

Lampiran 1 Kuesioner Penelitian

SURAT PERMOHONAN PENGISIAN KUESIONER

Responden Yth,

Saya Jobfi Tigor, mahasiswa Program Pasca Sarjana Universitas Mercubuana (UMB) sedang mengadakan penelitian berjudul, " Pengaruh Persepsi Harga Premi dan Pelayanan Purna Jual terhadap Keputusan Pembelian *Direct* Asuransi Kendaraan Bermotor Roda Empat (Studi Kasus PT. Asuransi Raksa Pratikara Cabang Pondok Indah)".

Mohon kesediaan Bapak/Ibu/ Saudara untuk mengisi kuesioner terlampir. Semua informasi yang diterima bersifat rahasia dan hanya dipergunakan untuk penelitian ini.

Terima Kasih

A. DATA UMUM RESPONDEN

Pada Bagian ini Anda diminta untuk menuliskan informasi mengenai data umum Anda, dan juga memberikan tanda (v) pada jawaban yang sesuai.

1. Nama Responden :

2. Jenis/ Tipe Kendaraan :

3. Jenis Kelamin : Pria Wanita

4. Usia : 18 – 30 Tahun 41 – 50 Tahun
 31 – 40 Tahun > 50 Tahun

5. Dari mana Anda mengetahui tentang Asuransi Raksa :
 - Teman Keluarga
 - Orang lain Iklan/Majalah/Brosur
 - Lainnya, sebutkan

B. TABEL ISIAN KUESIONER

Berilah penilaian untuk atribut-atribut berikut dengan memberikan tanda (V) sesuai dengan keyakinan Bapak/ Ibu/ Saudara.

PERSEPSI HARGA PREMI (X1)

| No | PERNYATAAN | Sangat Tdk Setuju | Tdk Setuju | Cukup Setuju | Setuju | Sangat Setuju |
|----|---|-------------------|------------|--------------|--------|---------------|
| 1 | Harga premi yang diberikan PT. Asuransi Raksa sudah sesuai dengan referensi yang dimiliki. | | | | | |
| 2 | Harga premi yang diberikan PT. Asuransi Raksa cukup terjangkau. | | | | | |
| 3 | Harga premi yang diberikan PT. Asuransi Raksa sudah sesuai dengan manfaat yang diterima oleh nasabah. | | | | | |
| 4 | Harga premi yang diberikan PT. Asuransi Raksa sudah sesuai dengan kualitas pelayanan yang diberikan. | | | | | |
| 5 | Harga premi yang ditetapkan oleh PT. Asuransi Raksa dapat diterima oleh nasabah. | | | | | |

PELAYANAN PURNA JUAL (X2)

| No | PERNYATAAN | Sangat Tdk Setuju | Tdk Setuju | Cukup Setuju | Setuju | Sangat Setuju |
|----|---|-------------------|------------|--------------|--------|---------------|
| 6 | Proses klaim yang diberikan PT. Asuransi Raksa cepat. | | | | | |
| 7 | Staff/Petugas PT. Asuransi Raksa senantiasa cepat dalam menangani keluhan nasabah. | | | | | |
| 8 | Staff/Petugas PT. Asuransi Raksa memberikan jawaban yang tepat atas pertanyaan nasabah. | | | | | |
| 9 | Kualitas pengerjaan bengkel rekanan PT. Asuransi Raksa baik. | | | | | |
| 10 | Staff/Petugas PT. Asuransi Raksa menepati janji yang telah disampaikan kepada nasabah. | | | | | |
| 11 | Staff/Petugas PT. Asuransi Raksa ramah dalam menanggapi nasabah. | | | | | |
| 12 | Staff/Petugas PT. Asuransi Raksa bersedia membantu nasabah. | | | | | |
| 13 | Staff/Petugas PT. Asuransi Raksa berkomunikasi dan berinteraksi dengan baik kepada nasabah. | | | | | |
| 14 | Jumlah bengkel rekanan PT. Asuransi Raksa cukup banyak. | | | | | |
| 15 | Staff/petugas PT. Asuransi Raksa memiliki kompetensi yang baik. | | | | | |
| 16 | PT. Asuransi Raksa memberikan kemudahan dalam proses klaim. | | | | | |

