

## 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 : Ahmad Dienis Nuril Ardhi

NPM : 1912110451

Sedang melakukan penelitian yang berjudul **“PENGARUH KUALITAS PRODUK DAN GAYA HIDUP TERHADAP MINAT BELI PRODUK UNIQLO MALL BOEMI KEDATON”** 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

Ahmad Dienis Nuril Ardhi

NPM.1912110451

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)

#### IDENTITAS RESPONDEN

1. Nama : .....(Dapat dikosongkan)

2. Jenis Kelamin :  Laki-laki  
 Perempuan

3. Usia :

<input type="checkbox"/> a. 17 Tahun – 22 Tahun	<input type="checkbox"/> c. 29 Tahun – 34 Tahun
<input type="checkbox"/> b. 23 Tahun – 28 Tahun	<input type="checkbox"/> d. 35 Tahun – 40 Tahun

4. Pekerjaan :

<input type="checkbox"/> a. Pelajar	<input type="checkbox"/> c. Pegawai Negeri
<input type="checkbox"/> b. Mahasiswa	<input type="checkbox"/> d. Pegawai Swasta
<input type="checkbox"/> c. Wiraswasta	

## DAFTAR PERNYATAAN

<i>Kualitas Produk</i>						
No	Pernyataan	STS	TS	CS	S	SS
1	Produk UNIQLO nyaman digunakan					
2	Produk UNIQLO tidak mudah rusak					
3	Produk UNIQLO selalu memperhatikan standar kualitas pada setiap produknya					
4	Produk UNIQLO dapat digunakan jangka panjang					
5	Produk UNIQLO banyak pilihan desain yang menarik					
6	Produk UNIQLO memiliki desain yang <i>up to date</i>					
7	Produk UNIQLO memiliki kualitas yang sesuai dengan yang dijanjikan					

<i>Gaya Hidup</i>						
No	Pernyataan	STS	TS	CS	S	SS
1	Menggunakan Produk UNIQLO sebagai pilihan pakaian sehari-hari					
2	Menggunakan Produk UNIQLO karena mengikuti trend fashion masa kini					
3	Menggunakan Produk UNIQLO berdasarkan pendapat pribadi					

<i>Minat Beli</i>						
No	Pernyataan	STS	TS	CS	S	SS
1	Cenderung untuk membeli Produk UNIQLO dimasa yang akan datang					
2	Bersedia mereferensikan Produk UNIQLO pada orang lain					
3	Menjadikan Produk UNIQLO sebagai pilihan utama dalam kebutuhan fashion					
4	Akan mencari informasi Produk terbaru UNIQLO					

