# **LAMPIRAN**

**LAMPIRAN 1 KUESIONER PENELITIAN**

**PENGARUH KUALITAS PRODUK, HARGA DAN IKLAN TERHADAP KEPUTUSAN PEMBELIAN HANDPHONE DI PERDANA GROUP WTC SURABAYA**

Dengan Hormat,

Perkenalkan nama saya Agus Cahyo Handoko mahasiswa prodi manajemen Fakultas Ekonomi Universitas 17 agustus 1945 Surabaya, saat ini saya sedang menyelesaikan Tugas Akhir saya mengenai “Pengaruh kualitas produk, harga dan iklan terhadapap keputusan pembelian handphone di Perdana Group WTC Surabaya”

Saya memohon bantuan saudara-saudara sekalian bersedia mengisi dengan sebenar-benarnya demi keakuratan dari penelitian saya.Atas kesediaan saudara saya ucapkan terimakasih.

Hormat Saya,

Agus Cahyo Handoko

**Pengaruh kualitas produk, harga dan iklan terhadap keputusan pembelian handphone di Perdana Group WTC Surabaya**

Petunjuk pengisian

1. Isilah dengan identitas anda pada tempat yang sudah di sediakan
2. Bacalah pertanyaan dengan sebaik-baiknya
3. Berilah tanda ( x ) atau ( v ) pada pilihan jawaban yang telah tersedia sesuai dengan keadaan anda
4. Keterangan jawaban :
5. Sangat setuju ( SS )
6. Setuju ( S )
7. Netral ( N )
8. Tidak setuju ( TS )
9. Sangat tidak setuju ( STS )

Identitas Responden

Berilah tanggapan dengan mengisi titik-titik atau memberi tanda( x ) atau ( v) pada salah satu jawaban yang sesuai dengan keadaan anda

1. Nama :
2. Jenis kelamin :
3. Laki –laki
4. Perempuan
5. Usia :
6. Pendapatan :
7. Rp 1.500.000 – Rp 2.500.000 perbulan
8. Rp 2.500.000 – Rp 3.500.000 perbulan
9. Rp 3.500.000 – Rp 4.000.000 perbulan
10. >Rp 4.000.000 perbulan

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | Jawaban | | | | |
|  |  | SS | S | N | TS | STS |
| **Kualitas produk(X1)** | | | | | | |
| 1 | Kinerja Handphone sesuai dengan spesifikasinya |  |  |  |  |  |
| 2 | Kemampuan handphone sangat bagus sesuai dengan android terbaru |  |  |  |  |  |
| 3 | Handphone yang dijual memiliki ketahanan yang baik dan tidak mudah rusak |  |  |  |  |  |
| 4 | Desain Handphone yang dijual sangat menarik |  |  |  |  |  |
| 5 | Kehandalan handphone untuk penggunaan waktu lama |  |  |  |  |  |
| **Harga (X2)** | | | | | | |
| 1 | Harga handphone sesuai dengan manfaat dan kualitasnya |  |  |  |  |  |
| 2 | Harga handphone terjangkau dengan penghasilan |  |  |  |  |  |
| 3 | Harga handphone bersaing dengan toko lain |  |  |  |  |  |
| **Iklan ( X3)** | | | | | | |
| 1 | Iklan handphone yang menarik konsumen untuk membeli |  |  |  |  |  |
| 2 | Iklan produk memiliki kreatifitas sendiri sendiri |  |  |  |  |  |
| 3 | Iklan handphone yang ditawarkan mempunyai tema yang selalu baru |  |  |  |  |  |
| 4 | Menggunakan iklan yang memadukan warna dan musik |  |  |  |  |  |
| 5 | Logo handphone sangat mudah dikenali |  |  |  |  |  |
| **Keputusan pembelian(Y)** | | | | | | |
| 1 | Setelah membandingkan dengan produk yang lain handphone yang dibeli sesuai dengan kebutuhan dan keinginan |  |  |  |  |  |
| 2 | Handphone di jual menawarkan banyak manfaat |  |  |  |  |  |
| 3 | Saya puas dengan produk handphone yang ditawarkan |  |  |  |  |  |
| 4 | Hadiah yang di berikan banyak |  |  |  |  |  |