KEPUTUSAN PEMBELIAN (Y)

| No | PERNYATAAN | Sangat Tdk Setuju | Tdk Setuju | Cukup Setuju | Setuju | Sangat Setuju |
|----|---|-------------------|------------|--------------|--------|---------------|
| 17 | Nasabah memperoleh informasi tentang pentingnya asuransi kendaraan bermotor dari pihak lain (Dealer, Leasing, Keluarga, teman , dll). | | | | | |
| 18 | Nasabah merasakan pentingnya asuransi kendaraan bermotor berdasarkan pengalaman pribadi. | | | | | |
| 19 | Informasi tentang PT. Asuransi Raksa berasal dari pencarian pribadi | | | | | |
| 20 | Informasi tentang PT. Asuransi Raksa berasal dari iklan dan brosur. | | | | | |
| 21 | Pembelian Asuransi Kendaraan Bermotor di PT. Asuransi Raksa berdasarkan manfaat produk yang ditawarkan. | | | | | |
| 22 | Pembelian Asuransi Kendaraan Bermotor di PT. Asuransi Raksa berdasarkan standar kualitas yang dijanjikan. | | | | | |
| 23 | Pembelian Asuransi Kendaraan Bermotor di PT. Asuransi Raksa berdasarkan harga premi yang diberikan. | | | | | |
| 24 | Keputusan pembelian Asuransi Kendaraan Bermotor di PT. Asuransi Raksa berasal dari keinginan sendiri. | | | | | |
| 25 | Keputusan pembelian Asuransi Kendaraan Bermotor di PT. Asuransi Raksa berdasarkan rekomendasi orang lain. | | | | | |
| 26 | Kualitas pelayanan yang diberikan PT. Asuransi Raksa sudah sesuai dengan harapan nasabah. | | | | | |
| 27 | Saya (Nasabah) akan tetap menggunakan Asuransi Raksa untuk asuransi mobil saya dan keluarga. | | | | | |

~ TERIMA KASIH ~

Lampiran 2 Hasil Rekapitulasi Data Kuesioner

Jawaban Kuesioner

| | |
|-------------------|---|
| Sangat Tdk Setuju | 1 |
| Tidak Setuju | 2 |
| Cukup Setuju | 3 |
| Setuju | 4 |
| Sangat Setuju | 5 |

Jenis Kelamin

| | |
|--------|---|
| Pria | 1 |
| Wanita | 2 |

Usia

| | |
|---------------|---|
| 18 - 30 Tahun | 1 |
| 31 - 40 Tahun | 2 |
| 41 - 50 Tahun | 3 |
| > 50 Tahun | 4 |

Sumber Informasi

| | |
|------------|---|
| Temen | 1 |
| Keluarga | 2 |
| Orang lain | 3 |
| Iklan dll | 4 |

Jenis Kendaraan

| | |
|-------------|----|
| HONDA | 1 |
| TOYOTA | 2 |
| FORD | 3 |
| MERCEDES | 4 |
| MITSHUBISHI | 5 |
| NISSAN | 6 |
| BMW | 7 |
| MAZDA | 8 |
| LAINNYA | 9 |
| TOTAL | 10 |

Lampiran 3 Hasil Pengolahan SPSS

1. Uji Validitas Persepsi Harga

Communalities

| | Initial | Extraction |
|-----------------|---------|------------|
| PERSEPSI HARGA1 | 1.000 | .603 |
| PERSEPSI HARGA2 | 1.000 | .571 |
| PERSEPSI HARGA3 | 1.000 | .783 |
| PERSEPSI HARGA4 | 1.000 | .654 |
| PERSEPSI HARGA5 | 1.000 | .676 |

Extraction Method: Principal Component Analysis.