## Lampiran II (Hasil Jawaban Kuesioner)

No	K1	K2	K3	K4	K5	K6	K7	Kualitas Produk	G1	G2	G3	Gaya Hidup
1	1	1	1	1	1	1	1	7	1	1	1	3
2	1	1	1	1	1	1	1	7	1	1	1	3
3	4	4	4	4	2	4	4	26	1	1	1	3
4	5	4	5	5	3	3	4	29	1	1	1	3
5	5	5	5	5	3	3	3	29	4	4	2	10
6	5	5	5	5	4	5	5	34	4	4	2	10
7	5	5	5	4	4	3	5	31	4	5	3	12
8	4	5	4	2	5	4	2	26	3	3	4	10
9	4	3	4	4	4	2	1	22	3	3	5	11
10	5	4	3	3	3	2	1	21	3	2	5	10
11	5	4	4	4	4	5	5	31	5	5	5	15
12	3	5	5	5	4	5	5	32	5	4	3	12
13	4	4	4	4	4	5	3	28	5	3	4	12
14	4	5	5	4	5	4	4	31	4	5	4	13
15	5	5	5	5	5	5	3	33	5	4	5	14
16	5	5	5	5	4	4	5	33	4	5	5	14
17	5	3	5	5	5	5	5	33	5	5	5	15
18	4	3	4	5	5	5	5	31	5	5	4	14
19	5	5	5	5	5	5	5	35	5	5	3	13
20	4	5	5	5	4	3	2	28	3	4	4	11
21	3	4	4	4	3	4	2	24	4	4	3	11
22	3	5	5	5	3	4	2	27	3	4	3	10
23	4	2	4	4	3	3	4	24	3	3	4	10
24	4	5	3	4	2	4	3	25	4	4	4	12
25	3	4	3	3	3	3	3	22	3	3	3	9
26	4	4	4	4	4	4	3	27	4	3	4	11
27	5	3	5	5	3	3	3	27	3	4	5	12
28	4	3	4	5	3	3	2	24	2	4	4	10
29	2	2	3	3	2	2	3	17	3	3	4	10
30	4	5	5	5	3	3	4	29	3	4	4	11
31	4	5	4	4	3	2	2	24	2	3	4	9
32	3	5	5	5	4	3	3	28	3	3	4	10
33	3	4	5	5	4	4	2	27	3	3	2	8
34	2	4	4	5	3	3	4	25	2	3	5	10
35	5	4	2	5	3	3	3	25	4	2	3	9
36	3	4	3	5	4	3	2	24	4	3	3	10
37	4	3	3	3	3	4	2	22	4	3	4	11
38	4	5	3	5	4	4	3	28	4	2	4	10
39	4	4	4	5	4	3	3	27	1	2	4	7
40	5	4	4	4	3	3	3	26	2	2	4	8
41	4	4	3	4	3	3	2	23	3	3	4	10
42	4	4	4	5	5	3	2	27	3	2	4	9
43	5	4	4	5	3	4	3	28	4	4	5	13
44	4	3	3	4	3	4	2	23	3	3	4	10
45	3	5	3	4	3	3	2	23	3	4	3	10
46	4	4	4	4	4	3	1	24	4	1	4	9
47	3	4	3	4	3	4	2	23	3	2	3	8
48	3	3	3	3	3	3	2	20	3	3	3	9
49	3	4	5	4	4	2	3	25	2	2	3	7
50	4	4	3	4	3	3	3	24	3	3	4	10
51	5	4	3	5	3	4	3	27	3	2	5	10
52	5	4	4	4	4	2	3	26	3	2	4	9
53	5	5	2	4	5	3	3	27	3	3	3	9
54	3	4	4	4	4	4	3	26	4	3	3	10
55	3	4	4	4	5	2	2	24	1	2	3	6

56	4	5	5	4	3	4	1	26	4	2	4	10
57	3	4	4	5	3	3	3	25	2	2	5	9
58	5	5	4	4	3	3	2	26	2	2	3	7
59	2	4	4	5	4	2	3	24	2	2	3	7
60	5	5	5	4	3	3	3	28	2	3	3	8
61	3	4	3	5	3	3	2	23	5	5	5	15
62	4	4	4	4	4	3	3	26	5	5	5	15
63	3	5	3	4	4	3	2	24	5	5	5	15
64	3	4	4	5	4	4	2	26	5	5	5	15
65	2	2	5	4	2	3	2	20	5	5	5	15
66	5	4	3	4	1	2	3	22	5	5	5	15
67	3	4	2	5	3	3	4	24	5	5	5	15
68	4	3	5	5	4	3	2	26	5	5	5	15
69	4	5	2	5	3	4	3	26	5	5	5	15
70	5	5	5	5	4	4	2	30	5	5	5	15

