

Lampiran 1

KUESIONER PENELITIAN

PENGARUH KUALITAS PRODUK, PROMOSI PENJUALAN DAN
 PERSEPSI HARGA TERHADAP KEPUTUSAN KONSUMEN DALAM
 MEMBELI ORDNER MEREK BAMBI DI SURABAYA PUSAT

A. Petunjuk pengisian

1. Pernyataan di bawah ini hanya semata-mata untuk data penelitian dalam rangka menyusun (Tugas Akhir Skripsi).
2. Pilihlah salah satu jawaban yang memenuhi persepsi saudara dengan cara memberi tanda centang (√).
3. Isilah data responden berikut berdasarkan kriteria yang Bapak/Ibu/Saudara miliki.

B. Data Responden

1	Umur	21 - 30 tahun	
		31 - 40 tahun	
		> 40 tahun	
2	Jenis kelamin	Laki - laki	
		Perempuan	
3	Pendidikan terakhir	SMA / SMK	
		Diploma D1/D2/D3	
		S1 / S2	
4	Berapa lama bekerja	1 - 5 tahun	
		> 5 tahun	
5	Status	Menikah	
		Belum Menikah	

Lampiran 2. Tabulasi

X1 (Kualitas Produk)						X2 Promosi Penjualan					X3 (Persepsi Harga)					Y (keputusan Konsumen)					
5	1	5	3	4	18	4	3	2	5	4	18	5	3	2	5	4	19	5	3	4	12
3	4	3	5	4	19	4	4	5	3	3	19	3	4	5	3	3	18	3	5	4	12
2	5	2	3	3	15	3	3	3	3	2	14	2	3	3	3	2	13	2	3	3	8
3	2	3	1	2	11	2	5	2	3	3	15	3	5	2	3	3	16	3	1	2	6
3	4	3	4	4	18	4	4	3	4	3	18	3	4	3	4	3	17	3	4	4	11
1	1	1	2	2	7	2	1	5	3	1	12	1	1	5	3	1	11	1	2	2	5
2	2	2	2	2	10	2	2	2	3	2	11	2	2	2	3	2	11	2	2	2	6
3	2	3	2	2	12	2	2	1	4	3	12	3	2	1	4	3	13	3	2	2	7
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3	4	3	4	1	15	1	4	5	3	3	16	3	4	5	3	3	18	3	4	1	8
2	2	2	1	1	8	1	2	1	1	2	7	2	2	1	1	2	8	2	1	1	4
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1	3	1	3	5	13	5	4	4	5	1	19	1	4	4	5	1	15	1	3	5	9
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1	2	1	1	1	6	2	5	3	3	1	14	1	5	3	3	1	13	1	1	1	3
1	2	3	2	2	10	2	2	1	3	4	12	3	2	1	3	4	13	3	2	2	7
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5	1	5	3	4	18	4	3	2	5	4	18	5	3	2	5	4	19	5	3	4	12
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3	4	3	4	4	18	4	4	3	4	3	18	3	4	3	4	3	17	3	4	4	11
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3	2	3	2	2	12	2	2	1	3	3	11	3	2	1	3	3	12	3	2	2	7
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3	4	3	4	1	15	1	4	5	3	3	16	3	4	5	3	3	18	3	4	1	8
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1	2	1	1	2	7	2	2	2	2	1	9	1	2	2	2	1	8	1	1	2	4
5	1	5	3	4	18	4	3	2	5	4	18	5	3	2	5	4	19	5	3	4	12
3	4	3	5	4	19	4	4	5	3	3	19	3	4	5	3	3	18	3	5	4	12