2. Uji Validitas Pelayanan Purna Jual

Communalities

| | Initial | Extraction |
|------------------------|---------|------------|
| PELAYANAN PURNA JUAL1 | 1.000 | .737 |
| PELAYANAN PURNA JUAL2 | 1.000 | .613 |
| PELAYANAN PURNA JUAL3 | 1.000 | .660 |
| PELAYANAN PURNA JUAL4 | 1.000 | .510 |
| PELAYANAN PURNA JUAL5 | 1.000 | .825 |
| PELAYANAN PURNA JUAL6 | 1.000 | .761 |
| PELAYANAN PURNA JUAL7 | 1.000 | .839 |
| PELAYANAN PURNA JUAL8 | 1.000 | .749 |
| PELAYANAN PURNA JUAL9 | 1.000 | .450 |
| PELAYANAN PURNA JUAL10 | 1.000 | .717 |
| PELAYANAN PURNA JUAL11 | 1.000 | .697 |

Extraction Method: Principal Component Analysis.

3. Uji Validitas Keputusan Pembelian

| Communalities | | |
|-------------------------|---------|------------|
| | Initial | Extraction |
| PENGAMBILAN KEPUTUSAN1 | 1.000 | .816 |
| PENGAMBILAN KEPUTUSAN2 | 1.000 | .897 |
| PENGAMBILAN KEPUTUSAN3 | 1.000 | .591 |
| PENGAMBILAN KEPUTUSAN4 | 1.000 | .647 |
| PENGAMBILAN KEPUTUSAN5 | 1.000 | .811 |
| PENGAMBILAN KEPUTUSAN6 | 1.000 | .704 |
| PENGAMBILAN KEPUTUSAN7 | 1.000 | .773 |
| PENGAMBILAN KEPUTUSAN8 | 1.000 | .659 |
| PENGAMBILAN KEPUTUSAN9 | 1.000 | .636 |
| PENGAMBILAN KEPUTUSAN10 | 1.000 | .864 |
| PENGAMBILAN KEPUTUSAN11 | 1.000 | .795 |

Extraction Method: Principal Component Analysis.

