	0.4176
58	0.2144	0.2542	0.2997	0.3301	0.4143
59	0.2126	0.2521	0.2972	0.3274	0.411
60	0.2108	0.25	0.2948	0.3248	0.4079
61	0.2091	0.248	0.2925	0.3223	0.4048
62	0.2075	0.2461	0.2902	0.3198	0.4018
63	0.2058	0.2441	0.288	0.3173	0.3988
64	0.2042	0.2423	0.2858	0.315	0.3959
65	0.2027	0.2404	0.2837	0.3126	0.3931
66	0.2012	0.2387	0.2816	0.3104	0.3903
67	0.1997	0.2369	0.2796	0.3081	0.3876
68	0.1982	0.2352	0.2776	0.306	0.385
69	0.1968	0.2335	0.2756	0.3038	0.3823
70	0.1954	0.2319	0.2737	0.3017	0.3798

21	0.351 5	0.41 32	0.481 5	0.525 6	0.640 2		71	0.194	0.23 03	0.27 18	0.29 97	0.377 3
22	0.343 8	0.40 44	0.471 6	0.515 1	0.628 7		72	0.192 7	0.22 87	0.27	0.29 77	0.374 8
23	0.336 5	0.39 61	0.462 2	0.505 2	0.617 8		73	0.191 4	0.22 72	0.26 82	0.29 57	0.372 4
24	0.329 7	0.38 82	0.453 4	0.495 8	0.607 4		74	0.190 1	0.22 57	0.26 64	0.29 38	0.370 1
25	0.323 3	0.38 09	0.445 1	0.486 9	0.597 4		75	0.188 8	0.22 42	0.26 47	0.29 19	0.367 8
26	0.317 2	0.37 39	0.437 2	0.478 5	0.588		76	0.187 6	0.22 27	0.26 3	0.29	0.365 5
27	0.311 5	0.36 73	0.429 7	0.470 5	0.579		77	0.186 4	0.22 13	0.26 13	0.28 82	0.363 3
28	0.306 1	0.36 1	0.422 6	0.462 9	0.570 3		78	0.185 2	0.21 99	0.25 97	0.28 64	0.361 1
29	0.300 9	0.35 5	0.415 8	0.455 6	0.562		79	0.184 1	0.21 85	0.25 81	0.28 47	0.358 9
30	0.296	0.34 94	0.409 3	0.448 7	0.554 1		80	0.182 9	0.21 72	0.25 65	0.28 3	0.356 8
31	0.291 3	0.34 4	0.403 2	0.442 1	0.546 5		81	0.181 8	0.21 59	0.25 5	0.28 13	0.354 7
32	0.286 9	0.33 88	0.397 2	0.435 7	0.539 2		82	0.180 7	0.21 46	0.25 35	0.27 96	0.352 7
33	0.282 6	0.33 38	0.391 6	0.429 6	0.532 2		83	0.179 6	0.21 33	0.25 2	0.27 8	0.350 7
34	0.278 5	0.32 91	0.386 2	0.423 8	0.525 4		84	0.178 6	0.21 2	0.25 05	0.27 64	0.348 7
35	0.274 6	0.32 46	0.381	0.418 2	0.518 9		85	0.177 5	0.21 08	0.24 91	0.27 48	0.346 8
36	0.270 9	0.32 02	0.376	0.412 8	0.512 6		86	0.176 5	0.20 96	0.24 77	0.27 32	0.344 9
37	0.267 3	0.31 6	0.371 2	0.407 6	0.506 6		87	0.175 5	0.20 84	0.24 63	0.27 17	0.343
38	0.263 8	0.31 2	0.366 5	0.402 6	0.500 7		88	0.174 5	0.20 72	0.24 49	0.27 02	0.341 2
39	0.260 5	0.30 81	0.362 1	0.397 8	0.495		89	0.173 5	0.20 61	0.24 35	0.26 87	0.339 3
40	0.257 3	0.30 44	0.357 8	0.393 2	0.489 6		90	0.172 6	0.20 5	0.24 22	0.26 73	0.337 5
41	0.254 2	0.30 08	0.353 6	0.388 7	0.484 3		91	0.171 6	0.20 39	0.24 09	0.26 59	0.335 8
42	0.251 2	0.29 73	0.349 6	0.384 3	0.479 1		92	0.170 7	0.20 28	0.23 96	0.26 45	0.334 1
43	0.248 3	0.29 4	0.345 7	0.380 1	0.474 2		93	0.169 8	0.20 17	0.23 84	0.26 31	0.332 3
44	0.245 5	0.29 07	0.342	0.376 1	0.469 4		94	0.168 9	0.20 06	0.23 71	0.26 17	0.330 7
45	0.242 9	0.28 76	0.338 4	0.372 1	0.464 7		95	0.168	0.19 96	0.23 59	0.26 04	0.329
46	0.240 3	0.28 45	0.334 8	0.368 3	0.460 1		96	0.167 1	0.19 86	0.23 47	0.25 91	0.327 4
47	0.237 7	0.28 16	0.331 4	0.364 6	0.455 7		97	0.166 3	0.19 75	0.23 35	0.25 78	0.325 8

48	0.235 3	0.27 87	0.328 1	0.361	0.451 4		98	0.165 4	0.19 66	0.23 24	0.25 65	0.324 2
49	0.232 9	0.27 59	0.324 9	0.357 5	0.447 3		99	0.164 6	0.19 56	0.23 12	0.25 52	0.322 6
50	0.230 6	0.27 32	0.321 8	0.354 2	0.443 2		100	0.163 8	0.19 46	0.23 01	0.25 4	0.321 1