

LAMPIRAN 1. KUESIONER PENELITIAN

Kuesioner Penelitian

ANALISIS PERBEDAAN PERSEPSI KONSUMEN TERHADAP PRODUK, HARGA DAN PROMOSI ANTARA PROVIDER IM3 DAN XL

(Studi Pada Siswa-Siswi Kelas 10 SMA Negeri 2 Ponorogo)

No Responden :

1. Identitas Responden

Nama :

Kelas : 10 IPA / IPS

Petunjuk Pengisian

Berilah tanda *checklist* (√) pada skala 1-5 dengan satu pilihan jawaban yang Anda anggap paling sesuai.

1. Sangat Setuju (SS)
2. Setuju (S)
3. Kurang Setuju (KS)
4. Tidak Setuju (TS)
5. Sangat Tidak Setuju (STS)

Tabel kuesioner berisi indikator-indikator perbedaan persepsi konsumen terhadap produk produk, harga dan promosi antara provider IM3 dan XL.

2. Produk

No	Pernyataan	Pilihan jawaban				
		1	2	3	4	5
		STS	TS	KS	S	SS
1.	➤ Produk kartu gsm IM3 memiliki layanan fitur yang lengkap (seperti: layanan RBT, game, layanan untuk blackberry, iphone, android dan lain-lain).					
	➤ Produk kartu gsm XL memiliki layanan fitur yang lengkap (seperti: layanan RBT, game, layanan untuk blackberry, iphone, android dan lain-lain).					
2.	➤ Produk kartu gsm IM3 memiliki jaringan yang luas/sinyal yang sangat kuat di berbagai lokasi.					
	➤ Produk kartu gsm XL memiliki jaringan yang luas/sinyal yang sangat kuat di berbagai lokasi.					
3.	➤ Produk kartu gsm IM3 memiliki tawaran paket yang menarik (sms, telepon dan internetan).					
	➤ Produk kartu gsm XL memiliki tawaran paket yang menarik (sms, telepon dan internetan).					
4.	➤ Produk kartu gsm IM3 memiliki layanan pelanggan (<i>service</i>) yang handal seperti <i>customer care</i> dan <i>call centre</i> .					
	➤ Produk kartu gsm XL memiliki layanan pelanggan (<i>service</i>) yang handal seperti <i>customer care</i> dan <i>call centre</i> .					

3. Harga

No	Pernyataan	Pilihan jawaban				
		1	2	3	4	5
		STS	TS	KS	S	SS
1.	➤ Harga kartu perdana gsm IM3 sangat terjangkau. Bagaimana menurut Anda?					
	➤ Harga kartu perdana gsm XL sangat terjangkau. Bagaimana menurut Anda?					
2.	➤ Tarif telepon kartu gsm IM3 sangat terjangkau dibandingkan dengan produk lain.					
	➤ Tarif telepon kartu gsm XL sangat terjangkau dibandingkan dengan produk lain.					
3.	➤ Tarif sms kartu gsm IM3 sangat terjangkau.					
	➤ Tarif sms kartu gsm XL sangat terjangkau.					
4.	➤ Harga tarif internetan IM3 terjangkau.					
	➤ Harga tarif internetan XL terjangkau.					

4. Promosi

No	Pernyataan	Pilihan jawaban				
		1	2	3	4	5
		STS	TS	KS	S	SS
1.	➤ Iklan yang ditampilkan kartu gsm IM3 di media cetak dan elektronik sangat menarik.					
	➤ Iklan yang ditampilkan kartu gsm XL di media cetak dan elektronik sangat menarik.					
2.	➤ Komunikasi langsung (face to face) dari penjual yang memberikan informasi kartu gsm IM3 sangat menarik.					
	➤ Komunikasi langsung (face to face) dari penjual yang memberikan informasi kartu gsm XL sangat menarik.					
3.	➤ Promosi kartu IM3 di pameran dan event (sponsor) sangat menarik. Bagaimana menurut anda?					
	➤ Promosi kartu XL di pameran dan event (sponsor) sangat menarik. Bagaimana menurut anda?					
4.	➤ Promosi tawaran bonus sms dan gratis telepon yang diberikan oleh kartu gsm IM3 sangat menarik konsumen.					
	➤ Promosi tawaran bonus sms dan gratis telepon yang diberikan oleh kartu gsm XL sangat menarik konsumen.					

LAMPIRAN 2. HASIL TABULASI DATA

Data Kuesioner																			
PROVIDER IM3																			
No.	X1.1	X1.2	X1.3	X1.4	X1	Rata-rata	X2.1	X2.2	X2.3	X2.4	X2	Rata-rata	X3.1	X3.2	X3.3	X3.4	X3	Rata-rata	
1	4	4	3	3	14	3.50	4	4	4	4	16	4.00	4	3	3	4	14	3.50	
2	3	3	3	3	12	3.00	3	3	3	3	12	3.00	3	2	3	5	13	3.25	
3	4	3	4	3	14	3.50	3	3	3	3	12	3.00	4	3	3	5	15	3.75	
4	4	2	4	4	14	3.50	4	4	4	4	16	4.00	5	3	4	4	16	4.00	
5	4	4	5	4	17	4.25	2	2	3	2	9	2.25	4	4	4	4	16	4.00	
6	4	4	4	4	16	4.00	4	4	3	4	15	3.75	4	4	4	4	16	4.00	
7	4	4	4	4	16	4.00	3	4	4	3	14	3.50	3	4	4	4	15	3.75	
8	4	3	4	4	15	3.75	4	4	4	3	15	3.75	4	4	4	4	16	4.00	
9	4	3	4	4	15	3.75	4	2	4	3	13	3.25	4	4	3	4	15	3.75	
10	4	4	4	3	15	3.75	4	3	3	4	14	3.50	4	2	4	3	13	3.25	
11	4	3	4	3	14	3.50	4	3	4	4	15	3.75	4	3	4	4	15	3.75	
12	5	5	4	5	19	4.75	4	4	4	5	17	4.25	5	4	5	5	19	4.75	
13	3	3	1	1	8	2.00	3	4	4	4	15	3.75	4	3	4	3	14	3.50	
14	4	3	3	4	14	3.50	4	4	4	4	16	4.00	4	4	4	4	16	4.00	
15	4	3	4	4	15	3.75	4	4	4	4	16	4.00	4	3	3	3	13	3.25	
16	4	3	4	4	15	3.75	4	4	4	4	16	4.00	4	3	3	3	13	3.25	
17	3	3	1	1	8	2.00	3	4	4	4	15	3.75	4	3	4	3	14	3.50	
18	4	2	3	4	13	3.25	5	3	3	4	15	3.75	5	3	4	2	14	3.50	

