

Lampiran 1

KUISIONER PENELITIAN

Dengan hormat,

Saya adalah Saskia Bunga, Mahasiswa Fakultas Ekonomi Jurusan Manajemen, Universitas Esa Unggul Jakarta dengan konsentrasi pada manajemen pemasaran. Penelitian ini dilakukan dalam rangka menyelesaikan skripsi. Penelitian ini dilakukan untuk mengetahui faktor-faktor apa saja yang menentukan intensi pembelian ayam tulang lunak kedai “3 Saudara” Cemara Tanjung Duren, Jakarta Barat.

Oleh karena itu, kami mohon bantuan dari anda untuk menjadi responden guna mengetahui pendapat anda mengenai faktor-faktor apa saja yang menentukan anda dalam melakukan pembelian ayam tulang lunak kedai “3 Saudara” Cemara Tanjung Duren, Jakarta Barat. Atas kesediaannya dalam meluangkan waktu pengisian kuisisioner ini, saya ucapkan terima kasih.

A. Data Responden

Petunjuk : Berikan tanda silang (X) untuk jawaban yang sesuai dengan anda

1. Jenis kelamin Anda :
 - a. Laki-laki
 - b. Perempuan

2. Usia Anda saat ini :

- a. 17 - 30 tahun
- b. 31 - 40 tahun
- c. 41 - 50 tahun
- d. > 50 tahun

3. Pendidikan terakhir Anda :

- a. SMU
- b. Diploma
- c. S-1
- d. S-2
- e. S-3

4. Profesi Anda saat ini :

- | | |
|----------------------|---------------------|
| a. Pelajar/Mahasiswa | d. Ibu rumah tangga |
| b. Pegawai Negeri | e. Wirausaha |
| c. Pegawai Swasta | f. Lain-lain |

5. Lamanya membeli:

- a. < 1 tahun
- b. 1 – 3 tahun
- c. 3 – 5 tahun
- d. > 5 tahun

B. Berikan tanda check list (√) untuk jawaban yang sesuai dengan pendapat anda

Skor	Kategori
1	Sangat Tidak Setuju
2	Tidak Setuju
3	Setuju
4	Sangat Setuju

Apakah faktor-faktor dibawah ini menentukan anda dalam membeli ayam tulang lunak kedai 3 Saudara Cemara Tanjung Duren, Jakarta Barat?

<i>Independent</i>	Pertanyaan	STS	TS	S	SS
<i>Product</i>	1. Penampilan produk 3 Saudara terlihat menarik				
	2. Produk yang ditawarkan 3 Saudara sesuai kebutuhan				
	3. Produk 3 Saudara berkualitas				
<i>Price</i>	4. Harga produk 3 Saudara sesuai dengan kualitas				
	5. Harga produk 3 Saudara terjangkau				
	6. Produk 3 Saudara sering memberikan potongan harga kepada konsumen				
<i>Place</i>	7. 3 Saudara memiliki lokasi yang strategis				
	8. Lokasi 3 Saudara dapat dijangkau dengan mudah oleh kendaraan				
	9. Tempat parkir 3 Saudara luas				

<i>Independent</i>	Pertanyaan	STS	TS	S	SS
<i>Promotion</i>	10. 3 Saudara mempromosikan lewat brosur				
	11. Sangat mudah untuk mendapatkan informasi mengenai 3 Saudara				
<i>People</i>	12. Karyawan 3 Saudara bersikap ramah kepada konsumen				
	13. Karyawan 3 Saudara tanggap dalam melayani kebutuhan konsumen				
<i>Process</i>	14. Proses pembayaran 3 Saudara sangat cepat				
	15. Lamanya waktu pelayanan 3 Saudara kurang dari 15 menit				
<i>Physical Evidence</i>	16. 3 Saudara mempunyai desain interior yang menarik				
	17. Kondisi kebersihan lingkungan di 3 Saudara selalu terlihat bersih				
	18. Meja dan kursi yang terdapat di 3 Saudara memberikan kenyamanan pada konsumen				

