

# LAMPIRAN

## Lampiran 1: Kuesioner Penelitian

## Kuesioner Survey

**Pengaruh sikap terhadap *free trial* dan *price discount* terhadap Intensi mendaftar dengan moderasi *brand image*: dengan pendekatan induktif pada sekolah D'Chava montessori di Kelapa Dua Tangerang**

A. IDENTITAS RESPONDEN

Kode responden : D.....\*)  
 Usia : .....Tahun  
 Kota Tempat tinggal :  Islamik  Kelapa Dua  Gading  
 Serpong  
 Jenis Kelamin :  Laki  Perempuan  
 Pendidikan Terakhir :  SMA  S1  S2  
 Jumlah anak dibawah 6 tahun :

B. PETUNJUK PENGISIAN

Silahkan tentukan Pendapat Setuju maupun anda ketidaksetujuan terhadap setiap pertanyaan/ pertanyaan. Jawaban yang disediakan meliputi :

- 1= Sangat Tidak setuju
- 2= Tidak Setuju
- 3=Antara Setuju dan Tidak setuju
- 4=Setuju
- 5= Sangat Setuju

## CONTOH :

saya mau mendaftarkan anak saya sekolah jika sekolah tersebut menawarkan potongan harga

1	2	3	4	5
				X

C. PERTANYAAN PENELITIAN

No	Pertanyaan	1	2	3	4	5
1	Jika sebuah produk menawarkan Free trial, hal tersebut menjadi alasan buat saya belinya.					
2	Ketika saya membeli produk dengan free trial, saya merasa hal tersebut merupakan pembelian yang baik					
3	Free trial membuat saya membeli produk merek lain yang tidak biasa saya beli.					
4	saya memiliki merek favorit tetapi saya sering kali membeli merek lain yang memberikan free trial					
5	Free trial membuat saya membeli produk lebih awal dari yang saya rencanakan					
6	Jika sebuah produk menawarkan diskon, hal tersebut menjadi alasan buat saya membelinya.					
7	Ketika saya membeli produk dengan harga diskon, saya merasa hal tersebut merupakan pembelian yang baik					
8	Diskon harga membuat saya membeli produk merek lain yang tidak biasa saya beli.					

No	Pertanyaan	1	2	3	4	5
9	saya memiliki merek favorit tetapi saya sering kali membeli merek lain yang memberikan diskon					
10	Diskon harga membuat saya membeli produk lebih awal dari yang saya rencanakan					
11	Diskon harga membuat saya membeli produk dalam jumlah yang lebih banyak					
12	Dibandingkan kebanyakan orang saya lebih suka membeli produk yang menawarkan diskon					
13	Montessori adalah sekolah terkenal					
14	Montessori adalah sekolah yang cukup bergengsi					
15	Sekolah montessori memiliki reputasi kualitas yang baik					
16	Sekolah montessori merupakan sekolah yang beretika dan sangat rapi					
17	Sekolah montessori mempunyai kurikulum yang mutakhir dalam bidang pendidikan PAUD					
18	Saya akan mendaftarkan anak saya sekolah dalam waktu dekat					
19	Saya berencana untuk menyekolahkan anak saya di sekolah playgroup dan kindergarten D'Chava montessori agar pintar berbahasa inggris dari usia dini					
20	Saya berniat untuk mendaftarkan anak saya di sekolah D'Chava Montessori agar lancar baca tulis					

## Lampiran 2: Hasil Uji Olah Data

### 1. Hasil Uji Normalitas

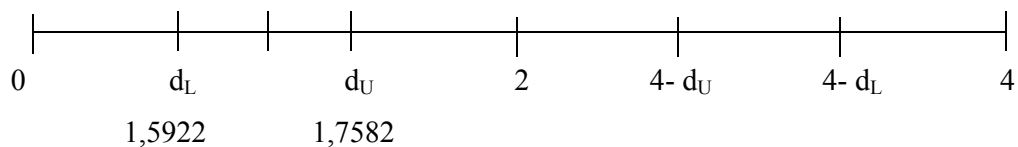
$$\text{Ratio Skewness : } \frac{\text{Statistic}}{\text{Std. Error}} = \frac{-0,180}{0,241} = -0,746$$

$$\text{Ratio Kurtosis : } \frac{\text{Statistic}}{\text{Std. Error}} = \frac{-0,701}{0,478} = -1,46$$

