

KUESIONER PENELITIAN

Analisis perbedaan persepsi konsumen terhadap motor matic merk Yamaha dengan merk Honda (Studi kasus pada mahasiswa Fakultas Ekonomi Jurusan Manajemen Universitas Muhammadiyah Ponorogo)

Kepada :

Yth. Sdr/ Sdri Mahasiswa Fakultas Ekonomi

Universitas Muhammadiyah Ponorogo

Ditempat

Dengan hormat,

Kuesioner ini ditujukan untuk membantu pengumpulan data primer penelitian guna penyusunan skripsi yang berjudul “Analisis perbedaan persepsi konsumen terhadap motor matic merk Yamaha dengan merk Honda” yang merupakan salah satu syarat bagi peneliti untuk dapat menyelesaikan Studi Program S1 Jurusan Manajemen Fakultas Ekonomi Universitas Muhammadiyah Ponorogo.

Untuk itu saya mohon bantuan Saudara/ i untuk bersedia meluangkan waktu mengisi kuesioner ini dengan sebenar-benarnya. Peneliti berjanji akan menjaga kerahasiaan jawaban Saudara/ i dan hanya digunakan untuk kepentingan akademis.

Atas perhatian dan ketersediaanya, peneliti mengucapkan banyak terima kasih.

Hormat Saya,

Peneliti

KOESIONER PENELITIAN

1. Identifikasi Responden

a. Usia :

- 1) 17 - 20 tahun
- 2) 21 - 23 tahun
- 3) >23 tahun

b. Jenis kelamin :

- 1) Laki-laki
- 2) Perempuan

c. Semester :

- 1) 1 – 2 3) 5 – 6
- 2) 3 – 4 4) 7 – 8

d. Jenis Motor Matic :

- 1) Honda 2) Yamaha

2. Petunjuk Pengisian

Berikan tanda (√) pada jawaban yang Saudara/ i kehendaki!

Pilihan Jawaban ;

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

Pertanyaan Umum : Analisis perbedaan persepsi konsumen terhadap motor matic merk Yamaha dengan merk Honda

No	Kualitas	STS	TS	N	S	SS
1	Motor matic praktis dalam penggunaannya, lebih mudah, efektif dan efisien					
2	Motor matic lincah dan gesit saat berada dalam kondisi jalanan macet, karena mempunyai wheelbase yang pendek					
3	Motor matic aman dan nyaman untuk dikendarai bareng keluarga, teman dan saudara					

No	Merk	STS	TS	N	S	SS
1	Merk motor matic mudah dikenal semua kalangan					
2	Merk motor matic mempunyai reputasi baik dibandingkan dengan yang lain					
3	Merk motor matic yang melekat pada suatu produk mudah diingat semua kalangan					

No	Desain	STS	TS	N	S	SS
1	Motor matic mempunyai bentuk atau model yang bervariasi					
2	Warna desain yang ditawarkan semakin menarik dan bervariasi					
3	Desain mesin motor matic terbukti tangguh dan juga mempunyai kualitas mesin yang bandel					

=====TERIMA KASIH=====

Lampiran 2: Hasil SPSS Frekuensi (Merek Honda)

```
FREQUENCIES VARIABLES=X1.1 X1.2 X1.3 X1
/STATISTICS=STDDEV MINIMUM MAXIMUM MEAN MEDIAN SUM
```

/ORDER=ANALYSIS.

Frequencies

[DataSet0]

Statistics

		praktis	lincahdangesit	amandannyaman	Kualitas
N	Valid	44	44	44	44
	Missing	0	0	0	0
Mean		4.2727	4.1591	3.9773	3.7727
Median		4.0000	4.0000	4.0000	4.0000
Std. Deviation		.92419	.83369	.82091	.52223
Minimum		1.00	1.00	1.00	2.00
Maximum		5.00	5.00	5.00	5.00
Sum		188.00	183.00	175.00	166.00

