

Lampiran 1 Kuesioner

KUESIONER

PETUNJUK :

1. Dalam pengisian angket/koesioner ini peneliti memohon pengisian identitas dengan sebaik-baiknya dan kerahasiaan akan peneliti akan peneliti jaga, terima kasih.
2. Berilah tanda silang (X) pada pilihan yang tersedia, yang sesuai dengan pendapat anda.
3. Kesungguhan dan kejujuran anda menentukan kualitas hasil penelitian ini, untuk itu saya ucapkan terima kasih :
 - a) Usia :
.....
 - b) Pendidikan Terakhir :
.....
 - c) Jenis Kelamin :
.....
 - d) Pendapatan per bulan
4. Keterangan
 - a) SS : Sangat Setuju
 - b) S : Setuju
 - c) CS : Cukup Setuju
 - d) TS : Tidak Setuju
 - e) STS : Sangat Tidak Setuju

Kualitas Produk

NO	PERNYATAAN	SS	S	KS	TS	STS
1	Bentuk dan desain sepeda motor Yamaha NMAX sangat aerodinamis					
2	Sepeda motor Yamaha NMAX memiliki fitur yang sesuai untuk berbagai macam kebutuhan					
3	Sepeda motor Yamaha NMAX memiliki daya tahan yang baik untuk digunakan dalam jangka waktu yang lama					
3	Sepeda motor Yamaha NMAX handal untuk digunakan di jalan datar maupun tanjakan					
4	Sepeda motor Yamaha NMAX memiliki spesifikasi yang baik untuk sepeda motor modeen					
5	Sepeda motor Yamaha NMAX memiliki berbagai macam style yang dapat disesuaikan dengan kepribadian konsumen					

Harga

No	PERNYATAAN	SS	S	KS	TS	STS
1	Harga sepeda motor Yamaha NMAX saya rasa masih relatif dapat terjangkau oleh pendapatan saya					
2	Harga sepeda motor Yamaha NMAX saat ini sudah sesuai dengan kualitas yang ditawarkan bersamanya					
3	Harga sepeda motor Yamaha NMAX saat ini dapat bersaing dengan harga sepeda motor sejenis di kelasnya					
4	Harga sepeda motor Yamaha NMAX saat ini sudah sesuai dengan manfaat yang diperoleh dari penggunaannya					

Citra Merek

NO	PERNYATAAN	SS	S	CS	TS	STS
1	Sepeda motor merek Yamaha lebih unggul dibanding sepeda motor lain yang ada di Semarang					
2	Merek Yamaha dapat memberikan prestise kepada para pemakainya					
3	Merek Yamaha adalah merek sepeda motor yang sudah terpercaya sejak lama					

Keputusan Pembelian

NO	PERNYATAAN	SS	S	KS	TS	STS
1	Dengan membeli sepeda motor Yamaha dapat meningkatkan kebanggaan dalam diri saya					
2	Pembelian sepeda motor Yamaha sudah merupakan kebutuhan penting saya					
3	Pada saat membutuhkan sepeda motor, Yamaha adalah merek yang dengan mantap yang saya inginkan					