X1 (Kualitas Produk)						X2 Promosi Penjualan					X3 (Persepsi Harga)					Y (keputusan Konsumen)					
2	5	2	3	3	15	3	3	3	3	2	14	2	3	3	3	2	13	2	3	3	8
3	2	3	1	2	11	2	5	2	3	3	15	3	5	2	3	3	16	3	1	2	6
3	4	3	4	4	18	4	4	3	4	3	18	3	4	3	4	3	17	3	4	4	11
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3	2	3	2	2	12	2	2	1	3	3	11	3	2	1	3	3	12	3	2	2	7
2	1	2	1	2	8	2	2	1	3	2	10	2	2	1	3	2	10	2	1	2	5
3	4	3	4	1	15	1	4	5	3	3	16	3	4	5	3	3	18	3	4	1	8
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2	3	2	5	3	15	3	3	3	4	2	15	2	3	3	4	2	14	2	5	3	10
1	3	1	3	5	13	5	4	4	5	1	19	1	4	4	5	1	15	1	3	5	9
4	2	4	4	4	18	4	2	4	4	4	18	4	2	4	4	4	18	4	4	4	12
1	2	1	1	2	7	2	2	1	3	1	9	1	2	1	3	1	8	1	1	2	4
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1	2	1	1	1	6	1	1	1	3	1	7	1	1	1	3	1	7	1	1	1	3
1	2	3	2	2	10	2	2	1	3	5	13	3	2	1	3	5	14	3	2	2	7
1	2	1	2	1	7	1	1	1	2	1	6	1	1	1	2	1	6	1	2	1	4
1	2	1	1	2	7	2	2	2	2	1	9	1	2	2	2	1	8	1	1	2	4
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3	4	3	4	4	18	4	4	3	4	3	18	3	4	3	4	3	17	3	4	4	11
1	1	1	2	2	7	2	1	1	2	1	7	1	1	1	2	1	6	1	2	2	5
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2	5	2	3	3	15	3	3	3	3	2	14	2	3	3	3	2	13	2	3	3	8
3	2	3	1	2	11	2	5	2	3	3	15	3	5	2	3	3	16	3	1	2	6
3	4	3	4	4	18	4	4	3	4	3	18	3	4	3	4	3	17	3	4	4	11
1	1	1	2	2	7	2	1	1	2	1	7	1	1	1	2	1	6	1	2	2	5

X1 (Kualitas Produk)						X2 Promosi Penjualan					X3 (Persepsi Harga)					Y (keputusan Konsumen)					
2	2	2	2	2	10	2	2	2	3	2	11	2	2	2	3	2	11	2	2	2	6
3	2	3	2	2	12	2	2	1	3	3	11	3	2	1	3	3	12	3	2	2	7
2	1	2	1	2	8	2	2	1	3	2	10	2	2	1	3	2	10	2	1	2	5
3	4	3	4	1	15	1	4	5	3	3	16	3	4	5	3	3	18	3	4	1	8
2	2	2	1	1	8	1	2	1	1	2	7	2	2	1	1	2	8	2	1	1	4
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1	3	1	3	5	13	5	4	4	5	1	19	1	4	4	5	1	15	1	3	5	9
4	2	4	4	4	18	4	2	4	4	4	18	4	2	4	4	4	18	4	4	4	12
1	2	1	1	2	7	2	2	1	3	1	9	1	2	1	3	1	8	1	1	2	4
2	2	2	1	1	8	1	1	1	2	2	7	2	1	1	2	2	8	2	1	1	4
1	2	1	1	1	6	1	1	1	3	1	7	1	1	1	3	1	7	1	1	1	3
1	2	3	2	2	10	2	2	1	3	5	13	3	2	1	3	5	14	3	2	2	7
1	2	1	2	1	7	1	1	1	2	1	6	1	1	1	2	1	6	1	2	1	4
1	2	1	1	2	7	2	2	2	2	1	9	1	2	2	2	1	8	1	1	2	4

Lampiran 3 : Hasil Perhitungan SPSS

Reliability

Notes		
Output Created		27-JUL-2017 23:31:28
Comments		
	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
Input	Split File	<none>
	N of Rows in Working Data	100
	File	
	Matrix Input	
	Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling		Statistics are based on all cases with valid data for all variables in the procedure.
	Cases Used	
		RELIABILITY
		/VARIABLES=i1 i2 i3 i4 i5
		/SCALE('ALL
Syntax		VARIABLES') ALL
		/MODEL=ALPHA
		/SUMMARY=TOTAL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02

Scale: Variabel Kualitas 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
.794	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
i1	9.45	12.775	.617	.742
i2	9.20	14.909	.346	.819
i3	9.35	13.058	.590	.751
i4	9.20	10.465	.749	.690
i5	9.20	12.485	.585	.751

RELIABILITY

```

/VARIABLES=i1 i2 i3 i4 i5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.

