

Lampiran 1

Kuesioner Penelitian

**PENGARUH PRODUK DAN HARGA TERHADAP PERILAKU
PEMBELIAN BUKU DI PASAR BUKU SHOPPING CENTER KOTA
YOGYAKARTA**

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 dan juga Saudara-saudari untuk mengisi beberapa pertanyaan dalam kuesioner ini untuk melengkapi pengumpulan data tugas akhir Tesis saya.

Saya mengharapkan kerja sama Bapak, Ibu serta Saudara-saudari untuk memberikan jawaban pada kuesioner ini secara jujur dan apa adanya, karena identitas dan informasi dari responden akan di rahasiakan oleh peneliti.

Selain untuk kepentingan akademis, hasil penelitian ini akan dapat diajukan kembali kepada perusahaan buku yang ada di kota Yogyakarta agar dapat digunakan sebagai masukan dan saran perbaikan. Atas perhatian dan kerja sama, saya ucapkan terimakasih.

Hormat saya,

Tegar Hakiki Kusuma Bangsa

Identitas Responden:

1. Nama : (Boleh dirahasiakan)
2. Usia : (Tahun)
3. Jenis Kelamin : (L/P)
4. Pendidikan Terakhir:
 - a. SMA/SMK
 - b. D-III
 - c. S-1
 - d. S- 2
5. Rata- Rata Pengeluaran Biaya Hidup Per Bulan:
 - a. 500.000 - 1.000.000
 - b. 1.000.000 - 1.500.000
 - c. 1.500.000 - 2.000.000
 - d. 2.000.000 - 2.500.000

KETERANGAN:

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

SS = Sangat Setuju (5)

S = Setuju (5)

RR = Ragu-Ragu (3)

TS = Tidak Setuju (2)

STS = Sangat Tidak Setuju (1)

Pertanyaan Produk, Harga Dan Perilaku Pembelian

1. VARIABEL PRODUK (X1)

NO	PERTANYAAN	SS	S	RR	TS	STS
X _{1.1}	Produk yang ditawarkan oleh pasar buku Shopping Yogyakarta beragam jenis buku.					
X _{1.2}	Produk yang ditawarkan di pasar buku Shopping Yogyakarta sesuai dengan yang anda inginkan.					
X _{1.3}	Kualitas merek produk di pasar buku Shopping Yogyakarta sesuai dengan harapan anda.					
X _{1.4}	Produk yang ditawarkan pasar buku Shopping Yogyakarta sangat bervariasi sesuai dengan kebutuhan.					
X _{1.5}	Produk yang ditawarkan di pasar buku Shopping Yogyakarta dapat membuat anda lebih semangat membaca.					
X _{1.6}	Saya memilih membeli di pasar buku Shopping Yogyakarta karena memiliki pelayanan penjualan yang baik.					
X _{1.7}	Saya memilih pasar buku Shopping Yogyakarta karena memiliki fitur dan isi buku yang lengkap.					

2. VARIABEL HARGA (X2)

NO	PERTANYAAN	SS	S	RR	TS	STS
X _{2.1}	Harga yang ditawarkan di pasar buku Shopping Yogyakarta sesuai dengan hasil yang diinginkan					

X _{2.2}	Harga yang di tawarkan di pasar buku Shopping Yogyakarta sesuai dengan kualitas yang disediakan					
X _{2.3}	Harga buku yang ditawarkan di pasar buku Shopping Yogyakarta sangat terjangkau					
X _{2.4}	Penetapan harga di pasar buku Shopping Yogyakarta sesuai dengan kemampuan Anda membeli.					
X _{2.5}	Potongan harga yang diberikan dipasar buku Shopping Yogyakarta bervariasi sesuai dengan ukuran produk.					
X _{2.6}	Harga yang ditawarkan pasar buku shopping Yogyakarta yang dapat bersaing dengan produk lain					
X _{2.7}	Harga yang ditawarkan dipasar buku Shopping Yogyakarta sesuai dengan manfaat yang anda rasakan					

