



LAMPIRAN 1:

Kuesioner

KUESIONER PENELITIAN

ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI KONSUMEN DALAM BERBELANJA

(Studi Kasus Alfamart di jl. Kalimantan Jember)

Identitas Peneliti

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Fakultas : Ekonomi

Dalam rangka menyelesaikan pendidikan strata satu (S1) pada jurusan Manajemen Universitas Muhammadiyah Jember, penulis melaksanakan penelitian sebagai bentuk tugas dan kewajiban yang harus dilakukan. Secara akademik penelitian ini bertujuan ingin menganalisis faktor-faktor yang mempengaruhi konsumen berbelanja di Alfamart.

Berdasarkan hal tersebut, dimohon dengan hormat kesediaan saudara untuk mengisi kuisisioner yang peneliti ajukan sesuai dengan keadaan yang sebenarnya dan kerahasiaan dari jawaban yang diberikan akan dijaga sepenuhnya. Penelitian ini hanya semata-mata sebagai bahan penelitian penyusunan skripsi, maka sangat dibutuhkan pendapat dari responden untuk melengkapi penelitian ini. Informasi yang anda berikan sangat berarti bagi penelitian ini. Atas bantuannya saya ucapkan terima kasih.

Hormat saya,

Fiqi Asep Okvandi

Petunjuk Pengisian:

A. Bagian I

Berilah tanda silang (x) terhadap jawaban yang Bapak/ Ibu/ Saudara pilih.

1. Jenis kelamin
 - a. Laki-laki
 - b. Perempuan
2. Umur
 - a. 17-25 tahun
 - b. 25-35 tahun
 - c. 35-45 tahun
 - d. 45-55 tahun
 - e. > 55 tahun
3. Pekerjaan
 - a. Pelajar/ Mahasiswa
 - b. Pegawai swasta
 - c. Pegawai Negeri
 - d. Wiraswasta
 - e. Profesional (dokter, arsitek, dosen, dll)
 - f. Lain-lain
4. Pendapatan pribadi perbulan (Dalam satuan Rupiah)
 - a. $\leq 2.000.000$
 - b. $2.000.001 - 4.000.000$
 - c. $4.000.001 - 6.000.000$
 - d. $> 6.000.000$

B. Bagian II

Berikan pernyataan anda dengan memberikan tanda $\checkmark$ pada 5 pilihan jawaban yang tersedia, dimana keterangan dari 5 pilihan jawaban yaitu:

- STS : Sangat Tidak Setuju = skor 1
TS : Tidak Setuju = skor 2
KS : Netral = skor 3
S : Setuju = skor 4
SS : Sangat Setuju = skor 5

Pilihlah salah satu jawaban yang menurut saudara paling tepat dengan cara memberikan tanda cek list (√) pada setiap pertanyaan.

NO.	PERNYATAAN	STS	TS	N	S	SS
HARGA						
1.	Alfamart mempunyai daftar harga yang jelas dan tidak berubah-ubah					
2.	Diskon di Alfamart sangat menarik					
3.	Alfamart memberikan pembayaran secara non tunai kepada konsumen					
PELAYANAN						
1.	Pelayanan di Alfamart cepat dan tepat					
2.	Karyawan Alfamart memberikan pelayanan yang ramah					
3.	Karyawan Alfamart memiliki kemampuan yang baik dalam berkomunikasi dengan konsumen					
LOKASI						
1.	Lokasinya sangat mudah di jangkau					
2.	Tempatnya berdekatan dengan kampus sudah strategis					
3.	Menyediakan tempat parkir yang luas dan memadai					
PROMOSI						
1.	Warna dan desain logo Alfamart cerah dan menarik minat konsumen					
2.	Alfamart selalu memberikan kupon undian dan hadiah menarik					
3.	Alfamart selalu mengupdate informasi produk baru dan harga baru setiap harinya					

KEPUTUSAN PEMBELIAN					
1.	Saya merasa yakin membeli produk di Alfamart karena kualitas produk, harga dan kualitas pelayanan				
2.	Saya merekomendasikan Alfamart pada orang lain				
3.	Saya akan melakukan pembelian ulang di Alfamart				



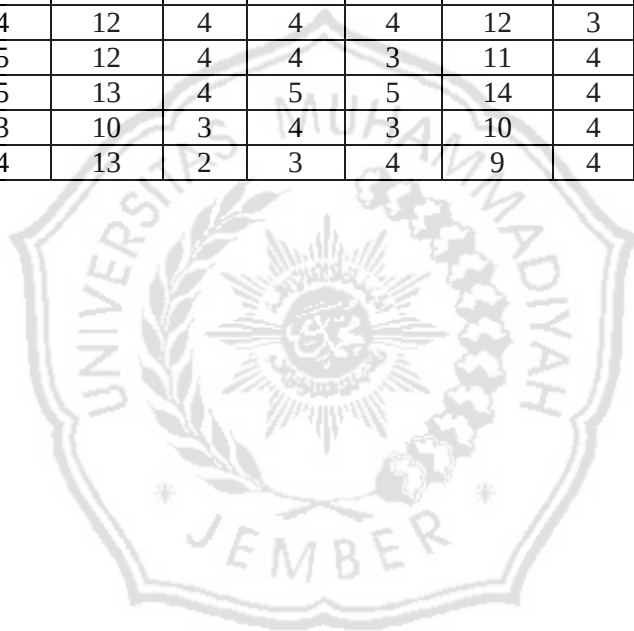


LAMPIRAN 2:

Rekapitulasi Kuesioner

X1	X1.2	X1.3	X1tot	X2	X2.2	X2.3	X2tot	X3	X3.2	X3.4	X3tot	X4	X4.2	X4.3	X4tot	Y1	Y2	Y3	Ytot
5	5	5	15	4	5	5	14	4	4	3	11	4	4	4	12	5	5	4	14
5	4	4	13	5	3	4	12	4	4	4	12	4	3	4	11	4	5	4	13
4	5	4	13	4	4	4	12	4	5	4	13	2	3	4	9	4	5	4	13
5	4	4	13	4	5	5	14	4	4	3	11	4	2	3	9	1	1	1	3
4	4	4	12	4	4	4	12	4	3	4	11	3	4	4	11	4	4	4	12
5	4	5	14	4	5	4	13	5	3	5	13	4	3	4	11	4	4	4	12
4	3	4	11	5	4	3	12	4	4	4	12	4	4	4	12	4	4	4	12
4	4	4	12	4	4	4	12	4	4	4	12	5	5	5	15	5	5	4	14
5	4	4	13	4	5	5	14	3	4	4	11	4	4	4	12	5	5	5	15
5	4	4	13	5	5	4	14	4	4	5	13	4	3	3	10	4	4	4	12
5	5	5	15	5	5	5	15	5	5	5	15	4	4	4	12	4	4	3	11
4	3	4	11	4	4	5	13	4	4	4	12	3	3	4	10	3	4	4	11
4	4	4	12	4	4	4	12	4	4	4	12	3	4	4	11	5	4	5	14
5	4	4	13	5	5	4	14	4	4	3	11	5	4	5	14	5	4	4	13
4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	12	4	3	4	11
5	4	5	14	5	5	5	15	5	3	5	13	3	4	4	11	5	4	4	13
4	5	4	13	3	4	3	10	4	3	4	11	3	3	3	9	3	4	3	10
4	4	4	12	4	4	4	12	4	4	4	12	4	3	4	11	4	4	3	11
5	4	5	14	5	5	5	15	5	4	3	12	2	3	3	8	3	3	3	9
5	5	5	15	5	5	5	15	5	3	3	11	3	3	3	9	5	4	3	12
4	4	4	12	4	4	4	12	4	4	4	12	3	3	3	9	4	3	3	10
4	4	4	12	4	4	4	12	4	4	4	12	5	4	4	13	5	5	4	14
5	4	4	13	5	5	5	15	4	4	3	11	5	5	5	15	5	5	4	14
5	4	5	14	5	5	5	15	5	5	5	15	5	5	4	14	4	5	4	13
5	4	5	14	5	5	4	14	3	4	5	12	5	4	5	14	5	4	5	14
5	4	4	13	5	5	5	15	4	4	4	12	5	5	4	14	4	4	5	13
5	4	2	11	5	5	5	15	5	4	3	12	5	4	5	14	4	5	4	13
4	4	1	9	4	4	5	13	4	5	4	13	3	5	3	11	3	4	3	10
5	4	4	13	5	5	4	14	4	5	5	14	3	5	3	11	5	3	4	12
5	4	2	11	5	5	5	15	4	5	5	14	4	5	5	14	1	1	1	3
4	4	4	12	4	4	4	12	4	4	4	12	5	5	5	15	2	4	5	11
4	4	2	10	4	4	4	12	4	5	3	12	3	4	4	11	1	2	4	7
3	4	4	11	3	3	3	9	4	5	3	12	3	3	3	9	1	3	1	5
5	5	5	15	5	4	5	14	5	5	2	12	4	5	5	14	1	2	4	7
5	4	5	14	5	4	4	13	5	3	2	10	4	5	5	14	2	3	4	9
5	5	5	15	4	5	4	13	5	5	1	11	4	5	4	13	1	2	3	6

5	5	5	15	3	5	5	13	5	4	3	12	4	4	5	13	2	3	2	7
5	5	5	15	3	5	5	13	5	5	5	15	4	4	5	13	2	4	3	9
4	4	4	12	4	4	4	12	4	2	4	10	5	5	5	15	4	4	3	11
3	3	2	8	3	3	3	9	3	4	3	10	5	4	5	14	5	5	4	14
4	4	4	12	4	4	4	12	4	3	4	11	3	4	5	12	4	4	4	12
5	4	5	14	4	5	5	14	4	4	3	11	4	3	4	11	4	4	4	12
3	4	3	10	3	3	4	10	3	4	3	10	3	4	4	11	2	4	5	11
4	4	3	11	4	4	4	12	3	3	4	10	4	4	4	12	4	4	4	12
4	4	4	12	4	4	4	12	2	3	4	9	4	4	4	12	4	5	5	14
4	4	3	11	4	4	4	12	3	4	4	11	4	4	4	12	5	5	5	15
4	4	4	12	4	4	4	12	4	4	4	12	5	4	3	12	5	5	3	13
4	4	4	12	4	4	4	12	4	4	4	12	3	4	4	11	4	5	5	14
5	4	4	13	3	4	5	12	4	4	3	11	4	2	4	10	5	5	4	14
5	4	4	13	5	3	5	13	4	5	5	14	4	4	4	12	5	5	5	15
3	3	3	9	3	4	3	10	3	4	3	10	4	3	3	10	5	5	5	15
4	4	4	12	4	5	4	13	2	3	4	9	4	3	4	11	5	5	5	15



LAMPIRAN 3:
Frekuensi Pernyataan
Responden

Frekuensi Pernyataan Responden

1. Harga

Frequencies

Statistics

		x1	x1.2	x1.3
N	Valid	52	52	52
	Missing	0	0	0

Frequency Table

x1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	4	7.7	7.7
	4.00	22	42.3	50.0
	5.00	26	50.0	100.0
	Total	52	100.0	100.0

x1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	4	7.7	7.7
	4.00	39	75.0	82.7
	5.00	9	17.3	100.0
	Total	52	100.0	100.0

x1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.9	1.9
	2.00	4	7.7	9.6
	3.00	4	7.7	17.3
	4.00	29	55.8	73.1
	5.00	14	26.9	100.0
	Total	52	100.0	100.0

2. Pelayanan

Frequencies

Statistics

		x2	x2.2	x2.3
N	Valid	52	52	52
	Missing	0	0	0

Frequency Table

x2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	8	15.4	15.4
	4.00	26	50.0	65.4
	5.00	18	34.6	100.0
	Total	52	100.0	100.0

x2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	5	9.6	9.6
	4.00	25	48.1	57.7
	5.00	22	42.3	100.0
	Total	52	100.0	100.0

x2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	5	9.6	9.6
	4.00	27	51.9	61.5
	5.00	20	38.5	100.0
	Total	52	100.0	100.0

3. Lokasi

Frequencies

Statistics				
		x3	x3.2	x3.3
N	Valid	52	52	52
	Missing	0	0	0

Frequency Table

x3				
	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	3.8	3.8	3.8
3.00	7	13.5	13.5	17.3
Valid 4.00	31	59.6	59.6	76.9
5.00	12	23.1	23.1	100.0
Total	52	100.0	100.0	

x3.2				
	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	1	1.9	1.9	1.9
3.00	10	19.2	19.2	21.2
Valid 4.00	29	55.8	55.8	76.9
5.00	12	23.1	23.1	100.0
Total	52	100.0	100.0	

x3.3				
	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	1.9	1.9	1.9
2.00	2	3.8	3.8	5.8
Valid 3.00	15	28.8	28.8	34.6
4.00	24	46.2	46.2	80.8
5.00	10	19.2	19.2	100.0
Total	52	100.0	100.0	

