

# LAMPIRAN



**PROGRAM STUDI TEKNIK INDUSTRI**

**FAKULTAS TEKNOLOGI INDUSTRI – UNIVERSITAS ISLAM INDONESIA**

**KUESIONER PENELITIAN**

Analisis Faktor-Faktor Yang Mempengaruhi Konsumen dalam Keputusan Pembelian  
Mobil Toyota Yaris dengan Menggunakan Metode Regresi Linier Berganda

---

Kepada Yth.

Bapak/Ibu/Saudara

Di Tempat

Dengan Hormat,

Dalam rangka menyelesaikan Tugas Akhir guna memenuhi persyaratan memperoleh gelar Sarjana S1 Program Studi Teknik Industri di Universitas Islam Indonesia, saya bermaksud mengadakan penelitian dalam rangka menyusun Skripsi dengan judul : Analisis Faktor-Faktor Yang Mempengaruhi Konsumen dalam Keputusan Pembelian Mobil Toyota Yaris dengan Menggunakan Metode Regresi Linier Berganda. Berkenaan dengan maksud tersebut, maka saya selaku peneliti sangat mengharapkan partisipasi dari Bapak/Ibu/Saudara untuk bersedia meluangkan waktu guna menjawab pertanyaan-pertanyaan dalam bentuk kuesioner. Akhir kata, atas kesediaan dan partisipasi dari Bapak/Ibu/Saudara sekalian, saya ucapkan banyak terima kasih.

---

Yogyakarta, 10 Oktober 2016

Hormat saya, Peneliti

Ilham Fadillah

## IDENTITAS RESPONDEN

1. Nama Anda : \_\_\_\_\_
2. Jenis Kelamin :
  - a. Pria
  - b. Wanita
3. Usia / Umur :
  - a. Kurang dari 20 tahun
  - b. 21 – 25 tahun
  - c. 26 – 30 tahun
  - d. Lebih dari 30 tahun
4. Pekerjaan :
  - a. Pegawai Negri Sipil
  - b. Karyawan Swasta
  - c. Wiraswasta
  - d. Pelajar/Mahasiswa
  - e. Lain - lain
5. Status Perkawinan :
  - a. Belum Kawin
  - b. Kawin
  - c. Pernah Kawin

**Petunjuk Pengisian:**

1. Bacalah setiap pertanyaan dengan seksama sebelum menjawab.
2. Anda hanya dapat memberikan satu jawaban disetiap pertanyaan.
3. Isilah kuesioner dengan memberi tanda (√) pada kolom yang tersedia dan pilih sesuai dengan keadaan yang sebenarnya.

Keterangan :

SS = Sangat Setuju

S = Setuju

R = Ragu-ragu

TS = Tidak Setuju

STS = Sangat Tidak Setuju

Contoh :

No	Daftar Pertanyaan	Alternatif jawaban				
		STS	TS	R	S	SS
	<b>Kualitas Produk</b>					
1	Toyota Yaris memiliki kualitas yang baik			✓		













