

Lampiran 1

No. urut :

KUESIONER

Kepada responden yang terhormat, saya sebagai mahasiswa fakultas ekonomi jurusan manajemen Universitas Indonusa Esa Unggul Jakarta sedang melakukan penelitian untuk tugas akhir atau skripsi S-1 tentang Analisis faktor – faktor yang menentukan keputusan konsumen Dalam pembelian kendaraan motor Sucter Matic Yamaha Mio. Saya ingin mengetahui alasan anda mengapa membeli motor scuter matic tersebut.

Saya mohon partisipasi anda untuk membantu penelitian ini, sehingga berjalan dengan lancar dan mempermudah dalam melakukan penelitian ini. Atas partisipasinya, saya ucapkan terima kasih.

A. Karakteristik responden

1. Jenis Kelamin

- | | |
|---------|-----------|
| a. Pria | b. Wanita |
|---------|-----------|

2. Usia Bapak / Ibu / Saudara/i

- | | |
|------------------|------------------|
| a. 17 – 21 tahun | c. 27 – 31 tahun |
| b. 22 – 26 tahun | d. > 32 tahun |

3. Pekerjaan

- | | |
|--------------|--------------------|
| a. Pelajar | d. Wiraswasta |
| b. Mahasiswa | e. Lain – lain.... |
| c. Karyawan | |

4. Pendapatan Perbulan.

- | | |
|---------------------------|---------------------------|
| a. 1.000.000 – 2.000.000. | c. 3.000.001 – 4.000.000. |
| b. 2.000.001 – 3.000.000. | d. > 4.000.001. |

Apakah faktor – faktor dibawah ini merupakan faktor yang menentukan anda membeli Motor Scuter Matic Yamaha Mio.

Keterangan : Berikanlah tanda cek list ($\checkmark$) pada jawaban yang anda pilih.

PERTANYAAN		JAWABAN	
		YA	TIDAK
Kinerja	1. Mesin yang baik		
	2. Posisi yang nyaman dalam mengendarai		
	3. Suspensi yang ringan		
Fitur	4. Bentuk yang ramping		
	5. Variasi warna yang menarik		
Keandalan	6. Hemat bahan bakar		
	7. Silinder yang besar		
Kesesuaian	8. Kualitas kendaraan Sesuai dengan Keinginan Anda		
Estetika	9. Model Sporty		
Fit and Finish	10. Produsen yang Terkenal		
Harga	11. Harga Terjangkau oleh pembeli		
	12. Harga Sesuai dengan Mutu		
	13. Ada discount pembelian tunai		
	14. Cicilan ringan dalam kredit		
	15. Spareparts Murah		
Distribusi	16. Barang Mudah Diperoleh		
	17. Ketersediaan Barang		
	18. Tidak cacat saat pengiriman barang		
Promotion	19. Iklan yang Menarik		
	20. Hadiah yang menarik		

LAMPIRAN 2**Data tabulasi pada 30 responden untuk uji reabilitas**

No Responden	Pertanyaan																				Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
1	1	1	0	1	0	0	0	0	1	1	1	0	0	1	1	0	1	0	0	1	10
2	1	1	0	1	0	0	1	0	1	0	1	1	1	1	1	1	0	1	1	1	14
3	0	1	0	0	0	1	1	1	0	1	1	1	1	0	1	0	1	1	1	1	13
4	1	1	0	1	1	0	1	0	0	0	1	1	1	1	1	1	1	0	0	1	13
5	1	1	1	1	0	0	1	1	1	0	1	1	0	1	1	0	1	1	0	1	14
6	0	1	1	1	1	1	1	0	0	1	1	1	0	1	1	1	1	1	1	1	16
7	1	1	0	0	0	1	1	1	1	0	1	1	1	0	1	1	1	1	1	0	14
8	1	1	0	1	1	0	1	0	1	0	1	1	0	1	1	1	0	1	1	1	14
9	1	1	1	0	1	0	1	1	0	1	1	1	0	1	1	1	1	1	1	1	16
10	1	1	1	1	1	0	1	0	1	1	1	1	0	1	1	0	0	0	0	1	13
11	1	1	0	1	0	1	1	1	1	0	1	1	1	0	1	1	1	0	0	1	14
12	0	1	1	0	0	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	16
13	1	1	1	0	1	0	1	0	0	1	1	1	1	1	0	1	0	1	1	0	13
14	1	1	1	1	0	1	1	0	1	0	1	1	1	1	1	1	0	1	1	1	16
15	1	0	1	1	1	0	1	1	0	1	1	1	1	1	0	0	1	0	1	1	14
16	1	1	1	1	1	1	1	1	1	1	1	0	1	1	0	1	0	0	1	1	16
17	0	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1	1	1	1	1	17
18	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	19
19	1	1	1	1	1	0	1	0	1	0	1	1	1	1	1	1	1	0	1	1	16
20	0	1	0	1	1	1	0	1	1	1	1	1	1	0	1	1	1	1	1	1	16
21	1	1	1	0	1	1	1	1	0	0	1	1	1	1	1	1	0	1	1	1	16
22	0	0	1	1	0	1	1	1	1	0	1	1	0	1	1	1	1	1	1	0	14
23	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	0	1	0	0	16
24	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	19
25	1	1	0	1	0	1	1	1	1	1	1	1	1	0	1	1	0	1	1	1	16
26	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	0	1	1	1	18
27	1	1	0	1	1	1	1	0	1	1	0	1	1	1	1	1	0	1	1	1	16
28	1	1	1	1	0	1	1	1	0	1	1	1	1	0	1	0	1	0	1	0	14
29	0	0	0	1	1	1	0	1	1	1	1	1	0	0	1	1	1	1	1	1	14
30	0	1	1	1	1	1	1	1	0	1	1	1	1	0	1	1	1	0	1	1	16

