

LAMPIRAN

Lampiran 1. Kuesioner

Yth. Bapak/ Ibu/ Saudara Responden

Dengan hormat,

Dengan ini perkenalkan saya, Bobby Satrio Adi Nugroho, Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Katolik Soegijapranata. Dalam rangka skripsi mengenai “ANALISIS PENGARUH HARGA, PROMOSI, DAN KUALITAS TERHADAP MINAT BELI MOBIL SUZUKI KARIMUN WAGON R DI KOTA SEMARANG”, saya memohon kesediaan Bapak/ Ibu responden untuk menjawab pertanyaan berikut dengan jujur dan apa adanya demi kelancaran riset skripsi saya. Terimakasih atas kesediaan Bapak/ Ibu.

Hormat saya

Bobby Satrio Adi Nugroho

KUESIONER

A. PETUNJUK PENGISIAN

- a. Berikut ini adalah kuesioner seputar Analisis Pengaruh Harga, Promosi, dan Kualitas Terhadap Minat Beli Mobil Suzuki KARIMUN Wagon R di Kota Semarang.
- b. Berilah jawaban anda dengan memberi tanda *checklist* (✓) pada kolom jawaban yang telah disediakan.
- c. Pemberian skor adalah sebagai berikut:

STS	:	Sangat Tidak Setuju
TS	:	Tidak Setuju
N	:	Netral
S	:	Setuju
SS	:	Sangat Setuju

B. IDENTITAS RESPONDEN

- a. Nama :
- b. Jenis Kelamin :
- c. Usia :
- d. Alamat :
- e. Pekerjaan :
- f. Saya baru akan pertama kali memiliki mobil
 - a. Ya
 - b. Tidak
- g. Saya mengetahui produk Suzuki Karimun Wagon R
 - a. Ya
 - b. Tidak
- h. Suzuki Karimun Wagon R menjadi alternatif pilihan saya dalam memilih mobil
 - a. Ya
 - b. Tidak

No	Harga	STS	TS	N	S	SS
1	Suzuki Karimun Wagon R adalah mobil baru dengan harga yang murah					
2	Harga Suzuki Karimun Wagon R kompetitif dibandingkan produk lain yang sejenis					
3	<i>Cash back</i> yang ditawarkan menarik minat untuk membeli					
No	Promosi	STS	TS	N	S	SS
1	Saya dapat dengan mudah menemukan berbagai macam informasi mengenai Suzuki Karimun Wagon R di iklan media cetak dan elektronik					
2	Sales Suzuki Karimun Wagon R mampu memberikan informasi yang jelas, sehingga saya merasa puas					
3	Hadiah atau <i>special gift</i> yang ditawarkan menarik perhatian saya					
4	Pameran yang dilakukan Suzuki Karimun Wagon R memperlihatkan identitas Suzuki Karimun Wagon R yang terkenal karena keunikannya					
No	Kualitas	STS	TS	N	S	SS
1	Suzuki Karimun Wagon R memiliki desain eksterior yang baik					
2	Suzuki Karimun Wagon R memiliki desain interior yang baik					
3	Model <i>body</i> Suzuki Karimun Wagon R ramping					
4	Suzuki Karimun Wagon R adalah mobil kecil dengan kabin yang luas					
5	Suzuki Karimun Wagon R menarik perhatian saya saat pertama kali melihat					

No	Minat Beli	STS	TS	N	S	SS
1	Saya ingin mengetahui lebih lanjut mengenai produk Suzuki Karimun Wagon R					
2	Saya ingin mencari informasi tentang produk Suzuki Karimun Wagon R					
3	Saya ingin mencoba Suzuki Karimun Wagon R					
4	Saya ingin membeli Suzuki Karimun Wagon R					



Lampiran 2. Data Responden

Data Responden Variabel Harga (X1)