19	4	5	4	4	17	4.25	3	4	3	1	11	2.75	4	3	3	4	14	3.50
20	1	1	1	1	4	1.00	1	1	1	1	4	1.00	1	1	4	1	7	1.75
21	4	4	4	4	16	4.00	4	3	3	4	14	3.50	4	4	4	3	15	3.75
22	2	2	2	2	8	2.00	2	1	1	2	6	1.50	2	1	4	1	8	2.00
23	3	2	4	3	12	3.00	2	4	2	2	10	2.50	4	3	4	4	15	3.75
24	4	3	4	4	15	3.75	4	4	4	4	16	4.00	4	3	4	4	15	3.75
25	3	4	4	4	15	3.75	4	3	4	4	15	3.75	2	3	3	4	12	3.00
26	3	1	4	4	12	3.00	4	1	4	3	12	3.00	4	3	3	4	14	3.50
27	3	1	4	4	12	3.00	3	2	3	3	11	2.75	4	3	3	4	14	3.50
28	4	3	4	4	15	3.75	4	4	4	4	16	4.00	4	4	4	4	16	4.00
29	4	4	4	4	16	4.00	4	4	2	4	14	3.50	4	4	4	3	15	3.75
30	4	2	4	4	14	3.50	3	3	3	3	12	3.00	4	4	3	3	14	3.50
31	4	4	5	4	17	4.25	5	4	4	5	18	4.50	4	4	5	4	17	4.25
32	4	3	4	3	14	3.50	3	3	3	3	12	3.00	4	3	4	3	14	3.50
33	4	3	4	4	15	3.75	4	4	3	4	15	3.75	4	4	5	4	17	4.25
34	4	3	4	4	15	3.75	4	3	3	4	14	3.50	4	4	4	3	15	3.75
35	4	4	4	4	16	4.00	4	4	3	3	14	3.50	4	4	4	4	16	4.00
36	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
37	4	5	4	4	17	4.25	5	4	5	5	19	4.75	5	4	5	4	18	4.50
38	5	4	5	4	18	4.50	5	5	4	5	19	4.75	5	2	2	2	11	2.75
39	5	3	4	4	16	4.00	3	3	3	3	12	3.00	3	3	3	4	13	3.25
40	4	4	4	4	16	4.00	4	3	3	3	13	3.25	4	4	4	4	16	4.00
41	5	5	5	4	19	4.75	5	5	5	5	20	5.00	5	5	5	5	20	5.00
42	4	2	4	3	13	3.25	5	3	1	3	12	3.00	4	3	4	2	13	3.25

43	5	5	5	5	20	5.00	5	5	5	5	20	5.00	4	4	4	4	16	4.00
44	4	4	4	4	16	4.00	3	4	3	2	12	3.00	3	2	3	3	11	2.75
45	2	2	4	1	9	2.25	4	2	2	2	10	2.50	4	2	3	2	11	2.75
46	4	5	4	4	17	4.25	3	5	3	4	15	3.75	5	3	4	4	16	4.00
47	3	3	3	3	12	3.00	4	3	4	3	14	3.50	4	3	3	3	13	3.25
48	4	3	4	4	15	3.75	4	3	4	4	15	3.75	4	3	3	4	14	3.50
49	4	4	5	4	17	4.25	3	3	4	3	13	3.25	5	3	4	4	16	4.00
50	4	5	4	4	17	4.25	4	5	4	3	16	4.00	5	3	3	3	14	3.50
51	4	4	3	2	13	3.25	4	3	2	2	11	2.75	4	3	4	4	15	3.75
52	4	3	3	3	13	3.25	5	4	1	3	13	3.25	5	2	4	4	15	3.75
53	4	3	3	3	13	3.25	5	4	1	3	13	3.25	5	2	4	4	15	3.75
54	4	3	4	4	15	3.75	3	2	2	2	9	2.25	4	3	2	2	11	2.75
55	4	4	4	4	16	4.00	4	3	3	4	14	3.50	4	4	4	4	16	4.00
56	3	3	4	4	14	3.50	3	2	3	4	12	3.00	3	4	4	4	15	3.75
57	3	3	4	3	13	3.25	5	3	5	4	17	4.25	4	4	3	5	16	4.00
58	3	5	4	4	16	4.00	4	4	4	4	16	4.00	4	4	5	4	17	4.25
59	4	3	5	4	16	4.00	4	4	4	5	17	4.25	4	3	4	5	16	4.00
60	4	3	3	4	14	3.50	3	2	3	3	11	2.75	4	3	5	3	15	3.75
61	4	4	4	5	17	4.25	5	4	5	3	17	4.25	4	4	5	5	18	4.50
62	4	4	3	3	14	3.50	4	3	4	2	13	3.25	5	2	2	4	13	3.25
63	4	3	4	3	14	3.50	4	2	2	3	11	2.75	3	2	3	4	12	3.00
64	4	3	4	4	15	3.75	4	3	4	4	15	3.75	4	2	4	3	13	3.25
65	3	2	4	4	13	3.25	2	3	4	3	12	3.00	4	4	4	3	15	3.75
66	3	2	4	4	13	3.25	4	1	4	3	12	3.00	4	4	3	4	15	3.75
67	2	4	4	4	14	3.50	4	4	4	2	14	3.50	4	4	4	4	16	4.00
68	4	3	4	3	14	3.50	2	4	5	4	15	3.75	3	4	3	4	14	3.50

