

LEMBARAN KUESIONER

Perkenalkan nama saya Darmayanti saya adalah salah satu mahasiswa Universitas Esa Unggul Fakultas Ekonomi dan Bisnis jurusan manajemen yang berfokus pada bidang pemasaran, saya sedang melakukan penelitian tugas akhir skripsi S-1 sebagai salah satu syarat kelulusan. Judul yang saya ambil mengenai **“PENGARUH PROMOSI MEDIA SOSIAL, HARGA DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN SEPATU *THE LITTLE THINGS SHE NEEDS* (Studi kasus Mall Taman Anggrek. Akarta Barat)”**. Demi tercapainya tujuan penelitian ini saya mengharapkan ketersediaan dari ibu sekalian untuk menjawab pertanyaan yang terdapat dalam kuesioner ini dengan lengkap dan benar.

Atas ketersediaan ibu sekalian dalam menjawab kuesioner ini, saya ucapkan terima kasih.

A. Data Responden

Nama responden :

Silahkan beri tanda silang (x) pada jawaban yang paling tepat dan sesuai.

1. Berdasarkan Usia

- | | |
|----------------|----------------|
| a. 17-22 tahun | c. 29-34 tahun |
| b. 23-28 tahun | d. >35 tahun |

2. Berdasarkan pekerjaan

- | | |
|----------------------|--------------|
| a. Pelajar/Mahasiswa | c. Wirausaha |
|----------------------|--------------|

- b. PNS d. Karyawan swasta

3. Berdasarkan pendapatan

- a. < Rp. 3.000.000 c. > Rp. 6.000.000
b. Rp. 3.000.000 – Rp. 5.000.000

5. Frekuensi belanja sepatu TLTSN dalam 3 bulan

- a. 1-2 c. > 5
b. 3-4

A. Daftar Pernyataan

Isilah dengan tanda (√) pada kolom yang telah disediakan sesuai jawaban anda.

Keterangan :

No	Keterangan	Skor
1	Sangat Setuju (SS)	4
2	Setuju (S)	3
3	Tidak Setuju (TS)	2
4	Sangat Tidak Setuju (STS)	1

1. Promosi Media Sosial

No	Pernyataan	STS	TS	S	SS
		1	2	3	4
1	Jangkauan promosi sepatu The Little Things She Need sangat luas, semua bisa melihat dengan mengunjungi akun media sosialnya				
2	The Little Things She Need selalu update produk baru di media sosial				
3	Postingan melalui akun media sosial sepatu The Little Things She Need memberikan informasi dan mudah di pahami				

2. Harga

No	Pernyataan	STS	TS	S	SS
		1	2	3	4
4	Harga sepatu The Little Things She Need terjangkau				
5	Harga sepatu The Little Things She Need sesuai kemampuan daya beli masyarakat				
6	Harga sepatu The Little Things She Need sesuai dengan hasil produk yang dirasakan				
7	Harga sepatu The Little Things She Need sesuai dengan kualitas produk yang diinginkan				
8	Harga Sepatu The Little Things She Need mampu bersaing dengan sepatu merek lainnya				
9	Harga sepatu The Little Things She Need sesuai dengan manfaat yang diinginkan				

3. Kualitas Produk

No	Pernyataan	STS	TS	S	SS
		1	2	3	4
10	Saya merasa nyaman saat menggunakan Sepatu The Little Things She Need				
11	Saya merasa Insole (alas) yang terdapat pada sepatu The Little Things She Need lembut				
12	Saya merasa sepatu The Little Things She Need tahan lama atau awet				
13	Saya merasa warna sepatu The Little Things She Need tidak mudah berubah				
14	Saya merasa sepatu The Little Things She Need sesuai dengan yang diinginkan				
15	Saya merasa tidak pernah menemukan kecacatan pada sepatu The Little Things She Need				

3. Keputusan Pembelian

No	Pernyataan	STS	TS	S	SS
		1	2	3	4
16	Saya membeli sepatu The Little Things She Need sesuai dengan kebutuhan				
17	Saya membeli sepatu The Little Things She Need karena mendapat informasi dari internet / teman				
18	Saya membeli sepatu The Little Things She Need karna yang terbaik				
19	Saya melakukan pembelian ulang sepatu The Little Things She Need				
20	Saya akan merekomendasikan sepatu The Little Things She Need kepada teman saya				

