

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 : Syabilla Res Kianing Pasha

NPM : 1912110290

Sedang melakukan penelitian yang berjudul **“PENGARUH PROMOSI DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN DI PT. HARTONO GRUP INDONESIA”** 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

Syabilla Res Kianing Pasha

NPM. 1912110290

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 – 24 Tahun	<input type="checkbox"/> c. 35 Tahun – 44 Tahun
<input type="checkbox"/> b. 25 Tahun – 34 Tahun	<input type="checkbox"/> d. 45 Tahun – 54 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

PROMOSI						
No	Pernyataan	STS	TS	CS	S	SS
1	Perumahan Pesona Hanjuang III memposting kegiatan promosi satu kali sehari di media sosial					
2	Perumahan Pesona Hanjuang III memberikan informasi promosi yang mudah dimengerti konsumen					
3	Perumahan Pesona Hanjuang III melakukan kegiatan promosi di berbagai media					
4	Perumahan Pesona Hanjuang III melakukan kegiatan promosi selama 3 bulan					
5	Perumahan Pesona Hanjuang III memiliki program Promosi yang sesuai dengan keinginan					

Sumber: Munisa, 2021

CITRA MEREK						
No	Pernyataan	STS	TS	CS	S	SS
1	Perumahan Pesona Hanjuang III memiliki lokasi yang mudah untuk diingat					
2	Perumahan Pesona Hanjuang III menggunakan bahan bangunan berkualitas					
3	Perumahan Pesona Hanjuang III memiliki bangunan yang modern					

Sumber: Ridwansyah Putra, 2020

KEPUTUSAN PEMBELIAN						
No	Pernyataan	STS	TS	CS	S	SS
1	Saya yakin membeli Perumahan Pesona Hanjuang III karena memiliki proses yang cepat					
2	Saya membeli Perumahan Pesona Hanjuang III kebutuhan					
3	Saya akan merekomendasikan Perumahan Pesona Hanjuang III kepada orang lain					
4	Saya merasa puas membeli Perumahan Pesona Hanjuang III					

Sumber: Fuadi, 2018

Lampiran II (Hasil Jawaban Responden)

No	PR1	PR2	PR3	PR4	PR5	Promosi	CM1	CM2	CM3	Citra Merek	KP1	KP2	KP3	KP4	Keputusan Pembeian
1	3	3	3	3	3	15	5	4	4	13	4	3	4	4	15
2	3	4	4	3	3	17	4	4	3	11	5	5	5	5	20
3	5	3	5	3	3	19	4	4	4	12	5	4	3	3	15
4	4	4	3	5	5	21	5	5	5	15	5	5	5	5	20
5	4	3	4	4	3	18	4	5	5	14	3	5	5	3	16
6	5	5	5	4	4	23	4	5	4	13	5	5	4	5	19
7	3	3	4	3	3	16	5	4	2	11	5	3	3	5	16
8	4	4	4	3	3	18	3	4	3	10	4	3	3	3	13
9	3	3	4	4	4	18	4	3	3	10	5	4	4	4	17
10	4	3	4	4	4	19	4	5	3	12	5	4	3	5	17
11	3	3	4	5	3	18	3	4	3	10	4	4	4	4	16
12	5	4	3	4	4	20	4	3	3	10	2	5	5	5	17
13	3	3	5	5	5	21	5	5	5	15	4	5	4	4	17
14	4	3	4	5	5	21	4	4	4	12	4	4	5	4	17
15	4	4	4	5	3	20	5	4	4	13	5	4	4	5	18
16	2	4	4	4	4	18	4	4	3	11	3	2	3	3	11
17	3	5	4	5	4	21	4	4	4	12	5	5	5	4	19
18	2	3	1	4	4	14	5	4	4	13	3	4	4	5	16
19	3	3	4	3	3	16	4	3	3	10	3	4	4	3	14
20	3	3	4	5	3	18	3	5	3	11	4	3	3	3	13
21	4	5	3	5	5	22	4	4	4	12	4	4	4	4	16
22	4	4	4	3	3	18	3	4	3	10	3	4	3	3	13
23	5	5	5	4	4	23	3	3	3	9	3	3	4	4	14
24	4	3	3	4	2	16	3	4	5	12	4	4	4	4	16
25	5	3	4	4	4	20	4	4	3	11	3	3	4	5	15
26	3	2	3	2	4	14	3	4	4	11	4	4	3	3	14
27	3	3	4	4	4	18	3	5	5	13	4	4	3	4	15
28	3	2	3	1	3	12	4	2	4	10	4	3	3	3	13
29	2	3	3	3	4	15	4	5	3	12	3	3	3	3	12
30	3	4	4	3	3	17	3	4	3	10	3	4	3	3	13
31	4	4	5	4	4	21	4	4	4	12	5	5	4	5	19
32	3	3	3	2	3	14	5	3	5	13	5	5	5	4	19
33	3	2	3	3	3	14	4	3	4	11	5	5	4	5	19
34	2	2	3	3	2	12	2	2	3	7	4	4	4	4	16
35	3	3	4	4	3	17	4	5	5	14	4	5	4	5	18
36	3	4	4	3	2	16	4	5	4	13	4	4	3	3	14
37	4	3	3	3	3	16	3	5	5	13	5	5	3	4	17
38	4	4	4	4	4	20	3	4	5	12	4	4	4	4	16
39	3	4	3	4	3	17	2	4	4	10	5	3	3	4	15
40	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
41	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
42	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
43	3	4	4	3	4	18	3	5	5	13	5	5	5	3	18
44	4	4	5	5	5	23	3	4	5	12	5	5	3	5	18
45	3	3	4	5	3	18	2	4	4	10	5	5	5	5	20
46	4	5	3	3	5	20	5	4	2	11	4	4	5	5	18
47	4	3	4	3	3	17	4	4	4	12	5	5	5	5	20
48	3	5	5	3	4	20	5	4	4	13	5	5	5	5	20
49	3	3	3	4	4	17	4	3	3	10	4	4	4	4	16