Ratio diantara -2 s.d 2 adalah normal

Makan Ratio Skewness dan Ratio Kurtosis tersebut adalah normal

### 2. Hasil Uji Autokorelasi



Bila nilai DW terletak di antara  $d_L$  dan  $d_U$  maka tidak dapat disimpulkan.

### 3. Hasil Uji Multikolinieritas

Dapat dilihat bahwa seluruh variabel penjelas memiliki nilai VIF lebih kecil dari 10 maka dapat disimpulkan bahwa model regresi ini tidak memiliki masalah Multikolinieritas.

### 4. Hasil Uji Heteroskedastisitas

Nilai t-statistik dari seluruh variabel penjelas tidak ada yang signifikan secara statistik, sehingga dapat disimpulkan bahwa model ini tidak mengalami masalah heteroskedastisitas.

## UJI VALIDITAS BRAND IMAGE ITERASI 1

### Factor Analysis

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
BI1	4,6000	,60302	100
BI2	4,4900	,59450	100
BI3	4,3800	,54643	100
BI4	4,1400	,60336	100
BI5	4,2800	,60436	100

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,590
Bartlett's Test of Sphericity	Approx. Chi-Square	37,902
	df	10
	Sig.	,000

Anti-image Matrices

		BI1	BI2	BI3	BI4	BI5
Anti-image Covariance	BI1	,864	-,185	-,140	,151	,045
	BI2	-,185	,765	-,270	-,096	,104
	BI3	-,140	-,270	,789	-,130	-,042
	BI4	,151	-,096	-,130	,936	,019
	BI5	,045	,104	-,042	,019	,978
Anti-image Correlation	BI1	,600 <sup>a</sup>	-,228	-,170	,168	,049
	BI2	-,228	,601 <sup>a</sup>	-,348	-,114	,121
	BI3	-,170	-,348	,604 <sup>a</sup>	-,152	-,048
	BI4	,168	-,114	-,152	,485 <sup>a</sup>	,020
	BI5	,049	,121	-,048	,020	,556 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

## UJI VALIDITAS BRAND IMAGE ITERASI 2

### Factor Analysis

#### Descriptive Statistics

	Mean	Std. Deviation	Analysis N
BI1	4,6000	,60302	100
BI2	4,4900	,59450	100
BI3	4,3800	,54643	100
BI5	4,2800	,60436	100

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,608
Bartlett's Test of Sphericity	Approx. Chi-Square	31,632
	df	6
	Sig.	,000

#### Anti-image Matrices

		BI1	BI2	BI3	BI5
Anti-image Covariance	BI1	,889	-,177	-,126	,043
	BI2	-,177	,775	-,294	,108
	BI3	-,126	-,294	,807	-,041
	BI5	,043	,108	-,041	,979
Anti-image Correlation	BI1	,695 <sup>a</sup>	-,213	-,148	,046
	BI2	-,213	,585 <sup>a</sup>	-,372	,124
	BI3	-,148	-,372	,593 <sup>a</sup>	-,046
	BI5	,046	,124	-,046	,551 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

## UJI VALIDITAS PRICE DISCOUNT ITERASI 1

### Factor Analysis

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
PD1	4,0900	,62109	100
PD2	4,1500	,62563	100
PD3	3,8400	,72083	100
PD4	3,9600	,68046	100
PD5	4,0000	,73855	100
PD6	3,9900	,78490	100
PD7	4,4000	,73855	100

