LAMPIRAN 1

KUESIONER PENELITIAN

Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Sepeda Motor Yamaha New V-Ixion Di Percut Sei Tuan

BAGIAN 1 : DATA RESPONDEN

Pilihlah salah satu jawaban pada setiap pertanyaan dengan memberikan tanda silang (X)

1. Nama :
2. Usia
   a. 17 - 22 tahun c. 29 – 34 tahun
   b. 23 – 28 tahun d. > 34 tahun
3. Pekerjaan
   a. Mahasiswa c. Wirausaha/Profesional
   b. Karyawan d. Lainnya (sebutkan).....
4. Berapakah pendapatan anda tiap bulan ?
   a. < Rp 2.000.000 c. Rp 5.000.001 s/d Rp 8.000.000
   b. Rp 2.000.001 s/d Rp 5.000.000 d. > Rp 8.000.001
5. Mengapa anda tertarik menggunakan motor merek Yamaha New V-ixion?
   a. Karena harganya terjangkau
   b. Karena merek dikenal
   c. Karena kualitas produk

d. Lainnya ..... (tuliskan)

BAGIAN 2 : PERTANYAAN

Pilihlah jawaban yang sesuai dengan pilihan Anda dengan cara memberikan tanda (√) pada kolom yang tersedia. Penilaian dapat Anda lakukan berdasarkan skala berikut:

Keterangan :

1. SS = Sangat Setuju (5)
2. S = Setuju (4)
3. KS = Kurang Setuju (3)
4. TS = Tidak Setuju (2)
5. STS = Sangat Tidak Setuju (1)

Variabel	**Pernyataan**	**Alternatif Jawaban**				
		SS	S	KS	TS	STS
Kualitas Produk	*Performance* (kinerja)					
	1.Saya merasa motor merek Yamaha New V-ixion dapat memberikan kenyamanan berkendaraan secara maksimal					
	2. Saya merasa motor merek Yamaha New V-ixion lebih hemat BBM (Bahan Bakar Minyak) dibandingkan yang sejenis dikelasnya					
	Durability (daya tahan)					
	3.Saya merasa motor merek Yamaha New V-ixion dapat digunakan lebih dari 5 tahun					
	4. Daya tahan mesin tangguh untuk jarak menengah hingga jauh					
	Conformance to specification (kesesuaian dengan spesifikasi)					

	5. Saya merasa motor merek Yamaha New V-ixion yang dijual sesuai dengan standar dan kualitas yang ditawarkan 6. Sepeda motor Yamaha New V-ixion sama dengan spesifikasi yang telah di tetapkan					
	Features (keistimewaan tambahan)					
	7.Saya merasa *features* motor produk Yamaha New V-ixion menarik perhatian					
	8.Sepeda motor Yamaha New V-ixion memiliki *feature* sapaan dengan tulisan "Hi bro" pada panel speedometer ketika dinyalakan					
	Reliability (kehandalan)					
	9.Saya merasa spare parts yang digunakan motor Yamaha New V-ixion tahan lama atau tidak mudah rusak					
	10.Saya merasa aerodinamis motor merek Yamaha New V-ixion dapat dihandalkan sehinggah stabil dikendarai pada jarak tempuh yang jauh maupun pada saat tikungan.					
	Estetika					
	11.Saya merasa pilihan warna motor produk Yamaha New V-ixion bervariasi					
	12. Saya merasa desain motor merek Yamaha New V-ixion menarik perhatian					
Harga	Keterjangkauan Harga					
	1. Saya merasa harga motor merek Yamaha New V-ixion terjangkau dibanding dengan yang sejenis dikelasnya					
	2.Harga produk Yamaha New V-ixion sesuai dengan kemampuan Saya					
	Kesesuaian Harga dengan Kualitas Produk					

	3. Saya merasa harga motor merek Yamaha New V-ixion sesuai dengan hasil yang diinginkan					
	4. Saya merasa harga motor merek Yamaha New V-ixion sesuai dengan kualitas produk yang ditawarkan					
	Daya Saing Harga					
	5. Saya merasa harga motor merek Yamaha New V-ixion dapat bersaing dengan produk motor merek lain					
	6.Daya saing harga yang relatif murah dibandingkan dengan kompetitor lainnya					
	Kesesuaian Harga dengan Manfaat					
	7.Saya merasa harga motor merek Yamaha New V-ixion sesuai dengan manfaat yang Saya rasakan					
	8. Saya merasa harga motor merek Yamaha New V-ixion sesuai dengan fasilitas yang diberikan					

