

Lampiran I

KUESIONER PENELITIAN

Perihal : Mohon bantuan pengisian Kuesioner

Kepada Yth : Bapak/ Ibu, Saudara/ i
Di tempat

Dengan Hormat,

Dalam rangka penyusunan Skripsi sebagai salah satu syarat kelulusan program Strata 1 Manajemen di Program Studi Manajemen IIB Darmajaya, Saya:

Nama : Rifki Fajar Romadona

NPM : 1712110036

Sedang melakukan penelitian yang berjudul **“PENGARUH HARGA, KUALITAS PELAYANAN DAN CITRA MEREK TERHADAP MINAT BELI KONSUMEN PADA GRABFOOD”** Oleh karena itu saya mohon kesediaan bapak/ibu,saudara/i untuk mengisi kusioner di bawah ini dengan jujur dan benar. Data atau informasi yang terkumpul akan saya jaga kerahasiaanya dan di gunakan hanya untuk kepentingan penyusunan skripsi ini semata. Atas perhatian bapak/ibu, saudara/i saya ucapkan terima kasih.

Bandar Lampung, Juni 2023

Peneliti

Rifki Fajar Romadona

NPM. 1712110036

Panduan pengisian pernyataan :

1. Jawablah pernyataan yang diajukan dibawah ini dengan benar dan jujur.
2. Pernyataan harus dijawab semua jangan sampai ada yang terlewatkan, agar data dapat sepenuhnya di olah oleh peneliti.
3. Berilah tanda (√) pada jawaban yang telah disediakan oleh peneliti.
4. Keterangan : SS (Sangat Setuju)
S (Setuju)
CS (Cukup Setuju)
TS (Tidak Setuju)
STS (Sangat Tidak Setuju)

KRETERIA RESPONDEN

1. Apakah Anda, berusia minimal berusia 17 Tahun ?

- Ya
 Tidak

2. Apakah Anda, berdomisili di Bandar Lampung ?

- Ya
 Tidak

3. Apakah Anda, mengetahui layanan GrabFood ?

- Ya
 Tidak

IDENTITAS RESPONDEN

1. Nama :(Dapat dikosongkan)

2. Jenis Kelamin : Laki-laki
 Perempuan

3. Usia :

- a. 17 Tahun – 24 Tahun c. 35 Tahun – 44 Tahun
 b. 25 Tahun – 34 Tahun d. 45 Tahun – 54 Tahun

4. Pekerjaan :

- a. Pelajar c. Pegawai Negeri
 b. Mahasiswa d. Pegawai Swasta
 c. Wiraswasta e. Lainnya

DAFTAR PERNYATAAN

HARGA						
No	Pernyataan	STS	TS	CS	S	SS
1	GrabFood menawarkan harga yang terjangkau untuk pemesanan makanan secara online					
2	GrabFood menawarkan harga layanan yang sesuai dengan jarak yang ditempuh					
3	GrabFood memiliki harga layanan yang lebih murah di bandingkan aplikasi lain					
4	GrabFood memiliki harga layanan yang sesuai dengan manfaat yang diberikan					

KUALITAS PELAYANAN						
No	Pernyataan	STS	TS	CS	S	SS
1	Driver GrabFood selalu berpenampilan lengkap					
2	Driver Grab Food memberikan layanan pengantaran makanan sesuai waktu yang dijanjikan					
3	Driver Grab Food selalu tersedia saat memesan makanan					
4	Driver GrabFood selalu bersikap sopan dan ramah					
5	Driver GrabFood selalu menginformasikan detail pemesanan					

Citra Merek						
No	Pernyataan	STS	TS	CS	S	SS
1	Fitur yang dimiliki layanan GrabFood selalu update dan berfungsi secara maksimal					
2	GrabFood memiliki logo yang mudah diingat					
3	Layanan GrabFood memiliki fitur yang beragam					

MINAT BELI						
No	Pernyataan	STS	TS	CS	S	SS
1	Saya akan terus menggunakan jasa layanan GrabFood					
2	Saya akan mereferensikan GrabFood kepada teman-teman terdekat					
3	Saya akan memprioritaskan GrabFood sebagai pilihan pertama dalam layanan pemesanan makanan					
4	Saya akan terus mencari informasi mengenai layanan GrabFood					