3. VARIABEL PERILAKU KONSUMEN

NO	PERTANYAAN	SS	S	RR	TS	STS
Y ₁	Pasar buku Shopping Yogyakarta tidak mengecewakan anda					
Y ₂	Anda merasa puas terhadap pelayanan pasar buku Shopping Yogyakarta					
Y ₃	Anda tidak pernah melakukan pembelian di pasar buku yang lain					
Y ₄	Anda selalu melakukan pembelian di pasar buku Shopping Yogyakarta					
Y ₅	Anda memutuskan untuk menjadi pelanggan di pasar buku Shopping Yogyakarta					
Y ₆	Anda memutuskan untuk membeli buku di pasar buku Shopping Yogyakarta setelah mengevaluasi beberapa alternatif					

Lampiran 2

Data Responden Penelitian

No	Penghasilan	Jenis Kelamin	Pendidikan	Usia
1	Rp 1,100,000.00	LAKI-LAKI	S1	23
2	Rp 1,000,000.00	LAKI-LAKI	S1	23
3	Rp 1,000,000.00	LAKI-LAKI	S1	23
4	Rp 1,100,000.00	LAKI-LAKI	S1	22
5	Rp 1,500,000.00	LAKI-LAKI	S2	25
6	Rp 1,500,000.00	LAKI-LAKI	S2	25
7	Rp 1,500,000.00	LAKI-LAKI	S2	26
8	Rp 1,000,000.00	LAKI-LAKI	S1	23
9	Rp 1,000,000.00	LAKI-LAKI	S1	23
10	Rp 1,000,000.00	LAKI-LAKI	S1	22
11	Rp 1,000,000.00	WANITA	S1	22
12	Rp 500,000.00	WANITA	SMA	18
13	Rp 500,000.00	WANITA	SMA	18
14	Rp 500,000.00	WANITA	SMA	17
15	Rp 600,000.00	WANITA	SMA	18
16	Rp 600,000.00	WANITA	SMA	17
17	Rp 500,000.00	WANITA	SMA	17
18	Rp 500,000.00	WANITA	SMA	18
19	Rp 800,000.00	WANITA	DIII	20
20	Rp 800,000.00	WANITA	DIII	20
21	Rp 900,000.00	LAKI-LAKI	DIII	21
22	Rp 1,600,000.00	LAKI-LAKI	DIII	21
23	Rp 1,000,000.00	LAKI-LAKI	S1	24
24	Rp 1,000,000.00	LAKI-LAKI	S1	24
25	Rp 1,000,000.00	LAKI-LAKI	S1	23
26	Rp 1,200,000.00	LAKI-LAKI	S1	23
27	Rp 1,100,000.00	LAKI-LAKI	S1	24
28	Rp 1,100,000.00	LAKI-LAKI	S1	24
29	Rp 1,000,000.00	LAKI-LAKI	S1	23
30	Rp 1,000,000.00	LAKI-LAKI	S1	23
31	Rp 1,000,000.00	WANITA	S1	23
32	Rp 1,000,000.00	WANITA	S1	24
33	Rp 1,000,000.00	WANITA	S1	22
34	Rp 500,000.00	WANITA	SMA	18
35	Rp 500,000.00	WANITA	SMA	18

