

Lampiran I : Form Kuosioner

**KUSIONER PENELITIAN MAGISTER MANAJEMEN
UNIVERSITAS MERCU BUANA**

Responden Yth,

Sehubungan dengan penelitian tesis Persepsi Harga, Citra Merek dan Promosi Penjualan terhadap Keputusan Pembelian, kami ingin mengetahui tanggapan responden dari pengunjung/konsumen kafe Double Dipps mengenai keempat hal tersebut di atas. Kuosioner hanya untuk tujuan studi dan tidak akan dipublikasikan selain dalam penyusunan thesis mahasiswa. Semua informasi yang diperoleh dari kuesioner ini bersifat rahasia

Oleh karena itu kami mengharapkan bantuan Bapak/Tbu/Saudara/i untuk mengisi kuesioner ini dan memberikan penilaian secara objektif. Atas bantuan dan partisipasinya diucapkan terima kasih.

Jakarta, Januari 2014.
Hormat kami.

I. Identitas responden (hanya untuk kepentingan penelitian)

Berilah tanda silang (X) pada data berikut ini:

- Jenis kelamin : Pria/Wanita

- Umur : a. < 25 tahun b. 25 – 34 tahun
 c. 35 – 44 tahun d. > 45 tahun

- Penghasilan : a. < Rp.2jt b. Rp.2jt – Rp.4jt
 c. Rp.4jt - Rp 6jt d. > Rp.6jt

- Barapa kali dalam sebulan anda mengunjungi Double Dipps menara Thamrin?
 - a. Kadang-kadang (tidak rutin setiap bulannya)
 - b. satu kali
 - c. 2 – 5 kali
 - d. > 5 kali

II. PERTANYAAN UTAMA

Berilah tanda silang (X) pada kotak yang paling sesuai dengan Anda (skala 1-5)

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Ragu-ragu atau Netral (R)

4 = Setuju (S)

5 = Sangat Setuju (SS)

No.	PERSEPSI HARGA	1 (STS)	2 (TS)	3 (R)	4 (S)	5 (SS)
1.	Harga produk Double Dipps terjangkau untuk dibeli					
2.	Harga produk Double Dipps sesuai untuk segmen kelas menengah di kalangan perkantoran					
3.	Harga produk Double Dipps lebih murah dibandingkan produk sejenis di kafe lain					
4.	Harga produk Double Dipps menjadi salah satu pertimbangan dalam melakukan pembelian					
5.	Kualitas produk Double Dipps sesuai dengan harga yang diberikan					
6.	Harga tiap produk di Double Dipps bervariasi dan sangat layak dengan varian yang ditawarkan					
7.	Produk Double Dipps menawarkan harga yang sesuai dengan manfaat yang dirasakan (untuk sarapan/cemilan, snack acara kantor, ulang tahun, meeting, dll.)					

No.	CITRA MEREK (<i>BRAND IMAGE</i>)	1 (STS)	2 (TS)	3 (R)	4 (S)	5 (SS)
8.	Double Dipps adalah merek donat lokal yang sudah dikenal di kalangan perkantoran					
9.	Double Dipps adalah kafe cepat saji yang praktis dan memiliki citarasa yang lezat serta kemasan menarik					
10.	Double Dipps merupakan produk yang aman karena sudah memiliki sertifikat halal dari MUI					
11.	Double Dipps memiliki suasana kafe yang menyenangkan dan nyaman					
12.	Donat Double Dipps unik karena bersifat rendah kalori dan menggunakan bahan baku lokal					
13.	Double dipps memiliki banyak variasi menu selain donat dan kopi					

No.	PROMOSI PENJUALAN	1 (STS)	2 (TS)	3 (R)	4 (S)	5 (SS)
14.	Program pengumpulan struk pembelian Double Dipps (senilai Rp.125.000.-) untuk mendapatkan gratis empat buah donat sangat disukai oleh konsumen dan mendorong minat untuk melakukan pembelian					
15.	Double Dipps sering memberikan sample salah satu produknya sebagai hadiah bila pembelian mencapai jumlah tertentu (min: 4 lusin donat) merupakan promosi penjualan yang menarik					
16.	Double Dipps mengeluarkan promo <i>buy one get one</i> yang sangat diminati oleh konsumen					
17.	Paket <i>bundling</i> harga sarapan (kopi/teh + donat all varian) yang ditawarkan merupakan promo yang sangat menarik dan hemat					
18.	Konsumen tertarik membeli produk Double Dipps setelah pukul 15.00 untuk mendapatkan potongan harga 10%					
19.	Double Dipps mengeluarkan paket promosi penjualan yang menarik, dengan membeli produknya dapat sekaligus menyisihkan uang (kembali) untuk disumbangkan ke yayasan amal					

No.	KEPUTUSAN PEMBELIAN	1 (STS)	2 (TS)	3 (R)	4 (S)	5 (SS)
20.	Double Dipps kafe yang nyaman dikunjungi untuk memenuhi kebutuhan makanan dan minuman terutama sarapan dan cemilan ringan					
21.	Double Dipps menawarkan suasana kafe yang <i>cozy</i> sehingga sesuai untuk mengadakan <i>small meeting</i> dengan makanan dan minuman ringan sebagai pelengkap					
22.	Informasi produk Double Dipps dapat diperoleh dengan mudah melalui rekan kerja atau rekan bisnis					
23.	Konsumen dapat melakukan pencarian informasi mengenai Double Dipps dan produknya di internet					
24.	Konsumen biasanya membandingkan produk Double Dipps dengan merek lain sebelum membelinya					
25.	Produk Double Dipps dipilih karena kualitas makanan yang baik dan rasa yang enak					
26.	Konsumen memutuskan untuk membeli produk Double Dipps karena harga yang ditawarkan sesuai dengan kualitas yang diberikan					
27.	Double Dipps menawarkan produk yang bervariasi dengan citarasa yang khas sehingga konsumen memutuskan untuk membelinya					
28.	Konsumen akan membeli kembali produk Double Dipps dan mengunjungi kafe secara rutin					
29.	Konsumen puas dengan produk yang ditawarkan oleh kafe Double Dipps					
30.	Merekomendasikan Double Dipps kepada kolega/rekan kerja					