Terima kasih

**LAMPIRAN 2**

**Tabulasi Data Kuesioner**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **NO** | **kualitas produk X1** | | | | |
| **P1** | **P2** | **P3** | **P4** | **P5** |
| 1 | 4 | 4 | 3 | 4 | 4 |
| 2 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 5 | 5 | 4 | 4 |
| 4 | 4 | 5 | 5 | 4 | 4 |
| 5 | 4 | 4 | 4 | 4 | 4 |
| 6 | 3 | 4 | 4 | 3 | 4 |
| 7 | 5 | 5 | 5 | 5 | 5 |
| 8 | 3 | 3 | 3 | 4 | 4 |
| 9 | 4 | 4 | 4 | 5 | 5 |
| 10 | 4 | 5 | 4 | 4 | 4 |
| 11 | 5 | 5 | 4 | 4 | 3 |
| 12 | 3 | 4 | 3 | 4 | 4 |
| 13 | 3 | 4 | 3 | 5 | 4 |
| 14 | 5 | 5 | 5 | 4 | 4 |
| 15 | 4 | 4 | 4 | 4 | 5 |
| 16 | 5 | 5 | 5 | 5 | 4 |
| 17 | 5 | 5 | 5 | 5 | 4 |
| 18 | 5 | 5 | 5 | 4 | 5 |
| 19 | 4 | 4 | 4 | 4 | 4 |
| 20 | 4 | 4 | 4 | 3 | 4 |
| 21 | 3 | 3 | 4 | 4 | 4 |
| 22 | 4 | 3 | 3 | 3 | 4 |
| 23 | 4 | 5 | 4 | 4 | 4 |
| 24 | 3 | 3 | 3 | 4 | 3 |
| 25 | 4 | 4 | 3 | 4 | 3 |
| 26 | 3 | 3 | 3 | 3 | 3 |
| 27 | 4 | 5 | 3 | 5 | 5 |
| 28 | 4 | 4 | 4 | 4 | 4 |
| 29 | 3 | 3 | 3 | 3 | 3 |
| 30 | 5 | 5 | 5 | 5 | 5 |
| 31 | 3 | 3 | 3 | 4 | 4 |
| 32 | 3 | 4 | 3 | 4 | 4 |
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| 34 | 4 | 4 | 4 | 4 | 4 |
| 35 | 4 | 4 | 4 | 4 | 4 |
| 36 | 4 | 3 | 4 | 4 | 3 |
| 37 | 2 | 3 | 4 | 4 | 4 |
| 38 | 4 | 4 | 5 | 5 | 3 |
| 39 | 4 | 4 | 3 | 4 | 4 |
| 40 | 4 | 4 | 3 | 4 | 4 |
| 41 | 4 | 3 | 4 | 4 | 4 |
| 42 | 4 | 4 | 3 | 4 | 4 |
| 43 | 2 | 4 | 3 | 4 | 4 |
| 44 | 4 | 4 | 5 | 5 | 4 |
| 45 | 4 | 4 | 4 | 4 | 4 |
| 46 | 4 | 3 | 4 | 4 | 3 |
| 47 | 4 | 4 | 4 | 4 | 4 |
| 48 | 2 | 3 | 4 | 4 | 4 |
| 49 | 2 | 2 | 4 | 3 | 3 |
| 50 | 4 | 4 | 5 | 5 | 4 |
| 51 | 5 | 5 | 5 | 4 | 5 |
| 52 | 4 | 4 | 4 | 4 | 4 |
| 53 | 3 | 4 | 4 | 3 | 4 |
| 54 | 5 | 5 | 5 | 5 | 5 |
| 55 | 3 | 3 | 3 | 4 | 4 |
| 56 | 4 | 4 | 4 | 5 | 5 |
| 57 | 4 | 5 | 4 | 4 | 4 |
| 58 | 5 | 5 | 4 | 4 | 3 |
| 59 | 3 | 4 | 3 | 4 | 4 |
| 60 | 3 | 4 | 3 | 5 | 4 |
| 61 | 5 | 5 | 5 | 4 | 4 |
| 62 | 4 | 4 | 4 | 4 | 5 |
| 63 | 5 | 5 | 5 | 5 | 4 |
| 64 | 5 | 5 | 5 | 5 | 4 |
| 65 | 5 | 5 | 5 | 4 | 5 |
| 66 | 4 | 4 | 4 | 4 | 4 |
| 67 | 4 | 4 | 4 | 3 | 4 |
| 68 | 3 | 3 | 4 | 4 | 4 |
| 69 | 4 | 3 | 3 | 3 | 4 |
| 70 | 4 | 5 | 4 | 4 | 4 |
| 71 | 3 | 3 | 4 | 4 | 4 |
| 72 | 4 | 3 | 3 | 3 | 4 |
| 73 | 4 | 5 | 4 | 4 | 4 |
| 74 | 3 | 3 | 3 | 4 | 3 |
| 75 | 4 | 4 | 3 | 4 | 3 |
| 76 | 3 | 3 | 3 | 3 | 3 |
| 77 | 4 | 5 | 3 | 5 | 5 |
| 78 | 4 | 4 | 4 | 4 | 4 |
| 79 | 3 | 3 | 3 | 3 | 3 |
| 80 | 5 | 5 | 5 | 5 | 5 |
| 81 | 3 | 3 | 3 | 4 | 4 |
| 82 | 3 | 4 | 3 | 4 | 4 |
| 83 | 4 | 4 | 5 | 5 | 4 |
| 84 | 4 | 4 | 4 | 4 | 4 |
| 85 | 4 | 4 | 4 | 4 | 4 |
| 86 | 4 | 3 | 4 | 4 | 3 |
| 87 | 2 | 3 | 4 | 4 | 4 |
| 88 | 4 | 4 | 5 | 5 | 3 |
| 89 | 4 | 4 | 3 | 4 | 4 |
| 90 | 4 | 4 | 3 | 4 | 4 |
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| 92 | 4 | 4 | 3 | 4 | 4 |
| 93 | 2 | 4 | 3 | 4 | 4 |
| 94 | 4 | 4 | 5 | 5 | 4 |
| 95 | 4 | 4 | 4 | 4 | 4 |
| 96 | 4 | 3 | 4 | 4 | 3 |
| 97 | 4 | 4 | 4 | 4 | 4 |
| 98 | 2 | 3 | 4 | 4 | 4 |
| 99 | 2 | 2 | 4 | 3 | 3 |
| 100 | 4 | 4 | 5 | 5 | 4 |