<i>Dependent</i>	Pertanyaan	STS	TS	S	SS
Intensi Pembelian	19. Produk 3 Saudara dapat membangun kepercayaan dalam diri anda				
	20. Anda percaya bahwa produk 3 Saudara memberikan manfaat yang baik				
	21. Produk 3 Saudara mempengaruhi minat anda dalam membeli produk				

Responden	People		Process		Physical Evidence			Intensi Pembelian		
	1	2	1	2	1	2	3	1	2	3
21	3	3	3	3	3	3	3	3	2	4
22	3	3	3	2	3	3	3	3	2	3
23	2	2	3	3	2	3	3	3	3	3
24	1	1	3	3	1	3	2	2	2	1
25	3	3	3	3	3	2	1	3	3	3
26	3	2	2	2	3	2	1	3	2	3
27	3	3	3	3	3	3	3	2	3	4
28	3	3	3	2	3	3	2	3	3	3
29	3	3	3	3	3	3	3	3	3	3
30	3	3	2	3	3	3	3	2	3	3

Lampiran 3

Hasil Uji Validitas dan Uji Reliabilitas Pre Test 30 Responden

PRODUK

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.755
Approx. Chi-Square		20.876
Bartlett's Test of Sphericity	df	3
	Sig.	.000

Anti-image Matrices

		P1	P2	P3
Anti-image Covariance	P1	.626	-.247	-.205
	P2	-.247	.626	-.205
	P3	-.205	-.205	.667
Anti-image Correlation	P1	.687 ^a	-.395	-.317
	P2	-.395	.687 ^a	-.317
	P3	-.317	-.317	.720 ^a

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.719	3

HARGA

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.608
	Approx. Chi-Square	13.935
Bartlett's Test of Sphericity	df	3
	Sig.	.003

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.608
	Approx. Chi-Square	13.935
Bartlett's Test of Sphericity	df	3
	Sig.	.003

Reliability Statistics

Cronbach's Alpha	N of Items
.659	3

TEMPAT

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.630	
Approx. Chi-Square	33.784	
Bartlett's Test of Sphericity	df	3
	Sig.	.000

Anti-image Matrices

		P7	P8	P9
Anti-image Covariance	P7	.659	.000	-.208
	P8	.000	.438	-.268
	P9	-.208	-.268	.357
Anti-image Correlation	P7	.743 ^a	.000	-.430
	P8	.000	.622 ^a	-.677
	P9	-.430	-.677	.584 ^a

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.815	3

PROMOSI

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.500	
Approx. Chi-Square	.684	
Bartlett's Test of Sphericity	df	1
	Sig.	.408

Anti-image Matrices

		P10	P11
Anti-image Covariance	P10	.975	-.153
	P11	-.153	.975
Anti-image Correlation	P10	.500 ^a	-.157
	P11	-.157	.500 ^a

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.732	2

ORANG / KARYAWAN

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.683
Approx. Chi-Square		33.669
Bartlett's Test of Sphericity	df	1
	Sig.	.024

Anti-image Matrices

		P12	P13
Anti-image Covariance	P12	.830	-.342
	P13	-.342	.830
Anti-image Correlation	P12	.678 ^a	-.412
	P13	-.412	.728 ^a

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.735	2

PROSES

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.658
Approx. Chi-Square		52.893
Bartlett's Test of Sphericity	df	1
	Sig.	.005

Anti-image Matrices

		P14	P15
Anti-image Covariance	P14	.748	-.375
	P15	-.375	.748
Anti-image Correlation	P14	.576 ^a	-.502
	P15	-.502	.708 ^a

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.654	2

BUKTI FISIK

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.624
Approx. Chi-Square		13.782
Bartlett's Test of Sphericity	df	3
	Sig.	.003

Anti-image Matrices

		P16	P17	P18
Anti-image Covariance	P16	.792	-.075	-.263
	P17	-.075	.753	-.295
	P18	-.263	-.295	.659
Anti-image Correlation	P16	.670 ^a	-.097	-.363
	P17	-.097	.639 ^a	-.419
	P18	-.363	-.419	.588 ^a

