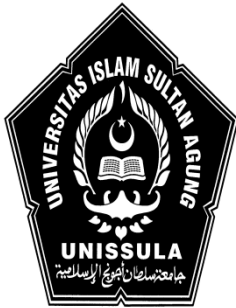


LAMPIRAN

LAMPIRAN 1



DAFTAR PERNYATAAN (KUESIONER)

MODEL PENINGKATAN KEPUTUSAN PEMBELIAN BERBASIS CITRA MEREK KENDARAAN TOYOTA

=====

Pelanggan Toyota Nasmoco Gombel Semarang yang terhormat, bersama ini saya :

Nama : Tegar Sosiawan Ardi
NIM : 30401512008
Jurusan : Manajemen
Fakultas : Ekonomi

Berkaitan dengan penelitian saya tentang citra dan keputusan pembelian, memohon kesediaan saudara untuk memberikan pendapat dengan mengisi angket berikut, yang akan dijamin kerahasiaannya.

Penelitian ini semata-mata untuk kepentingan ilmiah. Terima kasih saya sampaikan atas kesediaan Saudara meluangkan waktu untuk mengisi angket ini.

Peneliti

Tegar Sosiawan Ardi

KUISIONER PENELITIAN

Isilah identitas dengan tanda silang (x) sesuai dengan identitas anda pada kolom yang telah di sediakan.

1. Nama :

2. Jenis Kelamin : Laki-laki Perempuan

3. Usia : < 20 tahun 30-39 tahun
 21-29 tahun 40-49 tahun

Petunjuk :

Berilah tanda silang (√) pada salah satu pernyataan yang paling sesuai dengan pendapat anda.

Keterangan:

SS : Sangat Setuju

TS : Tidak Setuju

S : Setuju

STS : Sangat Tidak Setuju

N : Netral

No.	Keputusan Pembelian	Jawaban				
		STS	TS	N	S	SS
1	Saya selalu melakukan pencarian informasi sebelum membeli produk Toyota					
2	Saya selalu melakukan perencanaan sebelum memutuskan membeli produk Toyota					
3	Produk Toyota memang sesuai keinginan saya					
4	Saya yakin dalam membeli produk Toyota					

No.	Citra Merek	Jawaban				
		STS	TS	N	S	SS
1	Mobil Toyota mempunyai reputasi yang baik dimata masyarakat					
2	Mobil Toyota merupakan mobil yang unggul di bandingkan produk lainnya.					
3	Perusahaan Toyota Nasmoco Gombel memiliki hubungan yang baik dengan konsumen.					
4	Konsumen Toyota Nasmoco Gombel merasa puas menggunakan mobil Toyota dan tidak ingin berpindah merek lain.					

No.	Promosi	Jawaban				
		STS	TS	CS	S	SS
1	Toyota Nasmoco Gombel sering melakukan kegiatan promosi					
2	Promosi yang di lakukan Nasmoco Gombel sangat menarik					
3	Media promosi yang digunakan oleh Toyota Nasmoco Gombel sudah tepat					

No.	Harga	Jawaban				
		STS	TS	N	S	SS
1	Harga yang ditetapkan oleh Toyota Nasmoco Gombel sudah sesuai dengan kualitas yang diberikan					
2	Harga yang ditetapkan oleh Toyota Nasmoco Gombel tidak jauh berbeda dengan produk lain yang sejenis.					
3	Harga yang ditetapkan oleh Toyota Nasmoco Gombel terjangkau oleh konsumen.					