Lampiran 2 Data Penelitian

	Kualitas Produk						Harga						
	1	2	3	4	5		1	2	3	4	5	6	
1	2	2	2	3	3	12	3	3	3	3	3	3	18
2	3	3	3	3	3	15	4	2	2	2	4	2	16
3	5	5	5	5	5	25	3	4	3	4	3	4	21
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5	2	2	2	3	2	11	3	4	3	3	3	3	19
6	4	4	4	4	4	20	4	3	4	4	4	4	23
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9	5	5	5	5	5	25	4	4	4	4	4	4	24
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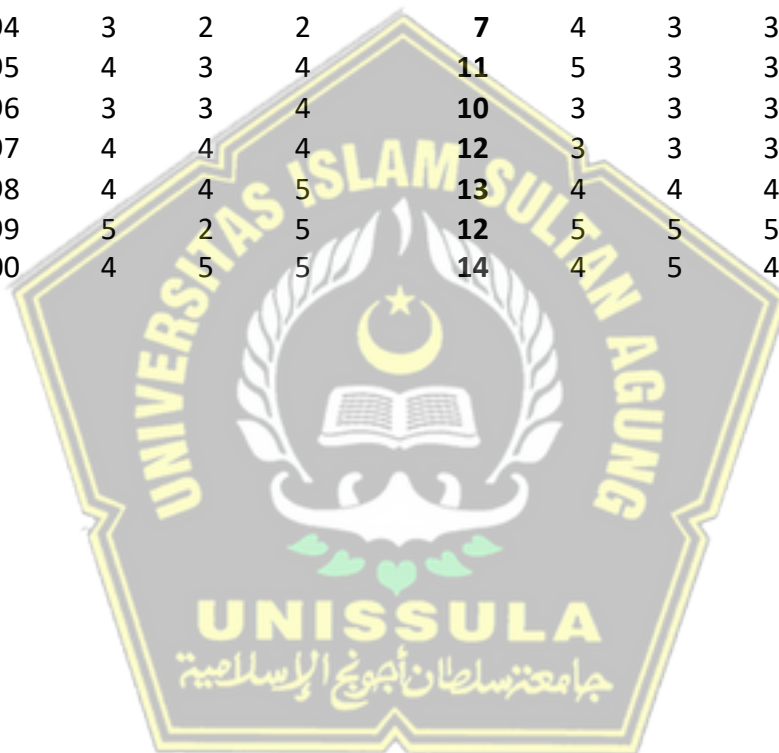
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	Citra Merek				Keputusan Pembelian			
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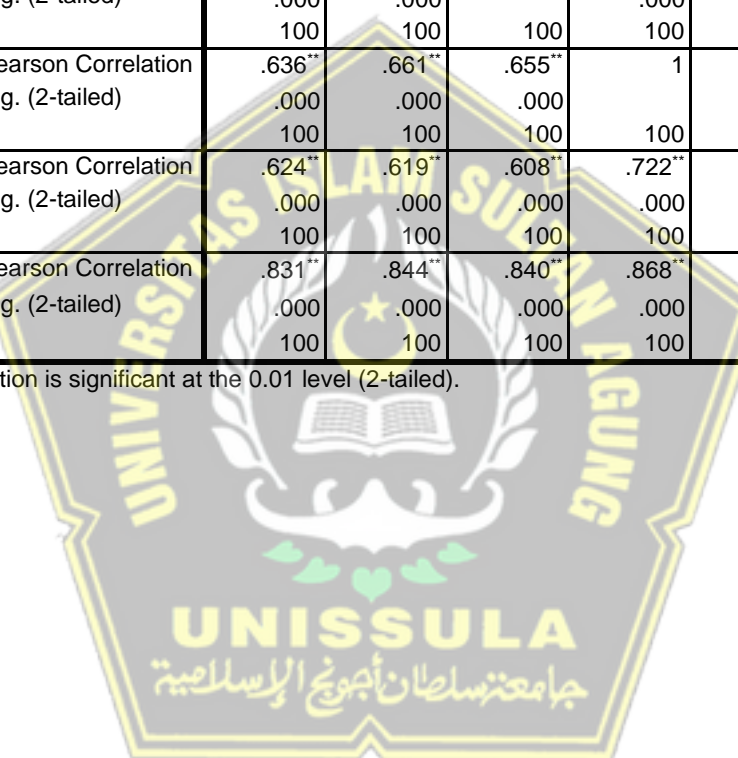


Lampiran 3 Uji Validitas

Correlations

		x1.1	x1.2	x1.3	x1.4	x1.5	tot.x1
x1.1	Pearson Correlation	1	.621**	.626**	.636**	.624**	.831**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
x1.2	Pearson Correlation	.621**	1	.659**	.661**	.619**	.844**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
x1.3	Pearson Correlation	.626**	.659**	1	.655**	.608**	.840**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
x1.4	Pearson Correlation	.636**	.661**	.655**	1	.722**	.868**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
x1.5	Pearson Correlation	.624**	.619**	.608**	.722**	1	.844**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
tot.x1	Pearson Correlation	.831**	.844**	.840**	.868**	.844**	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

		Correlations						
		x2.1	x2.2	x2.3	x2.4	x2.5	x2.6	tot.x2
x2.1	Pearson Correlation	1	.639**	.701**	.703**	.742**	.662**	.862**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
x2.2	Pearson Correlation	.639**	1	.684**	.781**	.638**	.681**	.855**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
x2.3	Pearson Correlation	.701**	.684**	1	.656**	.713**	.706**	.866**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
x2.4	Pearson Correlation	.703**	.781**	.656**	1	.655**	.746**	.876**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
x2.5	Pearson Correlation	.742**	.638**	.713**	.655**	1	.626**	.848**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
x2.6	Pearson Correlation	.662**	.681**	.706**	.746**	.626**	1	.857**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
tot.x2	Pearson Correlation	.862**	.855**	.866**	.876**	.848**	.857**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

