# ATTACHMENT

**QUESTIONER**

Hello Am KEN a student at informatics and business institute Darmajaya in bandar Lampung Indonesia. Please help me fill this questionnaire for my thesis research title "price and product quality as affecting factors for purchase intentions of Electronic cars in bandar Lampung city"

Name;

…….

Gender.

| | |
|---|---|
| Male | |
| Female | |

Age:

| | |
|---|---|
| 20-30 | |
| 31-40 | |
| 41-50 | |
| 51-60 | |
| 60+ | |

Education level

| | |
|---|---|
| High school | |
| Bachelors {s1} | |
| Masters {s2} | |
| PhD {s3} | |
| No education attained | |

Marital status

| | |
|---|---|
| Married | |
| Single | |
| Divorced | |

Occupation

| | |
|---|---|
| Student | |
| Lecture | |
| Government worker | |
| Private worker | |
| Others | |

Income per month **{**rp million}

| | |
|---|---|
| 1-5 | |
| 6-10 | |
| 11-15 | |
| 16-20 | |
| 20+ | |

Note.

SA= Strongly agree

A = Agree

N= Neutral

D= Disagree

SD= Strongly disagree

**PRICE (X1)**

| NO | Statement | **SA** | **A** | **N** | **D** | **SD** |
|---|---|---|---|---|---|---|
| | | **5** | **4** | **3** | **2** | **1** |
| 1 | The prices offered by electronic cars are easily accessible to consumers. | | | | | |
| 2 | The price offered by electronic cars is in accordance with the quality provided | | | | | |
| 3 | Electronic cars are cheaper than gasoline cars | | | | | |
| 4 | The price offered by electronic cars is in accordance with the benefits needed by the drivers | | | | | |

**PRODUCT QUALITY (X2)**

| NO | Statement | **SA** | **A** | **N** | **D** | **SD** |
|---|---|---|---|---|---|---|
| | | **5** | **4** | **3** | **2** | **1** |

| | | | | | | |
|---|---|---|---|---|---|---|
| **1** | Electronic cars can be used for long term (more than 5 years) | | | | | |
| **2** | Electronic cars can't be easily damaged | | | | | |
| **3** | The quality of electronic cars delivers comfort when used | | | | | |
| **4** | Electronic cars quality is in accordance with specifications offered to consumers. | | | | | |
| **5** | The product quality of Electronic cars makes an impression that does not change from time to time. | | | | | |

**PURCHASE INTENTION (Y)**

| NO | Statement | **SA** | **A** | **N** | **D** | **SD** |
|---|---|---|---|---|---|---|
| | | **5** | **4** | **3** | **2** | **1** |
| 1 | I would recommend Electronic cars to my friends. | | | | | |
| 2 | I will look for as much information as possible before making a purchase of Electronic cars. | | | | | |
| 3 | I tend to buy Electronic cars in the future. | | | | | |