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| --- | --- | --- | --- |
| **NO** | **harga X2** | | |
| **P6** | **P7** | **P8** |
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| 9 | 5 | 5 | 5 |
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| 40 | 4 | 3 | 4 |
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| 93 | 4 | 5 | 4 |
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| 96 | 4 | 4 | 4 |
| 97 | 3 | 4 | 4 |
| 98 | 4 | 5 | 4 |
| 99 | 4 | 4 | 4 |
| 100 | 3 | 4 | 4 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **NO** | **iklan X3** | | | |  |
| **P9** | **P10** | **P11** | **P12** | **P13** |
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| 7 | 5 | 5 | 5 | 5 | 5 |
| 8 | 3 | 4 | 4 | 4 | 3 |
| 9 | 3 | 4 | 4 | 5 | 5 |
| 10 | 3 | 3 | 4 | 4 | 4 |
| 11 | 3 | 3 | 4 | 4 | 3 |
| 12 | 4 | 5 | 4 | 3 | 4 |
| 13 | 3 | 4 | 4 | 2 | 4 |
| 14 | 5 | 5 | 4 | 4 | 5 |
| 15 | 4 | 5 | 5 | 4 | 5 |
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| 17 | 5 | 5 | 5 | 4 | 5 |
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| 37 | 3 | 4 | 3 | 4 | 4 |
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| 44 | 2 | 4 | 4 | 4 | 3 |
| 45 | 4 | 3 | 4 | 3 | 4 |
| 46 | 3 | 4 | 4 | 3 | 4 |
| 47 | 3 | 3 | 3 | 4 | 3 |
| 48 | 3 | 4 | 3 | 4 | 4 |
| 49 | 4 | 4 | 4 | 3 | 4 |
| 50 | 2 | 4 | 4 | 4 | 3 |
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| 61 | 5 | 5 | 4 | 4 | 5 |
| 62 | 4 | 5 | 5 | 4 | 5 |
| 63 | 5 | 5 | 5 | 4 | 5 |
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| 69 | 3 | 3 | 4 | 4 | 4 |
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| 71 | 3 | 4 | 4 | 3 | 3 |
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| 86 | 4 | 4 | 3 | 4 | 4 |
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| 93 | 3 | 4 | 3 | 4 | 4 |
| 94 | 2 | 4 | 4 | 4 | 3 |
| 95 | 4 | 3 | 4 | 3 | 4 |
| 96 | 3 | 4 | 4 | 3 | 4 |
| 97 | 3 | 3 | 3 | 4 | 3 |
| 98 | 3 | 4 | 3 | 4 | 4 |
| 99 | 4 | 4 | 4 | 3 | 4 |
| 100 | 2 | 4 | 4 | 4 | 3 |

