

LAMPIRAN



Lampiran I Kuisisioner Utama

Mohon diisi dengan keadaan yang sebenarnya :

1. Nama : Bpk / Ibu / Saudara / Saudari

2. Alamat (*boleh tdk diisi*) :

3. Nomer telpon / hp (*boleh tdk diisi*) :

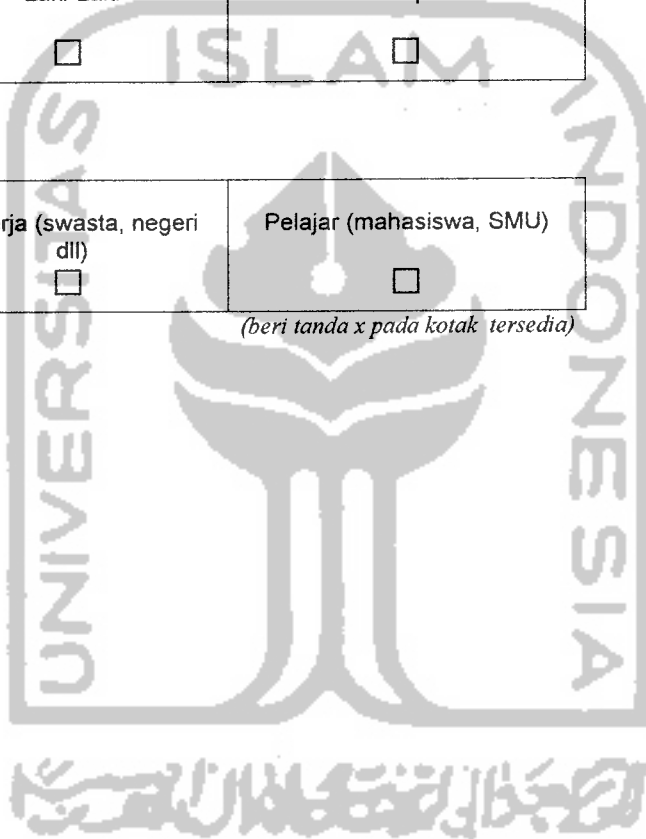
4. Jenis Kelamin anda :

Laki-Laki <input type="checkbox"/>	Perempuan <input type="checkbox"/>
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5. Jenis Pekerjaan anda :

Pekerja (swasta, negeri dll) <input type="checkbox"/>	Pelajar (mahasiswa, SMU) <input type="checkbox"/>
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(beri tanda x pada kotak tersedia)



Lampiran I (lanjutan)
Kuisisioner Utama

Pertanyaan :

Apakah variabel dibawah ini memotivasi anda untuk memiliki sepeda motor Yamaha Mio?
(beri tanda X pada titik pilihan jawaban anda dibawah ini)

keterangan :

STS = Sangat Tdk Setuju ; TS = Tidak Setuju ; CS = Cukup Setuju ;

S = Setuju ; SS = Sangat Setuju

MOTIVASI							
Kode	VARIABEL	JAWABAN ANDA					
M1	Keamanan Berkendara	STS	TS	CS	S	SS	
M2	Termasuk kendaraan yang ramah lingkungan	STS	TS	CS	S	SS	
M3	Desain yang menarik	STS	TS	CS	S	SS	
M4	Termasuk model keluaran terbaru	STS	TS	CS	S	SS	
M5	Bukan tipe motor murahan	STS	TS	CS	S	SS	
M6	Kemudahan suku cadang	STS	TS	CS	S	SS	