4. Promosi

Frequencies

Statistics

		x4	x4.2	x4.3	x4tot
N	Valid	52	52	52	52
	Missing	0	0	0	0

Frequency Table

x4

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	3.8	3.8	3.8
3.00	14	26.9	26.9	30.8
Valid 4.00	24	46.2	46.2	76.9
5.00	12	23.1	23.1	100.0
Total	52	100.0	100.0	

x4.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	2	3.8	3.8	3.8
3.00	14	26.9	26.9	30.8
Valid 4.00	24	46.2	46.2	76.9
5.00	12	23.1	23.1	100.0
Total	52	100.0	100.0	

x4.3

	Frequency	Percent	Valid Percent	Cumulative Percent
3.00	11	21.2	21.2	21.2
Valid 4.00	27	51.9	51.9	73.1
5.00	14	26.9	26.9	100.0
Total	52	100.0	100.0	

5. Keputusan Pembelian

Frequencies

Statistics

		y1	y2	y3
N	Valid	52	52	52
	Missing	0	0	0

Frequency Table

y1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	9	17.3	17.3
	4.00	28	53.8	71.2
	5.00	15	28.8	100.0
	Total	52	100.0	100.0

y2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	4	7.7	7.7
	4.00	23	44.2	51.9
	5.00	25	48.1	100.0
	Total	52	100.0	100.0

y3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.9	1.9
	2.00	2	3.8	5.8
	3.00	4	7.7	13.5
	4.00	34	65.4	78.8
	5.00	11	21.2	100.0
	Total	52	100.0	100.0

LAMPIRAN 4:

Hasil Uji Validitas



Uji Validitas

1. Harga

```
CORRELATIONS
/VARIABLES=x1 x1.2 x1.3 x1tot
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.
```

Correlations

		Correlations			
		x1	x1.2	x1.3	x1tot
x1	Pearson Correlation	1	.428**	.484**	.783**
	Sig. (2-tailed)		.002	.000	.000
	N	52	52	52	52
x1.2	Pearson Correlation	.428**	1	.435**	.707**
	Sig. (2-tailed)	.002		.001	.000
	N	52	52	52	52
x1.3	Pearson Correlation	.484**	.435**	1	.873**
	Sig. (2-tailed)	.000	.001		.000
	N	52	52	52	52
x1tot	Pearson Correlation	.783**	.707**	.873**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	52	52	52	52

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

2. Pelyanan

CORRELATIONS

```
/VARIABLES=x2 x2.2 x2.3 x2tot  
/PRINT=TWOTAIL NOSIG  
/MISSING=PAIRWISE.
```

Correlations

		Correlations			
		x2	x2.2	x2.3	x2tot
x2	Pearson Correlation	1	.384**	.364**	.755**
	Sig. (2-tailed)		.005	.008	.000
	N	52	52	52	52
x2.2	Pearson Correlation	.384**	1	.527**	.807**
	Sig. (2-tailed)	.005		.000	.000
	N	52	52	52	52
x2.3	Pearson Correlation	.364**	.527**	1	.794**
	Sig. (2-tailed)	.008	.000		.000
	N	52	52	52	52
x2tot	Pearson Correlation	.755**	.807**	.794**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	52	52	52	52

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

3. Lokasi

CORRELATIONS

```
/VARIABLES=x3 x3.2 x3.3 x3tot
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.
```

Correlations

		Correlations			
		x3	x3.2	x3.3	x3tot
x3	Pearson Correlation	1	.227	-.116	.572**
	Sig. (2-tailed)		.106	.413	.000
	N	52	52	52	52
x3.2	Pearson Correlation	.227	1	.000	.638**
	Sig. (2-tailed)	.106		1.000	.000
	N	52	52	52	52
x3.3	Pearson Correlation	-.116	.000	1	.576**
	Sig. (2-tailed)	.413	1.000		.000
	N	52	52	52	52
x3tot	Pearson Correlation	.572**	.638**	.576**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	52	52	52	52

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

4. Promosi

CORRELATIONS

```
/VARIABLES=x4 x4.2 x4.3 x4tot  
/PRINT=TWOTAIL NOSIG  
/MISSING=PAIRWISE.
```

Correlations

Correlations

		x4	x4.2	x4.3	x4tot
x4	Pearson Correlation	1	.370**	.499**	.789**
	Sig. (2-tailed)		.007	.000	.000
	N	52	52	52	52
x4.2	Pearson Correlation	.370**	1	.499**	.789**
	Sig. (2-tailed)	.007		.000	.000
	N	52	52	52	52
x4.3	Pearson Correlation	.499**	.499**	1	.816**
	Sig. (2-tailed)	.000	.000		.000
	N	52	52	52	52
x4tot	Pearson Correlation	.789**	.789**	.816**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	52	52	52	52

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

5. Keputusan Pembelian

```
CORRELATIONS
/VARIABLES=y1 y2 y3 ytot
/PRINT=TWOTAIL NOSIG
/MISSING=PAIRWISE.
```

Correlations

		Correlations			
		y1	y2	y3	ytot
y1	Pearson Correlation	1	.529**	.330*	.800**
	Sig. (2-tailed)		.000	.017	.000
	N	52	52	52	52
y2	Pearson Correlation	.529**	1	.234	.741**
	Sig. (2-tailed)	.000		.095	.000
	N	52	52	52	52
y3	Pearson Correlation	.330*	.234	1	.732**
	Sig. (2-tailed)	.017	.095		.000
	N	52	52	52	52
ytot	Pearson Correlation	.800**	.741**	.732**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	52	52	52	52

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

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

LAMPIRAN 5:
Hasil Uji Reliabilitas

1. Harga

RELIABILITY

```
/VARIABLES=x1 x1.2 x1.3 x1tot  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	52	100.0
	Excluded ^a	0	.0
	Total	52	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.817	4



2. Pelayanan

RELIABILITY

```
/VARIABLES=x2 x2.2 x2.3 x2tot  
/SCALE('ALL VARIABLES') ALL  
/MODEL=ALPHA.
```

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	52	100.0
	Excluded ^a	0	.0
	Total	52	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.819	4



3. Lokasi