Lampiran III

TABEL TABULASI 30 RESPONDEN

No	Promosi medsos			Harga						Kualitas Produk						Keputusan Pembelian					Total
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	
1	4	4	3	3	3	3	3	3	3	4	4	4	4	3	3	3	4	3	4	3	68
2	3	3	4	2	2	3	4	4	3	3	3	4	2	2	1	4	4	4	3	3	61
3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	79
4	4	3	3	3	3	3	3	2	3	3	3	3	3	3	2	3	4	2	3	3	59
5	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60
6	4	4	4	4	4	4	4	3	4	4	4	3	4	4	4	4	4	4	4	4	78
7	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	77
8	3	4	4	3	4	3	2	4	4	3	4	3	4	4	3	4	4	3	4	3	70
9	3	3	4	3	3	4	4	3	3	3	3	3	3	3	3	3	4	3	3	3	64
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13	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	3	61
14	3	3	3	3	3	3	3	3	3	3	2	2	3	3	3	3	2	2	3	3	56
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25	3	3	2	3	3	3	3	2	3	3	3	3	4	3	3	3	3	2	3	3	58
26	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60

27	3	3	3	2	3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	60
28	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60
29	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	60
30	3	4	3	3	4	4	3	3	3	4	4	3	4	3	4	4	3	4	4	4	71



Lampiran IV

Tabulasi 100 Responden

No	Promosi medsos				Harga							Kualitas Produk							Keputusan Pembelian					
	P1	P2	P3	Total	P4	P5	P6	P7	P8	P9	Total	P10	P11	P12	P13	P14	P15	Total	P16	P17	P18	P19	P20	Total
1	3	3	3	9	2	3	4	3	3	3	18	3	3	3	3	4	3	19	3	3	3	3	3	15
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3	3	4	3	10	1	3	4	3	3	4	18	3	4	4	3	3	2	19	4	4	4	3	4	19
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	3	3	3		1	3	3	3	3	3		3	3	3	2	2	2		3	3	3	3	3	
	3	2	2		8	2	3	2	3	2		4	2	2	9	7	8		2	2	2	3	2	
	6	6	6		1	8	0	6	0	3		0	6	6	0	2	8		6	9	6	6	6	

Lampiran Uji Validitas

1. Promosi Media Sosial

Correlations

		X1P1	X1P2	X1P3	TOTAL
X1P1	Pearson Correlation	1	.737**	.378*	.823**
	Sig. (2-tailed)		.000	.039	.000
	N	30	30	30	30
X1P2	Pearson Correlation	.737**	1	.473**	.871**
	Sig. (2-tailed)	.000		.008	.000
	N	30	30	30	30
X1P3	Pearson Correlation	.378*	.473**	1	.786**
	Sig. (2-tailed)	.039	.008		.000
	N	30	30	30	30
TOTAL	Pearson Correlation	.823**	.871**	.786**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

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

2. Harga

Correlations

		X2P1	X2P2	X2P3	X2P4	X2P5	X2P6	TOTAL
X2P1	Pearson Correlation	1	.765**	.745**	.513**	.299	.702**	.853**
	Sig. (2-tailed)		.000	.000	.004	.109	.000	.000
	N	30	30	30	30	30	30	30
X2P2	Pearson Correlation	.765**	1	.752**	.168	.354	.739**	.801**
	Sig. (2-tailed)	.000		.000	.374	.055	.000	.000
	N	30	30	30	30	30	30	30
X2P3	Pearson Correlation	.745**	.752**	1	.716**	.385*	.641**	.899**
	Sig. (2-tailed)	.000	.000		.000	.036	.000	.000
	N	30	30	30	30	30	30	30
X2P4	Pearson Correlation	.513**	.168	.716**	1	.333	.391*	.662**
	Sig. (2-tailed)	.004	.374	.000		.072	.033	.000
	N	30	30	30	30	30	30	30
X2P5	Pearson Correlation	.299	.354	.385*	.333	1	.639**	.641**
	Sig. (2-tailed)	.109	.055	.036	.072		.000	.000
	N	30	30	30	30	30	30	30
X2P6	Pearson Correlation	.702**	.739**	.641**	.391*	.639**	1	.864**
	Sig. (2-tailed)	.000	.000	.000	.033	.000		.000
	N	30	30	30	30	30	30	30

TOTAL	Pearson	.853**	.801**	.899**	.662**	.641**	.864**	1
AL	Correlation							
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

