

DAFTAR PUSTAKA

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KUESIONER PENELITIAN

Bapak/Ibu/Sdr/Sdri konsumen minuman suplemen Hemaviton yang terhormat, saya mohon kesediaan Bapak/Ibu/Sdr/Sdri untuk mengisi kuesioner penelitian ini. Saya mengharapkan bantuan dari anda sekalian untuk menjawab kuesioner penelitian ini. Jawaban anda akan sangat membantu saya dalam menyelesaikan skripsi saya yang berjudul: “*Pengaruh Point of Purchase (POP)* terhadap keputusan pembelian konsumen pada produk Hemaviton”. Sebelumnya saya mengucapkan banyak terima kasih atas bantuan dan kerja samanya.

IDENTITAS RESPONDEN

1. Nama :
2. Umur :
 - a. ≤ 25 tahun
 - b. 25,1 - 40 tahun
 - c. 40,1 - 55 tahun
 - d. > 55 tahun
3. Jenis kelamin :
 - a. Laki - laki
 - b. Perempuan
4. Pekerjaan :
 - a. Wiraswasta
 - b. Pegawai/Karyawan
 - c. PNS (Pegawai Negeri Sipil)
 - d. Lain - lain

5. Tingkat Pendidikan :

- a. SD
- b. SMP
- c. SMA
- d. Kejuruan
- e. Perguruan tinggi
- f. Lain – lain

6. Penghasilan per bulan

- a. \leq Rp.1.000.000
- b. Rp.1.000.001 - Rp.2.000.000
- c. Rp.2.000.001 - Rp.3.000.000
- d. Rp.3.000.001 - Rp.4.000.000
- e. Rp.4.000.001 - Rp.5.000.000
- f. $>$ Rp.5.000.000

PERTANYAAN

Berikan pendapat anda terhadap pernyataan - pernyataan berikut, dengan cara memberikan tanda (V) pada setiap pertanyaan di bawah ini :

Keterangan :