Lampiran II (Hasil Jawaban Responden)

• Variabel Independen

No	H1	H2	H3	H4	Harga	KP1	KP2	KP3	KP4	KP5	Kualitas Pelayanan	CM1	CM2	CM3	Citra Merek
1	2	2	2	4	10	4	3	2	2	4	15	2	4	3	9
2	5	4	5	5	19	4	3	4	3	4	18	4	4	4	12
3	5	5	5	5	20	5	5	5	5	5	25	4	4	5	13
4	5	5	5	5	20	3	2	2	5	4	16	3	4	1	8
5	5	5	5	4	19	5	4	5	3	4	21	4	4	5	13
6	4	5	4	2	15	4	4	4	4	3	19	4	3	2	9
7	4	3	4	4	15	5	5	5	4	5	24	5	5	4	14
8	5	4	3	3	15	5	5	5	4	5	24	5	5	3	13
9	5	4	4	4	17	5	5	5	5	5	25	5	5	5	15
10	3	5	5	5	18	3	5	5	5	5	23	5	3	4	12
11	4	4	4	4	16	4	4	5	5	4	22	4	5	2	11
12	4	5	5	4	18	4	5	4	4	4	21	5	5	3	13
13	5	5	5	5	20	5	5	5	5	5	25	4	4	2	10
14	5	5	5	5	20	5	5	5	5	4	24	5	5	3	13
15	5	3	5	5	18	5	4	5	5	4	23	5	5	3	13
16	4	3	4	5	16	4	4	4	5	5	22	5	5	4	14
17	5	5	5	5	20	3	3	5	5	5	21	5	4	4	13
18	4	5	5	5	19	4	4	4	2	5	19	4	2	5	11
19	3	4	4	4	15	3	3	3	2	4	15	4	4	4	12
20	3	5	5	5	18	3	5	3	4	5	20	3	3	3	9
21	4	2	4	4	14	4	4	4	1	4	17	4	4	4	12
22	4	5	3	4	16	4	5	4	3	4	20	5	5	4	14
23	3	4	3	3	13	3	3	3	3	3	15	4	4	4	12
24	4	4	4	4	16	4	4	4	4	4	20	5	4	5	14
25	5	3	5	5	18	5	5	5	2	5	22	5	5	5	15
26	4	3	4	5	16	4	4	4	3	5	20	5	5	4	14
27	2	2	3	3	10	4	2	2	3	3	14	5	5	5	15
28	4	5	5	5	19	4	4	4	4	5	21	4	5	5	14
29	4	5	4	4	17	4	4	4	3	4	19	5	5	5	15
30	3	5	5	5	18	4	3	3	3	5	18	5	5	4	14
31	3	4	5	5	17	2	5	2	4	3	16	4	4	3	11
32	2	4	4	5	15	5	5	5	4	5	24	5	5	3	13
33	5	4	2	5	16	3	4	3	3	2	15	4	4	3	11
34	3	4	3	5	15	3	3	3	3	5	17	3	4	2	9
35	4	3	3	3	13	4	4	4	4	3	19	3	3	3	9
36	4	5	3	5	17	4	4	4	4	5	21	4	4	4	12
37	4	4	4	5	17	4	4	4	3	5	20	5	5	3	13
38	5	4	4	4	17	4	4	4	3	4	19	4	5	3	12
39	4	4	3	4	15	4	4	4	3	4	19	3	3	2	8
40	4	4	4	5	17	4	4	4	3	5	20	5	5	3	13
41	5	4	4	5	18	5	5	5	3	5	23	4	4	3	11
42	4	3	3	4	14	4	4	4	4	4	20	5	5	4	14
43	3	5	3	4	15	3	3	3	3	4	16	5	5	4	14
44	4	4	4	4	16	4	4	4	3	5	20	4	5	3	12
45	3	4	3	4	14	3	5	3	4	4	19	2	5	3	10
46	3	3	3	3	12	3	5	3	4	4	19	3	5	4	12
47	3	4	5	4	16	3	5	3	2	4	17	3	3	3	9
48	4	4	3	4	15	4	3	4	3	4	18	3	5	4	12

