



## BAGIAN 2 : PERTANYAAN PENELITIAN

Pilihlah salah satu jawaban yang paling sesuai menurut pendapat saudara/i dengan memberikan tanda silang (X) pada kolom jawaban yang saudara/i anggap paling sesuai.

Keterangan Kolom Jawaban:

No	PERNYATAAN	SEKOR
STS	Sangat Tidak Setuju	1
TS	Tidak Setuju	2
KS	Kurang Setuju	3
S	Setuju	4
SS	Sangat Setuju	5

NO	PERNYATAAN	PILIHAN SEKOR				
		1	2	3	4	5
		STS	TS	KS	S	SS
<b>A Produk</b>						
1	Sabun pembersih wajah Biore membuat wajah lebih segar.					
2	Sabun pembersih wajah Biore membuat wajah lebih bersih.					
3	Sabun pembersih wajah Biore aromanya sangat wangi					
4	Sabun pembersih wajah Biore membuat wajah lebih putih merona.					
5	Sabun pembersih wajah Biore mempunyai banyak ukuran.					
6	Sabun pembersih wajah terkenal dengan kualitas produk yang baik.					
7	Sabun pembersih wajah memiliki daya saing yang tinggi.					
8	Ukuran sabun pemberih wajah Biore sesuai dengan yang saya gunakan.					
9	Sabun pemberih wajah Biore membuat wajah lebih lembut.					

10	Sabun pembersih wajah Biore memillik aroma yang khas.					
<b>B. Harga</b>						
11	Harga sabun pembersih wajah Biore terjangkau					
12	Harga sabun pembersih wajah Biore sesuai dengan kualitas produk.					
13	Sabun pembersih wajah Biore memiliki kesesuaian harga dengan hasil yang di inginkan.					
14	Harga sabun pembersih wajah Biore sesuai dengan manfaat nya.					
15	Harga sabun pembersih wajah Biore memiliki manfaat yang lebih bagus di bandingkan merek lain.					
<b>C Distribusi</b>						
16	Sabun pembersih wajah Biore tersedia di mana-mana					
17	Keberadaan sabun pembersih wajah Biore mudah di jangkau.					
18	Sabun pembersih wajah Biore tidak pernah ke habisan barang.					
19	Sabun pembersih wajah Biore mudah di temukan di mana saja.					
<b>D Promosi</b>						
20	Iklan sabun pembersih wajah Biore di TV menarik.					
21	Saya mengetahui sabun pembersih wajah Biore di TV					
22	Membeli sabun pembersih wajah Biore karna mendapatkan hadiah					
23	Membeli sabun pembersih wajah Biore karna mendapat potongan harga.					
<b>E. Keputusan pembelian</b>						
24	Sabun pembersih wajah Biore adalah produk pembersih wajah yang mempunyai kualitas terbaik.					
25	Membeli sabun pembersih wajah Biore karna banyak orang yang menggunakan produk tersebut.					
26	Mengikuti saran keluarga untuk menggunakan produk pembersih wajah Biore					
27	Walaupun harganya mahal tetap membeli sabun pembersih wajah Biore					
28	Walaupun sabun pembersih wajah Biore sulit di cari tetap membeli sabun pembersih wajah Biore.					
29	saya membeli sabun pembersih wajah Biore karna banyak varian aroma yang lain yang saya sukai.					

30	Saya selalu menggunakan sabun pembersih wajah Biore					
31	Saya ingin kembali membeli sabun pembersih wajah Biore					

## LAMPIRAN 2

### Data Tabulasi Karakteristik 155 Responden

Keterangan		Jumlah Responden	Total
Usia	17 – 22 tahun	44	155
	23 – 28 tahun	41	
	29 – 24 tahun	38	
	>35 tahun	32	
Pekerjaan/Propesi	Pegawai Suasta	40	155
	Pegawai Negri	31	
	Pelajar/Mahasiswa	48	
	Lain – lain	37	
Pendapatan Saatini	>Rp 3.000,000	45	155
	Rp .3000,000 – Rp 4.000,000	42	
	Rp 4.000,001 – Rp 5.000,000	37	
	< 5.000,000	31	
Pendidikan Terakhir	SD	33	155
	SMP	34	
	SMA	47	
	Perguruan Tinggi	41	
Frekuensi Pembelian	1 kali	21	155
	2 – 3 kali	32	
	3 – 6 kali	62	
	< 6 kali	40	