```
RELIABILITY  
  /VARIABLES=x3 x3.2 x3.3 x3tot  
  /SCALE('ALL VARIABLES') ALL  
  /MODEL=ALPHA.
```

Reliability Scale: ALL VARIABLES

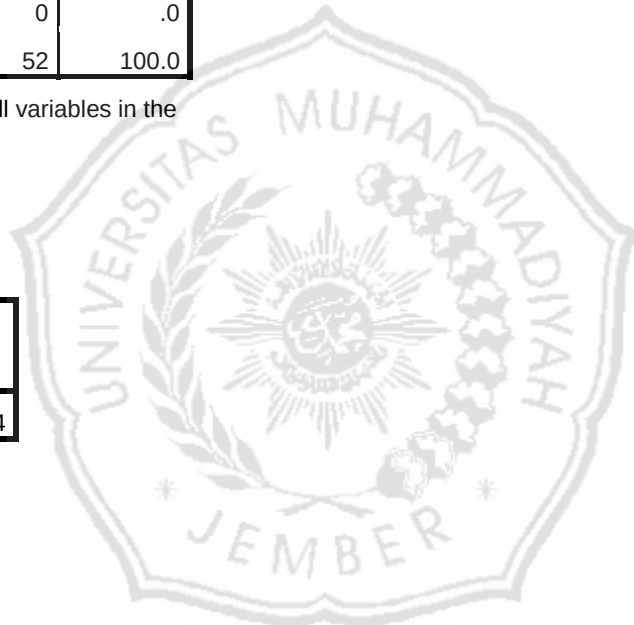
Case Processing Summary

		N	%
Cases	Valid	52	100.0
	Excluded ^a	0	.0
	Total	52	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.682	4



4. Promosi

```
RELIABILITY  
  /VARIABLES=x4 x4.2 x4.3 x4tot  
  /SCALE('ALL VARIABLES') ALL  
  /MODEL=ALPHA.
```

Reliability Scale: ALL VARIABLES

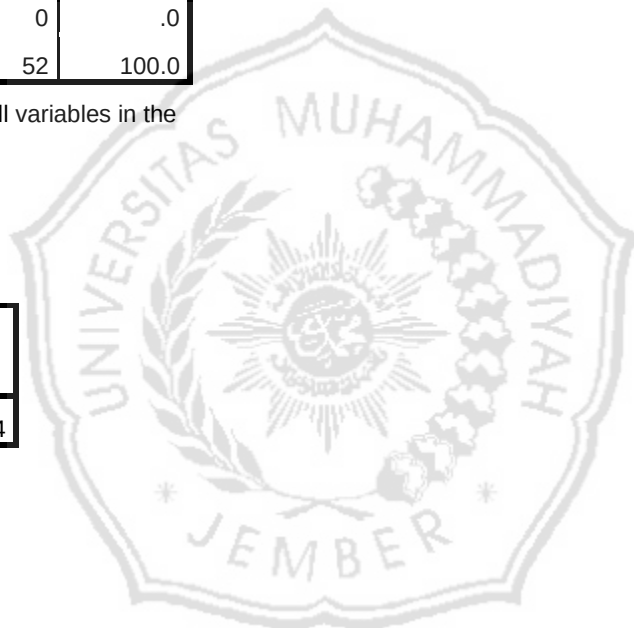
Case Processing Summary

		N	%
Cases	Valid	52	100.0
	Excluded ^a	0	.0
	Total	52	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.824	4



5. Keputusan Pembelian

```
RELIABILITY  
  /VARIABLES=y1 y2 y3 ytot  
  /SCALE('ALL VARIABLES') ALL  
  /MODEL=ALPHA.
```

Reliability Scale: ALL VARIABLES

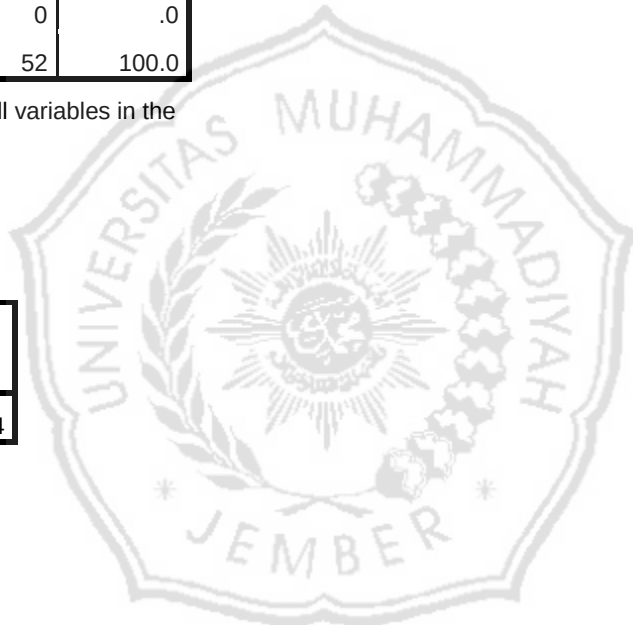
Case Processing Summary

		N	%
Cases	Valid	52	100.0
	Excluded ^a	0	.0
	Total	52	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.804	4



LAMPIRAN 6:
Hasil Uji Regresi, Uji Asumsi
Klasik Dan Uji Hipotesis

