

KUESIONER PENELITIAN

Assalamualaikum Wr,Wb,

Bersamaan ini saya mengharapkan bantuan teman - teman untuk mengisi kuesioner yang saya berikan. Adapun kuesioner ini merupakan survei tentang Pengaruh Islamic Branding, Kepercayaan Dan Price Discount Terhadap Keputusan Pembelian Melalui Minat Di Kfc Cabang Mall Ciputra Semarang yang akan digunakan sebagai bahan untuk membuat skripsi.

Atas perhatian dan kerja samanya saya mengucapkan terima kasih

Bagian 1 : Identitas Responden

1. Nama Responden :
2. Jenis Kelamin :
3. Usia :
4. Frekuensi Pembelian : a. 1 Kali
b. ≤ 3 Kali
c. > 3 Kali

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

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

SS = Sangat Setuju

N = Netral

STS = Sangat Tidak Setuju

Label Halal

1. Tertera label halal pada kemasan produk KFC
2. Saya mempercayai KFC sebagai produk yang halal untuk dikonsumsi
3. Saya mempercayai karena produk KFC ada gambar dan tulisan yang memperlihatkan kehalalannya

Kepercayaan

1. Konsumen di KFC mempunyai rasa percaya terhadap perusahaan.
2. KFC mampu memahami dan mengerti keinginan dari konsumen.
3. KFC memberikan informasi produk yang sesuai dengan kualitas dari produknya.
4. KFC memberikan kualitas dan kekuatan untuk perusahaannya.
5. KFC memberikan kejujuran dalam setiap pelayanannya.

Price Discount

1. KFC memberikan potongan harga /discount dengan waktu tertentu.
2. KFC menawarkan *discount* yang cukup

menarik.

3. KFC menawarkan discount untuk beberapa produk tertentu.
4. KFC memberikan discount dengan tidak mengurangi rasa dan kualitas dari produknya.

LAMPIRAN 2 TABULASI DATA

x1.1	x1.2	x1.3	x1	x2.1	x2.2	x2.3	x2.4	x2.5	x2
4	4	4	12	4	5	4	4	5	22
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x3.1	x3.2	x3.3	x3.4	x3	y1.1	y1.2	y1.3	y1.4	y1	y2.1	y2.2	y2.3	y2.4	y2
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LAMPIRAN 3 HASIL ANALISIS DATA

ANALISIS DESKRIPTIF

Statistics

		X1.1	X1.2	X1.3	Label Halal
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.8700	3.9300	3.8900	11.6900
Std. Deviation		.69129	.74203	.75069	1.76209

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	28	28.0	28.0	29.0
	4.00	54	54.0	54.0	83.0
	5.00	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	25	25.0	25.0	27.0
	4.00	51	51.0	51.0	78.0
	5.00	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	28	28.0	28.0	30.0
	4.00	49	49.0	49.0	79.0
	5.00	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

Statistics

		X2.1	X2.2	X2.3	X2.4	X2.5	Kepercayaan
N	Valid	100	100	100	100	100	100
	Missing	0	0	0	0	0	0
Mean		3.8200	3.9100	3.9500	3.7700	3.8900	19.3400
Std. Deviation		.70180	.72607	.78335	.70861	.66507	2.84701

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	29	29.0	29.0	31.0
	4.00	54	54.0	54.0	85.0
	5.00	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	25	25.0	25.0	27.0
	4.00	53	53.0	53.0	80.0
	5.00	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	27	27.0	27.0	29.0
	4.00	45	45.0	45.0	74.0
	5.00	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	33	33.0	33.0	35.0
Valid 4.00	51	51.0	51.0	86.0
5.00	14	14.0	14.0	100.0
Total	100	100.0	100.0	

X2.5

	Frequency	Percent	Valid Percent	Cumulative Percent
3.00	28	28.0	28.0	28.0
Valid 4.00	55	55.0	55.0	83.0
5.00	17	17.0	17.0	100.0
Total	100	100.0	100.0	

Statistics

		X3.1	X3.2	X3.3	X3.4	Price Discount
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.7900	3.8500	3.8000	3.7200	15.1600
Std. Deviation		.57375	.75712	.63564	.63691	2.04850