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| --- | --- | --- | --- | --- |
| **NO** | **KEPUTUSAN PEMBELIAN Y** | | | |
| **P14** | **P15** | **P16** | **P17** |
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| 5 | 4 | 4 | 3 | 4 |
| 6 | 3 | 4 | 4 | 4 |
| 7 | 4 | 5 | 5 | 4 |
| 8 | 4 | 3 | 4 | 4 |
| 9 | 4 | 5 | 5 | 5 |
| 10 | 3 | 4 | 3 | 3 |
| 11 | 2 | 2 | 3 | 3 |
| 12 | 4 | 3 | 3 | 3 |
| 13 | 3 | 4 | 3 | 2 |
| 14 | 5 | 4 | 4 | 5 |
| 15 | 4 | 4 | 4 | 4 |
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| 17 | 5 | 5 | 5 | 5 |
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| 19 | 4 | 4 | 4 | 4 |
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| 21 | 3 | 3 | 4 | 4 |
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| 23 | 4 | 4 | 4 | 3 |
| 24 | 4 | 4 | 3 | 3 |
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| 27 | 4 | 4 | 4 | 3 |
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| 36 | 3 | 4 | 4 | 4 |
| 37 | 3 | 4 | 3 | 5 |
| 38 | 4 | 3 | 5 | 5 |
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| 40 | 3 | 3 | 3 | 4 |
| 41 | 4 | 3 | 4 | 4 |
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| 85 | 3 | 4 | 4 | 3 |
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| 88 | 4 | 3 | 5 | 5 |
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| 90 | 3 | 3 | 3 | 4 |
| 91 | 4 | 3 | 4 | 4 |
| 92 | 4 | 4 | 4 | 3 |
| 93 | 3 | 4 | 3 | 5 |
| 94 | 4 | 4 | 3 | 4 |
| 95 | 4 | 4 | 3 | 4 |
| 96 | 4 | 4 | 4 | 4 |
| 97 | 3 | 3 | 4 | 3 |
| 98 | 3 | 4 | 3 | 5 |
| 99 | 4 | 3 | 5 | 4 |
| 100 | 4 | 4 | 3 | 4 |

**LAMPIRAN 3  
UJI VALIDITAS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| kualitas produk | 61.47 | 39.181 | .558 | .863 |
| kualitas produk | 61.31 | 39.408 | .565 | .863 |
| kualitas produk | 61.34 | 38.934 | .641 | .859 |
| kualitas produk | 61.16 | 41.530 | .466 | .867 |
| kualitas produk | 61.30 | 41.646 | .479 | .867 |
| harga | 61.37 | 40.781 | .566 | .864 |
| harga | 61.38 | 43.006 | .282 | .873 |
| iklan | 61.40 | 40.848 | .491 | .866 |
| iklan | 61.70 | 39.162 | .563 | .863 |
| iklan | 61.35 | 40.856 | .462 | .867 |
| iklan | 61.38 | 41.955 | .399 | .869 |
| iklan | 61.48 | 41.666 | .384 | .870 |
| iklan | 61.37 | 39.528 | .570 | .863 |
| keputusan pembelian | 61.51 | 40.757 | .499 | .866 |
| keputusan pembelian | 61.50 | 39.606 | .615 | .861 |
| keputusan pembelian | 61.56 | 39.602 | .545 | .864 |
| keputusan pembelian | 61.42 | 40.670 | .398 | .871 |

