

LAMPIRAN

Lampiran I

KUESIONER PENELITIAN

Pernyataan ini berguna dalam rangka penelitian skripsi yang berjudul :

ANALISIS FAKTOR PEMBELIAN PRODUK THE BODY SHOP

Petunjuk pengisian daftar pernyataan :

1. Jawablah pertanyaan yang diajukan dibawah ini dengan benar dan jujur.
2. Pertanyaan harus dijawab semua jangan ada yang terlewatkan, agar data dapat sepenuhnya diolah oleh peneliti.

IDENTITAS RESPONDEN

1. Nama

2. Usia

17 - 20 Tahun

21 - 25 Tahun

26 - 30 Tahun

31 - 35 Tahun

36 - 40 Tahun

41 - 45 Tahun

46 - 50 Tahun

>50 Tahun

3. Jenis Kelamin

Pria

Wanita

4. Domisili

Aceh

Sumatera Utara

Sumatera Selatan

Sumatera Barat

Bengkulu

Riau

Kep Riau

Jambi

Lampung

Bangka Belitung

Kalimantan Timur

Kalimantan Barat

- O Kalimantan Tengah
- O Kalimantan Selatan
- O Kalimantan Utara
- O DKI Jakarta
- O Banten
- O Jawa Barat
- O Jawa Tengah
- O DI Yogyakarta
- O Jawa Timur
- O Bali
- O Nusa Tenggara Barat
- O Nusa Tenggara Timur
- O Sulawesi Utara
- O Sulawesi Barat
- O Sulawesi Tengah
- O Gorontalo
- O Sulawesi Tenggara
- O Sulawesi Selatan
- O Maluku Utara
- O Maluku
- O Papua

5. Pekerjaan

Pelajar / Mahasiswa

PNS

Karyawan swasta

Wiraswasta

Ibu Rumah Tangga

BUMN

Paruh Waktu

Yang lain :

6. Penghasilan Perbulan

< Rp. 1.000.000

Rp. 1.100.000 - Rp. 3.000.000

Rp. 3.100.000 - Rp. 5.000.000

Rp. 5.100.000 - Rp. 7.000.000

Rp. 7.100.000 - Rp. 9.000.000

Rp. 9.100.000 - Rp. 11.000.000

Rp. 11.100.000 - Rp. 13.000.000

Rp. 13.100.000 - Rp. 15.000.000

> Rp. 15.100.000

No	Pertanyaan	Jawaban	
		Tidak	Ya
1.	Pengetahuan lingkungan		
2.	Memenuhi kebutuhan		
3.	Harga terjangkau		
4.	Kualitas produk		
5.	Kepercayaan merek		
6.	Cocok dengan kulit		
7.	Iklan		
8.	Online review		
9.	Green advertising		
10.	Brand image		
11.	Prinsip brand		
12.	Norma personal		
13.	Potongan Harga		
14.	Reward		
15.	Varian produk banyak		
16.	Rekomendasi dari orang lain		
17.	Kepedulian lingkungan		
18.	Bersedia membayar lebih		
19.	Pengalaman brand		
20.	Rekomendasi dari keluarga dan teman		
21.	Takut ketinggalan zaman		
22.	Kemasan		
23.	Kemasan ramah lingkungan		
24.	Pengetahuan tentang merek		
25.	Rasa tanggung jawab melindungi lingkungan		
26.	loyalitas		

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295	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	25
296	1	1	1	1	1	1	0	1	1	1	1	1	0	0	1	1	1	1	1	0	0	1	1	1	1	1	21
297	0	1	0	0	0	1	1	0	0	0	0	0	0	0	1	0	0	1	0	0	1	1	0	0	0	0	7
298	0	1	0	1	0	0	1	1	0	1	0	0	1	0	1	0	0	1	0	0	1	0	0	0	0	1	10
299	0	1	0	1	1	1	1	1	0	1	0	0	1	0	1	1	1	0	0	1	1	1	0	1	1	1	17
300	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	25
301	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	25
302	0	1	0	1	1	1	1	1	0	1	0	1	1	1	0	0	1	1	0	1	1	1	0	1	0	1	17
303	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	1	25

