LAMPIRAN 1 KUESIONER PENELITIAN

KUESIONER PENELTIAN

AssalamualaikumWr.Wb,

Bersama ini saya mengharapkan bantuan teman-teman untuk mengisi kuesioner yang saya berikan. Adapun kuesioner ini merupakan survei tentang Pengaruh Kualitas Pelayanan, Promosi dan Harga terhadap Keputusan Pembelian dengan *Brand Image* sebagai variabel interveningnya, pada produk Pond's *Facial Foam* yang akan digunakan sebagai bahan untuk membuat skripsi.

Atas perhatian dan kerja samanya saya mengucapkan terima kasih.

Identitas Responden

1. Nama Responden :
2. Jenis Kelamin :
3. Usia :
4. Pekerjaan :
5. Pendapatan :

Isilah daftar pertanyaan di bawah ini yang sesuai dengan pengamatan keadaan yang sebenarnya.

Berikan tanda (X) pada kolom jawaban yang anda pilih dengan ketentuan :

SS = Sangat Setuju N = Netral STS = Sangat Tidak Setuju

S = Setuju TS = Tidak Setuju

No.	Kualitas Pelayanan	Pilihan Jawaban				
		STS	**TS**	**N**	**S**	**SS**
1.	Pihak Pond's menyampaikan informasi produk dengan jelas.					
2.	Manfaat yang ditawarkan produk Pond's *facial foam* sesuai dengan yang dirasakan.					
3.	Pihak Pond's *facial foam* melayani dengan cepat.					
4.	Pond's *facial foam* merupakan salah satu kosmetik yang aman digunakan karena mencantumkan keterangan BPOM pada kemasannya.					
5.	Pond's *facial foam* sangat memperhatikan konsumennya dengan membuat produk yang sesuai dengan kebutuhan jenis kulit yang berbeda-beda.					
No.	**Iklan**	**Pilihan Jawaban**				
		STS	**TS**	**N**	**S**	**SS**
1.	Iklan Pond's facial foam memberikan informasi terkait manfaat produk dengan jelas.					
2.	Pesan yang disampaikan pada iklan Pond's facial foam sangat menarik					

3.	Pesan yang disampaikan pada iklan Pond's *facial foam* sangat mudah dipahami.					
4.	Saya melihat iklan Pond's di media massa maupun media social.					
5.	Saya melihat iklan Pond's sehari lebih dari 3 kali.					
No.	**Harga**	**Pilihan Jawaban**				
		STS	**TS**	**N**	**S**	**SS**
1.	Harga produk Pond's *facial foam* sesuai dengan manfaat yang diberikan.					
2.	Pond's *facial foam* memiliki harga yang terjangkau.					
3.	Harga Pond's *facial foam* sesuai dengan kualitas yang diberikan.					
4.	Produk Pond's *facial foam* sering memberikan potongan harga atau *discount*.					
No.	***Brand Image***	**Pilihan Jawaban**				
		STS	**TS**	**N**	**S**	**SS**
1.	Pond's *facial foam* memiliki penilaian yang baik.					

2.	Saya lebih memilih Pond's *facial foam* dibanding produk sejenis lainnya karena kualitas produk dan manfaat lebih yang saya rasakan saat menggunakannya.					
3.	Pond's *facial foam* memiliki ciri khas aroma yang wangi, desain kemasan yang menarik dan memiliki tekstur krim yang lembut.					

No.	**Keputusan Pembelian**	**Pilihan Jawaban**				
		STS	**TS**	**N**	**S**	**SS**
1.	Pond's *facial foam* mudah saya temukan, baik di pasar tradisional maupun modern.					
2.	Saya sangat tertarik membeli Pond's *facial foam* karena harga dan kemasannya yang cukup menarik.					
3.	Sebelum membeli Pond's *facial foam*, saya akan mencari informasi terlebih dahulu dengan membaca keterangan pada kemasan untuk memilih varian produk yang sesuai dengan jenis kulit saya.					
4.	Saya meyakini bahwa Pond's *facial foam* merupakan produk					

	yang berkualitas dan aman untuk digunakan.					

Saya tertarik menggunakan Pond's *facial foam* karena……

……

……

…….