Frequency Table

praktis

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangattidaksetuju	1	2.3	2.3	2.3
	tidaksetuju	2	4.5	4.5	6.8
	netral	2	4.5	4.5	11.4
	setuju	18	40.9	40.9	52.3
	sangatsetuju	21	47.7	47.7	100.0
				100.0	

lincahdangesit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangattidaksetuju	1	2.3	2.3	2.3
	tidaksetuju	1	2.3	2.3	4.5
	netral	3	6.8	6.8	11.4
	setuju	24	54.5	54.5	65.9
	sangatsetuju	15	34.1	34.1	100.0
	Total	44	100.0	100.0	

amandannyaman

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangattidaksetuju	1	2.3	2.3	2.3
	tidaksetuju	2	4.5	4.5	6.8
	netral	3	6.8	6.8	13.6
	tidaksetuju	29	65.9	65.9	79.5
	sangatsetuju	9	20.5	20.5	100.0
	Total	44	100.0	100.0	

kualitas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	2.3	2.3	2.3
	3	9	20.5	20.5	22.7
	4	33	75.0	75.0	97.7
	5	1	2.3	2.3	100.0

```
FREQUENCIES VARIABLES=X2.1 X2.2 X2.3 X2
/STATISTICS=STDDEV MINIMUM MAXIMUM MEAN MEDIAN SUM
```

/ORDER=ANALYSIS.

Frequencies

[DataSet0]

Statistics

		mudahdikenal	reputasibaik	mudahdiingat	merek
N	Valid	44	44	44	44
	Missing	0	0	0	0
Mean		4.1364	4.1818	3.9773	3.8182
Median		4.0000	4.0000	4.0000	4.0000
Std. Deviation		.55367	.65673	.50526	.44579
Minimum		3.00	3.00	3.00	3.00
Maximum		5.00	5.00	5.00	5.00
Sum		182.00	184.00	175.00	168.00

Frequency Table

mudahdikenal

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	netral	4	9.1	9.1	9.1
	setuju	30	68.2	68.2	77.3
	sangatsetuju	10	22.7	22.7	100.0
Total		44	100.0	100.0	

reputasibaik

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid netral	6	13.6	13.6	13.6
setuju	24	54.5	54.5	68.2
sangatidaksetuju	14	31.8	31.8	100.0
Total	44	100.0	100.0	

mudahdiingat

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid netral	6	13.6	13.6	13.6
setuju	33	75.0	75.0	88.6
sangatsetuju	5	11.4	11.4	100.0
Total	44	100.0	100.0	

merek

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	9	20.5	20.5	20.5
4	34	77.3	77.3	97.7
5	1	2.3	2.3	100.0
Total	44	100.0	100.0	

FREQUENCIES VARIABLES=X3.1 X3.2 X3.3 X3
 /STATISTICS=STDDEV MINIMUM MAXIMUM MEAN MEDIAN SUM

/ORDER=ANALYSIS.

Frequencies

[DataSet0]

Statistics

		bentukbervariasi	warnabervariasi	desainmesin	desain
N	Valid	44	44	44	44
	Missing	0	0	0	0
Mean		3.9773	3.7273	3.5682	3.4091
Median		4.0000	4.0000	4.0000	3.0000
Std. Deviation		1.10997	.84533	.84627	.69276
Minimum		1.00	1.00	2.00	2.00
Maximum		5.00	5.00	5.00	5.00
Sum		175.00	164.00	157.00	150.00

Frequency Table

bentukbervariasi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangattidaksetuju	1	2.3	2.3	2.3
	tidaksetuju	5	11.4	11.4	13.6
	netral	6	13.6	13.6	27.3
	setuju	14	31.8	31.8	59.1
	sangatsetuju	18	40.9	40.9	100.0
	Total	44	100.0	100.0	

warnabervariasi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangatidaksetuju	1	2.3	2.3	2.3
	tidaksetuju	3	6.8	6.8	9.1
	netral	8	18.2	18.2	27.3
	setuju	27	61.4	61.4	88.6
	sangatsetuju	5	11.4	11.4	100.0
	Total	44	100.0	100.0	

desainmesin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidaksetuju	4	9.1	9.1	9.1
	netral	17	38.6	38.6	47.7
	setuju	17	38.6	38.6	86.4
	sangatsetuju	6	13.6	13.6	100.0
	Total	44	100.0	100.0	

desain

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	9.1	9.1	9.1
	3	19	43.2	43.2	52.3
	4	20	45.5	45.5	97.7
	5	1	2.3	2.3	100.0
	Total	44	100.0	100.0	

```
FREQUENCIES VARIABLES=x1.1 x1.2 x1.3 x1
/STATISTICS=STDDEV MINIMUM MAXIMUM MEAN MEDIAN SUM
```

/ORDER=ANALYSIS.