36	Rp	2,000,000.00	WANITA	SMA	18
37	Rp	500,000.00	WANITA	S2	27
38	Rp	1,700,000.00	WANITA	S2	27
39	Rp	1,600,000.00	WANITA	S2	26
40	Rp	1,700,000.00	WANITA	S2	26
41	Rp	1,200,000.00	LAKI-LAKI	S1	23
42	Rp	800,000.00	LAKI-LAKI	S1	23
43	Rp	1,000,000.00	LAKI-LAKI	S1	23
44	Rp	500,000.00	LAKI-LAKI	S1	24
45	Rp	500,000.00	LAKI-LAKI	S1	24
46	Rp	1,300,000.00	LAKI-LAKI	S1	24
47	Rp	1,000,000.00	LAKI-LAKI	S1	24
48	Rp	1,000,000.00	LAKI-LAKI	S1	23
49	Rp	1,000,000.00	LAKI-LAKI	S1	23
50	Rp	1,000,000.00	LAKI-LAKI	S1	23
51	Rp	800,000.00	WANITA	S1	24
52	Rp	1,000,000.00	WANITA	S1	24
53	Rp	1,000,000.00	WANITA	S1	24
54	Rp	1,000,000.00	WANITA	S1	25
55	Rp	1,000,000.00	WANITA	S1	28
56	Rp	1,000,000.00	WANITA	S1	32
57	Rp	900,000.00	WANITA	S1	32
58	Rp	1,000,000.00	WANITA	S1	32
59	Rp	600,000.00	WANITA	S1	32
60	Rp	500,000.00	WANITA	S1	32
61	Rp	600,000.00	LAKI-LAKI	SMA	18
62	Rp	600,000.00	LAKI-LAKI	SMA	18
63	Rp	600,000.00	LAKI-LAKI	SMA	17
64	Rp	600,000.00	LAKI-LAKI	SMA	18
65	Rp	600,000.00	LAKI-LAKI	SMA	17
66	Rp	900,000.00	LAKI-LAKI	S2	27
67	Rp	600,000.00	LAKI-LAKI	S2	26
68	Rp	2,000,000.00	LAKI-LAKI	S2	26
69	Rp	2,000,000.00	LAKI-LAKI	S2	26
70	Rp	2,000,000.00	LAKI-LAKI	S2	26
71	Rp	1,000,000.00	WANITA	S1	23
72	Rp	1,000,000.00	WANITA	S1	23
73	Rp	1,000,000.00	WANITA	S1	24
74	Rp	1,000,000.00	WANITA	S1	24
75	Rp	1,000,000.00	WANITA	S1	24
76	Rp	800,000.00	WANITA	DIII	21

77	Rp	900,000.00	WANITA	DIII	19
78	Rp	900,000.00	WANITA	DIII	19
79	Rp	1,000,000.00	WANITA	DIII	21
80	Rp	1,200,000.00	WANITA	DIII	21
81	Rp	1,000,000.00	LAKI-LAKI	SMA	18
82	Rp	1,300,000.00	LAKI-LAKI	SMA	17
83	Rp	1,300,000.00	LAKI-LAKI	SMA	17
84	Rp	500,000.00	LAKI-LAKI	SMA	18
85	Rp	2,000,000.00	LAKI-LAKI	S2	27
86	Rp	900,000.00	LAKI-LAKI	S2	28
87	Rp	1,800,000.00	LAKI-LAKI	S2	27
88	Rp	1,800,000.00	LAKI-LAKI	S2	26
89	Rp	2,000,000.00	LAKI-LAKI	S2	26
90	Rp	2,000,000.00	LAKI-LAKI	S2	25
91	Rp	1,000,000.00	WANITA	SMA	18
92	Rp	1,600,000.00	WANITA	SMA	18
93	Rp	1,000,000.00	WANITA	S1	23
94	Rp	1,000,000.00	WANITA	S1	23
95	Rp	1,000,000.00	WANITA	DIII	21
96	Rp	1,600,000.00	WANITA	DIII	21
97	Rp	1,000,000.00	WANITA	S1	24
98	Rp	1,200,000.00	WANITA	S1	23
99	Rp	1,200,000.00	WANITA	S1	25
100	Rp	1,000,000.00	WANITA	S1	25