95	4	4	4	2	4	2	4	3	2	3	4	5	2	4	4	2	4	4	3	4	4	2	4	4	3	4	4	2	3	4	4		
96	4	4	4	4	4	4	4	4	4	3	4	5	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
97	4	4	4	4	3	2	4	4	3	2	4	5	2	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	2	2	4	4	
98	5	5	5	5	5	5	5	4	4	5	4	5	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	5
99	4	4	4	4	2	4	4	3	4	4	3	5	2	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5
100	4	4	4	4	2	3	4	4	2	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2	4	4	4



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LAMPIRAN 3: UJI VALIDITAS PERSEPSI HARGA

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.768
Bartlett's Test of Sphericity	215.372
df	21
Sig.	.000

<https://lib.mercubuana.ac.id/>

Anti-Image Matrices

	Persepsi harga1	Persepsi harga2	Persepsi harga3	Persepsi harga4	Persepsi harga5	Persepsi harga6	Persepsi harga7
Persepsi harga1	.518						
Persepsi harga2	-.221	.863					
Persepsi harga3	-.229	-.039	.523				
Persepsi harga4	.080	-.025	-.212	.743			
Persepsi harga5	-.088	-.047	-.028	-.108	.559		
Persepsi harga6	.004	.052	-.085	-.087	-.122	.587	
Persepsi harga7	-.028	-.037	.012	-.014	-.188	-.228	.587
Anti-Image Correlation	.733*	.808*	.787*	.789*	.855*	.801*	.795*
Persepsi harga1		-.370	-.440	.145	-.168	.007	-.052
Persepsi harga2	-.370		-.064	-.034	-.078	.081	-.108
Persepsi harga3	-.440	-.064		-.340	-.081	-.152	.022
Persepsi harga4	.145	-.034	-.340		-.184	-.088	-.022
Persepsi harga5	-.168	-.078	-.081	-.184		-.214	-.300
Persepsi harga6	.007	.081	-.088	-.088	-.214		-.385
Persepsi harga7	-.052	-.108	.022	-.022	-.300	-.385	

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Persepsi harga1	1,000	.758
Persepsi harga2	1,000	.674
Persepsi harga3	1,000	.615
Persepsi harga4	1,000	.361
Persepsi harga5	1,000	.633
Persepsi harga6	1,000	.705
Persepsi harga7	1,000	.642

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues		Extraction Sums of Squared Loadings	
	Total	% of Variance	Total	% of Variance
1	3,284	47,050	3,284	47,050
2	1,066	15,509	1,066	15,509
3	.857	12,241		
4	.577	8,247		
5	.470	6,720		
6	.394	5,625		
7	.323	4,608		
				Cumulative %
				47,050
				62,559

Extraction Method: Principal Component Analysis.





Component Matrix^a

	Component	
	1	2
Persepsi harga1	.712	.501
Persepsi harga2	.591	.571
Persepsi harga3	.748	.237
Persepsi harga4	.564	-.209
Persepsi harga5	.768	-.211
Persepsi harga6	.690	-.478
Persepsi harga7	.711	-.370

PERSEPSI HARGA

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.789
Bartlett's Test of Sphericity	Approx. Chi-Square
	187.607
	df
	15
	Sig.
	.000

Anti-Image Mirrors

	Persepsi harga1	Persepsi harga2	Persepsi harga3	Persepsi harga5	Persepsi harga6	Persepsi harga7
Anti-image Covariance						
Persepsi harga1	.927	-.223	-.235	-.080	.011	-.027
Persepsi harga2	-.223	.694	-.052	-.052	.051	-.087
Persepsi harga3	-.235	-.052	.592	-.067	-.115	.009
Persepsi harga5	-.080	-.052	-.067	.575	-.135	-.178
Persepsi harga6	.011	.051	-.115	-.135	.592	-.231
Persepsi harga7	-.027	-.087	.009	-.178	-.231	.567
Anti-image Correlation						
Persepsi harga1	.750*	-.368	-.420	-.145	.020	-.049
Persepsi harga2	-.368	.798*	-.081	-.083	.079	-.107
Persepsi harga3	-.420	-.081	.798*	-.115	-.194	.016
Persepsi harga5	-.145	-.083	-.115	.845*	-.232	-.308
Persepsi harga6	.020	.079	-.194	-.232	.770*	-.399
Persepsi harga7	-.049	-.107	.016	-.308	-.399	.779*