Frequencies

[DataSet1]

Statistics

		praktis	lincahdangesit	amandannyaman	kualitas
N	Valid	29	29	29	29
	Missing	0	0	0	0
Mean		4.0690	4.2414	4.0000	3.7241
Median		4.0000	4.0000	4.0000	4.0000
Std. Deviation		1.09971	.91242	1.03510	.70186
Minimum		1.00	1.00	1.00	1.00
Maximum		5.00	5.00	5.00	5.00
Sum		118.00	123.00	116.00	108.00

Frequency Table

praktis

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangattidaksetuju	1	3.4	3.4	3.4
	tidaksetuju	2	6.9	6.9	10.3
	netral	4	13.8	13.8	24.1
	setuju	9	31.0	31.0	55.2
	sangatsetuju	13	44.8	44.8	100.0
Total		29	100.0	100.0	

lincahdangesit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangattidaksetuju	1	3.4	3.4	3.4
	tidaksetuju	1	3.4	3.4	6.9
	setuju	15	51.7	51.7	58.6
	sangatsetuju	12	41.4	41.4	100.0
	Total	29	100.0	100.0	

amandannyaman

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangattidaksetuju	2	6.9	6.9	6.9
	tidaksetuju	1	3.4	3.4	10.3
	setuju	18	62.1	62.1	72.4
	sangatsetuju	8	27.6	27.6	100.0
	Total	29	100.0	100.0	

kualitas

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	3.4	3.4	3.4
	3	6	20.7	20.7	24.1
	4	21	72.4	72.4	96.6
	5	1	3.4	3.4	100.0
	Total	29	100.0	100.0	


```

FREQUENCIES VARIABLES=X2.1 X2.2 X2.3 X2
/STATISTICS=STDDEV MINIMUM MAXIMUM MEAN MEDIAN SUM
/ORDER=ANALYSIS.

```

Frequencies

[DataSet1]

		Statistics			
		mudahdikenal	reputasibaik	mudahdiingat	merek
N	Valid	29	29	29	29
	Missing	0	0	0	0
Mean		3.8621	3.1034	3.6552	3.2069
Median		4.0000	3.0000	4.0000	3.0000
Std. Deviation		.91512	.67320	1.00980	.61987
Minimum		1.00	2.00	1.00	2.00
Maximum		5.00	4.00	5.00	4.00
Sum		112.00	90.00	106.00	93.00

Frequency Table

		mudahdikenal			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangattidaksetuju	1	3.4	3.4	3.4
	tidaksetuju	2	6.9	6.9	10.3
	netral	2	6.9	6.9	17.2
	setuju	19	65.5	65.5	82.8
	sangatsetuju	5	17.2	17.2	100.0
	Total	29	100.0	100.0	

reputasibaik

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tidaksetuju	5	17.2	17.2	17.2
	netral	16	55.2	55.2	72.4
	setuju	8	27.6	27.6	100.0
	Total	29	100.0	100.0	

mudahdiingat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangattidaksetuju	1	3.4	3.4	3.4
	tidaksetuju	3	10.3	10.3	13.8
	netral	6	20.7	20.7	34.5
	setuju	14	48.3	48.3	82.8
	sangatsetuju	5	17.2	17.2	100.0
	Total	29	100.0	100.0	

merek

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	10.3	10.3	10.3
	3	17	58.6	58.6	69.0
	4	9	31.0	31.0	100.0
	Total	29	100.0	100.0	

```
FREQUENCIES VARIABLES=X3.1 X3.2 X3.3 X3
/STATISTICS=STDDEV MINIMUM MAXIMUM MEAN MEDIAN SUM
/ORDER=ANALYSIS.
```

Frequencies

[DataSet1]

		Statistics			
		bentukbervariasi	warnabervariasi	desainmesin	desain
N	Valid	29	29	29	29
	Missing	0	0	0	0
Mean		4.0000	4.0000	3.6207	3.5517
Median		4.0000	4.0000	4.0000	4.0000
Std. Deviation		1.28174	.70711	.56149	.63168
Minimum		1.00	3.00	3.00	2.00
Maximum		5.00	5.00	5.00	5.00
Sum		116.00	116.00	105.00	103.00

Frequency Table

		bentukbervariasi			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sangattidaksetuju	2	6.9	6.9	6.9
	tidaksetuju	3	10.3	10.3	17.2
	netral	2	6.9	6.9	24.1
	setuju	8	27.6	27.6	51.7
	sangatsetuju	14	48.3	48.3	100.0
	Total	29	100.0	100.0	

warnabervariasi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	netral	7	24.1	24.1	24.1
	setuju	15	51.7	51.7	75.9
	sangatsetuju	7	24.1	24.1	100.0
	Total	29	100.0	100.0	

desainmesin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	netral	12	41.4	41.4	41.4
	setuju	16	55.2	55.2	96.6
	sangatsetuju	1	3.4	3.4	100.0
	Total	29	100.0	100.0	

desain

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	3.4	3.4	3.4
	3	12	41.4	41.4	44.8
	4	15	51.7	51.7	96.6
	5	1	3.4	3.4	100.0
	Total	29	100.0	100.0	


```

CORRELATIONS
/VARIABLES=X1.1 X1.2 X1.3 X1
/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.
    
```