X3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
3.00	29	29.0	29.0	29.0
Valid 4.00	63	63.0	63.0	92.0
5.00	8	8.0	8.0	100.0
Total	100	100.0	100.0	

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	31	31.0	31.0	33.0
Valid 4.00	47	47.0	47.0	80.0
5.00	20	20.0	20.0	100.0
Total	100	100.0	100.0	

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
3.00	32	32.0	32.0	32.0
Valid 4.00	56	56.0	56.0	88.0
5.00	12	12.0	12.0	100.0
Total	100	100.0	100.0	

X3.4

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	32	32.0	32.0	34.0
Valid 4.00	58	58.0	58.0	92.0
5.00	8	8.0	8.0	100.0
Total	100	100.0	100.0	

Statistics

		Y1.1	Y1.2	Y1.3	Y1.4	Minat Beli
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0

Mean	3.7800	3.8200	3.7800	3.7000	15.0800
Std. Deviation	.73278	.83339	.71887	.74536	2.57682

Y1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	3	3.0	3.0	3.0
3.00	31	31.0	31.0	34.0
Valid 4.00	51	51.0	51.0	85.0
5.00	15	15.0	15.0	100.0
Total	100	100.0	100.0	

Y1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	4	4.0	4.0	4.0
3.00	33	33.0	33.0	37.0
Valid 4.00	40	40.0	40.0	77.0
5.00	23	23.0	23.0	100.0
Total	100	100.0	100.0	

Y1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	3	3.0	3.0	3.0
3.00	30	30.0	30.0	33.0
Valid 4.00	53	53.0	53.0	86.0
5.00	14	14.0	14.0	100.0
Total	100	100.0	100.0	

Y1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	4	4.0	4.0	4.0
3.00	35	35.0	35.0	39.0
Valid 4.00	48	48.0	48.0	87.0
5.00	13	13.0	13.0	100.0
Total	100	100.0	100.0	

Statistics

		Y2.1	Y2.2	Y2.3	Y2.4	Keputusan pembelian
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		3.8800	3.9500	3.9200	3.9100	15.6600
Std. Deviation		.64008	.72995	.78727	.69769	2.40042

Y2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
3.00	27	27.0	27.0	27.0
Valid 4.00	58	58.0	58.0	85.0
5.00	15	15.0	15.0	100.0
Total	100	100.0	100.0	

Y2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	1	1.0	1.0	1.0
3.00	26	26.0	26.0	27.0
Valid 4.00	50	50.0	50.0	77.0
5.00	23	23.0	23.0	100.0
Total	100	100.0	100.0	

Y2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	2.0	2.0	2.0
3.00	29	29.0	29.0	31.0
Valid 4.00	44	44.0	44.0	75.0
5.00	25	25.0	25.0	100.0
Total	100	100.0	100.0	

Y2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	1	1.0	1.0	1.0
3.00	26	26.0	26.0	27.0
Valid 4.00	54	54.0	54.0	81.0
5.00	19	19.0	19.0	100.0
Total	100	100.0	100.0	

HASIL UJI VALIDITAS

		Correlations			
		X1.1	X1.2	X1.3	Label Halal
X1.1	Pearson Correlation	1	.435**	.420**	.754**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X1.2	Pearson Correlation	.435**	1	.566**	.833**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X1.3	Pearson Correlation	.420**	.566**	1	.829**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Label Halal	Pearson Correlation	.754**	.833**	.829**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	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	Kepercayaan
X2.1	Pearson Correlation	1	.503**	.627**	.485**	.498**	.784**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
X2.2	Pearson Correlation	.503**	1	.560**	.529**	.565**	.797**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
X2.3	Pearson Correlation	.627**	.560**	1	.561**	.590**	.850**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
X2.4	Pearson Correlation	.485**	.529**	.561**	1	.439**	.760**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
X2.5	Pearson Correlation	.498**	.565**	.590**	.439**	1	.772**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Kepercayaan	Pearson Correlation	.784**	.797**	.850**	.760**	.772**	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	Price Discount
X3.1	Pearson Correlation	1	.415**	.382**	.418**	.682**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X3.2	Pearson Correlation	.415**	1	.588**	.603**	.856**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X3.3	Pearson Correlation	.382**	.588**	1	.484**	.785**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X3.4	Pearson Correlation	.418**	.603**	.484**	1	.801**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Price Discount	Pearson Correlation	.682**	.856**	.785**	.801**	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	Y1.4	Minat Beli
Y1.1	Pearson Correlation	1	.679**	.578**	.655**	.855**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Y1.2	Pearson Correlation	.679**	1	.473**	.693**	.849**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Y1.3	Pearson Correlation	.578**	.473**	1	.705**	.800**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Y1.4	Pearson Correlation	.655**	.693**	.705**	1	.896**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Minat Beli	Pearson Correlation	.855**	.849**	.800**	.896**	1
	Sig. (2-tailed)	.000	.000	.000	.000	

