Lampiran 1

Kusioner

Dengan hormat,

Nama :
Nim :
Jurusan :

Bersama ini saya mengharapkan kesediaan untuk mengisi kuesioner ini. Kuesioner ini merupakan survey mengenai "Analisis Pengaruh motivasi Sikap Kosumen dan Persepsi Kualitas Terhadap Keputusan Pembelian *Smartphone* iPhone Pada Mahasiawa Universitas Esa Unggul" Dimana hasil survey ini akan digunakan sebagai bahan untuk penulisan skripsi pada Fakultas Ekonomi Jurusan Manajemen di Universitas Esa Unggul. Saya sangat menghargai kejujuran anda dalam mengisi kuesioner ini. Atas perhatian dan waktunya,saya ucapkan terima kasih.

Petunjuk pengisian : Berilah tanda (√) untuk pilihan yang benar menurut pendapat anda, kecuali ada petunujuk khusus.

1. Jenis kelamin
   a. Laki-laki b. Perempuan
2. Umur
   a. 18-25 tahun b. 26-30 tahun
   b. 31-35 tahun d. 36-40 tahun
3. Kelas
   a. Reguler b. Executive
4. Status
   a. Belum menikah b. Menikah
5. Sudah berapa lama anda menggunakan iPhone
   a. < 1 tahun b. > 1 tahun
6. Selain iPhone apakah anda mempunyai Smartphone lain ?
   a. YA b. TIDAK

Skala Likert

Skala yang diberikan :

(1) **STS** = Sangat Tidak Setuju . (2) **TS** = Tidak Setuju

(3) **S** = Setuju (4) **SS** = Sangat Setuju

NO	Peryataan	STS	TS	S	SS
	MOTIVASI (X1)				
	Atribut				
1	iPhone memiliki desain/bentuk yang menarik				
2	iPhone memiliki Logo/symbol yang menarik dan mudah dikenal				
	Manfaat				
3	iPhone memberikan kemudahan dalam melaksanakan pekerjaan atau tugas				
4	iPhone memberikan kemudahan dalam berkomunikasi				
5	iPhone memberikan hiburan dengan games dan aplikasi yang menarik				
	Kebutuhan				
6	iPhone adalah *Smartphone* masa kini yang sesuai dengan gaya hidup				
	Prestige (gengsi)				
7	Menggunakan iPhone memberikan kebangaan tersendiri bagi pemiliknya				
8	Memiliki iPhone membuat saya lebih dihargai saat besosialisasi dengan siapapun				

	SIKAP (X2)				
	Kepercayaan				
9	iPhone adalah produk *Smartphone* yang terpercaya dan dapat diandalkan				
10	iPhone memiliki garansi yang terpercaya dan terjamin mutu nya.				
	Perasaan				
11	Dengan memiliki iPhone membuat pengunanya merasakan kenyamanan dalam bersosialisai/komunikasi				
12	Dengan menggunakan iPhone membuat penggunanya lebih percaya diri.				
13	Dengan iPhone membuat penggunanya mudah dan senang mengekpresikan diri				
	PERSEPSI KUALITAS (X3)				
	Spesifikasi				
14	iPhone memiliki spesifikasi yang handal				
	Bentuk/model				
15	Kualitas design iPhone bagus				
	Aplikasi				
16	iPhone mempunyai berbagai aplikasi yang unik dan menarik				
	Daya Tahan				
17	Daya tahan iPhone bisa digunakan untuk jangka waktu yang lama/panjang.				

18	Service atau pelayanan yang diberikan iPhone memuaskan				
	Sistem Operasi				
19	iPhone tidak mudah terinfeksi virus dan memiliki OS yang relatif stabil				
	Keputusan Pembelian	YA	TIDAK		
20	Apakah anda ingin melakukan pembelian kembali terhadap produk iPhone ?				