69	3	4	3	3	13	3.25	3	3	3	3	12	3.00	4	3	4	3	14	3.50
70	4	4	4	4	16	4.00	4	2	4	1	11	2.75	3	3	4	3	13	3.25
71	5	5	5	4	19	4.75	5	5	5	5	20	5.00	4	2	4	5	15	3.75
72	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
73	4	3	4	3	14	3.50	4	4	4	3	15	3.75	3	3	3	4	13	3.25
74	4	4	4	4	16	4.00	3	3	4	4	14	3.50	3	3	3	3	12	3.00
75	4	3	4	3	14	3.50	4	4	4	3	15	3.75	3	3	3	4	13	3.25
76	5	4	5	5	19	4.75	5	5	5	4	19	4.75	4	5	5	5	19	4.75
77	4	5	3	4	16	4.00	5	3	5	4	17	4.25	5	4	5	3	17	4.25
78	5	5	4	4	18	4.50	3	3	3	3	12	3.00	2	5	5	1	13	3.25
79	3	2	3	3	11	2.75	4	4	3	3	14	3.50	3	3	3	3	12	3.00
80	4	5	4	4	17	4.25	4	3	4	5	16	4.00	4	4	4	5	17	4.25
81	4	5	4	4	17	4.25	5	5	5	5	20	5.00	4	3	4	4	15	3.75
82	3	2	4	2	11	2.75	2	1	1	1	5	1.25	3	2	2	1	8	2.00
83	3	3	4	4	14	3.50	4	3	4	5	16	4.00	4	4	4	5	17	4.25
84	5	5	5	4	19	4.75	4	4	3	3	14	3.50	4	4	4	4	16	4.00
85	4	5	4	4	17	4.25	5	4	4	5	18	4.50	4	4	4	4	16	4.00
86	4	4	3	4	15	3.75	4	3	4	3	14	3.50	4	4	4	4	16	4.00
87	4	3	4	3	14	3.50	4	2	3	3	12	3.00	4	2	4	3	13	3.25
88	1	1	2	1	5	1.25	2	2	2	3	9	2.25	4	3	4	1	12	3.00
89	4	4	4	4	16	4.00	3	4	3	3	13	3.25	4	3	4	2	13	3.25
90	4	3	4	4	15	3.75	4	4	4	4	16	4.00	4	3	4	4	15	3.75
91	4	4	4	4	16	4.00	3	5	5	4	17	4.25	5	4	3	3	15	3.75
92	4	5	5	5	19	4.75	5	5	5	5	20	5.00	4	4	5	5	18	4.50
93	4	3	2	3	12	3.00	4	2	4	2	12	3.00	1	1	1	1	4	1.00
94	4	2	4	4	14	3.50	4	2	2	5	13	3.25	4	4	4	4	16	4.00
95	3	3	4	3	13	3.25	4	3	3	3	13	3.25	4	3	4	3	14	3.50
96	3	2	2	2	9	2.25	4	3	3	3	13	3.25	3	2	2	3	10	2.50

97	2	2	3	3	10	2.50	4	3	3	3	13	3.25	3	2	3	4	12	3.00
98	4	1	3	2	10	2.50	4	5	4	2	15	3.75	4	3	3	4	14	3.50
99	3	3	4	3	13	3.25	3	3	3	4	13	3.25	4	3	4	4	15	3.75
100	4	3	4	3	14	3.50	4	4	3	3	14	3.50	4	3	3	4	14	3.50
101	4	5	5	5	19	4.75	5	4	5	5	19	4.75	5	4	3	5	17	4.25
102	4	3	4	4	15	3.75	3	3	3	4	13	3.25	3	3	3	3	12	3.00
103	3	3	4	3	13	3.25	3	3	2	3	11	2.75	3	3	3	3	12	3.00
104	4	3	4	4	15	3.75	4	3	4	3	14	3.50	3	3	4	4	14	3.50
105	5	5	4	5	19	4.75	5	2	3	4	14	3.50	4	3	4	3	14	3.50
106	4	5	4	4	17	4.25	4	2	3	3	12	3.00	4	3	3	3	13	3.25
107	5	5	5	3	18	4.50	4	4	4	3	15	3.75	4	3	5	4	16	4.00
108	4	3	4	3	14	3.50	5	4	3	3	15	3.75	4	4	3	4	15	3.75
109	4	2	4	4	14	3.50	4	2	4	2	12	3.00	4	2	3	4	13	3.25
110	4	5	5	3	17	4.25	5	4	3	4	16	4.00	5	4	3	3	15	3.75
111	4	3	5	4	16	4.00	4	3	4	4	15	3.75	5	4	5	4	18	4.50
112	2	5	3	4	14	3.50	5	4	4	4	17	4.25	4	5	4	4	17	4.25
113	4	5	5	5	19	4.75	5	5	5	5	20	5.00	5	4	4	5	18	4.50
114	4	5	4	3	16	4.00	4	3	3	2	12	3.00	4	3	3	5	15	3.75
115	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
116	3	3	3	3	12	3.00	3	3	3	3	12	3.00	4	3	4	4	15	3.75
117	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
TOTAL	441	404	449	420	1714	428.50	449	394	407	403	1653	413.25	456	382	432	423	1693	423.25
Rata-Rata	3.77	3.45	3.84	3.59	14.65	3.66	3.84	3.37	3.48	3.44	14.13	3.53	3.90	3.26	3.69	3.62	14.47	3.62