Data primer yang diolah peneliti,2017

### Lampiran 3 PRA SURVEY

Responden yang terhormat'

Terimakasih atas partisipasi anda telah meluangkan waktu untuk mengisi daftar pertanyaan pra survey ini, dengan tujuan sebai data untuk penelitian saya mengenai **“Faktor – Faktor yang Mempengaruhi Keputusan Pembelian Sabun Pembersih Wajah Biore (Study Kasus di Wilayah Balaraja Tangerang)”** Saya berharap responden dapat menjawab dengan sebaik – baiknya.

#### A. Produk

No	Pertanyaan
1	Sabun pembersih wajah biore membuat wajah lebih bersih? a. Setuju                      b. Tidak Setuju Alasannya :

#### B. Harga

No	Pernyataan
1	Produk sabun pembersih wajah Biore harganya terjangkau ? a. Setuju                      b. Tidak Setuju Alasannya:



## LAMPIRAN 4

## Data Tabulasi Karakteristik 30 Responden

Keterangan		Jumlah Responden	Total
Usia	17 – 22 tahun	11	30
	23 – 28 tahun	6	
	29 – 24 tahun	7	
	>35 tahun	6	
Pekerjaan/Propesi	Pegawai Suasta	10	30
	Pegawai Negeri	2	
	Pelajar/Mahasiswa	13	
	Lain – lain	5	
Pendapatan Saatini	>Rp 3.000,000	3	30
	Rp .3000,000 – Rp 4.000,000	7	
	Rp 4.000,001 – Rp 5.000,000	16	
	< 5.000,000	5	
Pendidikan Terakhir	SD	2	30
	SMP	6	
	SMA	9	
	Perguruan Tinggi	13	
Frekuensi Pembelian	1 kali	7	30
	2 – 3 kali	10	
	3 – 6 kali	4	
	< 6 kali	9	



Lampiran 5 Produk												
Correlations												
		X 11	X1 2	X13	X14	X15	X16	X1 7	X1 8	X1 9	X1 10	X1
X 1 1	Pearson Correlation	1	.83 0**	.831 **	.735* .	.749** .	.764* .	.76 2**	.71 9**	.70 3**	.76 6**	.878 **
	Sig. (2-tailed)		.00 0	.000	.000	.000	.000	.00 0	.00 0	.00 0	.00 0	.000
	N	15 5	15 5	155	155	155	155	15 5	15 5	15 5	15 5	155
X 1 2	Pearson Correlation	.8 30 **	1	.923 **	.887* .	.830** .	.804* .	.81 7**	.78 2**	.73 7**	.78 3**	.934 **
	Sig. (2-tailed)	.0 00		.000	.000	.000	.000	.00 0	.00 0	.00 0	.00 0	.000
	N	15 5	15 5	155	155	155	155	15 5	15 5	15 5	15 5	155
X 1 3	Pearson Correlation	.8 31 **	.92 3**	1	.866* .	.832** .	.810* .	.77 9**	.73 9**	.69 1**	.76 0**	.916 **
	Sig. (2-tailed)	.0 00	.00 0		.000	.000	.000	.00 0	.00 0	.00 0	.00 0	.000
	N	15 5	15 5	155	155	155	155	15 5	15 5	15 5	15 5	155
X 1 4	Pearson Correlation	.7 35 **	.88 7**	.866 **	1	.857** .	.789* .	.83 2**	.81 3**	.75 7**	.80 0**	.925 **
	Sig. (2-tailed)	.0 00	.00 0	.000		.000	.000	.00 0	.00 0	.00 0	.00 0	.000
	N	15 5	15 5	155	155	155	155	15 5	15 5	15 5	15 5	155
X 1 5	Pearson Correlation	.7 49 **	.83 0**	.832 **	.857* .	1	.868* .	.74 0**	.73 0**	.67 9**	.71 2**	.889** .
	Sig. (2-tailed)	.0	.00	.000	.000		.000	.00	.00	.00	.00	.000