REKAPITULASI DATA PENELITIAN 96 RESPONDEN

Resp.	M1	M2	M3	M4	M5	M6	Jmlh Kb
1	4	4	4	4	4	4	10
2	3	3	3	4	4	4	10
3	4	4	4	4	3	3	9
4	4	4	4	5	5	5	10
5	4	4	4	5	5	4	10
6	4	4	4	5	5	5	10
7	3	3	3	3	4	4	8
8	3	3	3	4	4	4	9
9	3	3	3	3	4	4	8
10	4	4	3	3	4	4	8
11	4	4	4	4	4	5	10
12	3	3	4	3	4	3	9
13	4	4	4	4	4	4	10
14	4	4	3	3	4	4	10
15	4	4	4	4	5	5	10
16	4	4	4	5	5	5	10
17	4	4	4	4	5	5	9
18	4	4	4	4	5	5	10
19	3	4	3	4	3	3	8
20	4	4	3	4	3	4	8
21	4	4	4	5	5	5	9
22	4	4	4	3	3	4	8
23	4	4	4	4	4	4	9
24	4	4	4	4	4	5	9
25	5	4	4	5	4	4	10
26	4	4	3	3	4	4	8
27	5	4	4	5	5	5	10
28	4	4	4	3	4	4	10
29	4	3	4	4	5	5	9
30	4	4	4	4	5	5	10
31	5	5	5	5	4	4	10
32	4	4	4	4	5	5	10
33	4	4	4	4	4	4	8
34	3	3	3	4	3	4	8
35	4	4	3	3	4	4	8
36	4	4	4	3	4	4	8
37	4	4	4	4	4	5	8
38	3	3	3	4	3	4	8
39	4	5	5	5	5	5	10
40	4	4	4	4	4	5	8
41	5	4	5	4	5	4	10
42	4	4	4	3	4	4	8
43	3	4	3	4	3	3	8
44	4	4	4	3	4	3	7
45	4	4	4	5	5	5	9
46	4	4	4	4	5	5	9
47	5	5	4	4	4	5	10
48	4	4	3	3	3	4	8
49	4	5	4	4	5	5	9
50	4	4	4	3	4	4	8

Resp.	M1	M2	M3	M4	M5	M6	Jmlh Kb
51	5	5	5	4	4	5	8
52	4	4	4	4	5	5	8
53	5	4	5	4	4	4	10
54	4	4	4	3	4	4	10
55	5	5	4	5	4	5	9
56	5	5	5	4	5	4	9
57	5	5	4	5	4	5	9
58	4	5	5	5	4	5	8
59	5	4	5	4	5	4	9
60	5	5	4	5	4	5	9
61	3	4	5	5	4	4	9
62	3	3	3	4	3	4	8
63	4	4	4	4	4	4	8
64	3	3	3	3	3	3	6
65	5	5	4	5	4	5	10
66	4	4	5	4	5	5	10
67	4	5	4	5	4	5	10
68	5	5	5	4	5	5	8
69	4	4	5	4	4	4	8
70	4	4	4	3	3	4	10
71	5	4	5	4	5	5	10
72	4	4	5	5	4	5	10
73	4	3	3	3	4	4	8
74	3	3	3	3	4	3	7
75	5	4	3	4	5	4	9
76	5	5	5	5	4	4	10
77	3	3	3	3	3	3	9
78	4	4	4	4	5	4	10
79	4	4	4	4	4	4	7
80	4	4	4	5	4	4	8
81	4	4	4	4	4	4	10
82	4	4	4	4	5	4	10
83	4	4	4	4	4	4	8
84	4	4	4	4	4	4	9
85	4	5	5	4	4	4	9
86	4	4	4	4	5	5	9
87	4	4	4	3	3	3	9
88	5	5	5	4	4	4	9
89	5	5	5	5	4	4	9
90	4	4	4	5	4	5	10
91	4	4	5	4	5	4	9
92	5	5	5	5	4	4	9
93	4	4	4	4	5	4	10
94	4	4	4	3	4	4	8
95	3	3	3	3	3	3	7
96	3	3	3	3	3	3	8
Total	388	387	382	383	398	407	
Rata2	4,04	4,03	3,98	3,99	4,15	4,24	

Frequency Table

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Perempuan	78	81.3	81.3	81.3
Laki-laki	18	18.8	18.8	100.0
Total	96	100.0	100.0	

Jenis Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pekerja (Swasta, negeri, dll)	24	25.0	25.0	25.0
Pelajar / Mahasiswa	72	75.0	75.0	100.0
Total	96	100.0	100.0	

Keamanan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid CS	16	16.7	16.7	16.7
S	60	62.5	62.5	79.2
SS	20	20.8	20.8	100.0
Total	96	100.0	100.0	

Ramah Lingkungan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid CS	15	15.6	15.6	15.6
S	63	65.6	65.6	81.3
SS	18	18.8	18.8	100.0
Total	96	100.0	100.0	

Desain

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid CS	22	22.9	22.9	22.9
S	54	56.3	56.3	79.2
SS	20	20.8	20.8	100.0
Total	96	100.0	100.0	