Correlations

		y1.1	y1.2	y1.3	tot.y1
y1.1	Pearson Correlation	1	.517**	.682**	.858**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
y1.2	Pearson Correlation	.517**	1	.567**	.819**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
y1.3	Pearson Correlation	.682**	.567**	1	.879**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
tot.y1	Pearson Correlation	.858**	.819**	.879**	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	tot.y2
y2.1	Pearson Correlation	1	.461**	.525**	.793**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
y2.2	Pearson Correlation	.461**	1	.642**	.857**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
y2.3	Pearson Correlation	.525**	.642**	1	.849**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
tot.y2	Pearson Correlation	.793**	.857**	.849**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Lampiran 4 Uji Reliabilitas

Reliability

Scale: ALL VARIABLES

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
.900	5

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	14.2600	9.184	.729	.883
x1.2	14.1500	9.098	.747	.879
x1.3	14.2100	9.137	.743	.880
x1.4	14.2400	9.053	.787	.870
x1.5	14.3000	9.202	.751	.878

Reliability
Scale: ALL VARIABLES

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
.930	6

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	18.1800	15.321	.796	.917
x2.2	18.1400	15.475	.787	.918
x2.3	18.1500	15.240	.800	.916
x2.4	18.0300	15.666	.821	.914
x2.5	18.1300	15.549	.777	.919
x2.6	18.1700	15.375	.788	.918

Reliability
Scale: ALL VARIABLES

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
.811	3

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	7.8100	2.256	.676	.724
y1.2	7.9000	2.354	.591	.811
y1.3	7.6700	2.163	.716	.682

Reliability
Scale: ALL VARIABLES

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
.773	3

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	7.2200	1.992	.539	.769
y2.2	7.2000	1.657	.624	.684
y2.3	7.2600	2.013	.686	.629

Lampiran 5 Hasil Regresi

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Harga, Kualitas Produk ^b	.	Enter

a. Dependent Variable: Citra Merek

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.710 ^a	.504	.493	1.53333

a. Predictors: (Constant), Harga, Kualitas Produk

b. Dependent Variable: Citra Merek

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	231.333	2	115.667	49.197	.000 ^b
	Residual	228.057	97	2.351		
	Total	459.390	99			

a. Dependent Variable: Citra Merek

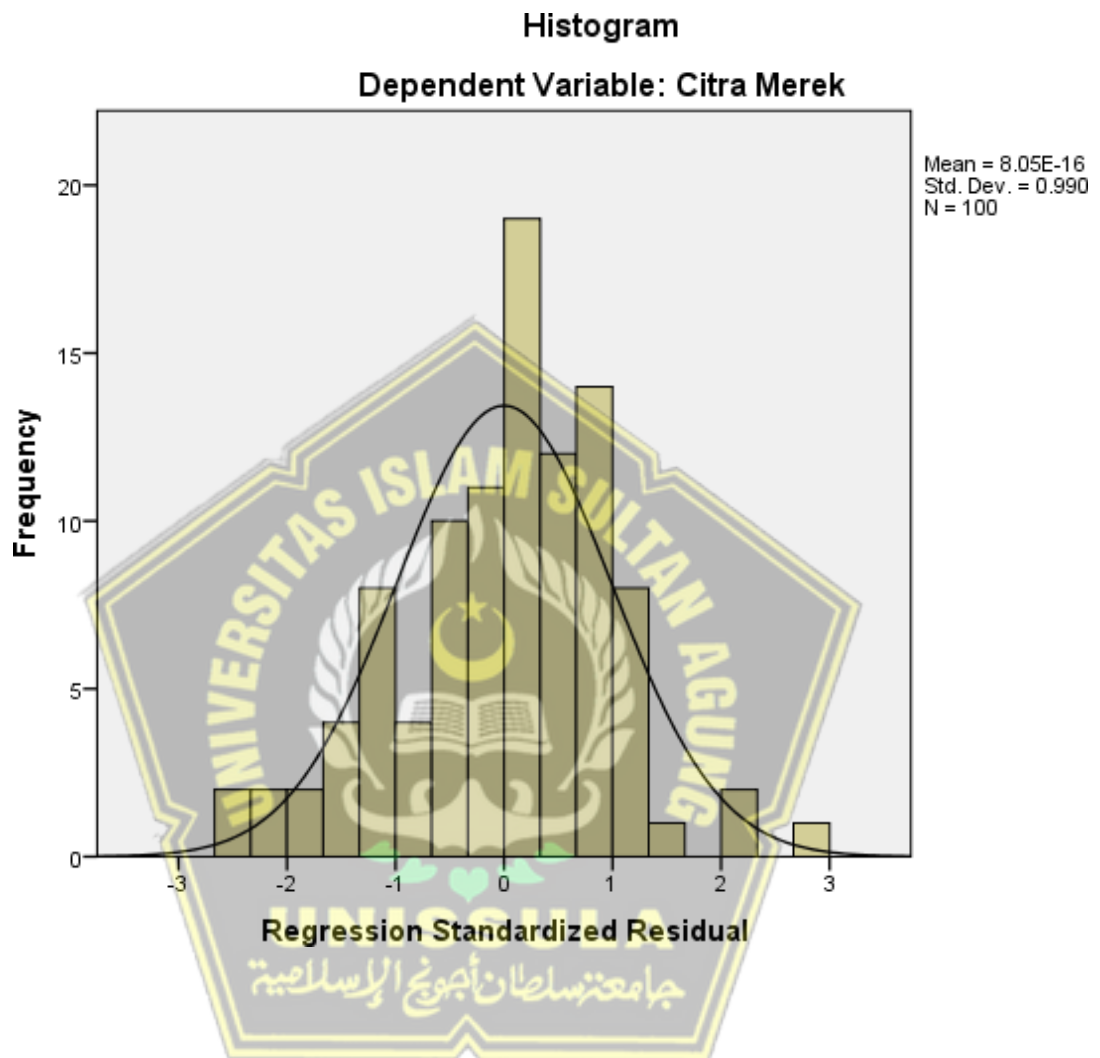
b. Predictors: (Constant), Harga, Kualitas Produk