No.	Fitur	Jawaban				
		STS	TS	N	S	SS
1	Mobil Toyota memiliki keistimewaan tambahan di bandingkan produk lainnya					
2	Mobil Toyota memiliki keandalan produk yang lebih baik di bandingkan produk lainnya					
3	Desain mobil Toyota lebih elegan dan menarik di bandingkan produk lainnya					

Tabulasi Kuesioner Pengaruh Promosi, Harga, Fitur Terhadap Citra dan Keputusan Pembelian

No.	Promosi				Harga				Fitur				Brand Image					Keputusan pembelian				
	x1.1	x1.2	x1.3	x1	x2.1	x2.2	x2.3	x2	x3.1	x3.2	x3.3	x3	y1.1	y1.2	y1.3	y1.4	Y1	y2.1	y2.2	y2.3	y2.4	Y2
1	4	5	4	13	4	5	4	13	4	5	4	13	5	5	4	4	18	5	4	5	5	19
2	4	4	3	11	4	4	4	12	5	4	4	13	4	5	4	4	17	4	4	5	4	17
3	4	4	4	12	4	4	5	13	5	4	5	14	5	4	5	5	19	5	5	5	5	20
4	4	4	4	12	5	4	5	14	4	4	4	12	4	5	4	4	17	5	5	4	4	18
5	2	2	2	6	5	4	4	13	3	3	3	9	4	3	3	3	13	3	3	4	3	13
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LAMPIRAN 2

Frequencies

		Statistics		
		x1.1	x1.2	x1.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3.74	3.89	3.60
Median		4.00	4.00	4.00
Mode		4	4	4
Std. Deviation		.939	.952	.921

Frequency Table

		x1.1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	16	16.0	16.0	16.0
	Netral	12	12.0	12.0	28.0
	Setuju	54	54.0	54.0	82.0
	Sangat setuju	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

		x1.2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	1	1.0	1.0	1.0
	Tidak setuju	11	11.0	11.0	12.0
	Netral	12	12.0	12.0	24.0
	Setuju	50	50.0	50.0	74.0
	Sangat setuju	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

		x1.3			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	1	1.0	1.0	1.0
	Tidak setuju	16	16.0	16.0	17.0
	Netral	16	16.0	16.0	33.0
	Setuju	56	56.0	56.0	89.0
	Sangat setuju	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

LAMPIRAN 3

Frequencies

		Statistics		
		x2.1	x2.2	x2.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3.81	3.94	3.83
Median		4.00	4.00	4.00
Mode		4	4	4
Std. Deviation		.918	.851	.805

Frequency Table

x2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	13	13.0	13.0	13.0
	Netral	14	14.0	14.0	27.0
	Setuju	52	52.0	52.0	79.0
	Sangat setuju	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

x2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	6	6.0	6.0	6.0
	Netral	21	21.0	21.0	27.0
	Setuju	46	46.0	46.0	73.0
	Sangat setuju	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

x2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	7	7.0	7.0	7.0
	Netral	21	21.0	21.0	28.0
	Setuju	54	54.0	54.0	82.0
	Sangat setuju	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

LAMPIRAN 4

Frequencies

		Statistics		
		x3.1	x3.2	x3.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		3.74	3.85	3.76
Median		4.00	4.00	4.00
Mode		4	4	4
Std. Deviation		.812	.770	.878

Frequency Table

x3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	10	10.0	10.0	10.0
	Netral	19	19.0	19.0	29.0
	Setuju	58	58.0	58.0	87.0
	Sangat setuju	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

x3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	4	4.0	4.0	4.0
	Netral	26	26.0	26.0	30.0
	Setuju	51	51.0	51.0	81.0
	Sangat setuju	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

x3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	12	12.0	12.0	12.0
	Netral	17	17.0	17.0	29.0
	Setuju	54	54.0	54.0	83.0
	Sangat setuju	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

LAMPIRAN 5

Frequencies

Statistics

		y1.1	y1.2	y1.3	y1.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.90	4.03	3.90	3.75
Median		4.00	4.00	4.00	4.00
Mode		4	4	4	4
Std. Deviation		.835	.948	.882	.796

y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	9	9.0	9.0	9.0
	Netral	13	13.0	13.0	22.0
	Setuju	57	57.0	57.0	79.0
	Sangat setuju	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	9	9.0	9.0	9.0
	Netral	16	16.0	16.0	25.0
	Setuju	38	38.0	38.0	63.0
	Sangat setuju	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	10	10.0	10.0	10.0
	Netral	14	14.0	14.0	24.0
	Setuju	52	52.0	52.0	76.0
	Sangat setuju	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	10	10.0	10.0	10.0
	Netral	17	17.0	17.0	27.0
	Setuju	61	61.0	61.0	88.0
	Sangat setuju	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

