Lampiran 1

KUESIONER PENELITIAN

Tentang

PENGARUH ATRIBUT PRODUK TERHADAP KEPUASAN KONSUMEN NISSAN GRAND LIVINA PADA PT WAHANA PERSADA LAMPUNG DI BANDAR LAMPUNG

Dengan hormat,

Sehubungan dengan penyusunan skripsi saya yang berjudul **" PENGARUH ATRIBUT PRODUK TERHADAP KEPUASAN KONSUMEN NISSAN GRAND LIVINA PADA PT WAHANA PERSADA LAMPUNG DI BANDAR LAMPUNG"**, saya mengharap kesediaan saudara-saudari untuk meluangkan waktu mengisi daftar pertanyaan ini.

Penelitian ini adalah untuk memenuhi tugas akhir dan kewajiban dalam memperoleh gelar Sarjana Ekonomi di Universitas Lampung. Keberhasilan saya dalam melakukan penelitian ini tidak lepas dari kerelaan dan kesediaan saudara-saudari untuk memberikan jawaban atas beberapa pernyataan dalam kuesioner dengan lengkap. Jawaban yang anda berikan, saya jamin kerahasiaannya karena semata-mata hanya untuk kepentingan perusahaan.

Hormat saya,

Handri Rustanto
0811011077
Fakultas Ekonomi Manajemen

I. Identitas Responden

Jenis Kelamin : W / P *) Pilih salah satu

Pekerjaan : a. Pegawai Negri/TNI b. Pegawai Swasta

c. Pelajar/Mahasiswa d. Lainnya

Pendapatan/bulan : a. < Rp.1.000.000

b. Rp.1.000.000 - 2.000.000

c. Rp. 2.000.000 - 3.000.000

d. > Rp.3.000.000

Pendidikan terakhir : a. SMP b. SMA

c. Diploma d. S1/S2

II. Petunjuk Pengisian

1. Jawablah pernyataan berikut dengan memberi rentangan nilai pada jawaban yang sesuai dengan pendapat anda.
2. Keterangan pilihan sebagai berikut :

- Sangat Setuju (SS)
- Setuju (S)
- Netral (
- Tidak Setuju (TS)
- Sangat Tidak Setuju (STS)

ATRIBUT KUALITAS

MOBIL NISSAN GRAND LIVINA

No	Pernyataan	SS	S	N	TS	STS
1	Memiliki daya tahan dan sebagai mobil yang handal.					
2	Memiliki Mesin yang hemat bahan bakar					
3	Memiliki mesin yang ramah lingkungan					
4	Kualitas sesuai dengan harapan saya					

ATRIBUT FITUR

MOBIL NISSAN GRAND LIVINA

No	Pertanyaan Atribut Fitur	SS	S	N	TS	STS
1	Memiliki Air Conditioner sesuai dengan harapan saya					
2	Memiliki Dash board sesuai dengan harapan saya					
3	Memiliki Sound System sesuai dengan harapan saya					
4	Memiliki Power Steering sesuai dengan harapan saya					

ATRIBUT DESAIN

MOBIL NISSAN GRAND LIVINA

No	Pernyataan	SS	S	N	TS	STS
1	Memiliki Bentuk fisik sesuai dengan harapan saya					
2	Memiliki Warna sesuai dengan harapan saya					
3	Memiliki Model sesuai dengan harapan saya					
4	Memiliki Velk sesuai dengan harapan saya					

KEPUASAN KONSUMEN

NISSAN GRAND LIVINA

No	Pernyataan	SP	P	N	TP	STP
1	Posisi berkendara sangat nyaman.					
2	Fasilitas produk sesuai dengan kebutuhan.					
3	Sebagai mobil keluarga yang nyaman dan ekonomis.					
4	Memiliki teknologi yang mutakhir atau terbaru					

Terima Kasih Atas Partisipasi Anda Telah Bersedia Mengisi Daftar Pernyataan Kami

LAMPIRAN 4

Hasil Jawaban 100 Responden Mengenai Pengaruh Atribut Produk Terhadap Kepuasan Konsumen Nissan Grand Livina Pada PT Wahana Persada Lampung