## Respondents Answers.

| no | PRICE (X1) | | | | total | PRODUCT QUALITY (X2) | | | | | total | PURCHASE (Y) | | INTENTION | | total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 5 | 14 |
| 2 | 4 | 4 | 4 | 5 | 17 | 2 | 2 | 4 | 2 | 2 | 12 | 3 | 5 | 5 | 3 | 16 |
| 3 | 2 | 3 | 4 | 3 | 12 | 3 | 3 | 4 | 4 | 4 | 18 | 3 | 5 | 5 | 5 | 18 |
| 4 | 4 | 1 | 3 | 4 | 12 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 12 |
| 5 | 3 | 4 | 2 | 4 | 13 | 2 | 3 | 5 | 4 | 3 | 17 | 4 | 4 | 5 | 4 | 17 |
| 6 | 5 | 5 | 5 | 4 | 19 | 4 | 4 | 4 | 5 | 4 | 21 | 5 | 5 | 5 | 5 | 20 |
| 7 | 3 | 2 | 3 | 2 | 10 | 4 | 3 | 3 | 4 | 3 | 17 | 2 | 5 | 4 | 4 | 15 |
| 8 | 1 | 2 | 1 | 1 | 5 | 2 | 1 | 3 | 4 | 1 | 11 | 1 | 5 | 1 | 3 | 10 |
| 9 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 |
| 10 | 4 | 4 | 1 | 4 | 13 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 |
| 11 | 4 | 2 | 5 | 4 | 15 | 3 | 3 | 3 | 3 | 4 | 16 | 3 | 5 | 5 | 5 | 18 |
| 12 | 2 | 1 | 1 | 3 | 7 | 1 | 1 | 2 | 2 | 1 | 7 | 1 | 1 | 1 | 1 | 4 |
| 13 | 3 | 5 | 4 | 4 | 16 | 3 | 3 | 4 | 5 | 4 | 19 | 5 | 5 | 5 | 5 | 20 |
| 14 | 1 | 2 | 1 | 3 | 7 | 3 | 2 | 4 | 5 | 1 | 15 | 5 | 5 | 5 | 5 | 20 |
| 15 | 3 | 3 | 2 | 5 | 13 | 3 | 1 | 2 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 12 |
| 16 | 1 | 1 | 5 | 1 | 8 | 3 | 5 | 5 | 5 | 5 | 23 | 4 | 5 | 5 | 5 | 19 |
| 17 | 3 | 4 | 4 | 4 | 15 | 3 | 3 | 4 | 4 | 3 | 17 | 3 | 5 | 5 | 5 | 18 |
| 18 | 4 | 4 | 4 | 4 | 16 | 3 | 1 | 1 | 2 | 4 | 11 | 3 | 3 | 3 | 3 | 12 |
| 19 | 1 | 3 | 3 | 2 | 9 | 4 | 1 | 5 | 4 | 4 | 18 | 3 | 5 | 2 | 4 | 14 |
| 20 | 1 | 1 | 1 | 1 | 4 | 1 | 1 | 1 | 1 | 1 | 5 | 1 | 1 | 1 | 1 | 4 |

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 21 | 3 | 2 | 2 | 3 | 10 | 2 | 4 | 5 | 2 | 1 | 14 | 3 | 3 | 2 | 3 | 11 |
| 22 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 4 | 5 | 5 | 5 | 19 |
| 23 | 1 | 2 | 4 | 3 | 10 | 2 | 2 | 3 | 2 | 1 | 10 | 1 | 5 | 3 | 3 | 12 |
| 24 | 1 | 4 | 2 | 4 | 11 | 1 | 3 | 4 | 3 | 2 | 13 | 4 | 4 | 4 | 3 | 15 |
| 25 | 3 | 4 | 4 | 4 | 15 | 2 | 1 | 3 | 3 | 3 | 12 | 4 | 4 | 3 | 2 | 13 |
| 26 | 2 | 2 | 3 | 3 | 10 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 3 | 3 | 3 | 12 |
| 27 | 2 | 1 | 5 | 1 | 9 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 |
| 28 | 3 | 4 | 1 | 4 | 12 | 1 | 3 | 3 | 4 | 4 | 15 | 4 | 4 | 3 | 4 | 15 |
| 29 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 |
| 30 | 3 | 2 | 1 | 1 | 7 | 1 | 1 | 3 | 2 | 3 | 10 | 3 | 3 | 5 | 1 | 12 |
| 31 | 2 | 5 | 2 | 2 | 11 | 3 | 2 | 3 | 3 | 3 | 14 | 2 | 5 | 3 | 5 | 15 |
| 32 | 2 | 4 | 4 | 4 | 14 | 4 | 3 | 4 | 4 | 4 | 19 | 3 | 4 | 5 | 5 | 17 |
| 33 | 4 | 4 | 2 | 3 | 13 | 3 | 3 | 5 | 4 | 3 | 18 | 4 | 5 | 3 | 4 | 16 |
| 34 | 3 | 4 | 3 | 3 | 13 | 3 | 3 | 4 | 4 | 5 | 19 | 3 | 5 | 4 | 4 | 16 |
| 35 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 3 | 2 | 2 | 17 | 5 | 5 | 5 | 4 | 19 |
| 36 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 20 | 3 | 4 | 3 | 4 | 14 |
| 37 | 2 | 4 | 3 | 4 | 13 | 3 | 3 | 4 | 3 | 3 | 16 | 3 | 5 | 4 | 5 | 17 |
| 38 | 4 | 4 | 4 | 4 | 16 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 |
| 39 | 4 | 4 | 5 | 5 | 18 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 5 | 19 |
| 40 | 4 | 5 | 4 | 5 | 18 | 5 | 4 | 4 | 4 | 4 | 21 | 4 | 5 | 4 | 4 | 17 |
| 41 | 1 | 5 | 5 | 1 | 12 | 3 | 2 | 4 | 2 | 3 | 14 | 4 | 4 | 5 | 5 | 18 |
| 42 | 4 | 4 | 2 | 2 | 12 | 1 | 2 | 3 | 3 | 2 | 11 | 4 | 4 | 5 | 5 | 18 |
| 43 | 1 | 1 | 3 | 3 | 8 | 3 | 1 | 3 | 4 | 4 | 15 | 4 | 3 | 4 | 4 | 15 |
| 44 | 2 | 5 | 1 | 5 | 13 | 1 | 5 | 5 | 5 | 2 | 18 | 1 | 5 | 5 | 5 | 16 |