Responden	Indikator 1	Indikator 2	Indikator 3	Total X1
1	2	4	4	10
2	4	5	4	13
3	4	4	4	12
4	4	4	4	12
5	4	5	4	13
6	4	4	4	12
7	4	4	2	10
8	4	4	5	13
9	4	4	4	12
10	4	3	3	10
11	5	5	4	14
12	4	4	4	12
13	5	4	4	13
14	3	3	3	9
15	5	4	4	13
16	4	4	4	12
17	5	4	4	13
18	4	4	5	13
19	4	4	4	12
20	4	4	4	12
21	4	3	4	11
22	5	5	4	14
23	4	4	5	13
24	4	4	4	12
25	5	5	5	15
26	4	3	4	11
27	5	4	4	13
28	4	4	4	12
29	5	4	5	14
30	3	4	4	11
31	4	4	5	13
32	5	3	4	12
33	4	4	4	12
34	4	5	4	13
35	4	5	4	13
36	4	4	4	12

37	5	4	4	13
38	4	4	4	12
39	4	5	4	13
40	4	4	4	12

Data Responden Variabel Promosi (X2)

Responden	Indikator 1	Indikator 2	Indikator 3	Indikator 4	Total X2
1	5	5	4	4	18
2	5	4	4	4	17
3	5	5	5	5	20
4	4	4	4	4	16
5	5	4	4	5	18
6	3	4	3	5	15
7	4	4	3	4	15
8	5	3	4	4	16
9	5	3	4	4	16
10	4	3	3	4	14
11	5	3	3	5	16
12	5	3	3	4	15
13	4	3	4	4	15
14	4	3	3	4	14
15	4	4	3	4	15
16	4	3	4	4	15
17	4	5	4	4	17
18	4	5	3	4	16
19	4	4	4	4	16
20	4	2	3	4	13
21	5	4	3	4	16
22	4	3	3	4	14
23	4	5	4	5	18
24	4	3	3	4	14
25	4	3	4	4	15
26	4	3	3	4	14
27	4	4	2	4	14
28	4	3	4	4	15
29	5	4	4	4	17
30	3	3	4	3	13
31	4	2	3	4	13
32	4	4	3	3	14

33	4	4	4	4	16
34	4	4	3	4	15
35	3	3	3	4	13
36	4	4	4	4	16
37	4	4	4	2	14
38	4	3	3	4	14
39	4	4	4	4	16
40	4	4	4	4	16

Data Responden Vaiabel Kualitas (X3)