LAMPIRAN 3

Scale: ALL VARIABLES

Case Processing Summary

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

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

Reliability Statistics

Reliability Statistics			
Cronbach's Alpha	Part 1	Value	.156
		N of Items	11 ^a
	Part 2	Value	.407
		N of Items	10 ^b
	Total N of Items		21
Correlation Between Forms			.465
Spearman-Brown	Equal Length		.635
Coefficient	Unequal Length		.635
Guttman Split-Half Coefficient			.555

a. The items are: VAR00001, VAR00002, VAR00003, VAR00004, VAR00005, VAR00006, VAR00007, VAR00008, VAR00009, VAR00010, VAR00011.

b. The items are: VAR00011, VAR00012, VAR00013, VAR00014, VAR00015, VAR00016, VAR00017, VAR00018, VAR00019, VAR00020, VAR00021.

LAMPIRAN 4

Data tabulasi kuesioner pada 100 responden untuk uji cochrn

No Responden	Pertanyaan																				Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
1	1	1	0	1	0	0	0	0	1	1	1	0	0	1	1	0	1	0	0	1	10
2	1	1	0	1	0	0	1	0	1	0	1	1	1	1	1	1	0	1	1	1	14
3	0	1	0	0	0	1	1	1	0	1	1	1	1	0	1	0	1	1	1	1	13
4	1	1	0	1	1	0	1	0	0	0	1	1	1	1	1	1	1	0	0	1	13
5	1	1	1	1	0	0	1	1	1	0	1	1	0	1	1	0	1	1	0	1	14
6	0	1	1	1	1	1	1	0	0	1	1	1	0	1	1	1	1	1	1	1	16
7	1	1	0	0	0	1	1	1	1	0	1	1	1	0	1	1	1	1	1	0	14
8	1	1	0	1	1	0	1	0	1	0	1	1	0	1	1	1	0	1	1	1	14
9	1	1	1	0	1	0	1	1	0	1	1	1	0	1	1	1	1	1	1	1	16
10	1	1	1	1	1	0	1	0	1	1	1	1	0	1	1	0	0	0	0	1	13
11	1	1	0	1	0	1	1	1	1	0	1	1	1	0	1	1	1	0	0	1	14
12	0	1	1	0	0	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	16
13	1	1	1	0	1	0	1	0	0	1	1	1	1	1	0	1	0	1	1	0	13
14	1	1	1	1	0	1	1	0	1	0	1	1	1	1	1	1	0	1	1	1	16
15	1	0	1	1	1	0	1	1	0	1	1	1	1	1	0	0	1	0	1	1	14
16	1	1	1	1	1	1	1	1	1	1	1	0	1	1	0	1	0	0	1	1	16
17	0	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1	1	1	1	1	17
18	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	19
19	1	1	1	1	1	0	1	0	1	0	1	1	1	1	1	1	1	0	1	1	16
20	0	1	0	1	1	1	0	1	1	1	1	1	1	0	1	1	1	1	1	1	16
21	1	1	1	0	1	1	1	1	0	0	1	1	1	1	1	1	0	1	1	1	16
22	0	0	1	1	0	1	1	1	1	0	1	1	0	1	1	1	1	1	1	0	14
23	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	0	1	0	0	16
24	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	19
25	1	1	0	1	0	1	1	1	1	1	1	1	1	0	1	1	0	1	1	1	16
26	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	0	1	1	1	18
27	1	1	0	1	1	1	1	0	1	1	0	1	1	1	1	1	0	1	1	1	16
28	1	1	1	1	0	1	1	1	0	1	1	1	1	0	1	0	1	0	1	0	14
29	0	0	0	1	1	1	0	1	1	1	1	1	0	0	1	1	1	1	1	1	14
30	0	1	1	1	1	1	1	1	0	1	1	1	1	0	1	1	1	0	1	1	16
31	1	1	0	1	0	1	1	1	1	0	1	1	1	0	1	1	1	0	0	1	14
32	0	1	1	0	0	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	16
33	1	1	1	0	1	0	1	0	0	1	1	1	1	1	0	1	0	1	1	0	13
34	1	1	1	1	0	1	1	0	1	0	1	1	1	1	1	1	0	1	1	1	16
35	1	0	1	1	1	0	1	1	0	1	1	1	1	1	0	0	1	0	1	1	14
36	1	1	1	1	1	1	1	1	1	1	1	0	1	1	0	1	0	0	1	1	16
37	0	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1	1	1	1	1	17
38	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	19
39	1	1	1	1	1	0	1	0	1	0	1	1	1	1	1	1	1	0	1	1	16
40	0	1	0	1	1	1	0	1	1	1	1	1	1	0	1	1	1	1	1	1	16
41	1	1	0	1	0	0	0	0	1	1	1	0	0	1	1	0	1	0	0	1	10
42	1	1	0	1	0	0	1	0	1	0	1	1	1	1	1	1	0	1	1	1	14
43	0	1	0	0	0	1	1	1	0	1	1	1	1	0	1	0	1	1	1	1	13
44	1	1	0	1	1	0	1	0	0	0	1	1	1	1	1	1	1	0	0	1	13