Anti-image Matrices

		PD1	PD2	PD3	PD4	PD5	PD6	PD7
Anti-image Covariance	PD1	,834	-,121	-,077	-,073	-,167	-,081	,090
	PD2	-,121	,800	-,080	-,178	-,081	,111	-,168
	PD3	-,077	-,080	,800	-,207	,020	-,124	-,014
	PD4	-,073	-,178	-,207	,749	-,019	-,047	-,096
	PD5	-,167	-,081	,020	-,019	,767	-,247	,019
	PD6	-,081	,111	-,124	-,047	-,247	,658	-,256
	PD7	,090	-,168	-,014	-,096	,019	-,256	,758
Anti-image Correlation	PD1	,733 <sup>a</sup>	-,148	-,094	-,093	-,209	-,109	,113
	PD2	-,148	,667 <sup>a</sup>	-,100	-,230	-,104	,153	-,215
	PD3	-,094	-,100	,761 <sup>a</sup>	-,267	,026	-,171	-,018
	PD4	-,093	-,230	-,267	,757 <sup>a</sup>	-,025	-,066	-,127
	PD5	-,209	-,104	,026	-,025	,685 <sup>a</sup>	-,347	,025
	PD6	-,109	,153	-,171	-,066	-,347	,628 <sup>a</sup>	-,363
	PD7	,113	-,215	-,018	-,127	,025	-,363	,646 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)



## UJI VALIDITAS PRICE DISCOUNT ITERASI 2

### Factor Analysis

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
PD1	4,0900	,62109	100
PD3	3,8400	,72083	100
PD4	3,9600	,68046	100
PD5	4,0000	,73855	100
PD6	3,9900	,78490	100
PD7	4,4000	,73855	100

Correlation Matrix<sup>a</sup>

		PD1	PD3	PD4	PD5	PD6	PD7
Correlation	PD1	1,000	,213	,224	,308	,230	,053
	PD3	,213	1,000	,378	,152	,283	,197
	PD4	,224	,378	1,000	,181	,245	,273
	PD5	,308	,152	,181	1,000	,418	,167
	PD6	,230	,283	,245	,418	1,000	,408
	PD7	,053	,197	,273	,167	,408	1,000
	Sig. (1-tailed)	PD1		,017	,013	,001	,011
PD3		,017		,000	,066	,002	,025
PD4		,013	,000		,036	,007	,003
PD5		,001	,066	,036		,000	,049
PD6		,011	,002	,007	,000		,000
PD7		,301	,025	,003	,049	,000	

a. Determinant = ,430

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,689
Bartlett's Test of Sphericity	Approx. Chi-Square	81,139
	df	15
	Sig.	,000

## Anti-image Matrices

		PD1	PD3	PD4	PD5	PD6	PD7
Anti-image Covariance	PD1	,853	-,092	-,108	-,185	-,067	,070
	PD3	-,092	,808	-,240	,012	-,117	-,032
	PD4	-,108	-,240	,791	-,040	-,024	-,147
	PD5	-,185	,012	-,040	,776	-,244	,002
	PD6	-,067	-,117	-,024	-,244	,674	-,250
	PD7	,070	-,032	-,147	,002	-,250	,795
	PD7	,070	-,032	-,147	,002	-,250	,795
Anti-image Correlation	PD1	,718 <sup>a</sup>	-,111	-,132	-,228	-,089	,085
	PD3	-,111	,719 <sup>a</sup>	-,300	,015	-,159	-,040
	PD4	-,132	-,300	,713 <sup>a</sup>	-,051	-,032	-,186
	PD5	-,228	,015	-,051	,677 <sup>a</sup>	-,337	,003
	PD6	-,089	-,159	-,032	-,337	,669 <sup>a</sup>	-,341
	PD7	,085	-,040	-,186	,003	-,341	,660 <sup>a</sup>
	PD7	,085	-,040	-,186	,003	-,341	,660 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

