

Lampiran 1

Kuesioner Penelitian

Nama saya Anita Sari , mahasiswi S1 jurusan Manajemen konsentrasi Manajemen Pemasaran Institut Informatika dan Bisnis Darmajaya. Saat ini saya sedang melakukan penelitian untuk tugas akhir (skripsi) dengan judul “**Pengaruh Persepsi Kualitas Produk, dan Persepsi Harga Motor honda terhadap minat beli di Lampung Selatan**”. Penelitian ini merupakan salah satu syarat kelulusan di jenjang S1. Berkaitan dengan hal tersebut, saya mohon kesediaan Bapak/ Ibu untuk meluangkan waktu melengkapi kuesioner ini sehingga dapat membantu melengkapi data yang saya perlukan. Kuesioner ini hanya ditujukan kepada responden yang melakukan kunjungan di dealer PT.Astra isinternasional Tbk, merak batin lampung selatan. Atas bantuan dan kerjasama Bapak/ Ibu, saya ucapkan terima kasih.

Hormat saya,

Anita Sari

A.IDENTITAS RESPONDEN

- 1.Nama :
- 2.Jenis Kelamin :
- 3.Usia :
4. Alamat :
5. Pekerjaan :
- 6.Tingkat Pendidikan Terakhir : (Pilih salah satu alternatif jawaban)
 - a.SD
 - b.SMP
 - c.SMA/SMK
 - d.Perguruan Tinggi
7. Penghasilan per bulan :
 - a.< Rp 1.000.000
 - b.Rp 1.000.001 – Rp 2.000.000
 - c. Rp 2.000.001– Rp 3.000.000
 - d. >Rp 3.000.001

B.Petunjuk Pengisian

Berilah jawaban pada pertanyaan berikut ini sesuai dengan pendapat Saudara, dengan cara memberi tanda (\surd) pada kolom yang tersedia dengan keterangan sebagai berikut :

SS = Sangat Setuju

ST = Setuju

KS = Kurang Setuju

TS = Tidak Setuju

STS = Sangat Tidak Setuju

1. Persepsi kualitas

No	Pertanyaan	SS	S	KS	TS	STS
	Produk motor Honda dapat memberikan kenyamanan berkendara secara maksimal					
2.	Produk motor Honda irit bensin					
3.	Motor Honda memiliki posisi kemudi yang sangat nyaman					
4.	produk motor Honda memiliki sistem pengereman yang baik					
5.	produk motor Honda memiliki bagasi yang luas					
6.	Produk motor honda memiliki tingkat kesesuaian produk sesuai dengan yang dijanjikan					
7.	produk motor Honda sesuai dengan standart dan kualitas yang ditawarkan					
8.	produk motor Honda telah jelas menyatakan keunggulan kapasitas mesin dalam produk motor tersebut					
9.	produk motor Honda memiliki kualitas mesin yang handal					
10.	produk motor Honda merupakan motor yang memiliki ketahanan yang baik					
11.	produk motor Honda merupakan produk yang memiliki kekuatan yang tahan lama.					
12.	suku cadang produk motor Honda mudah di dapat dan tahan lama					
13.	produk motor Honda merupakan produk yang mudah untuk diperbaiki ketika produk itu rusak.					

1. Persepsi Harga

No	Pertanyaan	SS	S	KS	TS	STS
1.	Harga produk motor Honda mahal dibanding dengan produk motor lainnya					

2.	Harga motor merek honda murah dibanding dengan produk motor lainnya					
3.	Harga motor Honda sama dengan harga produk motor lainnya					
4.	Harga produk motor Honda kompetitif atau bersaing dengan harga motor lainnya					
5.	Harga motor merek Honda sesuai dengan produk yang ditawarkan					
6.	Harga motor honda sesuai dengan kualitasnya					

2. Minat Beli

No	Pertanyaan	SS	S	KS	TS	STS
1.	Mempertimbangkan untuk membeli produk motor honda					
2.	Berencana untuk membeli produk motor honda					
3.	Berminat untuk membeli produk motor honda					
4.	Berkeinginan untuk membeli produk motor honda					
5.	Memilih untuk membeli produk Motor honda					
6.	Produk motor honda sesuai dengan yang diinginkan					
7.	Memilih membeli produk Motor honda karena sesuai dengan kemampuan ekonomi					
8.	Memilih membeli produk motor honda karena sesuai dengan kebutuhan					
9.	Berminat membeli produk motor honda karena ada					
10.	Berminat membeli produk motor honda karena suku cadang mudah di dapat					