45	1	1	1	1	0	0	1	1	1	0	1	1	0	1	1	0	1	1	0	1	14
46	0	1	1	1	1	1	1	0	0	1	1	1	0	1	1	1	1	1	1	1	16
47	1	1	0	0	0	1	1	1	1	0	1	1	1	0	1	1	1	1	1	0	14
48	1	1	0	1	1	0	1	0	1	0	1	1	0	1	1	1	0	1	1	1	14
49	1	1	1	0	1	0	1	1	0	1	1	1	0	1	1	1	1	1	1	1	16
50	1	1	1	1	1	0	1	0	1	1	1	1	0	1	1	0	0	0	0	1	13
51	1	1	1	0	1	1	1	1	0	0	1	1	1	1	1	1	0	1	1	1	16
52	0	0	1	1	0	1	1	1	1	0	1	1	0	1	1	1	1	1	1	0	14
53	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	0	1	0	0	16
54	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	19
55	1	1	0	1	0	1	1	1	1	1	1	1	1	0	1	1	0	1	1	1	16
56	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	0	1	1	1	18
57	1	1	0	1	1	1	1	0	1	1	0	1	1	1	1	1	0	1	1	1	16
58	1	1	1	1	0	1	1	1	0	1	1	1	1	0	1	0	1	0	1	0	14
59	0	0	0	1	1	1	0	1	1	1	1	1	0	0	1	1	1	1	1	1	14
60	0	1	1	1	1	1	1	1	0	1	1	1	1	0	1	1	1	0	1	1	16
61	1	1	0	1	0	0	0	0	1	1	1	0	0	1	1	0	1	0	0	1	10
62	1	1	0	1	0	0	1	0	1	0	1	1	1	1	1	1	0	1	1	1	14
63	0	1	0	0	0	1	1	1	0	1	1	1	1	0	1	0	1	1	1	1	13
64	1	1	0	1	1	0	1	0	0	0	1	1	1	1	1	1	1	0	0	1	13
65	1	1	1	1	0	0	1	1	1	0	1	1	0	1	1	0	1	1	0	1	14
66	0	1	1	1	1	1	1	0	0	1	1	1	0	1	1	1	1	1	1	1	16
67	1	1	0	0	0	1	1	1	1	0	1	1	1	0	1	1	1	1	1	0	14
68	1	1	0	1	1	0	1	0	1	0	1	1	0	1	1	1	0	1	1	1	14
69	1	1	1	0	1	0	1	1	0	1	1	1	0	1	1	1	1	1	1	1	16
70	1	1	1	1	1	0	1	0	1	1	1	1	0	1	1	0	0	0	0	1	13
71	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	19
72	1	1	0	1	0	1	1	1	1	1	1	1	1	0	1	1	0	1	1	1	16
73	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	0	1	1	1	18
74	1	1	0	1	1	1	1	0	1	1	0	1	1	1	1	1	0	1	1	1	16
75	1	1	1	1	0	1	1	1	0	1	1	1	1	0	1	0	1	0	1	0	14
76	0	0	0	1	1	1	0	1	1	1	1	1	0	0	1	1	1	1	1	1	14
77	0	1	1	1	1	1	1	1	0	1	1	1	1	0	1	1	1	0	1	1	16
78	1	1	0	1	0	0	0	0	1	1	1	0	0	1	1	0	1	0	0	1	10
79	1	1	0	1	0	0	1	0	1	0	1	1	1	1	1	1	0	1	1	1	14
80	0	1	0	0	0	1	1	1	0	1	1	1	1	0	1	0	1	1	1	1	13
81	1	1	0	1	0	1	1	1	1	0	1	1	1	0	1	1	1	0	0	1	14
82	0	1	1	0	0	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	16
83	1	1	1	0	1	0	1	0	0	1	1	1	1	1	0	1	0	1	1	0	13
84	1	1	1	1	0	1	1	0	1	0	1	1	1	1	1	1	0	1	1	1	16
85	1	0	1	1	1	0	1	1	0	1	1	1	1	1	0	0	1	0	1	1	14
86	1	1	1	1	1	1	1	1	1	1	1	0	1	1	0	1	0	0	1	1	16
87	0	1	1	1	1	1	1	1	1	1	1	1	0	0	1	1	1	1	1	1	17
88	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	19
89	1	1	1	1	1	0	1	0	1	0	1	1	1	1	1	1	1	0	1	1	16
90	0	1	0	1	1	1	0	1	1	1	1	1	1	0	1	1	1	1	1	1	16
91	1	1	1	1	0	1	1	1	0	1	1	1	1	0	1	0	1	0	1	0	14
92	0	0	0	1	1	1	0	1	1	1	1	1	0	0	1	1	1	1	1	1	14
93	0	1	1	1	1	1	1	1	0	1	1	1	1	0	1	1	1	0	1	1	16