## 2. Kualitas Produk

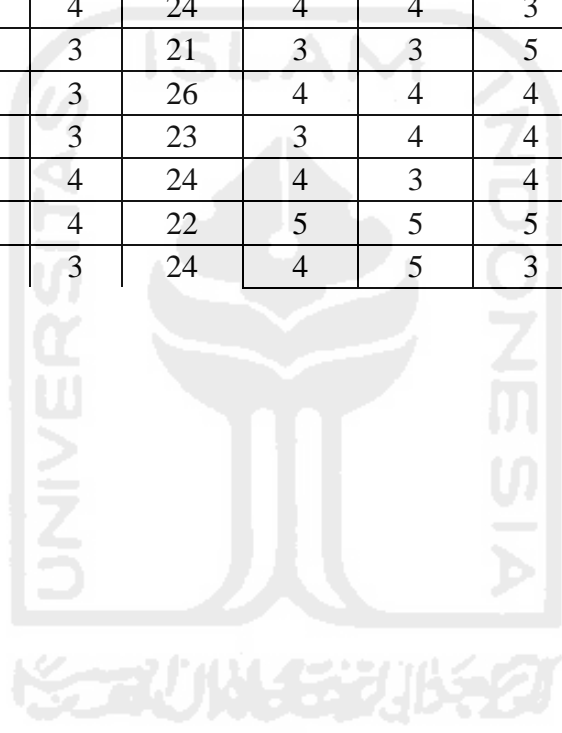
No	Kualitas Produk (X1)																Jumlah	Keputusan Pembelian																	Jumlah	
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	X1.14	X1.15	X1.16		X1.17	X1.18	X1.19	X1.20	X1.21	X1.22	X1.23	X1.24	X1.25	X1.26	X1.27	X1.28	X1.29	X1.30					
1	4	4	3	4	4	3	4	4	5	4	3	5	4	4	4	5	4	68	5	5	5	3	5	3	3	5	5	4	4	5	4	3	4	4	4	71
2	5	5	4	4	5	4	4	5	5	4	4	4	4	5	4	5	5	76	5	5	5	4	5	5	5	5	5	5	4	5	5	4	5	5	4	81
3	4	4	5	3	4	4	5	4	5	4	4	5	4	3	3	4	5	70	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	84
4	5	5	5	5	5	5	5	5	5	5	5	5	3	5	5	4	5	5	82	5	5	3	4	5	5	5	5	5	3	4	5	5	5	5	5	79
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	85	5	5	4	5	5	5	5	5	5	4	4	4	4	5	5	4	4	78
6	5	5	5	5	4	5	5	4	5	5	5	5	5	5	4	5	5	82	4	4	4	5	5	4	4	5	5	4	3	5	5	5	3	5	4	74
7	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	68	4	4	4	4	4	4	4	3	4	3	4	4	4	4	2	4	4	64
8	4	4	4	3	4	4	4	4	4	4	3	5	5	4	3	4	4	67	5	5	4	4	5	4	4	5	5	4	4	4	4	5	4	5	5	76
9	4	4	5	5	5	4	5	4	5	4	4	5	5	5	5	4	5	78	4	4	5	3	4	4	5	4	5	4	4	5	4	3	3	4	5	70
10	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	68	5	5	5	5	5	5	5	5	5	5	3	5	5	4	5	5	82	
11	5	5	5	3	5	3	3	5	5	4	4	5	4	3	4	4	4	71	4	4	3	4	4	3	3	4	4	3	4	4	4	4	3	4	4	63
12	5	5	5	4	5	5	5	5	5	5	4	5	5	4	5	5	4	81	4	4	4	5	5	5	4	5	5	4	4	4	5	4	4	4	4	74
13	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	84	4	4	4	4	4	3	4	4	4	4	3	4	4	4	4	4	3	65
14	5	5	3	4	5	5	5	5	5	3	4	5	5	5	5	5	5	79	5	5	5	5	4	5	5	4	5	5	5	5	5	4	5	5	82	
15	4	4	3	4	4	3	3	4	4	3	4	4	4	4	3	4	4	63	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	68
16	5	5	4	5	5	5	5	5	5	4	4	4	5	5	4	4	4	78	4	4	4	3	4	4	4	4	4	3	5	5	4	3	4	4	67	
17	4	4	4	5	5	4	4	5	5	4	3	5	5	5	3	5	4	74	4	4	3	4	4	3	4	4	5	4	3	5	4	4	5	4	68	
18	4	4	4	4	4	4	4	3	4	3	4	4	4	4	2	4	4	64	4	4	5	5	5	4	5	4	5	4	4	5	5	5	5	4	5	78