		00	0					0	0	0	0	
	N	15 5	15 5	155	155	155	155	15 5	15 5	15 5	15 5	155
X 1 6	Pearson Correlation	.7 64 **	.80 4**	.810 **	.789 <sup>*</sup> *	.868**	1	.76 1**	.74 7**	.69 3**	.70 9**	.883 **
	Sig. (2-tailed)	.0 00	.00 0	.000	.000	.000		.00 0	.00 0	.00 0	.00 0	.000
	N	15 5	15 5	155	155	155	155	15 5	15 5	15 5	15 5	155
X 1 7	Pearson Correlation	.7 62 **	.81 7**	.779 **	.832 <sup>*</sup> *	.740**	.761 <sup>*</sup> *	1	.83 7**	.83 7**	.77 8**	.903**
	Sig. (2-tailed)	.0 00	.00 0	.000	.000	.000	.000		.00 0	.00 0	.00 0	.000
	N	15 5	15 5	155	155	155	155	15 5	15 5	15 5	15 5	155
X 1 8	Pearson Correlation	.7 19 **	.78 2**	.739 **	.813 <sup>*</sup> *	.730**	.747 <sup>*</sup> *	.83 7**	1	.93 0**	.84 3**	.903 **
	Sig. (2-tailed)	.0 00	.00 0	.000	.000	.000	.000	.00 0		.00 0	.00 0	.000
	N	15 5	15 5	155	155	155	155	15 5	15 5	15 5	15 5	155
X 1 9	Pearson Correlation	.7 03 **	.73 7**	.691 **	.757 <sup>*</sup> *	.679**	.693 <sup>*</sup> *	.83 7**	.93 0**	1	.83 7**	.873 **
	Sig. (2-tailed)	.0 00	.00 0	.000	.000	.000	.000	.00 0	.00 0		.00 0	.000
	N	15 5	15 5	155	155	155	155	15 5	15 5	15 5	15 5	155
X 1 1 0	Pearson Correlation	.7 66 **	.78 3**	.760 **	.800 <sup>*</sup> *	.712**	.709 <sup>*</sup> *	.77 8**	.84 3**	.83 7**	1	.889 **
	Sig. (2-tailed)	.0 00	.00 0	.000	.000	.000	.000	.00 0	.00 0	.00 0		.000

	N	15 5	15 5	155	155	155	155	15 5	15 5	15 5	15 5	155
X 1	Pearson Correlation	.8 78 **	.93 4**	.916 **	.925 <sup>*</sup> *	.889**	.883 <sup>*</sup> *	.90 3**	.90 3**	.87 3**	.88 9**	1
	Sig. (2-tailed)	.0 00	.00 0	.000	.000	.000	.000	.00 0	.00 0	.00 0	.00 0	
	N	15 5	15 5	155	155	155	155	15 5	15 5	15 5	15 5	155

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

### Harga

		Correlations					
		X21	X22	X23	X24	X25	X2
X21	Pearson Correlation	1	.916**	.826**	.815**	.810**	.924**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	155	155	155	155	155	155
X22	Pearson Correlation	.916**	1	.890**	.871**	.867**	.958**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	155	155	155	155	155	155
X23	Pearson Correlation	.826**	.890**	1	.921**	.916**	.956**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	155	155	155	155	155	155
X24	Pearson Correlation	.815**	.871**	.921**	1	.995**	.962**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	155	155	155	155	155	155
X25	Pearson Correlation	.810**	.867**	.916**	.995**	1	.959**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	155	155	155	155	155	155

X2	Pearson Correlation	.924**	.958**	.956**	.962**	.959**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	155	155	155	155	155	155

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

## Distribusi

Correlations						
		X31	X32	X33	X34	X3
X31	Pearson Correlation	1	.719**	.643**	.607**	.861**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	155	155	155	155	155
X32	Pearson Correlation	.719**	1	.510**	.514**	.805**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	155	155	155	155	155
X33	Pearson Correlation	.643**	.510**	1	.803**	.870**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	155	155	155	155	155
X34	Pearson Correlation	.607**	.514**	.803**	1	.867**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	155	155	155	155	155
X3	Pearson Correlation	.861**	.805**	.870**	.867**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	155	155	155	155	155

