

Lampiran 1

Kuesioner Penelitian

KUESIONER

PENGARUH KUALITAS PRODUK DAN SENSITIVITAS HARGA TERHADAP PERILAKU PEMBELIAN *SMARTPHONE* PRODUK CHINA

Responden Yth,

Saya adalah mahasiswa program magister manajemen Universitas Islam Indonesia yang sedang mengadakan penelitian dalam rangka menyusun tugas akhir tesis. Oleh sebab itu saya memohon bantuan dan kerja sama Bapak/Ibu untuk mengisi beberapa pertanyaan dalam kuesioner ini untuk melengkapi pengumpulan data tugas akhir tesis saya.

Saya mengharapkan kerja sama Bapak/Ibu untuk memberikan jawaban pada kuesioner ini secara jujur dan apa adanya karena identitas dan informasi dari responden akan di rahasiakan oleh peneliti dan tidak akan mempengaruhi posisi ataupun jabatan Bapak/Ibuk saat ini. Selain untuk kepentingan akademis, hasil penelitian ini akan dapat di ajukan kembali agar dapat digunakan sebagai masukan dan saran perbaikan.

Atas perhatian dan kerja sama Bapak/Ibu, saya mengucapkan terimah kasih.

Irfanudin Lathif

Identitas Responden:

1. Nama :.....(boleh dirahasiakan)
2. Usia :..... (tahun)
3. Jenis Kelamin :..... (L/W)
4. Jabatan Saat Ini :
5. Pendidikan Terakhir:
 - a. D-III
 - b. S-1
 - c. S-2

KETERANGAN:

Pilih satu kategori yang paling mendukung jawaban Bapak/Ibu dengan memberikan tanda silang (X)

SS = Sangat Setuju

S = Setuju

RG = Ragu-Ragu

TS = Tidak Setuju

STS = Sangat Tidak Setuju

1. KUALITAS PRODUK

NO	PERTANYAAN	SS	S	RR	TS	STS
X3.1	Daya tahan produk china yang kuat adalah salah satu alasan saya membeli produk china					
X3.2	Keandalan produk adalah salah satu alasan saya membeli produk china agar mampu memenuhi kebutuhan saya					
X3.3	Ketelitian detail produk china sangat diperhatikan, sehingga saya membelinya					
X3.4	Kualitas produk china selalu sama walaupun dalam daerah yang berbeda					
X3.5	Persepsi saya tentang kualitas produk china adalah mempunyai image yang baik					

2. SENSITIVITAS HARGA

NO	PERTANYAAN	SS	S	RR	TS	STS
X4.1	Saya merasa harga produk china terjangkau					
X4.2	Saya merasa harga produk china sesuai dengan yang diinginkan					
X4.3	Saya merasa harga produk china dapat bersaing dengan produk merek lain					
X4.4	Saya merasa harga produk china sesuai dengan manfaat yang saya rasakan					
X4.5	Saya merasa harga produk china sesuai dengan produk yang ditawarkan					

5 PERILAKU PEMBELIAN SMARTPHONE PRODUK CHINA

NO	PERTANYAAN	SS	S	RR	TS	STS
Y1	Bagi saya informasi tentang produk china sangat penting					
Y2	Kelengkapan barang-barang yang menjadi pertimbangan anda dalam pembelian produk china					
Y3	Produk china mempunyai reputasi baik dibandingkan dengan yang lain					
Y4	Produk china cepat tanggap dalam menanggapi kritik dan saran konsumen					
Y5	Saya akan mencari informasi mengenai produk china dengan mengunjungi beberapa toko atau membaca iklan di media sebelum membeli					