Res	x1.1	x1.2	x1.3	x1.4	x1	x2.1	x2.2	x2.3	x2.4	x2	x4.1	x4.2	x4.3	x4.4	x3	y1	y2	y3	y4	Y
1	5	5	5	5	20	4	5	5	5	19	3	4	5	5	17	3	5	5	5	18
2	4	5	3	2	14	3	3	3	4	13	4	3	4	4	15	3	3	4	4	14
3	5	5	5	5	20	4	5	5	5	19	5	5	5	5	20	5	5	5	5	20
4	4	4	4	4	16	4	4	4	3	15	4	4	3	4	15	3	4	4	4	15
5	5	5	5	5	20	3	5	5	5	18	5	5	5	4	19	4	5	5	5	19
6	5	4	5	4	18	4	4	4	4	16	5	5	4	3	17	5	4	4	4	17
7	4	4	4	4	16	4	5	4	4	17	3	5	3	4	15	4	4	4	4	16
8	4	4	3	4	15	2	4	5	4	15	5	3	3	4	15	4	4	3	4	15
9	4	5	5	4	18	5	4	4	4	17	4	5	4	5	18	4	4	5	5	18
10	5	4	5	5	19	5	5	5	4	19	5	5	5	5	20	4	5	5	5	19
11	5	5	5	5	20	5	5	5	5	20	5	5	5	4	19	4	5	5	5	19
12	4	3	3	3	13	4	4	4	3	15	4	4	4	3	15	3	3	4	4	14
13	5	4	4	4	17	4	4	4	4	16	4	4	4	5	17	4	4	4	4	16
14	3	3	4	3	13	3	3	3	4	13	3	3	3	3	12	3	3	3	3	12
15	5	4	4	4	17	4	5	4	4	17	4	4	4	5	17	5	4	4	4	17
16	3	3	4	3	13	3	3	3	4	13	3	3	3	4	13	3	3	3	3	12
17	4	5	4	4	17	4	4	4	5	17	4	4	4	5	17	4	4	4	5	17
18	2	3	2	3	10	3	2	2	2	9	1	2	2	2	7	2	2	2	2	8
19	4	4	4	4	16	3	3	5	5	16	4	4	4	3	15	3	4	4	4	15
20	5	5	5	4	19	5	5	5	5	20	5	5	4	5	19	5	5	5	5	20
21	5	5	5	5	20	5	5	5	4	19	4	5	5	5	19	5	5	5	5	20
22	4	3	3	3	13	3	3	3	4	13	3	3	3	4	13	3	4	3	3	13
23	5	4	4	3	16	5	4	4	4	17	4	4	4	4	16	4	4	4	4	16
24	5	5	4	4	18	5	5	5	5	20	5	5	5	5	20	5	5	5	4	19
25	3	2	3	3	11	5	5	5	3	18	5	5	3	5	18	5	5	3	5	18

26	4	5	5	5	19	5	5	5	5	20	5	5	5	4	19	5	4	5	5	19
27	2	2	3	4	11	4	4	5	4	17	4	5	4	4	17	4	5	4	4	17
28	5	5	4	5	19	4	5	5	4	18	4	5	5	5	19	5	5	4	5	19
29	4	2	2	4	12	4	3	3	3	13	5	3	2	3	13	3	3	3	3	12
30	3	3	4	4	14	3	3	3	4	13	4	4	3	3	14	3	3	4	4	14
31	3	2	3	3	11	4	4	4	4	16	4	4	4	4	16	5	3	4	4	16
32	2	4	4	4	14	4	3	3	4	14	3	5	2	3	13	3	4	3	3	13
33	3	3	3	3	12	3	3	3	4	13	3	3	3	3	12	3	3	3	3	12
34	2	2	3	2	9	3	2	3	2	10	3	2	2	2	9	2	2	2	2	8
35	4	4	4	4	16	5	5	4	5	19	4	4	3	5	16	4	4	4	4	16
36	4	4	3	4	15	4	4	4	2	14	4	4	4	3	15	4	4	3	4	15
37	4	3	2	2	11	5	5	5	4	19	2	3	2	3	10	2	2	2	3	9
38	4	5	5	5	19	4	5	5	5	19	2	3	4	4	13	3	3	3	3	12
39	3	3	2	3	11	5	3	5	5	18	3	3	3	2	11	3	3	2	2	10
40	4	4	4	5	17	4	2	3	2	11	3	3	3	2	11	4	4	3	3	14
41	4	4	4	3	15	4	4	3	4	15	4	3	3	3	13	4	3	3	3	13
42	4	5	4	4	17	3	3	3	2	11	5	5	3	3	16	4	5	3	5	17
43	4	4	4	4	16	4	4	4	4	16	4	5	5	4	18	4	4	5	5	18
44	4	4	4	4	16	4	5	5	4	18	4	3	4	5	16	4	4	4	4	16
45	5	5	3	4	17	5	4	5	5	19	4	4	4	5	17	4	4	5	5	18
46	3	5	4	4	16	3	3	5	4	15	5	5	4	5	19	5	5	4	5	19
47	4	3	3	5	15	4	4	4	5	17	3	4	4	4	15	4	4	3	3	14
48	3	5	3	5	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
49	4	3	4	4	15	4	4	3	4	15	2	3	5	5	15	4	4	3	3	14
50	5	5	4	4	18	4	4	1	2	11	4	4	4	4	16	4	4	4	4	16
51	4	4	4	4	16	5	5	4	5	19	5	5	5	5	20	5	5	5	5	20
52	4	4	4	5	17	5	5	5	4	19	5	5	4	5	19	5	5	3	4	17
53	3	3	3	4	13	5	4	3	4	16	4	4	4	4	16	4	4	4	3	15
54	4	5	5	5	19	3	5	5	5	18	5	5	4	4	18	5	4	4	5	18
55	5	5	4	4	18	1	4	3	3	11	3	4	5	5	17	4	4	3	5	16
56	3	3	2	3	11	3	2	3	2	10	2	2	2	3	9	2	3	2	3	10
57	3	3	3	2	11	5	5	5	5	20	4	4	4	4	16	4	5	5	5	19
58	2	3	3	3	11	3	3	2	3	11	3	4	4	3	14	4	4	4	3	15

