

LAMPIRAN 2**PRA SURVEI**

Responden yang terhormat,

Terimakasih atas partisipasi anda telah meluangkan waktu untuk mengisi daftar pertanyaan pra survei ini, dengan tujuan sebagai data untuk penelitian saya mengenai "Pengaruh kualitas produk dan harga terhadap keputusan pembelian melalui citra merek pada mie Sedaap" (studi di wilayah Balaraja, Cisoka, Gembong). Saya berharap responden dapat menjawab dengan sebaik baiknya.

A. Kualitas Produk

No	Pertanyaan
1	Menurut anda, bagaimanakah kualitas produk dari Mie Sedaap? a. baik b. Tidak Baik Alasannya:

B. Citra Merek

1	Menurut pandangan anda, bagaimana citra merek yang dimiliki oleh Mie Sedaap? a. Baik b. Tidak Baik Alasannya:
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C. Harga

No	Pertanyaan
1	<p data-bbox="432 483 1238 517">Menurut anda bagaimana harga yang ditawarkan Mie Sedaap?</p> <p data-bbox="432 562 839 595">Mahal b. Terjangkau</p> <p data-bbox="432 696 579 730">Alasannya:</p>

Lampiran 3**Data Tabulasi Karakteristik 150 Responden**

Keterangan		Jumlah Responden	Total
Jenis Kelamin	Laki – Laki	95	150
	Perempuan	55	
Usia	17 - 25 Tahun	23	150
	26 - 32 Tahun	53	
	33 - 40 tahun	41	
	> 41 Tahun	33	
Pendidikan	SMP	17	150
	SMA	77	
	S1	37	
	S2	19	
Pekerjaan	Pelajar/Mahasiswa	39	150
	PNS	29	
	Karyawan Swasta	57	
	wiraswasta	25	
Pendapatan	< Rp. 3.000.000	62	150
	Rp. 4.000.000 - Rp. 5.000.000	31	
	Rp. 6.000.000 - Rp. 9.000.000	41	
	> Rp. 10.000.000	16	
Frekuensi dalam membeli dan memakan mie sedaap dalam sebulan	< 10 kali	34	150
	10 - 30 kali	42	
	> 30 kali	74	