Lampiran 3

Data Variabel Penelitian

Res	PRODUK (X1)								HARGA (X2)								PERILAKU PEMBELIAN (Y)						
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y
1	3	2	3	2	2	3	2	2.43	5	4	5	5	5	5	4	4.71	4	3	3	3	3	4	3.33
2	5	3	5	5	5	5	3	4.43	5	5	5	5	4	5	5	4.86	5	5	5	4	5	5	4.83
3	2	2	2	4	4	2	2	2.57	5	5	4	4	5	5	5	4.71	3	4	4	3	3	3	3.33
4	3	3	3	3	2	3	3	2.86	3	3	3	3	3	3	3	3.00	3	5	5	3	5	3	4.00
5	5	5	4	3	4	5	3	4.14	5	4	5	5	4	5	4	4.57	4	5	5	4	5	4	4.50
6	3	3	3	4	4	3	3	3.29	3	4	3	3	3	3	4	3.29	4	4	4	3	5	4	4.00
7	3	4	3	2	2	3	4	3.00	4	5	5	4	4	4	5	4.43	3	3	4	4	4	3	3.50
8	3	3	3	3	4	3	3	3.14	4	4	3	3	3	3	3	3.29	4	3	4	3	4	4	3.67
9	3	4	5	5	5	5	4	4.43	3	3	4	3	3	3	3	3.14	3	4	5	5	5	3	4.17
10	4	4	4	4	4	5	4	4.14	5	4	4	4	5	5	4	4.43	4	4	4	5	5	4	4.33
11	4	3	3	3	4	4	3	3.43	5	4	4	4	3	5	4	4.14	4	3	4	3	3	4	3.50
12	4	5	3	5	3	3	5	4.00	3	4	5	4	4	3	4	3.86	4	5	4	4	3	4	4.00
13	5	5	4	4	3	3	5	4.14	3	3	3	3	3	4	4	3.29	4	3	4	4	4	4	3.83
14	5	4	4	5	5	5	5	4.71	3	3	3	3	2	4	4	3.14	4	4	4	4	4	4	4.00
15	3	5	5	5	5	5	5	4.71	3	3	3	3	3	3	3	3.00	4	4	3	3	3	4	3.50
16	4	5	5	4	5	4	4	4.43	3	4	3	3	3	3	3	3.14	4	3	3	4	5	4	3.83
17	4	4	4	5	5	5	5	4.57	3	3	3	3	4	3	3	3.14	3	5	5	4	5	3	4.17
18	5	5	4	4	4	5	5	4.57	3	3	4	3	3	3	3	3.14	5	3	3	3	3	5	3.67
19	4	3	3	3	4	4	4	3.57	5	4	3	4	5	5	4	4.29	4	3	4	5	5	4	4.17
20	3	3	3	3	3	3	3	3.00	5	5	4	5	4	5	5	4.71	3	3	3	4	3	3	3.17
21	4	4	4	5	5	5	4	4.43	5	4	5	5	5	5	4	4.71	4	3	3	3	3	4	3.33
22	4	4	4	3	5	4	5	4.14	4	5	4	4	4	4	5	4.29	5	4	4	4	4	5	4.33
23	4	5	4	4	3	4	4	4.00	4	4	4	5	3	4	4	4.00	4	3	3	3	3	4	3.33
24	4	4	4	4	4	4	4	4.00	4	4	5	5	4	4	4	4.29	4	5	5	4	4	4	4.33
25	2	4	3	3	4	2	4	3.14	5	5	4	4	5	5	5	4.71	3	3	3	3	3	3	3.00
26	4	4	4	4	4	4	4	4.00	4	4	4	4	4	4	4	4.00	4	3	3	3	4	4	3.50