Anti-image Matrices

	Persepsi harga1	Persepsi harga2	Persepsi harga3	Persepsi harga5	Persepsi harga6	Persepsi harga7
Anti-image Covariance						
Persepsi harga1	.527	-.223	-.235	-.080	.011	-.027
Persepsi harga2	-.223	.664	-.052	-.052	.051	-.067
Persepsi harga3	-.235	-.052	.592	-.067	-.115	.009
Persepsi harga5	-.080	-.052	-.067	.575	-.135	-.176
Persepsi harga6	.011	.051	-.115	-.135	.592	-.231
Persepsi harga7	-.027	-.067	.009	-.176	-.231	.567
Anti-image Correlation						
Persepsi harga1	.750*	-.360	-.420	-.145	.020	-.049
Persepsi harga2	-.360	.798*	-.081	-.083	.079	-.107
Persepsi harga3	-.420	-.081	.796*	-.115	-.194	.016
Persepsi harga5	-.145	-.083	-.115	.845*	-.232	-.308
Persepsi harga6	.020	.079	-.194	-.232	.770*	-.399
Persepsi harga7	-.049	-.107	.016	-.308	-.399	.778*

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
Persepsi harga1	1,000	.790
Persepsi harga2	1,000	.657
Persepsi harga3	1,000	.605
Persepsi harga5	1,000	.651
Persepsi harga6	1,000	.742
Persepsi harga7	1,000	.717

Extraction Method: Principal Component Analysis.





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Total Variance Explained

Component	Initial Eigenvalues		Extraction Sums of Squared Loadings			
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.059	50.983	50.983	3.059	50.983	50.983
2	1.073	17.887	68.870	1.073	17.887	68.870
3	.835	10.578	79.448			
4	.471	7.851	87.299			
5	.400	6.665	93.964			
6	.362	6.038	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
Persepsi harga1	.744	.455
Persepsi harga2	.615	.528
Persepsi harga3	.730	.269
Persepsi harga5	.769	-.244
Persepsi harga6	.691	-.515
Persepsi harga7	.725	-.438

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

CITRA MEREK

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.819
Bartlett's Test of Sphericity	Approx. Chi-Square
	df
	Sig.

Anti-Image Matrices

	Citra Merek1	Citra Merek2	Citra Merek3	Citra Merek4	Citra Merek5	Citra Merek6
Anti-Image Covariance						
Citra Merek1	.749	-.107	-.076	-.049	-.050	-.171
Citra Merek2	-.107	.598	.017	-.168	-.163	-.186
Citra Merek3	-.076	.017	.785	-.110	-.178	-.088
Citra Merek4	-.049	-.168	-.110	.763	-.080	-.025
Citra Merek5	-.050	-.163	-.178	-.080	.671	-.083
Citra Merek6	-.171	-.186	-.088	-.025	-.083	.655
Anti-Image Correlation						
Citra Merek1	.851*	-.151	-.098	-.085	-.071	-.244
Citra Merek2	-.161	.785*	.025	-.248	-.258	-.298
Citra Merek3	-.098	.025	.820*	-.142	-.243	-.119
Citra Merek4	-.065	-.248	-.142	.845*	-.126	-.035
Citra Merek5	-.071	-.258	-.243	-.126	.824*	-.125
Citra Merek6	-.244	-.298	-.119	-.035	-.125	.814*

a. Measures of Sampling Adequacy(MSA)

	Communalities	
	Initial	Extraction
Citra Merek1	1,000	.425
Citra Merek2	1,000	.598
Citra Merek3	1,000	.947
Citra Merek4	1,000	.404
Citra Merek5	1,000	.524
Citra Merek6	1,000	.531

Extraction Method: Principal Component

Analysis.



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Total Variance Explained

Component	Initial Eigenvalues		Extraction Sums of Squared Loadings	
	Total	% of Variance	Total	Cumulative %
1	2.817	46.952	2.817	46.952
2	.813	13.550		60.502
3	.748	12.435		72.937
4	.635	10.578		83.515
5	.548	9.128		92.644
6	.441	7.358		100.000

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Citra Merek1	.852
Citra Merek2	.766
Citra Merek3	.589
Citra Merek4	.635
Citra Merek5	.724
Citra Merek6	.728

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

CITRA MEREK

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.689
Bartlett's Test of Sphericity	Approx. Chi-Square
	df
	Sig.
	56.970
	3
	.000

Anti-Image Matrices

	Citra Merek2	Citra Merek5	Citra Merek6
Anti-Image Covariance			
Citra Merek2	.660	-.241	-.287
Citra Merek5	-.241	.743	-.153
Citra Merek6	-.287	-.153	.716
Anti-Image Correlation			
Citra Merek2	.638*	-.344	-.388
Citra Merek5	-.344	.701*	-.210
Citra Merek6	-.388	-.210	.676

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Citra Merek2	1.000	.662
Citra Merek5	1.000	.597
Citra Merek6	1.000	.626

Extraction Method: Principal Component

Analysis.

Total Variance Explained

Component	Initial Eigenvalues		Extraction Sums of Squared Loadings	
	Total	% of Variance	Total	% of Variance
1	1.915	63.821	1.915	63.821
2	.605	20.176		
3	.480	15.003		
		100.000		
				63.821

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Citra Merek2	.832
Citra Merek5	.773
Citra Merek6	.791

Extraction Method: Principal

Component Analysis.

a. 1 components extracted.



