



# LAMPIRAN

Lampiran 1

## KUESIONER

Dengan hormat,

Dalam rangka menyusun skripsi sebagai salah satu syarat kelulusan program Sarjana di Universitas Muhammadiyah Ponorogo, peneliti berusaha untuk mengumpulkan data dari informasi mengenai “Pengaruh Variasi Produk, Cita Rasa, Kualitas Produk dan Lokasi Terhadap Keputusan Pembelian di toko Jenang Teguh Raharjo Ponorogo.” Oleh karena itu saya ingin mengajak Saudara/i untuk ikut berinspirasi dalam pengisian kuesioner ini agar hasil penelitian ini dapat memiliki kredibilitas yang tinggi. Saya sangat berterimakasih atas kesediaan dan partisipasin Saudara/i dalam meluangkan waktu untuk mengisi kuesioner ini.

Saya yang bertanda tangan dibawah ini:

Nama : Anindi Widiya Putri

NIM : 14413343

Program Studi : Manajemen

Atas perhatian dan kerjasamanya dalam pengisian kuesioner ini saya ucapkan terimakasih.

Ponorogo,

Hormat Saya,

Anindi Widiya P

## A. DATA RESPONDEN

Sebelum menjawab pertanyaan dalam kuesioner ini, mohon Bapak/Ibu/Saudara/Saudari mengisi data berikut terlebih dahulu. Pilih salah satu jawaban dengan memberikan tanda centang (  $\checkmark$  ) pada kotak yang disediakan.

1. Identitas Responden :

Nama :

Alamat :

2. Jenis Kelamin Anda :

Pria       Wanita

3. Berapa Usia Anda :

<20 tahun       21-30 tahun

31-40 tahun       > 40 tahun

## B. PETUNJUK PENGISIAN KUESIONER

Berikan Jawaban masing-masing pertanyaan berikut ini saudara/i dipersilahkan untuk memberikan jawaban dengan mengisi tanda centang ( $\checkmark$ ) pada skala 1-5 dalam kolom jawaban yang sudah tersedia.

Keterangan:

STS : Sangat Tidak Setuju

S : Setuju

TS : Tidak Setuju

SS : Sangat Setuju

N : Netral

## Variabel-variabel yang mempengaruhi (X)

### A. Variasi Produk (X1)

| No. | Pertanyaan  | Penilaian |    |   |   |    |
|-----|---|-----------|----|---|---|----|
|     |   | STS       | TS | N | S | SS |
| 1.  | Produk Jenang Teguh Raharjo memiliki berbagai variasi ukuran                          |           |    |   |   |    |
| 2.  | Tersedia berbagai macam variasi harga pada produk jenang di toko Jenang Teguh Raharjo |           |    |   |   |    |
| 3.  | Tampilan kemasan produk Jenang Teguh Raharjo sangat menarik                           |           |    |   |   |    |
| 4.  | Banyaknya varian rasa produk di toko Jenang Teguh Raharjo                             |           |    |   |   |    |

### B. Cita Rasa (X2)

| No. | Pertanyaan  | Penilaian |    |   |   |    |
|-----|---|-----------|----|---|---|----|
|     |   | STS       | TS | N | S | SS |
| 1.  | Produk jenang Teguh Raharjo memiliki aroma yang menggugah selera konsumen |           |    |   |   |    |
| 2.  | Produk Jenang Teguh Raharjo memiliki Rasa yang legit dan enak             |           |    |   |   |    |

|   |   |  |  |  |  |  |
|---|---|--|--|--|--|--|
| 3 | Produk Jenang Teguh Raharjo memiliki Rasa yang sesuai dengan keinginan konsumen |  |  |  |  |  |
|---|---|--|--|--|--|--|

C. Kualitas Produk (X3)

| No. | Pertanyaan  | Penilaian |    |   |   |    |
|-----|---|-----------|----|---|---|----|
|     |   | STS       | TS | N | S | SS |
| 1.  | Produk Jenang Teguh Raharjo memiliki daya tahan yang baik       |           |    |   |   |    |
| 2.  | Produk Jenang Teguh Raharjo dijamin kebersihan produknya        |           |    |   |   |    |
| 3.  | Produk Jenang Teguh Raharjo mempunyai bentuk fisik yang menarik |           |    |   |   |    |