27	4	3	3	4	5	4	4	3.86	4	5	5	4	3	4	5	4.29	5	5	4	3	4	5	4.33
28	3	3	3	4	3	4	4	3.43	4	3	4	3	5	4	3	3.71	3	4	3	5	4	3	3.67
29	5	4	5	5	3	3	3	4.00	3	3	3	3	3	4	4	3.29	4	4	4	4	4	4	4.00
30	4	3	4	5	5	5	5	4.43	3	4	5	3	5	3	4	3.86	4	5	3	5	3	4	4.00
31	5	4	5	4	5	4	5	4.57	5	3	4	3	4	5	3	3.86	3	4	3	4	5	3	3.67
32	4	5	5	5	5	3	4	4.43	5	3	3	4	4	5	3	3.86	3	3	4	4	5	3	3.67
33	3	3	3	3	3	3	4	3.14	4	3	4	3	3	3	4	3.43	4	4	3	5	4	4	4.00
34	4	4	5	3	4	5	5	4.29	5	5	5	4	4	5	5	4.71	5	5	3	3	3	3	3.67
35	4	5	5	4	4	4	4	4.29	4	3	4	4	4	4	3	3.71	3	4	4	4	4	3	3.67
36	5	4	4	5	5	4	5	4.57	4	4	4	5	5	4	4	4.29	4	4	5	5	4	4	4.33
37	4	4	4	4	4	5	5	4.29	4	4	3	4	2	4	4	3.57	4	3	4	2	4	4	3.50
38	5	4	4	3	3	3	3	3.57	4	4	4	5	5	4	4	4.29	4	4	5	5	4	4	4.33
39	4	4	5	3	4	4	4	4.00	4	4	4	5	4	4	4	4.14	4	4	5	4	4	4	4.17
40	4	5	5	4	4	5	4	4.43	4	4	4	4	5	4	4	4.14	4	4	4	5	4	4	4.17
41	4	3	3	3	4	4	3	3.43	2	4	3	2	2	2	4	2.71	4	3	2	2	2	4	2.83
42	4	4	4	3	4	4	4	3.86	2	4	3	3	4	2	4	3.14	4	3	3	4	2	4	3.33
43	3	3	4	3	2	3	3	3.00	3	3	3	3	2	3	3	2.86	3	3	3	2	3	3	2.83
44	3	4	3	5	4	4	3	3.71	2	4	2	3	2	2	4	2.71	4	2	3	2	2	4	2.83
45	4	4	4	4	4	3	4	3.86	3	3	3	2	3	3	3	2.86	3	3	2	3	3	3	2.83
46	4	4	4	4	5	4	4	4.14	4	4	4	4	5	4	4	4.14	4	4	4	5	4	4	4.17
47	5	4	5	4	5	5	4	4.57	5	4	5	4	5	5	4	4.57	4	5	4	5	5	4	4.50
48	4	4	4	3	3	3	4	3.57	4	4	4	4	5	4	4	4.14	4	4	4	5	4	4	4.17
49	4	3	4	4	3	4	3	3.57	4	3	4	4	3	4	3	3.57	3	4	4	3	4	3	3.50
50	3	4	3	3	2	3	4	3.14	3	4	3	3	2	3	4	3.14	4	3	3	2	3	4	3.17
51	4	3	4	4	2	4	3	3.43	4	3	4	4	2	4	3	3.43	3	4	4	2	4	3	3.33
52	4	3	4	4	3	4	3	3.57	4	3	4	4	3	4	3	3.57	3	4	4	3	4	3	3.50
53	4	5	4	4	4	4	5	4.29	4	5	4	4	4	4	5	4.29	5	4	4	4	4	5	4.33
54	4	5	4	4	5	4	5	4.43	4	5	4	4	5	4	5	4.43	3	3	3	3	4	5	3.50
55	4	4	4	4	5	4	4	4.14	4	4	4	4	5	4	4	4.14	4	4	4	5	4	4	4.17
56	3	2	3	3	3	3	2	2.71	3	2	3	2	2	3	2	2.43	2	3	2	2	3	2	2.33
57	4	4	4	3	3	4	4	3.71	3	2	3	3	3	3	2	2.71	2	3	3	3	3	2	2.67
58	3	3	3	3	2	3	3	2.86	2	2	2	4	4	2	2	2.57	2	2	4	4	2	2	2.67
59	4	4	4	4	4	3	4	3.86	3	3	3	3	2	3	3	2.86	3	3	3	2	3	3	2.83