PROMOSI PENJUALAN

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.728
Bartlett's Test of Sphericity	175.474
df	15
Sig.	.000

And-Image Matrices

	Promosi1	Promosi2	Promosi3	Promosi4	Promosi5	Promosi6
And-Image Covariance						
Promosi1	.513	-.252	-.128	-.188	-.057	-.008
Promosi2	-.252	.567	-.023	.000	-.022	-.112
Promosi3	-.128	-.023	.910	.023	-.081	.081
Promosi4	-.188	.000	.023	.763	-.074	-.012
Promosi5	-.057	-.022	-.081	-.074	.465	-.287
Promosi6	-.008	-.112	.081	-.012	-.287	.475
And-Image Correlation						
Promosi1	.730*	-.468	-.184	-.318	-.117	-.012
Promosi2	-.468	.770*	-.031	.000	-.043	-.215
Promosi3	-.184	-.031	.689*	.027	-.125	.122
Promosi4	-.318	.000	.027	.815*	-.124	-.019
Promosi5	-.117	-.043	-.125	-.124	.708*	-.611
Promosi6	-.012	-.215	.122	-.019	-.611	.681*

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Promosi1	1,000	.681
Promosi2	1,000	.584
Promosi3	1,000	.782
Promosi4	1,000	.370
Promosi5	1,000	.697
Promosi6	1,000	.751

Communalities

	Initial	Extraction
Promosi1	1,000	.681
Promosi2	1,000	.584
Promosi3	1,000	.782
Promosi4	1,000	.370
Promosi5	1,000	.697
Promosi6	1,000	.751

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues		Extraction Sums of Squared Loadings	
	Total	% of Variance	Total	% of Variance
1	2,851	47,516	2,851	47,516
2	1,014	16,893	1,014	16,893
3	.824	13,741		
4	.672	11,197		
5	.357	5,848		
6	.282	4,706		
				Cumulative %
				47,516
				64,409
				78,149
				89,346
				95,294
				100,000

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
Promosi1	.786	.243
Promosi2	.762	.057
Promosi3	.918	.825
Promosi4	.603	.076
Promosi5	.787	-.278
Promosi6	.751	-.432

Extraction Method: Principal Component Analysis.



Total Variance Explained

Component	Initial Eigenvalues		Extraction Sums of Squared Loadings	
	Total	% of Variance	Total	Cumulative %
1	2.851	47.516	2.851	47.516
2	1.014	16.863	1.014	64.409
3	.824	13.741		
4	.672	11.197		
5	.357	5.948		
6	.282	4.708		

a. 2 components extracted.

PROMOSI PENJUALAN

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.692
Bartlett's Test of Sphericity	149.952
Approx. Chi-Square	10
df	10
Sig.	.000

Anti-Image Matrices

	Promosi1	Promosi2	Promosi3	Promosi5	Promosi6
Anti-Image Covariance					
Promosi1	.571	-.281	-.134	-.066	-.010
Promosi2	-.281	.567	-.023	-.023	-.112
Promosi3	-.134	-.023	.911	-.081	.081
Promosi5	-.066	-.023	-.081	.472	-.283
Promosi6	-.010	-.112	.081	-.283	.475
Anti-Image Correlation					
Promosi1	.718*	-.494	-.185	-.168	-.018
Promosi2	-.494	.732*	-.031	-.044	-.215
Promosi3	-.185	-.031	.874*	-.123	.123
Promosi5	-.168	-.044	-.123	.876*	-.818
Promosi6	-.018	-.215	.123	-.818	.858*



Anti-Image Matrices

	Promosi1	Promosi2	Promosi3	Promosi5	Promosi6
Anti-Image Covariance					
Promosi1	.571	-.281	-.134	-.088	-.010
Promosi2	-.281	.567	-.023	-.023	-.112
Promosi3	-.134	-.023	.911	-.081	.081
Promosi5	-.088	-.023	-.081	.472	-.283
Promosi6	-.010	-.112	.081	-.283	.475
Anti-Image Correlation					
Promosi1	.718*	-.494	-.195	-.188	-.019
Promosi2	-.494	.732*	-.031	-.044	-.215
Promosi3	-.185	-.031	.874*	-.123	.123
Promosi5	-.188	-.044	-.123	.878*	-.818
Promosi6	-.019	-.215	.123	-.818	.856*

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
Promosi1	1,000	.652
Promosi2	1,000	.817
Promosi3	1,000	.830
Promosi5	1,000	.717
Promosi6	1,000	.777

Extraction Method: Principal Component

Analysis.

Total Variance Explained

Component	Initial Eigenvalues		Extraction Sums of Squared Loadings	
	Total	% of Variance	Total	% of Variance
1	2.581	51.624	2.581	51.624
2	1.012	20.238	1.012	20.238
3	.734	14.679		
4	.391	7.811		
5	.282	5.648		
		Cumulative %		Cumulative %
		51.624		51.624
		71.863		71.863

Extraction Method: Principal Component Analysis.



Component Matrix^a

	Component	
	1	2
Promosi1	.771	.240
Promosi2	.782	.071
Promosi3	.334	.848
Promosi5	.807	-.255
Promosi6	.763	-.408

Extraction Method: Principal Component

Analysis.

a. 2 components extracted.

KEPUTUSAN PEMBELIAN

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.885
Bartlett's Test of Sphericity	431.802
Approx. Chi-Square	59
df	
Sig.	.000



Anti-Image Matrices

	Keputusan Pemb1	Keputusan Pemb2	Keputusan Pemb3	Keputusan Pemb4	Keputusan Pemb5	Keputusan Pemb6	Keputusan Pemb7	Keputusan Pemb8	Keputusan Pemb9	Keputusan Pemb10	Keputusan Pemb11
Anti-Image Covariance											
Keputusan Pemb1	.637	-.171	-.085	.021	.006	-.160	.062	-.044	-.070	.034	-.013
Keputusan Pemb2	-.171	.728	.021	-.146	-.091	-.031	-.036	.034	-.100	.035	.017
Keputusan Pemb3	-.085	.021	.622	-.078	-.129	.032	-.063	-.041	.044	-.104	-.074
Keputusan Pemb4	.021	-.146	-.078	.773	-.182	-.048	.023	-.010	-.111	.113	-.015
Keputusan Pemb5	.006	-.091	-.129	-.182	.861	-.018	-.023	.055	.047	-.024	.015
Keputusan Pemb6	-.160	-.031	.032	-.048	-.018	.463	-.114	-.042	.013	-.108	-.031
Keputusan Pemb7	.062	-.036	-.063	.023	-.023	-.114	.413	-.155	-.024	-.016	-.065
Keputusan Pemb8	-.044	.034	-.041	-.010	.055	-.042	-.155	.404	-.142	.011	-.024
Keputusan Pemb9	-.070	-.100	.044	-.111	.047	-.024	-.142	-.142	.402	-.126	-.038
Keputusan Pemb10	.034	.035	-.104	.113	-.024	-.108	-.031	-.065	-.024	.011	-.024
Keputusan Pemb11	-.013	.017	-.074	-.015	.015	-.031	-.065	-.024	-.038	-.024	.011