N	100	100	100	100	100
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** . 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	.592**	.582**	.699**	.841**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Y2.2	Pearson Correlation	.592**	1	.643**	.546**	.832**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Y2.3	Pearson Correlation	.582**	.643**	1	.594**	.851**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Y2.4	Pearson Correlation	.699**	.546**	.594**	1	.838**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Keputusan pembelian	Pearson Correlation	.841**	.832**	.851**	.838**	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
.731	3

X2

Reliability Statistics	
Cronbach's Alpha	N of Items
.852	5

X3

Reliability Statistics	
Cronbach's Alpha	N of Items
.789	4

Y1

Reliability Statistics	
Cronbach's Alpha	N of Items
.871	4

Y2

Reliability Statistics	
Cronbach's Alpha	N of Items
.859	4

HASIL UJI REGRESI LINEAR BERGANDA

Output Regresi persamaan 1

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Price Discount, Label Halal, Kepercayaan ^b	.	Enter

a. Dependent Variable: Minat Beli

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.665 ^a	.442	.425	1.95442

a. Predictors: (Constant), Price Discount, Label Halal, Kepercayaan

b. Dependent Variable: Minat Beli

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	290.663	3	96.888	25.365	.000 ^b
	Residual	366.697	96	3.820		
	Total	657.360	99			

a. Dependent Variable: Minat Beli

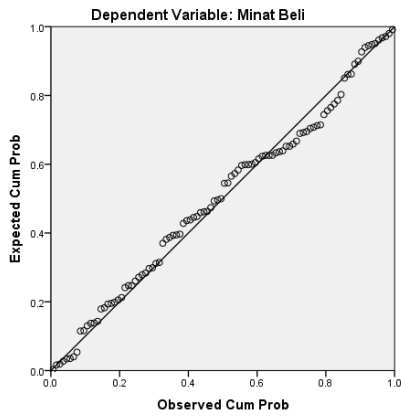
b. Predictors: (Constant), Price Discount, Label Halal, Kepercayaan

Coefficients^a

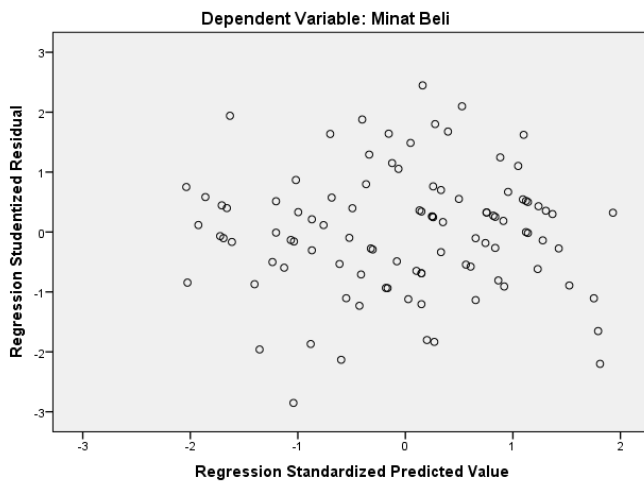
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.754	1.827		-.413	.681
	Label Halal	.392	.121	.268	3.245	.002
	Kepercayaan	.236	.078	.261	3.009	.003
	Price Discount	.441	.107	.351	4.124	.000

a. Dependent Variable: Minat Beli

Normal P-P Plot of Regression Standardized Residual



Scatterplot



NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.92458101
	Absolute	.073
Most Extreme Differences	Positive	.073
	Negative	-.050
Kolmogorov-Smirnov Z		.725
Asymp. Sig. (2-tailed)		.669

a. Test distribution is Normal.

b. Calculated from data.