### 3. Harga

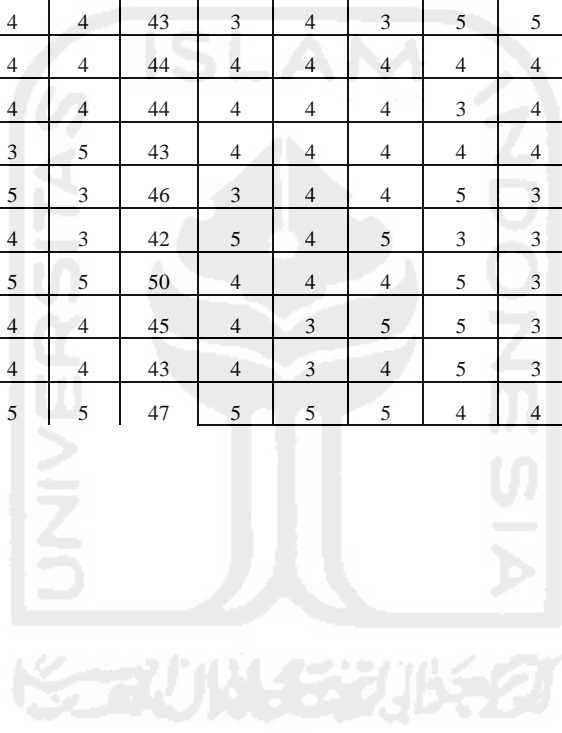
No.	Harga (X2)						Jumlah	Keputusan Pembelian						Jumlah
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6		YX2.1	YX2.2	YX2.3	YX2.4	YX2.5	YX2.6	
1	3	5	4	4	4	4	24	3	5	4	4	4	4	24
2	4	4	4	4	4	5	25	5	5	5	5	4	5	29
3	4	4	5	4	4	3	24	5	5	5	5	5	5	30
4	5	5	5	5	5	5	30	3	3	4	4	3	4	21
5	5	5	5	5	5	5	30	4	4	3	4	4	3	22
6	4	5	4	5	5	4	27	4	4	4	4	4	3	23
7	4	4	4	4	4	4	24	5	5	5	5	5	5	30
8	3	4	4	4	4	4	23	4	4	4	4	4	4	24
9	4	4	4	4	4	4	24	4	4	5	5	4	5	27
10	3	3	4	4	3	4	21	4	4	4	4	4	4	24
11	3	5	4	4	4	4	24	5	5	5	5	5	5	30
12	5	5	5	5	4	5	29	5	5	5	5	5	5	30
13	5	5	5	5	5	5	30	4	5	4	5	5	4	27
14	5	5	5	5	5	5	30	3	5	4	4	4	4	24
15	4	4	4	4	4	4	24	4	4	4	4	4	5	25
16	4	4	5	5	4	5	27	4	4	5	4	4	3	24
17	4	4	4	5	4	4	25	5	5	4	3	4	3	24
18	4	4	3	4	3	4	22	4	4	4	4	4	4	24
19	4	4	4	4	4	4	24	3	4	4	4	4	4	23
20	3	4	4	4	4	4	23	4	4	4	4	4	4	24
21	4	4	3	4	4	3	22	4	3	4	4	5	4	24
22	4	4	4	4	4	3	23	3	3	3	5	4	4	22

No.	Harga (X2)						Jumlah	Keputusan Pembelian						Jumlah
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6		YX2.1	YX2.2	YX2.3	YX2.4	YX2.5	YX2.6	
23	4	4	4	4	4	4	24	4	4	4	5	4	4	25
24	3	3	5	4	5	4	24	4	4	3	4	3	4	22
25	4	3	4	4	3	3	21	3	3	5	4	5	4	24
26	5	5	5	4	4	3	26	4	4	4	4	4	4	24
27	4	5	3	3	5	3	23	3	4	4	4	4	4	23
28	4	3	4	4	5	4	24	4	3	4	4	3	3	21
29	3	3	3	5	4	4	22	5	5	5	4	4	3	26
30	5	5	4	3	4	3	24	4	5	3	3	5	3	23





N o.	Promosi (X3)											Juml ah	Keputusan Pembelian											Jumlah
	X3. 1	X3. 2	X3. 3	X3. 4	X3. 5	X3. 6	X3. 7	X3. 8	X3. 9	X3.1 0	X3.1 1		YX3 .1	YX3 .2	YX3 .3	YX3 .4	YX3 .5	YX3 .6	YX3 .7	YX3.8	YX3 .9	YX3.10	YX3. 11	
20	3	3	4	4	4	4	5	4	4	4	3	42	4	4	4	3	3	3	4	3	3	4	3	38
21	4	3	4	4	4	4	4	4	4	4	4	43	3	4	3	5	5	5	3	4	3	3	5	43
22	4	4	4	4	4	4	4	4	4	4	4	44	4	4	4	4	4	4	4	4	4	4	4	44
23	4	4	4	4	4	4	4	4	4	4	4	44	4	4	4	3	4	4	4	4	4	3	3	41
24	3	4	3	5	5	5	3	4	3	3	5	43	4	4	4	4	4	4	4	4	4	4	4	44
25	4	3	5	5	3	5	5	5	3	5	3	46	3	4	4	5	3	4	4	4	4	4	4	43
26	4	3	4	5	3	3	5	4	4	4	3	42	5	4	5	3	3	4	4	5	4	5	5	47
27	5	5	5	4	4	5	4	3	5	5	5	50	4	4	4	5	3	5	5	3	4	4	4	45
28	4	4	4	5	3	5	5	3	4	4	4	45	4	3	5	5	3	5	5	5	3	5	3	46
29	3	4	4	5	3	4	4	4	4	4	4	43	4	3	4	5	3	3	5	4	4	4	3	42
30	5	4	5	3	3	4	4	5	4	5	5	47	5	5	5	4	4	5	4	3	5	5	5	50