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 45 | 1 | 2 | 4 | 5 | 12 | 2 | 3 | 1 | 5 | 4 | 15 | 2 | 5 | 1 | 1 | 9 |
| 46 | 5 | 1 | 5 | 5 | 16 | 5 | 3 | 5 | 2 | 3 | 18 | 1 | 5 | 5 | 5 | 16 |
| 47 | 3 | 4 | 2 | 1 | 10 | 1 | 1 | 2 | 3 | 4 | 11 | 3 | 4 | 4 | 2 | 13 |
| 48 | 2 | 3 | 4 | 5 | 14 | 4 | 4 | 3 | 3 | 2 | 16 | 1 | 3 | 3 | 4 | 11 |
| 49 | 1 | 3 | 3 | 4 | 11 | 4 | 5 | 4 | 2 | 3 | 18 | 4 | 4 | 4 | 3 | 15 |
| 50 | 3 | 3 | 4 | 4 | 14 | 3 | 3 | 4 | 4 | 3 | 17 | 4 | 4 | 3 | 3 | 14 |
| 51 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 20 |
| 52 | 3 | 3 | 1 | 1 | 8 | 3 | 2 | 3 | 4 | 2 | 14 | 3 | 4 | 1 | 5 | 13 |
| 53 | 5 | 5 | 5 | 5 | 20 | 3 | 3 | 3 | 5 | 5 | 19 | 3 | 5 | 5 | 3 | 16 |
| 54 | 5 | 5 | 4 | 4 | 18 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 4 | 16 |
| 55 | 4 | 3 | 1 | 1 | 9 | 2 | 1 | 5 | 3 | 3 | 14 | 5 | 4 | 4 | 5 | 18 |
| 56 | 4 | 4 | 1 | 3 | 12 | 1 | 2 | 5 | 4 | 3 | 15 | 4 | 5 | 4 | 3 | 16 |
| 57 | 5 | 1 | 3 | 4 | 13 | 1 | 2 | 3 | 4 | 5 | 15 | 3 | 2 | 1 | 5 | 11 |
| 58 | 1 | 1 | 1 | 1 | 4 | 1 | 1 | 1 | 1 | 2 | 6 | 1 | 2 | 2 | 2 | 7 |
| 59 | 3 | 3 | 3 | 3 | 12 | 5 | 4 | 4 | 4 | 4 | 21 | 5 | 5 | 5 | 5 | 20 |
| 60 | 2 | 2 | 1 | 3 | 8 | 1 | 2 | 5 | 4 | 3 | 15 | 4 | 5 | 4 | 3 | 16 |
| 61 | 2 | 4 | 1 | 4 | 11 | 2 | 1 | 5 | 3 | 3 | 14 | 4 | 5 | 3 | 3 | 15 |
| 62 | 1 | 2 | 1 | 3 | 7 | 2 | 2 | 1 | 1 | 3 | 9 | 4 | 5 | 3 | 4 | 16 |
| 63 | 4 | 4 | 4 | 3 | 15 | 1 | 2 | 4 | 3 | 3 | 13 | 4 | 5 | 5 | 4 | 18 |
| 64 | 2 | 3 | 1 | 2 | 8 | 1 | 2 | 4 | 3 | 2 | 12 | 5 | 4 | 3 | 3 | 15 |
| 65 | 2 | 2 | 1 | 3 | 8 | 2 | 1 | 5 | 3 | 4 | 15 | 4 | 5 | 4 | 3 | 16 |
| 66 | 3 | 4 | 3 | 4 | 14 | 2 | 1 | 4 | 3 | 1 | 11 | 4 | 1 | 3 | 4 | 12 |
| 67 | 3 | 4 | 2 | 4 | 13 | 3 | 3 | 4 | 4 | 4 | 18 | 4 | 4 | 3 | 4 | 15 |
| 68 | 4 | 4 | 3 | 4 | 15 | 5 | 3 | 4 | 5 | 4 | 21 | 4 | 4 | 4 | 4 | 16 |