Lampiran 4

Tabulasi Data Pre Test 30 Responden

X1	Kualitas Produk										Harga							Total Z	Citra Merek							Keputusan Pembelian							
	1	2	3	4	5	6	7	8	9	10	Total X2	11	12	13	14	15	16		17	18	Total	19	20	21	22	23	24	25	Total Y	26	27	28	29
1	4	4	4	3	4	3	4	4	4	38	1	4	4	4	4	4	4	4	32	1	4	4	4	4	4	4	28	1	4	4	4	4	20
2	3	3	3	4	3	4	4	4	4	36	2	4	4	3	4	4	3	4	30	2	4	4	4	4	4	4	28	2	3	3	3	2	14
3	4	3	4	3	3	3	4	4	4	35	3	3	3	2	3	3	3	3	21	3	1	3	3	2	1	2	13	3	4	4	4	3	19
4	3	3	3	4	3	4	3	3	3	32	4	4	2	4	4	4	4	4	30	4	2	4	4	2	4	2	22	4	4	4	3	4	19
5	4	4	4	4	4	3	4	4	4	39	5	3	3	3	3	3	3	3	25	5	3	3	3	4	3	3	23	5	4	4	4	4	20
6	3	3	3	4	4	3	4	4	4	36	6	3	3	3	3	3	3	3	25	6	3	3	3	3	3	3	21	6	4	4	4	4	20
7	4	4	4	3	4	4	4	4	4	39	7	3	1	3	3	2	3	3	21	7	1	3	3	2	1	2	13	7	4	4	3	4	19
8	4	2	4	3	4	4	4	3	4	35	8	4	4	4	4	3	4	4	31	8	4	4	4	3	4	3	26	8	4	4	4	4	20
9	4	4	3	3	4	4	3	4	3	36	9	4	4	4	4	3	4	4	31	9	4	4	4	3	4	3	26	9	4	4	4	4	20
10	3	1	3	3	2	3	3	4	3	28	10	4	4	4	4	4	4	4	32	10	4	4	4	4	4	4	28	10	4	4	3	4	19
11	4	4	2	3	3	4	4	3	4	34	11	4	4	3	4	4	3	4	30	11	4	4	4	4	4	4	28	11	4	4	4	4	20
12	2	3	3	4	2	2	1	4	3	28	12	4	4	4	4	4	4	4	32	12	4	4	4	4	4	4	28	12	4	4	4	4	20
13	4	4	3	3	4	4	3	4	3	36	13	3	1	3	3	2	3	3	21	13	1	3	3	2	1	2	13	13	3	3	3	2	14
14	4	4	4	3	4	3	4	4	4	38	14	4	2	4	4	4	4	4	30	14	2	4	4	2	4	2	22	14	4	4	4	4	20
15	3	1	3	3	2	3	3	3	4	28	15	4	4	4	3	4	4	4	31	15	4	4	4	3	4	3	26	15	4	4	4	4	20
16	4	4	4	4	4	3	4	4	4	39	16	4	4	3	4	4	3	4	30	16	4	4	4	4	4	4	28	16	4	4	3	4	19
17	4	4	4	3	4	3	4	4	4	38	17	4	4	4	4	4	4	4	32	17	4	4	4	4	4	4	28	17	4	4	4	4	20
18	2	3	3	4	2	2	1	4	3	28	18	4	4	3	4	4	3	4	30	18	4	4	4	4	4	4	28	18	4	4	4	4	20
19	3	1	3	3	2	3	3	4	3	28	19	4	4	4	4	4	4	4	32	19	4	4	4	4	4	4	28	19	4	4	4	4	20
20	4	4	4	3	4	3	4	4	4	38	20	4	2	4	4	4	4	4	30	20	2	4	4	2	4	2	22	20	4	4	4	4	20
21	4	4	4	4	4	3	4	4	4	39	21	3	1	3	3	2	3	3	21	21	1	3	3	2	1	2	13	21	4	4	4	4	20
22	4	4	4	3	4	4	4	4	4	39	22	4	4	4	4	3	4	4	31	22	4	4	4	3	4	3	26	22	3	3	3	2	14
23	2	3	3	4	2	1	4	3	4	28	23	4	4	4	4	4	4	4	32	23	4	4	4	4	4	4	28	23	4	4	4	4	20
24	3	1	3	3	2	3	3	3	4	28	24	4	4	3	4	4	3	4	30	24	4	4	4	4	4	4	28	24	4	4	3	4	19
25	4	4	4	3	4	3	4	4	4	38	25	4	4	4	4	4	4	4	32	25	4	4	4	4	4	4	28	25	4	4	4	4	20
26	4	4	4	4	4	3	4	4	4	39	26	4	2	4	4	4	4	4	30	26	2	4	4	2	4	2	22	26	4	4	4	4	20
27	4	4	3	3	4	4	3	4	3	36	27	4	4	4	4	3	4	4	31	27	4	4	3	4	3	4	26	27	4	4	4	4	20
28	4	4	4	3	4	3	4	4	4	38	28	4	4	4	4	3	4	4	31	28	4	4	3	4	3	4	26	28	4	4	4	4	20
29	4	4	4	4	4	3	4	4	4	39	29	4	4	4	4	4	4	4	32	29	4	4	4	4	4	4	28	29	4	4	4	4	20
30	4	4	4	3	4	4	4	4	4	39	30	4	4	3	4	4	3	4	30	30	4	4	4	4	4	4	28	30	3	3	3	2	14