No	M1	M2	M3	M4	Minat Beli
1	2	2	3	3	10
2	2	3	3	2	10
3	5	5	5	5	20
4	5	5	5	5	20
5	5	5	5	5	20
6	2	5	5	4	16
7	4	5	5	5	19
8	4	4	4	3	15
9	5	4	5	5	19
10	5	5	5	5	20
11	5	5	5	5	20
12	5	5	5	5	20
13	4	5	5	5	19
14	5	5	5	5	20
15	5	5	5	5	20
16	5	5	5	5	20
17	4	5	4	5	18
18	4	5	5	5	19
19	3	5	5	5	18
20	4	3	5	5	17
21	3	4	4	3	14
22	5	4	4	3	16
23	4	4	3	3	14
24	5	3	3	3	14
25	3	3	4	3	13
26	4	5	5	5	19
27	5	5	5	4	19
28	4	5	5	5	19
29	2	4	4	3	13
30	4	4	5	5	18
31	4	4	4	3	15
32	3	5	5	3	16
33	5	4	4	3	16
34	5	5	3	3	16
35	4	5	3	4	16
36	3	4	3	3	13
37	4	5	4	3	16
38	4	5	4	4	17
39	4	5	5	2	16
40	4	4	3	4	15

41	4	5	5	4	18
42	4	5	4	4	17
43	5	5	5	4	19
44	4	4	4	3	15
45	3	4	3	4	14
46	4	4	5	3	16
47	5	4	4	3	16
48	5	3	4	2	14
49	5	5	4	3	17
50	3	5	4	3	15
51	4	3	2	1	10
52	3	4	4	1	12
53	3	4	4	3	14
54	3	5	5	4	17
55	2	4	4	2	12
56	4	5	4	3	16
57	5	5	4	4	18
58	3	4	4	2	13
59	4	4	4	4	16
60	3	5	4	4	16
61	4	5	5	4	18
62	3	4	4	5	16
63	2	4	4	5	15
64	4	5	5	5	19
65	4	4	4	4	16
66	5	5	5	5	20
67	5	5	5	5	20
68	5	5	5	5	20
69	5	5	5	5	20
70	5	5	5	5	20

### Lampiran III (Hasil Uji Deskriptif)

#### Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	42	60.0	60.0	60.0
Valid Perempuan	28	40.0	40.0	100.0
Total	70	100.0	100.0	

#### Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17 Tahun - 22 Tahun	29	41.4	41.4	41.4
Valid 23 Tahun - 28 Tahun	20	28.6	28.6	70.0
Valid 29 Tahun - 34 Tahun	13	18.6	18.6	88.6
Valid 35 Tahun - 40 Tahun	8	11.4	11.4	100.0
Total	70	100.0	100.0	

**Pekerjaan**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Mahasiswa	22	31.4	31.4	31.4
Pegawai Negeri	6	8.6	8.6	40.0
Pegawai Swasta	25	35.7	35.7	75.7
Pelajar	13	18.6	18.6	94.3
Wiraswasta	4	5.7	5.7	100.0
Total	70	100.0	100.0	

**K1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.9	2.9	2.9
2	4	5.7	5.7	8.6
3	18	25.7	25.7	34.3
4	25	35.7	35.7	70.0
5	21	30.0	30.0	100.0
Total	70	100.0	100.0	

**K2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.9	2.9	2.9
2	3	4.3	4.3	7.1
3	9	12.9	12.9	20.0
4	32	45.7	45.7	65.7
5	24	34.3	34.3	100.0
Total	70	100.0	100.0	

**K3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.9	2.9	2.9
2	4	5.7	5.7	8.6
3	17	24.3	24.3	32.9
4	25	35.7	35.7	68.6
5	22	31.4	31.4	100.0
Total	70	100.0	100.0	

**K4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.9	2.9	2.9
2	1	1.4	1.4	4.3
3	5	7.1	7.1	11.4
4	30	42.9	42.9	54.3
5	32	45.7	45.7	100.0
Total	70	100.0	100.0	

**K5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	4.3	4.3	4.3
Valid 2	4	5.7	5.7	10.0
Valid 3	30	42.9	42.9	52.9
Valid 4	24	34.3	34.3	87.1
Valid 5	9	12.9	12.9	100.0
Total	70	100.0	100.0	