## UJI VALIDITAS PRICE DISCOUNT ITERASI 3

### Factor Analysis

**Descriptive Statistics**

	Mean	Std. Deviation	Analysis N
PD3	3,8400	,72083	100
PD4	3,9600	,68046	100
PD5	4,0000	,73855	100
PD6	3,9900	,78490	100
PD7	4,4000	,73855	100

**Correlation Matrix<sup>a</sup>**

		PD3	PD4	PD5	PD6	PD7
Correlation	PD3	1,000	,378	,152	,283	,197
	PD4	,378	1,000	,181	,245	,273
	PD5	,152	,181	1,000	,418	,167
	PD6	,283	,245	,418	1,000	,408
	PD7	,197	,273	,167	,408	1,000
Sig. (1-tailed)	PD3		,000	,066	,002	,025
	PD4	,000		,036	,007	,003
	PD5	,066	,036		,000	,049
	PD6	,002	,007	,000		,000
	PD7	,025	,003	,049	,000	

a. Determinant = ,504

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,661
Bartlett's Test of Sphericity	Approx. Chi-Square	66,089
	df	10
	Sig.	,000

## UJI VALIDITAS FREE TRIAL ITERASI 1

### Factor Analysis

#### Descriptive Statistics

	Mean	Std. Deviation	Analysis N
FT1	4,0600	,48866	100
FT2	4,0800	,64636	100
FT3	3,7100	,74257	100
FT4	3,8600	,73882	100
FT5	3,9400	,80177	100

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,679
Bartlett's Test of Sphericity	Approx. Chi-Square	61,226
	df	10
	Sig.	,000

#### Anti-image Matrices

		FT1	FT2	FT3	FT4	FT5
Anti-image Covariance	FT1	,869	-,203	-,104	-,040	-,067
	FT2	-,203	,834	-,046	-,019	-,192
	FT3	-,104	-,046	,798	-,272	-,026
	FT4	-,040	-,019	-,272	,724	-,233
	FT5	-,067	-,192	-,026	-,233	,775
Anti-image Correlation	FT1	,731 <sup>a</sup>	-,238	-,125	-,051	-,081
	FT2	-,238	,692 <sup>a</sup>	-,057	-,024	-,239
	FT3	-,125	-,057	,674 <sup>a</sup>	-,358	-,032
	FT4	-,051	-,024	-,358	,641 <sup>a</sup>	-,312
	FT5	-,081	-,239	-,032	-,312	,688 <sup>a</sup>

a. Measures of Sampling Adequacy(MSA)

## UJI VALIDITAS INTENSI ITERASI 1

### Factor Analysis

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
I1	4,1500	,72995	100
I2	4,4800	,61101	100
I3	4,1600	,73471	100

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,484
Bartlett's Test of Sphericity	Approx. Chi-Square	6,770
	df	3
	Sig.	,080

## UJI VALIDITAS INTENSI ITERASI 2

### Factor Analysis

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
I1	4,1500	,72995	100
I3	4,1600	,73471	100

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,500
Bartlett's Test of Sphericity	Approx. Chi-Square	3,966
	df	1
	Sig.	,046

## UJI RELIABILITAS BRAND IMAGE ITERASI 1

### Reliability

**Scale: ALL VARIABLES**

		N	%
Cases	Valid	100	100,0
	Exclueda	0	,0
	Total	100	100,0

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

## UJI RELIABILITAS BRAND IMAGE ITERASI 2

### Reliability

**Scale: ALL VARIABLES**

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

Cronbach's Alpha	N of Items
,585	3

## UJI RELIABILITAS PRICE DISCOUNT ITERASI 1

### Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,651	5

## UJI RELIABILITAS FREE TRIAL ITERASI 1

### Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,643	5

## UJI RELIABILITAS INTENSI ITERASI 1

### Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,333	2

## UJI NORMALITAS

### Descriptives

## UJI AUTOKORELASI

Model Summary<sup>b</sup>

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	,378 <sup>a</sup>	,143	,107	,94508047	,143	3,960	4	95	,005	1,623