94	1	1	0	1	0	0	0	0	1	1	1	0	0	1	1	0	1	0	0	1	10
95	1	1	0	1	0	0	1	0	1	0	1	1	1	1	1	1	0	1	1	1	14
96	0	1	0	0	0	1	1	1	0	1	1	1	1	0	1	0	1	1	1	1	13
97	1	1	0	1	0	1	1	1	1	0	1	1	1	0	1	1	1	0	0	1	14
98	0	1	1	0	0	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	16
99	1	1	1	0	1	0	1	0	0	1	1	1	1	1	0	1	0	1	1	0	13
100	1	1	1	1	0	1	1	0	1	0	1	1	1	1	1	1	0	1	1	1	16
total	72	91	59	76	58	65	88	64	69	68	97	90	61	67	90	77	65	68	80	85	

LAMPIRAN 5

Cochran Test

Frequencies

	Value	
	0	1
P1	28	72
P2	9	91
P3	41	59
P4	24	76
P5	42	58
P6	35	65
P7	12	88
P8	36	64
P9	31	69
P10	32	68
P11	3	97
P12	10	90
P13	39	61
P14	33	67
P15	10	90
P16	23	77
P17	35	65
P18	32	68
P19	20	80
P20	15	85

Test Statistics

N	100
Cochran's Q	1.451E2 ^a
df	19
Asymp. Sig.	.000

a. 1 is treated as a success.

LAMPIRAN 6**Frequencies**

	Value	
	0	1
P1	28	72
P2	9	91
P3	41	59
P4	24	76
P6	35	65
P7	12	88
P8	36	64
P9	31	69
P10	32	68
P11	3	97
P12	10	90
P13	39	61
P14	33	67
P15	10	90
P16	23	77
P17	35	65
P18	32	68
P19	20	80
P20	15	85

Test Statistics

N	100
Cochran's Q	1.324E2 ^a
df	18
Asymp. Sig.	.000

a. 1 is treated as a success.