D. Lokasi (X4)

| No. | Pertanyaan  | Penilaian |    |   |   |    |
|-----|---|-----------|----|---|---|----|
|     |   | STS       | TS | N | S | SS |
| 1.  | Lokasi mudah dijangkau transportasi umum            |           |    |   |   |    |
| 2.  | Sarana parkir yang luas, nyaman dan aman            |           |    |   |   |    |
| 3.  | Lalu lintas menuju lokasi lancar dan tidak semrawut |           |    |   |   |    |

|    |                        |  |  |  |  |  |
|----|------------------------|--|--|--|--|--|
| 4. | Lokasi mudah ditemukan |  |  |  |  |  |
|----|------------------------|--|--|--|--|--|

**Variabel yang dipengaruhi (Y)**

Keputusan pembelian

| No. | Pertanyaan  | Penilaian |    |   |   |    |
|-----|---|-----------|----|---|---|----|
|     |   | STS       | TS | N | S | SS |
| 1.  | Saya merasa yakin dalam membeli produk Jenang Teguh Raharjo   |           |    |   |   |    |
| 2.  | Saya membeli jenang karena terbiasa makan olahan jenang   |           |    |   |   |    |
| 3.  | Saya akan memberi rekomendasi kepada orang lain (teman, saudara atau keluarga) untuk membeli jenang |           |    |   |   |    |
| 4.  | Saya akan melakukan pembelian ulang jenang  |           |    |   |   |    |

TERIMA KASIH ATAS PARTISIPASI ANDA

Lampiran 3

Hasil Uji SPSS

Uji Validitas

**Correlations**

|      |                     | X1.1   | X1.2   | X1.3   | X1.4   | X1     |
|------|---------------------|--------|--------|--------|--------|--------|
| X1.1 | Pearson Correlation | 1      | .406** | .368** | .451** | .799** |
|      | Sig. (2-tailed)     |        | .000   | .000   | .000   | .000   |
|      | N                   | 100    | 100    | 100    | 100    | 100    |
| X1.2 | Pearson Correlation | .406** | 1      | .191   | .210*  | .631** |
|      | Sig. (2-tailed)     | .000   |        | .056   | .036   | .000   |
|      | N                   | 100    | 100    | 100    | 100    | 100    |
| X1.3 | Pearson Correlation | .368** | .191   | 1      | .359** | .673** |
|      | Sig. (2-tailed)     | .000   | .056   |        | .000   | .000   |
|      | N                   | 100    | 100    | 100    | 100    | 100    |
| X1.4 | Pearson Correlation | .451** | .210*  | .359** | 1      | .720** |
|      | Sig. (2-tailed)     | .000   | .036   | .000   |        | .000   |
|      | N                   | 100    | 100    | 100    | 100    | 100    |
| X1   | Pearson Correlation | .799** | .631** | .673** | .720** | 1      |
|      | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        |
|      | N                   | 100    | 100    | 100    | 100    | 100    |

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

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

**Correlations**

|      |                     | X2.1   | X2.2   | X2.3   | X2     |
|------|---------------------|--------|--------|--------|--------|
| X2.1 | Pearson Correlation | 1      | .406** | .297** | .737** |
|      | Sig. (2-tailed)     |        | .000   | .003   | .000   |
|      | N                   | 100    | 100    | 100    | 100    |
| X2.2 | Pearson Correlation | .406** | 1      | .311** | .787** |
|      | Sig. (2-tailed)     | .000   |        | .002   | .000   |
|      | N                   | 100    | 100    | 100    | 100    |
| X2.3 | Pearson Correlation | .297** | .311** | 1      | .717** |
|      | Sig. (2-tailed)     | .003   | .002   |        | .000   |
|      | N                   | 100    | 100    | 100    | 100    |
| X2   | Pearson Correlation | .737** | .787** | .717** | 1      |
|      | Sig. (2-tailed)     | .000   | .000   | .000   |        |
|      | N                   | 100    | 100    | 100    | 100    |

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





### Correlations

|      |                     | X3.1   | X3.2   | X3.3   | X3     |
|------|---------------------|--------|--------|--------|--------|
| X3.1 | Pearson Correlation | 1      | .391** | .350** | .747** |
|      | Sig. (2-tailed)     |        | .000   | .000   | .000   |
|      | N                   | 100    | 100    | 100    | 100    |
| X3.2 | Pearson Correlation | .391** | 1      | .315** | .773** |
|      | Sig. (2-tailed)     | .000   |        | .001   | .000   |
|      | N                   | 100    | 100    | 100    | 100    |
| X3.3 | Pearson Correlation | .350** | .315** | 1      | .740** |
|      | Sig. (2-tailed)     | .000   | .001   |        | .000   |
|      | N                   | 100    | 100    | 100    | 100    |
| X3   | Pearson Correlation | .747** | .773** | .740** | 1      |
|      | Sig. (2-tailed)     | .000   | .000   | .000   |        |
|      | N                   | 100    | 100    | 100    | 100    |