**Uji reliabilitas**

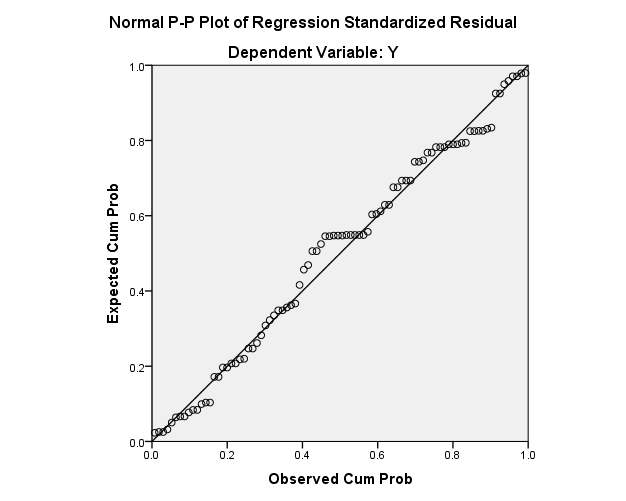
|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 100 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 100 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .873 | 17 |

**LAMPIRAN 4**

**Uji asumsi Klasiik**

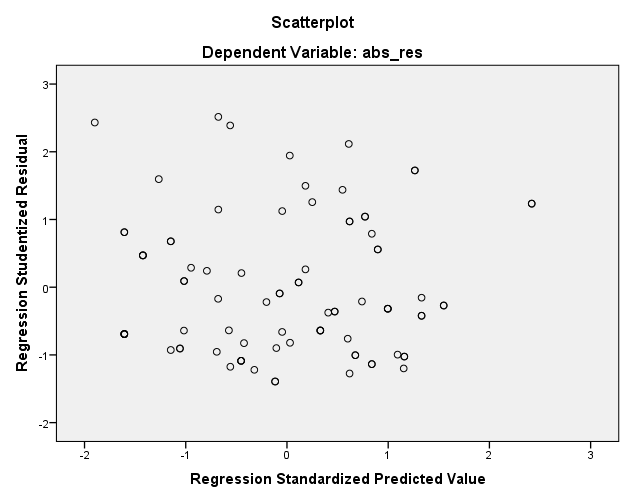
**Uji Normalitas**



**Uji multikolinearitas**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 1.045 | .421 |  | 2.482 | .015 |  |  |
| X1 | .234 | .068 | .317 | 3.449 | .001 | .804 | 1.244 |
| X2 | -.120 | .143 | -.083 | -.841 | .403 | .693 | 1.443 |
| X3 | .443 | .098 | .490 | 4.519 | .000 | .578 | 1.729 |
| a. Dependent Variable: Y | | | | | | | | |

**Uji heteroskedastisitas**



**LAMPIRAN 5 Analisis Data**

**Regresi berganda**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 1.045 | .421 |  | 2.482 | .015 |
| X1 | .234 | .068 | .317 | 3.449 | .001 |
| X2 | -.120 | .143 | -.083 | -.841 | .403 |
| X3 | .443 | .098 | .490 | 4.519 | .000 |
| a. Dependent Variable: Y | | | | | | |

Y = 1,045 + 0,234 X1 – 0,120 X2 + 0,443 X3

**Determinasi R2**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .655a | .428 | .408 | .15646 | 1.920 |
| a. Predictors: (Constant), X3, X1, X2 | | | | | |
| b. Dependent Variable: Y | | | | | |

R2 = 41 %

**Uji F**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1.542 | 3 | .514 | 20.991 | .000b |
| Residual | 2.056 | 84 | .024 |  |  |
| Total | 3.598 | 87 |  |  |  |
| a. Dependent Variable: Y | | | | | | |
| b. Predictors: (Constant), X3, X1, X2 | | | | | | |

**Uji t**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 1.045 | .421 |  | 2.482 | .015 |
| X1 | .234 | .068 | .317 | 3.449 | .001 |
| X2 | -.120 | .143 | -.083 | -.841 | .403 |
| X3 | .443 | .098 | .490 | 4.519 | .000 |
| a. Dependent Variable: Y | | | | | | |

**LAMPIRAN 6 KARTU BIMBINGAN**