Lampiran 2

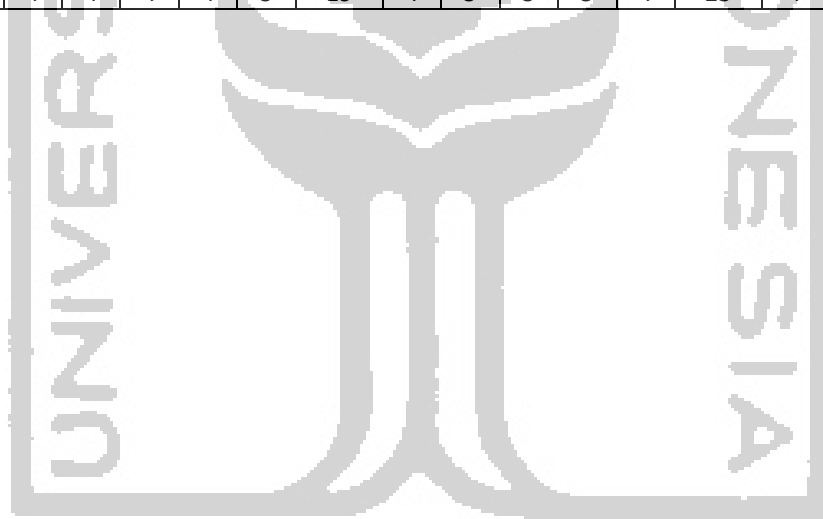
Data Penelitian

RES	X1						X2						Y					
	P1	P2	P3	P4	P5	Total	P1	P2	P3	P4	P5	Total	P1	P2	P3	P4	P5	Total
R1	5	5	4	3	4	21	5	4	5	5	4	23	4	5	5	4	5	23
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UNIVERSITAS INDONESIA

Lampiran 3

Uji Validitas dan Reliabilitas Sampel Kecil

Correlations

Total_X1

	Pearson Correlation	Sig. (2-tailed)	N
X1.1	.561**	.001	30
X1.2	.719**	.000	30
X1.3	.760**	.000	30
X1.4	.811**	.000	30
X1.5	.818**	.000	30
Total_X1	1		30

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

Correlations

Total_X2

	Pearson Correlation	Sig. (2-tailed)	N
X2.1	.769**	.000	30
X2.2	.697**	.000	30
X2.3	.694**	.000	30
X2.4	.853**	.000	30
X2.5	.668**	.000	30
Total_X2	1		30

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

Correlations

Total_X3

	Pearson Correlation	Sig. (2-tailed)	N
Y.1	.694**	.000	30
Y.2	.729**	.000	30
Y.3	.890**	.000	30
Y.4	.712**	.000	30
Y.5	.774**	.000	30
Total_X3	1		30

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

Uji Reliabilitas

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.785	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	15.5667	5.978	.329	.817
X1.2	15.5000	5.293	.539	.753
X1.3	15.6667	5.126	.600	.732
X1.4	15.6000	4.869	.673	.707
X1.5	15.5333	4.947	.693	.702

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.785	5

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	15.2333	5.013	.594	.734
X2.2	15.1000	5.748	.540	.753
X2.3	15.2333	5.564	.512	.761
X2.4	15.3333	4.920	.750	.683
X2.5	15.3667	5.482	.445	.787

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.818	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	14.6667	5.678	.545	.801
Y.2	14.9000	5.197	.552	.800
Y.3	14.8667	4.533	.805	.719
Y.4	14.9667	5.482	.555	.797
Y.5	14.7333	4.892	.608	.784

Lampiran 4

Uji Validitas dan Reliabilitas Sampel Besar

Correlations

Total_X1

	Pearson Correlation	Sig. (2-tailed)	N
X1.1	.620**	.000	150
X1.2	.691**	.000	150
X1.3	.731**	.000	150
X1.4	.835**	.000	150
X1.5	.781**	.000	150
Total_X1	1		150

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

Correlations

Total_X2

	Pearson Correlation	Sig. (2-tailed)	N
X2.1	.707**	.000	150
X2.2	.746**	.000	150
X2.3	.750**	.000	150
X2.4	.771**	.000	150
X2.5	.541**	.000	150
Total_X2	1		150

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

Correlations

Total_X3

	Pearson Correlation	Sig. (2-tailed)	N
Y.1	.726**	.000	150
Y.2	.855**	.000	150
Y.3	.876**	.000	150
Y.4	.844**	.000	150
Y.5	.825**	.000	150
Total_X3	1		150