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 69 | 4 | 4 | 3 | 2 | 13 | 4 | 4 | 3 | 3 | 5 | 19 | 3 | 3 | 4 | 4 | 14 |
| 70 | 3 | 3 | 2 | 4 | 12 | 3 | 2 | 3 | 5 | 3 | 16 | 3 | 5 | 3 | 5 | 16 |
| 71 | 2 | 3 | 3 | 3 | 11 | 2 | 2 | 3 | 3 | 3 | 13 | 4 | 3 | 4 | 3 | 14 |
| 72 | 3 | 4 | 4 | 4 | 15 | 4 | 4 | 5 | 4 | 4 | 21 | 3 | 5 | 3 | 5 | 16 |
| 73 | 3 | 3 | 3 | 4 | 13 | 3 | 3 | 5 | 4 | 2 | 17 | 4 | 4 | 5 | 3 | 16 |
| 74 | 2 | 3 | 1 | 4 | 10 | 1 | 3 | 5 | 3 | 3 | 15 | 4 | 5 | 3 | 4 | 16 |
| 75 | 3 | 3 | 3 | 4 | 13 | 2 | 4 | 5 | 2 | 3 | 16 | 4 | 5 | 4 | 3 | 16 |
| 76 | 5 | 4 | 5 | 4 | 18 | 2 | 3 | 5 | 2 | 3 | 15 | 5 | 4 | 5 | 5 | 19 |
| 77 | 4 | 4 | 4 | 4 | 16 | 2 | 3 | 3 | 3 | 3 | 14 | 5 | 5 | 3 | 3 | 16 |
| 78 | 4 | 2 | 3 | 4 | 13 | 2 | 3 | 4 | 3 | 2 | 14 | 4 | 5 | 4 | 3 | 16 |
| 79 | 2 | 1 | 1 | 4 | 8 | 3 | 3 | 2 | 1 | 2 | 11 | 5 | 4 | 3 | 3 | 15 |
| 80 | 5 | 5 | 5 | 5 | 20 | 5 | 1 | 5 | 5 | 1 | 17 | 5 | 5 | 5 | 5 | 20 |
| 81 | 1 | 1 | 1 | 1 | 4 | 1 | 1 | 1 | 1 | 1 | 5 | 1 | 4 | 1 | 1 | 7 |
| 82 | 3 | 3 | 3 | 3 | 12 | 3 | 3 | 3 | 3 | 3 | 15 | 4 | 5 | 3 | 3 | 15 |
| 83 | 1 | 2 | 1 | 2 | 6 | 4 | 1 | 3 | 2 | 3 | 13 | 2 | 2 | 1 | 5 | 10 |
| 84 | 5 | 5 | 5 | 5 | 20 | 5 | 5 | 5 | 4 | 4 | 23 | 3 | 3 | 3 | 5 | 14 |
| 85 | 2 | 4 | 3 | 4 | 13 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 4 | 4 | 17 |
| 86 | 4 | 4 | 2 | 4 | 14 | 2 | 4 | 5 | 3 | 2 | 16 | 4 | 5 | 3 | 3 | 15 |
| 87 | 4 | 4 | 4 | 3 | 15 | 3 | 3 | 5 | 4 | 4 | 19 | 4 | 4 | 5 | 3 | 16 |
| 88 | 5 | 5 | 4 | 3 | 17 | 4 | 3 | 4 | 4 | 3 | 18 | 4 | 4 | 4 | 4 | 16 |
| 89 | 5 | 5 | 4 | 5 | 19 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 20 |
| 90 | 2 | 4 | 3 | 3 | 12 | 4 | 5 | 5 | 4 | 3 | 21 | 5 | 5 | 4 | 5 | 19 |
| 91 | 5 | 5 | 5 | 5 | 20 | 4 | 4 | 5 | 3 | 3 | 19 | 4 | 4 | 5 | 3 | 16 |
| 92 | 4 | 4 | 5 | 5 | 18 | 4 | 5 | 5 | 3 | 3 | 20 | 4 | 5 | 5 | 3 | 17 |

| | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 93 | 4 | 5 | 4 | 3 | 16 | 3 | 3 | 4 | 4 | 5 | 19 | 5 | 4 | 3 | 4 | 16 |
| 94 | 3 | 4 | 5 | 4 | 16 | 3 | 4 | 5 | 4 | 3 | 19 | 5 | 4 | 3 | 4 | 16 |
| 95 | 4 | 5 | 4 | 3 | 16 | 3 | 4 | 5 | 4 | 4 | 20 | 3 | 4 | 5 | 4 | 16 |
| 96 | 3 | 4 | 5 | 4 | 16 | 3 | 4 | 5 | 4 | 3 | 19 | 3 | 4 | 5 | 4 | 16 |
| 97 | 4 | 5 | 4 | 3 | 16 | 3 | 4 | 5 | 4 | 3 | 19 | 3 | 4 | 5 | 4 | 16 |
| 98 | 5 | 4 | 3 | 4 | 16 | 2 | 3 | 4 | 4 | 4 | 17 | 3 | 4 | 4 | 4 | 15 |
| 99 | 3 | 4 | 5 | 4 | 16 | 3 | 4 | 5 | 4 | 3 | 19 | 3 | 4 | 5 | 3 | 15 |
| 100 | 3 | 4 | 5 | 4 | 16 | 5 | 4 | 3 | 4 | 3 | 19 | 4 | 5 | 5 | 2 | 16 |
| | 309 | 342 | 314 | 347 | | 296 | 297 | 383 | 348 | 320 | | 355 | 421 | 377 | 380 | |
| **AVE.** | 3.09 | 3.42 | 3.14 | 3.47 | **3.28** | 2.96 | 2.97 | 3.83 | 3.48 | 3.2 | **3.29** | 3.55 | 4.21 | 3.77 | 3.8 | **3.83** |

Frequency tables

Gender

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Male | 63 | 63.0 | 63.0 | 63.0 |

| | | | | |
|---|---|---|---|---|
| Female | 37 | 37.0 | 37.0 | 100 |
| Total | 100 | 100.0 | 100.0 | |