Keputusan Pembelian						
Y	26	27	28	29	30	Total
1	4	4	4	4	4	20
2	3	3	3	3	2	14
3	4	4	4	4	3	19
4	4	4	3	4	4	19
5	4	4	4	4	4	20
6	4	4	4	4	4	20
7	4	4	3	4	4	19
8	4	4	4	4	4	20
9	4	4	4	4	4	20
10	4	4	3	4	4	19
11	4	4	4	4	4	20
12	4	4	4	4	4	20
13	3	3	3	3	2	14
14	4	4	4	4	4	20
15	4	4	4	4	4	20
16	4	4	3	4	4	19
17	4	4	4	4	4	20
18	4	4	4	4	4	20
19	4	4	4	4	4	20
20	4	4	4	4	4	20
21	4	4	4	4	4	20
22	3	3	3	3	2	14
23	4	4	4	4	4	20
24	4	4	3	4	4	19
25	4	4	4	4	4	20
26	4	4	4	4	4	20
27	4	4	4	4	4	20
28	4	4	4	4	4	20
29	4	4	4	4	4	20
30	3	3	3	3	2	14
31	4	4	4	4	4	20
32	4	4	4	4	4	20
33	4	4	3	4	4	19
34	4	4	4	4	4	20
35	4	4	4	4	4	20
36	4	4	4	4	4	20
37	4	4	3	4	4	19
38	4	4	4	4	4	20
39	3	3	3	3	2	14
40	4	4	4	4	4	20
41	4	4	4	4	4	20
42	4	4	4	4	4	20
43	4	4	3	4	4	19
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46	4	4	3	4	4	19
47	4	4	4	4	4	20
48	4	4	4	4	4	20
49	4	4	4	4	4	20
50	3	3	3	3	2	14

Keputusan Pembelian						
Y	26	27	28	29	30	Total
51	4	4	4	4	4	20
52	4	4	3	4	4	19
53	4	4	3	4	4	19
54	4	4	4	4	4	20
55	4	4	4	4	4	20
56	4	4	4	4	4	20
57	4	4	3	4	4	19
58	4	4	4	4	4	20
59	4	4	4	4	4	20
60	4	4	3	4	4	19
61	4	4	4	4	4	20
62	3	3	3	3	2	14
63	4	4	4	4	4	20
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67	4	4	3	4	4	19
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95	4	4	4	4	4	20
96	4	4	4	4	4	20
97	4	4	4	4	4	20
98	4	4	3	4	4	19
99	4	4	4	4	4	20
100	4	4	4	4	4	20

Keputusan Pembelian						
Y	26	27	28	29	30	Total
101	4	4	3	4	4	19
102	4	4	3	4	4	19
103	4	4	4	4	4	20
104	4	4	3	4	4	19
105	4	4	4	4	4	20
106	4	4	4	4	4	20
107	4	4	4	4	4	20
108	3	3	3	3	2	14
109	4	4	4	4	4	20
110	4	4	3	4	4	19
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112	4	4	3	4	4	19
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121	4	4	4	4	4	20
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123	4	4	4	4	4	20
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140	4	4	4	4	4	20
141	4	4	3	4	4	19
142	3	3	3	3	2	14
143	4	4	4	4	4	20
144	4	4	4	4	4	20
145	4	4	4	4	4	20
146	4	4	4	4	4	20
147	4	4	3	4	4	19
148	4	4	4	4	4	20
149	4	4	4	4	4	20
150	4	4	4	4	4	20

Lampiran 6**Uji Validitas & Realibilitas Kualitas Produk****Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	31.90	15.610	.776	.	.858
VAR00002	32.10	13.472	.726	.	.871
VAR00003	31.87	16.602	.719	.	.865
VAR00004	31.77	18.116	.467	.	.881
VAR00005	32.40	16.179	.616	.	.871
VAR00006	31.87	15.637	.774	.	.859
VAR00007	31.90	15.610	.776	.	.858
VAR00008	31.77	18.116	.467	.	.881
VAR00009	31.57	18.737	.467	.	.882
VAR00010	31.77	18.116	.467	.	.881