**K6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.9	2.9	2.9
Valid 2	9	12.9	12.9	15.7
Valid 3	31	44.3	44.3	60.0
Valid 4	20	28.6	28.6	88.6
Valid 5	8	11.4	11.4	100.0
Total	70	100.0	100.0	

**K7**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	8.6	8.6	8.6
Valid 2	23	32.9	32.9	41.4
Valid 3	26	37.1	37.1	78.6
Valid 4	7	10.0	10.0	88.6
Valid 5	8	11.4	11.4	100.0
Total	70	100.0	100.0	

**G1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	8.6	8.6	8.6
Valid 2	9	12.9	12.9	21.4
Valid 3	22	31.4	31.4	52.9
Valid 4	16	22.9	22.9	75.7
Valid 5	17	24.3	24.3	100.0
Total	70	100.0	100.0	

**G2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	5	7.1	7.1	7.1
Valid 2	15	21.4	21.4	28.6
Valid 3	20	28.6	28.6	57.1
Valid 4	13	18.6	18.6	75.7
Valid 5	17	24.3	24.3	100.0
Total	70	100.0	100.0	



**G3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	5.7	5.7	5.7
2	3	4.3	4.3	10.0
3	18	25.7	25.7	35.7
4	24	34.3	34.3	70.0
5	21	30.0	30.0	100.0
Total	70	100.0	100.0	

**M1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	8.6	8.6	8.6
3	13	18.6	18.6	27.1
4	26	37.1	37.1	64.3
5	25	35.7	35.7	100.0
Total	70	100.0	100.0	

**M2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.4	1.4	1.4
3	6	8.6	8.6	10.0
4	23	32.9	32.9	42.9
5	40	57.1	57.1	100.0
Total	70	100.0	100.0	

**M3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.4	1.4	1.4
3	9	12.9	12.9	14.3
4	27	38.6	38.6	52.9
5	33	47.1	47.1	100.0
Total	70	100.0	100.0	

**M4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.9	2.9	2.9
2	5	7.1	7.1	10.0
3	21	30.0	30.0	40.0
4	15	21.4	21.4	61.4
5	27	38.6	38.6	100.0
Total	70	100.0	100.0	

### Lampiran IV (Hasil Uji Validitas)

		Correlations							Kualitas Produk
		K1	K2	K3	K4	K5	K6	K7	
K1	Pearson Correlation	1	.594**	.749**	.690**	.631**	.526**	.512**	.817**
	Sig. (2-tailed)		.001	.000	.000	.000	.003	.004	.000
	N	30	30	30	30	30	30	30	30
K2	Pearson Correlation	.594**	1	.717**	.563**	.541**	.590**	.374*	.764**
	Sig. (2-tailed)	.001		.000	.001	.002	.001	.042	.000
	N	30	30	30	30	30	30	30	30
K3	Pearson Correlation	.749**	.717**	1	.880**	.689**	.620**	.583**	.912**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.001	.000
	N	30	30	30	30	30	30	30	30
K4	Pearson Correlation	.690**	.563**	.880**	1	.515**	.607**	.563**	.839**
	Sig. (2-tailed)	.000	.001	.000		.004	.000	.001	.000
	N	30	30	30	30	30	30	30	30
K5	Pearson Correlation	.631**	.541**	.689**	.515**	1	.713**	.487**	.796**
	Sig. (2-tailed)	.000	.002	.000	.004		.000	.006	.000
	N	30	30	30	30	30	30	30	30
K6	Pearson Correlation	.526**	.590**	.620**	.607**	.713**	1	.675**	.833**
	Sig. (2-tailed)	.003	.001	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30
K7	Pearson Correlation	.512**	.374*	.583**	.563**	.487**	.675**	1	.749**
	Sig. (2-tailed)	.004	.042	.001	.001	.006	.000		.000
	N	30	30	30	30	30	30	30	30
Kualitas Produk	Pearson Correlation	.817**	.764**	.912**	.839**	.796**	.833**	.749**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	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).