50	3	4	4	3	3	17	3	5	3	11	4	3	3	4	14
51	4	4	5	3	3	19	4	4	4	12	4	5	3	4	16
52	3	2	3	4	4	16	3	4	3	10	4	4	3	4	15
53	3	3	2	4	3	15	3	3	3	9	3	4	3	4	14
54	4	4	3	2	2	15	3	4	5	12	5	4	4	4	17
55	3	3	5	3	3	17	4	4	3	11	5	4	4	4	17
56	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
57	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
58	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
59	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
60	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20

Lampiran III (Hasil Uji Deskriptif)

Jenis_Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki	42	70.0	70.0	70.0
Valid Perempuan	18	30.0	30.0	100.0
Total	60	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17 Tahun – 24 Tahun	15	25.0	25.0	25.0
Valid 25 Tahun – 34 Tahun	27	45.0	45.0	70.0
Valid 35 Tahun – 44 Tahun	13	21.7	21.7	91.7
Valid 45 Tahun – 54 Tahun	5	8.3	8.3	100.0
Total	60	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pegawai Negeri	12	20.0	20.0	20.0
Valid Pegawai Swasta	27	45.0	45.0	65.0
Valid Wiraswasta	21	35.0	35.0	100.0
Total	60	100.0	100.0	

- Variabel Promosi

PR1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	6.7	6.7	6.7
Valid 3	26	43.3	43.3	50.0
Valid 4	17	28.3	28.3	78.3
Valid 5	13	21.7	21.7	100.0
Total	60	100.0	100.0	

PR2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	8.3	8.3	8.3
3	24	40.0	40.0	48.3
4	17	28.3	28.3	76.7
5	14	23.3	23.3	100.0
Total	60	100.0	100.0	

PR3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.7	1.7	1.7
2	1	1.7	1.7	3.3
3	17	28.3	28.3	31.7
4	24	40.0	40.0	71.7
5	17	28.3	28.3	100.0
Total	60	100.0	100.0	

PR4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.7	1.7	1.7
2	3	5.0	5.0	6.7
3	20	33.3	33.3	40.0
4	18	30.0	30.0	70.0
5	18	30.0	30.0	100.0
Total	60	100.0	100.0	

PR5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	6.7	6.7	6.7
3	24	40.0	40.0	46.7
4	18	30.0	30.0	76.7
5	14	23.3	23.3	100.0
Total	60	100.0	100.0	

- Variabel Citra Merek**

CM1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	5.0	5.0	5.0
3	17	28.3	28.3	33.3
4	23	38.3	38.3	71.7
5	17	28.3	28.3	100.0
Total	60	100.0	100.0	

CM2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	3.3	3.3	3.3
3	8	13.3	13.3	16.7
Valid 4	29	48.3	48.3	65.0
5	21	35.0	35.0	100.0
Total	60	100.0	100.0	

CM3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	3.3	3.3	3.3
3	20	33.3	33.3	36.7
Valid 4	18	30.0	30.0	66.7
5	20	33.3	33.3	100.0
Total	60	100.0	100.0	

- **Variabel Keputusan Pembelian**

KP1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.7	1.7	1.7
3	10	16.7	16.7	18.3
Valid 4	20	33.3	33.3	51.7
5	29	48.3	48.3	100.0
Total	60	100.0	100.0	

KP2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.7	1.7	1.7
3	10	16.7	16.7	18.3
Valid 4	23	38.3	38.3	56.7
5	26	43.3	43.3	100.0
Total	60	100.0	100.0	

KP3

	Frequency	Percent	Valid Percent	Cumulative Percent
3	20	33.3	33.3	33.3
Valid 4	20	33.3	33.3	66.7
5	20	33.3	33.3	100.0
Total	60	100.0	100.0	

KP4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	21.7	21.7	21.7
	4	36.7	36.7	58.3
	5	41.7	41.7	100.0
Total	60	100.0	100.0	

Lampiran IV (Hasil Uji Validitas)