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.660	3

INTENSI PEMBELIAN

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.690
Approx. Chi-Square		18.208
Bartlett's Test of Sphericity	df	3
	Sig.	.000

Anti-image Matrices

		P19	P20	P21
Anti-image Covariance	P19	.666	-.233	-.224
	P20	-.233	.676	-.212
	P21	-.224	-.212	.684
Anti-image Correlation	P19	.683 ^a	-.347	-.332
	P20	-.347	.690 ^a	-.311
	P21	-.332	-.311	.697 ^a

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.738	3

Lampiran 4
Tabulasi Data 100 Responden

No.	PRODUCT				PRICE			PLACE			PROMOTION		PEOPLE			PROCESS		PHYSICAL EVIDENCE			INTENSI PEMBELIAN	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	
1	3	2	3	3	3	3	2	2	1	3	2	2	2	2	2	2	2	2	2	2	2	
2	3	3	2	3	3	3	3	2	2	3	2	2	2	2	2	2	2	2	2	2	2	
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5	3	3	3	2	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	
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50	4	3	2	4	4	3	3	3	2	3	3	3	3	3	3	2	3	3	3	4	2	

No.	PRODUCT			PRICE			PLACE			PROMOTION		PEOPLE		PROCESS		PHYSICAL EVIDENCE		INTENSI PEMBELIAN		21
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	
51	3	3	3	3	4	3	3	3	3	3	4	3	3	3	2	3	3	3	3	3
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53	3	3	3	3	3	3	3	2	3	3	3	3	1	3	3	3	3	3	2	3
54	3	3	3	3	3	3	3	3	3	3	4	3	2	2	2	4	3	2	4	3
55	3	2	3	3	3	3	2	3	2	3	4	3	2	3	3	3	3	3	3	3
56	3	3	2	2	3	3	3	3	3	3	3	3	2	2	3	3	3	2	2	3
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59	3	3	3	3	3	3	2	1	3	3	3	4	3	3	4	3	3	3	3	2
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61	3	3	3	4	3	3	2	2	3	3	3	3	3	3	3	3	3	3	3	3
62	3	3	3	4	4	2	3	2	3	3	3	4	3	3	3	3	3	3	3	3
63	3	2	3	3	3	4	3	3	3	2	3	3	3	3	3	3	3	3	3	3
64	3	2	3	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3	4	2
65	3	2	3	3	3	2	3	3	3	2	3	3	4	3	3	2	3	3	3	3
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71	2	3	3	3	3	3	3	2	2	3	3	3	3	4	3	3	3	2	3	3
72	2	3	4	3	3	3	3	3	2	3	3	3	3	4	3	3	3	3	2	3
73	2	2	3	3	3	3	3	3	2	2	4	3	3	3	3	2	3	4	3	3
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77	4	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	4	3
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82	4	3	4	3	3	3	3	3	3	3	3	2	3	3	3	4	3	3	3	3
83	4	3	2	3	3	3	3	3	3	3	4	3	3	3	4	3	3	3	2	3
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98	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3
99	4	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3	4	4
100	3	2	2	3	3	3	2	3	3	3	3	3	3	2	3	3	3	3	3	4

Lampiran 5

Hasil Uji Validitas dan Uji Reliabilitas 100 Responden

PRODUK

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.631
Approx. Chi-Square		62.748
Bartlett's Test of Sphericity	df	3
	Sig.	.000

Anti-image Matrices

		P1	P2	P3
Anti-image Covariance	P1	.636	-.325	-.091
	P2	-.325	.594	-.198
	P3	-.091	-.198	.812
Anti-image Correlation	P1	.614 ^a	-.530	-.127
	P2	-.530	.594 ^a	-.285
	P3	-.127	-.285	.750 ^a

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.556	3

HARGA

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.659
Approx. Chi-Square	35.269
Bartlett's Test of Sphericity	df
	3
Sig.	.000