Keputusan Pemb10	.034	.035	-.104	.113	-.024	-.103	-.016	.011	-.126	.390	-.155
Keputusan Pemb11	-.013	.017	-.074	-.015	.015	-.031	-.065	-.024	-.038	-.155	.467
Anti-Image Correlation	.846*	-.251	-.151	.030	.008	-.294	.120	-.087	-.138	.088	-.024
Keputusan Pemb1	-.251	.817*	.031	-.195	-.115	-.053	-.068	.063	-.184	.088	.029
Keputusan Pemb2	-.151	.031	.889*	-.113	-.178	.059	-.185	-.082	.069	-.210	-.138
Keputusan Pemb3	.030	-.186	-.113	.702*	-.223	-.080	.041	-.018	-.200	.205	-.026
Keputusan Pemb4	.008	-.115	-.176	-.223	.646*	-.028	-.038	.093	.080	-.041	.024
Keputusan Pemb5	-.294	-.053	-.185	-.080	-.038	.894*	-.261	-.087	.030	-.257	-.067
Keputusan Pemb6	.120	-.066	-.185	-.041	-.038	-.261	.865*	-.378	-.059	-.040	-.147
Keputusan Pemb7	-.087	.063	-.092	-.018	.063	-.087	-.378	.877*	-.359	.027	-.055
Keputusan Pemb8	-.138	-.184	.089	-.200	.060	.030	-.059	-.353	.865*	-.319	-.087
Keputusan Pemb9	.068	.066	-.210	.205	-.041	-.257	-.040	.027	-.319	.842*	-.362
Keputusan Pemb10	-.024	.029	-.138	-.026	.024	-.067	-.147	-.055	-.087	-.362	.914*
Keputusan Pemb11											

a. Measures of Sampling Adequacy(MSA)



Communalities	
	Extraction
Keputusan Pemb1	.412
Keputusan Pemb2	.520
Keputusan Pemb3	.420
Keputusan Pemb4	.571
Keputusan Pemb5	.405
Keputusan Pemb6	.609
Keputusan Pemb7	.656
Keputusan Pemb8	.650
Keputusan Pemb9	.635
Keputusan Pemb10	.687
Keputusan Pemb11	.637

Extraction Method: Principal Component Analysis.



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Total Variance Explained

Component	Initial Eigenvalues		Extraction Sums of Squared Loadings	
	Total	% of Variance	Total	Cumulative %
1	4.763	43.479	4.763	43.479
2	1.418	12.896	1.418	56.374
3	.995	9.042		65.416
4	.761	6.823		72.239
5	.606	5.508		77.746
6	.504	4.532		82.879
7	.537	4.881		87.760
8	.488	4.257		92.017
9	.388	3.344		95.362
10	.271	2.463		97.824
11	.239	2.176		100.000

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
Keputusan Pemb1	.803	.219
Keputusan Pemb2	.443	.569
Keputusan Pemb3	.647	.024
Keputusan Pemb4	.321	.694
Keputusan Pemb5	.188	.908
Keputusan Pemb6	.779	-.045
Keputusan Pemb7	.793	-.184
Keputusan Pemb8	.789	-.165
Keputusan Pemb9	.797	-.026
Keputusan Pemb10	.771	-.303
Keputusan Pemb11	.780	-.244

Extraction Method: Principal Component Analysis.



Component Matrix^a

	Component	
	1	2
Keputusan Pemb1	.803	.219
Keputusan Pemb2	.443	.568
Keputusan Pemb3	.647	.024
Keputusan Pemb4	.321	.684
Keputusan Pemb5	.188	.808
Keputusan Pemb6	.779	-.045
Keputusan Pemb7	.783	-.184
Keputusan Pemb8	.789	-.185
Keputusan Pemb9	.797	-.028
Keputusan Pemb10	.771	-.303
Keputusan Pemb11	.760	-.244

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

KEPUTUSAN PEMBELIAN

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.859
Bartlett's Test of Sphericity	338.710
df	28
Sig.	.000