Lampiran 2

No.	Persepsi Kualitas (X1)													Jml	Harga (X2)						Jml
	1	2	3	4	5	6	7	8	9	10	11	12	13		1	2	3	4	5	6	
1	4	4	5	4	5	5	4	4	4	5	5	4	5	58	4	4	4	4	4	5	25
2	4	4	4	5	5	4	3	4	5	4	4	4	4	54	3	4	4	4	5	4	24
3	3	4	5	4	4	4	3	4	4	2	4	4	2	47	4	4	4	4	4	4	24
4	3	4	4	2	4	4	5	4	4	4	4	4	4	50	3	3	4	4	4	4	22
5	5	4	4	4	4	4	1	4	4	4	4	4	4	50	2	2	2	2	2	2	12
6	1	4	4	4	4	4	1	4	4	3	4	3	3	43	1	1	1	1	1	4	9
7	1	4	4	3	4	3	1	2	2	2	4	2	2	34	3	3	4	4	4	3	21
8	1	2	2	2	4	2	1	2	2	2	4	2	2	28	2	2	4	4	4	4	20
9	1	2	2	2	4	2	3	4	4	3	4	4	3	38	2	2	4	4	4	4	20
10	3	4	4	3	4	4	3	2	4	4	4	3	4	46	3	3	3	3	4	4	20
11	3	2	4	4	4	3	2	2	3	4	4	3	4	42	3	2	2	2	4	4	17
12	2	2	3	4	4	3	3	3	4	4	4	3	4	43	1	2	2	2	4	3	14
13	3	3	4	4	4	3	3	3	4	4	3	4	4	46	4	3	2	2	4	4	19
14	3	3	4	4	3	4	4	5	5	4	5	5	4	53	3	3	3	4	3	4	20
15	4	5	5	4	5	5	4	4	5	5	5	5	5	61	3	4	4	4	5	5	25
16	4	4	5	5	5	5	4	4	5	5	5	5	5	61	5	4	4	4	5	5	27
17	4	4	5	5	5	5	4	4	5	5	5	5	5	61	4	4	4	3	5	5	25
18	4	4	5	5	5	5	3	3	5	3	5	4	3	54	3	4	5	5	5	5	27
19	3	3	5	3	5	4	4	4	5	3	5	5	3	52	3	3	3	4	5	4	22
20	4	4	5	3	5	5	4	4	4	3	5	5	3	54	3	3	3	3	4	4	20
21	4	4	4	3	5	5	3	3	4	3	5	4	3	50	3	3	3	4	5	5	23
22	3	3	4	3	5	4	4	3	5	4	5	4	4	51	3	3	4	3	4	5	22
23	4	3	5	4	5	4	4	4	5	5	4	5	5	57	3	3	4	3	5	5	23
24	4	4	5	5	4	5	4	4	4	3	5	4	3	54	3	4	4	5	5	5	26
25	4	4	4	3	5	4	4	3	5	3	5	4	3	51	3	3	3	4	4	4	21
26	4	3	5	3	5	4	4	4	5	3	5	4	3	52	4	3	3	3	5	4	22
27	4	4	5	3	5	5	3	3	4	3	5	4	3	51	4	4	4	4	5	4	25
28	2	3	4	3	5	5	3	3	4	3	5	4	3	47	3	4	3	3	4	4	21
29	3	4	5	3	5	4	4	3	5	4	5	4	4	53	3	4	4	2	5	5	23
30	4	4	4	4	5	4	4	4	5	5	4	5	5	57	4	5	4	4	4	5	26

Minat Beli (Y)										
1	2	3	4	5	6	7	8	9	10	Total
4	4	4	4	4	5	5	5	4	4	43
3	4	4	4	5	4	5	4	3	3	39
4	4	4	4	4	4	4	4	3	4	39
3	3	4	4	4	4	4	4	5	3	38
2	2	2	2	2	2	4	4	1	2	23
1	1	1	1	1	4	4	4	1	1	19
3	3	4	4	4	3	4	3	1	3	32
2	2	4	4	4	4	4	2	1	2	29
2	2	4	4	4	4	4	2	3	2	31
3	3	3	3	4	4	4	4	3	3	34
3	2	2	2	4	4	4	3	2	3	29
1	2	2	2	4	3	4	3	3	1	25
4	3	2	2	4	4	4	3	3	4	33
3	3	3	4	3	4	3	4	4	3	34
3	4	4	4	5	5	5	5	4	3	42
5	4	4	4	5	5	5	5	4	5	46
4	4	4	3	5	5	5	5	4	4	43
3	4	5	5	5	5	5	5	3	3	43
3	3	3	4	5	4	5	4	4	3	38
3	3	3	3	4	4	5	5	4	3	37
3	3	3	4	5	5	5	5	3	3	39
3	3	4	3	4	5	5	4	4	3	38
3	3	4	3	5	5	5	4	4	3	39
3	4	4	5	5	5	4	5	4	3	42
3	3	3	4	4	4	5	4	4	3	37
4	3	3	3	5	4	5	4	4	4	39
4	4	4	4	5	4	5	5	3	4	42
3	4	3	3	4	4	5	5	3	3	37
3	4	4	2	5	5	5	4	4	3	39
4	5	4	4	4	5	5	4	4	4	43

Lampiran 3

Data responden variabel persepsi kualitas produk

No.	Persepsi Kualitas (X1)													Jml
	1	2	3	4	5	6	7	8	9	10	11	12	13	
1	4	4	5	4	5	4	4	5	4	5	4	5	4	57
2	4	4	4	5	5	4	4	4	5	5	4	4	4	56
3	3	4	5	4	4	2	4	5	4	4	2	4	4	49
4	3	4	4	2	4	4	4	4	2	4	4	4	4	47
5	5	4	4	4	4	4	4	4	4	4	4	4	5	54
6	1	4	4	4	4	2	4	4	4	4	2	4	5	46
7	1	4	4	3	4	3	4	4	3	4	3	3	3	43
8	1	2	2	2	4	4	2	2	2	4	4	2	4	35
9	1	2	2	2	4	4	2	2	2	4	4	2	4	35
10	3	4	4	3	4	5	4	4	3	4	5	4	2	49
11	3	2	4	4	4	4	2	4	4	4	4	3	2	44
12	2	2	3	4	4	5	2	3	4	4	5	3	1	42
13	3	3	4	4	4	4	3	4	4	4	4	3	1	45
14	3	3	4	4	3	4	3	4	4	3	4	4	3	46
15	4	5	5	4	5	5	5	5	4	5	5	5	3	60
16	4	4	5	5	5	5	4	5	5	5	5	5	4	61
17	4	4	5	5	5	5	4	5	5	5	5	5	3	60
18	4	4	5	5	5	5	4	5	5	5	5	5	3	60
19	3	3	5	3	5	4	3	5	3	5	4	4	2	49
20	4	4	5	3	5	5	4	5	3	5	5	5	2	55
21	4	4	4	3	5	5	4	4	3	5	5	5	3	54
22	3	3	4	3	5	5	3	4	3	5	5	4	3	50
23	4	3	5	4	5	5	3	5	4	5	5	4	3	55
24	4	4	5	5	5	5	4	5	5	5	5	5	3	60
25	3	3	5	3	5	4	3	5	3	5	4	4	2	49
26	4	4	5	3	5	5	4	5	3	5	5	5	2	55
27	4	4	4	3	5	5	4	4	3	5	5	5	3	54
28	3	3	4	3	5	5	3	4	3	5	5	4	3	50
29	4	3	5	4	5	5	3	5	4	5	5	4	3	55
30	4	4	5	5	4	3	4	5	5	4	3	5	4	55
31	4	4	4	3	5	5	4	4	3	5	5	4	2	52
32	4	3	5	3	5	4	3	5	3	5	4	4	3	51
33	4	4	5	3	5	4	4	5	3	5	4	4	3	53
34	2	3	4	4	5	4	3	4	4	5	4	5	2	49
35	3	4	5	5	5	3	4	5	5	5	3	5	2	54
36	4	4	4	5	3	5	4	4	5	3	5	4	5	55
37	5	4	4	5	3	5	4	4	5	3	5	4	5	56
38	4	4	4	5	3	5	4	4	5	3	5	4	5	55