LAMPIRAN 2

VALIDITAS 30 RESPONDEN

		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	I9	BUTOT
MOTIVASI 1	Pearson Correlation	1	.653**	.388*	.793**	.685**	.684**	.680**	.637**	.725**	.658**	.527**	.687**	.659**	.506**	.736**	.628**	.504**	.614**	.642**	.853**
	Sig. (2-tailed)		0	0.034	0	0	0	0	0	0	0	0.003	0	0	0.004	0	0	0.005	0	0	0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
MOTIVASI 2	Pearson Correlation	.653**	1	.509**	.597**	.460*	.839**	.763**	.614**	.460*	.902**	.565**	.577**	.681**	.626**	.765**	.615**	.530**	.774**	.613**	.866**
	Sig. (2-tailed)	0		0.004	0.001	0.011	0	0	0	0.011	0	0.001	0.001	0	0	0	0	0.003	0	0	0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
MOTIVASI 3	Pearson Correlation	.388*	.509**	1	.541**	.569**	.579**	.521**	.421*	0.353	.394*	.834**	0.309	0.327	0.244	.429*	.369*	0.27	.405*	.604**	.618**
	Sig. (2-tailed)	0.034	0.004		0.002	0.001	0.001	0.003	0.021	0.056	0.031	0	0.096	0.078	0.194	0.018	0.045	0.149	0.026	0	0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
MOTIVASI 4	Pearson Correlation	.793**	.597**	.541**	1	.698**	.629**	.630**	.649**	.573**	.658**	.616**	.627**	.689**	.545**	.587**	.472**	.439*	.626**	.761**	.834**
	Sig. (2-tailed)	0	0.001	0.002		0	0	0	0	0.001	0	0	0	0	0.002	0.001	0.008	0.015	0	0	0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
MOTIVASI 5	Pearson Correlation	.685**	.460*	.569**	.698**	1	.582**	.647**	.404*	.666**	.503**	.791**	.487**	.496**	0.345	.520**	.490**	.462*	0.333	.546**	.729**
	Sig. (2-tailed)	0	0.011	0.001	0		0.001	0	0.027	0	0.005	0	0.006	0.005	0.062	0.003	0.006	0.01	0.072	0.002	0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
MOTIVASI 6	Pearson Correlation	.684**	.839**	.579**	.629**	.582**	1	.845**	.541**	.557**	.711**	.662**	.625**	.643**	.538**	.670**	.577**	.474**	.729**	.601**	.860**
	Sig. (2-tailed)	0	0	0.001	0	0.001		0	0.002	0.001	0	0	0	0	0.002	0	0.001	0.008	0	0	0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
MOTIVASI 7	Pearson Correlation	.680**	.763**	.521**	.630**	.647**	.845**	1	.581**	.661**	.738**	.647**	.701**	.666**	.597**	.656**	.679**	.552**	.648**	.517**	.876**
	Sig. (2-tailed)	0	0	0.003	0	0	0		0.001	0	0	0	0	0	0	0	0	0.002	0	0.003	0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
MOTIVASI 8	Pearson Correlation	.637**	.614**	.421*	.649**	.404*	.541**	.581**	1	.422*	.676**	.377*	.505**	.667**	.416*	.592**	.542**	.678**	.463**	.479**	.738**
	Sig. (2-tailed)	0	0	0.021	0	0.027	0.002	0.001		0.02	0	0.04	0.004	0	0.022	0.001	0.002	0	0.01	0.007	0
	N																				
SIKAP 1	Pearson Correlation	.725**	.460*	0.353	.573**	.666**	.557**	.661**	.422*	1	.447*	.497**	.522**	.548**	0.337	.561**	.506**	0.309	0.331	.474**	.678**
	Sig. (2-tailed)	0	0.011	0.056	0.001	0	0.001	0	0.02		0.013	0.005	0.003	0.002	0.068	0.001	0.004	0.097	0.074	0.008	0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