```

REGRESSION
/DESCRIPTIVES MEAN STDDEV CORR SIG N
/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE ZPP
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT ytot
/METHOD=ENTER x1tot x2tot x3tot x4tot
/SCATTERPLOT=(*ZPRED ,*SRESID)
/RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID)
/CASEWISE PLOT(ZRESID) OUTLIERS(3) .

```

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	x4tot, x3tot, x1tot, x2tot ^b		Enter

a. Dependent Variable: ytot

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.812 ^a	.659	.630	.96683	.659	22.746	4	47	.000	1.617

a. Predictors: (Constant), x4tot, x3tot, x1tot, x2tot

b. Dependent Variable: ytot

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85.047	4	21.262	22.746	.000 ^b
	Residual	43.934	47	.935		
	Total	128.981	51			

a. Dependent Variable: ytot

b. Predictors: (Constant), x4tot, x3tot, x1tot, x2tot

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
(Constant)	-1.491	1.607		-.928	.358					
1 x1tot	.289	.103	.300	2.803	.007	.631	.378	.239	.631	1.584
x2tot	.450	.117	.437	3.845	.000	.735	.489	.327	.560	1.786
x3tot	.238	.108	.206	2.209	.032	.472	.307	.188	.836	1.196
x4tot	.155	.075	.180	2.056	.045	.285	.287	.175	.947	1.056

a. Dependent Variable: ytot

Collinearity Diagnostics^a

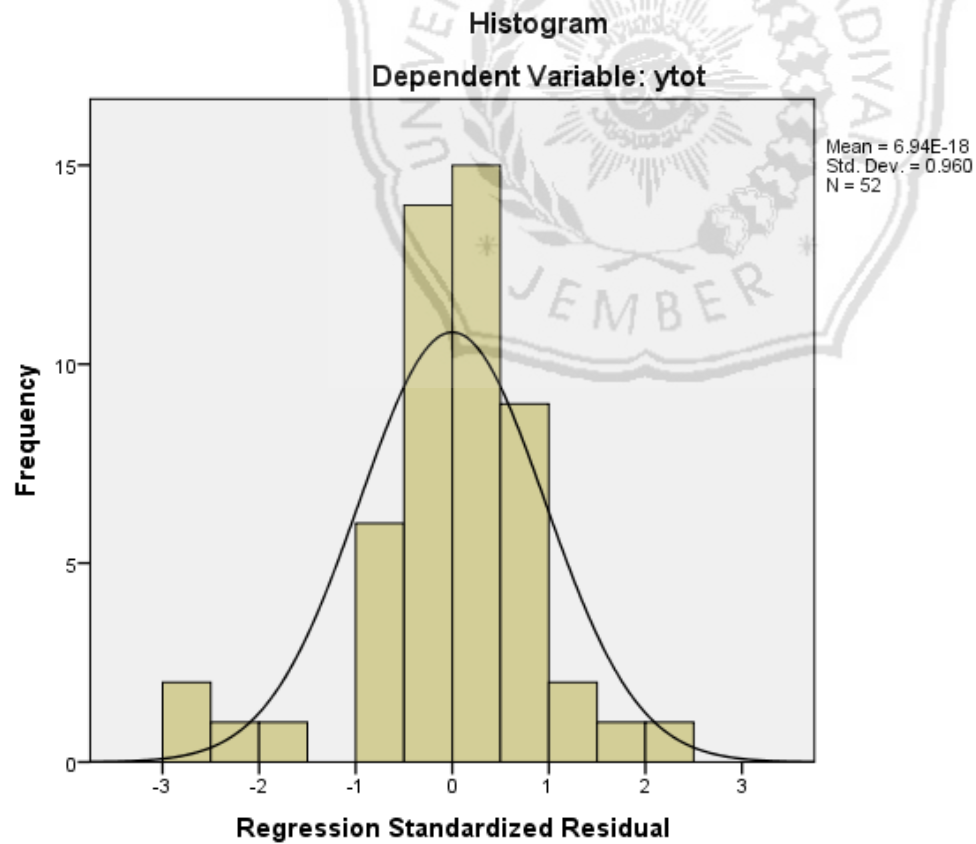
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	x1tot	x2tot	x3tot	x4tot
1	1	4.956	1.000	.00	.00	.00	.00	.00
	2	.022	14.953	.00	.08	.02	.03	.73
	3	.011	21.037	.03	.31	.05	.52	.03
	4	.006	28.541	.35	.25	.68	.04	.01
	5	.005	31.585	.62	.36	.25	.40	.23

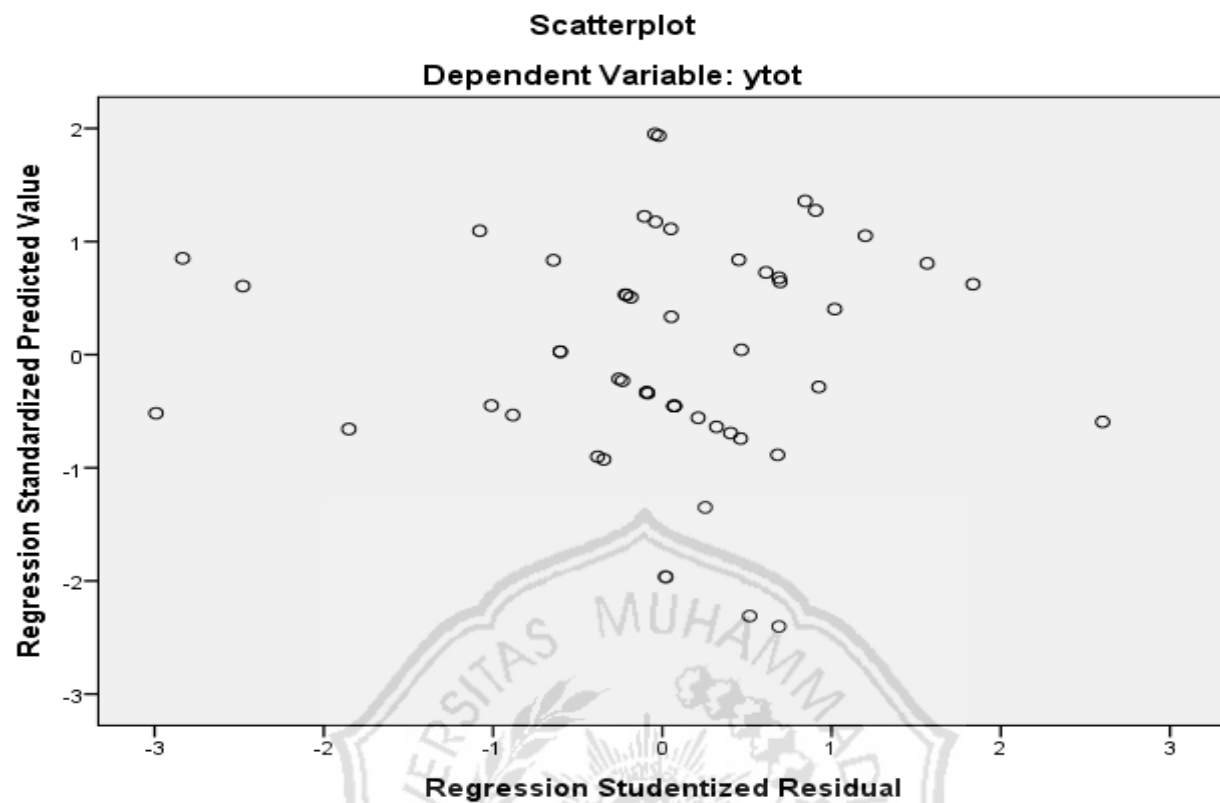
a. Dependent Variable: ytot

Residuals Statistics^a

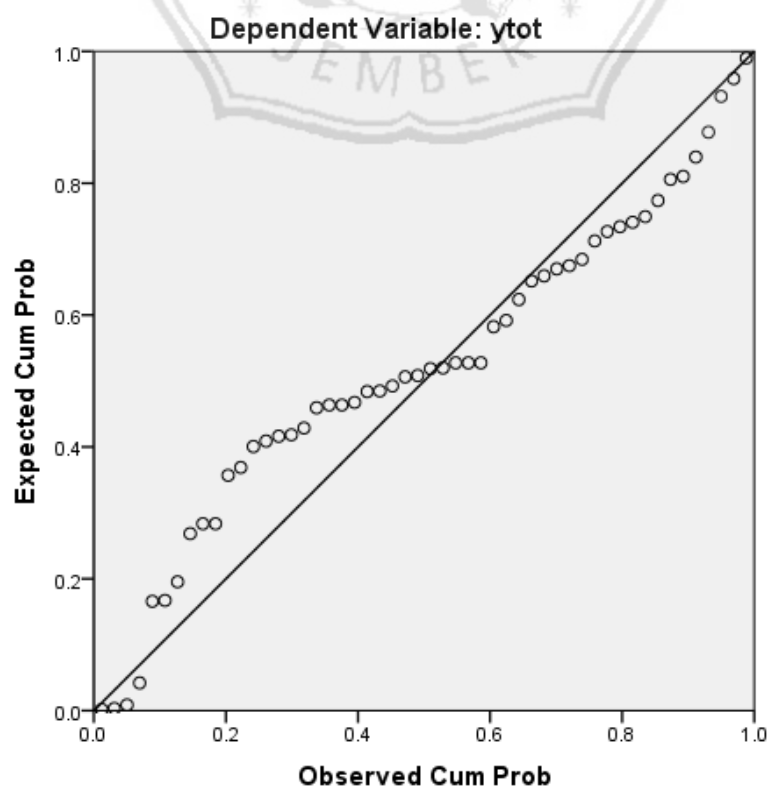
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9.4170	15.0390	12.5192	1.29135	52
Std. Predicted Value	-2.402	1.951	.000	1.000	52
Standard Error of Predicted Value	.163	.468	.288	.085	52
Adjusted Predicted Value	9.2388	15.0460	12.5031	1.30687	52
Residual	-2.85089	2.24749	.00000	.92814	52
Std. Residual	-2.949	2.325	.000	.960	52
Stud. Residual	-2.991	2.602	.008	1.012	52
Deleted Residual	-2.93422	2.81537	.01615	1.03365	52
Stud. Deleted Residual	-3.289	2.782	-.002	1.064	52
Mahal. Distance	.468	10.954	3.923	2.788	52
Cook's Distance	.000	.342	.023	.055	52
Centered Leverage Value	.009	.215	.077	.055	52

a. Dependent Variable: ytot





Normal P-P Plot of Regression Standardized Residual



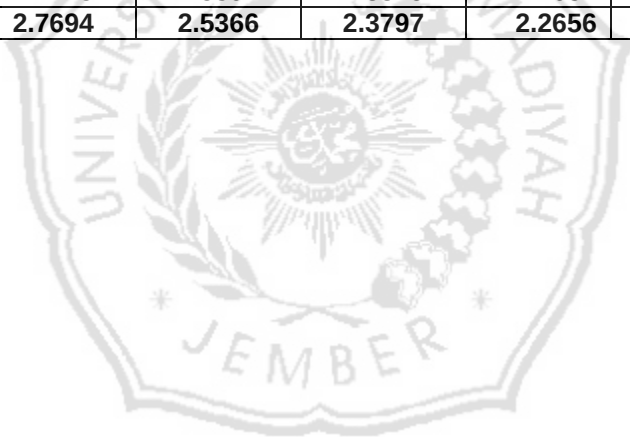
LAMPIRAN 7:

Tabel Distribusi F



Tabel Distribusi F										
	DF 1									
DF 2	1	2	3	4	5	6	7	8	9	10
1	161.4476	199.5000	215.7073	224.5833	230.1619	233.986	236.7684	238.8827	240.5433	241.8818
2	18.5128	19.0000	19.1643	19.2468	19.2964	19.3295	19.3532	19.371	19.3848	19.3959
3	10.1280	9.5521	9.2766	9.1172	9.0135	8.9406	8.8867	8.8452	8.8123	8.7855
4	7.7086	6.9443	6.5914	6.3882	6.2561	6.1631	6.0942	6.041	5.9988	5.9644
5	6.6079	5.7861	5.4095	5.1922	5.0503	4.9503	4.8759	4.8183	4.7725	4.7351
6	5.9874	5.1433	4.7571	4.5337	4.3874	4.2839	4.2067	4.1468	4.099	4.06
7	5.5914	4.7374	4.3468	4.1203	3.9715	3.866	3.787	3.7257	3.6767	3.6365
8	5.3177	4.4590	4.0662	3.8379	3.6875	3.5806	3.5005	3.4381	3.3881	3.3472
9	5.1174	4.2565	3.8625	3.6331	3.4817	3.3738	3.2927	3.2296	3.1789	3.1373
10	4.9646	4.1028	3.7083	3.4780	3.3258	3.2172	3.1355	3.0717	3.0204	2.9782
11	4.8443	3.9823	3.5874	3.3567	3.2039	3.0946	3.0123	2.948	2.8962	2.8536
12	4.7472	3.8853	3.4903	3.2592	3.1059	2.9961	2.9134	2.8486	2.7964	2.7534
13	4.6672	3.8056	3.4105	3.1791	3.0254	2.9153	2.8321	2.7669	2.7144	2.671
14	4.6001	3.7389	3.3439	3.1122	2.9582	2.8477	2.7642	2.6987	2.6458	2.6022
15	4.5431	3.6823	3.2874	3.0556	2.9013	2.7905	2.7066	2.6408	2.5876	2.5437
16	4.4940	3.6337	3.2389	3.0069	2.8524	2.7413	2.6572	2.5911	2.5377	2.4935
17	4.4513	3.5915	3.1968	2.9647	2.8100	2.6987	2.6143	2.548	2.4943	2.4499
18	4.4139	3.5546	3.1599	2.9277	2.7729	2.6613	2.5767	2.5102	2.4563	2.4117
19	4.3807	3.5219	3.1274	2.8951	2.7401	2.6283	2.5435	2.4768	2.4227	2.3779
20	4.3512	3.4928	3.0984	2.8661	2.7109	2.599	2.514	2.4471	2.3928	2.3479
21	4.3248	3.4668	3.0725	2.8401	2.6848	2.5727	2.4876	2.4205	2.366	2.321