LAMPIRAN 6

Frequencies

Statistics

		y2.1	y2.2	y2.3	y2.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.97	3.90	4.11	3.84
Median		4.00	4.00	4.00	4.00
Mode		4	4	5	4
Std. Deviation		.969	.785	.909	.907

y2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	10	10.0	10.0	10.0
	Netral	18	18.0	18.0	28.0
	Setuju	37	37.0	37.0	65.0
	Sangat setuju	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	6	6.0	6.0	6.0
	Netral	18	18.0	18.0	24.0
	Setuju	56	56.0	56.0	80.0
	Sangat setuju	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	6	6.0	6.0	6.0
	Netral	18	18.0	18.0	24.0
	Setuju	35	35.0	35.0	59.0
	Sangat setuju	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

y2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak setuju	12	12.0	12.0	12.0
	Netral	14	14.0	14.0	26.0
	Setuju	52	52.0	52.0	78.0
	Sangat setuju	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

LAMPIRAN 7

Correlations

		x1.1	x1.2	x1.3	Promosi
x1.1	Pearson Correlation	1	.736**	.743**	.927**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x1.2	Pearson Correlation	.736**	1	.594**	.874**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x1.3	Pearson Correlation	.743**	.594**	1	.872**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Promosi	Pearson Correlation	.927**	.874**	.872**	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	Harga
x2.1	Pearson Correlation	1	.632**	.735**	.891**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x2.2	Pearson Correlation	.632**	1	.723**	.876**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x2.3	Pearson Correlation	.735**	.723**	1	.912**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Harga	Pearson Correlation	.891**	.876**	.912**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

LAMPIRAN 8

Correlations

		x3.1	x3.2	x3.3	Fitur
x3.1	Pearson Correlation	1	.664**	.932**	.958**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
x3.2	Pearson Correlation	.664**	1	.604**	.823**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
x3.3	Pearson Correlation	.932**	.604**	1	.939**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Fitur	Pearson Correlation	.958**	.823**	.939**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

		y1.1	y1.2	y1.3	y1.4	Citra merek
y1.1	Pearson Correlation	1	.642**	.727**	.783**	.896**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
y1.2	Pearson Correlation	.642**	1	.620**	.666**	.847**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
y1.3	Pearson Correlation	.727**	.620**	1	.683**	.867**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
y1.4	Pearson Correlation	.783**	.666**	.683**	1	.888**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Citra merek	Pearson Correlation	.896**	.847**	.867**	.888**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

LAMPIRAN 9

Correlations

		Correlations				
		y2.1	y2.2	y2.3	y2.4	Keputusan Pembelian
y2.1	Pearson Correlation	1	.727**	.922**	.684**	.947**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
y2.2	Pearson Correlation	.727**	1	.723**	.516**	.827**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
y2.3	Pearson Correlation	.922**	.723**	1	.671**	.941**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
y2.4	Pearson Correlation	.684**	.516**	.671**	1	.817**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Keputusan Pembelian	Pearson Correlation	.947**	.827**	.941**	.817**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

LAMPIRAN 10

Reliability

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
.870	3

Item Statistics

	Mean	Std. Deviation	N
x1.1	3.74	.939	100
x1.2	3.89	.952	100
x1.3	3.60	.921	100

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	7.49	2.798	.828	.745
x1.2	7.34	3.015	.713	.852
x1.3	7.63	3.104	.717	.848