Age

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 20-30 | 54 | 54.0 | 54.0 | 54.0 |
| 31-40 | 25 | 25.0 | 25.0 | 79.0 |
| 41-50 | 11 | 11.0 | 11.0 | 90 |
| 51+ | 10 | 10.0 | 10.0 | 100 |
| Total | 100 | 100.0 | 100.0 | |

Marital status

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Married | 35 | 35.0 | 35.0 | 35.0 |
| Single | 58 | 58.0 | 58.0 | 93.0 |
| Divorced | 7 | 7.0 | 7.0 | 100 |
| Total | 100 | 100 | 100 | |

Education level

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| High school | 28 | 28.0 | 28.0 | 28.0 |
| Bachelors | 50 | 50.0 | 50.0 | 78.0 |
| Masters | 17 | 17.0 | 17.0 | 93.0 |
| PhD | 3 | 3.0 | 3.0 | 100 |
| Total | 100 | 100 | 100 | |

Type of Car owned

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Toyota | 23 | 23.0 | 23.0 | 23.0 |
| Mitsubishi | 2 | 2.0 | 2.0 | 25.0 |
| Honda | 12 | 12.0 | 12.0 | 37.0 |
| BMW | 3 | 3.0 | 3.0 | 40.0 |
| Mercedes | 3 | 3.0 | 3.0 | 43.0 |
| Tesla | 1 | 1.0 | 1.0 | 44.0 |
| others | 9 | 9.0 | 9.0 | 53.0 |
| Don't have a car | 47 | 47.0 | 47.0 | 100 |
| Total | 100 | 100 | 100 | |

Occupation

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Student | 30 | 30.0 | 30.0 | 30.0 |
| Lecturer | 10 | 10.0 | 10.0 | 40.0 |
| Government worker | 6 | 6.0 | 6.0 | 46.0 |
| Private worker | 16 | 16.0 | 16.0 | 62.0 |
| Self-employed | 19 | 19.0 | 19.0 | 81.0 |
| Others | 19 | 19 .0 | 19 .0 | 100 |
| Total | 100 | 100 | 100 | |

Income per month

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 1-5 | 66 | 66.0 | 66.0 | 66.0 |
| 6-10 | 26 | 26.0 | 26.0 | 92.0 |
| 11-15 | 5 | 5.0 | 5.0 | 97.0 |
| 16-20 | 2 | 2.0 | 2.0 | 99.0 |
| 20+ | 1 | 1.0 | 1.0 | 100 |
| Total | 100 | 100.0 | 100.0 | |

PRICE

Q1(X1)

| Answer | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 1 | 15 | 15.0 | 15.0 | 15.0 |
| 2 | 18 | 18.0 | 18.0 | 33.0 |
| 3 | 26 | 26.0 | 26.0 | 59.0 |
| 4 | 25 | 25.0 | 25.0 | 84.0 |
| 5 | 16 | 16.0 | 16.0 | 100 |
| Total | 100 | 100.0 | 100.0 | |

Q2(X1)

| Answer | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 1 | 11 | 11.0 | 11.0 | 11.0 |
| 2 | 14 | 14.0 | 14.0 | 25.0 |
| 3 | 17 | 17.0 | 17.0 | 42.0 |
| 4 | 38 | 38.0 | 38.0 | 80.0 |
| 5 | 20 | 20.0 | 20.0 | 100 |
| Total | 100 | 100.0 | 100.0 | |

Q3(X1)

| Answer | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 1 | 21 | 21.0 | 21.0 | 21.0 |
| 2 | 11 | 11.0 | 11.0 | 32.0 |
| 3 | 22 | 22.0 | 22.0 | 54.0 |
| 4 | 25 | 25.0 | 25.0 | 79.0 |
| 5 | 21 | 21.0 | 21.0 | 100 |
| Total | 100 | 100.0 | 100.0 | |