Hasil Uji Validitas

Correlations

		AMAN	RAMA H	DESAI N	MODE L	MURA HAN	CADA NG	TOTAL
AMAN	Pearson Correlation	1	.754**	.621**	.415**	.398**	.426**	.378**
	Sig. (2-tailed)	.	.000	.000	.000	.000	.000	.000
	N	96	96	96	96	96	96	96
RAMAH	Pearson Correlation	.754**	1	.648**	.509**	.257*	.424**	.301**
	Sig. (2-tailed)	.000	.	.000	.000	.011	.000	.003
	N	96	96	96	96	96	96	96
DESAIN	Pearson Correlation	.621**	.648**	1	.472**	.436**	.356**	.375**
	Sig. (2-tailed)	.000	.000	.	.000	.000	.000	.000
	N	96	96	96	96	96	96	96
MODEL	Pearson Correlation	.415**	.509**	.472**	1	.364**	.539**	.449**
	Sig. (2-tailed)	.000	.000	.000	.	.000	.000	.000
	N	96	96	96	96	96	96	96
MURAHAN	Pearson Correlation	.398**	.257*	.436**	.364**	1	.605**	.460**
	Sig. (2-tailed)	.000	.011	.000	.000	.	.000	.000
	N	96	96	96	96	96	96	96
CADANG	Pearson Correlation	.426**	.424**	.356**	.539**	.605**	1	.417**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.	.000
	N	96	96	96	96	96	96	96
TOTAL	Pearson Correlation	.378**	.301**	.375**	.449**	.460**	.417**	1
	Sig. (2-tailed)	.000	.003	.000	.000	.000	.000	.
	N	96	96	96	96	96	96	96

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

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

Hasil Uji Reliabilitas

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Item-total Statistics

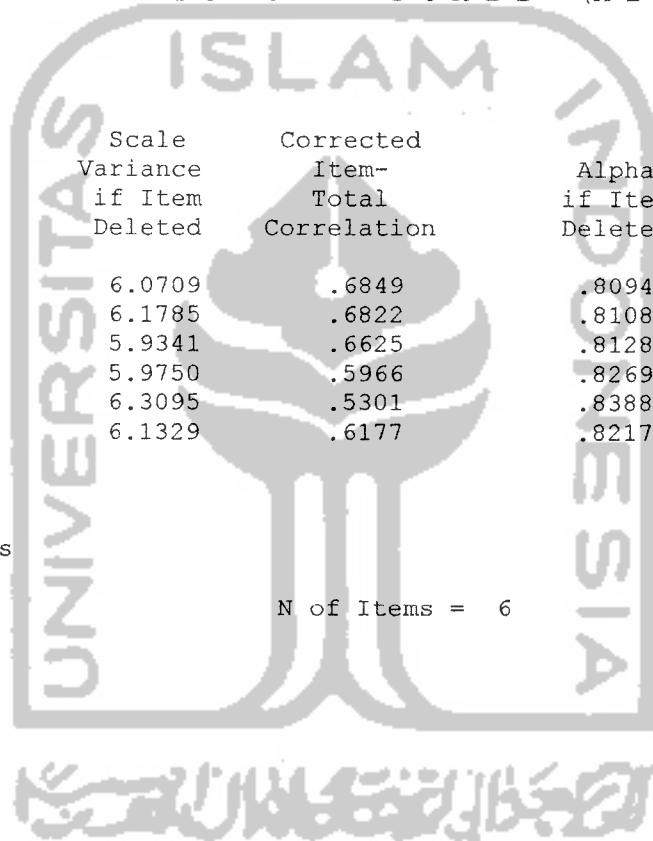
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
AMAN	20.3854	6.0709	.6849	.8094
RAMAH	20.3958	6.1785	.6822	.8108
DESAIN	20.4479	5.9341	.6625	.8128
MODEL	20.4375	5.9750	.5966	.8269
MURAHAN	20.2813	6.3095	.5301	.8388
CADANG	20.1875	6.1329	.6177	.8217

Reliability Coefficients

N of Cases = 96.0

N of Items = 6

Alpha = .8455



Model

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	24	25.0	25.0	25.0
	S	49	51.0	51.0	76.0
	SS	23	24.0	24.0	100.0
	Total	96	100.0	100.0	

Bukan murahan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	15	15.6	15.6	15.6
	S	52	54.2	54.2	69.8
	SS	29	30.2	30.2	100.0
	Total	96	100.0	100.0	

Kemudahan suku cadang

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CS	11	11.5	11.5	11.5
	S	51	53.1	53.1	64.6
	SS	34	35.4	35.4	100.0
	Total	96	100.0	100.0	