83	4	4	4	4	5	5	4	4	4	5	5	4	4	56
84	5	4	4	4	4	4	4	4	4	4	4	5	4	54
85	3	4	5	3	4	5	4	5	3	4	5	4	4	53
86	3	4	3	4	5	5	4	3	4	5	5	4	5	54
87	3	3	4	4	3	5	3	4	4	3	5	4	5	50
88	4	4	5	5	5	4	4	5	5	5	4	5	3	58
89	4	4	5	3	4	5	4	5	3	4	5	4	4	54
90	5	5	4	4	5	3	5	4	4	5	3	5	4	56
91	4	3	5	4	5	5	3	5	4	5	5	5	3	56
92	5	5	4	5	5	4	5	4	5	5	4	5	5	61
93	5	5	5	5	5	5	5	5	5	5	5	5	5	65
94	4	4	5	3	3	2	4	5	3	3	2	4	3	45
95	3	3	3	3	3	2	3	3	3	3	2	3	3	37
96	4	4	5	5	5	4	4	5	5	5	4	5	4	59
97	5	4	5	5	5	3	4	5	5	5	3	5	4	58
98	5	5	5	5	5	5	5	5	5	5	5	5	5	65
99	3	3	4	4	5	3	3	4	4	5	3	5	3	49
100	3	1	3	1	4	4	1	3	1	4	4	2	1	32
101	2	2	3	2	4	3	2	3	2	4	3	1	1	32
102	2	3	4	4	2	3	3	4	4	2	3	3	1	38
103	3	2	3	3	4	3	2	3	3	4	3	2	2	37
104	4	2	3	2	3	2	2	3	2	3	2	3	1	32
105	2	2	3	4	4	3	2	3	4	4	3	3	3	40
106	4	4	4	4	3	2	4	4	4	3	2	4	4	46
107	4	5	5	4	4	3	5	5	4	4	3	4	4	54
108	5	5	5	5	5	2	5	5	5	5	2	4	4	57
109	3	3	3	4	3	5	3	3	4	3	5	3	4	46
110	4	4	5	4	5	2	4	5	4	5	2	4	5	53
111	5	5	5	5	5	5	5	5	5	5	5	5	5	65
112	3	4	5	4	4	3	4	5	4	4	3	4	3	50
113	5	5	5	5	5	4	5	5	5	5	4	5	3	61
114	3	3	4	4	5	3	3	4	4	5	3	5	3	49
115	3	1	3	1	4	4	1	3	1	4	4	2	1	32
116	2	2	3	2	4	3	2	3	2	4	3	1	1	32
117	2	3	4	4	2	3	3	4	4	2	3	3	1	38
118	3	3	4	4	5	3	3	4	4	5	3	5	3	49
119	3	3	4	4	5	3	3	4	4	5	3	5	3	49
120	3	1	3	1	4	4	1	3	1	4	4	2	1	32
121	2	2	3	2	4	3	2	3	2	4	3	1	1	32
122	2	3	4	4	2	3	3	4	4	2	3	3	1	38
123	3	2	3	3	4	3	2	3	3	4	3	2	2	37
124	4	2	3	2	3	2	2	3	2	3	2	3	1	32
125	2	2	3	4	4	3	2	3	4	4	3	3	3	40
126	4	4	4	4	3	2	4	4	4	3	2	4	4	46

127	4	5	5	4	4	3	5	5	4	4	3	4	4	54
128	5	5	5	5	5	2	5	5	5	5	2	4	4	57
129	3	3	3	4	3	5	3	3	4	3	5	3	4	46
130	4	4	5	4	5	2	4	5	4	5	2	4	5	53
131	5	5	5	5	5	5	5	5	5	5	5	5	5	65
132	3	4	5	4	4	3	4	5	4	4	3	4	3	50
133	5	5	5	5	5	4	5	5	5	5	4	5	3	61
Σ	469	472	549	492	566	500	472	549	492	566	500	511	426	6564
Max	665	665	665	665	665	665	665	665	665	665	665	665	665	13071
%	70,5	71,0	82,6	74,0	85,1	75,2	71,0	82,6	74,0	85,1	75,2	76,8	64,1	26086

Lampiran 4

Data responden variabel persepsi harga

No.	Persepsi harga (X2)						Jml
	1	2	3	4	5	6	
1	4	4	4	4	4	5	25
2	3	4	4	4	5	4	24
3	4	4	4	4	4	4	24
4	3	3	4	4	4	4	22
5	2	2	2	2	2	2	12
6	1	1	1	1	1	4	9
7	3	3	4	4	4	3	21
8	2	2	4	4	4	4	20
9	2	2	4	4	4	4	20
10	3	3	3	3	4	4	20
11	3	2	2	2	4	4	17
12	1	2	2	2	4	3	14
13	4	3	2	2	4	4	19
14	3	3	3	4	3	4	20
15	3	4	4	4	5	5	25
16	5	4	4	4	5	5	27
17	4	4	4	3	5	5	25
18	3	4	5	5	5	5	27
19	3	3	3	4	5	4	22
20	3	3	3	3	4	4	20
21	3	3	3	4	5	5	23
22	3	3	4	3	4	5	22
23	3	3	4	3	5	5	23
24	3	4	5	5	5	5	27
25	3	3	3	4	5	4	22
26	3	3	3	3	4	4	20
27	3	3	3	4	5	5	23
28	3	3	4	3	4	5	22
29	3	3	4	3	5	5	23
30	3	4	4	5	5	5	26
31	3	3	3	4	4	4	21
32	4	3	3	3	5	4	22
33	4	4	4	4	5	4	25
34	3	4	3	3	4	4	21
35	3	4	4	2	5	5	23
36	4	5	4	4	4	5	26
37	4	5	4	4	4	5	26
38	4	5	4	4	4	5	26