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	Keputusan Pemb2	Keputusan Pemb4	Keputusan Pemb6	Keputusan Pemb7	Keputusan Pemb8	Keputusan Pemb9	Keputusan Pemb10	Keputusan Pemb11
Anti-Image Covariance								
Keputusan Pemb2	.786	-.180	-.089	-.027	.030	-.125	.044	.014
Keputusan Pemb4	-.180	.834	-.053	.003	-.004	-.102	.101	-.027
Keputusan Pemb6	-.089	-.053	.508	-.112	-.058	-.005	-.118	-.038
Keputusan Pemb7	-.027	.003	-.112	.431	-.184	-.011	-.037	-.077
Keputusan Pemb8	.030	-.004	-.058	-.184	.413	-.156	.008	-.032
Keputusan Pemb9	-.125	-.102	-.005	-.011	-.156	.415	-.124	-.037
Keputusan Pemb10	.044	.101	-.118	-.037	.008	-.124	.412	-.179
Keputusan Pemb11	.014	-.027	-.038	-.077	-.032	-.037	-.179	.477
Anti-Image Correlation								
Keputusan Pemb2	.782*	-.234	-.141	-.047	.052	-.220	.077	.023
Keputusan Pemb4	-.234	.705*	-.082	.005	-.007	-.174	.172	-.043
Keputusan Pemb6	-.141	-.082	.808*	-.241	-.126	-.010	-.253	-.077
Keputusan Pemb7	-.047	.005	-.241	.882*	-.390	-.027	-.087	-.171
Keputusan Pemb8	.052	-.007	-.126	-.390	.853*	-.377	.021	-.072
Keputusan Pemb9	-.220	-.174	-.010	-.027	-.377	.856*	-.301	-.082
Keputusan Pemb10	.077	.172	-.253	-.087	.021	-.301	.830*	-.405
Keputusan Pemb11	.023	-.043	-.077	-.171	-.072	-.082	-.405	.887

a. Measures of Sampling Adequacy(MSA)



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Communalities

	Initial	Extraction
Keputusan Pemb2	1.000	.621
Keputusan Pemb4	1.000	.689
Keputusan Pemb6	1.000	.613
Keputusan Pemb7	1.000	.675
Keputusan Pemb8	1.000	.661
Keputusan Pemb9	1.000	.680
Keputusan Pemb10	1.000	.716
Keputusan Pemb11	1.000	.653

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues		Extraction Sums of Squared Loadings	
	Total	% of Variance	Total	% of Variance
1	4.069	51.107	4.069	51.107
2	1.219	15.240	1.219	15.240
3	.666	8.320		
4	.586	7.108		
5	.504	6.287		
6	.405	5.057		
7	.298	3.736		
8	.251	3.134		
				Cumulative %
				51.107
				66.347
				74.666
				81.776
				88.073
				93.130
				96.866
				100.000

Extraction Method: Principal Component Analysis.



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Component Matrix^a

	Component	
	1	2
Keputusan Pemb2	.421	.667
Keputusan Pemb4	.300	.773
Keputusan Pemb6	.762	-.031
Keputusan Pemb7	.813	-.115
Keputusan Pemb8	.811	-.063
Keputusan Pemb9	.819	.066
Keputusan Pemb10	.787	-.306
Keputusan Pemb11	.774	-.231

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

LAMPIRAN 4 : UJI REABILITAS

RELIABILITY /VARIABLES=PH1 PH2 PH3 PH5 PH6 PH7 /SCALE ('ALL VARIABLES') ALL /MODEL=ALPHA.

Reliability

Scale: ALL VARIABLES
PERSEPSI HARGA

Case Processing Summary		
Case	N	%
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
.802	6

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RELIABILITY /VARIABLES=C2 C5 C6 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.

Scale: ALL VARIABLES

CITRA MEREK

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
.980	3

RELIABILITY /VARIABLES=PP1 PP2 PP3 PP5 PP6 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA.

Scale: ALL VARIABLES

PROMOSI PENJUALAN

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
.763	5



RELIABILITY /VARIABLES=KP2 KP4 KP6 KP7 KP8 KP9 KP10 KP11 /SCALE ('ALL VARIABLES') ALL /MODEL=ALPHA.

Scale: ALL VARIABLES
KEPUTUSAN PEMBELIAN

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.

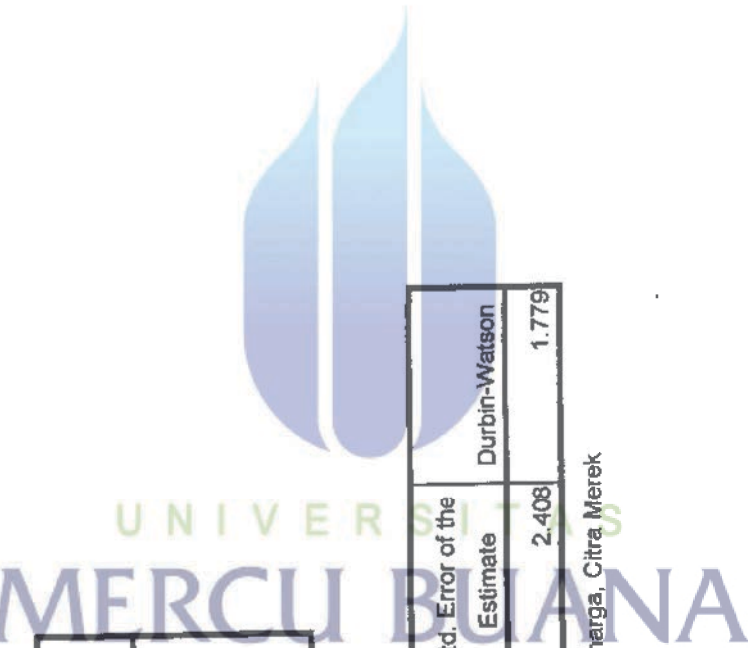
Reliability Statistics	
Cronbach's Alpha	N of Items
.837	8

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Lampiran 5 Regresi Berganda Persepsi harga, Citra Merek dan Promosi penjualan terhadap Keputusan pembelian



Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Promosi Penjualan, Persepsi harga, Citra Merek ^a		Enter

a. All requested variables entered.