59	3	3	3	5	14	3	3	2	2	10	5	5	4	3	17	3	3	5	4	15
60	4	4	5	4	17	2	3	3	3	11	3	5	5	4	17	5	4	4	4	17
61	3	3	3	2	11	4	4	5	5	18	4	3	3	3	13	4	4	3	5	16
62	2	2	5	2	11	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
63	5	5	3	4	17	3	5	3	5	16	4	4	4	4	16	4	4	5	4	17
64	4	5	4	4	17	3	5	3	5	16	4	4	4	4	16	4	5	3	4	16
65	4	4	4	4	16	2	3	3	3	11	5	2	3	5	15	4	5	5	4	18
66	2	3	3	3	11	4	4	5	3	16	5	4	4	3	16	4	4	4	4	16
67	5	5	4	2	16	5	3	4	4	16	4	4	4	4	16	4	5	5	4	18
68	3	3	3	2	11	5	2	1	3	11	3	3	4	5	15	3	4	4	4	15
69	4	4	5	5	18	3	3	3	3	12	3	3	4	5	15	4	4	3	3	14
70	2	3	3	4	12	3	4	3	1	11	4	4	4	4	16	4	4	4	4	16
71	4	5	4	5	18	3	4	1	3	11	5	3	3	3	14	4	3	3	3	13
72	2	3	3	3	11	1	4	4	4	13	5	5	4	2	16	4	4	4	4	16
73	5	4	4	5	18	2	3	3	3	11	4	2	3	4	13	4	3	3	3	13
74	4	4	5	3	16	3	2	3	3	11	4	5	5	5	19	5	5	5	5	20
75	3	2	3	3	11	4	4	4	5	17	3	4	3	3	13	4	2	3	4	13
76	5	4	5	2	16	4	4	4	4	16	4	4	5	5	18	5	4	4	5	18
77	4	5	4	4	17	3	3	3	2	11	5	4	4	4	17	4	4	4	5	17
78	4	5	4	2	15	2	3	3	3	11	5	5	5	4	19	4	4	5	4	17
79	4	4	4	4	16	4	4	4	4	16	4	4	4	2	14	4	4	3	4	15
80	5	2	5	5	17	3	3	2	3	11	5	5	4	5	19	5	3	5	5	18
81	3	5	5	4	17	3	3	2	3	11	3	3	3	2	11	4	4	3	4	15
82	4	4	4	5	17	4	4	4	4	16	2	2	2	3	9	3	5	5	5	18
83	5	4	4	4	17	3	3	3	2	11	4	3	3	5	15	4	4	4	4	16
84	4	4	2	5	15	3	3	4	4	14	2	3	5	2	12	4	5	5	5	19
85	4	4	4	4	16	3	2	3	3	11	5	3	3	3	14	3	3	4	4	14
86	4	4	4	5	17	4	4	4	3	15	5	5	5	4	19	5	5	5	5	20
87	4	4	4	5	17	4	4	4	3	15	3	3	2	3	11	5	5	4	3	17
88	4	4	4	5	17	4	4	4	4	16	4	3	3	2	12	4	5	5	5	19
89	4	4	2	4	14	2	3	3	3	11	3	3	3	3	12	4	4	4	4	16
90	3	2	3	4	12	1	2	2	3	8	4	2	5	2	11	4	4	4	4	16
91	5	5	5	4	19	4	5	4	4	17	2	4	2	4	12	4	5	5	5	19

92	4	4	4	4	16	4	4	4	4	16	5	5	3	5	18	5	4	4	4	17
93	4	4	5	4	17	3	5	5	4	17	2	3	3	4	12	4	5	5	5	19
94	4	4	4	5	17	4	4	4	4	16	3	3	3	3	12	4	4	4	5	17
95	4	4	5	4	17	5	4	3	4	16	4	2	2	3	11	3	4	4	4	15
96	4	4	3	5	16	4	3	3	5	15	5	5	3	4	17	3	4	4	4	15
97	4	4	4	5	17	4	5	5	5	19	4	2	2	3	11	5	5	5	5	20
98	3	4	2	5	14	5	3	5	4	17	2	3	3	3	11	4	4	4	5	17
99	4	5	4	4	17	4	3	4	3	14	2	3	3	5	13	3	4	3	3	13
100	5	4	2	4	15	4	4	5	4	17	3	5	5	4	17	4	4	4	4	16
∑	387	390	378	391	1546	371	381	377	377	1506	383	384	369	382	1516	393	403	392	408	1596

LAMPIRAN 2

Hasil Jawaban 30 Responden Mengenai Pengaruh Atribut Produk Terhadap Kepuasan Konsumen Nissan Grand Livina Pada PT Wahana Persada Lampung