60	5	4	5	5	4	5	4	4.57	4	3	3	3	4	4	3	3.43	3	3	3	4	4	3	3.33
61	5	4	4	4	5	5	4	4.43	3	3	3	4	4	3	3	3.29	3	3	4	4	3	3	3.33
62	4	4	4	4	4	3	4	3.86	3	4	3	2	2	3	4	3.00	4	3	2	2	3	4	3.00
63	2	4	3	2	2	2	4	2.71	3	3	3	3	4	3	3	3.14	3	3	3	4	3	3	3.17
64	5	4	3	3	4	3	4	3.71	3	3	3	3	3	3	3	3.00	3	3	3	3	3	3	3.00
65	4	4	4	3	5	3	3	3.71	3	3	4	3	2	3	3	3.00	3	4	3	2	3	3	3.00
66	5	4	4	4	3	5	4	4.14	4	3	3	3	4	4	3	3.43	3	3	3	4	4	3	3.33
67	3	4	5	4	4	3	4	3.86	4	5	3	5	3	3	5	4.00	3	3	3	4	3	3	3.17
68	5	4	5	5	5	5	4	4.71	5	5	4	4	3	3	5	4.14	3	5	5	5	5	5	4.67
69	4	5	5	4	4	4	5	4.43	5	4	4	5	5	5	5	4.71	4	5	5	5	5	4	4.67
70	5	5	5	5	4	5	5	4.86	3	5	5	5	5	5	5	4.71	5	5	5	4	5	5	4.83
71	5	3	4	5	5	5	3	4.29	4	5	5	4	5	4	4	4.43	5	4	4	5	5	5	4.67
72	5	3	5	5	4	5	3	4.29	4	4	4	5	5	5	5	4.57	3	5	5	5	5	3	4.33
73	3	5	4	5	5	3	5	4.29	5	5	4	4	4	5	5	4.57	4	5	5	4	5	4	4.50
74	5	4	3	3	3	3	3	3.43	4	5	4	5	4	4	4	4.29	4	4	4	5	5	4	4.33
75	5	5	4	5	4	5	5	4.71	3	4	3	3	3	3	4	3.29	3	3	4	4	4	5	3.83
76	5	4	5	5	5	5	4	4.71	4	4	4	3	3	3	4	3.57	4	3	3	3	4	4	3.50
77	4	5	4	4	4	4	5	4.29	4	4	4	3	3	3	3	3.43	3	4	5	5	5	3	4.17
78	4	4	4	5	3	4	4	4.00	3	3	3	3	3	3	4	3.14	4	4	4	3	3	4	3.67
79	4	4	5	5	4	4	4	4.29	3	3	3	3	3	4	4	3.29	4	4	4	3	5	4	4.00
80	5	5	4	4	5	5	5	4.71	4	4	4	3	3	3	3	3.43	4	5	4	4	3	4	4.00
81	4	4	4	3	3	4	3	3.57	4	4	4	4	4	4	4	4.00	4	4	4	4	4	4	4.00
82	4	5	5	4	3	4	5	4.29	4	3	3	4	5	4	4	3.86	4	4	4	4	4	4	4.00
83	4	3	4	3	5	4	3	3.71	3	3	3	3	3	4	4	3.29	4	4	4	4	4	4	4.00
84	4	4	4	4	4	4	4	4.00	5	4	5	5	3	3	3	4.00	4	3	3	4	5	4	3.83
85	3	4	5	3	5	3	4	3.86	4	3	4	3	3	3	3	3.29	3	5	5	4	5	3	4.17
86	5	3	4	3	4	5	3	3.86	5	4	5	4	5	4	5	4.57	3	4	3	3	3	3	3.17
87	5	3	3	4	4	5	3	3.86	4	5	5	5	5	3	4	4.43	4	3	4	3	5	4	3.83
88	5	4	4	4	5	5	4	4.43	5	4	4	4	4	3	3	3.86	5	4	5	4	5	5	4.67
89	5	5	5	4	4	5	5	4.71	4	4	3	3	4	3	3	3.43	4	5	5	5	5	4	4.67
90	4	3	4	4	4	4	3	3.71	4	3	3	4	4	4	4	3.71	5	4	4	4	4	5	4.33
91	4	4	4	5	5	4	4	4.29	5	4	4	5	5	4	5	4.57	4	4	5	3	4	4	4.00
92	4	4	3	4	2	4	4	3.57	4	4	4	4	4	5	5	4.29	4	5	5	4	4	4	4.33

93	4	4	4	5	5	4	4	4.29	5	4	3	3	3	3	3	3.43	5	4	4	5	5	5	4.67
94	4	4	4	5	4	4	4	4.14	4	4	5	3	4	4	4	4.00	3	4	4	4	3	3	3.50
95	4	4	4	4	5	4	4	4.14	4	5	5	4	4	5	4	4.43	4	4	5	3	4	4	4.00
96	4	4	5	4	5	4	4	4.29	5	4	4	5	5	4	3	4.29	4	5	5	4	4	4	4.33
97	5	4	4	5	5	4	3	4.29	4	4	4	4	4	4	4	4.00	5	4	4	5	5	5	4.67
98	5	5	4	4	5	5	5	4.71	5	5	4	3	4	5	3	4.14	4	5	5	5	5	5	4.83
99	2	4	2	3	2	2	4	2.71	3	4	3	5	4	4	3	3.71	3	3	3	3	4	4	3.33
100	3	3	3	2	3	3	3	2.86	4	4	4	4	4	3	4	3.86	4	4	4	4	4	4	4.00