LAMPIRAN 2 TABULASI DATA RESPONDEN

x1.1	x1.2	x1.3	x1.4	x1.5	x1	x2.1	x2.2	x2.3	x2.4	x2.5	x2
5	4	5	4	5	23	4	5	4	4	5	22
5	5	5	5	5	25	5	5	5	5	4	24
4	5	4	4	4	21	4	4	3	4	4	19
3	4	5	4	4	20	3	4	3	4	3	17
4	5	5	4	4	22	4	5	4	3	4	20
5	5	4	5	5	24	4	4	5	5	5	23
5	5	5	5	5	25	4	5	5	5	5	24
3	4	4	3	4	18	5	4	4	4	3	20
3	3	3	3	3	15	3	3	4	3	4	17
4	4	4	4	3	19	4	5	5	4	4	22
3	3	3	3	4	16	4	4	3	3	4	18
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x3.1	x3.2	x3.3	x3.4	x3	y1.1	y1.2	y1.3	y1	y2.1	y2.2	y2.3	y2.4	y2
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LAMPIRAN 3 HASIL ANALISIS DATA

HASIL UJI VALIDITAS

Correlations

		x1.1	x1.2	x1.3	x1.4	x1.5	Kualitas Pelayanan
x1.1	Pearson Correlation	1	.463**	.456**	.540**	.477**	.758**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
x1.2	Pearson Correlation	.463**	1	.579**	.574**	.477**	.800**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
x1.3	Pearson Correlation	.456**	.579**	1	.395**	.521**	.765**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
x1.4	Pearson Correlation	.540**	.574**	.395**	1	.471**	.778**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
x1.5	Pearson Correlation	.477**	.477**	.521**	.471**	1	.760**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Kualitas Pelayanan	Pearson Correlation	.758**	.800**	.765**	.778**	.760**	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).

Correlations

		x2.1	x2.2	x2.3	x2.4	x2.5	Iklan
x2.1	Pearson Correlation	1	.544**	.613**	.485**	.464**	.774**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
x2.2	Pearson Correlation	.544**	1	.660**	.554**	.511**	.825**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
x2.3	Pearson Correlation	.613**	.660**	1	.582**	.545**	.857**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
x2.4	Pearson Correlation	.485**	.554**	.582**	1	.496**	.784**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
x2.5	Pearson Correlation	.464**	.511**	.545**	.496**	1	.748**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Iklan	Pearson Correlation	.774**	.825**	.857**	.784**	.748**	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).

Correlations

		x3.1	x3.2	x3.3	x3.4	Harga
x3.1	Pearson Correlation	1	.415**	.394**	.453**	.688**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
x3.2	Pearson Correlation	.415**	1	.611**	.588**	.837**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
x3.3	Pearson Correlation	.394**	.611**	1	.566**	.821**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
x3.4	Pearson Correlation	.453**	.588**	.566**	1	.823**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Harga	Pearson Correlation	.688**	.837**	.821**	.823**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Correlations

		y1.1	y1.2	y1.3	Brand Images
y1.1	Pearson Correlation	1	.658**	.555**	.865**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
y1.2	Pearson Correlation	.658**	1	.518**	.871**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
y1.3	Pearson Correlation	.555**	.518**	1	.805**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Brand Images	Pearson Correlation	.865**	.871**	.805**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

		y2.1	y2.2	y2.3	y2.4	Keputusan Pembelian
y2.1	Pearson Correlation	1	.535**	.588**	.684**	.830**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
y2.2	Pearson Correlation	.535**	1	.587**	.536**	.803**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
y2.3	Pearson Correlation	.588**	.587**	1	.621**	.848**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
y2.4	Pearson Correlation	.684**	.536**	.621**	1	.850**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Keputusan Pembelian	Pearson Correlation	.830**	.803**	.848**	.850**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