Res	x1.1	x1.2	x1.3	x1.4	x1	x2.1	x2.2	x2.3	x2.4	x2	x4.1	x4.2	x4.3	x4.4	x3	y1	y2	y3	y4	Y
1	5	5	5	5	20	4	5	5	5	19	3	4	5	5	17	4	5	5	4	18
2	4	5	3	2	14	3	4	3	3	13	4	3	4	4	15	3	3	4	4	14
3	5	5	5	5	20	4	5	5	5	19	5	5	5	5	20	5	5	5	5	20
4	4	4	4	4	16	4	4	4	3	15	4	4	3	4	15	3	4	4	4	15
5	5	5	5	5	20	4	4	5	5	18	5	5	5	4	19	4	5	5	5	19
6	5	4	5	4	18	4	4	4	4	16	5	5	4	3	17	5	4	4	4	17
7	4	4	4	4	16	4	5	4	4	17	3	5	3	4	15	4	4	4	4	16
8	4	4	3	4	15	3	3	5	4	15	5	3	3	4	15	4	4	3	4	15
9	4	5	5	4	18	5	4	4	4	17	4	5	4	5	18	4	4	5	5	18
10	5	4	5	5	19	5	5	5	4	19	5	5	5	5	20	4	5	5	5	19
11	5	5	5	5	20	5	5	5	5	20	5	5	5	4	19	4	5	5	5	19
12	4	3	3	3	13	4	4	4	3	15	4	4	4	3	15	3	3	4	4	14
13	5	4	4	4	17	4	4	4	4	16	4	4	4	5	17	4	4	4	4	16
14	3	3	4	3	13	3	3	3	4	13	3	3	3	3	12	3	3	3	3	12
15	5	4	4	4	17	4	5	4	4	17	4	4	4	5	17	5	4	4	4	17
16	3	3	4	3	13	3	3	3	4	13	3	3	3	4	13	3	3	3	3	12
17	4	5	4	4	17	4	4	4	5	17	4	4	4	5	17	4	4	4	5	17
18	2	3	2	3	10	3	2	2	2	9	1	2	2	2	7	2	2	2	2	8
19	4	4	4	4	16	3	4	5	4	16	4	4	4	3	15	3	4	4	4	15
20	5	5	5	4	19	5	5	5	5	20	5	5	4	5	19	5	5	5	5	20
21	5	5	5	5	20	5	5	5	4	19	4	5	5	5	19	5	5	5	5	20
22	4	3	3	3	13	3	3	3	4	13	3	3	3	4	13	3	4	3	3	13
23	5	4	4	3	16	5	4	4	4	17	4	4	4	4	16	4	4	4	4	16
24	5	5	4	4	18	5	5	5	5	20	5	5	5	5	20	5	5	5	4	19
25	3	2	3	3	11	5	4	5	4	18	5	5	3	5	18	5	5	3	5	18
26	4	5	5	5	19	5	5	5	5	20	5	5	5	4	19	5	4	5	5	19
27	2	2	3	4	11	4	4	5	4	17	4	5	4	4	17	4	5	4	4	17
28	5	5	4	5	19	4	5	5	4	18	4	5	5	5	19	5	5	4	5	19
29	4	2	2	4	12	4	3	3	3	13	5	3	2	3	13	3	3	3	3	12
30	3	3	4	4	14	3	3	3	4	13	4	4	3	3	14	3	3	4	4	14
∑	125	120	120	119	484	121	123	126	122	492	123	126	117	124	490	118	123	122	125	488

Lampiran 3 Uji Validitas dan Uji Reabilitas

```
FACTOR
  /VARIABLES x1.1 x1.2 x1.3 x1.4
  /MISSING LISTWISE
  /ANALYSIS x1.1 x1.2 x1.3 x1.4
  /PRINT INITIAL CORRELATION SIG DET KMO AIC EXTRACTION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /ROTATION NOROTATE
  /METHOD=CORRELATION.
```

Factor Analysis

Correlation Matrix[a]

		x1.1	x1.2	x1.3	x1.4
Correlation	x1.1	1.000	.706	.623	.522
	x1.2	.706	1.000	.708	.503
	x1.3	.623	.708	1.000	.656
	x1.4	.522	.503	.656	1.000
Sig. (1-tailed)	x1.1		.000	.000	.002
	x1.2	.000		.000	.002
	x1.3	.000	.000		.000
	x1.4	.002	.002	.000	

a. Determinant = .129

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.775
Bartlett's Test of Sphericity	Approx. Chi-Square	54.965
	df	6
	Sig.	.000

Anti-image Matrices

		x1.1	x1.2	x1.3	x1.4
Anti-image Covariance	x1.1	.457	-.199	-.055	-.090
	x1.2	-.199	.384	-.167	.010
	x1.3	-.055	-.167	.371	-.205
	x1.4	-.090	.010	-.205	.548
Anti-image Correlation	x1.1	.808[a]	-.475	-.134	-.179
	x1.2	-.475	.748[a]	-.442	.023
	x1.3	-.134	-.442	.759[a]	-.455
	x1.4	-.179	.023	-.455	.799[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
x1.1	1.000	.712
x1.2	1.000	.753
x1.3	1.000	.787
x1.4	1.000	.612

Extraction Method: Principal Component Analysis.

```
FACTOR
  /VARIABLES x2.1 x2.2 x2.3 x2.4
  /MISSING LISTWISE
  /ANALYSIS x2.1 x2.2 x2.3 x2.4
  /PRINT INITIAL CORRELATION SIG DET KMO AIC EXTRACTION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /ROTATION NOROTATE
  /METHOD=CORRELATION.
```

Factor Analysis

Correlation Matrix[a]

		x2.1	x2.2	x2.3	x2.4
Correlation	x2.1	1.000	.688	.600	.423
	x2.2	.688	1.000	.755	.596
	x2.3	.600	.755	1.000	.662
	x2.4	.423	.596	.662	1.000
Sig. (1-tailed)	x2.1		.000	.000	.010
	x2.2	.000		.000	.000
	x2.3	.000	.000		.000
	x2.4	.010	.000	.000	

a. Determinant = .118

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.788
Bartlett's Test of Sphericity	Approx. Chi-Square	57.262
	df	6
	Sig.	.000