Variabel	**Pernyataa**	**Alternatif Jawaban**				
		SS	S	KS	TS	STS
Keputusan Pembelian	Pengenalan kebutuhan					
	1. Motor Yamaha New V-ixion memenuhi kebutuhan gaya hidup Saya sehari-hari					
	2. Dalam hal kebutuhan transportasi Saya memilih motor Yamaha New V-ixion					
	Pencarian Informasi					
	3. Saya tertarik dengan motor merek Yamaha New V-ixion dari iklan cetak / elektronik					
	4. Saya mencari informasi dari beberapa *dealer* motor produk Yamaha New V-ixion					
	5. Saya mendapat informasi tentang motor merek Yamaha New V-ixion dari orang lain					

	Evaluasi Alternatif					
	6. Anda membeli motor Yamaha New Vixion karena jumlah penjualan motor tersebut di Indonesia adalah yang tertinggi dibandingkan motor sport 150 CC lainnya (Seperti Honda, Suzuki, dan Kawasaki).					
	7. Saya mengevaluasi variasi warna motor Yamaha New V-ixion sebelum melakukan pembelian					
	Keputusan Pembelian					
	8. Saya memutuskan untuk membeli motor produk Yamaha New V-ixion setelah mengevaluasi beberapa altenatif					
	9. Saya merasa yakin dengan keputusan pembelian motor produk Yamaha New V-ixion					
	10. Motor merek Yamaha New V-ixion menjadi alternatif yang Saya pilih					
	Perilaku setelah Pembelian					
	11. Saya merasa puas dengan motor Yamaha New V-ixion					
	12. Saya akan merekomendasikan produk motor merek Yamaha New V-ixion kepada keluarga, teman dan saudara Saya					

LAMPIRAN 2

UJI VALIDITAS

Hasil Uji Validitas Variabel X1 (Kualitas Produk)

Correlations

		X11	X12	X13	X14	X15	X16	X17	X18	X19	X110	X111	X112	TOTAL
X11	Pearson Correlation	1	,947**	,840**	,708**	,802**	,825**	,642**	,727**	,672**	,696**	,953**	,591**	,914**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X12	Pearson Correlation	,947**	1	,794**	,561**	,754**	,777**	,744**	,696**	,652**	,637**	,938**	,582**	,889**
	Sig. (2-tailed)	,000		,000	,001	,000	,000	,000	,000	,000	,000	,000	,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X13	Pearson Correlation	,840**	,794**	1	,680**	,819**	,747**	,631**	,764**	,609**	,786**	,864**	,536**	,884**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000	,000	,000	,000	,002	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X14	Pearson Correlation	,708**	,561**	,680**	1	,723**	,725**	,377*	,552**	,622**	,783**	,700**	,561**	,760**
	Sig. (2-tailed)	,000	,001	,000		,000	,000	,040	,002	,000	,000	,000	,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X15	Pearson Correlation	,802**	,754**	,819**	,723**	1	,807**	,513**	,727**	,733**	,800**	,895**	,522**	,879**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,004	,000	,000	,000	,000	,003	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X16	Pearson Correlation	,825**	,777**	,747**	,725**	,807**	1	,751**	,842**	,690**	,838**	,855**	,605**	,922**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000	,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X17	Pearson Correlation	,642**	,744**	,631**	,377*	,513**	,751**	1	,821**	,533**	,569**	,634**	,691**	,789**
	Sig. (2-tailed)	,000	,000	,000	,040	,004	,000		,000	,002	,001	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X18	Pearson Correlation	,727**	,696**	,764**	,552**	,727**	,842**	,821**	1	,649**	,780**	,740**	,668**	,883**
	Sig. (2-tailed)	,000	,000	,000	,002	,000	,000	,000		,000	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X19	Pearson Correlation	,672**	,652**	,609**	,622**	,733**	,690**	,533**	,649**	1	,698**	,706**	,821**	,805**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,002	,000		,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X110	Pearson Correlation	,696**	,637**	,786**	,783**	,800**	,838**	,569**	,780**	,698**	1	,765**	,637**	,866**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,001	,000	,000		,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X111	Pearson Correlation	,953**	,938**	,864**	,700**	,895**	,855**	,634**	,740**	,706**	,765**	1	,543**	,932**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000		,002	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X112	Pearson Correlation	,591**	,582**	,536**	,561**	,522**	,605**	,691**	,668**	,821**	,637**	,543**	1	,752**
	Sig. (2-tailed)	,001	,001	,002	,001	,003	,000	,000	,000	,000	,000	,002		,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,914**	,889**	,884**	,760**	,879**	,922**	,789**	,883**	,805**	,866**	,932**	,752**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

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

*. Correlation is significant at the 0.05 level (2-tailed).