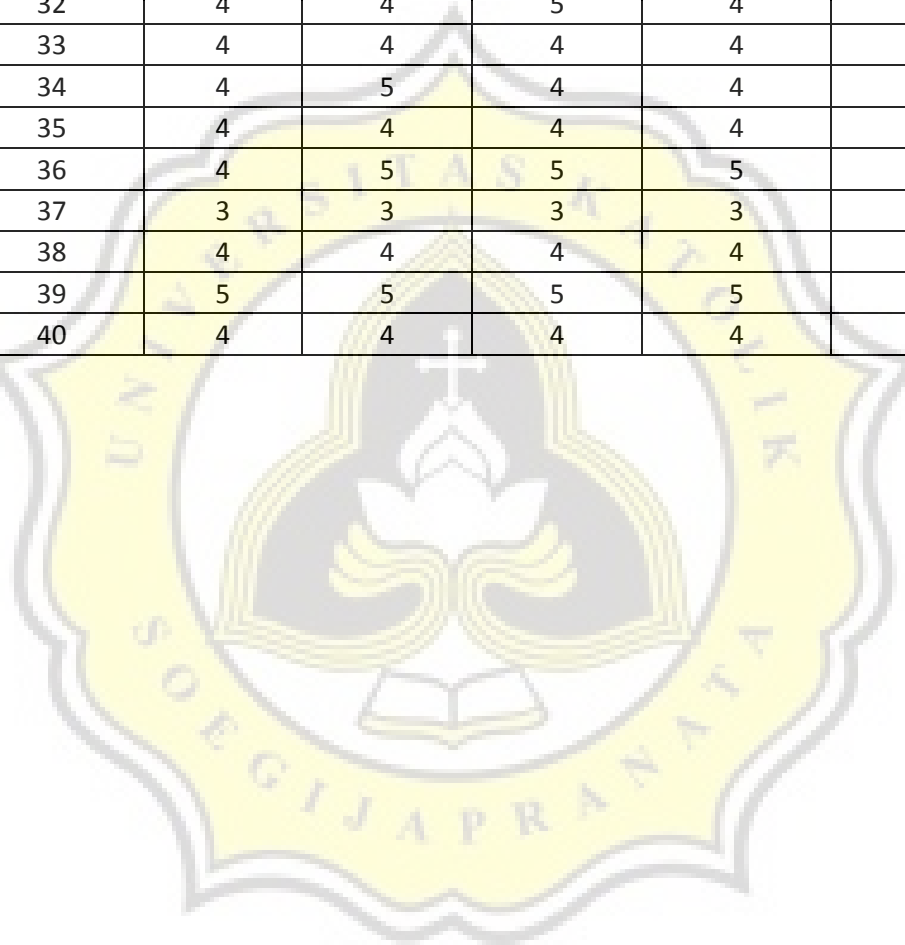
Responden	Indikator 1	Indikator 2	Indikator 3	Indikator 4	Indikator 5	Total X3
1	4	5	5	4	4	22
2	4	4	5	4	4	21
3	4	5	4	3	4	20
4	4	4	4	4	4	20
5	5	5	4	4	4	22
6	4	4	5	5	4	22
7	2	3	3	4	4	16
8	4	4	5	4	3	20
9	4	4	5	4	4	21
10	4	4	4	4	3	19
11	4	4	5	4	5	22
12	4	4	5	4	4	21
13	5	4	4	2	4	19
14	4	4	4	3	3	18
15	4	4	5	3	4	20
16	4	4	5	5	4	22
17	4	3	4	4	4	19
18	4	3	5	4	4	20
19	4	4	4	4	4	20
20	4	4	5	2	3	18
21	4	4	5	4	3	20
22	4	4	5	4	4	21
23	4	4	5	4	5	22
24	5	5	5	4	4	23
25	4	4	5	2	4	19
26	3	3	3	3	3	15
27	5	5	5	4	4	23

28	4	4	4	4	4	20
29	5	5	5	5	5	25
30	4	4	4	2	3	17
31	4	4	4	4	4	20
32	4	4	4	3	4	19
33	4	4	4	4	4	20
34	4	5	4	4	5	22
35	4	4	4	4	4	20
36	5	4	5	5	5	24
37	4	2	4	3	4	17
38	4	4	4	4	4	20
39	4	2	4	4	4	18
40	4	4	4	4	4	20

Data Responden Variabel Minat Beli (Y)

Resonden	Indikator 1	Indikator 2	Indikator 3	Indikator 4	Total Y
1	5	4	4	5	18
2	4	4	5	4	17
3	5	4	5	4	18
4	4	4	4	4	16
5	5	5	5	5	20
6	3	4	3	4	14
7	3	4	3	3	13
8	3	4	3	4	14
9	4	4	4	4	16
10	3	3	3	3	12
11	5	5	5	4	19
12	4	4	4	4	16
13	4	4	4	4	16
14	3	3	4	3	13
15	4	5	4	3	16
16	4	4	4	3	15
17	5	4	4	5	18
18	4	4	5	4	17
19	4	5	5	5	19
20	3	3	4	3	13
21	4	4	5	4	17
22	4	4	4	4	16
23	5	5	5	5	20

24	4	4	4	4	16
25	4	4	4	4	16
26	4	4	4	3	15
27	4	4	4	4	16
28	4	4	4	4	16
29	5	5	5	5	20
30	4	4	4	3	15
31	3	3	4	3	13
32	4	4	5	4	17
33	4	4	4	4	16
34	4	5	4	4	17
35	4	4	4	4	16
36	4	5	5	5	19
37	3	3	3	3	12
38	4	4	4	4	16
39	5	5	5	5	20
40	4	4	4	4	16