Anti-image Matrices

		x2.1	x2.2	x2.3	x2.4
Anti-image Covariance	x2.1	.510	-.184	-.074	.027
	x2.2	-.184	.330	-.152	-.083
	x2.3	-.074	-.152	.349	-.176
	x2.4	.027	-.083	-.176	.538
Anti-image Correlation	x2.1	.811[a]	-.450	-.175	.052
	x2.2	-.450	.760[a]	-.448	-.197
	x2.3	-.175	-.448	.776[a]	-.406
	x2.4	.052	-.197	-.406	.825[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
x2.1	1.000	.635
x2.2	1.000	.817
x2.3	1.000	.805
x2.4	1.000	.616

Extraction Method: Principal Component Analysis.

```
FACTOR
  /VARIABLES x3.1 x3.2 x3.3 x3.4
  /MISSING LISTWISE
  /ANALYSIS x3.1 x3.2 x3.3 x3.4
  /PRINT INITIAL CORRELATION SIG DET KMO AIC EXTRACTION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /ROTATION NOROTATE
  /METHOD=CORRELATION.
```

Factor Analysis

Correlation Matrix[a]

		x3.1	x3.2	x3.3	x3.4
Correlation	x3.1	1.000	.607	.457	.373
	x3.2	.607	1.000	.700	.551
	x3.3	.457	.700	1.000	.582
	x3.4	.373	.551	.582	1.000
Sig. (1-tailed)	x3.1		.000	.006	.021
	x3.2	.000		.000	.001
	x3.3	.006	.000		.000
	x3.4	.021	.001	.000	

a. Determinant = .199

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.763
Bartlett's Test of Sphericity	Approx. Chi-Square	43.296
	df	6
	Sig.	.000

Anti-image Matrices

		x3.1	x3.2	x3.3	x3.4
Anti-image Covariance	x3.1	.629	-.214	-.022	-.026
	x3.2	-.214	.389	-.204	-.101
	x3.3	-.022	-.204	.455	-.173
	x3.4	-.026	-.101	-.173	.619
Anti-image Correlation	x3.1	.790[a]	-.433	-.041	-.042
	x3.2	-.433	.714[a]	-.485	-.206
	x3.3	-.041	-.485	.751[a]	-.327
	x3.4	-.042	-.206	-.327	.838[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
x3.1	1.000	.544
x3.2	1.000	.791
x3.3	1.000	.727
x3.4	1.000	.586

Extraction Method: Principal Component Analysis.

```
FACTOR
  /VARIABLES y1.1 y1.2 y1.3 y1.4
  /MISSING LISTWISE
  /ANALYSIS y1.1 y1.2 y1.3 y1.4
  /PRINT INITIAL CORRELATION SIG DET KMO AIC EXTRACTION
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /ROTATION NOROTATE
  /METHOD=CORRELATION.
```

Factor Analysis

Correlation Matrix[a]

		y1.1	y1.2	y1.3	y1.4
Correlation	y1.1	1.000	.761	.582	.719
	y1.2	.761	1.000	.681	.748
	y1.3	.582	.681	1.000	.772
	y1.4	.719	.748	.772	1.000
Sig. (1-tailed)	y1.1		.000	.000	.000
	y1.2	.000		.000	.000
	y1.3	.000	.000		.000
	y1.4	.000	.000	.000	

a. Determinant = .062

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.803
Bartlett's Test of Sphericity	Approx. Chi-Square	74.806
	df	6
	Sig.	.000

Anti-image Matrices

		y1.1	y1.2	y1.3	y1.4
Anti-image Covariance	y1.1	.368	-.166	.025	-.106
	y1.2	-.166	.317	-.085	-.069
	y1.3	.025	-.085	.378	-.172
	y1.4	-.106	-.069	-.172	.278
Anti-image Correlation	y1.1	.804[a]	-.486	.068	-.330
	y1.2	-.486	.820[a]	-.246	-.234
	y1.3	.068	-.246	.801[a]	-.532
	y1.4	-.330	-.234	-.532	.789[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
y1.1	1.000	.747
y1.2	1.000	.814
y1.3	1.000	.732
y1.4	1.000	.841

Extraction Method: Principal Component Analysis.

```
RELIABILITY
  /VARIABLES=x1.1 x1.2 x1.3 x1.4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE
  /SUMMARY=TOTAL.
```

Reliability

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

Cronbach's Alpha	N of Items
.867	4

Item Statistics

	Mean	Std. Deviation	N
x1.1	4.17	.913	30
x1.2	4.00	1.017	30
x1.3	4.00	.910	30
x1.4	3.97	.809	30

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	11.97	5.620	.720	.828
x1.2	12.13	5.085	.752	.817
x1.3	12.13	5.430	.781	.803
x1.4	12.17	6.351	.629	.863

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.13	9.568	3.093	4

```
RELIABILITY
  /VARIABLES=x2.1 x2.2 x2.3 x2.4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE
  /SUMMARY=TOTAL.
```

Reliability

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

Cronbach's Alpha	N of Items
.869	4

Item Statistics

	Mean	Std. Deviation	N
x2.1	4.03	.765	30
x2.2	4.10	.845	30
x2.3	4.20	.887	30
x2.4	4.07	.740	30

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	12.37	4.792	.651	.859
x2.2	12.30	4.079	.810	.795
x2.3	12.20	3.959	.797	.801
x2.4	12.33	4.920	.638	.864