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.883	.886	10

Lampiran 7
Uji Validitas & Realibilitas Harga

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	25.40	10.869	.936	.	.863
VAR00002	25.93	7.926	.670	.	.919
VAR00003	25.60	11.283	.602	.	.883
VAR00004	25.40	10.869	.936	.	.863
VAR00005	25.70	10.010	.648	.	.880
VAR00006	25.57	11.564	.522	.	.889
VAR00007	25.40	10.869	.936	.	.863
VAR00008	25.40	10.869	.936	.	.863

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.891	.941	8

Lampiran 8
Uji Validitas & Realibilitas Citra Merek

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	21.13	16.189	.922	.	.903
VAR00002	20.60	22.662	.812	.	.927
VAR00003	20.60	22.662	.812	.	.927
VAR00004	20.90	20.645	.721	.	.922
VAR00005	21.13	16.189	.922	.	.903
VAR00006	20.90	20.645	.721	.	.922
VAR00007	21.13	16.189	.922	.	.903

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.928	.952	7

Lampiran 9
Uji Validitas & Realibilitas keputusan pembelian

Item-Total Statistics

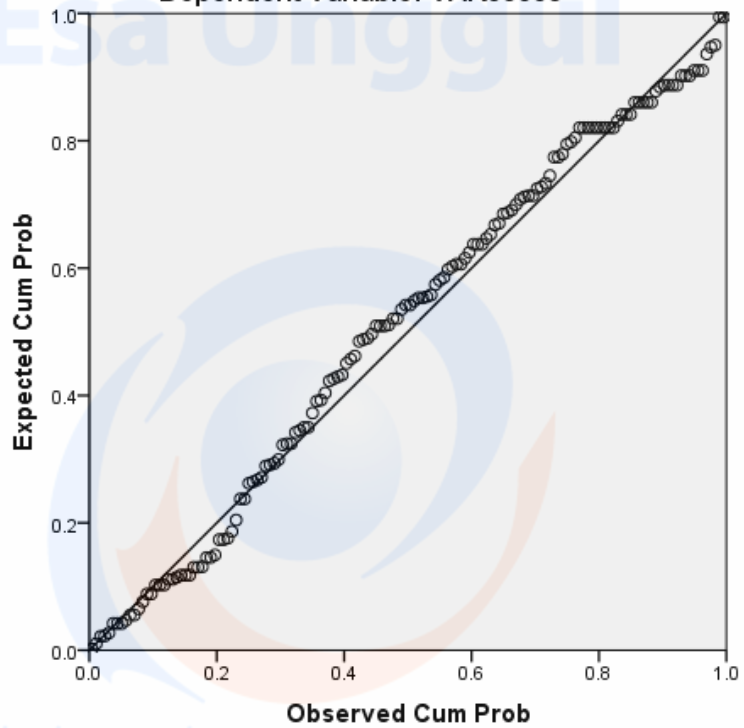
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	15.13	2.878	.972	.	.894
VAR00002	15.13	2.878	.972	.	.894
VAR00003	15.30	2.976	.588	.	.952
VAR00004	15.13	2.878	.972	.	.894
VAR00005	15.30	1.872	.922	.	.923