Lampiran 3. Hasil Olah Data Melalui SPSS

Uji Validitas dan Reliabilitas

Variabel Harga (X1)

		indikator1	indikator2	indikator3	total
indikator1	Pearson Correlation	1	,184	,201	,700**
	Sig. (2-tailed)		,257	,213	,000
	N	40	40	40	40
indikator2	Pearson Correlation	,184	1	,231	,680**
	Sig. (2-tailed)	,257		,151	,000
	N	40	40	40	40
indikator3	Pearson Correlation	,201	,231	1	,676**
	Sig. (2-tailed)	,213	,151		,000
	N	40	40	40	40
total	Pearson Correlation	,700**	,680**	,676**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	40	40	40	40

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

Case Processing Summary

		N	%
Cases	Valid	40	100,0
	Excluded ^a	0	,0
	Total	40	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,763	4

Variabel Promosi (X2)

Correlations

		indikator1	indikator2	indikator3	indikator4	total
indikator1	Pearson Correlation	1	,158	,259	,249	,614**
	Sig. (2-tailed)		,329	,106	,122	,000
	N	40	40	40	40	40
indikator2	Pearson Correlation	,158	1	,325*	,148	,726**
	Sig. (2-tailed)	,329		,041	,361	,000
	N	40	40	40	40	40
indikator3	Pearson Correlation	,259	,325*	1	,038	,649**
	Sig. (2-tailed)	,106	,041		,814	,000
	N	40	40	40	40	40
indikator4	Pearson Correlation	,249	,148	,038	1	,515**
	Sig. (2-tailed)	,122	,361	,814		,001
	N	40	40	40	40	40
total	Pearson Correlation	,614**	,726**	,649**	,515**	1
	Sig. (2-tailed)	,000	,000	,000	,001	
	N	40	40	40	40	40

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

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

Case Processing Summary

		N	%
Cases	Valid	40	100,0
	Excluded ^a	0	,0
	Total	40	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,740	5

Variabel Kualitas (X3)

Correlations

		indikator1	indikator2	indikator3	indikator4	indikator5	total
indikator1	Pearson Correlation	1	,495**	,470**	,110	,278	,674**
	Sig. (2-tailed)		,001	,002	,499	,082	,000
	N	40	40	40	40	40	40
indikator2	Pearson Correlation	,495**	1	,336*	,130	,196	,663**
	Sig. (2-tailed)	,001		,034	,423	,225	,000
	N	40	40	40	40	40	40
indikator3	Pearson Correlation	,470**	,336*	1	,236	,223	,670**
	Sig. (2-tailed)	,002	,034		,142	,167	,000
	N	40	40	40	40	40	40
indikator4	Pearson Correlation	,110	,130	,236	1	,448**	,637**
	Sig. (2-tailed)	,499	,423	,142		,004	,000
	N	40	40	40	40	40	40
indikator5	Pearson Correlation	,278	,196	,223	,448**	1	,638**
	Sig. (2-tailed)	,082	,225	,167	,004		,000
	N	40	40	40	40	40	40
total	Pearson Correlation	,674**	,663**	,670**	,637**	,638**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	40	40	40	40	40	40

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

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

Case Processing Summary

		N	%
Cases	Valid	40	100,0
	Excluded ^a	0	,0
	Total	40	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,757	6

Variabel Minat Beli (Y)

Correlations

		indikator1	indikator2	indikator3	indikator4	total
indikator1	Pearson Correlation	1	,678**	,692**	,709**	,901**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	40	40	40	40	40
indikator2	Pearson Correlation	,678**	1	,567**	,654**	,839**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	40	40	40	40	40
indikator3	Pearson Correlation	,692**	,567**	1	,556**	,822**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	40	40	40	40	40
indikator4	Pearson Correlation	,709**	,654**	,556**	1	,859**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	40	40	40	40	40
total	Pearson Correlation	,901**	,839**	,822**	,859**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	40	40	40	40	40