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

## Promosi

Correlations						
		X41	X42	X43	X44	X4
X41	Pearson Correlation	1	.712**	.399**	.406**	.837**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	155	155	155	155	155
X42	Pearson Correlation	.712**	1	.249**	.366**	.765**
	Sig. (2-tailed)	.000		.002	.000	.000
	N	155	155	155	155	155
X43	Pearson Correlation	.399**	.249**	1	.529**	.714**
	Sig. (2-tailed)	.000	.002		.000	.000
	N	155	155	155	155	155
X44	Pearson Correlation	.406**	.366**	.529**	1	.734**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	155	155	155	155	155
X4	Pearson Correlation	.837**	.765**	.714**	.734**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	155	155	155	155	155
**. Correlation is significant at the 0.01 level (2-tailed).						

## Keputusan Pembelian

Correlations										
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9
Y1	Pearson Correlation	1	.656**	.079	.656**	.507**	.688**	.571**	.665**	.761**
	Sig. (2-tailed)		.000	.331	.000	.000	.000	.000	.000	.000
	N	155	155	155	155	155	155	155	155	155
Y2	Pearson Correlation	.656**	1	.225**	.728**	.591**	.714**	.571**	.710**	.831**
	Sig. (2-tailed)	.000		.005	.000	.000	.000	.000	.000	.000
	N	155	155	155	155	155	155	155	155	155
Y3	Pearson Correlation	.079	.225**	1	.273**	.486**	.231**	.285**	.261**	.453**
	Sig. (2-tailed)	.331	.005		.001	.000	.004	.000	.001	.000
	N	155	155	155	155	155	155	155	155	155
Y4	Pearson Correlation	.656**	.728**	.273**	1	.607**	.882**	.640**	.827**	.895**
	Sig. (2-tailed)	.000	.000	.001		.000	.000	.000	.000	.000
	N	155	155	155	155	155	155	155	155	155
Y5	Pearson Correlation	.507**	.591**	.486**	.607**	1	.653**	.582**	.610**	.808**

	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	155	155	155	155	155	155	155	155	155
Y6	Pearson Correlation	.688**	.714**	.231**	.882**	.653**	1	.583**	.843**	.891**
	Sig. (2-tailed)	.000	.000	.004	.000	.000		.000	.000	.000
	N	155	155	155	155	155	155	155	155	155
Y7	Pearson Correlation	.571**	.571**	.285**	.640**	.582**	.583**	1	.543**	.762**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	155	155	155	155	155	155	155	155	155
Y8	Pearson Correlation	.665**	.710**	.261**	.827**	.610**	.843**	.543**	1	.870**
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.000	.000		.000
	N	155	155	155	155	155	155	155	155	155
Y	Pearson Correlation	.761**	.831**	.453**	.895**	.808**	.891**	.762**	.870**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	155	155	155	155	155	155	155	155	155
**. Correlation is significant at the 0.01 level (2-tailed).										

## Lampiran 6

## Uji Reliabilitas

## Reliability Statistics

Cronbach's Alpha	N of Items
.973	10

## Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X11	29.6000	55.358	.844	.972
X12	29.6645	55.757	.917	.969
X13	29.6968	55.771	.895	.970
X14	29.6194	56.523	.908	.969
X15	29.6258	56.236	.862	.971
X16	29.7677	56.868	.855	.971
X17	29.4581	57.172	.881	.970
X18	29.6129	56.732	.880	.970
X19	29.5742	56.818	.842	.971
X110	29.7419	55.764	.860	.971

## Reliability Statistics

Cronbach's Alpha	N of Items



.971	5
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## Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X21	13.1677	11.089	.875	.973
X22	13.1677	11.141	.932	.962
X23	13.2323	11.128	.929	.963
X24	13.1419	11.941	.943	.962
X25	13.1484	11.971	.938	.963