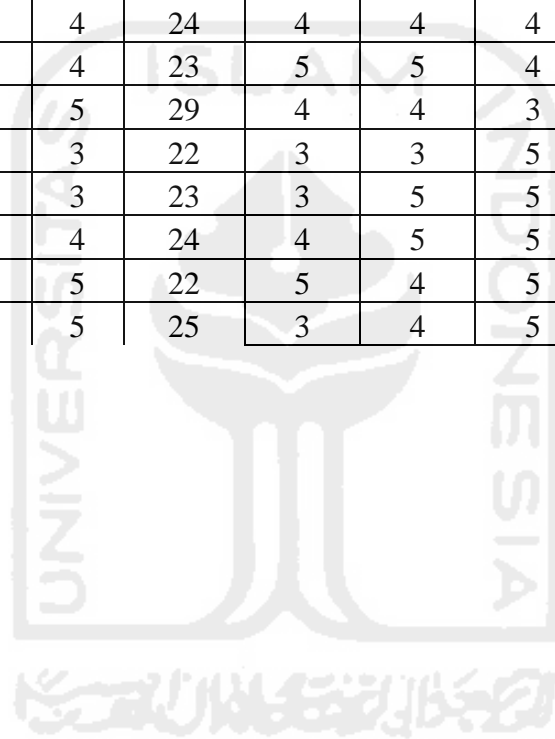


## 5. Citra Merk

No.	Citra Merk (X4)						Jumlah	Keputusan Pembelian						Jumlah
	X4.1	X4.2	X4.3	X4.4	X4.5	X4.6		YX4.1	YX4.2	YX4.3	YX4.4	YX4.5	YX4.6	
1	4	5	5	5	4	5	28	4	4	4	5	5	5	27
2	5	5	5	5	5	4	29	4	5	3	5	3	5	25
3	5	5	4	4	5	3	26	4	3	3	5	4	3	22
4	5	5	5	5	5	5	30	5	5	5	5	5	5	30
5	5	5	5	5	5	5	30	5	5	5	5	5	5	30
6	5	5	5	5	5	5	30	5	5	4	5	5	5	29
7	4	4	4	4	4	4	24	4	4	4	4	4	4	24
8	4	3	4	4	4	3	22	4	4	3	5	5	5	26
9	5	5	5	5	5	5	30	5	4	5	4	4	4	26
10	4	4	5	4	5	4	26	4	4	4	4	4	4	24
11	4	4	4	4	4	4	24	4	4	3	3	4	4	22
12	5	5	5	5	4	5	29	5	5	5	5	5	5	30
13	5	5	5	5	5	5	30	5	5	5	5	5	5	30
14	5	5	5	5	5	5	30	4	3	4	3	3	5	22
15	4	4	3	3	4	4	22	3	3	3	3	3	3	18
16	5	5	5	5	4	4	28	4	5	4	4	4	5	26
17	4	4	5	5	4	5	27	5	5	4	5	5	4	28
18	3	4	2	4	4	4	21	4	4	4	4	4	4	24
19	4	4	4	4	4	3	23	4	4	3	4	4	3	22
20	5	4	4	5	5	4	27	4	4	4	4	4	4	24
21	4	4	4	4	4	4	24	4	4	4	4	4	4	24



No.	Citra Merk (X4)						Jumlah	Keputusan Pembelian						Jumlah
	X4.1	X4.2	X4.3	X4.4	X4.5	X4.6		YX4.1	YX4.2	YX4.3	YX4.4	YX4.5	YX4.6	
22	4	4	4	4	4	4	24	4	4	4	4	4	4	24
23	4	4	4	4	4	4	24	4	4	4	4	4	4	24
24	5	3	3	5	3	4	23	5	5	4	5	4	3	26
25	5	5	4	5	5	5	29	4	4	3	5	4	5	25
26	4	3	4	5	3	3	22	3	3	5	3	3	4	21
27	5	3	3	5	4	3	23	3	5	5	5	5	3	26
28	5	4	3	5	3	4	24	4	5	5	4	3	4	25
29	3	5	3	3	3	5	22	5	4	5	3	3	5	25
30	5	5	3	3	4	5	25	3	4	5	3	4	5	24