39	4	5	4	4	4	5	26
40	4	4	4	4	4	4	24
41	4	4	4	4	4	4	24
42	4	5	5	4	5	5	28
43	3	3	3	3	3	3	18
44	4	4	4	4	4	4	24
45	4	4	4	4	4	4	24
46	4	4	4	4	4	4	24
47	3	4	3	3	5	5	23
48	4	4	4	3	5	5	25
49	4	4	4	4	4	4	24
50	4	4	4	4	4	4	24
51	2	2	2	2	4	4	16
52	4	4	4	3	4	4	23
53	3	3	3	2	5	5	21
54	3	3	2	3	4	4	19
55	3	4	4	2	5	3	21
56	3	4	5	4	4	3	23
57	3	4	5	4	4	3	23
58	3	4	4	4	3	3	21
59	4	4	4	3	4	3	22
60	2	2	2	2	2	2	12
61	5	4	5	4	5	4	27
62	4	3	4	4	4	5	24
63	2	1	3	3	4	3	16
64	4	2	3	3	3	5	20
65	3	2	3	3	4	4	19
66	2	3	3	2	4	4	18
67	3	4	4	3	5	5	24
68	1	2	1	1	4	4	13
69	3	4	2	2	4	4	19
70	3	4	3	3	5	5	23
71	1	3	2	1	4	3	14
72	2	4	3	4	3	4	20
73	4	4	4	4	4	4	24
74	3	4	3	3	4	4	21
75	3	3	3	3	4	4	20
76	3	3	3	3	4	4	20
77	3	3	3	3	4	4	20
78	4	4	4	4	5	5	26
79	4	4	4	4	5	5	26
80	3	3	3	3	4	4	20
81	3	3	3	3	4	4	20
82	5	5	5	5	5	5	30

83	4	4	4	4	5	5	26
84	5	5	5	5	4	4	28
85	4	5	4	4	4	3	24
86	3	4	5	4	4	5	25
87	4	5	4	5	5	5	28
88	5	5	5	4	5	5	29
89	3	4	4	5	4	4	24
90	3	4	5	5	4	5	26
91	3	4	2	5	4	4	22
92	5	5	5	5	5	5	30
93	5	5	5	5	5	5	30
94	3	2	3	3	3	4	18
95	2	2	2	2	2	2	12
96	5	5	5	5	5	5	30
97	4	5	5	5	5	5	29
98	5	5	5	5	5	5	30
99	3	3	3	2	5	5	21
100	3	3	2	3	4	4	19
101	3	4	4	2	5	3	21
102	3	4	5	4	4	3	23
103	3	4	5	4	4	3	23
104	3	4	4	4	3	3	21
105	4	4	4	3	4	3	22
106	2	2	2	2	2	2	12
107	5	4	5	4	5	4	27
108	4	3	4	4	4	5	24
109	2	1	3	3	4	3	16
110	4	2	3	3	3	5	20
111	3	2	3	3	4	4	19
112	2	3	3	2	4	4	18
113	3	4	4	3	5	5	24
114	3	3	3	2	5	5	21
115	3	3	2	3	4	4	19
116	3	4	4	2	5	3	21
117	3	4	5	4	4	3	23
118	3	3	3	2	5	5	21
119	3	3	3	2	5	5	21
120	3	3	2	3	4	4	19
121	3	4	4	2	5	3	21
122	3	4	5	4	4	3	23
123	3	4	5	4	4	3	23
124	3	4	4	4	3	3	21
125	4	4	4	3	4	3	22
126	2	2	2	2	2	2	12

127	5	4	5	4	5	4	27
128	4	3	4	4	4	5	24
129	2	1	3	3	4	3	16
130	4	2	3	3	3	5	20
131	3	2	3	3	4	4	19
132	2	3	3	2	4	4	18
133	3	4	4	3	5	5	24
Σ	434	460	478	450	555	546	2923
Max	665	665	665	665	665	665	5821
%	65,3	69,2	71,9	67,7	83,5	82,1	11618

Lampiran 5

Data responden variabel minat beli

No.	Minat Beli (Y)				Jml
	1	2	3	4	
1	5	5	5	5	20
2	5	5	4	4	18
3	3	3	1	4	11
4	4	4	4	4	16
5	4	4	4	4	16
6	4	4	3	3	14
7	4	4	4	4	16
8	3	4	4	4	15
9	4	4	4	4	16
10	5	4	4	4	17
11	5	4	5	4	18
12	5	4	4	4	17
13	5	4	4	4	17
14	3	4	4	4	15
15	5	4	5	5	19
16	5	5	4	5	19
17	5	5	5	5	20
18	5	4	5	4	18
19	5	3	3	4	15
20	4	5	5	5	19
21	5	3	3	4	15
22	5	4	5	5	19
23	5	5	5	5	20
24	5	4	5	4	18
25	5	3	3	4	15
26	4	5	5	5	19
27	5	3	3	4	15
28	5	4	5	5	19
29	5	5	5	5	20
30	3	3	3	5	14
31	5	4	4	4	17
32	4	4	4	4	16
33	5	5	4	4	18
34	4	4	5	5	18
35	3	4	5	5	17
36	5	4	5	5	19
37	4	4	5	5	18
38	3	3	5	5	16

