

## Lampiran I

# KUESIONER PENELITIAN

Pernyataan ini berguna dalam rangka penelitian skripsi yang berjudul :

## ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN PEMBELIAN DI NUJU COFFE HQ BANDAR LAMPUNG

Petunjuk pengisian daftar pernyataan :

1. Jawablah pernyataan yang diajukan dibawah ini dengan benar dan jujur.
2. Pertanyaan/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.

### IDENTITAS RESPONDEN

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

2. Jenis Kelamin :  Laki-laki  
 Perempuan

3. Usia :

a. 17 Tahun – 22 Tahun       c. 29 Tahun – 34 Tahun  
 b. 23 Tahun – 28 Tahun       d. > 34 Tahun

4. Pekerjaan :

a. Pelajar/Mahasiswa       c. Karyawan Swasta  
 b. Pegawai Negeri       d. Wiraswasta





23	1	1	1	1	1	1	1	1	1	1	0	1	1	1	1	0	0	1	1	0	16
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### Lampiran III (Hasil Uji Frekuensi)

#### Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-Laki			55.5	55.5
Perempuan			44.5	100.0
Total	200	100.0	100.0	

#### Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid >34Tahun	18	9.0	9.0	9.0
17Tahun–22Tahun	62	31.0	31.0	40.0
23Tahun–28Tahun	81	40.5	40.5	80.5
29Tahun–34Tahun	39	19.5	19.5	100.0
Total	200	100.0	100.0	

#### Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid KaryawanSwasta	82	41.0	41.0	41.0
PegawaiNegeri	15	7.5	7.5	48.5
Pelajar/Mahasiswa	70	35.0	35.0	83.5
Wiraswasta	33	16.5	16.5	100.0
Total	200	100.0	100.0	

#### Penghasilan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid >Rp.4.000.000	20	10.0	10.0	10.0
Rp.1.000.000–Rp.2.000.000	71	35.5	35.5	45.5
Rp.2.100.000–Rp.3.000.000	71	35.5	35.5	81.0
Rp.3.100.000–Rp.4.000.000	38	19.0	19.0	100.0
Total	200	100.0	100.0	

#### Pengeluarn

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <Rp.500.000	141	70.5	70.5	70.5
>Rp.1.000.000	10	5.0	5.0	75.5
Rp.500.000–Rp.1.000.0000	49	24.5	24.5	100.0
Total	200	100.0	100.0	

**Intensitas**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid >3Kali	84	42.0	42.0	42.0
Valid 1Kali	44	22.0	22.0	64.0
Valid 2-3Kali	72	36.0	36.0	100.0
Total	200	100.0	100.0	

**P1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	51	25.5	25.5	25.5
Valid 1	149	74.5	74.5	100.0
Total	200	100.0	100.0	

**P2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	52	26.0	26.0	26.0
Valid 1	148	74.0	74.0	100.0
Total	200	100.0	100.0	

**P3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	40	20.0	20.0	20.0
Valid 1	160	80.0	80.0	100.0
Total	200	100.0	100.0	

**P4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	38	19.0	19.0	19.0
Valid 1	162	81.0	81.0	100.0
Total	200	100.0	100.0	

**P5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	56	28.0	28.0	28.0
Valid 1	144	72.0	72.0	100.0
Total	200	100.0	100.0	

**P6**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	46	23.0	23.0	23.0
Valid 1	154	77.0	77.0	100.0
Total	200	100.0	100.0	

**P7**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	58	29.0	29.0	29.0
Valid 1	142	71.0	71.0	100.0
Total	200	100.0	100.0	

**P8**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	53	26.5	26.5	26.5
Valid 1	147	73.5	73.5	100.0
Total	200	100.0	100.0	

**P9**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	49	24.5	24.5	24.5
Valid 1	151	75.5	75.5	100.0
Total	200	100.0	100.0	

**P10**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	55	27.5	27.5	27.5
Valid 1	145	72.5	72.5	100.0
Total	200	100.0	100.0	

**P11**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	38	19.0	19.0	19.0
Valid 1	162	81.0	81.0	100.0
Total	200	100.0	100.0	

**P12**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	59	29.5	29.5	29.5
Valid 1	141	70.5	70.5	100.0
Total	200	100.0	100.0	

**P13**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	50	25.0	25.0	25.0
Valid 1	150	75.0	75.0	100.0
Total	200	100.0	100.0	

**P14**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	62	31.0	31.0	31.0
Valid 1	138	69.0	69.0	100.0
Total	200	100.0	100.0	

**P15**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	36	18.0	18.0	18.0
Valid 1	164	82.0	82.0	100.0
Total	200	100.0	100.0	

**P16**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	58	29.0	29.0	29.0
Valid 1	142	71.0	71.0	100.0
Total	200	100.0	100.0	

**P17**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	54	27.0	27.0	27.0
Valid 1	146	73.0	73.0	100.0
Total	200	100.0	100.0	

**P18**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	62	31.0	31.0	31.0
Valid 1	138	69.0	69.0	100.0
Total	200	100.0	100.0	

**P19**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	53	26.5	26.5	26.5
Valid 1	147	73.5	73.5	100.0
Total	200	100.0	100.0	