a. Predictors: (Constant), FT\_BI, PD, PD\_BI, FT

b. Dependent Variable: I



## UJI MULTIKOLINERITAS

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	,002	,095		,020	,984	-,187	,191					
FT	,310	,114	,310	2,711	,008	,083	,536	,367	,268	,257	,692	1,445
PD	,099	,113	,099	,872	,385	-,126	,324	,266	,089	,083	,703	1,423
PD_BI	-,020	,102	-,020	-,201	,841	-,222	,181	-,031	-,021	-,019	,881	1,135
FT_BI	-,031	,104	-,031	-,300	,765	-,237	,175	-,076	-,031	-,029	,865	1,157

a. Dependent Variable: I

UJI

## HETEROSKEDASTISITAS

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	,757	,051		14,876	,000	,656	,858					
FT	-,028	,061	-,055	-,462	,645	-,149	,093	,080	-,047	-,046	,692	1,445
PD	,113	,061	,221	1,872	,064	-,007	,234	,196	,189	,185	,703	1,423
PD_BI	,087	,054	,170	1,609	,111	-,020	,195	,129	,163	,159	,881	1,135
FT_BI	-,070	,055	-,135	-1,264	,209	-,180	,040	-,071	-,129	-,125	,865	1,157

a. Dependent Variable: abresid

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations		
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part
1 (Constant)	,002	,095		,020	,984	-,187	,191			
FT	,310	,114	,310	2,711	,008	,083	,536	,367	,268	,257
PD	,099	,113	,099	,872	,385	-,126	,324	,266	,089	,083
PD_BI	-,020	,102	-,020	-,201	,841	-,222	,181	-,031	-,021	-,019
FT_BI	-,031	,104	-,031	-,300	,765	-,237	,175	-,076	-,031	-,029

a. Dependent Variable: I

## **CURRICULUM VITAE**

### **PERSONAL DATA**

Name : Dewi Anggraeni  
Place/Date of birth : Tangerang / June 24 1981  
Nationaly : Indonesia  
Sex : Female  
Status : Marriage  
Religion : Moeslim

### **PHONE & ADDRESS**

Phone number : 081316148611  
Address : Jl. Palem Ratu 8 No. 2 Perumahan Palem Semi Karawaci ( KTP )  
Jl. Angelonia V/ blok A1/H22 Perumahan Permata Medang  
Karawaci Tangerang  
Email : Anggraeni246@yahoo.co.id

### **EDUCATION FORMAL**

2013- now, Magister Manajemen Fakultas Ekonomi Universitas Esa Unggul  
2000-2005, Program Studi Manajemen Fakultas Ekonomi Universitas Pramita Indonesia  
1996-1999, SMA Yuppentek Tangerang  
1993-1996, SMPN 8 Babakan Tangerang  
1990-1996, SDN Nangka Perumnas Tangerang

### **EDUCATION NON FORMAL**

2005 , D1 interstudy Thamrin, facully English General  
2005, Course Buana Komputer Tangerang

**EXPERIENCE**

1. 1999-2000, PT. Kosmindo as BA ( Consumer Good )
2. 2000 -2001 , PT. Inbisco Niaga as Merchandiser ( MAYORA / Consumer Good)
3. 2001 – 2001, PT. Lippo Karawaci Tbk as Marketing ( Property )
4. 2001-2005, PT. Kadu Manis Utama as Marketing Supervisor ( Consumer Good )
5. 2005 – 2007, PT. Modernland Realty tbk as Marketing Supervisor ( Property)
6. 2007 2011, PT. Bank OCBC NISP as Senior Secured Loan officer ( Banking)
7. PT. Standard Chartered Bank as New Bussines Mortgage Manager from dec 2011 until now