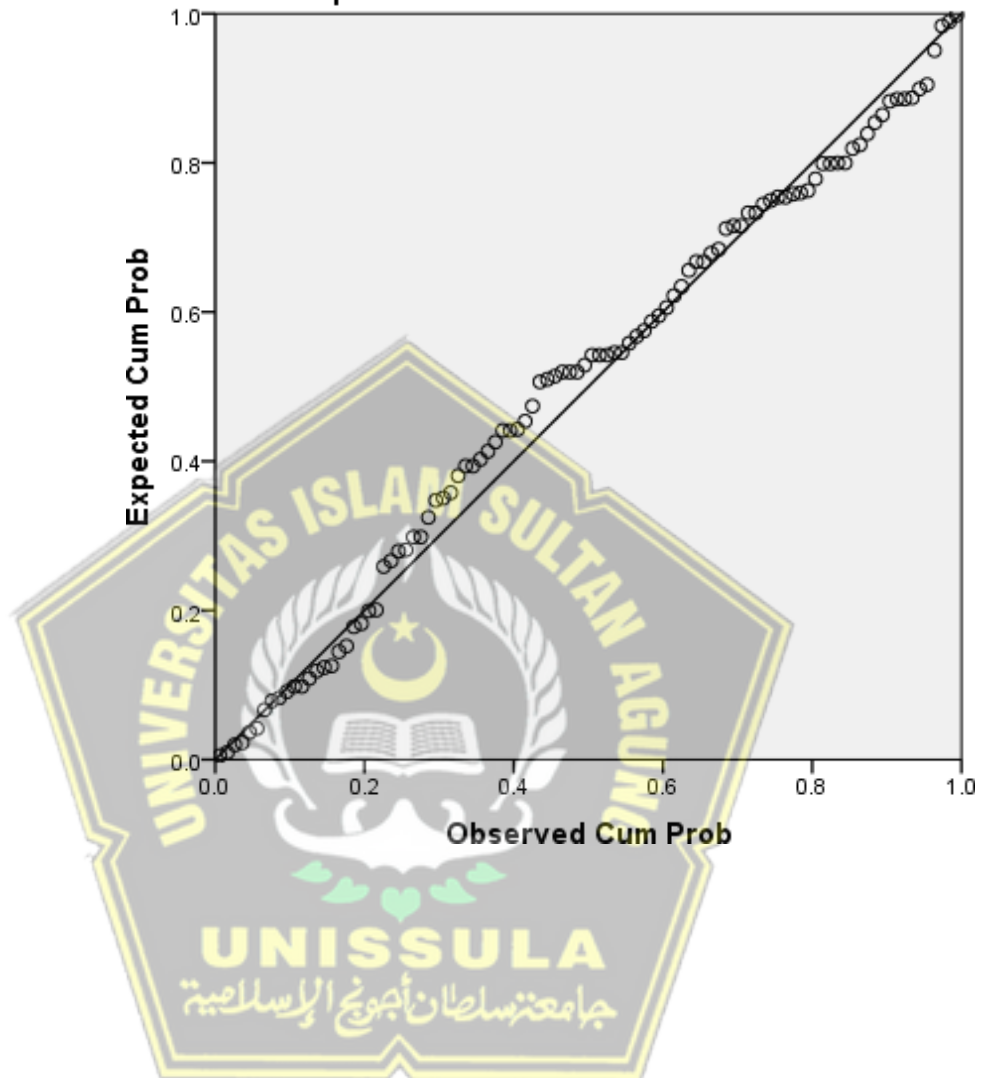
Coefficients^a

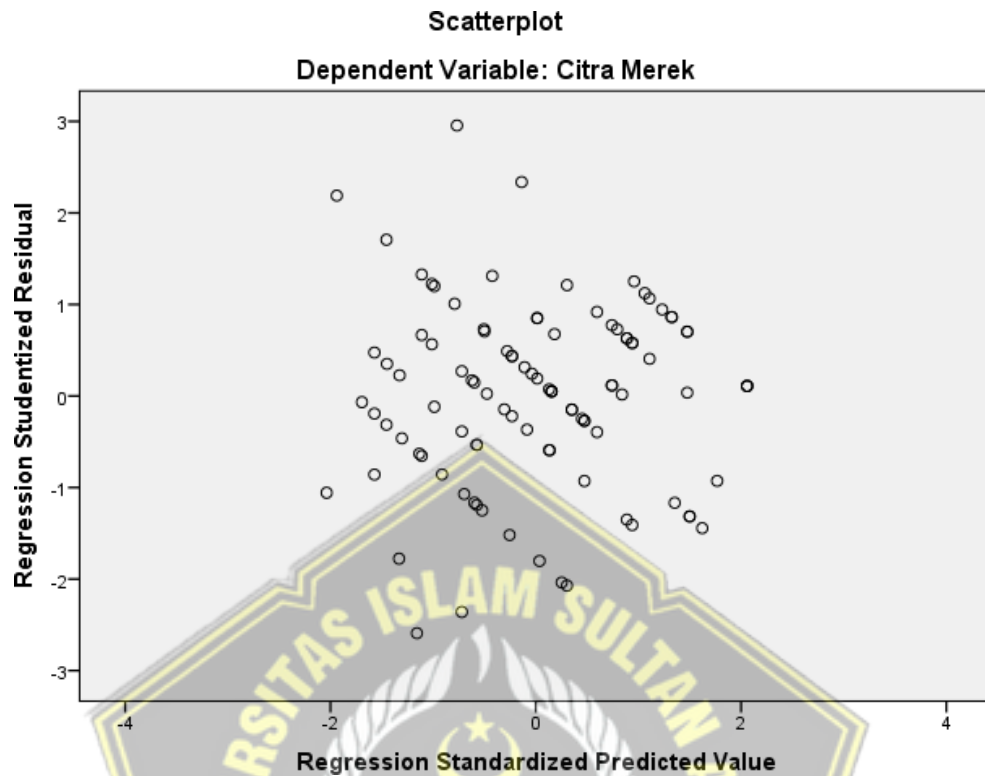
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.658	.825		4.436	.000		
	Kualitas Produk	.223	.052	.386	4.299	.000	.635	1.575
	Harga	.187	.041	.406	4.527	.000	.635	1.575

a. Dependent Variable: Citra Merek

Charts



Normal P-P Plot of Regression Standardized Residual**Dependent Variable: Citra Merek**



NPar Tests

Notes

Output Created		20-SEP-2020 08:41:23
Comments		
Input	Data	C:\Users\User\Documents\danindra data spss.sav
	Active Dataset	DataSet4
	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 for each test are based on all cases with valid data for the variable(s) used in that test.
Syntax		<pre> NPAR TESTS /K-S(NORMAL)=RES_1 /MISSING ANALYSIS. </pre>
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.29
	Number of Cases Allowed ^a	196608

a. Based on availability of workspace memory.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.51776255
Most Extreme Differences	Absolute	.077
	Positive	.053
	Negative	-.077
Test Statistic		.077
Asymp. Sig. (2-tailed)		.158 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Regression

		Notes
Output Created		20-SEP-2020 08:41:40
Comments		
Input	Data	C:\Users\User\Documents\danindra data spss.sav
	Active Dataset	DataSet4
	Filter	<none>
	Weight	<none>
	Split File	<none>
Missing Value Handling	N of Rows in Working Data File	100
	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		<pre> REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT y2 /METHOD=ENTER x1 x2 y1 /SCATTERPLOT=(*SRESID ,*ZPRED) /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID). </pre>
Resources	Processor Time	00:00:02.32
	Elapsed Time	00:00:04.00
	Memory Required	2596 bytes
	Additional Memory Required for Residual Plots	896 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Citra Merek, Kualitas Produk, 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	.740 ^a	.548	.534	1.33342

a. Predictors: (Constant), Citra Merek, Kualitas Produk, Harga

b. Dependent Variable: Keputusan Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	206.751	3	68.917	38.761	.000 ^b
	Residual	170.689	96	1.778		
	Total	377.440	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Citra Merek, Kualitas Produk, Harga