22	4.3009	3.4434	3.0491	2.8167	2.6613	2.5491	2.4638	2.3965	2.3419	2.2967
23	4.2793	3.4221	3.0280	2.7955	2.6400	2.5277	2.4422	2.3748	2.3201	2.2747
24	4.2597	3.4028	3.0088	2.7763	2.6207	2.5082	2.4226	2.3551	2.3002	2.2547
25	4.2417	3.3852	2.9912	2.7587	2.6030	2.4904	2.4047	2.3371	2.2821	2.2365
26	4.2252	3.3690	2.9752	2.7426	2.5868	2.4741	2.3883	2.3205	2.2655	2.2197
27	4.2100	3.3541	2.9604	2.7278	2.5719	2.4591	2.3732	2.3053	2.2501	2.2043
28	4.1960	3.3404	2.9467	2.7141	2.5581	2.4453	2.3593	2.2913	2.236	2.19
29	4.1830	3.3277	2.9340	2.7014	2.5454	2.4324	2.3463	2.2783	2.2229	2.1768
30	4.1709	3.3158	2.9223	2.6896	2.5336	2.4205	2.3343	2.2662	2.2107	2.1646
31	4.1596	3.3048	2.9113	2.6787	2.5225	2.4094	2.3232	2.2549	2.1994	2.1532
32	4.1491	3.2945	2.9011	2.6684	2.5123	2.3991	2.3127	2.2444	2.1888	2.1425
33	4.1393	3.2849	2.8916	2.6589	2.5026	2.3894	2.303	2.2346	2.1789	2.1325
34	4.1300	3.2759	2.8826	2.6499	2.4936	2.3803	2.2938	2.2253	2.1696	2.1231
35	4.1213	3.2674	2.8742	2.6415	2.4851	2.3718	2.2852	2.2167	2.1608	2.1143
36	4.1132	3.2594	2.8663	2.6335	2.4772	2.3638	2.2771	2.2085	2.1526	2.1061
37	4.1055	3.2519	2.8588	2.6261	2.4696	2.3562	2.2695	2.2008	2.1449	2.0982
38	4.0982	3.2448	2.8517	2.6190	2.4625	2.349	2.2623	2.1936	2.1375	2.0909

39	4.0913	3.2381	2.8451	2.6123	2.4558	2.3423	2.2555	2.1867	2.1306	2.0839
40	4.0847	3.2317	2.8387	2.6060	2.4495	2.3359	2.249	2.1802	2.124	2.0772
41	4.0785	3.2257	2.8327	2.6000	2.4434	2.3298	2.2429	2.174	2.1178	2.071
42	4.0727	3.2199	2.8270	2.5943	2.4377	2.324	2.2371	2.1681	2.1119	2.065
43	4.0670	3.2145	2.8216	2.5888	2.4322	2.3185	2.2315	2.1625	2.1062	2.0593
44	4.0617	3.2093	2.8165	2.5837	2.4270	2.3133	2.2263	2.1572	2.1009	2.0539
45	4.0566	3.2043	2.8115	2.5787	2.4221	2.3083	2.2212	2.1521	2.0958	2.0487
46	4.0517	3.1996	2.8068	2.5740	2.4174	2.3035	2.2164	2.1473	2.0909	2.0438
47	4.0471	3.1951	2.8024	2.5695	2.4128	2.299	2.2118	2.1427	2.0862	2.0391
48	4.0427	3.1907	2.7981	2.5652	2.4085	2.2946	2.2074	2.1382	2.0817	2.0346
49	4.0384	3.1866	2.7939	2.5611	2.4044	2.2904	2.2032	2.134	2.0775	2.0303
50	4.0343	3.1826	2.7900	2.5572	2.4004	2.2864	2.1992	2.1299	2.0734	2.0261
51	4.0304	3.1788	2.7862	2.5534	2.3966	2.2826	2.1953	2.126	2.0694	2.0222
52	4.0266	3.1751	2.7826	2.5498	2.3930	2.2789	2.1916	2.1223	2.0656	2.0184
53	4.0230	3.1716	2.7791	2.5463	2.3894	2.2754	2.1881	2.1187	2.062	2.0147
54	4.0195	3.1682	2.7758	2.5429	2.3861	2.272	2.1846	2.1152	2.0585	2.0112
55	4.0162	3.1650	2.7725	2.5397	2.3828	2.2687	2.1813	2.1119	2.0552	2.0078
56	4.0130	3.1619	2.7694	2.5366	2.3797	2.2656	2.1782	2.1087	2.0519	2.0045



Lampiran 8

Penelitian terdahulu dan Dokumentasi Penelitian



THE FACTORS THAT INFLUENCE CONSUMER DECISIONS IN PURCHASING PRODUCTS IN ALFAMART MINIMARKET IN PINANG, A SUBDISTRICT OF TANGERANG

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ABSTRAK

Penelitian ini menganalisis faktor-faktor yang mempengaruhi keputusan konsumen dalam membeli produk di minimarket Alfamart di Pinang, kecamatan Kota Tangerang. Populasi penelitian ini adalah konsumen produk rumah tangga yang dijual di minimarket Alfamart. Teknik sampling yang digunakan adalah purposive random sampling dan sampel diambil dari 200 konsumen. Tujuan dari penelitian ini adalah untuk menguji dan menganalisis faktor-faktor yang dapat mempengaruhi keputusan konsumen dalam membeli produk di minimarket Alfamart. Metode analisis adalah analisis regresi berganda dan tes asumsi. Uji validitas dan reliabilitas dilakukan dengan menggunakan bantuan SPSS (Statistical Program for Society Science) versus 16:00. Analisis menunjukkan bahwa semua faktor positif yang signifikan mempengaruhi keputusan konsumen dalam pembelian produk dan hal tersebut dibuktikan dengan signifikansi $0,000 < 0,05$, dan faktor lokasi tidak berpengaruh sebagaimana dibuktikan dengan nilai signifikansi $0,478 > 0,05$ dan nilai nilai R Square 0,369 yang berarti bahwa hanya 36,9% dari keputusan konsumen dipengaruhi oleh faktor lokasi.

Kata kunci: produk, lokasi, harga, promosi and servis, multiple regression

ABSTRACT