304	0	1	0	0	0	1	1	0	0	1	0	0	0	0	1	1	0	1	0	0	0	1	1	0	0	0	9
305	0	1	0	1	0	0	1	1	0	1	0	0	1	0	1	0	0	1	0	0	1	0	1	0	0	1	11
306	1	1	1	1	1	1	0	1	1	1	1	1	0	0	1	1	1	1	1	0	0	1	1	1	1	1	21
307	0	0	0	0	0	1	1	0	0	0	0	0	0	0	1	0	0	1	0	0	1	1	0	0	0	0	6
308	1	1	0	0	0	1	1	0	0	1	0	0	0	0	1	1	0	1	0	0	0	1	1	0	0	0	10
309	1	0	0	1	1	1	1	1	0	1	0	0	1	0	1	1	1	0	0	1	1	1	0	1	1	1	17
310	0	1	0	1	0	0	1	1	0	1	0	0	1	0	1	0	0	1	0	0	1	0	0	0	0	1	10
311	0	0	0	0	0	0	1	0	0	1	0	0	0	0	1	1	0	1	0	0	0	1	1	0	0	0	7
312	1	1	1	1	1	1	0	1	1	1	1	1	0	0	1	1	1	1	1	0	0	1	1	1	1	1	21
313	0	1	0	1	1	1	1	1	0	1	0	1	1	1	0	0	1	1	0	1	1	1	0	1	0	1	17
314	1	1	0	0	0	1	1	0	0	1	0	0	0	0	1	1	0	1	0	0	0	1	1	0	0	0	10
315	1	1	1	1	1	1	0	1	1	1	1	1	0	0	1	1	1	1	1	0	0	1	1	1	1	1	21
316	1	1	0	0	0	0	1	1	0	1	0	0	1	0	1	0	0	1	0	0	1	0	1	0	0	1	11
317	0	1	0	1	1	1	1	1	0	1	0	0	1	0	1	1	1	0	0	1	1	1	0	1	1	1	17
318	0	0	0	0	0	0	1	0	0	1	0	0	0	0	1	1	0	1	0	0	0	1	1	0	0	0	7
319	1	1	0	1	1	1	1	1	0	1	0	1	1	1	0	0	1	1	0	1	1	1	0	1	0	1	18
320	1	0	0	1	1	1	1	1	0	1	0	0	1	0	1	1	1	0	0	1	1	1	0	1	1	1	17

Lampiran III (Hasil Uji Reliabilitas)

Case Processing Summary

		N	%
Cases	Valid	200	57.1
	Excluded ^a	150	42.9
	Total	350	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.865	26

Lampiran III (Hasil Uji Cochran Q)

Langkah 1

Frequencies

	Value	
	1	2
Q1	173	147
Q2	265	55
Q3	158	162
Q4	254	66
Q5	275	45
Q6	285	35
Q7	163	157
Q8	262	58
Q9	148	172
Q10	210	110
Q11	231	89
Q12	155	165
Q13	205	115
Q14	139	181
Q15	247	73
Q16	197	123
Q17	181	139
Q18	197	123
Q19	239	81
Q20	211	109
Q21	125	195
Q22	228	92
Q23	192	128
Q24	247	73
Q25	161	159
Q26	216	104

Test Statistics

N	320
Cochran's Q	844.531 ^a
df	25

Asymp. Sig.	0,000
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a. 1 is treated as a success.

Langkah 2

Frequencies

	Value	
	1	2
Q1	173	147
Q2	265	55
Q3	158	162
Q4	254	66
Q5	275	45
Q7	163	157
Q8	262	58
Q9	148	172
Q10	210	110
Q11	231	89
Q12	155	165
Q13	205	115
Q14	139	181
Q15	247	73
Q16	197	123
Q17	181	139
Q18	197	123
Q19	239	81
Q20	211	109
Q21	125	195
Q22	228	92
Q23	192	128
Q24	247	73
Q25	161	159
Q26	216	104

Test Statistics

N	320
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Cochran's Q	731.403 ^a
df	24
Asymp. Sig.	0,000

a. 1 is treated as a success.