4. Uji Reliabilitas Persepsi Harga

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .867 | 5 |

5. Uji Reliabilitas Pelayanan Purna Jual

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .917 | 10 |

6. Uji Reliabilitas Keputusan Pembelian

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .780 | 11 |

7. Uji Asumsi Klasik

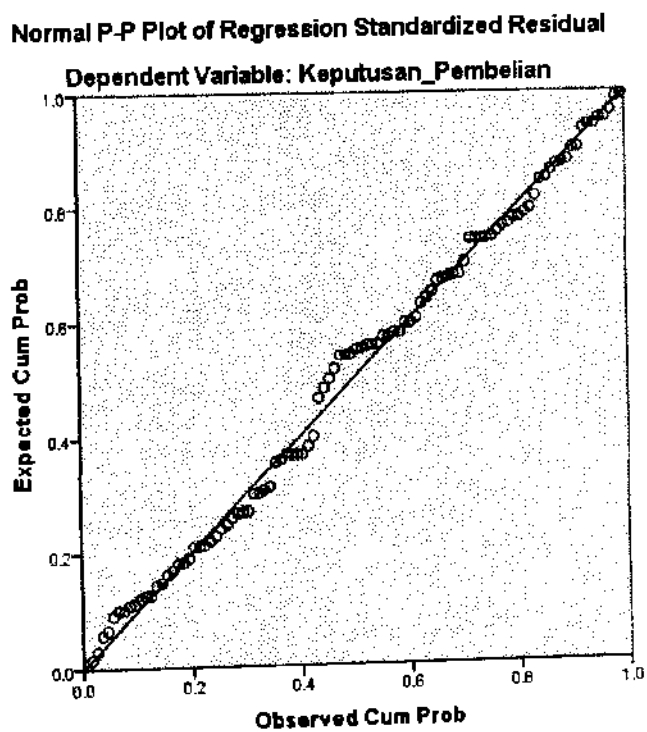
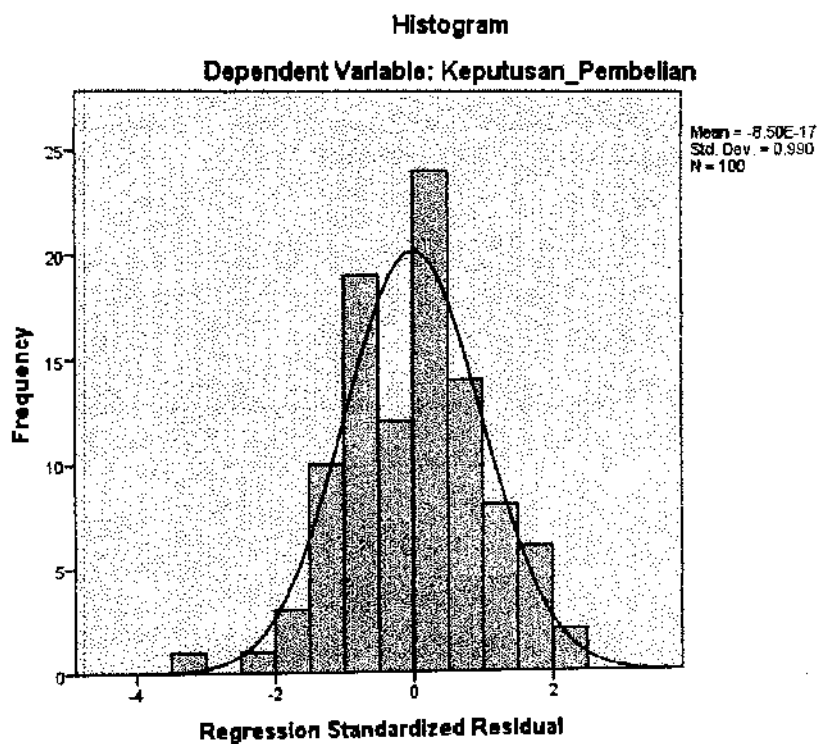
Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

| | | Persepsi_Harga | Purna_Jual | Keputusan_ Pembelian |
|----------------------------------|----------------|----------------|------------|-------------------------|
| N | | 100 | 100 | 100 |
| Normal Parameters ^{a,b} | Mean | 0E-7 | 0E-7 | 0E-7 |
| | Std. Deviation | 1.00000000 | 1.00000000 | 1.00000000 |
| Most Extreme Differences | Absolute | .126 | .082 | .075 |
| | Positive | .077 | .082 | .059 |
| | Negative | -.126 | -.047 | -.075 |
| Kolmogorov-Smirnov Z | | 1.262 | .816 | .755 |
| Asymp. Sig. (2-tailed) | | .083 | .519 | .619 |

a. Test distribution is Normal.

b. Calculated from data.