		Correlations			
		G1	G2	G3	Gaya Hidup
G1	Pearson Correlation	1	.803**	.568**	.901**
	Sig. (2-tailed)		.000	.001	.000
	N	30	30	30	30
G2	Pearson Correlation	.803**	1	.578**	.905**
	Sig. (2-tailed)	.000		.001	.000
	N	30	30	30	30
G3	Pearson Correlation	.568**	.578**	1	.820**
	Sig. (2-tailed)	.001	.001		.000
	N	30	30	30	30
Gaya_Hidup	Pearson Correlation	.901**	.905**	.820**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

### Correlations

		M1	M2	M3	M4	Minat_Beli
M1	Pearson Correlation	1	.469**	.447*	.546**	.756**
	Sig. (2-tailed)		.009	.013	.002	.000
	N	30	30	30	30	30
M2	Pearson Correlation	.469**	1	.751**	.710**	.848**
	Sig. (2-tailed)	.009		.000	.000	.000
	N	30	30	30	30	30
M3	Pearson Correlation	.447*	.751**	1	.870**	.881**
	Sig. (2-tailed)	.013	.000		.000	.000
	N	30	30	30	30	30
M4	Pearson Correlation	.546**	.710**	.870**	1	.915**
	Sig. (2-tailed)	.002	.000	.000		.000
	N	30	30	30	30	30
Minat_Beli	Pearson Correlation	.756**	.848**	.881**	.915**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).

### Lampiran V (Hasil Uji Reliabilitas)

#### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
.913	7

#### Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.847	3

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
.859	4

**Lampiran VI (Hasil Uji Normalitas)****One-Sample Kolmogorov-Smirnov Test**

		Kualitas_Produk	Gaya_Hidup	Minat_Beli
N		70	70	70
Normal Parameters <sup>a,b</sup>	Mean	25.64	10.51	16.63
	Std. Deviation	4.743	3.082	2.725
Most Extreme Differences	Absolute	.150	.152	.136
	Positive	.110	.152	.108
	Negative	-.150	-.126	-.136
Kolmogorov-Smirnov Z		1.257	1.272	1.142
Asymp. Sig. (2-tailed)		.085	.079	.147

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 * Kualitas_Produk		(Combined)	247.110	17	14.536	2.850	.002
	Between Groups	Linearity	160.891	1	160.891	31.543	.000
		Deviation from Linearity	86.219	16	5.389	1.056	.418
		Within Groups	265.233	52	5.101		
		Total	512.343	69			

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
Minat_Beli * Gaya_Hidup	(Combined)		178.135	10	17.813	3.145	.003
	Between Groups	Linearity	126.865	1	126.865	22.396	.000
		Deviation from Linearity	51.270	9	5.697	1.006	.446
	Within Groups		334.208	59	5.665		
	Total		512.343	69			

**Lampiran VIII (Hasil Uji Multikolinearitas)**

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.401	1.457		5.079	.000	
	Kualitas_Produk	.245	.060	.426	4.068	.000	.821
	Gaya_Hidup	.281	.093	.317	3.029	.003	.821

a. Dependent Variable: Minat\_Beli

**Lampiran IX (Hasil Uji Analisis Regresi Linear Berganda)**

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Gaya_Hidup, Kualitas_Produk <sup>b</sup>		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	.630 <sup>a</sup>	.397	.379	2.148

a. Predictors: (Constant), Gaya\_Hidup, Kualitas\_Produk

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	7.401	1.457		5.079	.000
	Kualitas_Produk	.245	.060	.426	4.068	.000
	Gaya_Hidup	.281	.093	.317	3.029	.003

a. Dependent Variable: Minat\_Beli

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	203.230	2	101.615	22.025	.000 <sup>b</sup>
	Residual	309.113	67	4.614		
	Total	512.343	69			

a. Dependent Variable: Minat\_Beli

b. Predictors: (Constant), Gaya\_Hidup, Kualitas\_Produk