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.927	.959	5

1. Asumsi Klasik
 - a. Uji Normalitas

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: VAR00003



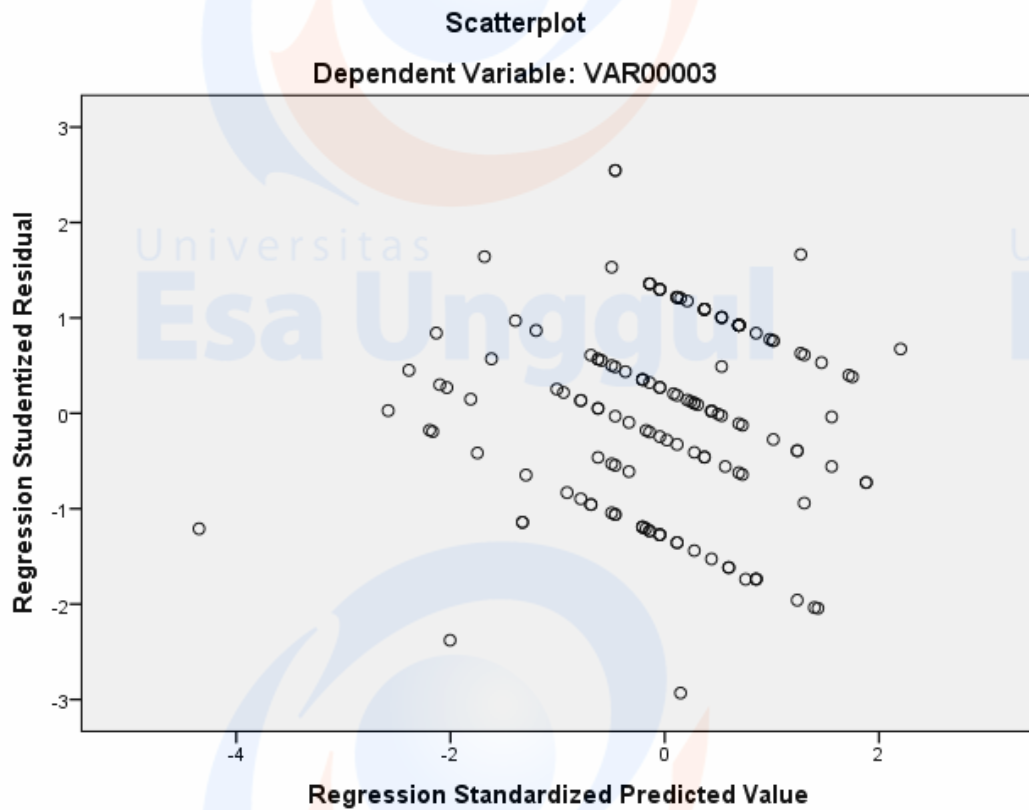
- b. Uji Multikol

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	15.470	1.625		9.518	.000
1 VAR00001	-.050	.026	-.154	-1.963	.051
VAR00002	.110	.035	.248	3.176	.002
VAR00003	.107	.045	.184	2.344	.020

a. Dependent Variable: VAR00004

c. Uji Heteroskedasitas



2. Uji F (SIMULTAN)

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	36.764	3	12.255	6.008	.001 ^b
Residual	297.796	146	2.040		
Total	334.560	149			

a. Dependent Variable: VAR00004

b. Predictors: (Constant), VAR00003, VAR00002, VAR00001

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.331 ^a	.110	.092	1.428	2.247

a. Predictors: (Constant), VAR00003, VAR00002, VAR00001

b. Dependent Variable: VAR00004

3. PATH ANALYSIS (ANALISIS JALUR)

a. Jalur Satu

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	7.206	3.128		2.304	.023
	VAR00002	.288	.056	.388	5.112	.000
	VAR00001	.160	.075	.163	2.150	.033

a. Dependent Variable: VAR00003

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.457 ^a	.209	.198	1.951	2.264

a. Predictors: (Constant), VAR00001, VAR00002

b. Dependent Variable: VAR00003

b. JalurDua

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	15.470	1.625		9.518	.000
	VAR00001	.017	.026	.154	1.983	.049
	VAR00002	.110	.035	.248	3.176	.002
	VAR00003	.107	.045	.184	2.344	.020

a. Dependent Variable: VAR00004

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.331 ^a	.110	.092	1.428	2.247

a. Predictors: (Constant), VAR00003, VAR00002, VAR00001

b. Dependent Variable: VAR00004



Universitas
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