LAMPIRAN 11

Reliability

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
.871	3

Item Statistics

	Mean	Std. Deviation	N
x2.1	3.81	.918	100
x2.2	3.94	.851	100
x2.3	3.83	.805	100

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	7.77	2.361	.735	.838
x2.2	7.64	2.576	.724	.843
x2.3	7.75	2.553	.807	.773

LAMPIRAN 12

Reliability

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
.893	3

Item Statistics

	Mean	Std. Deviation	N
x3.1	3.74	.812	100
x3.2	3.85	.770	100
x3.3	3.76	.878	100

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	7.61	2.180	.901	.749
x3.2	7.50	2.758	.644	.964
x3.3	7.59	2.083	.847	.797

LAMPIRAN 13

Reliability

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
.894	4

Item Statistics

	Mean	Std. Deviation	N
y1.1	3.90	.835	100
y1.2	4.03	.948	100
y1.3	3.90	.882	100
y1.4	3.75	.796	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1.1	11.68	5.311	.813	.848
y1.2	11.55	5.179	.709	.889
y1.3	11.68	5.291	.756	.868
y1.4	11.83	5.496	.805	.852

LAMPIRAN 14

Reliability

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
.907	4

Item Statistics

	Mean	Std. Deviation	N
y2.1	3.97	.969	100
y2.2	3.90	.785	100
y2.3	4.11	.909	100
y2.4	3.84	.907	100

Item-Total Statistics

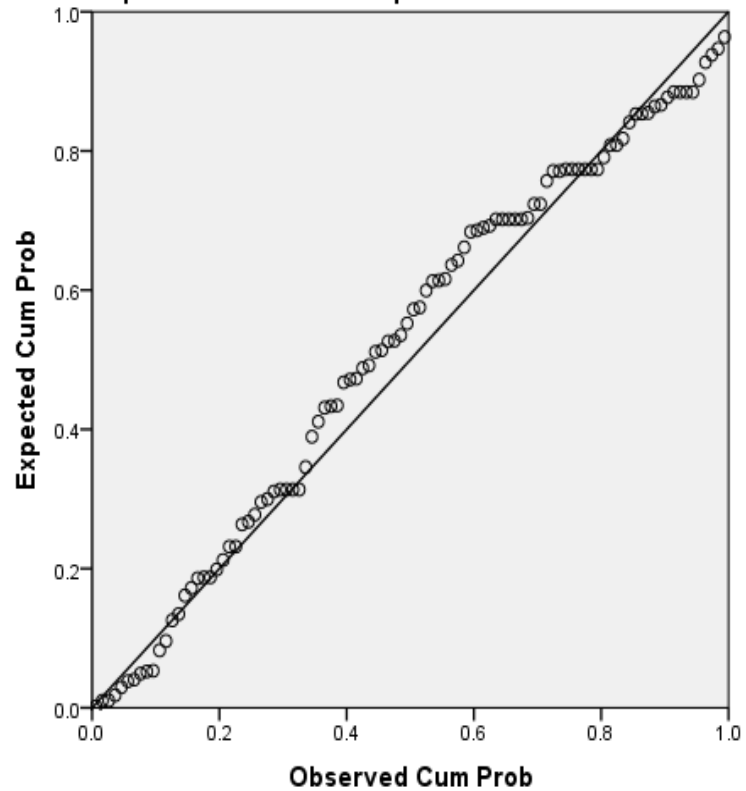
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y2.1	11.85	5.139	.895	.839
y2.2	11.92	6.519	.717	.905
y2.3	11.71	5.420	.889	.842
y2.4	11.98	6.141	.677	.918