LAMPIRAN 7

Frequencies

	Value	
	0	1
P1	28	72
P2	9	91
P4	24	76
P6	35	65
P7	12	88
P8	36	64
P9	31	69
P10	32	68
P11	3	97
P12	10	90
P13	39	61
P14	33	67
P15	10	90
P16	23	77
P17	35	65
P18	32	68
P19	20	80
P20	15	85

Test Statistics

N	100
Cochran's Q	1.196E2 ^a
df	17
Asymp. Sig.	.000

a. 1 is treated as a success.

LAMPIRAN 8**Frequencies**

	Value	
	0	1
P1	28	72
P2	9	91
P4	24	76
P6	35	65
P7	12	88
P8	36	64
P9	31	69
P10	32	68
P11	3	97
P12	10	90
P14	33	67
P15	10	90
P16	23	77
P17	35	65
P18	32	68
P19	20	80
P20	15	85

Test Statistics

N	100
Cochran's Q	1.096E2 ^a
Df	16
Asymp. Sig.	.000

a. 1 is treated as a success.

LAMPIRAN 9**Frequencies**

	Value	
	0	1
P1	28	72
P2	9	91
P4	24	76
P6	35	65
P7	12	88
P9	31	69
P10	32	68
P11	3	97
P12	10	90
P14	33	67
P15	10	90
P16	23	77
P17	35	65
P18	32	68
P19	20	80
P20	15	85

Test Statistics

N	100
Cochran's Q	1.012E2 ^a
df	15
Asymp. Sig.	.000

a. 1 is treated as a success.

LAMPIRAN 10**Frequencies**

	Value	
	0	1
P1	28	72
P2	9	91
P4	24	76
P7	12	88
P9	31	69
P10	32	68
P11	3	97
P12	10	90
P14	33	67
P15	10	90
P16	23	77
P18	32	68
P19	20	80
P20	15	85

Test Statistics

N	100
Cochran's Q	85.416 ^a
df	13
Asymp. Sig.	.000

a. 1 is treated as a success.

LAMPIRAN 11**Frequencies**

	Value	
	0	1
P1	28	72
P2	9	91
P4	24	76
P7	12	88
P9	31	69
P10	32	68
P11	3	97
P12	10	90
P15	10	90
P16	23	77
P18	32	68
P19	20	80
P20	15	85

Test Statistics

N	100
Cochran's Q	76.816 ^a
df	12
Asymp. Sig.	.000

a. 1 is treated as a success.

LAMPIRAN 12**Frequencies**

	Value	
	0	1
P1	28	72
P2	9	91
P4	24	76
P7	12	88
P9	31	69
P11	3	97
P12	10	90
P15	10	90
P16	23	77
P19	20	80
P20	15	85

Test Statistics

N	100
Cochran's Q	58.260 ^a
df	10
Asymp. Sig.	.000

a. 1 is treated as a success.

LAMPIRAN 13**Frequencies**

	Value	
	0	1
P1	28	72
P2	9	91
P4	24	76
P7	12	88
P11	3	97
P12	10	90
P15	10	90
P16	23	77
P19	20	80
P20	15	85

Test Statistics

N	100
Cochran's Q	44.721 ^a
df	9
Asymp. Sig.	.000

a. 1 is treated as a success.

LAMPIRAN 14**Frequencies**

	Value	
	0	1
P2	9	91
P4	24	76
P7	12	88
P11	3	97
P12	10	90
P15	10	90
P16	23	77
P19	20	80
P20	15	85

Test Statistics

N	100
Cochran's Q	34.286 ^a
df	8
Asymp. Sig.	.000

a. 1 is treated as a success.

LAMPIRAN 15**Frequencies**

	Value	
	0	1
P2	9	91
P7	12	88
P11	3	97
P12	10	90
P15	10	90
P16	23	77
P19	20	80
P20	15	85

Test Statistics

N	100
Cochran's Q	27.855 ^a
df	7
Asymp. Sig.	.000

a. 1 is treated as a success.

LAMPIRAN 16**Frequencies**

	Value	
	0	1
P2	9	91
P7	12	88
P11	3	97
P12	10	90
P15	10	90
P19	20	80
P20	15	85

Test Statistics

N	100
Cochran's Q	17.580 ^a
df	6
Asymp. Sig.	.007

a. 1 is treated as a success.

LAMPIRAN 17**Frequencies**

	Value	
	0	1
P2	9	91
P7	12	88
P11	3	97
P12	10	90
P15	10	90
P20	15	85

Test Statistics

N	100
Cochran's Q	9.498 ^a
df	5
Asymp. Sig.	.091

a. 1 is treated as a success.