## Uji Validitas dan Reliabilitas Kualitas Produk

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.874	17

### 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	67.3667	40.516	.651	.861
X1.2	67.4667	41.154	.620	.863
X1.3	67.3667	43.068	.350	.873
X1.4	67.4667	41.706	.462	.869
X1.5	67.3333	40.575	.690	.860
X1.6	67.5000	40.741	.543	.865
X1.7	67.4667	40.809	.523	.866
X1.8	67.3667	41.137	.576	.864
X1.9	67.2000	41.614	.531	.866
X1.10	67.6000	42.800	.397	.871
X1.11	67.6333	41.275	.513	.867
X1.12	67.3667	43.344	.319	.874
X1.13	67.3000	41.941	.508	.867
X1.14	67.3667	41.964	.380	.873
X1.15	67.7333	42.271	.466	.869
X1.16	67.2333	42.530	.528	.867
X1.17	67.3667	41.689	.560	.865

## Uji Validitas dan Reliabilitas Harga

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.773	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	20.7667	5.082	.528	.737
X2.2	20.5667	5.220	.456	.757
X2.3	20.6000	5.076	.591	.721
X2.4	20.5333	5.499	.524	.739
X2.5	20.6000	5.490	.497	.745
X2.6	20.7667	5.082	.528	.737

## Uji Validitas dan Reliabilitas Promosi

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.833	11

### 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	41.2000	18.303	.529	.817
X3.2	41.3667	18.033	.578	.812
X3.3	41.0667	18.961	.465	.823
X3.4	41.0667	18.547	.425	.829
X3.5	41.2333	18.875	.456	.824
X3.6	40.9667	18.723	.554	.815
X3.7	40.7667	19.978	.408	.827
X3.8	40.9333	19.582	.429	.825
X3.9	41.0667	18.340	.700	.805
X3.10	40.9667	18.240	.647	.807
X3.11	41.0333	18.999	.443	.825

## Uji Validitas dan Reliabilitas Citra Merk

### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.806	6

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X4.1	21.4000	7.214	.539	.782
X4.2	21.5333	6.671	.613	.765
X4.3	21.7333	5.857	.680	.747
X4.4	21.4000	7.283	.458	.798
X4.5	21.6333	6.792	.615	.765
X4.6	21.6333	6.999	.494	.792

## Uji Reliabilitas Keputusan Pembelian

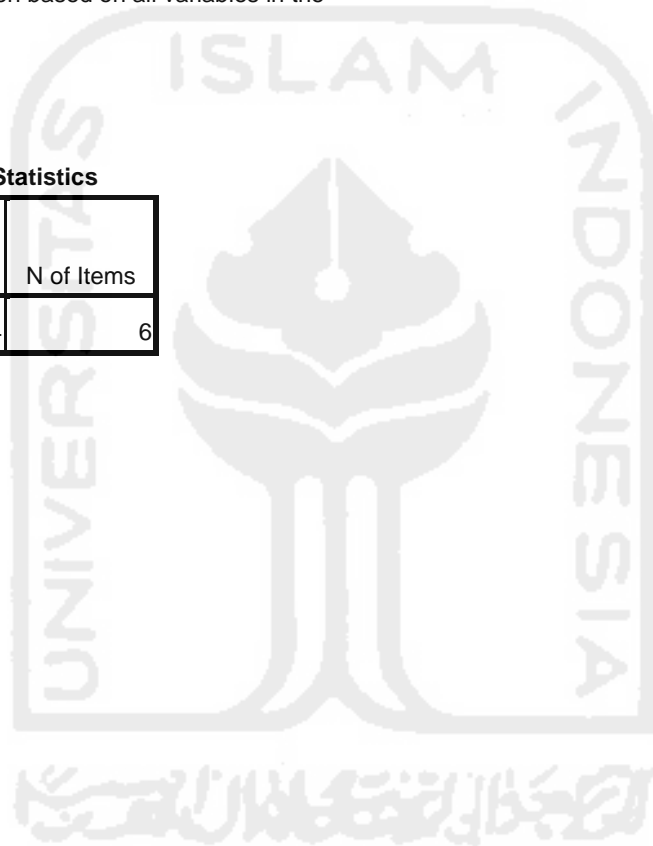
**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.754	6