Correlations

[DataSet0]

		praktis	lincahdangesit	amandannyaman	kualitas
praktis	Pearson Correlation	1	-.118	-.114	.421**
	Sig. (2-tailed)		.446	.460	.004
	N	44	44	44	44
lincahdangesit	Pearson Correlation	-.118	1	.311*	.619**
	Sig. (2-tailed)	.446		.040	.000
	N	44	44	44	44
amandannyaman	Pearson Correlation	-.114	.311*	1	.530**
	Sig. (2-tailed)	.460	.040		.000
	N	44	44	44	44
kualitas	Pearson Correlation	.421**	.619**	.530**	1
	Sig. (2-tailed)	.004	.000	.000	
	N	44	44	44	44

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

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

```

CORRELATIONS
/VARIABLES=X2.1 X2.2 X2.3 X2
/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

```

Correlations

[DataSet0]

		Correlations			
		mudahdikenal	reputasibaik	mudahdiingat	merek
mudahdikenal	Pearson Correlation	1	-.006	.178	.480**
	Sig. (2-tailed)		.970	.249	.001
	N	44	44	44	44
reputasibaik	Pearson Correlation	-.006	1	-.127	.513**
	Sig. (2-tailed)	.970		.410	.000
	N	44	44	44	44
mudahdiingat	Pearson Correlation	.178	-.127	1	.394**
	Sig. (2-tailed)	.249	.410		.008
	N	44	44	44	44
merek	Pearson Correlation	.480**	.513**	.394**	1
	Sig. (2-tailed)	.001	.000	.008	
	N	44	44	44	44

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

```

CORRELATIONS
/VARIABLES=X3.1 X3.2 X3.3 X3
/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

```

Correlations

[DataSet0]

		Correlations			
		bentukbervariasi	warnabervariasi	desainmesin	desain
bentukbervariasi	Pearson Correlation	1	.068	.163	.768**
	Sig. (2-tailed)		.663	.292	.000
	N	44	44	44	44
warnabervariasi	Pearson Correlation	.068	1	.157	.433**
	Sig. (2-tailed)	.663		.310	.003
	N	44	44	44	44
desainmesin	Pearson Correlation	.163	.157	1	.546**
	Sig. (2-tailed)	.292	.310		.000
	N	44	44	44	44
desain	Pearson Correlation	.768**	.433**	.546**	1
	Sig. (2-tailed)	.000	.003	.000	
	N	44	44	44	44

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

```

RELIABILITY
/VARIABLES=X1.1 X1.2 X1.3 X1
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE

/SUMMARY=TOTAL.

```

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	44	100.0
	Excluded ^a	0	.0
	Total	44	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.494	4

Item Statistics

	Mean	Std. Deviation	N
praktis	4.2727	.92419	44
lincahdangesit	4.1591	.83369	44
amandannyaman	3.9773	.82091	44
kualitas	3.7727	.52223	44

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
praktis	11.9091	3.061	.016	.696
lincahdangesit	12.0227	2.488	.298	.414
amandannyaman	12.2045	2.585	.268	.443
kualitas	12.4091	2.294	.885	.046

```

RELIABILITY
/VARIABLES=X2.1 X2.2 X2.3 X2
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE

/SUMMARY=TOTAL.

```

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	44	100.0
	Excluded ^a	0	.0
	Total	44	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.504	4

Item Statistics

	Mean	Std. Deviation	N
mudahdikenal	4.1364	.55367	44
reputasibaik	4.1818	.65673	44
mudahdiingat	3.9773	.50526	44
merek	3.8182	.44579	44

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
mudahdikenal	11.9773	1.279	.265	.461
reputasibaik	11.9318	1.274	.143	.605
mudahdiingat	12.1364	1.469	.157	.544
merek	12.2955	1.004	.800	.016

```

RELIABILITY
/VARIABLES=X3.1 X3.2 X3.3 X3
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE

/SUMMARY=TOTAL.