**P20**

	Frequency	Percent	Valid Percent	Cumulative Percent
0	75	37.5	37.5	37.5
Valid 1	125	62.5	62.5	100.0
Total	200	100.0	100.0	













N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
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\*\*. 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
.959	20

## **Lampiran VI (Hasil Uji Chocran T-test)**



### Frequencies

	Value	
	0	1
P1	51	149
P2	52	148
P3	40	160
P4	38	162
P5	56	144
P6	46	154
P7	58	142
P8	53	147
P9	49	151
P10	55	145
P11	38	162
P12	59	141
P13	50	150
P14	62	138
P15	36	164
P16	58	142
P17	54	146
P18	62	138
P19	53	147
P20	75	125

### Test Statistics

N	200
Cochran's Q	60.284 <sup>a</sup>
df	19
Asymp. Sig.	.000

a. 1 is treated as a success.



### Frequencies

	Value	
	0	1
P1	51	149
P2	52	148
P3	40	160
P4	38	162
P5	56	144
P6	46	154
P7	58	142
P8	53	147
P9	49	151
P10	55	145
P11	38	162
P12	59	141
P13	50	150
P14	62	138
P15	36	164
P16	58	142
P17	54	146
P18	62	138
P19	53	147

### Test Statistics

N	200
Cochran's Q	42.043 <sup>a</sup>
df	18
Asymp. Sig.	.001

a. 1 is treated as a success.



Frequencies		
	Value	
	0	1
P1	51	149
P2	52	148
P3	40	160
P4	38	162
P5	56	144
P6	46	154
P7	58	142
P8	53	147
P9	49	151
P10	55	145
P11	38	162
P12	59	141
P13	50	150
P15	36	164
P16	58	142
P17	54	146
P18	62	138
P19	53	147

Frequencies		
	Value	
	0	1
P1	51	149
P2	52	148
P3	40	160
P4	38	162
P5	56	144
P6	46	154
P7	58	142
P8	53	147
P9	49	151
P10	55	145
P11	38	162
P12	59	141
P13	50	150
P15	36	164
P16	58	142
P17	54	146
P19	53	147

Test Statistics	
N	200
Cochran's Q	37.542 <sup>a</sup>
df	17
Asymp. Sig.	.003

a. 1 is treated as a success.

Test Statistics	
N	200
Cochran's Q	32.569 <sup>a</sup>
df	16
Asymp. Sig.	.008

a. 1 is treated as a success.





### Frequencies

	Value	
	0	1
P1	51	149
P2	52	148
P3	40	160
P4	38	162
P5	56	144
P6	46	154
P7	58	142
P8	53	147
P9	49	151
P10	55	145
P11	38	162
P13	50	150
P15	36	164
P16	58	142
P17	54	146
P19	53	147

### Test Statistics

N	200
Cochran's Q	29.322 <sup>a</sup>
df	15
Asymp. Sig.	.015

a. 1 is treated as a success.





### Frequencies

	Value	
	0	1
P1	51	149
P2	52	148
P3	40	160
P4	38	162
P5	56	144
P6	46	154
P8	53	147
P9	49	151
P10	55	145
P11	38	162
P13	50	150
P15	36	164
P16	58	142
P17	54	146
P19	53	147

### Test Statistics

N	200
Cochran's Q	26.893 <sup>a</sup>
df	14
Asymp. Sig.	.020

a. 1 is treated as a success.





**Frequencies**

	Value	
	0	1
P1	51	149
P2	52	148
P3	40	160
P4	38	162
P5	56	144
P6	46	154
P8	53	147
P9	49	151
P10	55	145
P11	38	162
P13	50	150
P15	36	164
P17	54	146
P19	53	147

**Frequencies**

	Value	
	0	1
P1	51	149
P2	52	148
P3	40	160
P4	38	162
P6	46	154
P8	53	147
P9	49	151
P10	55	145
P11	38	162
P13	50	150
P15	36	164
P17	54	146
P19	53	147

**Test Statistics**

N	200
Cochran's Q	23.840 <sup>a</sup>
df	13
Asymp. Sig.	.033

a. 1 is treated as a success.

**Test Statistics**

N	200
Cochran's Q	21.424 <sup>a</sup>
df	12
Asymp. Sig.	.045

a. 1 is treated as a success.



### Frequencies

	Value	
	0	1
P1	51	149
P2	52	148
P3	40	160
P4	38	162
P6	46	154
P8	53	147
P9	49	151
P11	38	162
P13	50	150
P15	36	164
P17	54	146
P19	53	147

### Test Statistics

N	200
Cochran's Q	19.659 <sup>a</sup>
df	11
Asymp. Sig.	.050

a. 1 is treated as a success.







### Frequencies

	Value	
	0	1
P1	51	149
P2	52	148
P3	40	160
P4	38	162
P6	46	154
P8	53	147
P9	49	151
P11	38	162
P13	50	150
P15	36	164
P19	53	147

### Test Statistics

N	200
Cochran's Q	17.752 <sup>a</sup>
df	10
Asymp. Sig.	.059

a. 1 is treated as a success.