SIKAP 2	Pearson Correlation	.658**	.902**	.394*	.658**	.503**	.711**	.738**	.676**	.447*	1	.510**	.673**	.632**	.586**	.777**	.684**	.687**	.689**	.638**	.869**
	Sig. (2-tailed)	0	0	0.031	0	0.005	0	0	0	0.013		0.004	0	0	0.001	0	0	0	0	0	0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
SIKAP 3	Pearson Correlation	.527**	.565**	.834**	.616**	.791**	.662**	.647**	.377*	.497**	.510**	1	.424*	.505**	0.354	.458*	.373*	0.326	.408*	.606**	.714**
	Sig. (2-tailed)	0.003	0.001	0	0	0	0	0	0.04	0.005	0.004		0.02	0.004	0.055	0.011	0.042	0.079	0.025	0	0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
SIKAP 4	Pearson Correlation	.687**	.577**	0.309	.627**	.487**	.625**	.701**	.505**	.522**	.673**	.424*	1	.502**	.369*	.654**	.746**	.487**	.639**	.479**	.766**
	Sig. (2-tailed)	0	0.001	0.096	0	0.006	0	0	0.004	0.003	0	0.02		0.005	0.045	0	0	0.006	0	0.007	0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PERSEPSI 1	Pearson Correlation	.659**	.681**	0.327	.689**	.496**	.643**	.666**	.667**	.548**	.632**	.505**	.502**	1	.573**	.569**	.364*	.390*	.543**	.404*	.751**
	Sig. (2-tailed)	0	0	0.078	0	0.005	0	0	0	0.002	0	0.004	0.005		0.001	0.001	0.048	0.033	0.002	0.027	0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PERSEPSI 2	Pearson Correlation	.506**	.626**	0.244	.545**	0.345	.538**	.597**	.416*	0.337	.586**	0.354	.369*	.573**	1	.457*	.418*	0.302	.610**	.481**	.638**
	Sig. (2-tailed)	0.004	0	0.194	0.002	0.062	0.002	0	0.022	0.068	0.001	0.055	0.045	0.001		0.011	0.022	0.105	0	0.007	0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PERSEPSI 3	Pearson Correlation	.736**	.765**	.429*	.587**	.520**	.670**	.656**	.592**	.561**	.777**	.458*	.654**	.569**	.457*	1	.738**	.524**	.639**	.636**	.828**
	Sig. (2-tailed)	0	0	0.018	0.001	0.003	0	0	0.001	0.001	0	0.011	0	0.001	0.011		0	0.003	0	0	0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PERSEPSI 4	Pearson Correlation	.628**	.615**	.369*	.472**	.490**	.577**	.679**	.542**	.506**	.684**	.373*	.746**	.364*	.418*	.738**	1	.580**	.583**	.463**	.751**
	Sig. (2-tailed)	0	0	0.045	0.008	0.006	0.001	0	0.002	0.004	0	0.042	0	0.048	0.022	0		0.001	0.001	0.01	0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
PERSEPSI 5	Pearson Correlation	.504**	.530**	0.27	.439*	.462*	.474**	.552**	.678**	0.309	.687**	0.326	.487**	.390*	0.302	.524**	.580**	1	.399*	.462*	.650**
	Sig. (2-tailed)	0.005	0.003	0.149	0.015	0.01	0.008	0.002	0	0.097	0	0.079	0.006	0.033	0.105	0.003	0.001		0.029	0.01	0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

	Pearson Correlation	.614**	.774**	.405*	.626**	0.333	.729**	.648**	.463**	0.331	.689**	.408*	.639**	.543**	.610**	.639**	.583**	.399*	1	.480**	.756**
PERSEPSI 6	Sig. (2-tailed)	0	0	0.026	0	0.072	0	0	0.01	0.074	0	0.025	0	0.002	0	0	0.001	0.029		0.007	0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.642**	.613**	.604**	.761**	.546**	.601**	.517**	.479**	.474**	.638**	.606**	.479**	.404*	.481**	.636**	.463**	.462*	.480**	1	.744**
PERSEPSI 7	Sig. (2-tailed)	0	0	0	0	0.002	0	0.003	0.007	0.008	0	0	0.007	0.027	0.007	0	0.01	0.01	0.007		0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.853**	.866**	.618**	.834**	.729**	.860**	.876**	.738**	.678**	.869**	.714**	.766**	.751**	.638**	.828**	.751**	.650**	.756**	.744**	1
BUTOT	Sig. (2-tailed)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	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).