```

Reliability

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	44	100.0
	Excluded ^a	0	.0
	Total	44	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.650	4

Item Statistics

	Mean	Std. Deviation	N
bentukbervariasi	3.9773	1.10997	44
warnabervariasi	3.7273	.84533	44
desainmesin	3.5682	.84627	44
desain	3.4091	.69276	44

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
bentukbervariasi	10.7045	3.283	.401	.627
warnabervariasi	10.9545	4.556	.238	.701
desainmesin	11.1136	4.243	.336	.642
desain	11.2727	3.319	.923	.297

CORRELATIONS

```

/VARIABLES=X1.1 X1.2 X1.3 X1
/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.
    
```

Correlations

[DataSet1]

		Correlations			
		praktis	lincahdangesit	amandannyaman	kualitas
praktis	Pearson Correlation	1	-.053	.063	.535**
	Sig. (2-tailed)		.786	.746	.003
	N	29	29	29	29
lincahdangesit	Pearson Correlation	-.053	1	.227	.498**
	Sig. (2-tailed)	.786		.237	.006
	N	29	29	29	29
amandannyaman	Pearson Correlation	.063	.227	1	.688**
	Sig. (2-tailed)	.746	.237		.000
	N	29	29	29	29
kualitas	Pearson Correlation	.535**	.498**	.688**	1
	Sig. (2-tailed)	.003	.006	.000	
	N	29	29	29	29

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


```

CORRELATIONS
/VARIABLES=X2.1 X2.2 X2.3 X2
/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

```

Correlations

[DataSet1]

		Correlations			
		mudahdikenal	reputasibaik	mudahdiingat	merek
mudahdikenal	Pearson Correlation	1	.024	.256	.556**
	Sig. (2-tailed)		.902	.180	.002
	N	29	29	29	29
reputasibaik	Pearson Correlation	.024	1	-.051	.375*
	Sig. (2-tailed)	.902		.794	.045
	N	29	29	29	29
mudahdiingat	Pearson Correlation	.256	-.051	1	.689**
	Sig. (2-tailed)	.180	.794		.000
	N	29	29	29	29
merek	Pearson Correlation	.556**	.375*	.689**	1
	Sig. (2-tailed)	.002	.045	.000	
	N	29	29	29	29

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

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

```

CORRELATIONS
/VARIABLES=X3.1 X3.2 X3.3 X3
/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

```

Correlations

[DataSet1]

		Correlations			
		bentukbervariasi	warnabervariasi	desainmesin	desain
bentukbervariasi	Pearson Correlation	1	.039	.298	.750**
	Sig. (2-tailed)		.839	.117	.000
	N	29	29	29	29
warnabervariasi	Pearson Correlation	.039	1	.270	.480**
	Sig. (2-tailed)	.839		.157	.008
	N	29	29	29	29
desainmesin	Pearson Correlation	.298	.270	1	.611**
	Sig. (2-tailed)	.117	.157		.000
	N	29	29	29	29
desain	Pearson Correlation	.750**	.480**	.611**	1
	Sig. (2-tailed)	.000	.008	.000	
	N	29	29	29	29

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

```

RELIABILITY
/VARIABLES=X1.1 X1.2 X1.3 X1
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE

/SUMMARY=TOTAL.

```

Reliability

[DataSet1]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	29	65.9
	Excluded ^a	15	34.1
	Total	44	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.598	4

Item Statistics

	Mean	Std. Deviation	N
praktis	4.0690	1.09971	29
lincahdangesit	4.2414	.91242	29
amandannyaman	4.0000	1.03510	29
kualitas	3.7241	.70186	29

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
praktis	11.9655	4.463	.186	.695
lincahdangesit	11.7931	4.741	.242	.623
amandannyaman	12.0345	3.892	.385	.523
kualitas	12.3103	3.579	.928	.195

```

RELIABILITY
/VARIABLES=X2.1 X2.2 X2.3 X2
/SCALE ('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE

/SUMMARY=TOTAL.

```

Reliability

[DataSet1]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	29	65.9
	Excluded ^a	15	34.1
	Total	44	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.605	4

Item Statistics

	Mean	Std. Deviation	N
mudahdikenal	3.8621	.91512	29
reputasibaik	3.1034	.67320	29
mudahdiingat	3.6552	1.00980	29
merek	3.2069	.61987	29

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
mudahdikenal	9.9655	2.963	.360	.560
reputasibaik	10.7241	4.207	.099	.701
mudahdiingat	10.1724	2.648	.385	.551
merek	10.6207	2.744	.879	.237

```

RELIABILITY
/VARIABLES=X3.1 X3.2 X3.3 X3
/SCALE ('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE

/SUMMARY=TOTAL.