## Reliability Statistics

Cronbach's Alpha	N of Items
.870	4

## Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X31	10.6258	3.521	.763	.823
X32	10.7355	3.443	.645	.866
X33	10.8258	3.301	.761	.819
X34	10.7806	3.146	.741	.828

## Reliability Statistics

Cronbach's Alpha	N of Items
.761	4

## Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X41	11.4839	2.303	.662	.644
X42	11.5290	2.653	.568	.700
X43	11.0258	2.740	.474	.751
X44	11.0774	2.838	.544	.714

## Reliability Statistics

Cronbach's Alpha	N of Items
.911	8

## Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	25.4839	15.667	.692	.902
Y2	25.5419	14.523	.766	.895

Y3	25.1484	17.166	.320	.930
Y4	25.5871	14.231	.854	.887
Y5	25.6065	14.526	.733	.898
Y6	25.5742	14.506	.852	.888
Y7	25.7226	15.163	.680	.902
Y8	25.5097	14.472	.821	.890

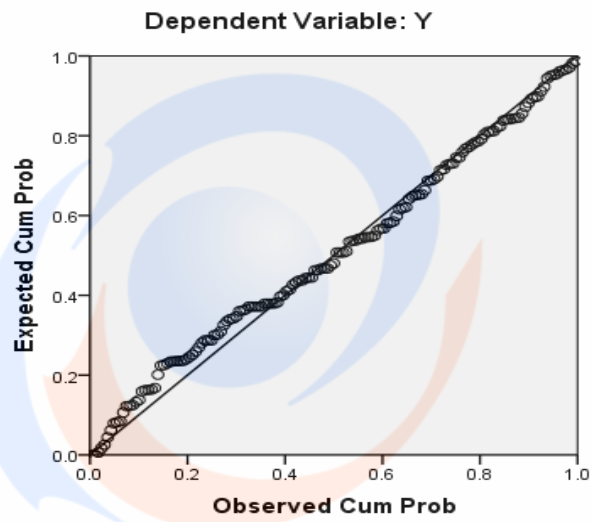
Lampiran 7 Uji Asumsi Klasik

normalitas

Coefficients<sup>a</sup>

Universitas  
**Esa Unggul**

Normal P-P Plot of Regression Standardized Residual



Universitas  
**Esa Unggul**

Universitas  
**Esa Unggul**

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**Esa U**

**Lampiran 8**  
**Uji Analisis Linear Berganda**

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.621	.947		.655	.513
	X1	-.029	.029	-.055	-.986	.326
	X2	.114	.058	.109	1.972	.050
	X3	1.239	.077	.673	16.183	.000
	X4	.657	.088	.311	7.428	.000

a. Dependent Variable: Y

## Lampiran 9

### Uji t

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.621	.947		.655	.513
	X1	-.029	.029	-.055	-.986	.326
	X2	.114	.058	.109	1.972	.050
	X3	1.239	.077	.673	16.183	.000
	X4	.657	.088	.311	7.428	.000

a. Dependent Variable: Y

### Uji F

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2639.010	4	659.752	285.501	.000 <sup>b</sup>
	Residual	346.629	150	2.311		
	Total	2985.639	154			

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X2, X3, X1

**Lampiran 10**  
**Uji Koefisien Determinasi ( $R^2$ )**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.940 <sup>a</sup>	.884	.881	1.52015

a. Predictors: (Constant), X4, X2, X3, X1

b. Dependent Variable: Y

LAMPIRAN 11 PRE-TAST

Produk	Harga					Distribusi					Promosi					Keputusan Pembelian																	
1	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	4	5	5	4	5	5	5	5	5	5	5	5	4	5				
2	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	5	5	5	5	5	4	5	5	5	5	5	5	5			
3	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	5	5	5	5	5	4	5	5	5	5	5	5	5			
4	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	5	5	5	5	5	5	4	5	5	5	5	5	5	5			
5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	4	5	4	4	5	5	4	5	5	5	5			
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No	Produk										Harga					Distribusi				Promosi				Keputusan Pembelian													
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No	Produk										Harga					Distribusi					Promosi				Keputusan Pembelian									
141	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2	4	4	2	3	3	3	4	4	4	4	4	4	4	2	4	2	5	
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