Lampiran 3

Realibilitas

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.830	.890	20

Item Statistics

	Mean	Std. Deviation	N
P1	3.3333	.47946	30
P2	3.4667	.50742	30
P3	3.3333	.54667	30
P4	3.3333	.60648	30
P5	3.4000	.62146	30
P6	3.3333	.71116	30
P7	3.1667	.74664	30
P8	2.6000	.72397	30
P9	3.2333	.62606	30
P10	3.1000	.66176	30
P11	3.1333	.50742	30
P12	3.0000	.78784	30
P13	3.1667	.59209	30
P14	3.3333	.60648	30
P15	3.5000	.50855	30
P16	3.3000	.53498	30
P17	3.0667	.69149	30
P18	3.2000	.55086	30
P19	3.4333	.72793	30
Butiran Total	32.2000	3.67095	30

LAMPIRAN 4
Tabulasi 100 Responden

	Tabulasi 100 Responden			
	JUMLAH NILAI RATA -RATA			
	MOTIVASI (X1)	SIKAP (X2)	PERSEPSI K (X3)	KEPUTUSAN PEMBELI (Y)
1	24	13	19	0
2	28	20	22	1
3	30	17	24	1
4	28	20	20	1
5	23	11	16	0
6	25	16	20	1
7	22	14	18	0
8	25	17	20	1
9	25	15	20	1
10	22	12	17	0
11	20	14	17	0
12	29	15	21	1
13	32	20	24	1
14	23	15	18	0
15	23	15	19	0
16	24	14	18	0
17	25	17	18	1
18	25	15	23	1
19	31	20	21	1
20	27	15	19	1
21	25	13	19	0
22	28	14	21	0
23	28	17	17	0
24	29	14	18	0
25	25	14	20	0
26	24	16	19	1
27	25	16	18	1
28	20	12	16	0
29	27	13	15	0
30	26	15	22	1
31	22	14	18	0
32	24	15	22	1
33	25	14	20	0
34	30	19	23	1
35	25	13	20	0
36	30	17	23	1
37	24	15	18	1
38	23	15	20	0
39	20	9	15	0
40	27	18	23	1
41	25	20	21	1
42	26	16	18	1
43	24	15	24	1
44	28	17	18	1
45	25	16	24	1
46	25	15	19	1
47	23	14	17	0
48	31	20	23	1
49	25	13	19	0
50	26	15	18	1
51	25	15	24	1
52	24	16	18	1
53	30	16	18	1
54	27	17	20	1
55	27	18	22	1
56	29	20	19	1
57	25	16	21	1
58	24	16	18	1
59	24	15	24	1
60	27	14	23	0
61	28	15	19	1
62	20	12	17	0
63	21	11	16	0
64	20	10	18	0
65	24	16	17	0
66	24	15	18	1
67	23	15	18	0
68	25	13	17	0
69	27	17	20	1
70	28	17	21	1
71	27	14	20	0
72	26	16	21	1
73	29	20	23	1
74	27	15	22	1
75	24	20	24	1
76	30	14	22	0
77	24	18	23	1
78	29	14	17	0
79	19	16	16	0
80	28	13	9	0
81	31	20	24	1
82	26	13	17	0
83	25	16	18	1
84	25	15	17	0
85	27	15	20	1
86	28	16	19	1
87	26	15	18	1
88	24	15	18	1
89	27	19	22	1
90	30	18	23	1
91	26	17	22	1
92	22	11	15	0
93	28	20	20	1
94	24	15	18	1
95	27	16	20	1
96	29	20	22	1
97	26	15	20	1
98	25	17	24	1
99	28	17	20	1
100	29	18	20	1
Total	2574	1561	1964	63