49	5	4	3	5	17	5	4	5	3	3	20	4	5	4	13
50	5	4	4	4	17	4	3	4	2	5	18	4	4	3	11
51	5	5	2	4	16	3	3	3	4	4	17	3	4	3	10
52	3	4	4	4	15	3	3	4	4	3	17	4	5	5	14
53	3	4	4	4	15	3	2	3	2	4	14	4	5	3	12
54	4	5	5	4	18	4	4	4	3	4	19	3	4	3	10
55	3	4	4	5	16	5	5	5	4	3	22	3	4	3	10
56	5	5	4	4	18	3	3	3	2	3	14	4	4	4	12
57	2	4	4	5	15	3	4	3	1	3	14	3	4	3	10
58	5	5	5	4	19	3	3	3	2	3	14	3	3	3	9
59	3	4	3	5	15	5	4	5	4	5	23	5	4	4	13
60	4	4	4	4	16	4	3	4	3	4	18	3	4	3	10
61	3	5	3	4	15	4	2	4	3	3	16	3	5	3	11
62	3	4	4	5	16	2	4	5	4	3	18	4	4	4	12
63	2	2	5	4	13	4	4	4	4	4	20	2	4	5	11
64	5	4	3	4	16	4	1	4	2	3	14	4	4	4	12
65	3	4	2	5	14	2	3	2	3	3	13	4	4	5	13
66	4	3	5	5	17	2	3	2	4	2	13	5	4	3	12
67	4	5	2	5	16	3	3	5	3	3	17	4	5	3	12
68	5	5	5	5	20	3	5	5	4	3	20	4	4	3	11
69	4	4	4	4	16	3	3	4	4	5	19	4	5	4	13
70	4	5	4	4	17	2	2	4	2	5	15	5	4	3	12
71	3	3	3	3	12	5	5	4	2	2	18	3	5	3	11
72	4	4	3	3	14	5	3	5	3	4	20	4	4	4	12
73	5	5	3	4	17	3	3	3	1	2	12	3	4	4	11
74	5	4	4	5	18	5	3	5	2	3	18	4	5	4	13
75	3	2	4	5	14	5	3	5	4	2	19	5	4	2	11
76	5	4	3	4	16	3	2	3	3	3	14	3	4	1	8
77	4	4	3	4	15	4	3	3	3	4	17	2	5	3	10
78	5	3	2	4	14	4	4	3	4	4	19	5	5	4	14
79	5	5	3	4	17	4	3	3	4	3	17	2	5	3	10
80	5	5	4	5	19	5	3	2	4	2	16	5	5	4	14
81	5	5	3	4	17	3	2	3	2	2	12	4	4	4	12
82	5	3	5	4	17	3	3	4	4	3	17	4	4	5	13
83	3	4	4	5	16	5	3	5	1	4	18	3	3	5	11
84	5	4	4	4	17	4	3	4	4	4	19	3	3	3	9
85	5	4	3	5	17	3	2	4	3	3	15	3	4	4	11
86	4	4	2	4	14	3	4	4	2	3	16	4	5	4	13
87	4	4	3	4	15	4	4	4	3	4	19	4	5	5	14
88	5	4	4	5	18	4	4	4	4	3	19	3	4	3	10
89	1	2	2	4	9	4	4	4	4	4	20	3	4	5	12
90	3	4	4	4	15	4	5	4	4	5	22	2	4	4	10
91	3	2	4	4	13	5	5	3	4	3	20	5	5	5	15
92	2	2	3	4	11	4	4	2	2	4	16	4	3	3	10
93	3	3	4	4	14	3	1	3	4	2	13	4	4	4	12
94	3	3	4	3	13	3	3	4	3	3	16	3	3	2	8
95	4	5	5	5	19	5	4	4	4	5	22	5	5	4	14
96	4	4	5	5	18	4	5	4	4	5	22	5	5	5	15
97	4	4	5	5	18	5	4	5	4	4	22	3	3	4	10
98	4	4	5	3	16	5	5	5	4	5	24	4	4	3	11
99	4	4	4	5	17	5	5	5	4	5	24	5	5	5	15
100	5	5	5	5	20	3	5	5	4	5	22	5	5	5	15