Langkah 3

	Value	
	1	2
Q1	173	147
Q2	265	55
Q3	158	162
Q4	254	66
Q7	163	157
Q8	262	58
Q9	148	172
Q10	210	110
Q11	231	89
Q12	155	165
Q13	205	115
Q14	139	181
Q15	247	73
Q16	197	123
Q17	181	139
Q18	197	123
Q19	239	81
Q20	211	109
Q21	125	195
Q22	228	92
Q23	192	128
Q24	247	73
Q25	161	159
Q26	216	104

Test Statistics

N	320
Cochran's Q	639.488 ^a
df	23
Asymp. Sig.	0,000

a. 1 is treated as a success.

Langkah 4

Frequencies

	Value	
	1	2
Q1	173	147
Q3	158	162
Q4	254	66
Q7	163	157
Q9	148	172
Q10	210	110
Q11	231	89
Q12	155	165
Q13	205	115
Q14	139	181
Q15	247	73
Q16	197	123
Q17	181	139
Q18	197	123
Q19	239	81
Q20	211	109
Q21	125	195
Q22	228	92
Q23	192	128
Q24	247	73
Q25	161	159
Q26	216	104

Test Statistics

N	320
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Cochran's Q	491.755 ^a
df	21
Asymp. Sig.	0,000

a. 1 is treated as a success.

Langklah 5

Frequencies

	Value	
	1	2
Q1	173	147
Q3	158	162
Q7	163	157
Q9	148	172
Q10	210	110
Q11	231	89
Q12	155	165
Q13	205	115
Q14	139	181
Q15	247	73
Q16	197	123
Q17	181	139
Q18	197	123
Q19	239	81
Q20	211	109
Q21	125	195
Q22	228	92
Q23	192	128
Q24	247	73
Q25	161	159
Q26	216	104

Test Statistics

N	320
Cochran's Q	426.009 ^a

df	20
Asymp. Sig.	0,000

a. 1 is treated as a success.

Langkah 6

Frequencies

	Value	
	1	2
Q1	173	147
Q3	158	162
Q7	163	157
Q9	148	172
Q10	210	110
Q11	231	89
Q12	155	165
Q13	205	115
Q14	139	181
Q16	197	123
Q17	181	139
Q18	197	123
Q19	239	81
Q20	211	109
Q21	125	195
Q22	228	92
Q23	192	128
Q25	161	159
Q26	216	104

Test Statistics

N	320
Cochran's Q	310.996 ^a
df	18
Asymp. Sig.	0,000

a. 1 is treated as a success.

Langkah 7

Frequencies

	Value	
	1	2
Q1	173	147
Q3	158	162
Q7	163	157
Q9	148	172
Q10	210	110
Q11	231	89
Q12	155	165
Q13	205	115
Q14	139	181
Q16	197	123
Q17	181	139
Q18	197	123
Q20	211	109
Q21	125	195
Q22	228	92
Q23	192	128
Q25	161	159
Q26	216	104

Test Statistics

N	320
Cochran's Q	263.342 ^a
df	17
Asymp. Sig.	0,000

a. 1 is treated as a success.

Langkah 8

Frequencies

	Value	
	1	2

Q1	173	147
Q3	158	162
Q7	163	157
Q9	148	172
Q10	210	110
Q12	155	165
Q13	205	115
Q14	139	181
Q16	197	123
Q17	181	139
Q18	197	123
Q20	211	109
Q21	125	195
Q22	228	92
Q23	192	128
Q25	161	159
Q26	216	104

Test Statistics

N	320
Cochran's Q	225.936 ^a
df	16
Asymp. Sig.	0,000

a. 1 is treated as a success.

Langkah 9

Frequencies

	Value	
	1	2
Q1	173	147
Q3	158	162
Q7	163	157
Q9	148	172
Q10	210	110
Q12	155	165

Q13	205	115
Q14	139	181
Q16	197	123
Q17	181	139
Q18	197	123
Q20	211	109
Q21	125	195
Q23	192	128
Q25	161	159
Q26	216	104

Test Statistics

N	320
Cochran's Q	184.637 ^a
df	15
Asymp. Sig.	0,000

a. 1 is treated as a success.