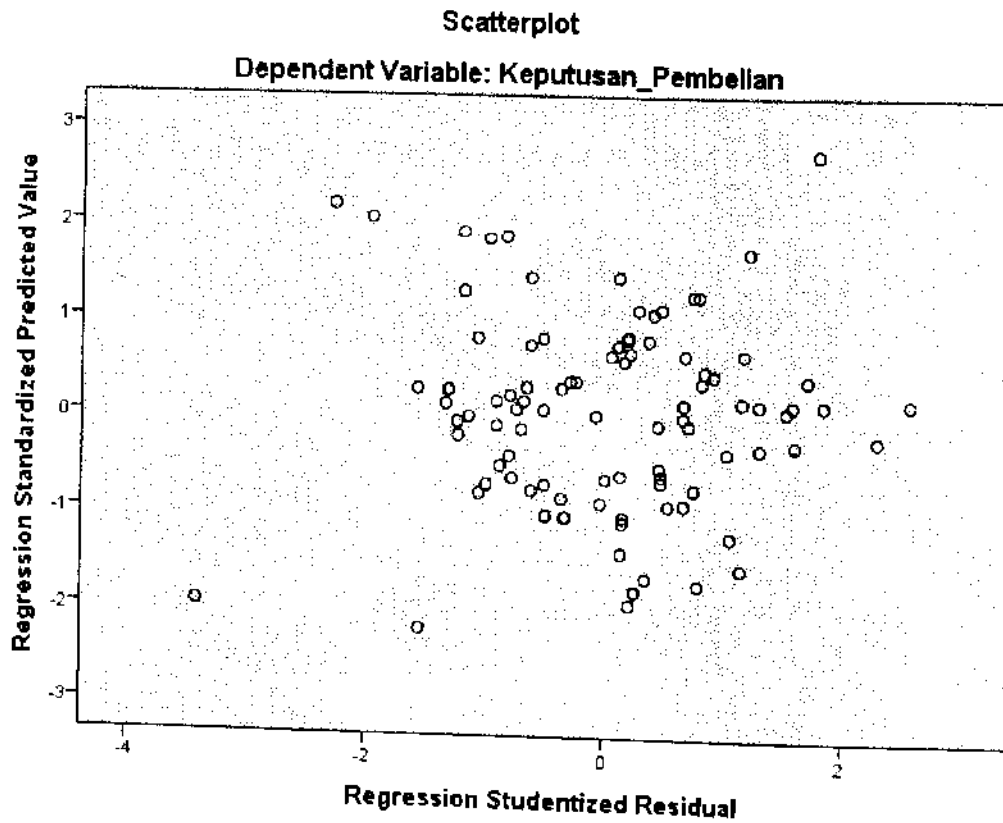
Uji Multikolinearitas

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|------------------|-----------------------------|------------|---------------------------|-------|-------|-------------------------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| (Constant) | 1.537E-016 | .046 | | .000 | 1.000 | | |
| 1 Persepsi_Harga | .199 | .098 | .199 | 2.038 | .044 | .221 | 4.524 |
| Puma_Jual | .711 | .098 | .711 | 7.275 | .000 | .221 | 4.524 |

a. Dependent Variable: Keputusan_Pembelian

Uji Heteroskedastisitas



8. Uji Regresi Berganda

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|------------------|-----------------------------|------------|---------------------------|-------|-------|-------------------------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| (Constant) | 1.537E-016 | .046 | | .000 | 1.000 | | |
| 1 Persepsi_Harga | .199 | .098 | .199 | 2.038 | .044 | .221 | 4.524 |
| Puma_Jual | .711 | .098 | .711 | 7.275 | .000 | .221 | 4.524 |

a. Dependent Variable: Keputusan_Pembelian

ANOVA^a

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|----|-------------|---------|-------------------|
| 1 Regression | 78.725 | 2 | 39.362 | 188.318 | .000 ^b |
| Residual | 20.275 | 97 | .209 | | |
| Total | 99.000 | 99 | | | |

a. Dependent Variable: Keputusan_Pembelian

b. Predictors: (Constant), Puma_Jual, Persepsi_Harga

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .892 ^a | .795 | .791 | .45719009 | 1.619 |