```

Reliability

[DataSet1]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	29	65.9
	Excluded ^a	15	34.1
	Total	44	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.659	4

Item Statistics

	Mean	Std. Deviation	N
bentukbervariasi	4.0000	1.28174	29
warnabervariasi	4.0000	.70711	29
desainmesin	3.6207	.56149	29
desain	3.5517	.63168	29

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
bentukbervariasi	11.1724	2.291	.442	.705
warnabervariasi	11.1724	4.433	.240	.703
desainmesin	11.5517	4.256	.465	.604
desain	11.6207	3.172	.923	.338

Lampiran6 :Hasil Uji Independent

VariabelKualitas

```
WEIGHT BY jumlah.
T-TEST GROUPS=jns_motor_matic(1 2)
/MISSING=ANALYSIS
/VARIABLES=tk_penilaian
/CRITERIA=CI(.9500).
```

T-Test

[DataSet0]

Group Statistics

jns_motor_matic		N	Mean	Std. Deviation	Std. Error Mean
tk_penilaian	honda	44	3.7727	.52223	.07873
	yamaha	29	3.7241	.70186	.13033

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
tk_penilaian	Equal variances assumed	.875	.353	.339	71	.736	.04859	.14340	-.23734	.33452
	Equal variances not assumed			.319	48.001	.751	.04859	.15227	-.25756	.35474

VariabelMerek

```
T-TEST GROUPS=jns_motor_matic(1 2)
/MISSING=ANALYSIS
/VARIABLES=tk_penilaian

/CRITERIA=CI(.9500).
```

T-Test

[DataSet0]

Group Statistics

jns_motor_matic		N	Mean	Std. Deviation	Std. Error Mean
tk_penilaian	honda	44	3.8182	.44579	.06721
	yamaha	29	3.2069	.61987	.11511

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
tk_penilaian	Equal variances assumed	4.193	.044	4.901	71	.000	.61129	.12472	.36260	.85997
	Equal variances not assumed			4.586	46.802	.000	.61129	.13329	.34311	.87946

VariabelDesain

```

T-TEST GROUPS=jns_motor_matic(1 2)
/MISSING=ANALYSIS
/VARIABLES=tk_penilaian

/CRITERIA=CI (.9500) .

```

T-Test

[DataSet0]

Group Statistics

jns_motor_matic		N	Mean	Std. Deviation	Std. Error Mean
tk_penilaian	honda	44	3.4091	.69276	.10444
	yamaha	29	3.5517	.63168	.11730

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
tk_penilaian	Equal variances assumed	.418	.520	-.891	71	.376	-.14263	.16010	-.46186	.17659
	Equal variances not assumed			-.908	63.858	.367	-.14263	.15706	-.45640	.17113

T Distribution Critical Values												
Df	.25	.20	.15	.10	.05	.025	.02	.01	.005	.0025	.001	.0005
1	1.000	1.376	1.963	3.078	6.314	12.71	15.89	31.82	63.66	127.3	318.3	636.6
2	.816	1.061	1.386	1.886	2.920	4.303	4.849	6.965	9.925	14.09	22.33	31.60
3	.765	.978	1.250	1.638	2.353	3.182	3.482	4.541	5.841	7.453	10.21	12.92
4	.741	.941	1.190	1.533	2.132	2.776	2.999	3.747	4.604	5.598	7.173	8.610
5	.727	.920	1.156	1.476	2.015	2.571	2.757	3.365	4.032	4.773	5.893	6.869
6	.718	.906	1.134	1.440	1.943	2.447	2.612	3.143	3.707	4.317	5.208	5.959
7	.711	.896	1.119	1.415	1.895	2.365	2.517	2.998	3.499	4.029	4.785	5.408
8	.706	.889	1.108	1.397	1.860	2.306	2.449	2.896	3.355	3.833	4.501	5.041
9	.703	.883	1.100	1.383	1.833	2.262	2.398	2.821	3.250	3.690	4.297	4.781
10	.700	.879	1.093	1.372	1.812	2.228	2.359	2.764	3.169	3.581	4.144	4.587
11	.697	.876	1.088	1.363	1.796	2.201	2.328	2.718	3.106	3.497	4.025	4.437
12	.695	.873	1.083	1.356	1.782	2.179	2.303	2.681	3.055	3.428	3.930	4.318
13	.694	.870	1.079	1.350	1.771	2.160	2.282	2.650	3.012	3.372	3.852	4.221
14	.692	.868	1.076	1.345	1.761	2.145	2.264	2.624	2.977	3.326	3.787	4.140
15	.691	.866	1.074	1.341	1.753	2.131	2.249	2.602	2.947	3.286	3.733	4.073
16	.690	.865	1.071	1.337	1.746	2.120	2.235	2.583	2.921	3.252	3.686	4.015
17	.689	.863	1.069	1.333	1.740	2.110	2.224	2.567	2.898	3.222	3.646	3.965
18	.688	.862	1.067	1.330	1.734	2.101	2.214	2.552	2.878	3.197	3.611	3.922
19	.688	.861	1.066	1.328	1.729	2.093	2.205	2.539	2.861	3.174	3.579	3.883