This study analyzes the factors that influence consumer decisions in purchasing products in Alfamart minimarket in Pinang, a subdistrict of Tangerang. The population in this study is the consumers of household products that is retailed in minimarket Alfamart. The sampling technique used is purposive random sampling and samples are taken from 200 consumers. The purpose of the study is to examine and analyze the factors that may affect consumers decisions in purchasing products on Alfamart mini market. The method of analysis is multiple regression analysis and assumptions test. The validity and reliability test is done by using the help of SPSS (Statistical Program for Society Science) versus 16:00. The analysis shows that all positive significant factors affect consumers decisions in purchasing products and it is evidenced by the significance $0.000 < 0.05$, and the factor of location has no significance as evidenced by the significance value $0.478 > 0.05$ and the value of R Square value 0.369, it means that it is only 36.9% of consumer decisions are influenced by factors of locations.

Keywords: product, location, price, promotion and service, test assumptions, multiple regression

FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN PEMBELIAN DI WARUNG BAKSO SARI GURIH PAK RATNO

Oleh :
Arina Maharani
12511247009

ABSTRAK

Penelitian ini bertujuan untuk mengetahui: 1) karakteristik responden di warung bakso Sari Gurih Pak Ratno, 2) faktor-faktor yang mempengaruhi keputusan pembelian di warung bakso Sari Gurih Pak Ratno, dan 3) faktor yang paling dominan berpengaruh terhadap keputusan pembelian di warung bakso Sari Gurih Pak Ratno. Penelitian ini merupakan penelitian deskriptif dengan pendekatan kuantitatif. Tempat penelitian di Warung Bakso Sari Gurih Pak Ratno yang terletak di Jalan Selomanik Banjarnegara pada bulan Oktober 2013 hingga bulan Mei 2014. Populasi adalah para pembeli bakso Sari Gurih Pak Ratno di Banjarnegara. Teknik pengambilan sampel menggunakan Accidental Sampling (secara kebetulan). Sampel dalam penelitian ini adalah konsumen di Warung Bakso Sari Gurih Pak Ratno sebanyak 100 responden. Teknik pengumpulan data menggunakan angket, wawancara, dan observasi. Uji validitas menggunakan rumus korelasi product moment, sedangkan uji reliabilitas menggunakan rumus Alpha Cronbach dengan nilai koefisien reliabilitasnya $> 0,6$. Teknik analisis data menggunakan analisis deskriptif kuantitatif dengan persentase. Hasil penelitian menunjukkan bahwa: (1) mayoritas responden yang berkunjung ke Warung Bakso Sari Gurih Pak Ratno berjenis kelamin perempuan sebesar 59,0%; berusia antara 31-40 sebesar 45,0%; bekerja sebagai pegawai negeri sipil sebesar 36,0%; mempunyai pendapatan antara Rp 1.000.000 - Rp 3.000.000 sebesar 37,0%; dan berasal dari kota Banjarnegara sebesar 72,0%; (2) terdapat dua faktor yang mempengaruhi keputusan pembelian di warung bakso Sari Gurih Pak Ratno yaitu faktor internal dan faktor eksternal; dan (3) faktor eksternal lebih dominan dalam mempengaruhi keputusan pembelian di warung bakso Sari Gurih Pak Ratno sebesar 73,69% dibandingkan dengan faktor internal sebesar 26,31%.

ABSTRACT

This study aims to determine: 1) the characteristics of the respondents in the Bakso Sari Gurih Pak Ratno, 2) factors that influence purchasing decisions in the Bakso Sari Gurih Pak Ratno, and 3) the most dominant factors influence the purchasing decisions in the Bakso Sari Gurih Pak Ratno. This study is a descriptive study with quantitative approach. The place of research in the Bakso Sari Gurih Pak Ratno located at Jalan Selomanik Banjarnegara in October 2013 to May 2014. The population is the buyer Bakso Sari Gurih Pak Ratno in Banjarnegara. The sampling technique uses accidental sampling (by chance). The sample in this study is that consumers in warung bakso Sari Gurih Pak Ratno of 100 respondents. The technique of collecting data using questionnaires, interviews, and observations. Test the validity of using the formula product moment correlation, while the reliability test using Alpha Cronbach reliability coefficient value > 0.6 . Data were analyzed using quantitative descriptive analysis with percentages. The results showed that: (1) the majority of respondents who visited in the Bakso Sari Gurih Pak Ratno female 59.0%; between the ages of 31-40 at 45.0%; worked as a civil servant by 36.0%; have incomes between \$ 1,000,000 - 3,000,000 USD by 37.0%; and comes