No.	X1.1	X1.2	X1.3	X1.4	X1	Rata-rata	PROVIDER XL					Rata-rata	X3.1	X3.2	X3.3	X3.4	X3	Rata-rata
							X2.1	X2.2	X2.3	X2.4	X2							
1	4	3	4	4	15	3.75	4	4	4	4	16	4.00	4	3	3	4	14	3.50
2	3	2	3	2	10	2.50	3	3	3	3	12	3.00	3	2	2	4	11	2.75
3	4	3	4	3	14	3.50	3	3	3	3	12	3.00	4	3	3	4	14	3.50
4	4	4	4	4	16	4.00	3	4	3	4	14	3.50	3	3	3	3	12	3.00
5	4	3	5	4	16	4.00	2	2	3	2	9	2.25	4	4	4	4	16	4.00
6	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
7	2	2	2	2	8	2.00	2	2	2	2	8	2.00	2	3	3	2	10	2.50
8	2	3	3	2	10	2.50	3	3	2	2	10	2.50	2	3	2	3	10	2.50
9	3	4	4	4	15	3.75	3	4	3	3	13	3.25	4	4	4	3	15	3.75
10	4	3	4	3	14	3.50	4	4	3	4	15	3.75	4	2	4	3	13	3.25
11	4	3	3	3	13	3.25	4	3	4	4	15	3.75	4	3	4	4	15	3.75
12	5	5	4	5	19	4.75	4	4	4	5	17	4.25	5	4	5	5	19	4.75
13	3	1	1	1	6	1.50	4	1	1	1	7	1.75	3	2	3	2	10	2.50
14	4	3	3	4	14	3.50	4	3	4	3	14	3.50	4	4	4	4	16	4.00
15	4	3	4	4	15	3.75	3	3	3	3	12	3.00	4	3	3	3	13	3.25
16	4	3	4	4	15	3.75	3	3	3	3	12	3.00	4	3	3	3	13	3.25
17	3	1	1	1	6	1.50	4	1	1	1	7	1.75	3	2	3	2	10	2.50
18	3	1	3	3	10	2.50	5	3	3	1	12	3.00	5	3	4	1	13	3.25
19	3	3	2	3	11	2.75	4	5	4	1	14	3.50	4	5	3	4	16	4.00
20	1	3	2	3	9	2.25	3	3	3	1	10	2.50	1	1	4	1	7	1.75
21	4	4	4	4	16	4.00	4	3	3	2	12	3.00	4	4	4	3	15	3.75
22	2	2	2	2	8	2.00	2	1	1	4	8	2.00	2	1	4	1	8	2.00

23	3	2	4	3	12	3.00	3	3	3	2	11	2.75	3	3	3	4	13	3.25
24	4	3	3	4	14	3.50	4	4	4	4	16	4.00	4	3	4	3	14	3.50
25	3	2	4	4	13	3.25	4	3	5	4	16	4.00	2	3	3	4	12	3.00
26	3	1	3	4	11	2.75	4	1	4	3	12	3.00	4	3	3	4	14	3.50
27	3	4	3	3	13	3.25	3	2	1	2	8	2.00	4	3	3	3	13	3.25
28	4	3	4	4	15	3.75	4	4	4	4	16	4.00	4	4	4	4	16	4.00
29	4	4	4	4	16	4.00	4	4	3	4	15	3.75	4	4	4	3	15	3.75
30	4	3	4	4	15	3.75	3	3	3	3	12	3.00	4	4	3	3	14	3.50
31	4	4	5	4	17	4.25	5	4	4	5	18	4.50	4	4	5	4	17	4.25
32	4	3	2	2	11	2.75	3	3	3	3	12	3.00	3	3	4	3	13	3.25
33	4	3	4	4	15	3.75	3	4	4	4	15	3.75	4	4	5	4	17	4.25
34	4	3	4	4	15	3.75	3	3	2	3	11	2.75	4	4	4	3	15	3.75
35	4	4	4	4	16	4.00	4	4	3	3	14	3.50	4	4	4	4	16	4.00
36	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
37	4	3	4	4	15	3.75	3	2	4	3	12	3.00	4	3	4	3	14	3.50
38	5	5	3	2	15	3.75	3	3	5	2	13	3.25	3	4	3	5	15	3.75
39	5	2	4	4	15	3.75	3	3	4	3	13	3.25	3	3	4	4	14	3.50
40	4	4	4	5	17	4.25	4	3	4	3	14	3.50	5	4	5	4	18	4.50
41	5	5	5	5	20	5.00	5	5	4	5	19	4.75	2	3	2	3	10	2.50
42	3	2	4	3	12	3.00	5	3	3	3	14	3.50	4	3	4	3	14	3.50
43	5	4	4	4	17	4.25	5	5	5	5	20	5.00	4	4	4	4	16	4.00
44	4	4	4	4	16	4.00	3	4	3	2	12	3.00	3	2	3	3	11	2.75
45	4	2	4	1	11	2.75	4	2	4	2	12	3.00	4	2	3	2	11	2.75