20	.687	.860	1.064	1.325	1.725	2.086	2.197	2.528	2.845	3.153	3.552	3.850
21	.663	.859	1.063	1.323	1.721	2.080	2.189	2.518	2.831	3.135	3.527	3.819
22	.686	.858	1.061	1.321	1.717	2.074	2.183	2.508	2.819	3.119	3.505	3.792
23	.685	.858	1.060	1.319	1.714	2.069	2.177	2.500	2.807	3.104	3.485	3.768
24	.685	.857	1.059	1.318	1.711	2.064	2.172	2.492	2.797	3.091	3.467	3.745
25	.684	.856	1.058	1.316	1.708	2.060	2.167	2.485	2.787	3.078	3.450	3.725
26	.684	.856	1.058	1.315	1.706	2.056	2.162	2.479	2.779	3.067	3.435	3.707
27	.684	.855	1.057	1.314	1.703	2.052	2.15	2.473	2.771	3.057	3.421	3.690
28	.683	.855	1.056	1.313	1.701	2.048	2.154	2.467	2.763	3.047	3.408	3.674
29	.683	.854	1.055	1.311	1.699	2.045	2.150	2.462	2.756	3.038	3.396	3.659
30	.683	.854	1.055	1.310	1.697	2.042	2.147	2.457	2.750	3.030	3.385	3.646
Df	.25	.20	.15	.10	.05	.025	.02	.01	.005	.0025	.001	.0005
40	.681	.851	1.050	1.303	1.684	2.021	2.123	2.423	2.704	2.971	3.307	3.551
50	.679	.849	1.047	1.295	1.676	2.009	2.109	2.403	2.678	2.937	3.261	3.496
60	.679	.848	1.045	1.296	1.671	2.000	2.099	2.390	2.660	2.915	3.232	3.460
80	.678	.846	1.043	1.292	1.664	1.990	2.088	2.374	2.639	2.887	3.195	3.416
100	.677	.845	1.042	1.290	1.660	1.984	2.081	2.364	2.626	2.871	3.174	3.390
inf.	.674	.841	1.036	1.282	1.64	1.960	2.054	2.326	2.576	2.807	3.091	3.291

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	0,005	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