39	3	3	4	4	14
40	4	4	4	4	16
41	3	3	4	4	14
42	4	4	5	5	18
43	4	4	4	5	17
44	4	4	4	5	17
45	5	4	4	4	17
46	4	4	4	4	16
47	5	5	4	4	18
48	5	5	3	4	17
49	4	4	4	4	16
50	4	4	4	4	16
51	3	3	3	3	12
52	4	4	4	4	16
53	4	4	4	4	16
54	4	4	3	4	15
55	3	4	4	4	15
56	4	5	4	4	17
57	4	4	4	3	15
58	4	4	4	2	14
59	4	4	4	3	15
60	4	4	4	4	16
61	5	4	5	4	18
62	4	5	5	5	19
63	4	4	4	4	16
64	4	3	5	5	17
65	5	3	5	5	18
66	5	5	3	4	17
67	5	5	4	5	19
68	3	5	2	4	14
69	4	5	3	4	16
70	5	5	4	5	19
71	3	3	3	4	13
72	3	4	3	4	14
73	5	4	4	3	16
74	5	5	4	4	18
75	4	4	4	4	16
76	3	4	4	4	15
77	3	4	4	4	15
78	4	5	5	5	19
79	4	3	5	5	17
80	4	4	4	4	16
81	4	4	4	4	16
82	5	5	5	5	20

83	5	5	5	5	20
84	3	4	4	5	16
85	3	4	5	4	16
86	5	4	4	5	18
87	4	4	4	4	16
88	5	5	4	5	19
89	4	5	4	3	16
90	5	4	4	5	18
91	5	3	4	4	16
92	5	5	5	5	20
93	5	5	4	5	19
94	3	4	4	4	15
95	3	4	2	2	11
96	5	5	5	5	20
97	5	5	5	5	20
98	5	5	4	5	19
99	4	4	4	4	16
100	4	4	3	4	15
101	3	4	4	4	15
102	4	5	4	4	17
103	4	4	4	3	15
104	4	4	4	2	14
105	4	4	4	3	15
106	4	4	4	4	16
107	5	4	5	4	18
108	4	5	5	5	19
109	4	4	4	4	16
110	4	3	5	5	17
111	5	3	5	5	18
112	5	5	3	4	17
113	5	5	4	5	19
114	4	4	4	4	16
115	4	4	3	4	15
116	3	4	4	4	15
117	4	5	4	4	17
118	4	4	4	4	16
119	4	4	4	4	16
120	4	4	3	4	15
121	3	4	4	4	15
122	4	5	4	4	17
123	4	4	4	3	15
124	4	4	4	2	14
125	4	4	4	3	15
126	4	4	4	4	16

127	5	4	5	4	18
128	4	5	5	5	19
129	4	4	4	4	16
130	4	3	5	5	17
131	5	3	5	5	18
132	5	5	3	4	17
133	5	5	4	5	19
Σ	561	551	545	559	2216
Max	665	665	665	665	4412
%	84,4	82,9	82,0	84,1	8806

Lampiran 6

Uji Validitas

Hasil uji validitas variabel persepsi kualitas produk

		Correlations													
		VAR 0000	VAR 0000	VAR 0000	VAR 0000	VAR 0000	VAR 0000	VAR 0000	VAR 0000	VAR 0000	VAR 0001	VAR 0001	VAR 0001	VAR000	Total
		1	2	3	4	5	6	7	8	9	0	1	2	13	
VAR00001	Pearson Correlation Sig. (2-tailed) N	1 30	,519* 30	,662* 30	,472* 30	,485* 30	,674* 30	,487* 30	,373* 30	,586* 30	,482* 30	,385* 30	,644* 30	,482** 30	,816** 30
VAR00002	Pearson Correlation Sig. (2-tailed) N	,519* 30	1 30	,630* 30	,318 30	,347 30	,713* 30	,218 30	,260 30	,308 30	,185 30	,311 30	,321 30	,185 30	,578** 30
VAR00003	Pearson Correlation Sig. (2-tailed) N	,662* 30	,630* 30	1 30	,475* 30	,491* 30	,790* 30	,471* 30	,336 30	,497* 30	,266 30	,510* 30	,552* 30	,266 30	,762** 30
VAR00004	Pearson	,472* 30	,318 30	,475* 30	1 30	,094 30	,435* 30	,065 30	,328 30	,382* 30	,440* 30	,067 30	,325 30	,440* 30	,553** 30

	son Corr elati on Sig. (2- taile d) N	*		*											
		,009	,087	,008		,620	,016	,734	,077	,037	,015	,724	,080	,015	,002
		30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00005	Pear son Corr elati on Sig. (2- taile d) N	,485 [*]	,347	,491 [*]	,094	1	,551 [*]	,409 [*]	,041	,491 [*]	,252	,527 [*]	,436 [*]	,252	,566 ^{**}
		,007	,060	,006	,620		,002	,025	,828	,006	,180	,003	,016	,180	,001
		30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00006	Pear son Corr elati on Sig. (2- taile d) N	,674 [*]	,713 [*]	,790 [*]	,435 [*]	,551 [*]	1	,464 [*]	,362 [*]	,502 [*]	,288	,694 [*]	,574 [*]	,288	,796 ^{**}
		,000	,000	,000	,016	,002		,010	,050	,005	,123	,000	,001	,123	,000
		30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00007	Pear son Corr elati on Sig. (2- taile d) N	,487 [*]	,218	,471 [*]	,065	,409 [*]	,464 [*]	1	,486 [*]	,704 [*]	,470 [*]	,477 [*]	,735 [*]	,470 ^{**}	,725 ^{**}
		,006	,247	,009	,734	,025	,010		,006	,000	,009	,008	,000	,009	,000
		30	30	30	30	30	30	30	30	30	30	30	30	30	30
VAR00008	Pear son	,373 [*]	,260	,336	,328	,041	,362 [*]	,486 [*]	1	,605 [*]	,342	,233	,749 [*]	,342	,612 ^{**}