a. Predictors: (Constant), Puma_Jual, Persepsi_Harga

b. Dependent Variable: Keputusan_Pembelian

9. Uji Korelasi antar Dimensi

| | | Correlations | | | | | | | | | |
|------------------------|---------------------|-----------------|------------------------|-----------------|--------------------|---------------------|---------------------|-------------------|--------------------------|--|--|
| | | Perkiraan_Harga | Kesesuaian_Pengorbanan | Kewajaran_Harga | Pengenalan_masalah | Pencarian_Informasi | Evaluasi_Alternatif | Keputusan_Membeli | Perilaku_Sesudah_Membeli | | |
| Perkiraan_Harga | Pearson Correlation | 1 | .678** | .593** | .346** | .367** | .532** | .435** | .707** | | |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | | |
| Kesesuaian_Pengorbanan | Pearson Correlation | .678** | 1 | .744** | .173 | .300** | .569** | .518** | .737** | | |
| | Sig. (2-tailed) | .000 | | .000 | .085 | .002 | .000 | .000 | .000 | | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | | |
| Kewajaran_Harga | Pearson Correlation | .593** | .744** | 1 | .120 | .532** | .512** | .570** | .790** | | |
| | Sig. (2-tailed) | .000 | .000 | | .236 | .000 | .000 | .000 | .000 | | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | | |
| Pengenalan_masalah | Pearson Correlation | .346** | .173 | .120 | 1 | -.024 | .156 | .173 | .226* | | |
| | Sig. (2-tailed) | .000 | .085 | .236 | | .815 | .120 | .086 | .024 | | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | | |
| Pencarian_Informasi | Pearson Correlation | .367** | .300** | .532** | -.024 | 1 | .276** | .311** | .382** | | |
| | Sig. (2-tailed) | .000 | .002 | .000 | .815 | | .005 | .002 | .000 | | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | | |
| Evaluasi_Alternatif | Pearson Correlation | .532** | .569** | .512** | .156 | .276** | 1 | .536** | .580** | | |
| | Sig. (2-tailed) | .000 | .000 | .000 | .120 | .005 | | .000 | .000 | | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | | |
| Keputusan_Membeli | Pearson Correlation | .435** | .518** | .570** | .173 | .311** | .536** | 1 | .535** | | |
| | Sig. (2-tailed) | .000 | .000 | .000 | .086 | .002 | .000 | | .000 | | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | | |

| | | | | | | | | | |
|--------------------------|---------------------|--------|--------|--------|-------|--------|--------|--------|-----|
| | Pearson Correlation | .707** | .737** | .790** | .226* | .382** | .580** | .535** | 1 |
| Perilaku_Sesudah_Membeli | Sig. (2-tailed) | .000 | .000 | .000 | .024 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

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

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

| | | Kecepatan | Ketepatan | Keramahan | Kenyamanan | Pengenalan_masalah | Pencarian_informasi | Evaluasi_Alternatif | Keputusan_Membeli | Perilaku_Sesudah_Membeli |
|------------|---------------------|-----------|-----------|-----------|------------|--------------------|---------------------|---------------------|-------------------|--------------------------|
| Kecepatan | Pearson Correlation | 1 | .515** | .490** | .524** | .142 | .373** | .393** | .407** | .629** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .158 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Ketepatan | Pearson Correlation | .515** | 1 | .495** | .804** | .250** | .425** | .423** | .523** | .847** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .012 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Keramahan | Pearson Correlation | .490** | .495** | 1 | .610** | .109 | .345** | .777** | .563** | .615** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .282 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Kenyamanan | Pearson Correlation | .524** | .804** | .610** | 1 | .229* | .405** | .531** | .605** | .817** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .022 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

| | | | | | | | | | | |
|--------------------------|-----------------|--------|--------|--------|--------|-------|--------|--------|--------|--------|
| Pengenalan_masalah | Pearson | .142 | .250* | .109 | .229* | 1 | -.024 | .156 | .173 | .226* |
| | Correlation | | | | | | | | | |
| | Sig. (2-tailed) | .158 | .012 | .282 | .022 | 100 | .815 | .120 | .086 | .024 |
| Pencarian_informasi | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson | .373** | .425** | .345** | .405** | -.024 | 1 | .276** | .311** | .382** |
| | Correlation | | | | | | | | | |
| Evaluasi_Alternatif | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .815 | 100 | .005 | .002 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson | .393** | .423** | .777** | .531** | .156 | .276** | 1 | .536** | .580** |
| Keputusan_Membeli | Correlation | | | | | .120 | .005 | | .000 | .000 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | 100 | 100 | 100 | 100 | 100 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Perilaku_Sesudah_Membeli | Pearson | .407** | .523** | .563** | .605** | .173 | .311** | .536** | 1 | .535** |
| | Correlation | | | | | .086 | .002 | .000 | | .000 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | 100 | 100 | 100 | 100 | 100 |
| Perilaku_Sesudah_Membeli | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| | Pearson | .629** | .847** | .615** | .617** | .226* | .382** | .580** | .535** | 1 |
| | Correlation | | | | | .024 | .000 | .000 | .000 | .000 |
| Membeli | Sig. (2-tailed) | .000 | .000 | .000 | .000 | 100 | 100 | 100 | 100 | 100 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

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

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