Rekap Jawaban Responden Konsumen Motor Matic Merek Honda

responden	variabel kualitas				variabel merek				variabel desain			
	1.1	1.2	1.3	Rata-rata	2.1	2.2	2.3	Rata-rata	3.1	3.2	3.3	Rata-rata
1	4	5	3	4,00	4	5	3	4,00	4	3	3	3,33
2	5	4	5	4,67	3	4	4	3,67	3	4	3	3,33
3	4	5	3	4,00	3	5	4	4,00	3	3	3	3,00
4	5	4	5	4,67	4	4	3	3,67	4	4	3	3,67
5	4	3	4	3,67	4	3	4	3,67	4	3	2	3,00
6	5	4	4	4,33	4	4	4	4,00	4	4	2	3,33
7	4	4	4	4,00	4	4	4	4,00	4	4	4	4,00
8	4	4	4	4,00	4	4	4	4,00	4	4	4	4,00
9	4	3	5	4,00	5	3	5	4,33	5	3	3	3,67
10	4	4	4	4,00	5	4	4	4,33	5	4	3	4,00
11	5	4	4	4,33	4	4	4	4,00	4	3	4	3,67
12	4	5	4	4,33	4	5	4	4,33	4	4	3	3,67
13	5	4	4	4,33	4	4	4	4,00	5	4	4	4,33
14	4	5	4	4,33	4	5	4	4,33	2	2	4	2,67
15	5	5	4	4,67	4	5	4	4,33	4	4	3	3,67
16	5	5	4	4,67	4	5	4	4,33	5	4	4	4,33
17	5	2	4	3,67	5	5	4	4,67	2	4	4	3,33
18	4	5	5	4,67	4	4	3	3,67	5	3	4	4,00
19	5	5	4	4,67	4	5	4	4,33	3	4	3	3,33
20	4	4	5	4,33	5	4	5	4,67	5	4	4	4,33
21	5	4	4	4,33	5	3	4	4,00	5	3	4	4,00
22	5	5	3	4,33	4	4	4	4,00	5	2	5	4,00
23	4	5	4	4,33	4	4	4	4,00	4	4	3	3,67
24	4	4	2	3,33	5	4	4	4,33	5	4	4	4,33
25	5	4	4	4,33	4	3	3	3,33	2	4	2	2,67
26	2	5	4	3,67	4	4	4	4,00	3	4	4	3,67
27	4	4	4	4,00	3	4	4	3,67	5	5	5	5,00
28	5	4	4	4,33	4	5	4	4,33	5	5	3	4,33
29	1	4	4	3,00	4	4	4	4,00	4	5	3	4,00
30	5	1	1	2,33	4	5	3	4,00	4	4	5	4,33
31	3	4	4	3,67	4	4	5	4,33	5	4	4	4,33
32	5	4	4	4,33	5	5	5	5,00	2	5	4	3,67
33	5	5	4	4,67	4	4	3	3,67	4	4	3	3,67
34	5	4	5	4,67	4	3	4	3,67	5	4	4	4,33
35	4	4	5	4,33	4	4	4	4,00	1	3	3	2,33
36	5	4	4	4,33	5	4	4	4,33	5	1	3	3,00
37	2	4	5	3,67	4	4	4	4,00	3	4	4	3,67
38	3	4	4	3,67	3	3	5	3,67	5	4	3	4,00
39	5	5	5	5,00	4	4	4	4,00	5	5	4	4,67
40	5	4	4	4,33	4	4	4	4,00	5	4	5	4,67
41	5	3	2	3,33	4	5	4	4,33	4	4	5	4,33
42	4	5	4	4,33	5	4	4	4,33	5	4	3	4,00
43	4	4	4	4,00	4	5	4	4,33	2	4	5	3,67
44	4	5	4	4,33	5	5	4	4,67	3	2	2	2,33

Rekap Jawaban Responden Konsumen Motor Matic Merek Yamaha

responden	variabel kualitas				variabel merek				variabel desain			
	1.1	1.2	1.3	Rata-rata	2.1	2.2	2.3	Rata-rata	3.1	3.2	3.3	Rata-rata
1	5	5	4	4,67	5	2	4	3,67	5	5	5	5,00
2	5	4	5	4,67	4	2	4	3,33	5	4	4	4,33
3	5	5	4	4,67	4	3	5	4,00	5	5	3	4,33
4	5	2	5	4,00	4	3	4	3,67	4	3	4	3,67
5	4	4	5	4,33	4	4	5	4,33	4	3	4	3,67
6	5	4	4	4,33	1	3	5	3,00	5	4	4	4,33
7	4	4	5	4,33	4	3	3	3,33	2	5	4	3,67
8	3	4	4	3,67	3	2	3	2,67	4	4	4	4,00
9	5	5	5	5,00	4	4	3	3,67	5	4	4	4,33
10	5	4	4	4,33	4	3	2	3,00	1	4	4	3,00
11	2	5	4	3,67	4	2	4	3,33	5	4	4	4,33
12	4	5	4	4,33	2	3	1	2,00	3	4	3	3,33
13	4	4	4	4,00	4	4	4	4,00	5	4	4	4,33
14	4	5	2	3,67	5	3	5	4,33	5	4	3	4,00
15	2	5	4	3,67	5	4	4	4,33	4	5	4	4,33
16	5	4	5	4,67	4	4	4	4,00	4	4	3	3,67
17	5	4	5	4,67	4	3	5	4,00	5	3	4	4,00
18	4	5	4	4,33	4	4	3	3,67	2	5	3	3,33
19	5	4	4	4,33	4	3	3	3,33	4	4	3	3,67
20	3	1	1	1,67	2	4	2	2,67	5	4	4	4,33
21	4	4	4	4,00	4	3	4	3,67	1	3	3	2,33
22	1	4	5	3,33	5	3	4	4,00	5	4	4	4,33
23	4	4	4	4,00	5	3	3	3,67	3	3	3	3,00
24	5	4	4	4,33	4	4	4	4,00	5	4	3	4,00
25	4	5	4	4,33	4	3	2	3,00	5	5	4	4,67
26	5	4	1	3,33	4	3	4	3,67	5	3	3	3,67
27	3	5	4	4,00	4	3	4	3,67	4	3	3	3,33
28	3	5	4	4,00	3	2	4	3,00	4	5	4	4,33
29	5	5	4	4,67	4	3	4	3,67	2	4	3	3,00