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.776 ^a	.603	.590	2.408	1.779

a. Predictors: (Constant), Promosi Penjualan, Persepsi harga, Citra Merek

b. Dependent Variable: Keputusan Pembelian

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	844.157	3	281.386	48.547	.000 ^a
	Residual	556.433	96	5.796		
	Total	1400.590	99			

- a. Predictors: (Constant), Promosi Penjualan, Persepsi harga, Citra Merek
- b. Dependent Variable: Keputusan Pembelian

Coefficients^a

Model	Unstandardized Coefficients		Std. Error	Beta	t	Sig.	Collinearity Statistics	
	B						Tolerance	VIF
1		(Constant)	2.050		3.229	.002		
		Persepsi harga	.092	.266	3.523	.001	.727	1.376
		Citra Merek	.162	.383	4.912	.000	.682	1.466
		Promosi Penjualan	.099	.308	3.771	.000	.622	1.608

- a. Dependent Variable: Keputusan Pembelian

Collinearity Diagnostics^a

Model	Dimensi	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Persepsi harga	Citra Merek	Promosi Penjualan
1	1	3.966	1.000	.00	.00	.00	.00
	2	.014	16.670	.30	.16	.37	.21
	3	.012	18.325	.07	.03	.59	.66
	4	.008	21.844	.63	.80	.04	.13

Collinearity Diagnostics^a

Model	Dimensi	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Persepsi harga	Citra Merek	Promosi Penjualan
1	1	3.966	1.000	.00	.00	.00	.00
	2	.014	16.670	.30	.16	.37	.21
	3	.012	18.325	.07	.03	.59	.66
	4	.008	21.844	.63	.80	.04	.13

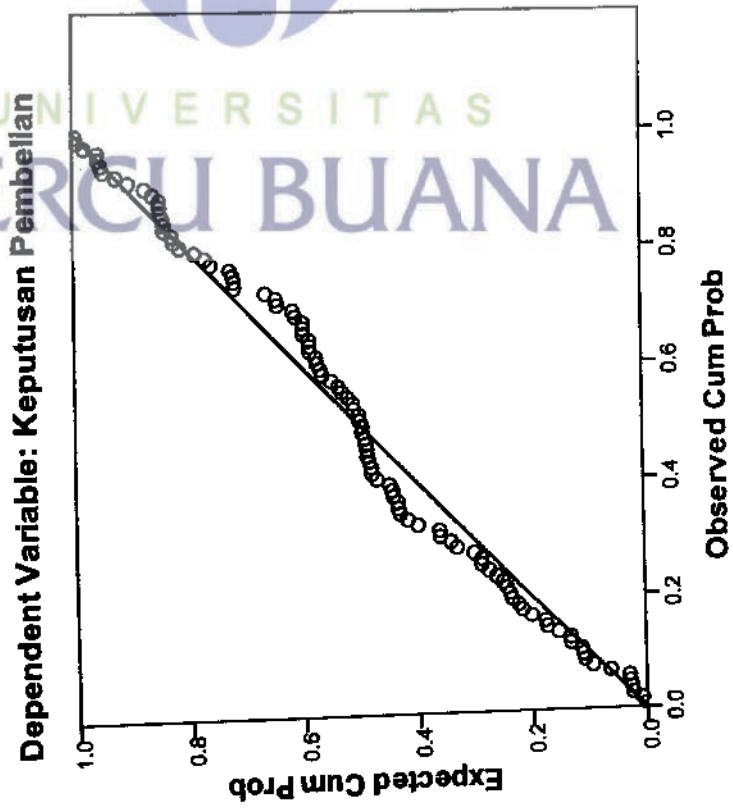
a. Dependent Variable: Keputusan Pembelian

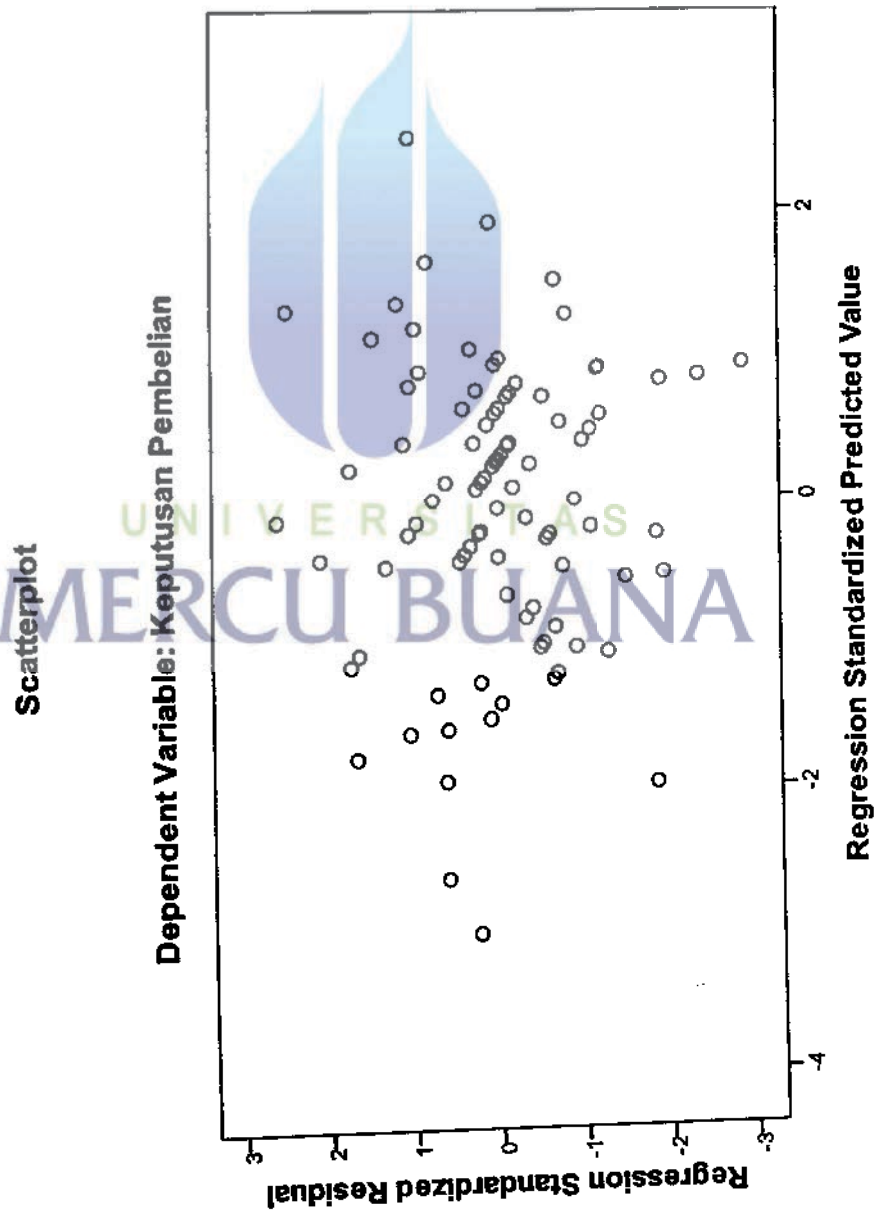
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	21.48	37.61	30.29	2.920	100
Residual	-7.001	6.173	.000	2.371	100
Std. Predicted Value	-3.016	2.507	.000	1.000	100
Std. Residual	-2.908	2.564	.000	.985	100