LAMPIRAN 5

HASIL UJI DISCRIMINAT

Group Statistics

KEPUTUSAN PEMBELIAN		Mean	Std. Deviation	Valid N (listwise) Unweighted	Valid N (listwise) Weighted
.00	SIKAP	24.1081	2.92293	37	37.000
	MOTIVASI	13.4595	1.65990	37	37.000
	PRESEPSI KONSUMEN	17.7297	2.38803	37	37.000
1.00	SIKAP	26.6984	2.22620	63	63.000
	MOTIVASI	16.8730	1.85344	63	63.000
	PRESEPSI KONSUMEN	20.7619	2.12295	63	63.000
Total	SIKAP	25.7400	2.79111	100	100.000
	MOTIVASI	15.6100	2.42835	100	100.000
	PRESEPSI KONSUMEN	19.6400	2.65726	100	100.000

Tests of Equality of Group Means

	Wilks' Lambda	F	df1	df2	Sig.
SIKAP	.797	24.929	1	98	.000
MOTIVASI	.535	85.268	1	98	.000
PRESEPSI KONSUMEN	.693	43.329	1	98	.000

Variables Entered/Removed[a,b,c,d]

Step	Entered	Min. D Squared					
		Statistic	Between Groups	Exact F			
				Statistic	df1	df2	Sig.
1	MOTIVASI	3.658	,00 and 1,00	85.268	1	98.000	5.563E-15
2	PRESEPSI KONSUMEN	4.244	,00 and 1,00	48.956	2	97.000	2.001E-15

At each step, the variable that maximizes the Mahalanobis distance between the two closest groups is entered.

a. Maximum number of steps is 6.

b. Minimum partial F to enter is 3.84.

c. Maximum partial F to remove is 2.71.

d. F level, tolerance, or VIN insufficient for further computation.

Variables in the Analysis

Step		Tolerance	F to Remove	Min. D Squared	Between Groups
1	MOTIVASI	1.000	85.268		
2	MOTIVASI	.887	38.155	1.859	,00 and 1,00
	PRESEPSI KONSUMEN	.887	7.226	3.658	,00 and 1,00

Wilks' Lambda

Step	Number of Variables	Lambda	df1	df2	df3	Exact F			
						Statistic	df1	df2	Sig.
1	1	.535	1	1	98	85.268	1	98.000	.000
2	2	.498	2	1	98	48.956	2	97.000	.000

Structure Matrix

	Function
	1
MOTIVASI	.928
PRESEPSI KONSUMEN	.662
SIKAP[a]	.477

Canonical Discriminant Function Coefficients

	Function
	1
MOTIVASI	.446
PRESEPSI KONSUMEN	.177
(Constant)	-10.444

Unstandardized coefficients

Functions at Group Centroids

KEPUTUSAN PEMBELIAN	Function
	1
.00	-1.298
1.00	.762

Classification Results[b,c]

		KEPUTUSAN PEMBELIAN	Predicted Group Membership		Total
			.00	1.00	
Original	Count	.00	34	3	37
		1.00	9	54	63
	%	.00	91.9	8.1	100.0
		1.00	14.3	85.7	100.0
Cross-validated[a]	Count	.00	32	5	37
		1.00	9	54	63
	%	.00	86.5	13.5	100.0
		1.00	14.3	85.7	100.0

a. Cross validation is done only for those cases in the analysis. In cross validation, each case is classified by the functions derived from all cases other than that case.

b. 88,0% of original grouped cases correctly classified.

c. 86,0% of cross-validated grouped cases correctly classified.