46	4	3	4	4	15	3.75	5	2	5	4	16	4.00	4	4	4	5	17	4.25
47	3	2	3	3	11	2.75	3	3	3	3	12	3.00	4	3	4	4	15	3.75
48	4	4	4	4	16	4.00	3	4	1	4	12	3.00	4	3	3	2	12	3.00
49	4	3	5	4	16	4.00	3	3	3	3	12	3.00	4	3	4	4	15	3.75
50	4	5	4	4	17	4.25	4	5	3	3	15	3.75	4	3	3	3	13	3.25
51	4	3	4	2	13	3.25	4	3	2	2	11	2.75	4	3	4	4	15	3.75
52	4	4	3	3	14	3.50	5	4	3	2	14	3.50	4	2	4	3	13	3.25
53	4	4	3	3	14	3.50	5	4	3	2	14	3.50	5	2	4	3	14	3.50
54	4	3	4	4	15	3.75	3	2	2	2	9	2.25	4	3	2	2	11	2.75
55	4	2	3	2	11	2.75	4	2	2	4	12	3.00	3	3	3	3	12	3.00
56	3	4	4	4	15	3.75	3	2	3	4	12	3.00	3	4	4	4	15	3.75
57	4	3	2	4	13	3.25	4	2	3	4	13	3.25	4	3	3	4	14	3.50
58	5	4	4	5	18	4.50	4	4	5	5	18	4.50	4	4	5	5	18	4.50
59	4	3	3	4	14	3.50	3	4	3	4	14	3.50	3	3	4	4	14	3.50
60	4	3	3	4	14	3.50	3	2	3	3	11	2.75	4	3	5	4	16	4.00
61	4	4	5	5	18	4.50	5	4	5	3	17	4.25	4	4	5	5	18	4.50
62	4	4	4	3	15	3.75	4	3	4	2	13	3.25	5	2	2	4	13	3.25
63	4	3	4	3	14	3.50	4	2	2	3	11	2.75	3	2	3	4	12	3.00
64	4	3	4	5	16	4.00	5	1	1	3	10	2.50	4	2	4	3	13	3.25
65	3	2	4	4	13	3.25	4	4	2	2	12	3.00	3	3	4	3	13	3.25
66	3	2	4	4	13	3.25	4	1	4	3	12	3.00	4	4	3	4	15	3.75
67	2	2	2	2	8	2.00	4	2	2	2	10	2.50	4	4	4	4	16	4.00
68	4	3	2	3	12	3.00	1	3	1	1	6	1.50	3	4	3	3	13	3.25

69	3	2	4	4	13	3.25	4	4	4	4	16	4.00	4	4	4	3	15	3.75
70	5	4	4	4	17	4.25	4	2	2	1	9	2.25	2	3	4	4	13	3.25
71	3	3	2	4	12	3.00	5	4	3	3	15	3.75	3	2	3	3	11	2.75
72	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
73	4	3	4	3	14	3.50	3	3	3	3	12	3.00	3	3	3	3	12	3.00
74	4	4	3	4	15	3.75	3	3	3	3	12	3.00	3	3	3	3	12	3.00
75	4	3	4	3	14	3.50	3	3	3	3	12	3.00	3	3	3	3	12	3.00
76	5	4	5	5	19	4.75	3	4	3	3	13	3.25	3	4	4	4	15	3.75
77	3	4	2	3	12	3.00	2	2	3	3	10	2.50	3	4	4	4	15	3.75
78	5	5	4	1	15	3.75	1	2	4	1	8	2.00	4	5	4	2	15	3.75
79	3	4	3	3	13	3.25	3	3	3	3	12	3.00	3	3	3	3	12	3.00
80	4	3	4	4	15	3.75	5	3	3	2	13	3.25	5	4	4	4	17	4.25
81	4	5	4	4	17	4.25	5	5	5	5	20	5.00	4	3	4	3	14	3.50
82	3	2	4	2	11	2.75	3	1	1	1	6	1.50	4	2	2	1	9	2.25
83	4	3	5	5	17	4.25	4	3	4	5	16	4.00	3	4	4	3	14	3.50
84	5	5	5	4	19	4.75	4	4	3	3	14	3.50	4	4	4	4	16	4.00
85	4	3	4	3	14	3.50	3	3	4	3	13	3.25	4	3	4	3	14	3.50
86	4	4	3	4	15	3.75	4	3	4	3	14	3.50	4	4	4	4	16	4.00
87	2	2	2	3	9	2.25	3	3	4	2	12	3.00	2	3	3	4	12	3.00
88	2	1	3	1	7	1.75	1	1	1	2	5	1.25	4	3	3	1	11	2.75
89	4	4	4	4	16	4.00	3	4	3	3	13	3.25	4	3	4	2	13	3.25
90	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	3	3	3	13	3.25

91	4	4	4	4	16	4.00	4	3	3	4	14	3.50	3	2	3	4	12	3.00
92	4	4	5	4	17	4.25	4	5	4	4	17	4.25	5	4	5	4	18	4.50
93	4	4	2	3	13	3.25	4	2	4	1	11	2.75	2	1	2	2	7	1.75
94	2	2	4	4	12	3.00	2	4	4	4	14	3.50	2	2	2	2	8	2.00
95	3	3	3	4	13	3.25	4	2	4	2	12	3.00	3	4	4	4	15	3.75
96	3	2	2	2	9	2.25	5	3	3	3	14	3.50	3	2	2	3	10	2.50
97	3	2	2	3	10	2.50	4	3	3	3	13	3.25	3	2	3	4	12	3.00
98	4	1	3	2	10	2.50	4	5	4	2	15	3.75	4	3	3	3	13	3.25
99	3	3	4	4	14	3.50	4	4	3	4	15	3.75	3	4	4	4	15	3.75
100	4	2	4	3	13	3.25	4	3	4	3	14	3.50	4	3	3	3	13	3.25
101	4	3	5	4	16	4.00	3	4	4	4	15	3.75	4	4	4	4	16	4.00
102	2	2	2	3	9	2.25	1	2	3	2	8	2.00	2	3	2	2	9	2.25
103	3	4	3	3	13	3.25	3	3	3	3	12	3.00	3	3	3	3	12	3.00
104	4	3	3	4	14	3.50	4	4	4	4	16	4.00	3	3	3	3	12	3.00
105	4	5	4	4	17	4.25	5	2	2	4	13	3.25	4	3	3	3	13	3.25
106	4	5	5	5	19	4.75	5	3	2	4	14	3.50	4	3	4	3	14	3.50
107	5	4	4	4	17	4.25	3	4	3	3	13	3.25	4	3	5	4	16	4.00