Q4(X1)

| Answer | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 1 | 11 | 11.0 | 11.0 | 11.0 |
| 2 | 7 | 7.0 | 7.0 | 18.0 |
| 3 | 24 | 24.0 | 24.0 | 42.0 |
| 4 | 40 | 40.0 | 40.0 | 82.0 |
| 5 | 18 | 18.0 | 18.0 | 100 |
| Total | 100 | 100.0 | 100.0 | |

PRODUCT QUALITY

Q1(X2)

| Answer | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 1 | 16 | 16.0 | 16.0 | 16.0 |
| 2 | 19 | 19.0 | 19.0 | 35.0 |
| 3 | 32 | 32.0 | 32.0 | 67.0 |
| 4 | 19 | 19.0 | 19.0 | 86.0 |
| 5 | 14 | 14.0 | 14.0 | 100 |
| Total | 100 | 100.0 | 100.0 | |

Q2(X2)

| Answer | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 1 | 18 | 18.0 | 18.0 | 18.0 |
| 2 | 15 | 15.0 | 15.0 | 33.0 |
| 3 | 32 | 32.0 | 32.0 | 65.0 |
| 4 | 22 | 22.0 | 22.0 | 87.0 |
| 5 | 13 | 13.0 | 13.0 | 100 |
| Total | 100 | 100.0 | 100.0 | |

Q3(X2)

| Answer | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 1 | 6 | 6.0 | 6.0 | 6.0 |
| 2 | 4 | 4.0 | 4.0 | 10.0 |

| | | | | |
|---|---|---|---|---|
| 3 | 25 | 25.0 | 25.0 | 35.0 |
| 4 | 31 | 31.0 | 31.0 | 66.0 |
| 5 | 34 | 34.0 | 34.0 | 100 |
| Total | 100 | 100.0 | 100.0 | |

Q4(X2)

| Answer | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 1 | 5 | 5.0 | 5.0 | 5.0 |
| 2 | 13 | 13.0 | 13.0 | 18.0 |
| 3 | 27 | 27.0 | 27.0 | 45.0 |
| 4 | 39 | 39.0 | 39.0 | 84.0 |
| 5 | 16 | 16.0 | 16.0 | 100 |
| Total | 100 | 100.0 | 100.0 | |

Q5(X2)

| Answer | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 1 | 9 | 9.0 | 9.0 | 9.0 |
| 2 | 13 | 13.0 | 13.0 | 22.0 |
| 3 | 39 | 39.0 | 39.0 | 61.0 |
| 4 | 27 | 27.0 | 27.0 | 88.0 |
| 5 | 12 | 12.0 | 12.0 | 100 |
| Total | 100 | 100.0 | 100.0 | |

PURCHASE INTENTION

Q1(Y)

| Answer | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 1 | 9 | 9.0 | 9.0 | 9.0 |
| 2 | 4 | 4.0 | 4.0 | 13.0 |
| 3 | 29 | 29.0 | 29.0 | 42.0 |
| 4 | 39 | 39.0 | 39.0 | 81.0 |
| 5 | 19 | 19.0 | 19.0 | 100 |
| Total | 100 | 100.0 | 100.0 | |

Q2(Y)

| Answer | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 1 | 3 | 3.0 | 3.0 | 3.0 |
| 2 | 3 | 3.0 | 3.0 | 6.0 |
| 3 | 12 | 12.0 | 12.0 | 18.0 |
| 4 | 34 | 34.0 | 34.0 | 52.0 |
| 5 | 48 | 48.0 | 48.0 | 100 |
| Total | 100 | 100.0 | 100.0 | |

Q3(Y)

| Answer | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 1 | 8 | 8.0 | 8.0 | 8.0 |
| 2 | 3 | 3.0 | 3.0 | 11.0 |
| 3 | 28 | 28.0 | 28.0 | 39.0 |
| 4 | 26 | 26.0 | 26.0 | 64.0 |

| | | | | |
|---|---|---|---|---|
| 5 | 35 | 35.0 | 35.0 | 100 |
| Total | 100 | 100.0 | 100.0 | |