	Corr elati on Sig. (2- taile d) N	,042 30	,166 30	,069 30	,077 30	,828 30	,050 30	,006 30		,000 30	,065 30	,216 30	,000 30	,065 30	,000 30
VAR00009	Pear son Corr elati on Sig. (2- taile d) N	,586* 30	,308 30	,497* 30	,382* 30	,491* 30	,502* 30	,704* 30	,605* 30	1 30	,536* 30	,437* 30	,803* 30	,536** 30	,821** 30
		,001	,098	,005	,037	,006	,005	,000	,000		,002	,016	,000	,002	,000
VAR00010	Pear son Corr elati on Sig. (2- taile d) N	,482* 30	,185 30	,266 30	,440* 30	,252 30	,288 30	,470* 30	,342 30	,536* 30	1 30	,032 30	,537* 30	1,000** 30	,678** 30
		,007	,327	,155	,015	,180	,123	,009	,065	,002		,865	,002	,000	,000
VAR00011	Pear son Corr elati on Sig. (2- taile d) N	,385* 30	,311 30	,510* 30	,067 30	,527* 30	,694* 30	,477* 30	,233 30	,437* 30	,032 30	1 30	,435* 30	,032 30	,533** 30
		,036	,095	,004	,724	,003	,000	,008	,216	,016	,865		,016	,865	,002
VAR00012	Pear son Corr	,644* 30	,321 30	,552* 30	,325 30	,436* 30	,574* 30	,735* 30	,749* 30	,803* 30	,537* 30	,435* 30	1 30	,537** 30	,853** 30

	elati on Sig. (2- taile d) N	,000 30	,084 30	,002 30	,080 30	,016 30	,001 30	,000 30	,000 30	,000 30	,002 30	,016 30	,002 30	,000 30	
VAR00013	Pear son Corr elati on Sig. (2- taile d) N	,482* 30	,185 30	,266 30	,440* 30	,252 30	,288 30	,470* 30	,342 30	,536* 30	1,00 0** 30	,032 30	,537* 30	1 30	,678** 30
Total	Pear son Corr elati on Sig. (2- taile d) N	,816* 30	,578* 30	,762* 30	,553* 30	,566* 30	,796* 30	,725* 30	,612* 30	,821* 30	,678* 30	,533* 30	,853* 30	,678** 30	1 30

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

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

Hasil uji validitas variabel persepsi harga

		Correlations						
		VAR000 01	VAR000 02	VAR000 03	VAR000 04	VAR000 05	VAR000 06	Total
VAR00001	Pearson Correlation	1	,743**	,453*	,377*	,541**	,466**	,747**
	Sig. (2- tailed)		,000	,012	,040	,002	,010	,000
	N	30	30	30	30	30	30	30
VAR00002	Pearson Correlation	,743**	1	,678**	,546**	,622**	,566**	,870**
	Sig. (2- tailed)	,000		,000	,002	,000	,001	,000
	N	30	30	30	30	30	30	30
VAR00003	Pearson Correlation	,453*	,678**	1	,764**	,650**	,540**	,863**
	Sig. (2- tailed)	,012	,000		,000	,000	,002	,000
	N	30	30	30	30	30	30	30
VAR00004	Pearson Correlation	,377*	,546**	,764**	1	,524**	,352	,763**
	Sig. (2- tailed)	,040	,002	,000		,003	,056	,000
	N	30	30	30	30	30	30	30
VAR00005	Pearson Correlation	,541**	,622**	,650**	,524**	1	,543**	,817**
	Sig. (2- tailed)	,002	,000	,000	,003		,002	,000
	N	30	30	30	30	30	30	30
VAR00006	Pearson Correlation	,466**	,566**	,540**	,352	,543**	1	,705**
	Sig. (2- tailed)	,010	,001	,002	,056	,002		,000
	N	30	30	30	30	30	30	30
Total	Pearson Correlation	,747**	,870**	,863**	,763**	,817**	,705**	1
	Sig. (2- tailed)	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30

Hasil uji validitas Minat beli

		Correlations				
		VAR00001	VAR00002	VAR00003	VAR00004	Total
VAR00001	Pearson Correlation	1	,551**	,409*	,412*	,702**
	Sig. (2-tailed)		,002	,025	,024	,000
	N	30	30	30	30	30
VAR00002	Pearson Correlation	,551**	1	,464**	,451*	,788**
	Sig. (2-tailed)	,002		,010	,012	,000
	N	30	30	30	30	30
VAR00003	Pearson Correlation	,409*	,464**	1	,501**	,815**
	Sig. (2-tailed)	,025	,010		,005	,000
	N	30	30	30	30	30
VAR00004	Pearson Correlation	,412*	,451*	,501**	1	,773**
	Sig. (2-tailed)	,024	,012	,005		,000
	N	30	30	30	30	30
Total	Pearson Correlation	,702**	,788**	,815**	,773**	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 7

Deskripsi Karakteristik Responden

Jenis_kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	laki-laki	98	73,7	73,7	73,7
	perempuan	35	26,3	26,3	100,0
	Total	133	100,0	100,0	

umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-25	25	18,8	18,8	18,8
	26-35	45	33,8	33,8	52,6
	36-45	63	47,4	47,4	100,0
	Total	133	100,0	100,0	

pendapatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<Rp.1000.000	19	14,3	14,3	14,3
	>Rp.3000.001	24	18,0	18,0	32,3
	Rp.1000.001-Rp.2000.000	58	43,6	43,6	75,9
	Rp.200.001-Rp.3000.000	32	24,1	24,1	100,0
	Total	133	100,0	100,0	

Tingkat_pendidikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S1	9	6,8	6,8	6,8
	SD	24	18,0	18,0	24,8
	SMA	57	42,9	42,9	67,7
	SMP	43	32,3	32,3	100,0
	Total	133	100,0	100,0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Guru	23	17,3	17,3	17,3
	karyawan swasta	56	42,1	42,1	59,4
	Petani	21	15,8	15,8	75,2
	wiraswasta	33	24,8	24,8	100,0
	Total	133	100,0	100,0	