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.40	7.559	2.749	4

```
RELIABILITY
  /VARIABLES=x3.1 x3.2 x3.3 x3.4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE
  /SUMMARY=TOTAL.
```

Reliability

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

Cronbach's Alpha	N of Items
.827	4

Item Statistics

	Mean	Std. Deviation	N
x3.1	4.10	.923	30
x3.2	4.20	.887	30
x3.3	3.90	.923	30
x3.4	4.13	.860	30

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	12.23	5.289	.557	.825
x3.2	12.13	4.740	.772	.727
x3.3	12.43	4.806	.704	.758
x3.4	12.20	5.407	.589	.809

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.33	8.506	2.916	4

```
RELIABILITY
  /VARIABLES=y1.1 y1.2 y1.3 y1.4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE
  /SUMMARY=TOTAL.
```

Reliability

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

Cronbach's Alpha	N of Items
.907	4

Item Statistics

	Mean	Std. Deviation	N
y1.1	3.93	.868	30
y1.2	4.10	.845	30
y1.3	4.07	.828	30
y1.4	4.17	.791	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1.1	12.33	4.989	.759	.891
y1.2	12.17	4.902	.820	.868
y1.3	12.20	5.200	.742	.896
y1.4	12.10	5.059	.843	.862

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.27	8.685	2.947	4

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```
DATASET ACTIVATE DataSet1.
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS CI(95) BCOV R ANOVA COLLIN TOL CHANGE ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT y
  /METHOD=ENTER x1 x2 x3
  /RESIDUALS DURBIN
  /CASEWISE PLOT(ZRESID) ALL.
```

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
y	15.96	2.685	100
x1	15.46	2.743	100
x2	15.06	3.081	100
x3	15.16	2.936	100

Correlations

		y	x1	x2	x3
Pearson Correlation	y	1.000	.561	.430	.649
	x1	.561	1.000	.307	.432
	x2	.430	.307	1.000	.363
	x3	.649	.432	.363	1.000
Sig. (1-tailed)	y	.	.000	.000	.000
	x1	.000	.	.001	.000
	x2	.000	.001	.	.000
	x3	.000	.000	.000	.
N	y	100	100	100	100
	x1	100	100	100	100
	x2	100	100	100	100
	x3	100	100	100	100

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	x3, x2, x1[b]	.	Enter

a. Dependent Variable: y

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.736[a]	.542	.528	1.845	.542	37.872	3	96	.000

a. Predictors: (Constant), x3, x2, x1

b. Dependent Variable: y

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	386.917	3	128.972	37.872	.000[b]
	Residual	326.923	96	3.405		
	Total	713.840	99			

a. Dependent Variable: y

b. Predictors: (Constant), x3, x2, x1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.725	1.294		2.106	.038
	x1	.306	.076	.313	4.021	.000
	x2	.148	.066	.170	2.252	.027
	x3	.414	.073	.452	5.687	.000

a. Dependent Variable: y

Coefficient Correlations[a]

Model			x3	x2	x1
1	Correlations	x3	1.000	-.268	-.362
		x2	-.268	1.000	-.179
		x1	-.362	-.179	1.000
	Covariances	x3	.005	-.001	-.002
		x2	-.001	.004	-.001
		x1	-.002	-.001	.006

a. Dependent Variable: y

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	x1	x2	x3
1	1	3.940	1.000	.00	.00	.00	.00
	2	.026	12.269	.01	.15	.91	.12
	3	.020	14.204	.11	.31	.00	.88
	4	.015	16.421	.88	.54	.09	.00

a. Dependent Variable: y

Casewise Diagnostics[a]

Case Number	Std. Residual	y	Predicted Value	Residual
1	-.377	18	18.70	-.695
2	-.619	14	15.14	-1.142
3	.035	20	19.94	.064
4	-.569	15	16.05	-1.050
5	-.203	19	19.37	-.374
6	-.346	17	17.64	-.638
7	-.188	16	16.35	-.346
8	-.403	15	15.74	-.744
9	-.108	18	18.20	-.200
10	-.341	19	19.63	-.629
11	-.363	19	19.67	-.670