108	4	4	4	3	15	3.75	5	4	4	3	16	4.00	4	4	3	4	15	3.75
109	2	2	4	4	12	3.00	4	2	2	4	12	3.00	4	2	3	4	13	3.25
110	4	3	3	3	13	3.25	3	3	5	3	14	3.50	4	3	4	4	15	3.75
111	3	3	4	5	15	3.75	3	3	3	5	14	3.50	3	2	3	4	12	3.00
112	2	5	3	4	14	3.50	5	3	3	5	16	4.00	4	4	4	5	17	4.25
113	5	4	4	4	17	4.25	4	4	4	4	16	4.00	4	4	5	5	18	4.50
114	5	3	5	3	16	4.00	3	4	3	2	12	3.00	4	4	5	5	18	4.50
115	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
116	3	3	3	3	12	3.00	3	3	3	3	12	3.00	3	3	4	3	13	3.25
117	4	4	4	4	16	4.00	4	4	4	4	16	4.00	4	4	4	4	16	4.00
TOTAL	431	374	418	409	1632	408.00	423	366	375	359	1523	380.75	420	372	417	397	1606	401.50
Rata-Rata	3.68	3.20	3.57	3.50	13.95	3.49	3.62	3.13	3.21	3.07	13.02	3.25	3.59	3.18	3.56	3.39	13.73	3.43

LAMPIRAN 3 . HASIL OLAH DATA SPSS (Uji Validitas)

- Uji Validitas Provider IM3 (produk)

Correlations

		X1.1	X1.2	X1.3	X1.4	X1
X1.1	Pearson Correlation	1	.512**	.558**	.567**	.797**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	117	117	117	117	117
X1.2	Pearson Correlation	.512**	1	.413**	.491**	.792**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	117	117	117	117	117
X1.3	Pearson Correlation	.558**	.413**	1	.661**	.795**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	117	117	117	117	117
X1.4	Pearson Correlation	.567**	.491**	.661**	1	.834**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	117	117	117	117	117
X1	Pearson Correlation	.797**	.792**	.795**	.834**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	117	117	117	117	117

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

- Uji Validitas Provider IM3 (harga)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2
X2.1	Pearson Correlation	1	.415**	.399**	.498**	.725**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	117	117	117	117	117
X2.2	Pearson Correlation	.415**	1	.485**	.481**	.778**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	117	117	117	117	117
X2.3	Pearson Correlation	.399**	.485**	1	.514**	.783**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	117	117	117	117	117
X2.4	Pearson Correlation	.498**	.481**	.514**	1	.809**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	117	117	117	117	117
X2	Pearson Correlation	.725**	.778**	.783**	.809**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	117	117	117	117	117

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

- Uji Validitas Provider IM3 (promosi)

Correlations

		X3.1	X3.2	X3.3	X3.4	X3
X3.1	Pearson Correlation	1	.334**	.274**	.367**	.668**
	Sig. (2-tailed)		.000	.003	.000	.000
	N	117	117	117	117	117
X3.2	Pearson Correlation	.334**	1	.476**	.410**	.776**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	117	117	117	117	117
X3.3	Pearson Correlation	.274**	.476**	1	.248**	.677**
	Sig. (2-tailed)	.003	.000		.007	.000
	N	117	117	117	117	117
X3.4	Pearson Correlation	.367**	.410**	.248**	1	.742**
	Sig. (2-tailed)	.000	.000	.007		.000
	N	117	117	117	117	117
X3	Pearson Correlation	.668**	.776**	.677**	.742**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	117	117	117	117	117

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

- Uji Validitas Provider XL (produk)

Correlations

		X1.1	X1.2	X1.3	X1.4	X1
X1.1	Pearson Correlation	1	.515**	.517**	.340**	.747**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	117	117	117	117	117
X1.2	Pearson Correlation	.515**	1	.395**	.457**	.781**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	117	117	117	117	117
X1.3	Pearson Correlation	.517**	.395**	1	.564**	.794**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	117	117	117	117	117
X1.4	Pearson Correlation	.340**	.457**	.564**	1	.771**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	117	117	117	117	117
X1	Pearson Correlation	.747**	.781**	.794**	.771**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	117	117	117	117	117

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

- Uji Validitas XL (harga)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2
X2.1	Pearson Correlation	1	.278**	.266**	.292**	.622**
	Sig. (2-tailed)		.002	.004	.001	.000
	N	117	117	117	117	117
X2.2	Pearson Correlation	.278**	1	.473**	.395**	.754**
	Sig. (2-tailed)	.002		.000	.000	.000
	N	117	117	117	117	117
X2.3	Pearson Correlation	.266**	.473**	1	.377**	.742**
	Sig. (2-tailed)	.004	.000		.000	.000
	N	117	117	117	117	117
X2.4	Pearson Correlation	.292**	.395**	.377**	1	.738**
	Sig. (2-tailed)	.001	.000	.000		.000
	N	117	117	117	117	117
X2	Pearson Correlation	.622**	.754**	.742**	.738**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	117	117	117	117	117

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

- Uji Validitas XL (promosi)