- **Variabel Dependen**

No	MB1	MB2	MB3	MB4	Minat_Beli
1	3	3	3	3	12
2	3	3	3	3	12
3	4	5	5	4	18
4	5	4	4	5	18
5	4	5	5	4	18
6	4	4	3	4	15
7	4	5	5	4	18
8	5	5	5	2	17
9	5	5	5	4	19
10	5	5	5	4	19
11	5	5	5	5	20
12	5	5	5	5	20
13	5	5	5	5	20
14	5	5	5	5	20
15	5	4	5	5	19
16	5	5	5	5	20
17	5	5	5	5	20
18	5	4	5	5	19
19	3	3	3	3	12
20	3	4	3	3	13
21	3	3	3	3	12
22	3	3	3	3	12
23	3	3	3	3	12
24	4	5	5	4	18
25	5	4	4	5	18
26	4	5	5	4	18
27	4	4	3	4	15
28	4	5	5	4	18
29	3	3	3	3	12
30	3	4	3	3	13
31	4	4	3	4	15
32	3	4	3	3	13
33	3	5	4	3	15
34	3	3	3	3	12
35	4	4	3	4	15
36	3	5	4	3	15
37	5	5	2	5	17
38	4	4	4	4	16
39	5	5	4	5	19
40	3	3	4	3	13
41	5	5	4	5	19
42	4	4	3	4	15
43	3	4	4	3	14
44	3	4	3	3	13
45	3	4	3	3	13
46	3	4	2	3	12
47	4	4	3	4	15
48	4	4	3	4	15
49	4	5	1	4	14
50	4	3	1	4	12
51	4	4	3	4	15

52	4	5	4	4	17
53	4	4	2	4	14
54	4	3	3	4	14
55	3	3	4	3	13
56	2	4	2	2	10
57	3	5	4	3	15
58	4	5	4	4	17
59	5	5	4	5	19
60	4	4	5	4	17
61	4	4	5	4	17
62	4	4	5	4	17
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64	4	4	5	4	17
65	4	4	4	4	16
66	5	5	2	5	17
67	4	4	3	4	15
68	4	4	4	4	16
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70	4	4	3	4	15
71	4	4	4	4	16
72	3	4	4	3	14
73	4	4	5	4	17
74	3	3	4	3	13
75	4	4	4	4	16
76	3	3	3	3	12
77	4	4	4	4	16
78	4	4	4	4	16
79	4	4	4	4	16
80	5	5	5	5	20
81	4	4	4	4	16
82	4	4	5	4	17
83	4	4	4	4	16
84	4	4	3	4	15
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87	4	4	4	4	16
88	3	4	5	3	15
89	3	3	3	3	12
90	4	4	4	4	16
91	5	5	5	5	20
92	3	3	3	3	12
93	3	4	4	3	14
94	3	3	2	3	11
95	5	5	4	5	19
96	5	5	5	5	20
97	4	5	4	4	17
98	3	3	3	3	12
99	5	5	5	5	20
100	5	5	5	5	20

Lampiran III (Hasil Uji Deskriptif)

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	36	36.0	36.0	36.0
Valid Perempuan	64	64.0	64.0	100.0
Total	100	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17 Tahun - 24 Tahun	30	30.0	30.0	30.0
Valid 25 Tahun - 34 Tahun	36	36.0	36.0	66.0
Valid 35 Tahun - 44 Tahun	20	20.0	20.0	86.0
Valid 45 Tahun - 54 Tahun	14	14.0	14.0	100.0
Total	100	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Lainnya	10	10.0	10.0	10.0
Valid Mahasiswa	19	19.0	19.0	29.0
Valid Pegawai Negeri	10	10.0	10.0	39.0
Valid Pegawai Swasta	29	29.0	29.0	68.0
Valid Pelajar	15	15.0	15.0	83.0
Valid Wiraswasta	17	17.0	17.0	100.0
Total	100	100.0	100.0	

- **Variabel Harga**

H1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
Valid 2	6	6.0	6.0	7.0
Valid 3	25	25.0	25.0	32.0
Valid 4	35	35.0	35.0	67.0
Valid 5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

H2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	8	8.0	8.0	8.0
Valid 3	14	14.0	14.0	22.0
Valid 4	47	47.0	47.0	69.0
Valid 5	31	31.0	31.0	100.0
Total	100	100.0	100.0	

H3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	8	8.0	8.0	8.0
3	27	27.0	27.0	35.0
4	37	37.0	37.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

H4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.0	1.0	1.0
3	9	9.0	9.0	10.0
4	47	47.0	47.0	57.0
5	43	43.0	43.0	100.0
Total	100	100.0	100.0	