HASIL UJI RELIABILITAS

X1

Reliability Statistics

Cronbach's Alpha	N of Items
.830	5

X2

Reliability Statistics

Cronbach's Alpha	N of Items
.858	5

X3

Reliability Statistics

Cronbach's Alpha	N of Items
.805	4

Y1

Reliability Statistics

Cronbach's Alpha	N of Items
.802	3

Y2

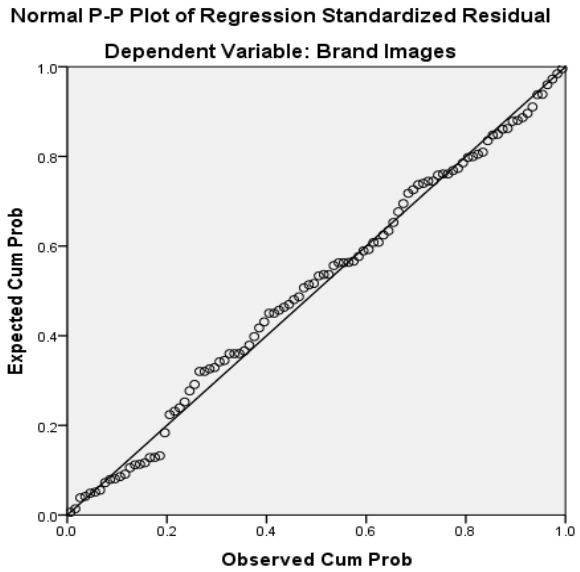
Reliability Statistics

Cronbach's Alpha	N of Items
.851	4

HASIL UJI ASUMSI KLASIK

1. Uji Normalitas (*Probability Plot* & Kolmogorov-Smirnov)

MODEL 1



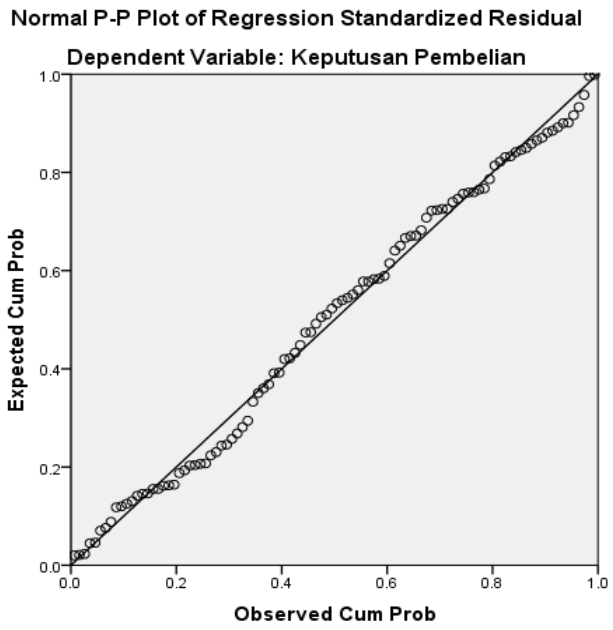
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.32711664
Most Extreme Differences	Absolute	.062
	Positive	.062
	Negative	-.058
Kolmogorov-Smirnov Z		.615
Asymp. Sig. (2-tailed)		.844

a. Test distribution is Normal.

b. Calculated from data.

MODEL 2



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.21357166
Most Extreme Differences	Absolute	.059
	Positive	.059
	Negative	-.046
Kolmogorov-Smirnov Z		.590
Asymp. Sig. (2-tailed)		.877

a. Test distribution is Normal.

b. Calculated from data.

2, Uji Multikolinearitas (Nilai *Tolerance* & VIF)

MODEL 1

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Kualitas Pelayanan	.576	1.737
	Iklan	.518	1.931
	Harga	.595	1.681

a. Dependent Variable: Brand Images

MODEL 2

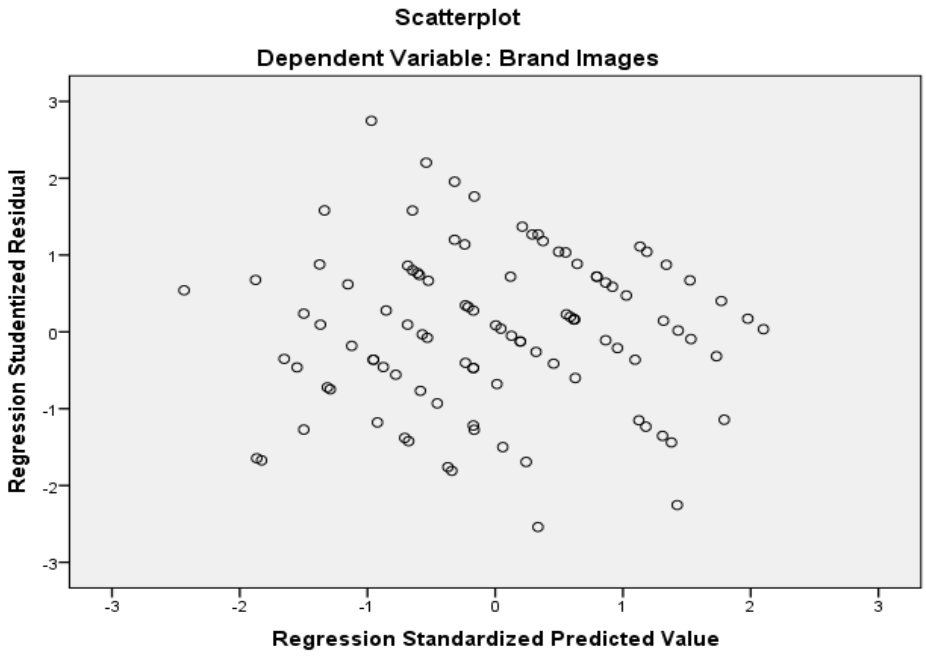
Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Kualitas Pelayanan	.528	1.895
	Iklan	.495	2.019
	Harga	.490	2.040
	Brand Images	.451	2.217