a. Dependent Variable: Keputusan Pembelian

Normal P-P Plot of Regression Standardized Residual





Lampiran 6 : UJI LINEARITAS

Uji Linearitas Persepsi Harga dengan Keputusan Pembelian

ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian * Persepsi harga	Between Groups (Combined)	13	46.321	4.989	.000
	Linearity	1	463.200	49.893	.000
	Deviation from Linearity	12	11.581	1.247	.285
Within Groups	798.419	86	9.284		
Total	1400.590	99			

Uji Linearitas Citra Merek dengan Keputusan Pembelian

ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian * Citra Merek	Between Groups (Combined)	8	90.208	12.090	.000
	Linearity	1	605.474	81.153	.000
	Deviation from Linearity	7	16.696	2.224	.390
Within Groups	678.945	91	7.461		
Total	1400.590	99			

Uji Linearitas Promosi Penjualan dengan Keputusan Pembelian

ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian * Promosi Penjualan	Between Groups (Combined)	13	62.220	6.223	.000
	Linearity	1	581.839	69.331	.000
	Deviation from Linearity	12	8.086	.963	.480
Within Groups	721.724	86	8.392		
Total	1400.590	99			

Korelasi Dimensi Persepsi Harga dengan Keputusan Pembelian

		Correlations					
		Pengenalan kebutuhan	Pencarian informasi	Evaluasi Alternati	Keputusan Pembelian	Perilaku pasca pemb	
Terjangkau	Pearson Correlation	.262**	0,008	0,196	.215	.350	
	Sig. (2-tailed)	0,008	0,939	0,05	0,032	0	
	N	100	100	100	100	100	
Perbandingan merek lain	Pearson Correlation	-.028	0,038	.389**	.433**	.530	
	Sig. (2-tailed)	0,786	0,709	0	0	0	
	N	100	100	100	100	100	
Sesuai Kualitas	Pearson Correlation	.260**	.296**	.482**	.488**	.458**	
	Sig. (2-tailed)	0,009	0,003	0	0	0	
	N	100	100	100	100	100	
Sesuai manfaat	Pearson Correlation	.365**	.197	.405**	.374**	.383**	
	Sig. (2-tailed)	0	0,049	0	0	0	
	N	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).

Korelasi Dimensi Citra Merek dengan Keputusan Pembelian

Correlations

	Pengenalan kebutuhan	Pencarian informasi	Evaluasi Alternatif	Keputusan Pembelian	Perilaku pasca pemb
Kekuatan					
Pearson	.351**	.253**	.407**	.467**	.480**
Sig. (2-tailed)	.0	0,011	0	0	0
N	100	100	100	100	100
Keunikan					
Pearson	.390**	.362**	.525**	.481**	.477**
Sig. (2-tailed)	0	0	0	0	0
N	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).



Korelasi Dimensi Promosi Penjualan dengan Keputusan Pembelian

	Pengenalan kebutuhan	Pencarian informasi	Evaluasi Alternati	Keputusan Pembelian	Perilaku pasca pemb
Program Imbalan	.215	.251	.472	.413	.459
Pearson Correlation					
Sig. (2-tailed)	0,032	0,012	0	0	0
N	100	100	100	100	100
Paket Harga	0,159	0,067	.559	.468	.540
Pearson Correlation					
Sig. (2-tailed)	0,114	0,511	0	0	0
N	100	100	100	100	100
Promosi silang	0,09	0,103	.527	.517	.552
Pearson Correlation					
Sig. (2-tailed)	0,373	0,309	0	0	0
N	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).

Tabel Uji Normalitas

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Persepsi harga	.167	100	.000	.932	100	.000
Citra Merek	.176	100	.000	.946	100	.000
Promosi Penjualan	.165	100	.000	.956	100	.002
Keputusan Pembelian	.125	100	.001	.977	100	.072

a. Lilliefors Significance Correction



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