Anti-image Matrices

		P4	P5	P6
Anti-image Covariance	P4	.606	.131	-.303
	P5	.131	.560	-.138
	P6	-.303	-.138	.625
Anti-image Correlation	P4	.591 ^a	-.244	.033
	P5	-.244	.600 ^a	.036
	P6	.033	.036	.685 ^a

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.511	3

TEMPAT

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.608
Approx. Chi-Square		20.614
Bartlett's Test of Sphericity	df	3
	Sig.	.000

Anti-image Matrices

		P7	P8	P9
Anti-image Covariance	P7	.852	-.189	-.244
	P8	-.189	.906	-.133
	P9	-.244	-.133	.873
Anti-image Correlation	P7	.588 ^a	-.215	-.283
	P8	-.215	.644 ^a	-.149
	P9	-.283	-.149	.605 ^a

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.792	3

PROMOSI

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.594
Approx. Chi-Square		7.064
Bartlett's Test of Sphericity	Df	2
	Sig.	.008

Anti-image Matrices

		P10	P11
Anti-image Covariance	P10	.836	-.297
	P11	-.297	.746
Anti-image Correlation	P10	.535 ^a	-.376
	P11	-.376	.543 ^a

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.803	2

ORANG / KARYAWAN

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.500
	Approx. Chi-Square	3.023
Bartlett's Test of Sphericity	df	1
	Sig.	.082

Anti-image Matrices

		P12	P13
Anti-image Covariance	P12	.969	-.169
	P13	-.169	.969
Anti-image Correlation	P12	.500 ^a	-.175
	P13	-.175	.500 ^a

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.550	2

PROSES

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.658
Approx. Chi-Square		52.893
Bartlett's Test of Sphericity	Df	1
	Sig.	.000

Anti-image Matrices

		P14	P15
Anti-image Covariance	P14	.420	-.226
	P15	-.226	.367
Anti-image Correlation	P14	.576 ^a	-.575
	P15	-.575	.708 ^a

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.546	2

BUKTI FISIK

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.574
Approx. Chi-Square		17.361
Bartlett's Test of Sphericity	Df	3
	Sig.	.001

Anti-image Matrices

		VAR00001	VAR00002	VAR00003
	VAR00001	.947	-.150	-.090
Anti-image Covariance	VAR00002	-.150	.859	-.276
	VAR00003	-.090	-.276	.875
	VAR00001	.653 ^a	-.166	-.099
Anti-image Correlation	VAR00002	-.166	.554 ^a	-.318
	VAR00003	-.099	-.318	.563 ^a

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.616	3

INTENSI PEMBELIAN

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.605
Approx. Chi-Square		18.867
Bartlett's Test of Sphericity	df	3
	Sig.	.000

Anti-image Matrices

		P19	P20	P21
Anti-image Covariance	P19	.862	-.209	-.220
	P20	-.209	.902	-.125
	P21	-.220	-.125	.896
Anti-image Correlation	P19	.584 ^a	-.237	-.250
	P20	-.237	.623 ^a	-.139
	P21	-.250	-.139	.615 ^a

a. Measures of Sampling Adequacy(MSA)

Reliability Statistics

Cronbach's Alpha	N of Items
.792	3

Lampiran 6

Hasil Uji Regresi Linear Berganda

UJI t

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.348	1.743		3.641	.000
Product	-.029	.074	-.034	-.391	.697
Price	.131	.139	.085	.939	.350
Place	-.202	.085	-.211	-2.387	.019
Promotion	-.270	.154	-.174	-1.751	.083
People	.579	.130	.472	4.459	.000
Process	.134	.125	.109	1.075	.285
Physic	.108	.091	.126	1.182	.240

a. Dependent Variable: Intensi

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ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37.364	7	5.338	6.637	.000 ^b
	Residual	73.996	92	.804		
	Total	111.360	99			

a. Dependent Variable: Intensi

b. Predictors: (Constant), Physic, Product, Place, Price, Promotion, Process, People