SS : Sangat Setuju

S : Setuju

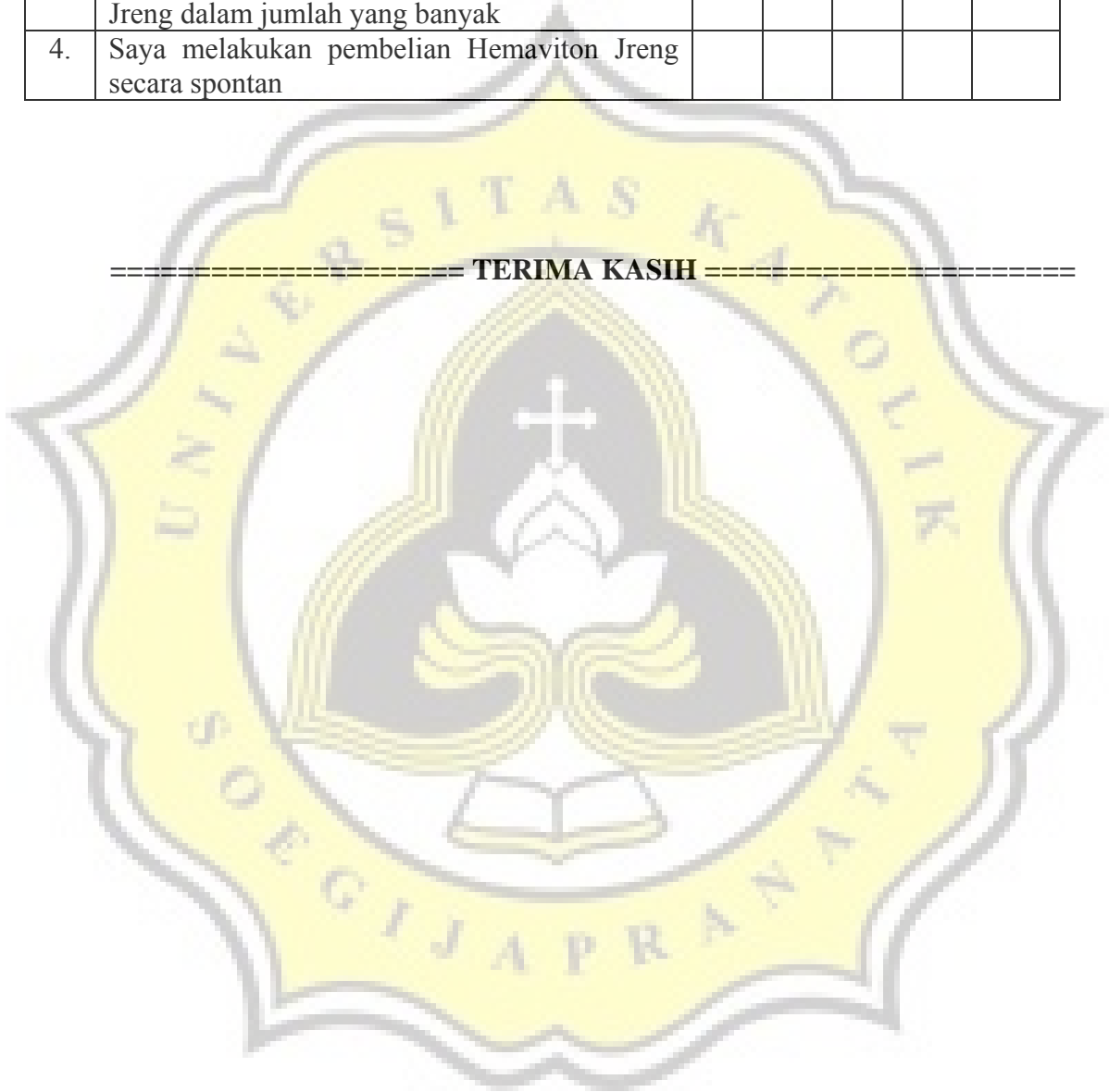
N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

No	Pertanyaan	SS	S	N	TS	STS
	Display:					
	Tata Letak:					
1.	Penataan produk minuman suplemen Hemaviton Jreng di pasar swalayan dalam rak tersusun rapi					
2.	Penataan produk minuman suplemen Hemaviton Jreng di pasar swalayan dalam rak mudah dilihat					
3.	Penataan produk minuman suplemen Hemaviton Jreng di pasar swalayan menarik untuk dibeli					
4.	Penataan produk minuman suplemen Hemaviton Jreng di pasar swalayan menarik perhatian saya					
5.	Penataan produk minuman suplemen Hemaviton Jreng di pasar swalayan menimbulkan dorongan untuk membeli					
6.	Penataan produk minuman suplemen Hemaviton Jreng di pasar swalayan mempermudah saya untuk mengingat produk					
	Lokasi:					
7.	Penempatan produk minuman suplemen Hemaviton Jreng di supermarket strategis (dekat lalu lalang)					
8.	Penempatan produk minuman suplemen Hemaviton Jreng di supermarket berada di tengah – tengah sehingga mudah menarik perhatian pengunjung					
9.	Produk minuman suplemen Hemaviton Jreng di supermarket diletakkan di dekat kasir					
10.	Lokasi produk Hemaviton Jreng di supermarket menimbulkan dorongan untuk membeli					
	Jumble box:					
11.	Kotak khusus (<i>Jumble Box</i>) digunakan untuk pembelian jumlah tertentu untuk minuman suplemen Hemaviton Jreng					
12.	Adanya kotak khusus membuat konsumen tertarik untuk membeli produk minuman suplemen Hemaviton Jreng					
13.	Produk minuman suplemen Hemaviton Jreng memberikan konsumen bonus berupa <i>jumble box</i> untuk meningkatkan penjualannya					
14.	Adanya <i>jumble box</i> Hemaviton Jreng menimbulkan dorongan untuk membeli					