Lampiran 4

Hasil Uji Validitas dan Reliabilitas Sampel Kecil

Correlations

TOTAL_X1

	Pearson Correlation	Sig. (2-tailed)	N
X1.1	.681**	.000	30
X1.2	.667**	.000	30
X1.3	.808**	.000	30
X1.4	.736**	.000	30
X1.5	.679**	.000	30
X1.6	.810**	.000	30
X1.7	.720**	.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	.891**	.000	30
X2.2	.797**	.000	30
X2.3	.706**	.000	30
X2.4	.862**	.000	30
X2.5	.687**	.000	30
X2.6	.841**	.000	30
X2.7	.774**	.000	30
TOTAL_X2	1		30

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

Correlations

TOTAL_Y

	Pearson Correlation	Sig. (2-tailed)	N
Y.1	.442*	.014	30
Y.2	.711**	.000	30
Y.3	.724**	.000	30
Y.4	.487**	.006	30
Y.5	.713**	.000	30
Y.6	.442*	.014	30
TOTAL_Y	1		30

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

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

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
.851	7

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	23.0667	16.478	.559	.837
X1.2	23.0667	16.409	.535	.841
X1.3	23.1333	15.844	.733	.815
X1.4	22.9333	15.720	.620	.829
X1.5	22.9000	15.955	.535	.842
X1.6	22.9333	14.892	.715	.814
X1.7	22.9667	15.964	.603	.831

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
.901	7

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	23.4667	13.982	.838	.870
X2.2	23.4667	15.430	.723	.885
X2.3	23.4333	15.702	.596	.899
X2.4	23.6000	14.593	.803	.875
X2.5	23.6000	15.490	.559	.905
X2.6	23.4000	14.593	.772	.879

X2.7	23.4333	15.702	.696	.888
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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
.635	6

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	19.2000	5.890	.221	.639
Y.2	19.2333	4.530	.489	.538
Y.3	19.2333	4.668	.538	.522
Y.4	19.3333	5.609	.230	.642
Y.5	19.1333	4.533	.494	.536
Y.6	19.2000	5.890	.221	.639

Lampiran 5

Hasi Uji Validitas dan Uji Reliabilitas Sampel Besar

Correlations

TOTAL_X1

	Pearson Correlation	Sig. (2-tailed)	N
X1.1	.695**	.000	100
X1.2	.646**	.000	100
X1.3	.751**	.000	100
X1.4	.716**	.000	100
X1.5	.714**	.000	100
X1.6	.757**	.000	100
X1.7	.659**	.000	100
TOTAL_X1	1		100

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

Correlations

TOTAL_X2

	Pearson Correlation	Sig. (2-tailed)	N
X2.1	.776**	.000	100
X2.2	.735**	.000	100
X2.3	.748**	.000	100
X2.4	.783**	.000	100
X2.5	.740**	.000	100
X2.6	.776**	.000	100
X2.7	.703**	.000	100
TOTAL_X2	1		100

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

Correlations

TOTAL_Y

	Pearson Correlation	Sig. (2-tailed)	N
Y.1	.614**	.000	100
Y.2	.740**	.000	100
Y.3	.775**	.000	100
Y.4	.706**	.000	100
Y.5	.766**	.000	100
Y.6	.645**	.000	100
TOTAL_Y	1		100

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

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
.830	7

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	23.5500	12.553	.570	.809
X1.2	23.6500	13.038	.516	.817
X1.3	23.6000	12.404	.651	.797
X1.4	23.6600	12.267	.589	.805
X1.5	23.6200	11.773	.562	.812
X1.6	23.6200	11.915	.642	.796
X1.7	23.6600	12.833	.527	.815

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
.870	7

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	22.6400	13.829	.680	.847
X2.2	22.6900	14.378	.634	.853
X2.3	22.7300	14.341	.653	.851
X2.4	22.7700	13.775	.690	.846
X2.5	22.7800	13.446	.610	.859
X2.6	22.7400	13.811	.680	.847

X2.7	22.7100	14.551	.593	.859
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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
.801	6

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	19.1200	9.319	.459	.791
Y.2	19.0400	8.423	.604	.760
Y.3	19.0100	8.091	.646	.749
Y.4	19.1000	8.172	.525	.781
Y.5	18.9200	8.034	.626	.754
Y.6	19.0600	9.107	.493	.784