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

3. Kualitas Produk

		X3P1	X3P2	X3P3	X3P4	X3P5	X3P6	TOTAL
X3P1	Pearson	1	.733**	.562**	.595**	.653**	.621**	.875**
	Correlation							
	Sig. (2-tailed)		.000	.001	.001	.000	.000	.000
	N	30	30	30	30	30	30	30
X3P2	Pearson	.733**	1	.489**	.639**	.693**	.541**	.868**
	Correlation							
	Sig. (2-tailed)	.000		.006	.000	.000	.002	.000
	N	30	30	30	30	30	30	30
X3P3	Pearson	.562**	.489**	1	.210	.239	.062	.512**
	Correlation							
	Sig. (2-tailed)	.001	.006		.266	.203	.747	.004
	N	30	30	30	30	30	30	30
X3P4	Pearson	.595**	.639**	.210	1	.569**	.753**	.815**
	Correlation							
	Sig. (2-tailed)	.001	.000	.266		.001	.000	.000
	N	30	30	30	30	30	30	30
X3P5	Pearson	.653**	.693**	.239	.569**	1	.676**	.822**
	Correlation							
	Sig. (2-tailed)	.000	.000	.203	.001		.000	.000
	N	30	30	30	30	30	30	30
X3P6	Pearson	.621**	.541**	.062	.753**	.676**	1	.801**
	Correlation							

	Sig. (2-tailed)	.000	.002	.747	.000	.000		.000
	N	30	30	30	30	30	30	30
TOT	Pearson	.875**	.868**	.512**	.815**	.822**	.801**	1
AL	Correlation							
	Sig. (2-tailed)	.000	.000	.004	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

Lampiran VI Tabel r

n	Taraf Signifikan		n	Taraf Signifikan		n	Taraf Signifikan	
	5%	1%		5%	1%		5%	1%
3	0,997	0,999	27	0,381	0,487	55	0,266	0,345
4	0,950	0,990	28	0,374	0,478	60	0,254	0,330
5	0,878	0,959	29	0,367	0,470	65	0,244	0,317
6	0,811	0,917	30	0,361	0,463	70	0,235	0,306
7	0,754	0,874	31	0,355	0,456	75	0,227	0,296
8	0,707	0,834	32	0,349	0,449	80	0,220	0,286
9	0,666	0,798	33	0,344	0,442	85	0,213	0,278
10	0,632	0,765	34	0,339	0,436	90	0,207	0,270
11	0,602	0,735	35	0,334	0,430	95	0,202	0,263
12	0,576	0,708	36	0,329	0,424	10	0,195	0,256
13	0,553	0,684	37	0,325	0,418	12	0,176	0,230
14	0,532	0,661	38	0,320	0,413	15	0,159	0,210
15	0,514	0,641	39	0,316	0,408	17	0,148	0,194
16	0,497	0,623	40	0,312	0,403	20	0,138	0,181
17	0,482	0,606	41	0,308	0,398	30	0,113	0,148
18	0,468	0,590	42	0,304	0,393	40	0,098	0,128
19	0,456	0,575	43	0,301	0,389	50	0,088	0,115
20	0,444	0,561	44	0,297	0,384	60	0,080	0,105
21	0,433	0,549	45	0,294	0,380	700	0,074	0,097
22	0,423	0,537	46	0,291	0,376	800	0,070	0,091
23	0,413	0,526	47	0,288	0,372	900	0,065	0,086
24	0,404	0,515	48	0,284	0,368	1000	0,062	0,081
25	0,396	0,505	49	0,281	0,364			
26	0,388	0,496	50	0,279	0,361			

Lampiran VII Uji Reliabilitas

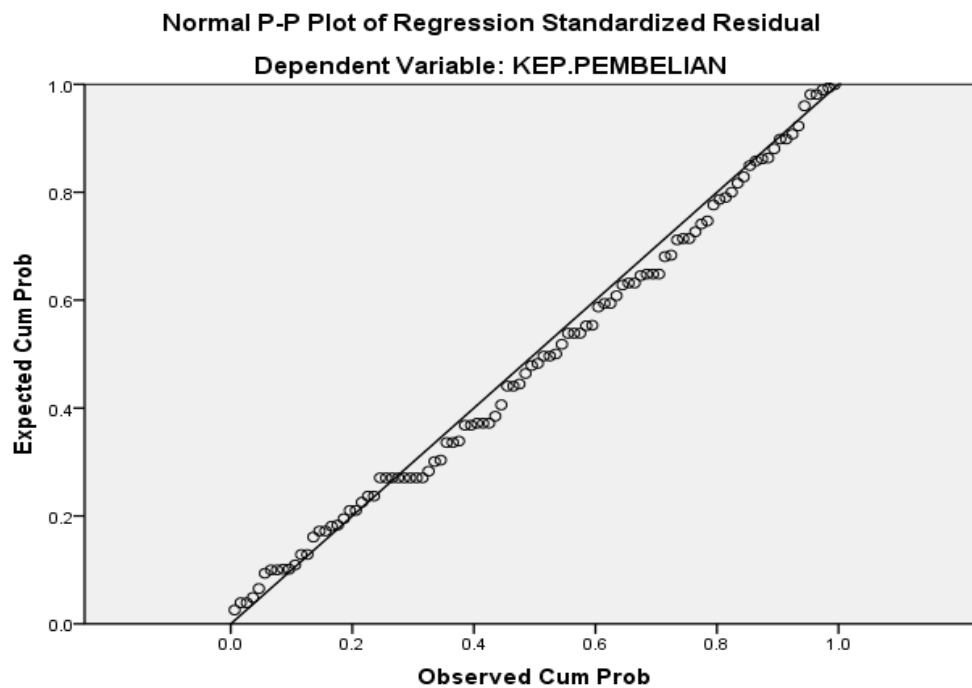
		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