Keputusan Pembelian:						
1.	Saya memutuskan melakukan pembelian berulang produk Hemaviton Jreng					
2.	Saya memutuskan untuk merekomendasikan Hemaviton Jreng kepada orang lain					
3.	Saya memutuskan untuk membeli Hemaviton Jreng dalam jumlah yang banyak					
4.	Saya melakukan pembelian Hemaviton Jreng secara spontan					



Jawaban Kuesioner

No	x1	x2	x3	x4	x5	x6	x7	x8	x9	x10	x11	x12	x13	x14	y1	y2	y3	y4
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Reliability: Tata Letak

Notes

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Case Processing Summary

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

Reliability Statistics

Cronbach's Alpha	N of Items
.920	6

Item Statistics

	Mean	Std. Deviation	N
x1	3.3600	.82290	100
x2	3.3100	.80019	100
x3	3.4200	.84303	100
x4	3.9500	.70173	100
x5	3.6600	.93441	100
x6	3.1000	.67420	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1	17.4400	10.815	.923	.883
x2	17.4900	11.040	.903	.887
x3	17.3800	11.551	.737	.910
x4	16.8500	12.391	.729	.911
x5	17.1400	10.505	.843	.896
x6	17.7000	13.485	.514	.935

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.8000	16.485	4.06015	6

Reliability: Lokasi

Notes

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Case Processing Summary

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	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
.803	4

Item Statistics

	Mean	Std. Deviation	N
x7	2.8300	.72551	100
x8	2.7800	.67540	100
x9	2.9400	.74968	100
x10	4.3200	.54828	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x7	10.0400	2.322	.810	.648
x8	10.0900	2.345	.888	.612
x9	9.9300	2.551	.638	.745
x10	8.5500	3.907	.199	.907

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.8700	4.639	2.15395	4

Reliability: Jumble Box

Notes

Output Created	16-MAR-2013 10:39:11	
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	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
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Case Processing Summary

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	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.681	4

Item Statistics

	Mean	Std. Deviation	N
x11	4.0100	.43797	100
x12	4.1400	.34874	100
x13	4.0200	.56818	100
x14	4.4500	.51981	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x11	12.6100	1.149	.546	.567
x12	12.4800	1.202	.694	.520
x13	12.6000	.990	.479	.616
x14	12.1700	1.274	.264	.751

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.6200	1.854	1.36167	4

Reliability: Keputusan Pembelian

Notes

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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax	RELIABILITY /VARIABLES=y1 y2 y3 y4 /FORMAT=NOLABELS /SCALE(ALPHA)=ALL/MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE /SUMMARY=TOTAL .	
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	Largest Contiguous Area	524288 bytes
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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
.915	4

Item Statistics

	Mean	Std. Deviation	N
y1	4.0300	.64283	100
y2	3.7700	.69420	100
y3	3.7400	.66088	100
y4	3.8600	.72502	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1	11.3700	3.690	.735	.913
y2	11.6300	3.266	.865	.868
y3	11.6600	3.277	.922	.850
y4	11.5400	3.463	.715	.923

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.4000	5.919	2.43294	4

Frequencies

Notes

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	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax	FREQUENCIES VARIABLES=x1 x2 x3 x4 x5 x6 x7 x8 x9 x10 x11 x12 x13 x14 y1 y2 y3 y4 /ORDER= ANALYSIS .	
Resources	Elapsed Time	0:00:00.02
	Total Values Allowed	149796

Statistics

	x1	x2	x3	x4	x5	x6	x7
N Valid	100	100	100	100	100	100	100
Missing	0	0	0	0	0	0	0

Statistics

	x8	x9	x10	x11	x12	x13	x14
N Valid	100	100	100	100	100	100	100
Missing	0	0	0	0	0	0	0