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	Sig.	Collinearity Statistics	
		B	Std. Error	Beta		t	Tolerance
1	(Constant)	2.495	.787		3.172	.002	
	Kualitas Produk	.125	.049	.239	2.539	.013	.533 1.875
	Harga	.094	.040	.225	2.376	.019	.524 1.907
	Citra Merek	.349	.088	.385	3.953	.000	.496 2.014

a. Dependent Variable: Keputusan Pembelian

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Kualitas Produk	Harga	Citra Merek
1	1	3.948	1.000	.00	.00	.00	.00
	2	.023	13.023	.85	.10	.21	.00
	3	.017	15.290	.01	.74	.59	.00
	4	.012	18.072	.14	.16	.20	1.00

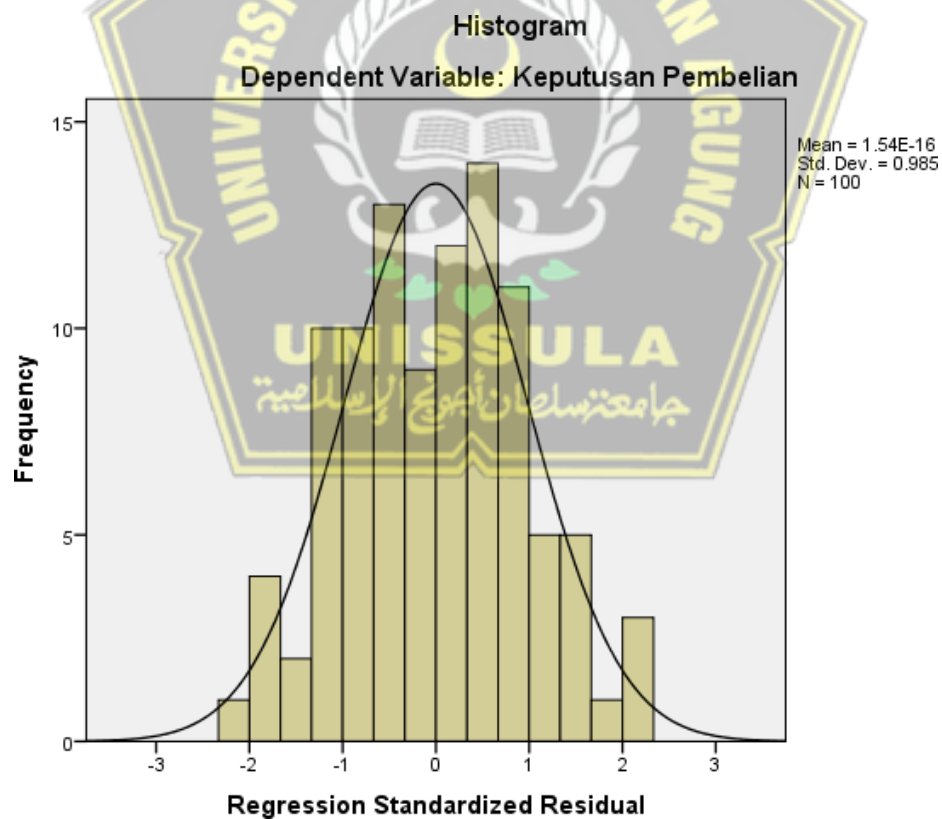
a. Dependent Variable: Keputusan Pembelian