a. Dependent Variable: Keputusan Pembelian

HETEROSKEDASTISITAS

MODEL 1

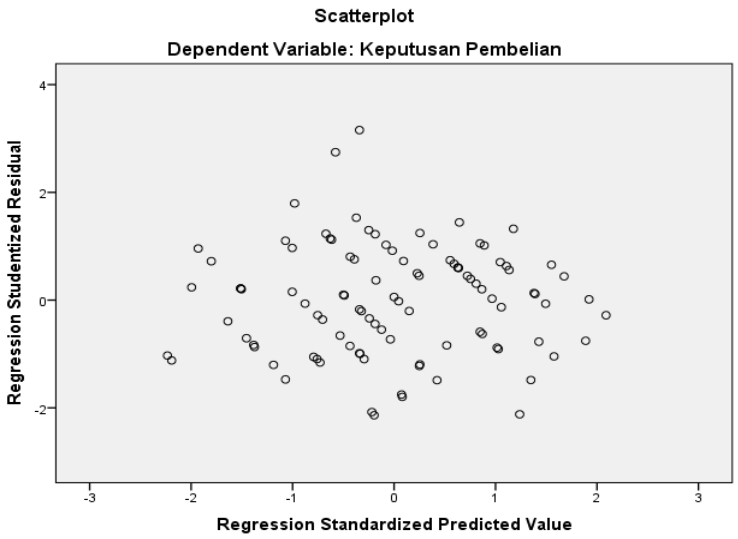


Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.844	.658		2.801	.006
	Kualitas Pelayanan	-.060	.036	-.218	-1.646	.103
	Iklan	.016	.039	.057	.408	.684
	Harga	.004	.046	.013	.097	.923

a. Dependent Variable: Residual1

MODEL 2



Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.577	.571		2.760	.007
	Kualitas Pelayanan	.011	.033	.047	.343	.732
	Iklan	.034	.034	.142	.998	.321
	Harga	-.051	.044	-.166	-1.161	.249
	Brand Images	-.058	.053	-.162	-1.084	.281

a. Dependent Variable: Residual2

HASIL UJI REGRESI LINEAR BERGANDA

Output Regresi I

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Harga, Kualitas Pelayanan, Iklan[b]	.	Enter

a. Dependent Variable: Brand Images

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.741[a]	.549	.535	1.34769

a. Predictors: (Constant), Harga, Kualitas Pelayanan, Iklan

b. Dependent Variable: Brand Images

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	212.197	3	70.732	38.944	.000[b]
	Residual	174.363	96	1.816		
	Total	386.560	99			

a. Dependent Variable: Brand Images

b. Predictors: (Constant), Harga, Kualitas Pelayanan, Iklan

Coefficients[a]

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	.126	1.099		.115	.909
	Kualitas Pelayanan	.180	.061	.267	2.950	.004
	Iklan	.135	.065	.199	2.089	.039
	Harga	.348	.077	.402	4.524	.000

a. Dependent Variable: Brand Images

Output Regresi 2

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Brand Images, Iklan, Kualitas Pelayanan, Harga[b]	.	Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.867[a]	.751	.741	1.23886

a. Predictors: (Constant), Brand Images, Iklan, Kualitas Pelayanan, Harga

b. Dependent Variable: Keputusan Pembelian

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.

	Regression	440.707	4	110.177	71.787	.000[b]
1	Residual	145.803	95	1.535		
	Total	586.510	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Brand Images, Iklan, Kualitas Pelayanan, Harga

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	-.788	1.010		-.780	.437
	Kualitas Pelayanan	.355	.058	.428	6.072	.000
1	Iklan	.171	.061	.205	2.814	.006
	Harga	.254	.078	.238	3.262	.002
	Brand Images	.193	.094	.157	2.057	.042

a. Dependent Variable: Keputusan Pembelian