Lampiran 8

Hasil Jawaban Responden variabel persepsi kualitas produk

Q1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	3,8	3,8	3,8
	2	15	11,3	11,3	15,0
	3	41	30,8	30,8	45,9
	4	49	36,8	36,8	82,7
	5	23	17,3	17,3	100,0
	Total	133	100,0	100,0	

Q2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	3,0	3,0	3,0
	2	18	13,5	13,5	16,5
	3	35	26,3	26,3	42,9
	4	53	39,8	39,8	82,7
	5	23	17,3	17,3	100,0
	Total	133	100,0	100,0	

Q3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1,5	1,5	1,5
	3	31	23,3	23,3	24,8
	4	48	36,1	36,1	60,9
	5	52	39,1	39,1	100,0
	Total	133	100,0	100,0	

Q4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	3,0	3,0	3,0
	2	13	9,8	9,8	12,8
	3	34	25,6	25,6	38,3
	4	50	37,6	37,6	75,9
	5	32	24,1	24,1	100,0
	Total	133	100,0	100,0	

Q5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	3,0	3,0	3,0
	3	17	12,8	12,8	15,8
	4	53	39,8	39,8	55,6
	5	59	44,4	44,4	100,0
	Total	133	100,0	100,0	

Q6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	18	13,5	13,5	13,5
	3	38	28,6	28,6	42,1
	4	35	26,3	26,3	68,4
	5	42	31,6	31,6	100,0
	Total	133	100,0	100,0	

Q7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	3,0	3,0	3,0
	2	18	13,5	13,5	16,5
	3	35	26,3	26,3	42,9
	4	53	39,8	39,8	82,7
	5	23	17,3	17,3	100,0
	Total	133	100,0	100,0	

Q8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1,5	1,5	1,5
	3	31	23,3	23,3	24,8
	4	48	36,1	36,1	60,9
	5	52	39,1	39,1	100,0
	Total	133	100,0	100,0	

Q9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	3,0	3,0	3,0
	2	13	9,8	9,8	12,8
	3	34	25,6	25,6	38,3
	4	50	37,6	37,6	75,9
	5	32	24,1	24,1	100,0
	Total	133	100,0	100,0	

Q10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	3,0	3,0	3,0
	3	17	12,8	12,8	15,8
	4	53	39,8	39,8	55,6
	5	59	44,4	44,4	100,0
	Total	133	100,0	100,0	

Q11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	18	13,5	13,5	13,5
	3	38	28,6	28,6	42,1
	4	35	26,3	26,3	68,4
	5	42	31,6	31,6	100,0
	Total	133	100,0	100,0	

Q12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	3,0	3,0	3,0
	2	9	6,8	6,8	9,8
	3	27	20,3	20,3	30,1
	4	57	42,9	42,9	72,9
	5	36	27,1	27,1	100,0
	Total	133	100,0	100,0	

Q13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	18	13,5	13,5	13,5
	2	16	12,0	12,0	25,6
	3	40	30,1	30,1	55,6
	4	39	29,3	29,3	85,0
	5	20	15,0	15,0	100,0
	Total	133	100,0	100,0	

Hasil Jawaban Responden Variabel persepsi Harga

Q1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	3,0	3,0	3,0
	2	15	11,3	11,3	14,3
	3	67	50,4	50,4	64,7
	4	36	27,1	27,1	91,7
	5	11	8,3	8,3	100,0
	Total	133	100,0	100,0	

Q2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	3,0	3,0	3,0
	2	18	13,5	13,5	16,5
	3	39	29,3	29,3	45,9
	4	57	42,9	42,9	88,7
	5	15	11,3	11,3	100,0
	Total	133	100,0	100,0	

Q3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	1,5	1,5	1,5
	2	16	12,0	12,0	13,5
	3	39	29,3	29,3	42,9
	4	53	39,8	39,8	82,7
	5	23	17,3	17,3	100,0
	Total	133	100,0	100,0	

Q4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2,3	2,3	2,3
	2	23	17,3	17,3	19,5
	3	41	30,8	30,8	50,4
	4	52	39,1	39,1	89,5
	5	14	10,5	10,5	100,0
	Total	133	100,0	100,0	

Q5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	,8	,8	,8
	2	5	3,8	3,8	4,5
	3	10	7,5	7,5	12,0
	4	71	53,4	53,4	65,4
	5	46	34,6	34,6	100,0
	Total	133	100,0	100,0	

Q6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	3,8	3,8	3,8
	3	25	18,8	18,8	22,6
	4	54	40,6	40,6	63,2
	5	49	36,8	36,8	100,0
	Total	133	100,0	100,0	

Hasil Jawaban Responden Mnat Beli

Q1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	22	16,5	16,5	16,5
	4	60	45,1	45,1	61,7
	5	51	38,3	38,3	100,0
	Total	133	100,0	100,0	

Q2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	19	14,3	14,3	14,3
	4	76	57,1	57,1	71,4
	5	38	28,6	28,6	100,0
	Total	133	100,0	100,0	

Q3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	,8	,8	,8
	2	2	1,5	1,5	2,3
	3	18	13,5	13,5	15,8
	4	74	55,6	55,6	71,4
	5	38	28,6	28,6	100,0
	Total	133	100,0	100,0	

Q4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	3,0	3,0	3,0
	3	10	7,5	7,5	10,5
	4	74	55,6	55,6	66,2
	5	45	33,8	33,8	100,0
	Total	133	100,0	100,0	