LAMPIRAN 15

Charts

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Keputusan Pembelian



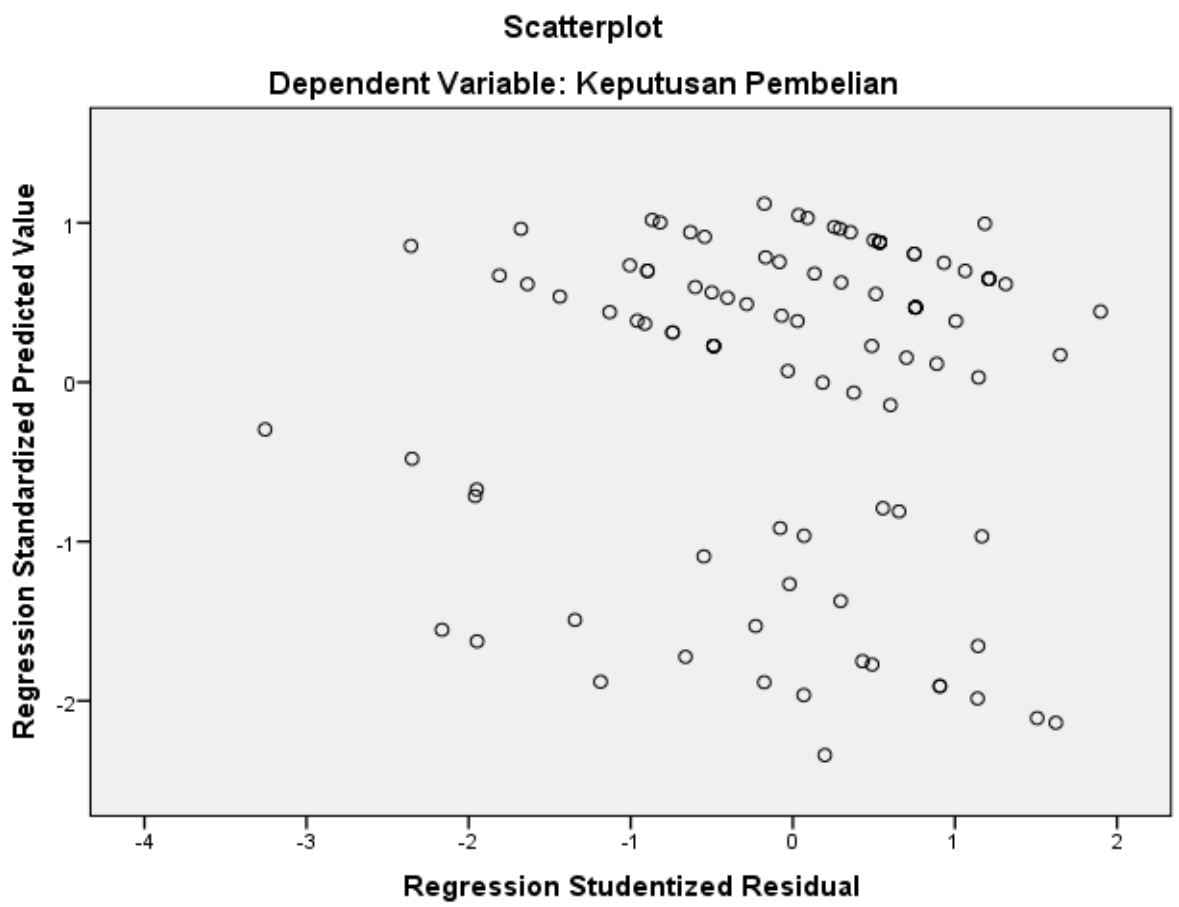
Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Promosi	.449	2.228
	Harga	.207	4.840
	Fitur	.333	3.000
	Citra merek	.166	6.036

a. Dependent Variable: Keputusan Pembelian

LAMPIRAN 16

Charts



LAMPIRAN 17

Regression Model 1

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Fitur, Promosi, Harga ^b		Enter

- a. Dependent Variable: Citra merek
 b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.913 ^a	.834	.829	1.249

- a. Predictors: (Constant), Fitur, Promosi, Harga

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	754.528	3	251.509	161.147	.000 ^b
	Residual	149.832	96	1.561		
	Total	904.360	99			