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

Uji Reliabilitas

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.785	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	16.1933	5.969	.445	.780
X1.2	16.3200	5.602	.525	.757
X1.3	16.3733	5.041	.530	.759
X1.4	16.3533	4.686	.705	.694
X1.5	16.3867	4.910	.619	.726

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.733	5

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	15.8133	5.133	.494	.687
X2.2	15.7600	5.190	.580	.655
X2.3	16.0200	5.174	.586	.653
X2.4	15.9733	5.140	.622	.641
X2.5	16.2467	5.865	.254	.784

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.884	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	15.9600	7.770	.594	.886
Y.2	16.0667	6.734	.760	.850
Y.3	16.0333	6.596	.790	.843
Y.4	16.0267	6.778	.742	.855
Y.5	15.7800	7.099	.723	.859

Lampiran 5

Deskripsi Responden

Frequency Table

		Usia			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16 - 25 Tahun	24	16.0	16.0	16.0
	26 - 35 Tahun	84	56.0	56.0	72.0
	36 - 45 Tahun	42	28.0	28.0	100.0
	Total	150	100.0	100.0	

		Jenis Kelamin			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	82	54.7	54.7	54.7
	Perempuan	68	45.3	45.3	100.0
	Total	150	100.0	100.0	

Lampiran 6

Deskripsi Variabel

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	150	2.00	5.00	4.2133	.64075
X1.2	150	2.00	5.00	4.0867	.68480
X1.3	150	1.00	5.00	4.0333	.84676
X1.4	150	1.00	6.00	4.0533	.80089
X1.5	150	1.00	6.00	4.0200	.80660
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X2.1	150	1.00	5.00	4.1400	.85161
X2.2	150	1.00	5.00	4.1933	.75704
X2.3	150	2.00	5.00	3.9333	.75677
X2.4	150	2.00	5.00	3.9800	.73704
X2.5	150	2.00	5.00	3.7067	.89403
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Y.1	150	2.00	5.00	4.0067	.70944
Y.2	150	1.00	5.00	3.9000	.81718
Y.3	150	1.00	5.00	3.9333	.82468
Y.4	150	1.00	5.00	3.9400	.82111
Y.5	150	1.00	5.00	4.1867	.76313
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Kualitas Produk	150	1.40	5.20	4.0813	.55761
Harga	150	1.80	5.00	3.9907	.55724
Perilaku Pembelian	150	1.20	5.00	3.9933	.65186
Valid N (listwise)	150				

Lampiran 7

Asumsi Klasik

Multikolinieritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.893	.401		2.224	.028		
1 Kualitas Produk	.369	.087	.315	4.258	.000	.878	1.139
Harga	.400	.087	.342	4.613	.000	.878	1.139

a. Dependent Variable: Perilaku Pembelian

Heterokedastisitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.424	.247		1.717	.088
1 Kualitas Produk	.085	.053	.139	1.595	.113
Harga	-.086	.053	-.140	-1.616	.108

a. Dependent Variable: Abs_Res1

Normalitas

One-Sample Kolmogorov-Smirnov Test

		Kualitas Produk	Harga	Perilaku Pembelian
N		150	150	150
Normal Parameters ^{a,b}	Mean	4.0813	3.9907	3.9933
	Std. Deviation	.55761	.55724	.65186
Most Extreme Differences	Absolute	.102	.100	.097
	Positive	.097	.067	.089
	Negative	-.102	-.100	-.097
Kolmogorov-Smirnov Z		1.249	1.225	1.193
Asymp. Sig. (2-tailed)		.088	.099	.116

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 8

Regresi Linier Berganda

Regression

Variables Entered/Removed^a

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

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.540 ^a	.292	.282	.55230

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

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.474	2	9.237	30.281	.000 ^b
	Residual	44.840	147	.305		
	Total	63.313	149			

- a. Dependent Variable: Perilaku Pembelian
b. Predictors: (Constant), Harga, Kualitas Produk

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.893	.401		2.224	.028
	Kualitas Produk	.369	.087	.315	4.258	.000
	Harga	.400	.087	.342	4.613	.000

- a. Dependent Variable: Perilaku Pembelian