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



**Correlations**

|      |                     | X4.1   | X4.2   | X4.3   | X4.4   | X4     |
|------|---------------------|--------|--------|--------|--------|--------|
| X4.1 | Pearson Correlation | 1      | .406** | .368** | .451** | .799** |
|      | Sig. (2-tailed)     |        | .000   | .000   | .000   | .000   |
|      | N                   | 100    | 100    | 100    | 100    | 100    |
| X4.2 | Pearson Correlation | .406** | 1      | .191   | .210*  | .631** |
|      | Sig. (2-tailed)     | .000   |        | .056   | .036   | .000   |
|      | N                   | 100    | 100    | 100    | 100    | 100    |
| X4.3 | Pearson Correlation | .368** | .191   | 1      | .359** | .673** |
|      | Sig. (2-tailed)     | .000   | .056   |        | .000   | .000   |
|      | N                   | 100    | 100    | 100    | 100    | 100    |
| X4.4 | Pearson Correlation | .451** | .210*  | .359** | 1      | .720** |
|      | Sig. (2-tailed)     | .000   | .036   | .000   |        | .000   |
|      | N                   | 100    | 100    | 100    | 100    | 100    |
| X4   | Pearson Correlation | .799** | .631** | .673** | .720** | 1      |
|      | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        |
|      | N                   | 100    | 100    | 100    | 100    | 100    |

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

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

**Correlations**

|    |                     | Y1     | Y2     | Y3     | Y4     | Y      |
|----|---------------------|--------|--------|--------|--------|--------|
| Y1 | Pearson Correlation | 1      | .318** | .396** | .329** | .689** |
|    | Sig. (2-tailed)     |        | .001   | .000   | .001   | .000   |
|    | N                   | 100    | 100    | 100    | 100    | 100    |
| Y2 | Pearson Correlation | .318** | 1      | .292** | .327** | .694** |
|    | Sig. (2-tailed)     | .001   |        | .003   | .001   | .000   |
|    | N                   | 100    | 100    | 100    | 100    | 100    |
| Y3 | Pearson Correlation | .396** | .292** | 1      | .438** | .745** |
|    | Sig. (2-tailed)     | .000   | .003   |        | .000   | .000   |
|    | N                   | 100    | 100    | 100    | 100    | 100    |
| Y4 | Pearson Correlation | .329** | .327** | .438** | 1      | .734** |
|    | Sig. (2-tailed)     | .001   | .001   | .000   |        | .000   |
|    | N                   | 100    | 100    | 100    | 100    | 100    |
| Y  | Pearson Correlation | .689** | .694** | .745** | .734** | 1      |
|    | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        |
|    | N                   | 100    | 100    | 100    | 100    | 100    |

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

## UJI RELIABEL

### Case Processing Summary

|       |                       | N   | %   |
|-------|-----------------------|-----|-----|
| Cases | Valid                 | 100 | 100 |
|       | Excluded <sup>a</sup> | 0   | 0   |
|       | Total                 | 100 | 100 |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .603             | 3          |

### Case Processing Summary

|       |                       | N   | %   |
|-------|-----------------------|-----|-----|
| Cases | Valid                 | 100 | 100 |
|       | Excluded <sup>a</sup> | 0   | 0   |
|       | Total                 | 100 | 100 |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .616             | 3          |