Statistics

		y1	y2	y3	y4
N	Valid	100	100	100	100
	Missing	0	0	0	0

Frequency Table

x1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	14	14.0	14.0	14.0
	3.00	44	44.0	44.0	58.0
	4.00	34	34.0	34.0	92.0
	5.00	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

x2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	14	14.0	14.0	14.0
	3.00	48	48.0	48.0	62.0
	4.00	31	31.0	31.0	93.0
	5.00	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

x3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	12	12.0	12.0	12.0
	3.00	45	45.0	45.0	57.0
	4.00	32	32.0	32.0	89.0
	5.00	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

x4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	27	27.0	27.0	27.0
	4.00	51	51.0	51.0	78.0
	5.00	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

x5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	11	11.0	11.0	11.0
	3.00	33	33.0	33.0	44.0
	4.00	35	35.0	35.0	79.0
	5.00	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

x6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	17	17.0	17.0	17.0
	3.00	57	57.0	57.0	74.0
	4.00	25	25.0	25.0	99.0
	5.00	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

x7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	2.00	27	27.0	27.0	30.0
	3.00	54	54.0	54.0	84.0
	4.00	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

x8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	36	36.0	36.0	36.0
	3.00	50	50.0	50.0	86.0
	4.00	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

x9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	31	31.0	31.0	31.0
	3.00	44	44.0	44.0	75.0
	4.00	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

x10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	4	4.0	4.0	4.0
4.00	60	60.0	60.0	64.0
5.00	36	36.0	36.0	100.0
Total	100	100.0	100.0	

x11

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	9	9.0	9.0	9.0
4.00	81	81.0	81.0	90.0
5.00	10	10.0	10.0	100.0
Total	100	100.0	100.0	

x12

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4.00	86	86.0	86.0	86.0
5.00	14	14.0	14.0	100.0
Total	100	100.0	100.0	

x13

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	15	15.0	15.0	15.0
4.00	68	68.0	68.0	83.0
5.00	17	17.0	17.0	100.0
Total	100	100.0	100.0	

x14

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	1	1.0	1.0	1.0
4.00	53	53.0	53.0	54.0
5.00	46	46.0	46.0	100.0
Total	100	100.0	100.0	

y1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	19	19.0	19.0	19.0
4.00	59	59.0	59.0	78.0
5.00	22	22.0	22.0	100.0
Total	100	100.0	100.0	

y2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2.00	3	3.0	3.0	3.0
3.00	29	29.0	29.0	32.0
4.00	56	56.0	56.0	88.0
5.00	12	12.0	12.0	100.0
Total	100	100.0	100.0	

y3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	38	38.0	38.0	38.0
4.00	50	50.0	50.0	88.0
5.00	12	12.0	12.0	100.0
Total	100	100.0	100.0	

y4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	34	34.0	34.0	34.0
4.00	46	46.0	46.0	80.0
5.00	20	20.0	20.0	100.0
Total	100	100.0	100.0	

Regression

Notes

Output Created	16-MAR-2013 10:41:38	
Comments		
Input	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax	REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Keputusan_Pemb /METHOD=ENTER Tata_letak Lokasi Jumble_box .	
Resources	Elapsed Time	0:00:00.00
	Memory Required	2300 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Jumble_box, Tata_letak, ^a Lokasi	.	Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan_Pemb

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.916 ^a	.839	.834	.99126

a. Predictors: (Constant), Jumble_box, Tata_letak, Lokasi

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	491.670	3	163.890	166.792	.000 ^a
	Residual	94.330	96	.983		
	Total	586.000	99			

a. Predictors: (Constant), Jumble_box, Tata_letak, Lokasi

b. Dependent Variable: Keputusan_Pemb

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.258	1.221		-.212	.833
	Tata_letak	.091	.035	.151	2.591	.011
	Lokasi	.844	.069	.747	12.280	.000
	Jumble_box	.175	.086	.098	2.033	.045

a. Dependent Variable: Keputusan_Pemb

```
>Error # 7001
>There is no license for SPSS for Windows.
>This command not executed.
```

```
>Specific symptom number: 18
```

```
End of job: 0 command lines 1 errors 0 warnings 1 CPU seconds
```