Q4(Y)

| Answer | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| 1 | 5 | 5.0 | 5.0 | 5.0 |
| 2 | 4 | 4.0 | 4.0 | 9.0 |
| 3 | 29 | 29.0 | 29.0 | 38.0 |
| 4 | 30 | 30.0 | 30.0 | 68.0 |
| 5 | 32 | 32.0 | 32.0 | 100 |
| Total | 100 | 100.0 | 100.0 | |

# SPSS OUTPUT

Price (X1)

**Correlations**

| | | P01 | P02 | P03 | P04 | TOTAL |
|---|---|---|---|---|---|---|
| P01 | Pearson Correlation | 1 | .538** | .479** | .489** | .807** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| P02 | Pearson Correlation | .538** | 1 | .414** | .430** | .764** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| P03 | Pearson Correlation | .479** | .414** | 1 | .453** | .775** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| P04 | Pearson Correlation | .489** | .430** | .453** | 1 | .751** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| TOTAL | Pearson Correlation | .807** | .764** | .775** | .751** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 |

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

Product quality(X2)

**Correlations**

| | | Q01 | Q02 | Q03 | Q04 | Q05 | TOTAL |
|---|---|---|---|---|---|---|---|
| Q01 | Pearson Correlation | 1 | .577** | .293** | .419** | .435** | .758** |
| | Sig. (2-tailed) | | .000 | .003 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Q02 | Pearson Correlation | .577** | 1 | .481** | .411** | .415** | .802** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Q03 | Pearson Correlation | .293** | .481** | 1 | .462** | .215* | .662** |
| | Sig. (2-tailed) | .003 | .000 | | .000 | .032 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Q04 | Pearson Correlation | .419** | .411** | .462** | 1 | .519** | .749** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| Q05 | Pearson Correlation | .435** | .415** | .215* | .519** | 1 | .693** |
| | Sig. (2-tailed) | .000 | .000 | .032 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 |
| TOTAL | Pearson Correlation | .758** | .802** | .662** | .749** | .693** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 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).

Purchase intention (Y)

**Correlations**

| | | PI01 | PI02 | PI03 | PI04 | TOTAL |
|---|---|---|---|---|---|---|
| PI01 | Pearson Correlation | 1 | .336** | .449** | .313** | .728** |
| | Sig. (2-tailed) | | .001 | .000 | .002 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| PI02 | Pearson Correlation | .336** | 1 | .456** | .305** | .698** |
| | Sig. (2-tailed) | .001 | | .000 | .002 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| PI03 | Pearson Correlation | .449** | .456** | 1 | .374** | .798** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| PI04 | Pearson Correlation | .313** | .305** | .374** | 1 | .684** |
| | Sig. (2-tailed) | .002 | .002 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 |
| TOTAL | Pearson Correlation | .728** | .698** | .798** | .684** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 |

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

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .700[a] | .490 | .479 | 2.310 |

a. Predictors: (Constant), Product Quality, Price

b. Dependent Variable: Purchase Intention

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 496.554 | 2 | 248.277 | 46.532 | .000[b] |
| | Residual | 517.556 | 97 | 5.336 | | |
| | Total | 1014.110 | 99 | | | |

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Product Quality, Price

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 6.500 | .948 | | 6.860 | .000 |
| | Price | .121 | .077 | .152 | 1.581 | .117 |
| | Product Quality | .440 | .072 | .590 | 6.136 | .000 |

a. Dependent Variable: Purchase Intention

**One-Sample Kolmogorov-Smirnov Test**

| | | Unstandardized Residual |
|---|---|---|
| N | | 100 |
| Normal Parameters[a,b] | Mean | 0E-7 |
| | Std. Deviation | 2.28644675 |
| Most Extreme Differences | Absolute | .077 |
| | Positive | .063 |
| | Negative | -.077 |
| Kolmogorov-Smirnov Z | | .767 |
| Asymp. Sig. (2-tailed) | | .599 |

a. Test distribution is Normal.

b. Calculated from data.