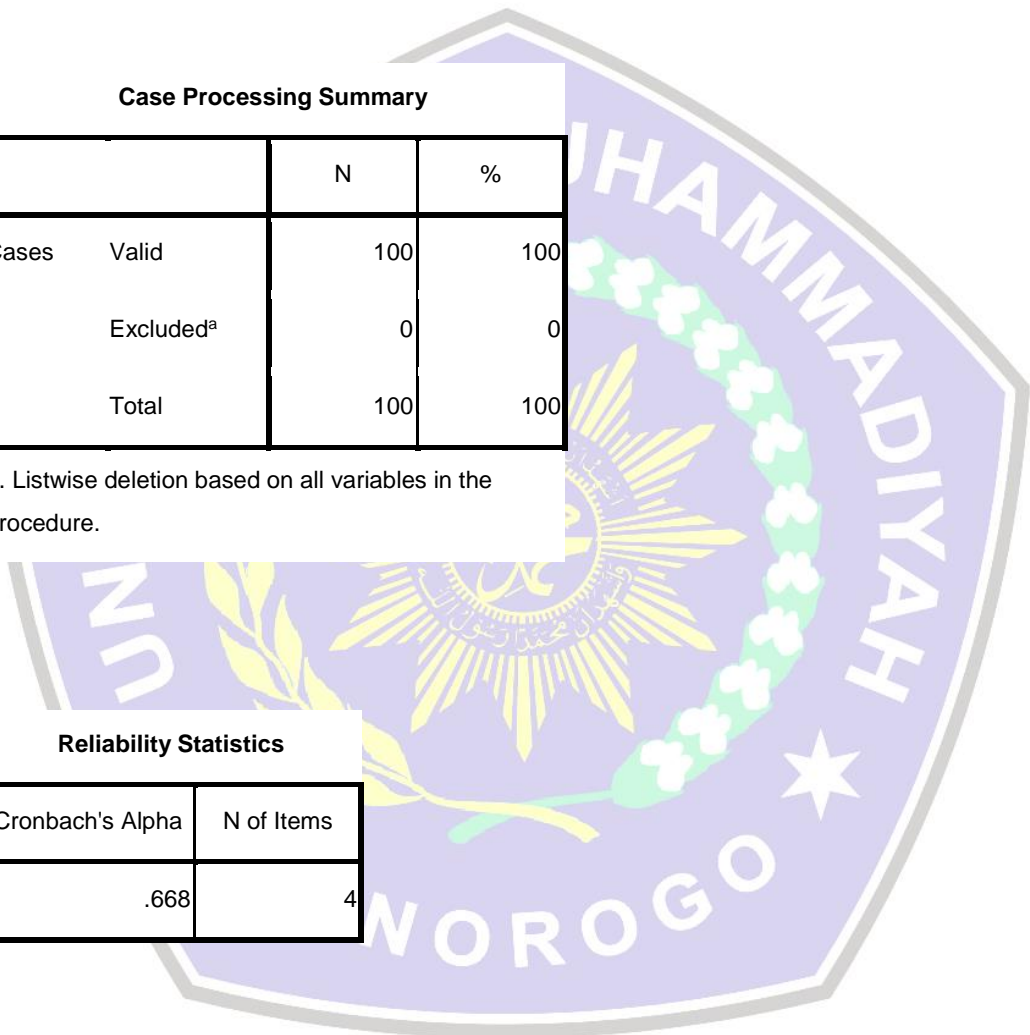
### Case Processing Summary

|       |                       | N   | %   |
|-------|-----------------------|-----|-----|
| Cases | Valid                 | 100 | 100 |
|       | Excluded <sup>a</sup> | 0   | 0   |
|       | Total                 | 100 | 100 |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .668             | 4          |



### Case Processing Summary

|       |                       | N   | %   |
|-------|-----------------------|-----|-----|
| Cases | Valid                 | 100 | 100 |
|       | Excluded <sup>a</sup> | 0   | 0   |
|       | Total                 | 100 | 100 |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .680             | 4          |

### Model Summary

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .918 <sup>a</sup> | .842     | .836              | .93521                     |

a. Predictors: (Constant), X4, X2, X1, X3

**ANOVA<sup>b</sup>**

| Model |            | Sum of Squares | df | Mean Square | F       | Sig.              |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1     | Regression | 443.471        | 4  | 110.868     | 126.761 | .000 <sup>a</sup> |
|       | Residual   | 83.089         | 95 | .875        |         |                   |
|       | Total      | 526.560        | 99 |             |         |                   |

a. Predictors: (Constant), X4, X2, X1, X3

b. Dependent Variable: Y



**Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
|       |            | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant) | .721                        | .778       |                           | .926  | .357 |
|       | X1         | .167                        | .058       | .163                      | 2.867 | .005 |
|       | X2         | .191                        | .068       | .158                      | 2.812 | .006 |
|       | X3         | .715                        | .082       | .624                      | 8.705 | .000 |
|       | X4         | .102                        | .049       | .102                      | 2.095 | .039 |

a. Dependent Variable: Y