Correlations

		X3.1	X3.2	X3.3	X3.4	X3
X3.1	Pearson Correlation	1	.394**	.418**	.270**	.679**
	Sig. (2-tailed)		.000	.000	.003	.000
	N	117	117	117	117	117
X3.2	Pearson Correlation	.394**	1	.476**	.497**	.793**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	117	117	117	117	117
X3.3	Pearson Correlation	.418**	.476**	1	.413**	.762**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	117	117	117	117	117
X3.4	Pearson Correlation	.270**	.497**	.413**	1	.754**
	Sig. (2-tailed)	.003	.000	.000		.000
	N	117	117	117	117	117
X3	Pearson Correlation	.679**	.793**	.762**	.754**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	117	117	117	117	117

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

LAMPIRAN 4 . HASIL OLAH DATA SPSS (Uji Reabilitas)

- Uji Reabilitas Provider IM3 (produk)

Reliability Statistics

Cronbach's Alpha	N of Items
.814	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	25.5299	25.286	.739	.785
X1.2	25.8462	22.942	.699	.765
X1.3	25.4615	24.923	.733	.781
X1.4	25.7094	24.156	.778	.769
X1	14.6496	7.850	1.000	.806

- Uji Reabilitas Provider IM3 (harga)

Reliability Statistics

Cronbach's Alpha	N of Items
.807	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	24.4188	28.004	.645	.786
X2.2	24.8889	26.410	.696	.766
X2.3	24.7778	26.416	.703	.765
X2.4	24.8120	26.120	.738	.759
X2	14.1282	8.613	1.000	.777

- Uji Reabilitas Provider IM3 (promosi)

Reliability Statistics

Cronbach's Alpha	N of Items
.785	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	25.0427	18.403	.566	.765
X3.2	25.6752	17.135	.689	.733
X3.3	25.2479	18.223	.574	.762
X3.4	25.3248	16.773	.628	.737
X3	14.4701	5.648	1.000	.682

- Uji Reabilitas Provider XL (produk)

Reliability Statistics

Cronbach's Alpha	N of Items
.806	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	24.2137	26.066	.672	.780
X1.2	24.7009	24.384	.694	.762
X1.3	24.3248	24.997	.722	.765
X1.4	24.4017	24.949	.689	.768
X1	13.9487	8.084	1.000	.774

- Uji Reabilitas Provider XL (harga)

Reliability Statistics

Cronbach's Alpha	N of Items
.785	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	22.4188	26.883	.507	.774
X2.2	22.9060	24.913	.661	.739
X2.3	22.8291	25.108	.646	.743
X2.4	22.9658	24.723	.632	.741
X2	13.0171	8.138	1.000	.682

- Uji Reabilitas Provider XL (promosi)

Reliability Statistics

Cronbach's Alpha	N of Items
.797	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	23.8632	19.464	.579	.779
X3.2	24.2735	18.304	.717	.749
X3.3	23.8889	18.755	.681	.759
X3.4	24.0598	18.091	.654	.754
X3	13.7265	5.994	1.000	.735

LAMPIRAN 5 . HASIL OLAH DATA SPSS (Uji Beda Paired Sample T-test)

- *Paired Sample T-test (Produk)*

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 IM3	3.66	117	.700	.065
XL	3.49	117	.711	.066

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 IM3 & XL	117	.741	.000

- *Paired Sample T-test (Harga)*

Paired Samples Statistics

	Mean	N	Std. Deviation	Std. Error Mean
Pair 1 IM3	3.53	117	.734	.068
XL	3.25	117	.713	.066

Paired Samples Correlations

	N	Correlation	Sig.
Pair 1 IM3 & XL	117	.606	.000

- *Paired Sample T-test* (Promosi)

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	IM3	3.62	117	.594	.055
	XL	3.43	117	.612	.057

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	IM3 & XL	117	.659	.000

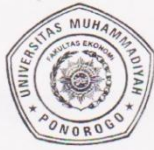
- Perbandingan Total Rata-Rata Produk, Harga dan Promosi Antara Provider IM3 dan XL

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	IM3	14.42	3	.264	.152
	XL	13.57	3	.486	.281

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	IM3 & XL	3	.993	.076



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FAKULTAS EKONOMI
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PONOROGO – 63471

BERITA ACARA BIMBINGAN SKRIPSI

1. Nama Mahasiswa : **LILIS SARTIKA VERASANTI**
2. NIM : 11412640
3. Jurusan : Manajemen
4. Bidang : Pemasaran
5. Alamat : Ds. Purbosuman, Ponorogo
6. Judul Skripsi : Analisis Perbedaan Keputusan Pembelian Konsume Antara ProdukIM3 Dan XL Dilihat Dari Variabel Produk, Harga dan Promosi.
7. Masa Pembimbingan : September 2014 s/d Agustus 2015
8. Tanggal Mengajukan Skripsi :
9. Konsultasi :

Tanggal Disetujui	BAB	Paraf Pembimbing
2 Mei 2015	Review proposal	
23 Mei 2015	Acc Proposal	
18 - 8 - 2015	ACC Proposal	

10. Tanggal Selesai Penulisan Skripsi : _____
11. Keterangan Bimbingan Telah selesai : _____
12. Telah Di Evaluasi/Di Uji Dengan Nilai : _____ (angka)
 _____ (huruf)

Pembimbing,

TITI RAPINI, SE, MM
 NIP. 19630505 199003 2 003

Ponorogo, 18 April 2015
 Dekan,

TITI RAPINI, SE, MM
 NIP. 19630505 199003 2 003



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BERITA ACARA BIMBINGAN SKRIPSI