Langkah 10

Frequencies

	Value	
	1	2
Q1	173	147
Q3	158	162
Q7	163	157
Q9	148	172
Q10	210	110
Q12	155	165
Q13	205	115
Q14	139	181
Q16	197	123
Q17	181	139
Q18	197	123
Q20	211	109
Q21	125	195

Q23	192	128
Q25	161	159

Test Statistics

N	320
Cochran's Q	158.206 ^a
df	14
Asymp. Sig.	0,000

a. 1 is treated as a success.

Langkah 11

Frequencies

	Value	
	1	2
Q1	173	147
Q3	158	162
Q7	163	157
Q9	148	172
Q10	210	110
Q12	155	165
Q13	205	115
Q14	139	181
Q16	197	123
Q17	181	139
Q18	197	123
Q21	125	195
Q23	192	128
Q25	161	159

Test Statistics

N	320
Cochran's Q	138.031 ^a
df	13
Asymp. Sig.	0,000

a. 1 is treated as a success.

Langkah 12

Frequencies

	Value	
	1	2
Q1	173	147
Q3	158	162
Q7	163	157
Q9	148	172
Q12	155	165
Q13	205	115
Q14	139	181
Q16	197	123
Q17	181	139
Q18	197	123
Q21	125	195
Q23	192	128
Q25	161	159

Test Statistics

N	320
Cochran's Q	111.614 ^a
df	12
Asymp. Sig.	0,000

a. 1 is treated as a success.

Langkah 13

Frequencies

	Value	
	1	2
Q1	173	147
Q3	158	162
Q7	163	157

Q9	148	172
Q12	155	165
Q14	139	181
Q16	197	123
Q17	181	139
Q18	197	123
Q21	125	195
Q23	192	128
Q25	161	159

Test Statistics

N	320
Cochran's Q	90.886 ^a
df	11
Asymp. Sig.	0,000

a. 1 is treated as a success.

Langkah 14

Frequencies

	Value	
	1	2
Q1	173	147
Q3	158	162
Q7	163	157
Q9	148	172
Q12	155	165
Q14	139	181
Q17	181	139
Q21	125	195
Q25	161	159

Test Statistics

N	320
Cochran's Q	38.537 ^a
df	8

Asymp. Sig.	0,000
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a. 1 is treated as a success.

Langkah 15

Frequencies

	Value	
	1	2
Q1	173	147
Q3	158	162
Q7	163	157
Q9	148	172
Q12	155	165
Q14	139	181
Q21	125	195
Q25	161	159

Test Statistics

N	320
Cochran's Q	25.214 ^a
df	7
Asymp. Sig.	0,001

a. 1 is treated as a success.

Langkah 16

Frequencies

	Value	
	1	2
Q3	158	162
Q7	163	157
Q9	148	172
Q12	155	165
Q14	139	181
Q21	125	195

Q25	161	159
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Test Statistics

N	320
Cochran's Q	17.006 ^a
df	6
Asymp. Sig.	0,009

a. 1 is treated as a success.

Langkah 17

Frequencies

	Value	
	1	2
Q3	158	162
Q9	148	172
Q12	155	165
Q14	139	181
Q21	125	195
Q25	161	159

Test Statistics

N	320
Cochran's Q	13.691 ^a
df	5
Asymp. Sig.	0,018

a. 1 is treated as a success.

Langkah 18

Frequencies

	Value	
	1	2
Q3	158	162
Q9	148	172
Q12	155	165
Q14	139	181
Q21	125	195

Test Statistics

N	320
Cochran's Q	9.958 ^a
df	4
Asymp. Sig.	0,041

a. 1 is treated as a success.

Langkah 19

Frequencies

	Value	
	1	2
Q9	148	172
Q12	155	165
Q14	139	181
Q21	125	195

Test Statistics

N	320
Cochran's Q	6.666 ^a
df	3
Asymp. Sig.	0,083

a. 1 is treated as a success.

Langkah 20**Frequencies**

	Value	
	1	2
Q9	148	172
Q14	139	181
Q21	125	195

Test Statistics

N	320
Cochran's Q	3.173 ^a
df	2
Asymp. Sig.	0,205

a. 1 is treated as a success.

Langkah 21**Frequencies**

	Value	
	1	2
Q14	139	181
Q21	125	195

Test Statistics

N	320
Cochran's Q	1.241 ^a
df	1
Asymp. Sig.	0,265

a. 1 is treated as a success.