Lampiran 9

Hasil Uji Reliabilitas

[DataSet3] D:\06 Dharma Jaya\2016\skripsi Anita\@ PErsepsi Kualitas.sav

Reliability

Scale: ALL VARIABLES

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
,908	13

Item Statistics

	Mean	Std. Deviation	N
VAR00001	3,2000	1,09545	30
VAR00002	3,5333	,77608	30
VAR00003	4,2667	,82768	30
VAR00004	3,6000	,89443	30
VAR00005	4,5333	,57135	30
VAR00006	4,0667	,86834	30
VAR00007	3,2333	1,07265	30
VAR00008	3,4667	,77608	30
VAR00009	4,2667	,82768	30
VAR00010	3,6333	,92786	30
VAR00011	4,5000	,57235	30
VAR00012	4,0000	,83045	30
VAR00013	3,6333	,92786	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	46,7333	46,547	,759	,895
VAR00002	46,4000	52,800	,505	,906
VAR00003	45,6667	50,092	,710	,898
VAR00004	46,3333	52,299	,464	,908
VAR00005	45,4000	54,455	,512	,906
VAR00006	45,8667	49,223	,749	,896
VAR00007	46,7000	48,286	,648	,901
VAR00008	46,4667	52,395	,543	,905
VAR00009	45,6667	49,333	,781	,895
VAR00010	46,3000	50,286	,604	,903
VAR00011	45,4333	54,737	,476	,907
VAR00012	45,9333	48,892	,819	,893
VAR00013	46,3000	50,286	,604	,903

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
49,9333	59,099	7,68758	13

[DataSet4] D:\06 Dharma Jaya\2016\skripsi Anita\@ PErsepsi Harga.sav

Reliability

Scale: ALL VARIABLES

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
,883	6

Item Statistics

	Mean	Std. Deviation	N
VAR00001	3,0667	,86834	30
VAR00002	3,2000	,88668	30
VAR00003	3,4000	,89443	30
VAR00004	3,4000	,96847	30
VAR00005	4,2000	,92476	30
VAR00006	4,2333	,72793	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	18,4333	12,944	,631	,872
VAR00002	18,3000	11,941	,801	,844
VAR00003	18,1000	11,955	,789	,846
VAR00004	18,1000	12,369	,636	,874
VAR00005	17,3000	12,148	,719	,858
VAR00006	17,2667	13,857	,600	,877

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21,5000	17,638	4,19975	6

[DataSet5] D:\06 Dharma Jaya\2016\skripsi Anita\@ MINat Beli.sav

Reliability

Scale: ALL VARIABLES

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
,758	4

Item Statistics

	Mean	Std. Deviation	N
VAR00001	4,5333	,57135	30
VAR00002	4,0667	,86834	30
VAR00003	3,2333	1,07265	30
VAR00004	3,0667	,86834	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR00001	10,3667	5,137	,563	,724
VAR00002	10,8333	4,075	,597	,679
VAR00003	11,6667	3,471	,575	,707
VAR00004	11,8333	4,144	,572	,692

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14,9000	6,921	2,63072	4

Lampiran 10

Hasil Uji Normalitas

NPar Tests**One-Sample Kolmogorov-Smirnov Test**

		Persepsi_kualitas	Persepsi_harga	Minat_beli
N		133	133	133
Normal Parameters ^{a,b}	Mean	49,3534	21,9774	16,6617
	Std. Deviation	8,85420	4,12396	1,89452
Most Extreme Differences	Absolute	,096	,105	,148
	Positive	,073	,079	,148
	Negative	-,096	-,105	-,098
Kolmogorov-Smirnov Z		1,106	1,214	1,705
Asymp. Sig. (2-tailed)		,173	,105	,598

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 11

Hasil Uji Homogenitas

Oneway**Test of Homogeneity of Variances**

Minat_beli

Levene Statistic	df1	df2	Sig.
1,797	23	107	,240

ANOVA

Minat_beli

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	303,136	25	12,125	7,603	,000
Within Groups	170,638	107	1,595		
Total	473,774	132			

Oneway**Test of Homogeneity of Variances**

Minat_beli

Levene Statistic	df1	df2	Sig.
1,568	15	114	,094

ANOVA

Minat_beli

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	168,981	18	9,388	3,511	,000
Within Groups	304,793	114	2,674		
Total	473,774	132			

Lampiran 12

Hasil uji Regresi Berganda

Regression**Variables Entered/Removed^b**

Model	Variables Entered	Variables Removed	Method
1	Persepsi_kualitas	.	Enter

a. All requested variables entered.

b. Dependent Variable: Minat_beli

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,662 ^a	,439	,435	1,42454

a. Predictors: (Constant), Persepsi_kualitas

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	207,936	1	207,936	102,467	,000 ^a
	Residual	265,839	131	2,029		
	Total	473,774	132			

a. Predictors: (Constant), Persepsi_kualitas

b. Dependent Variable: Minat_beli

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,666	,702		13,767	,000
	Persepsi_kualitas	,142	,014	,662	10,123	,000

a. Dependent Variable: Minat_beli

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Persepsi_harga	.	Enter

a. All requested variables entered.

b. Dependent Variable: Minat_beli

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,492 ^a	,242	,236	1,65608

a. Predictors: (Constant), Persepsi_harga

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	114,495	1	114,495	41,747	,000 ^a
	Residual	359,279	131	2,743		
	Total	473,774	132			

a. Predictors: (Constant), Persepsi_harga

b. Dependent Variable: Minat_beli

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,698	,781		14,970	,000
	Persepsi_harga	,226	,035	,492	6,461	,000

a. Dependent Variable: Minat_beli

Lampiran 13

Hasil Uji t

Regression**Variables Entered/Removed**

Model	Variables Entered	Variables Removed	Method
1	Persepsi_harga, Persepsi_kualitas	.	Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,689 ^a	,475	,467	1,38328

a. Predictors: (Constant), Persepsi_harga, Persepsi_kualitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,598	,770		11,169	,000
	Persepsi_kualitas	,119	,016	,555	7,600	,000
	Persepsi_harga	,100	,034	,218	2,988	,003

a. Dependent Variable: Minat_beli

Lampiran 14

Hasil Uji F

Regression**Variables Entered/Removed**

Model	Variables Entered	Variables Removed	Method
1	Persepsi_harga, Persepsi_kualitas	.	Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,689 ^a	,475	,467	1,38328

a. Predictors: (Constant), Persepsi_harga, Persepsi_kualitas

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	225,025	2	112,512	58,800	,000 ^a
	Residual	248,750	130	1,913		
	Total	473,774	132			

a. Predictors: (Constant), Persepsi_harga, Persepsi_kualitas

b. Dependent Variable: Minat_beli