12	-.613	14	15.13	-1.131
13	-.722	16	17.33	-1.332
14	-.864	12	13.59	-1.595
15	-.260	17	17.48	-.480
16	-1.088	12	14.01	-2.008

17	-.260	17	17.48	-.480
18	-1.092	8	10.02	-2.016
19	-.649	15	16.20	-1.198
20	.345	20	19.36	.636
21	.259	20	19.52	.478
22	-.546	13	14.01	-1.008
23	-.412	16	16.76	-.760
24	-.255	19	19.47	-.471
25	.974	18	16.20	1.797
26	-.197	19	19.36	-.364
27	.736	17	15.64	1.359
28	-.037	19	19.07	-.068
29	-.922	12	13.70	-1.702
30	-.395	14	14.73	-.728
31	.499	16	15.08	.920
32	-.793	13	14.46	-1.463
33	-.698	12	13.29	-1.288
34	-1.455	8	10.68	-2.684
35	-.572	16	17.06	-1.056
36	-.323	15	15.60	-.596
37	-2.190	9	13.04	-4.042
38	-2.566	12	16.73	-4.734
39	-1.792	10	13.31	-3.308
40	-.060	14	14.11	-.111
41	-1.039	13	14.92	-1.917
42	.445	17	16.18	.821
43	.304	18	17.44	.561
44	-.492	16	16.91	-.908
45	.122	18	17.78	.224
46	.702	19	17.70	1.295
47	-1.105	14	16.04	-2.040
48	-.332	16	16.61	-.612
49	-.945	14	15.74	-1.744
50	-.263	16	16.49	-.485
51	.699	20	18.71	1.290
52	-.869	17	18.60	-1.603
53	-.375	15	15.69	-.693
54	-.355	18	18.65	-.654
55	-.487	16	16.90	-.899
56	-.703	10	11.30	-1.297

57	1.804	19	15.67	3.329
58	.806	15	13.51	1.487
59	-.285	15	15.53	-.525
60	.221	17	16.59	.408
61	1.011	16	14.13	1.865
62	.499	16	15.08	.920
63	.044	17	16.92	.082
64	-.498	16	16.92	-.918
65	1.377	18	15.46	2.541
66	.499	16	15.08	.920
67	.752	18	16.61	1.388
68	.582	15	13.93	1.074
69	-1.203	14	16.22	-2.220
70	.733	16	14.65	1.353
71	-1.440	13	15.66	-2.658
72	.739	16	14.64	1.364
73	-1.216	13	15.24	-2.245
74	1.564	20	17.11	2.887
75	-.535	13	13.99	-.987
76	.304	18	17.44	.561
77	.221	17	16.59	.408
78	.105	17	16.81	.193
79	-.425	15	15.78	-.785
80	.315	18	17.42	.581
81	.482	15	14.11	.889
82	2.155	18	14.02	3.977
83	.127	16	15.77	.235
84	2.517	19	14.36	4.645
85	-.566	14	15.05	-1.045
86	1.078	20	18.01	1.989
87	1.245	17	14.70	2.297
88	2.024	19	15.26	3.736
89	1.298	16	13.61	2.395
90	2.094	16	12.13	3.865
91	1.612	19	16.02	2.975
92	-.238	17	17.44	-.439
93	1.944	19	15.41	3.588
94	.941	17	15.26	1.736
95	.081	15	14.85	.149
96	-1.017	15	16.88	-1.878

97	2.550	20	15.29	4.706
98	1.583	17	14.08	2.921
99	-1.291	13	15.38	-2.382
100	-.470	16	16.87	-.867

a. Dependent Variable: y

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	10.02	19.94	15.96	1.977	100
Residual	-4.734	4.706	.000	1.817	100
Std. Predicted Value	-3.007	2.011	.000	1.000	100
Std. Residual	-2.566	2.550	.000	.985	100

a. Dependent Variable: y

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Hasil Jawaban 145 Responden Mengenai Analisis Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Produk Telkomsel Flash Unlimited

Res	x1.1	x1.2	x1.3	x1.4	x1	x2.1	x2.2	x2.3	x2.4	x2	x4.1	x4.2	x4.3	x4.4	x3	y1	y2	y3	y4	Y
1	5	5	5	5	20	4	5	5	5	19	3	4	5	5	17	3	5	5	5	18
2	4	5	3	2	14	3	3	3	4	13	4	3	4	4	15	3	3	4	4	14
3	5	5	5	5	20	4	5	5	5	19	5	5	5	5	20	5	5	5	5	20
4	4	4	4	4	16	4	4	4	3	15	4	4	3	4	15	3	4	4	4	15
5	5	5	5	5	20	3	5	5	5	18	5	5	5	4	19	4	5	5	5	19
6	5	4	5	4	18	4	4	4	4	16	5	5	4	3	17	5	4	4	4	17
7	4	4	4	4	16	4	5	4	4	17	3	5	3	4	15	4	4	4	4	16
8	4	4	3	4	15	2	4	5	4	15	5	3	3	4	15	4	4	3	4	15
9	4	5	5	4	18	5	4	4	4	17	4	5	4	5	18	4	4	5	5	18
10	5	4	5	5	19	5	5	5	4	19	5	5	5	5	20	4	5	5	5	19
11	5	5	5	5	20	5	5	5	5	20	5	5	5	4	19	4	5	5	5	19
12	4	3	3	3	13	4	4	4	3	15	4	4	4	3	15	3	3	4	4	14
13	5	4	4	4	17	4	4	4	4	16	4	4	4	5	17	4	4	4	4	16
14	3	3	4	3	13	3	3	3	4	13	3	3	3	3	12	3	3	3	3	12
15	5	4	4	4	17	4	5	4	4	17	4	4	4	5	17	5	4	4	4	17
16	3	3	4	3	13	3	3	3	4	13	3	3	3	4	13	3	3	3	3	12
17	4	5	4	4	17	4	4	4	5	17	4	4	4	5	17	4	4	4	5	17