1. Nama Mahasiswa : **LILIS SARTIKA VERASANTI**
2. NIM : 11412640
3. Jurusan : Manajemen
4. Bidang : Pemasaran
5. Alamat : Ds. Purbosuman .Ponorogo
6. Judul Skripsi : Analisis Perbedaan Kepuasan Konsumen Antara Penggunaan Kartu IM3 dan XL Dilihat Dari Variabel Produk Harga dan Promosi (Studi Pada Siswa-siswi Kelas 10 SMA Negeri 2 Ponorogo)
7. Masa Pembimbingan : September 2014 s/d Agustus 2015
8. Tanggal Mengajukan Skripsi :
9. Konsultasi :

Tanggal Disetujui	BAB	Paraf Pembimbing
8-8-2015	Revisi Bab I, II, III	[Signature]
16-8-2015	Acc Bab I, II, III	[Signature]
11-9-2015	ACC Bab I, II, III	[Signature]
10-10-2015	Revisi Bab IV & V	[Signature]
24-10-2015	Revisi Bab IV & V	[Signature]
14-11-2015	Acc Bab IV & V	[Signature]
21-11-2015	Acc Bab IV & V	[Signature]
17-12-2015	ACC Bab IV & V	[Signature]

10. Tanggal Selesai Penulisan Skripsi : _____
11. Keterangan Bimbingan Telah selesai : _____
12. Telah Di Evaluasi/Di Uji Dengan Nilai : _____ (angka)
_____ (huruf)

Pembimbing,

TITI RAPINI, SE, MM
NIP. 19630505 199003 2 003

Ponorogo, 13 Agustus 2015
Dekan,

TITI RAPINI, SE, MM
NIP. 19630505 199003 2 003

Tabel nilai kritis untuk r Pearson Product Moment								
dk=n-2	Probabilitas 1 ekor							
	0,10	0,05	0,025	0,01	0,005	0,0025	0,001	0,0005
	Probabilitas 2 ekor							
	0,20	0,10	0,05	0,02	0,01	0,01	0,002	0,001
1	0,951	0,988	0,997	1,000	1,000	1,000	1,000	1,000
2	0,800	0,900	0,950	0,980	0,990	0,995	0,998	0,999
3	0,687	0,805	0,878	0,934	0,959	0,974	0,986	0,991
4	0,608	0,729	0,811	0,882	0,917	0,942	0,963	0,974
5	0,551	0,669	0,754	0,833	0,875	0,906	0,935	0,951
6	0,507	0,621	0,707	0,789	0,834	0,870	0,905	0,925
7	0,472	0,582	0,666	0,750	0,798	0,836	0,875	0,898
8	0,443	0,549	0,632	0,715	0,765	0,805	0,847	0,872
9	0,419	0,521	0,602	0,685	0,735	0,776	0,820	0,847
10	0,398	0,497	0,576	0,658	0,708	0,750	0,795	0,823
11	0,380	0,476	0,553	0,634	0,684	0,726	0,772	0,801
12	0,365	0,458	0,532	0,612	0,661	0,703	0,750	0,780
13	0,351	0,441	0,514	0,592	0,641	0,683	0,730	0,760
14	0,338	0,426	0,497	0,574	0,623	0,664	0,711	0,742
15	0,327	0,412	0,482	0,558	0,606	0,647	0,694	0,725
16	0,317	0,400	0,468	0,543	0,590	0,631	0,678	0,708
17	0,308	0,389	0,456	0,529	0,575	0,616	0,662	0,693
18	0,299	0,378	0,444	0,516	0,561	0,602	0,648	0,679
19	0,291	0,369	0,433	0,503	0,549	0,589	0,635	0,665
20	0,284	0,360	0,423	0,492	0,537	0,576	0,622	0,652
21	0,277	0,352	0,413	0,482	0,526	0,565	0,610	0,640
22	0,271	0,344	0,404	0,472	0,515	0,554	0,599	0,629
23	0,265	0,337	0,396	0,462	0,505	0,543	0,588	0,618
24	0,260	0,330	0,388	0,453	0,496	0,534	0,578	0,607
25	0,255	0,323	0,381	0,445	0,487	0,524	0,568	0,597
26	0,250	0,317	0,374	0,437	0,479	0,515	0,559	0,588
27	0,245	0,311	0,367	0,430	0,471	0,507	0,550	0,579
28	0,241	0,306	0,361	0,423	0,463	0,499	0,541	0,570
29	0,237	0,301	0,355	0,416	0,456	0,491	0,533	0,562
30	0,233	0,296	0,349	0,409	0,449	0,484	0,526	0,554
35	0,216	0,275	0,325	0,381	0,418	0,452	0,492	0,519
40	0,202	0,257	0,304	0,358	0,393	0,425	0,463	0,490
45	0,190	0,243	0,288	0,338	0,372	0,403	0,439	0,465
50	0,181	0,231	0,273	0,322	0,354	0,384	0,419	0,443
60	0,165	0,211	0,250	0,295	0,325	0,352	0,385	0,408
70	0,153	0,195	0,232	0,274	0,302	0,327	0,358	0,380
80	0,143	0,183	0,217	0,257	0,283	0,307	0,336	0,357
90	0,135	0,173	0,205	0,242	0,267	0,290	0,318	0,338
100	0,128	0,164	0,195	0,230	0,254	0,276	0,303	0,321
150	0,105	0,134	0,159	0,189	0,208	0,227	0,249	0,264
200	0,091	0,116	0,138	0,164	0,181	0,197	0,216	0,230
300	0,074	0,095	0,113	0,134	0,148	0,161	0,177	0,188
400	0,064	0,082	0,098	0,116	0,128	0,140	0,154	0,164
500	0,057	0,073	0,088	0,104	0,115	0,125	0,138	0,146
1000	0,041	0,052	0,062	0,073	0,081	0,089	0,098	0,104