Residuals Statistics^a

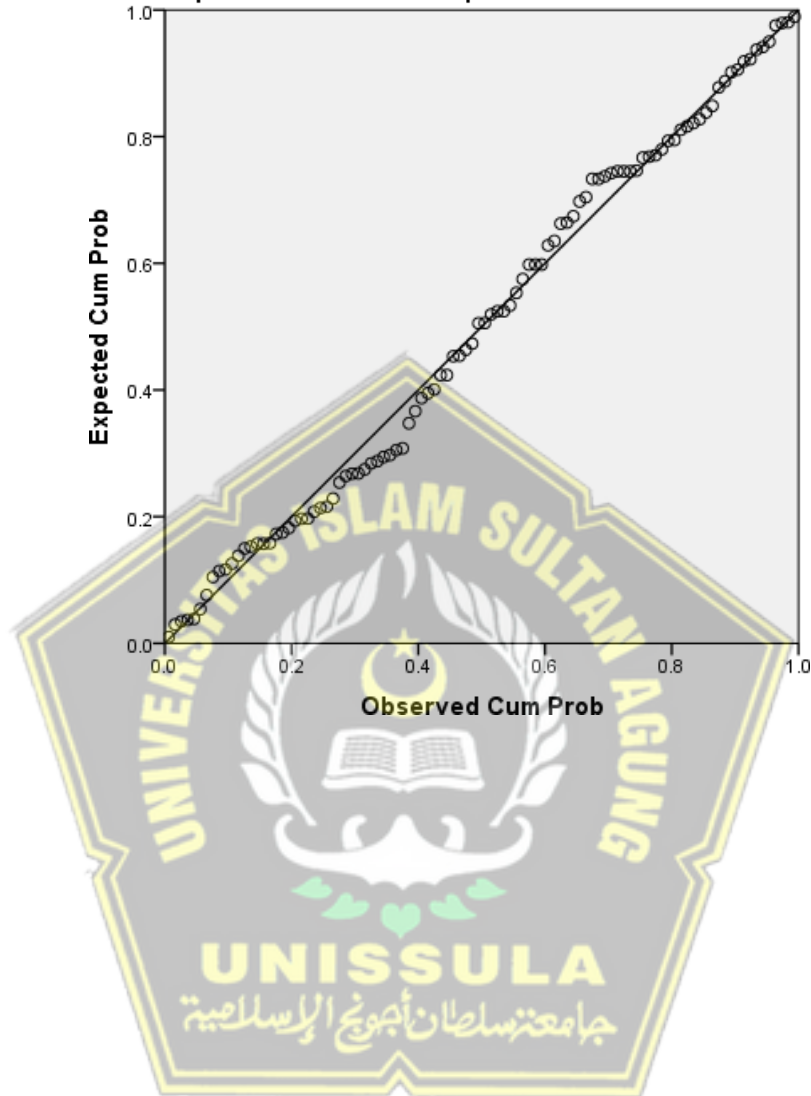
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	7.5636	13.6693	10.8400	1.44513	100
Std. Predicted Value	-2.267	1.958	.000	1.000	100
Standard Error of Predicted Value	.148	.441	.257	.071	100
Adjusted Predicted Value	7.5327	13.7071	10.8378	1.45287	100
Residual	-3.10579	3.06604	.00000	1.31306	100
Std. Residual	-2.329	2.299	.000	.985	100
Stud. Residual	-2.406	2.319	.001	1.008	100
Deleted Residual	-3.31283	3.11862	.00223	1.37551	100
Stud. Deleted Residual	-2.469	2.374	.001	1.016	100
Mahal. Distance	.231	9.846	2.970	2.174	100
Cook's Distance	.000	.113	.012	.021	100
Centered Leverage Value	.002	.099	.030	.022	100

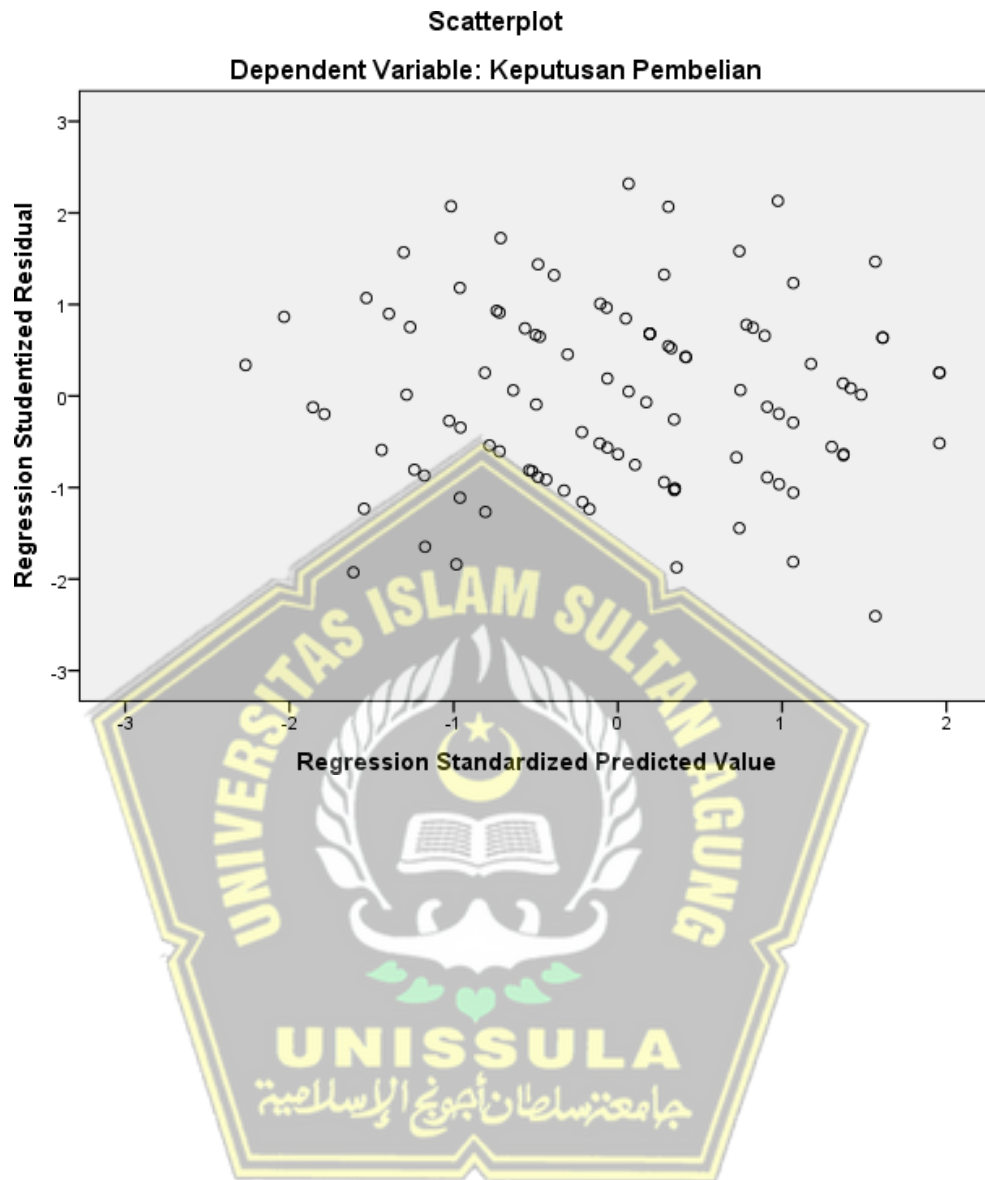
a. Dependent Variable: Keputusan Pembelian