Hasil Uji Validitas Variabel X2 (Harga)

Correlations

		X21	X22	X23	X24	X25	X26	X27	X28	TOTAL
X21	Pearson Correlation	1	,782**	,684**	,725**	,544**	,644**	,686**	,643**	,889**
	Sig. (2-tailed)		,000	,000	,000	,002	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30
X22	Pearson Correlation	,782**	1	,577**	,533**	,487**	,669**	,694**	,542**	,831**
	Sig. (2-tailed)	,000		,001	,002	,006	,000	,000	,002	,000
	N	30	30	30	30	30	30	30	30	30
X23	Pearson Correlation	,684**	,577**	1	,637**	,245	,618**	,710**	,638**	,791**
	Sig. (2-tailed)	,000	,001		,000	,192	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30
X24	Pearson Correlation	,725**	,533**	,637**	1	,574**	,542**	,670**	,550**	,803**
	Sig. (2-tailed)	,000	,002	,000		,001	,002	,000	,002	,000
	N	30	30	30	30	30	30	30	30	30
X25	Pearson Correlation	,544**	,487**	,245	,574**	1	,551**	,487**	,386*	,641**
	Sig. (2-tailed)	,002	,006	,192	,001		,002	,006	,035	,000
	N	30	30	30	30	30	30	30	30	30
X26	Pearson Correlation	,644**	,669**	,618**	,542**	,551**	1	,807**	,592**	,830**
	Sig. (2-tailed)	,000	,000	,000	,002	,002		,000	,001	,000
	N	30	30	30	30	30	30	30	30	30
X27	Pearson Correlation	,686**	,694**	,710**	,670**	,487**	,807**	1	,722**	,891**
	Sig. (2-tailed)	,000	,000	,000	,000	,006	,000		,000	,000
	N	30	30	30	30	30	30	30	30	30
X28	Pearson Correlation	,643**	,542**	,638**	,550**	,386*	,592**	,722**	1	,791**
	Sig. (2-tailed)	,000	,002	,000	,002	,035	,001	,000		,000
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,889**	,831**	,791**	,803**	,641**	,830**	,891**	,791**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30	30

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

*. Correlation is significant at the 0.05 level (2-tailed).

Hasil Uji Validitas Variabel Y (Keputusan Pembelian)

Correlations

		Y1	Y2	Y3	Y14	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	TOTAL
Y1	Pearson Correlation	1	,782**	,684**	,725**	,544**	,644**	,686**	,643**	,558**	,688**	,554**	,646**	,861**
	Sig. (2-tailed)		,000	,000	,000	,002	,000	,000	,000	,001	,000	,001	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y2	Pearson Correlation	,782**	1	,577**	,533**	,487**	,669**	,694**	,542**	,509**	,699**	,661**	,667**	,833**
	Sig. (2-tailed)	,000		,001	,002	,006	,000	,000	,002	,004	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y3	Pearson Correlation	,684**	,577**	1	,637**	,245	,618**	,710**	,638**	,332	,466**	,523**	,622**	,742**
	Sig. (2-tailed)	,000	,001		,000	,192	,000	,000	,000	,073	,009	,003	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y14	Pearson Correlation	,725**	,533**	,637**	1	,574**	,542**	,670**	,550**	,645**	,519**	,520**	,598**	,785**
	Sig. (2-tailed)	,000	,002	,000		,001	,002	,000	,002	,000	,003	,003	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y5	Pearson Correlation	,544**	,487**	,245	,574**	1	,551**	,487**	,386*	,594**	,544**	,403*	,360	,633**
	Sig. (2-tailed)	,002	,006	,192	,001		,002	,006	,035	,001	,002	,027	,051	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y6	Pearson Correlation	,644**	,669**	,618**	,542**	,551**	1	,807**	,592**	,501**	,718**	,599**	,534**	,809**
	Sig. (2-tailed)	,000	,000	,000	,002	,002		,000	,001	,005	,000	,000	,002	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y7	Pearson Correlation	,686**	,694**	,710**	,670**	,487**	,807**	1	,722**	,587**	,770**	,668**	,667**	,889**
	Sig. (2-tailed)	,000	,000	,000	,000	,006	,000		,000	,001	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y8	Pearson Correlation	,643**	,542**	,638**	,550**	,386*	,592**	,722**	1	,382*	,516**	,566**	,540**	,747**
	Sig. (2-tailed)	,000	,002	,000	,002	,035	,001	,000		,037	,004	,001	,002	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y9	Pearson Correlation	,558**	,509**	,332	,645**	,594**	,501**	,587**	,382*	1	,759**	,519**	,609**	,736**
	Sig. (2-tailed)	,001	,004	,073	,000	,001	,005	,001	,037		,000	,003	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y10	Pearson Correlation	,688**	,699**	,466**	,519**	,544**	,718**	,770**	,516**	,759**	1	,520**	,582**	,819**
	Sig. (2-tailed)	,000	,000	,009	,003	,002	,000	,000	,004	,000		,003	,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y11	Pearson Correlation	,554**	,661**	,523**	,520**	,403*	,599**	,668**	,566**	,519**	,520**	1	,868**	,794**
	Sig. (2-tailed)	,001	,000	,003	,003	,027	,000	,000	,001	,003	,003		,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Y12	Pearson Correlation	,646**	,667**	,622**	,598**	,360	,534**	,667**	,540**	,609**	,582**	,868**	1	,828**
	Sig. (2-tailed)	,000	,000	,000	,000	,051	,002	,000	,002	,000	,001	,000		,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,861**	,833**	,742**	,785**	,633**	,809**	,889**	,747**	,736**	,819**	,794**	,828**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