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

Case Processing Summary

		N	%
Cases	Valid	40	100,0
	Excluded ^a	0	,0
	Total	40	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,831	5

Gambaran Umum Responden

Statistics

		jeniskelamin	usia	pekerjaan
N	Valid	40	40	40
	Missing	0	0	0

jeniskelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	L	38	95,0	95,0	95,0
	P	2	5,0	5,0	100,0
	Total	40	100,0	100,0	

usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19-24	1	2,5	2,5	2,5
	25-30	10	25,0	25,0	27,5
	31-36	12	30,0	30,0	57,5
	37-42	4	10,0	10,0	67,5
	43-48	5	12,5	12,5	80,0
	49-54	5	12,5	12,5	92,5
	55-60	2	5,0	5,0	97,5
	>61	1	2,5	2,5	100,0
	Total	40	100,0	100,0	

pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Pegawai Swasta	24	60,0	60,0	60,0
PNS	8	20,0	20,0	80,0
Wiraswasta	6	15,0	15,0	95,0
Mahasiswa	1	2,5	2,5	97,5
IRT	1	2,5	2,5	100,0
Total	40	100,0	100,0	

Tabulasi Silang Gambaran Umum Responden

Usia dan Jenis Kelamin

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
usia * jeniskelamin	40	100,0%	0	0,0%	40	100,0%

usia * jeniskelamin Crosstabulation

Count		jeniskelamin		Total
		L	P	
usia	19-24	1	0	1
	25-30	9	1	10
	31-36	11	1	12
	37-42	4	0	4
	43-48	5	0	5
	49-54	5	0	5
	55-60	2	0	2
	>61	1	0	1
Total	38	2	40	

Pekerjaan dan Jenis Kelamin

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
pekerjaan * jeniskelamin	40	100,0%	0	0,0%	40	100,0%

pekerjaan * jeniskelamin Crosstabulation

Count

		jeniskelamin		Total
		L	P	
pekerjaan	Pegawai Swasta	23	1	24
	PNS	8	0	8
	Wiraswasta	6	0	6
	Mahasiswa	1	0	1
	IRT	0	1	1
Total		38	2	40

Usia dan Pekerjaan

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
usia * pekerjaan	40	100,0%	0	0,0%	40	100,0%

usia * pekerjaan Crosstabulation

Count		pekerjaan					Total
		Pegawai Swasta	PNS	Wiraswasta	Mahasiswa	IRT	
usia	19-24	0	0	0	1	0	1
	25-30	5	1	4	0	0	10
	31-36	8	3	0	0	1	12
	37-42	3	1	0	0	0	4
	43-48	3	1	1	0	0	5
	49-54	3	1	1	0	0	5
	55-60	1	1	0	0	0	2
	>61	1	0	0	0	0	1
Total	24	8	6	1	1	40	

Frekuensi Tanggapan Responden

Variabel Harga (X1)

Statistics

		INDIKATOR1	INDIKATOR2	INDIKATOR3
N	Valid	40	40	40
	Missing	0	0	0
Mean		4,15	4,08	4,05

INDIKATOR1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	2,5	2,5	2,5
	N	2	5,0	5,0	7,5
	S	27	67,5	67,5	75,0
	SS	10	25,0	25,0	100,0
	Total	40	100,0	100,0	

INDIKATOR2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	5	12,5	12,5	12,5
	S	27	67,5	67,5	80,0
	SS	8	20,0	20,0	100,0
	Total	40	100,0	100,0	

INDIKATOR3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	2,5	2,5	2,5
	N	2	5,0	5,0	7,5
	S	31	77,5	77,5	85,0
	SS	6	15,0	15,0	100,0
	Total	40	100,0	100,0	

Variabel Promosi (X2)

Statistics

		INDIKATOR1	INDIKATOR2	INDIKATOR3	INDIKATOR4
N	Valid	40	40	40	40
	Missing	0	0	0	0
Mean		4,18	3,63	3,53	4,03