from the town of Banjarnegara by 72.0%; (2) there are two factors that influence purchasing decisions in the Bakso Sari Gurih Pak Ratno internal factors such as motivation and external factors such as price, product, location, promotion, and services; and (3) external factors are more dominant in influencing purchasing decisions in the Bakso Sari Gurih Pak Ratno of 73.69% is located in the sub-factors in price by 68.0% compared to the internal factors of 26.31%. Keywords: Purchasing Decisions, PublicMeatballs



**ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI
KEPUTUSAN PEMBELIAN VIA INTERNET
PADA TOKO ONLINE**

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Abstrak

Penelitian ini menganalisis pengaruh faktor-faktor yang mempengaruhi keputusan pembelian via internet pada Toko Online. Perkembangan teknologi informasi yang begitu pesat termasuk internet membawa dampak yang besar bagi segala aspek, tidak terkecuali perkembangan dunia bisnis dan pemasaran. Hal ini tidak aneh mengingat jumlah pengguna internet yang terus tumbuh pesat dapat menjadi sebuah pasar yang potensial untuk dimasuki para pebisnis. Di lain pihak, praktik e-commerce dan e-bisnis ternyata mempunyai banyak keuntungan baik bagi perusahaan atau pun konsumen.

Tujuan dari penelitian ini adalah untuk mengetahui adanya program periklanan, pemasaran melalui E-mail dan Kepercayaan konsumen terhadap pemrosesan informasi serta pengaruhnya terhadap Keputusan Pembelian produk-produk yang dijual di Toko Online. Penulisan ini menggunakan metode uji validitas dan reliabilitas, uji normalitas, uji penyimpangan asumsi klasik seperti uji multikolinieritas dan uji heteroskedastisitas dan uji regresi linier berganda seperti uji t, uji f dan uji korelasi berganda dan determinasi, Analisis model persamaan struktural (structural equation metode).

Hasil yang diperoleh dari penelitian ini adalah variabel program periklanan menunjukkan bahwa pengaruh yang besar terhadap variabel pemrosesan informasi dengan nilai 0,001 dan variabel pemrosesan informasi mempunyai pengaruh langsung terhadap keputusan pembelian dengan nilai 0,001. Mengindikasikan bahwa variabel independen berpengaruh signifikan secara positif pada tingkat signifikansi sebesar 5%.

Kata Kunci : periklanan di Internet, keputusan pembelian, E-commerce

Abstract

This study analyzes the influence of factors that affect the purchasing decision via the internet at Online stores. The development of rapid information technologies including the internet brings great impact for all aspects, no exception to business and marketing world. This is no surprise given the number of internet users continues to grow by leaps and bounds can be a potential market to enter the business. On the other hand, the practice of e-commerce and e-business turned out to have a lot of advantages both for companies or consumers.

The purpose of this research is to know the existence of the program via E-mail advertising, marketing and consumer confidence as well as information processing to its influence on the decision to purchase products on sale in the Online store. Writing this using the method of test validity and reliability test, test the normality assumption deviation classics such as relevant test and heteroskedastisitas test and multiple linear regression tests such as t-test, f-test and test multiple correlation and determination, structural equation model Analysis (structural equation metode).

The results obtained from this research is variable advertising program indicate that a major effect of the variable with a value of 0.001 information processing and information processing variables have a direct influence on purchasing decisions with a value of 0.001. Indicates that the independent variable effect significantly positively on the level of significance of 5%.

Keywords : advertising on the internet, purchasing decisions, E-Commerce