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

*. Correlation is significant at the 0.05 level (2-tailed).

Lampiran 3

Hasil Uji Reliabel

Hasil Uji Reliabel Variabel X1 (Kualitas Produk)

Correlations

		GANJIL	GENAP
GANJIL	Pearson Correlation	1	,955**
	Sig. (2-tailed)		,000
	N	30	30
GENAP	Pearson Correlation	,955**	1
	Sig. (2-tailed)	,000	
	N	30	30

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

Hasil Uji Reliabel Variabel X2 (Harga)

Correlations

		GANJIL	GENAP
GANJIL	Pearson Correlation	1	,942**
	Sig. (2-tailed)		,000
	N	30	30
GENAP	Pearson Correlation	,942**	1
	Sig. (2-tailed)	,000	
	N	30	30

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

Hasil Uji Reliabel Variabel Y (Keputusan Pembelian)

Correlations

		GANJIL	GENAP
GANJIL	Pearson Correlation	1	,966**
	Sig. (2-tailed)		,000
	N	30	30

GENAP	Pearson Correlation	,966**	1
	Sig. (2-tailed)	,000	
	N	30	30

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

LAMPIRAN 4

UJI ASUMSI KLASIK

Koefisien Determinasi (*R-Square*)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,636[a]	,405	,393	4,502