Lampiran 6

Deskripsi Responden

Frequency Table

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	50	50.0	50.0	50.0
	Wanita	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

Pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SMA	21	21.0	21.0	21.0
	DIII	11	11.0	11.0	32.0
	S1	50	50.0	50.0	82.0
	S2	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16 - 23 Tahun	36	36.0	36.0	36.0
	23 - 30 Tahun	59	59.0	59.0	95.0
	30 - 35 Tahun	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Pengeluaran

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	500.000 - 1.000.000	32	32.0	32.0	32.0
	1.000.000 - 1.500.000	50	50.0	50.0	82.0
	1.500.000 - 2.000.000	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

Lampiran 7

Deskripsi Variabel Penelitian

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	100	2.00	5.00	4.0100	.79766
X1.2	100	2.00	5.00	3.9100	.75338
X1.3	100	2.00	5.00	3.9600	.75103
X1.4	100	2.00	5.00	3.9000	.83485
X1.5	100	2.00	5.00	3.9400	.96211
X1.6	100	2.00	5.00	3.9400	.85067
X1.7	100	2.00	5.00	3.9000	.78496
Valid N (listwise)	100				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X2.1	100	2.00	5.00	3.8700	.82456
X2.2	100	2.00	5.00	3.8200	.77041
X2.3	100	2.00	5.00	3.7800	.75985
X2.4	100	2.00	5.00	3.7400	.82413
X2.5	100	2.00	5.00	3.7300	.96248
X2.6	100	2.00	5.00	3.7700	.82701
X2.7	100	2.00	5.00	3.8000	.77850
Valid N (listwise)	100				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Y.1	100	2.00	5.00	3.7300	.70861
Y.2	100	2.00	5.00	3.8100	.78746
Y.3	100	2.00	5.00	3.8400	.82536
Y.4	100	2.00	5.00	3.7500	.92524
Y.5	100	2.00	5.00	3.9300	.85582
Y.6	100	2.00	5.00	3.7900	.72884
Valid N (listwise)	100				

Lampiran 8

Uji Asumsi Klasik

Multikolinieritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.613	.396		1.549	.125		
X1	.385	.077	.389	4.971	.000	.993	1.007
X2	.443	.073	.478	6.106	.000	.993	1.007

a. Dependent Variable: Y

Normalitas

One-Sample Kolmogorov-Smirnov Test

		X1	X2	Y
N		100	100	100
Normal Parameters ^{a,b}	Mean	3.9371	3.7872	3.8082
	Std. Deviation	.57890	.61716	.57293
	Absolute	.129	.109	.131
Most Extreme Differences	Positive	.081	.109	.075
	Negative	-.129	-.106	-.131
Kolmogorov-Smirnov Z		1.289	1.086	1.311
Asymp. Sig. (2-tailed)		.072	.189	.064

a. Test distribution is Normal.

b. Calculated from data.

Heterokedastisitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.382	.217		1.763	.081
X1	.007	.042	.016	.153	.878
X2	-.011	.040	-.028	-.273	.786

a. Dependent Variable: Abs_Res1

Lampiran 9

Hasil Analisis Regresi

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X2, X1 ^b	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.641 ^a	.410	.398	.44446

a. Predictors: (Constant), X2, X1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.334	2	6.667	33.750	.000 ^b
	Residual	19.162	97	.198		
	Total	32.496	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.613	.396		1.549	.125
	X1	.385	.077	.389	4.971	.000
	X2	.443	.073	.478	6.106	.000

a. Dependent Variable: Y

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X1*Z, X1, Pengeluaran ^b	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.732 ^a	.536	.521	.39642

a. Predictors: (Constant), X1*Z, X1, Pengeluaran

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.410	3	5.803	36.929	.000 ^b
	Residual	15.086	96	.157		
	Total	32.496	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X1*Z, X1, Pengeluaran

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.313	.655		3.534	.001
	X1	.168	.158	.169	1.063	.290
	Pengeluaran	-.169	.304	-.206	-.557	.579
	X1*Z	.157	.073	.829	2.154	.034

a. Dependent Variable: Y