```

Reliability

Notes		
Output Created		27-JUL-2017 23:31:42
Comments		
	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
Input	Split File	<none>
	N of Rows in Working Data	100
	File	
	Matrix Input	
	Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling		Statistics are based on all cases with valid data for all variables in the procedure.
	Cases Used	RELIABILITY /VARIABLES=i1 i2 i3 i4 i5 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL.
Syntax		
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02

Scale: Promosi Penjualan

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
.696	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
i1	10.57	10.207	.664	.552
i2	10.44	10.754	.588	.588
i3	10.36	11.526	.285	.739
i4	9.90	11.586	.625	.591
i5	10.65	13.523	.220	.734

RELIABILITY

```

/VARIABLES=i1 i2 i3 i4 i5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.

```


Reliability

Notes		
Output Created		27-JUL-2017 23:32:11
Comments		
	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
Input	Split File	<none>
	N of Rows in Working Data	100
	File	
	Matrix Input	
	Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling		Statistics are based on all cases with valid data for all variables in the procedure.
	Cases Used	RELIABILITY
		/VARIABLES=i1 i2 i3 i4 i5
		/SCALE('ALL
Syntax		VARIABLES') ALL
		/MODEL=ALPHA
		/SUMMARY=TOTAL.
Resources	Processor Time	00:00:00,02
	Elapsed Time	00:00:00,02

[DataSet0]

Scale: Persepsi 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
.679	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
i1	10.57	10.207	.617	.552
i2	10.28	10.244	.538	.582
i3	10.20	11.414	.200	.761
i4	9.74	11.487	.492	.612
i5	10.49	11.000	.442	.625

RELIABILITY

```

/VARIABLES=i1 i2 i3
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/SUMMARY=TOTAL.

```

Reliability

Notes

Output Created		27-JUL-2017 23:32:50
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data	100
	File	
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing. Statistics are based on all cases with valid data for all variables in the procedure.
	Cases Used	RELIABILITY /VARIABLES=i1 i2 i3 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /SUMMARY=TOTAL.
Syntax		
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,00

[DataSet0]

Scale: Keputusan Konsumen

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
.743	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
i1	4.80	5.414	.456	.776
i2	4.65	3.664	.654	.551
i3	4.65	4.371	.617	.601