Charts



Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Keputusan Pembelian





NPar Tests

Notes

Output Created	20-SEP-2020 08:42:10	
Comments		
Input	Data	C:\Users\User\Documents\danindra data spss.sav
	Active Dataset	DataSet4
	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 for each test are based on all cases with valid data for the variable(s) used in that test.
Syntax	NPAR TESTS /K-S(NORMAL)=RES_2 /MISSING ANALYSIS.	
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.29
	Number of Cases Allowed ^a	196608

a. Based on availability of workspace memory.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.38670731
Most Extreme Differences	Absolute	.056
	Positive	.056
	Negative	-.055
Test Statistic		.056
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Regression

Notes

Output Created	20-SEP-2020 08:42:30	
Comments		
Input	Data	C:\Users\User\Documents\danindra data spss.sav
	Active Dataset	DataSet4
	Filter	<none>
	Weight	<none>
	Split File	<none>
Missing Value Handling	N of Rows in Working Data File	100
	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 AbsRes1 /METHOD=ENTER x1 x2.	
Resources	Processor Time	00:00:00.05
	Elapsed Time	00:00:00.08
	Memory Required	2292 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Harga, Kualitas Produk ^b	.	Enter

a. Dependent Variable: AbsRes1

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.137 ^a	.019	-.002	.95750

a. Predictors: (Constant), Harga, Kualitas Produk

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.689	2	.845	.921	.401 ^b
	Residual	88.931	97	.917		
	Total	90.620	99			

a. Dependent Variable: AbsRes1

b. Predictors: (Constant), Harga, Kualitas Produk

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.826	.515		3.546	.001
	Kualitas Produk	-.031	.032	-.123	-.973	.333
	Harga	-.004	.026	-.021	-.167	.868

a. Dependent Variable: AbsRes1

Regression

Notes

Output Created		20-SEP-2020 08:42:55
Comments		
Input	Data	C:\Users\User\Documents\danindra
	Active Dataset	data spss.sav
	Filter	DataSet4
	Weight	<none>
	Split File	<none>
Missing Value Handling	N of Rows in Working Data File	100
	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 AbsRes2 /METHOD=ENTER x1 x2 y1.
Resources	Processor Time	00:00:00.05
	Elapsed Time	00:00:00.44
	Memory Required	2588 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Citra Merek, Kualitas Produk, Harga ^b		Enter

a. Dependent Variable: AbsRes2

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.181 ^a	.033	.003	.72837

a. Predictors: (Constant), Citra Merek, Kualitas Produk, Harga

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.727	3	.576	1.085	.359 ^b
	Residual	50.931	96	.531		
	Total	52.658	99			

a. Dependent Variable: AbsRes2

b. Predictors: (Constant), Citra Merek, Kualitas Produk, Harga

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.376	.430		3.203	.002
	Kualitas Produk	-.028	.027	-.142	-1.033	.304
	Harga	-.023	.022	-.145	-1.045	.298
	Citra Merek	.059	.048	.176	1.233	.221

a. Dependent Variable: AbsRes2