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Label Halal	.852	1.174
	Kepercayaan	.773	1.293
	Price Discount	.804	1.244

a. Dependent Variable: Minat Beli

Uji GLETSER

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.508	1.128		1.337	.184
	Label Halal	-.125	.075	-.182	-1.679	.096
	Kepercayaan	.073	.048	.172	1.515	.133
	Price Discount	.001	.066	.002	.022	.983

a. Dependent Variable: Absres1

Output Regresi persamaan 2

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Minat Beli, Label Halal, Kepercayaan, Price Discount ^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	.806 ^a	.650	.636	1.44914

a. Predictors: (Constant), Minat Beli, Label Halal, Kepercayaan, Price Discount

b. Dependent Variable: Keputusan pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	370.939	4	92.735	44.159	.000 ^b
	Residual	199.501	95	2.100		
	Total	570.440	99			

a. Dependent Variable: Keputusan pembelian

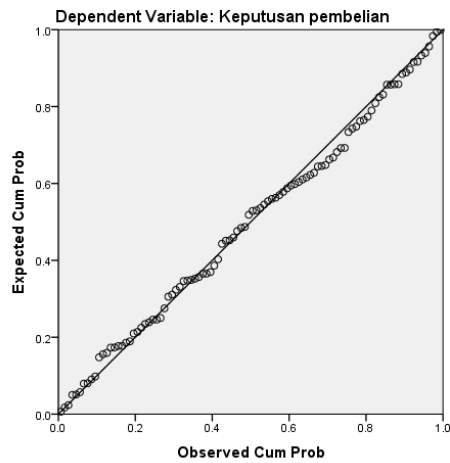
b. Predictors: (Constant), Minat Beli, Label Halal, Kepercayaan, Price Discount

Coefficients^a

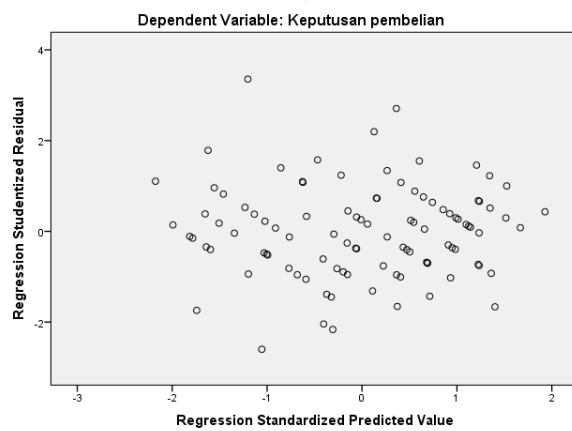
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1.259	1.356		-.929	.355
1 Label Halal	.316	.094	.232	3.348	.001
Kepercayaan	.251	.061	.297	4.117	.000
Price Discount	.281	.086	.240	3.270	.001
Minat Beli	.273	.076	.293	3.607	.000

a. Dependent Variable: Keputusan pembelian

Normal P-P Plot of Regression Standardized Residual



Scatterplot



NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.41956565
	Absolute	.054
Most Extreme Differences	Positive	.054
	Negative	-.043
Kolmogorov-Smirnov Z		.538
Asymp. Sig. (2-tailed)		.934

a. Test distribution is Normal.

b. Calculated from data.

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1	Label Halal	.768
	Kepercayaan	.707
	Price Discount	.683
	Minat Beli	.558

a. Dependent Variable: Keputusan pembelian

Uji GLETSER

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	1.489	.839	1.775	.079
	Label Halal	.038	.058	.074	.646
	Kepercayaan	.006	.038	.018	.154
	Price Discount	.013	.053	.031	.251
	Minat Beli	-.076	.047	-.219	-1.622

a. Dependent Variable: Absres2