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

b. Dependent Variable: Keputusan Pembelian

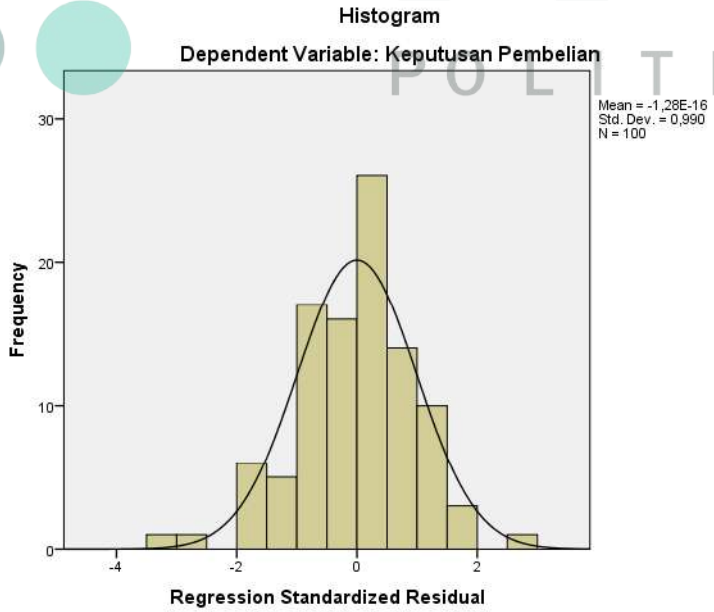
Hasil Uji Multikolinearitas

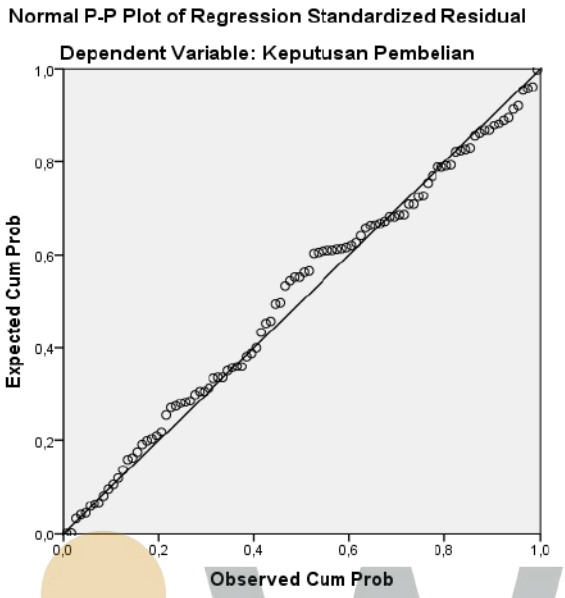
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1,759	7,077		,249	,804		
	Kualitas	,727	,095	,602	7,680	,000	1,000	1,000
	Harga	,466	,177	,207	2,638	,010	1,000	1,000

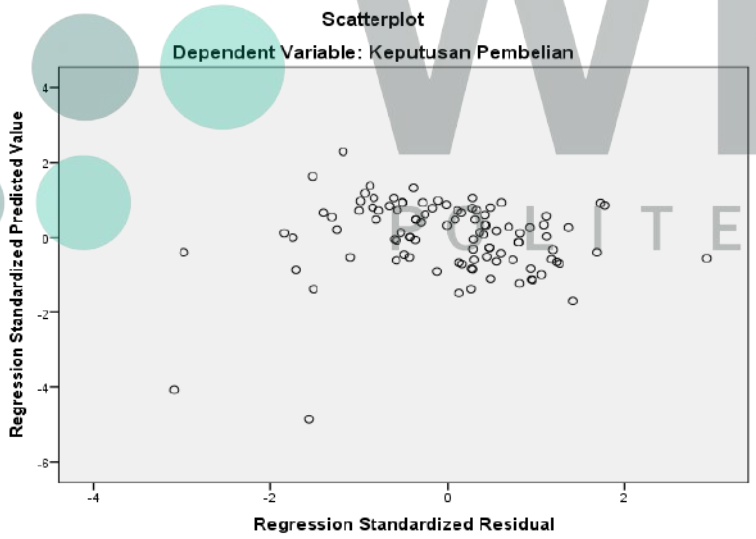
a. Dependent Variable: Keputusan Pembelian

Hasil Uji Normalitas





Hasil Uji Heteroskedastisitas



Hasil Uji Autokorelasi

Runs Test

	Residual
Test Value[a]	,64743
Cases < Test Value	50
Cases >= Test Value	50
Total Cases	100
Number of Runs	47
Z	-,804
Asymp. Sig. (2-	,421

a. Median

LAMPIRAN 5

UJI REGRESI LINIER BERGANDA

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Harga, Kualitas Produk[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	,636[a]	,405	,393	4,502

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

b. Dependent Variable: Keputusan Pembelian

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1337,715	2	668,857	32,999	,000[b]
	Residual	1966,075	97	20,269		
	Total	3303,790	99			

a. Dependent Variable: Keputusan Pembelian

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)	1,759	7,077		,249	,804		
	Kualitas	,727	,095	,602	7,680	,000	1,000	1,000
	Harga	,466	,177	,207	2,638	,010	1,000	1,000

a. Dependent Variable: Keputusan Pembelian

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	31,06	57,31	48,89	3,676	100
Std. Predicted Value	-4,852	2,292	,000	1,000	100
Standard Error of Predicted Value	,453	2,252	,734	,266	100
Adjusted Predicted	33,41	57,68	48,93	3,500	100
Residual	-13,908	13,178	,000	4,456	100
Std. Residual	-3,089	2,927	,000	,990	100
Stud. Residual	-3,411	3,090	-,004	1,020	100
Deleted Residual	-16,961	14,682	-,038	4,741	100
Stud. Deleted	-3,618	3,237	-,006	1,038	100
Mahal. Distance	,012	23,791	1,980	3,061	100
Cook's Distance	,000	,852	,023	,098	100
Centered Leverage	,000	,240	,020	,031	100

a. Dependent Variable: Keputusan Pembelian