INDIKATOR1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	3	7,5	7,5	7,5
	S	27	67,5	67,5	75,0
	SS	10	25,0	25,0	100,0
	Total	40	100,0	100,0	

INDIKATOR2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	5,0	5,0	5,0
	N	16	40,0	40,0	45,0
	S	17	42,5	42,5	87,5
	SS	5	12,5	12,5	100,0
	Total	40	100,0	100,0	

INDIKATOR3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	2,5	2,5	2,5
	N	18	45,0	45,0	47,5
	S	20	50,0	50,0	97,5
	SS	1	2,5	2,5	100,0
	Total	40	100,0	100,0	

INDIKATOR4

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	1	2,5	2,5	2,5
N	2	5,0	5,0	7,5
Valid S	32	80,0	80,0	87,5
SS	5	12,5	12,5	100,0
Total	40	100,0	100,0	

Variabel Kualitas (X3)

Statistics

		INDIKATOR1	INDIKATOR2	INDIKATOR3	INDIKATOR4	INDIKATOR5
N	Valid	40	40	40	40	40
	Missing	0	0	0	0	0
Mean		4,08	3,98	4,43	3,75	3,95

INDIKATOR1

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	1	2,5	2,5	2,5
N	1	2,5	2,5	5,0
Valid S	32	80,0	80,0	85,0
SS	6	15,0	15,0	100,0
Total	40	100,0	100,0	

INDIKATOR2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	2	5,0	5,0	5,0
N	4	10,0	10,0	15,0
S	27	67,5	67,5	82,5
SS	7	17,5	17,5	100,0
Total	40	100,0	100,0	

INDIKATOR3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	2	5,0	5,0	5,0
S	19	47,5	47,5	52,5
SS	19	47,5	47,5	100,0
Total	40	100,0	100,0	

INDIKATOR4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	4	10,0	10,0	10,0
N	6	15,0	15,0	25,0
S	26	65,0	65,0	90,0
SS	4	10,0	10,0	100,0
Total	40	100,0	100,0	

INDIKATOR5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	7	17,5	17,5	17,5
S	28	70,0	70,0	87,5
SS	5	12,5	12,5	100,0
Total	40	100,0	100,0	

Variabel Minat Beli (Y)

Statistics

		INDIKATOR1	INDIKATOR2	INDIKATOR3	INDIKATOR4
N	Valid	40	40	40	40
	Missing	0	0	0	0
Mean		4,00	4,10	4,18	3,95

INDIKATOR1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	8	20,0	20,0	20,0
	S	24	60,0	60,0	80,0
	SS	8	20,0	20,0	100,0
	Total	40	100,0	100,0	

INDIKATOR2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	5	12,5	12,5	12,5
	S	26	65,0	65,0	77,5
	SS	9	22,5	22,5	100,0
	Total	40	100,0	100,0	

INDIKATOR3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	5	12,5	12,5	12,5
	S	23	57,5	57,5	70,0
	SS	12	30,0	30,0	100,0
	Total	40	100,0	100,0	

INDIKATOR4

	Frequency	Percent	Valid Percent	Cumulative Percent
N	10	25,0	25,0	25,0
S	22	55,0	55,0	80,0
SS	8	20,0	20,0	100,0
Total	40	100,0	100,0	



Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X3, X1, X2 ^b	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	108,706	3	36,235	17,103	,000 ^b
	Residual	76,269	36	2,119		
	Total	184,975	39			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Koefisien Determinasi (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,767 ^a	,588	,553	1,456

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

b. Dependent Variable: Y

Uji T

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-6,077	3,269		-1,859	,071					
	X1	,447	,208	,246	2,148	,038	,388	,337	,230	,875	1,143
	X2	,782	,160	,560	4,879	,000	,670	,631	,522	,868	1,152
	X3	,239	,129	,226	1,853	,072	,516	,295	,198	,769	1,300

a. Dependent Variable: Y