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y
  /METHOD=ENTER X1 X2 X3
  /RESIDUALS NORMPROB(ZRESID)
  /SAVE RESID.
```

Regression

Notes

Output Created		27-JUL-2017 23:34:19
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION
		/MISSING LISTWISE
		/STATISTICS COEFF
		OUTS R ANOVA
		/CRITERIA=PIN(.05)
		POUT(.10)
		/NOORIGIN
		/DEPENDENT Y
		/METHOD=ENTER X1 X2
		X3
Resources		/RESIDUALS
		NORMPROB(ZRESID)
		/SAVE RESID.
	Processor Time	00:00:00,45
	Elapsed Time	00:00:00,44
Variables Created or Modified	Memory Required	1956 bytes
	Additional Memory Required for Residual Plots	296 bytes
	RES_1	Unstandardized Residual

[DataSet0]

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X3, 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
1	.978 ^a	.956	.954	.640

- a. Predictors: (Constant), X3, X1, X2
 b. Dependent Variable: Y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	845.407	3	281.802	687.625	.000 ^b
	Residual	39.343	96	.410		
	Total	884.750	99			

- a. Dependent Variable: Y
 b. Predictors: (Constant), X3, X1, X2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.853	.221		3.867	.000
	X1	.625	.032	.910	19.541	.000
	X2	.242	.052	.331	4.672	.000
	X3	.195	.055	.258	3.551	.001

- a. Dependent Variable: Y

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.23	12.13	7.05	2.922	100
Residual	-1.388	1.223	.000	.630	100
Std. Predicted Value	-1.307	1.738	.000	1.000	100
Std. Residual	-2.169	1.911	.000	.985	100

a. Dependent Variable: Y

Lampiran 1

KUESIONER PENELITIAN

PENGARUH KUALITAS PRODUK, PROMOSI PENJUALAN DAN
PERSEPSI HARGA TERHADAP KEPUTUSAN KONSUMEN DALAM
MEMBELI ORDNER MEREK BAMBIDI DI SURABAYA PUSAT

A. Petunjuk pengisian

1. Pernyataan di bawah ini hanya semata-mata untuk data penelitian dalam rangka menyusun (Tugas Akhir Skripsi).
2. Pilihlah salah satu jawaban yang memenuhi persepsi saudara dengan cara memberi tanda centang (√).
3. Isilah data responden berikut berdasarkan kriteria yang Bapak/Ibu/Saudara miliki.

B. Data Responden

1	Umur	21 - 30 tahun	
		31 - 40 tahun	
		> 40 tahun	
2	Jenis kelamin	Laki - laki	
		Perempuan	
3	Pendidikan terakhir	SMA / SMK	
		Diploma D1/D2/D3	
		S1 / S2	
4	Berapa lama bekerja	1 - 5 tahun	
		> 5 tahun	
5	Status	Menikah	
		Belum Menikah	

1. Kualitas Produk

No	Pernyataan	SS	S	CS	TS	STS
1	Konsumen dapat memilih berbagai macam warna dan ukuran sesuai kebutuhan					
2	Dengan bahan PVC konsumen dapat memberikan dengan mudah dan tidak cepat rusak (mudah diperbaiki)					
3	Produk ordner merek bambi dapat melindungi goresan pada meja/lemari					
4	Produk ordner merek bambi merupakan produk yang dapat kekuatan yang tahan lama					
5	Ordner merek bambi memiliki karkteristik produk yang berkualitas					

2. Promosi Penjualan

No	Pernyataan	SS	S	CS	TS	STS
1	Adanya hadiah yang ditawarkan bersamaan dengan produk ordner merek bambi membuat saya diuntungkan					
2	Besarnya diskon 30% dalam pembelian ordner merek bambi menarik perhatian konsumen					
3	Konsumen diberikan brosur, sehingga mudah mengingat jenis produk ordner merek bambi yang kami pasarkan di kantor/lembaga bisnis					
4	Marketing membantu saya dalam menentukan pilihan yang tepat mengenal ordner merek bambi					
5	PT bambi dalam promosinya menawarkan produk yang terdapat dalam PT bambi itu sendiri					

3. Persepsi Harga

No	Pernyataan	SS	S	CS	TS	STS
1	Konsumen diberikan harga yang sangat terjangkau dalam pembelian dengan jumlah yang banyak					
2	Harga produk ordner merek bambi mampu bersaing dengan produk lain yang sejenis					
3	Harga produk termasuk biaya pengiriman sampai ke tempat pemesan					
4	Harga ordner merek bambi sesuai dengan manfaat yang diberikan					
5	Harga yang sesuai dengan kondisi produk ordner merek bambi					

4. Keputusan Konsumen

No	Pernyataan	SS	S	CS	TS	STS
1	Konsumen yakin produk ordner merek bambi merupakan produk yang berkualitas					
2	Keputusan untuk membeli produk ordner merek bambi dilakukan setelah adanya promosi penjualan					
3	Konsumen membeli ordner merek bambi karena harganya sesuai					

Lampiran 4. Gambar bentuk ordner merek bambi