- **Variabel Kualitas Pelayanan**

KP1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	5.0	5.0	5.0
3	30	30.0	30.0	35.0
4	40	40.0	40.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

KP2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	8	8.0	8.0	10.0
3	30	30.0	30.0	40.0
4	34	34.0	34.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

KP3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	8	8.0	8.0	8.0
3	23	23.0	23.0	31.0
4	41	41.0	41.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

KP4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4.0	4.0	4.0
2	16	16.0	16.0	20.0
3	30	30.0	30.0	50.0
4	40	40.0	40.0	90.0
5	10	10.0	10.0	100.0
Total	100	100.0	100.0	

KP5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	8	8.0	8.0	8.0
3	26	26.0	26.0	34.0
4	35	35.0	35.0	69.0
5	31	31.0	31.0	100.0
Total	100	100.0	100.0	

- **Variabel Citra Merek**

CM1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	6.0	6.0	6.0
3	25	25.0	25.0	31.0
4	37	37.0	37.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

CM2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.0	1.0	1.0
3	12	12.0	12.0	13.0
4	43	43.0	43.0	56.0
5	44	44.0	44.0	100.0
Total	100	100.0	100.0	

CM3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	7	7.0	7.0	9.0
3	37	37.0	37.0	46.0
4	34	34.0	34.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

- **Variabel Minat Beli**

MB1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.0	1.0	1.0
3	30	30.0	30.0	31.0
4	45	45.0	45.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

MB2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	19	19.0	19.0	19.0
4	48	48.0	48.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

MB3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	6	6.0	6.0	8.0
3	30	30.0	30.0	38.0
4	32	32.0	32.0	70.0
5	30	30.0	30.0	100.0
Total	100	100.0	100.0	

MB4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2.0	2.0	2.0
3	30	30.0	30.0	32.0
4	47	47.0	47.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

Lampiran IV (Hasil Uji Validitas)

- Variabel Harga

		Correlations				
		H1	H2	H3	H4	Harga
H1	Pearson Correlation	1	.144	.197	.269	.594**
	Sig. (2-tailed)		.448	.296	.150	.001
	N	30	30	30	30	30
H2	Pearson Correlation	.144	1	.301	.334	.678**
	Sig. (2-tailed)	.448		.107	.071	.000
	N	30	30	30	30	30
H3	Pearson Correlation	.197	.301	1	.466**	.726**
	Sig. (2-tailed)	.296	.107		.010	.000
	N	30	30	30	30	30
H4	Pearson Correlation	.269	.334	.466**	1	.722**
	Sig. (2-tailed)	.150	.071	.010		.000
	N	30	30	30	30	30
Harga	Pearson Correlation	.594**	.678**	.726**	.722**	1
	Sig. (2-tailed)	.001	.000	.000	.000	
	N	30	30	30	30	30

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

- Variabel Kualitas Pelayanan

		Correlations					
		KP1	KP2	KP3	KP4	KP5	Kualitas_Pelayanan
KP1	Pearson Correlation	1	.323	.728**	.163	.339	.717**
	Sig. (2-tailed)		.082	.000	.390	.067	.000
	N	30	30	30	30	30	30
KP2	Pearson Correlation	.323	1	.432*	.238	.149	.613**
	Sig. (2-tailed)	.082		.017	.206	.432	.000
	N	30	30	30	30	30	30
KP3	Pearson Correlation	.728**	.432*	1	.372*	.434*	.864**
	Sig. (2-tailed)	.000	.017		.043	.017	.000
	N	30	30	30	30	30	30
KP4	Pearson Correlation	.163	.238	.372*	1	.080	.609**
	Sig. (2-tailed)	.390	.206	.043		.675	.000
	N	30	30	30	30	30	30
KP5	Pearson Correlation	.339	.149	.434*	.080	1	.578**
	Sig. (2-tailed)	.067	.432	.017	.675		.001
	N	30	30	30	30	30	30
Kualitas Pelayanan	Pearson Correlation	.717**	.613**	.864**	.609**	.578**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.001	
	N	30	30	30	30	30	30