Cronbach's Alpha	N of Items
.948	20

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

Lampiran VIII Uji Asumsi Klasik

1. Uji Normalitas



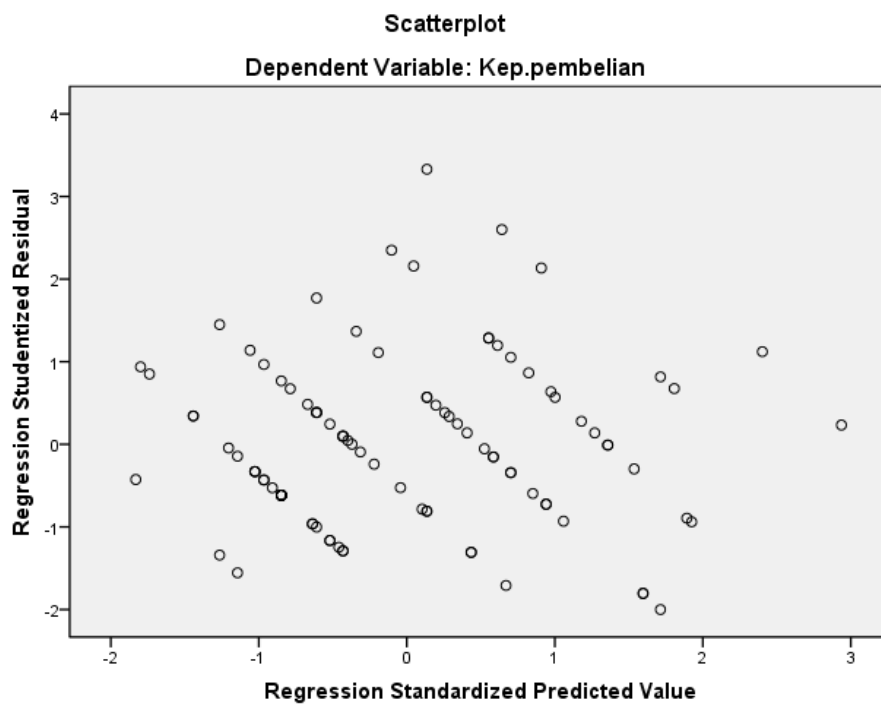
2. Uji Multikolinieritas

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
PROMOSI	.618	1.618
MEDSOS		
HARGA	.566	1.768
KUALITAS	.801	1.249
PRODUK		

a. Dependent Variable: KEP.PEMBELIAN

3. Uji Heteroskedasitas



Lampiran IX

1. Analisis Linier Regresi Berganda

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	1	(Constant)	1.088			1.011
	PROMOSI	.658	.094	.476	6.973	.000
	MEDSOS					
	HARGA	.277	.068	.292	4.088	.000
	KUALITAS	.207	.044	.281	4.678	.000
	PRODUK					

a. Dependent Variable: KEP.PEMBELIAN

2. uji t

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	1	(Constant)	1.088			1.011
	PROMOSI	.658	.094	.476	6.973	.000
	MEDSOS					
	HARGA	.277	.068	.292	4.088	.000
	KUALITAS	.207	.044	.281	4.678	.000
	PRODUK					

a. Dependent Variable: KEP.PEMBELIAN

3. Uji F

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	133.462	3	44.487	83.662	.000 ^a
	Residual	51.048	96	.532		
	Total	184.510	99			

a. Predictors: (Constant), KUALITAS PRODUK, PROMOSI MEDSOS, HARGA

b. Dependent Variable: KEP.PEMBELIAN

4. Uji Kofisien Determinasi (R²)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.850 ^a	.723	.715	.72921

a. Predictors: (Constant), KUALITAS PRODUK, PROMOSI MEDSOS, HARGA