18	2	3	2	3	10	3	2	2	2	9	1	2	2	2	7	2	2	2	2	8
19	4	4	4	4	16	3	3	5	5	16	4	4	4	3	15	3	4	4	4	15
20	5	5	5	4	19	5	5	5	5	20	5	5	4	5	19	5	5	5	5	20
21	5	5	5	5	20	5	5	5	4	19	4	5	5	5	19	5	5	5	5	20
22	4	3	3	3	13	3	3	3	4	13	3	3	3	4	13	3	4	3	3	13
23	5	4	4	3	16	5	4	4	4	17	4	4	4	4	16	4	4	4	4	16
24	5	5	4	4	18	5	5	5	5	20	5	5	5	5	20	5	5	5	4	19
25	3	2	3	3	11	5	5	5	3	18	5	5	3	5	18	5	5	3	5	18

26	4	5	5	5	19	5	5	5	5	20	5	5	5	4	19	5	4	5	5	19
27	2	2	3	4	11	4	4	5	4	17	4	5	4	4	17	4	5	4	4	17
28	5	5	4	5	19	4	5	5	4	18	4	5	5	5	19	5	5	4	5	19
29	4	2	2	4	12	4	3	3	3	13	5	3	2	3	13	3	3	3	3	12
30	3	3	4	4	14	3	3	3	4	13	4	4	3	3	14	3	3	4	4	14
31	3	2	3	3	11	4	4	4	4	16	4	4	4	4	16	5	3	4	4	16
32	2	4	4	4	14	4	3	3	4	14	3	5	2	3	13	3	4	3	3	13
33	3	3	3	3	12	3	3	3	4	13	3	3	3	3	12	3	3	3	3	12
34	2	2	3	2	9	3	2	3	2	10	3	2	2	2	9	2	2	2	2	8
35	4	4	4	4	16	5	5	4	5	19	4	4	3	5	16	4	4	4	4	16
36	4	4	3	4	15	4	4	4	2	14	4	4	4	3	15	4	4	3	4	15
37	4	3	2	2	11	5	5	5	4	19	2	3	2	3	10	2	2	2	3	9
38	4	5	5	5	19	4	5	5	5	19	2	3	4	4	13	3	3	3	3	12
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41	4	4	4	3	15	4	4	3	4	15	4	3	3	3	13	4	3	3	3	13
42	4	5	4	4	17	3	3	3	2	11	5	5	3	3	16	4	5	3	5	17
43	4	4	4	4	16	4	4	4	4	16	4	5	5	4	18	4	4	5	5	18
44	4	4	4	4	16	4	5	5	4	18	4	3	4	5	16	4	4	4	4	16
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46	3	5	4	4	16	3	3	5	4	15	5	5	4	5	19	5	5	4	5	19
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56	3	3	2	3	11	3	2	3	2	10	2	2	2	3	9	2	3	2	3	10
57	3	3	3	2	11	5	5	5	5	20	4	4	4	4	16	4	5	5	5	19
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61	3	3	3	2	11	4	4	5	5	18	4	3	3	3	13	4	4	3	5	16
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81	3	5	5	4	17	3	3	2	3	11	3	3	3	2	11	4	4	3	4	15
82	4	4	4	5	17	4	4	4	4	16	2	2	2	3	9	3	5	5	5	18
83	5	4	4	4	17	3	3	3	2	11	4	3	3	5	15	4	4	4	4	16
84	4	4	2	5	15	3	3	4	4	14	2	3	5	2	12	4	5	5	5	19
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86	4	4	4	5	17	4	4	4	3	15	5	5	5	4	19	5	5	5	5	20
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90	3	2	3	4	12	1	2	2	3	8	4	2	5	2	11	4	4	4	4	16
91	5	5	5	4	19	4	5	4	4	17	2	4	2	4	12	4	5	5	5	19

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99	4	5	4	4	17	4	3	4	3	14	2	3	3	5	13	3	4	3	3	13
100	5	4	2	4	15	4	4	5	4	17	3	5	5	4	17	4	4	4	4	16
∑	387	390	378	391	1546	371	381	377	377	1506	383	384	369	382	1516	393	403	392	408	1596

LAMPIRAN 2

Hasil Jawaban 145 Responden Mengenai Analisis Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Produk Telkomsel Flash Unlimited

Res	x1.1	x1.2	x1.3	x1.4	x1	x2.1	x2.2	x2.3	x2.4	x2	x4.1	x4.2	x4.3	x4.4	x3	y1	y2	y3	y4	Y
1	5	5	5	5	20	4	5	5	5	19	3	4	5	5	17	4	5	5	4	18
2	4	5	3	2	14	3	4	3	3	13	4	3	4	4	15	3	3	4	4	14
3	5	5	5	5	20	4	5	5	5	19	5	5	5	5	20	5	5	5	5	20
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5	5	5	5	5	20	4	4	5	5	18	5	5	5	4	19	4	5	5	5	19
6	5	4	5	4	18	4	4	4	4	16	5	5	4	3	17	5	4	4	4	17
7	4	4	4	4	16	4	5	4	4	17	3	5	3	4	15	4	4	4	4	16
8	4	4	3	4	15	3	3	5	4	15	5	3	3	4	15	4	4	3	4	15
9	4	5	5	4	18	5	4	4	4	17	4	5	4	5	18	4	4	5	5	18
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16	3	3	4	3	13	3	3	3	4	13	3	3	3	4	13	3	3	3	3	12
17	4	5	4	4	17	4	4	4	5	17	4	4	4	5	17	4	4	4	5	17
18	2	3	2	3	10	3	2	2	2	9	1	2	2	2	7	2	2	2	2	8
19	4	4	4	4	16	3	4	5	4	16	4	4	4	3	15	3	4	4	4	15
20	5	5	5	4	19	5	5	5	5	20	5	5	4	5	19	5	5	5	5	20
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30	3	3	4	4	14	3	3	3	4	13	4	4	3	3	14	3	3	4	4	14
∑	125	120	120	119	484	121	123	126	122	492	123	126	117	124	490	118	123	122	125	488