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

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

- **Variabel Citra Merek**

Correlations

		CM1	CM2	CM3	Citra_Merek
CM1	Pearson Correlation	1	.710**	.433*	.895**
	Sig. (2-tailed)		.000	.017	.000
	N	30	30	30	30
CM2	Pearson Correlation	.710**	1	.078	.728**
	Sig. (2-tailed)	.000		.684	.000
	N	30	30	30	30
CM3	Pearson Correlation	.433*	.078	1	.703**
	Sig. (2-tailed)	.017	.684		.000
	N	30	30	30	30
Citra_Merek	Pearson Correlation	.895**	.728**	.703**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

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

- **Variabel Minat Beli**

Correlations

		MB1	MB2	MB3	MB4	Minat_Beli
MB1	Pearson Correlation	1	.635**	.602**	1.000**	.928**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	30	30	30	30	30
MB2	Pearson Correlation	.635**	1	.607**	.635**	.815**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
MB3	Pearson Correlation	.602**	.607**	1	.602**	.815**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
MB4	Pearson Correlation	1.000**	.635**	.602**	1	.928**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
Minat_Beli	Pearson Correlation	.928**	.815**	.815**	.928**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

Lampiran V (Hasil Uji Reliabilitas)

- **Variabel Harga**

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
.601	4

- **Variabel Kualitas Pelayanan**

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
.689	5

- **Variabel Citra Merek**

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
.635	3

- **Variabel Minat Beli**

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
.893	4

Lampiran VI (Hasil Uji Normalitas)

One-Sample Kolmogorov-Smirnov Test

		Harga	Kualitas_Pelayanan	Citra_Merek	Minat_Beli
N		100	100	100	100
Normal Parameters ^{a,b}	Mean	16.11	18.73	11.88	15.75
	Std. Deviation	2.291	3.216	1.871	2.645
	Absolute				
Most Extreme Differences	Positive	.114	.093	.126	.101
	Negative	.079	.076	.093	.101
		-.114	-.093	-.126	-.082
Kolmogorov-Smirnov Z		1.140	.935	1.256	1.007
Asymp. Sig. (2-tailed)		.148	.347	.085	.262

a. Test distribution is Normal.

b. Calculated from data.

Lampiran VII (Hasil Uji Linearitas)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat_Beli * Harga	Between Groups	(Combined)	156.791	11	14.254	2.340	.014
		Linearity	129.803	1	129.803	21.312	.000
		Deviation from Linearity	26.988	10	2.699	.443	.921
	Within Groups	535.959	88	6.090			
	Total	692.750	99				

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat_Beli * Kualitas_Pelayanan	(Combined)		230.715	13	17.747	3.303	.000
	Between Groups	Linearity	113.754	1	113.754	21.173	.000
		Deviation from Linearity	116.961	12	9.747	1.814	.058
	Within Groups		462.035	86	5.372		
	Total		692.750	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat_Beli * Citra_Merek	(Combined)		139.296	7	19.899	3.308	.003
	Between Groups	Linearity	63.204	1	63.204	10.506	.002
		Deviation from Linearity	76.092	6	12.682	2.108	.060
	Within Groups		553.454	92	6.016		
	Total		692.750	99			

Lampiran VIII (Hasil Uji Multikolinearitas)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.251	2.118		1.063	.291	
	Harga	.396	.102	.343	3.874	.000	.919
	Kualitas_Pelayanan	.206	.076	.250	2.713	.008	.846
	Citra_Merek	.275	.126	.194	2.187	.031	.912

a. Dependent Variable: Minat_Beli

Lampiran IX (Hasil Uji Analisis Regresi Berganda)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Citra_Merek, Harga, Kualitas_Pelayanan ^b	.	Enter

a. Dependent Variable: Minat_Beli

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.555 ^a	.309	.287	2.234

a. Predictors: (Constant), Citra_Merek, Harga, Kualitas_Pelayanan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.251	2.118		1.063	.291
	Harga	.396	.102	.343	3.874	.000
	Kualitas_Pelayanan	.206	.076	.250	2.713	.008
	Citra_Merek	.275	.126	.194	2.187	.031

a. Dependent Variable: Minat_Beli

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	213.761	3	71.254	14.281	.000 ^b
	Residual	478.989	96	4.989		
	Total	692.750	99			

a. Dependent Variable: Minat_Beli

b. Predictors: (Constant), Citra_Merek, Harga, Kualitas_Pelayanan