Correlations

		PR1	PR2	PR3	PR4	PR5	Promosi
PR1	Pearson Correlation	1	.380*	.353	.237	.223	.637**
	Sig. (2-tailed)		.038	.056	.207	.237	.000
	N	30	30	30	30	30	30
PR2	Pearson Correlation	.380*	1	.353	.477**	.272	.733**
	Sig. (2-tailed)	.038		.056	.008	.146	.000
	N	30	30	30	30	30	30
PR3	Pearson Correlation	.353	.353	1	.339	.182	.644**
	Sig. (2-tailed)	.056	.056		.067	.336	.000
	N	30	30	30	30	30	30
PR4	Pearson Correlation	.237	.477**	.339	1	.414*	.757**
	Sig. (2-tailed)	.207	.008	.067		.023	.000
	N	30	30	30	30	30	30
PR5	Pearson Correlation	.223	.272	.182	.414*	1	.612**
	Sig. (2-tailed)	.237	.146	.336	.023		.000
	N	30	30	30	30	30	30
Promosi	Pearson Correlation	.637**	.733**	.644**	.757**	.612**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

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

Correlations

		CM1	CM2	CM3	Citra_Merek
CM1	Pearson Correlation	1	.278	.380*	.743**
	Sig. (2-tailed)		.138	.038	.000
	N	30	30	30	30
CM2	Pearson Correlation	.278	1	.414*	.747**
	Sig. (2-tailed)	.138		.023	.000
	N	30	30	30	30
CM3	Pearson Correlation	.380*	.414*	1	.777**
	Sig. (2-tailed)	.038	.023		.000
	N	30	30	30	30
Citra_Merek	Pearson Correlation	.743**	.747**	.777**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

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

Correlations

		KP1	KP2	KP3	KP4	Keputusan_Pembelian
KP1	Pearson Correlation	1	.370*	.028	.269	.610**
	Sig. (2-tailed)		.044	.883	.151	.000
	N	30	30	30	30	30
KP2	Pearson Correlation	.370*	1	.506**	.458*	.814**
	Sig. (2-tailed)	.044		.004	.011	.000
	N	30	30	30	30	30
KP3	Pearson Correlation	.028	.506**	1	.504**	.680**
	Sig. (2-tailed)	.883	.004		.004	.000
	N	30	30	30	30	30
KP4	Pearson Correlation	.269	.458*	.504**	1	.770**
	Sig. (2-tailed)	.151	.011	.004		.000
	N	30	30	30	30	30
Keputusan_Pembelian	Pearson Correlation	.610**	.814**	.680**	.770**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

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

Lampiran V (Hasil Uji Reliabilitas)

- **Variabel Promosi**

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
.706	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
.622	3

- **Variabel Keputusan Pembelian**

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
.684	4

Lampiran VI (Hasil Uji Normalitas)

One-Sample Kolmogorov-Smirnov Test

		Promosi	Citra_Merek	Keputusan_Pembelian
N		60	60	60
Normal Parameters ^{a,b}	Mean	18.75	11.98	16.72
	Std. Deviation	3.506	1.882	2.491
Most Extreme Differences	Absolute	.151	.130	.123
	Positive	.151	.130	.097
	Negative	-.096	-.112	-.123
Kolmogorov-Smirnov Z		1.172	1.005	.952
Asymp. Sig. (2-tailed)		.128	.264	.325

a. Test distribution is Normal.

b. Calculated from data.

Lampiran VII (Hasil Uji Linearitas)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan_Pembelian * Promosi	(Combined)		169.342	11	15.395	3.754	.001
	Between Groups	Linearity	109.456	1	109.456	26.691	.000
		Deviation from Linearity	59.886	10	5.989	1.460	.184
	Within Groups		196.842	48	4.101		
	Total		366.183	59			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan_Pembelian * Citra_Merek	(Combined)		145.109	7	20.730	4.876	.000
	Between Groups	Linearity	125.141	1	125.141	29.435	.000
		Deviation from Linearity	19.968	6	3.328	.783	.587
	Within Groups		221.074	52	4.251		
	Total		366.183	59			

Lampiran VIII (Hasil Uji Multikolinearitas)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.281	1.715		3.662	.001	
	Promosi	.217	.091	.306	2.389	.020	.640
	Citra_Merek	.531	.170	.401	3.128	.003	.640

a. Dependent Variable: Keputusan_Pembelian

Lampiran IX (Hasil Uji Analisis Regresi Linear Berganda)

Variables Entered/Removed^a

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

- a. Dependent Variable: Keputusan_Pembelian
 b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.634 ^a	.402	.381	1.961

- a. Predictors: (Constant), Citra_Merek, Promosi

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.281	1.715		3.662	.001
	Promosi	.217	.091	.306	2.389	.020
	Citra_Merek	.531	.170	.401	3.128	.003

- a. Dependent Variable: Keputusan_Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	147.078	2	73.539	19.131	.000 ^b
	Residual	219.106	57	3.844		
	Total	366.183	59			

- a. Dependent Variable: Keputusan_Pembelian
 b. Predictors: (Constant), Citra_Merek, Promosi