- a. Dependent Variable: Citra merek
 b. Predictors: (Constant), Fitur, Promosi, Harga

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.634	.699		.908	.366
	Promosi	.279	.069	.231	4.031	.000
	Harga	.729	.095	.554	7.711	.000
	Fitur	.297	.092	.220	3.218	.002

- a. Dependent Variable: Citra merek

LAMPIRAN 18

Regression Model 2

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Citra merek, Promosi, Fitur, Harga ^b		Enter

- a. Dependent Variable: Keputusan Pembelian
 b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.948 ^a	.898	.894	1.031

- a. Predictors: (Constant), Citra merek, Promosi, Fitur, Harga

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	889.737	4	222.434	209.172	.000 ^b
	Residual	101.023	95	1.063		
	Total	990.760	99			

- a. Dependent Variable: Keputusan Pembelian
 b. Predictors: (Constant), Citra merek, Promosi, Fitur, Harga

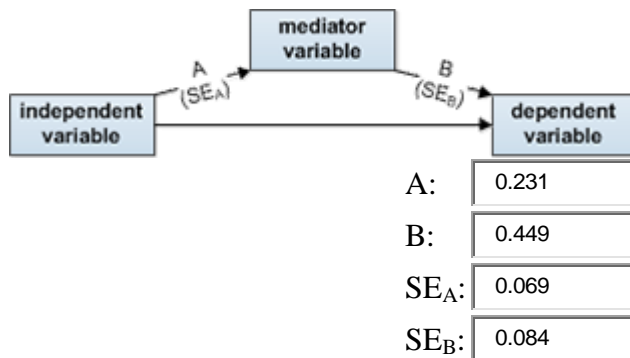
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.542	.579		-.936	.351
	Promosi	.219	.062	.174	3.553	.001
	Harga	.255	.099	.185	2.574	.012
	Fitur	.319	.080	.226	3.975	.000
	Citra merek	.470	.084	.449	5.575	.000

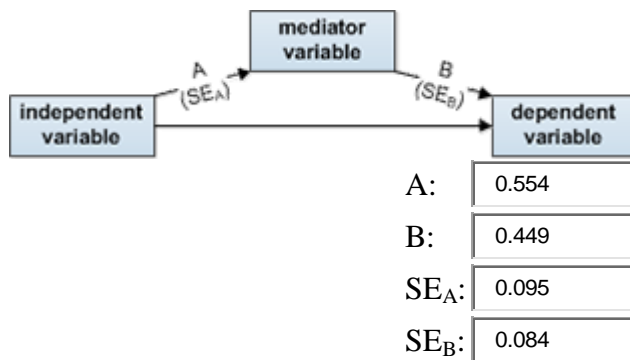
- a. Dependent Variable: Keputusan Pembelian

LAMPIRAN 19

HASIL SOBEL TEST

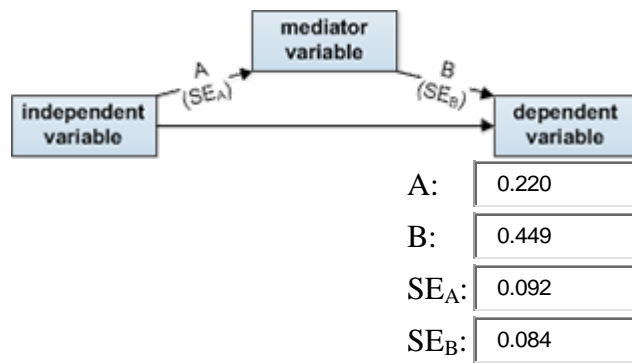


Sobel test statistic: 2.83726715
One-tailed probability: 0.00227508
Two-tailed probability: 0.00455015



Sobel test statistic: 3.94039092
One-tailed probability: 0.00004067
Two-tailed probability: 0.00008135

LAMPIRAN 20



Sobel test statistic: 2.18282418
One-tailed probability: 0.01452438
Two-tailed probability: 0.02904876