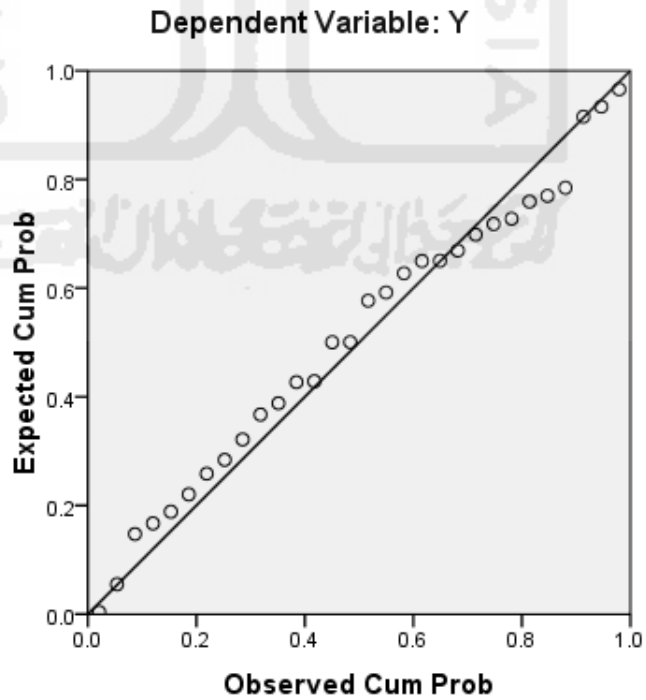


## Uji Normalitas

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		30
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	1.87113394
Most Extreme Differences	Absolute	.098
	Positive	.098
	Negative	-.083
Kolmogorov-Smirnov Z		.537
Asymp. Sig. (2-tailed)		.935
a. Test distribution is Normal.		

### Normal P-P Plot of Regression Standardized Residual



## Uji Multikolinieritas

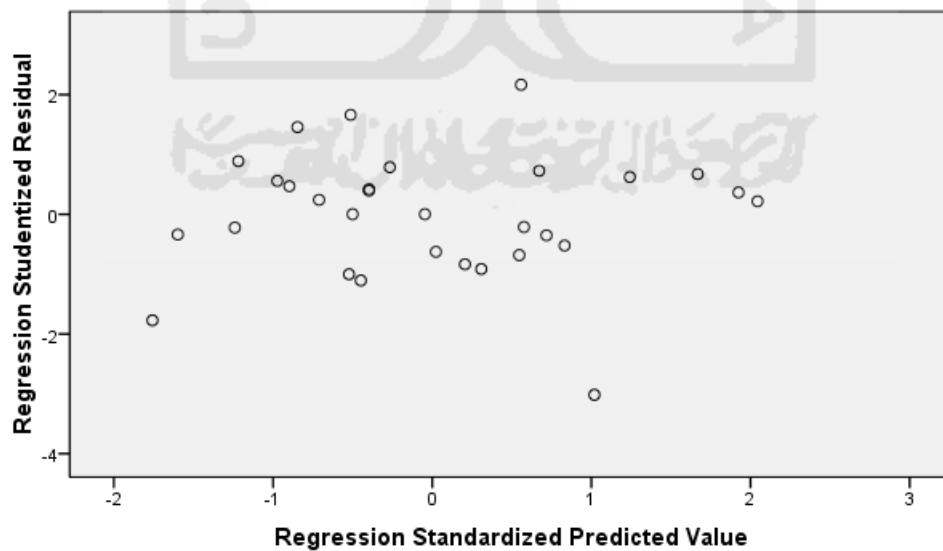
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.545	4.175	.370	.715		
	X1	.264	.125	.624	2.111	.045	5.216
	X2	-.276	.234	-.257	-1.181	.249	2.823
	X3	.226	.106	.369	2.125	.044	1.806
	X4	.050	.210	.053	.236	.816	2.981

a. Dependent Variable: Y

## Uji Heterokedastisitas

### Scatterplot

Dependent Variable: Y





## Hasil Analisis Regresi Linier Berganda

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.763 <sup>a</sup>	.582	.515	2.015

a. Predictors: (Constant), X4, X3, X2, X1

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	141.167	4	35.292	8.690	.000 <sup>a</sup>
	Residual	101.533	25	4.061		
	Total	242.700	29			

a. Predictors: (Constant), X4, X3, X2, X1

b. Dependent Variable: Y

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.545	4.175		.370	.715
	X1	.264	.125	.624	2.111	.045
	X2	-.276	.234	-.257	-1.181	.249
	X3	.226	.106	.369	2.125	.044
	X4	.050	.210	.053	.236	.816

a. Dependent Variable: Y