Lampiran 01. Data penjualan Sepeda Motor Yamaha N-MAX tahun 2018

Tabel A.1
Penjualan Sepeda Motor Merek N-MAX di Maha Surya Motor Singaraja Tahun 2018

No	Merek Motor	Bulan			Total
		September	Oktober	November	
1	N-MAX	34	42	48	124
2	LEXI	11	19	13	43
3	MIO	2	2	2	6
4	AEROX	2	2	0	4
5	FINO	1	1	1	3

Sumber: Laporan Penjualan Maha Surya Motor Singaraja

Lampiran 02. Kuesioner Penelitian Di Maha Surya Motor Singaraja

UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS EKONOMI
JURUSAN MANAJEMEN

Kepada
Yth. Bapak/ibu/saudara/i
Hal: Pengisian Kuesioner

Dengan Hormat,
Dalam rangka menyelesaikan studi di UNDIKSHA pada Jurusan Manajemen, saya mengadakan penelitian yang berjudul "Pengaruh Kualitas Produk dan Fitur Produk Serta Desain Produk Terhadap Kepuutusan Pembelian Sepeda Motor Yamaha N-MAX di Maha Surya Motor Singaraja. Dengan ini saya memohon kesediaan bapak/ibu/saudara/i berkenan untuk mengisi kuesioner penelitian ini. Atas kesediaan dan bantuan Bapak/Ibu/Saudara/i yang berkenan turut berpartisipasi dalam mengisi kuesioner penelitian ini, saya ucapkan terimakasih.

Singaraja, 1 Desember 2019

Wayan Agus Suta Puja
NIM. 1617041011

Petunjuk Pengisian Kuesioner

Dalam mengisi kuesioner ini, diharapkan bapak/ibu/saudara/i berkenan mengisi secara lengkap dan benar daftar diri anda pada identitas responden dan daftar pernyataan yang tersusun secara sistematis. Untuk menjawab kuesioner tersebut bapak/ibu/saudara/i agar mencantumkan tanda centang (✓) pada pilihan jawaban yang tersedia dikolom sebelah kanan.

Jawablah pernyataan tersebut sesuai persepsi bapak/ibu/saudara/I dengan keterangan sebagai berikut :

SS = Sangat Setuju

S = Setuju

N = Netral

TS = Tidak Setuju

STS = Sangat Tidak Setuju

Identitas Responden

Nama :

Jenis kelamin : (Laki-laki/Perempuan)

Umur :

Pekerjaan :

Kriteria Responden

1. Saya sudah memiliki dan memakai sepeda motor Yamaha N-MAX.

☐ YA ☐ TIDAK

2. Saya membeli sepeda motor Yamaha N-MAX di Maha Surya Motor Singaraja.

☐ YA ☐ TIDAK

(*) Coret yang tidak perlu

No	Pernyataan	STS	TS	N	S	SS
	Kualitas Produk	1	2	3	4	5
1	Sepeda motor Yamaha N-MAX memiliki daya tahan mesin yang handal untuk menempuk perjalanan jauh.					
2	Penggunaan bahan bakar sepeda motor Yamaha N-MAX cukup irit ketika digunakan dalam perjalanan jauh.					
3	Teknologi *blue score* dalam sepeda motor Yamaha N-MAX memberikan keuntungan bagi saya untuk mengirit biaya pembelian bahan bakar.					
4	Suku cadang sepeda motor Yamaha N-MAX dengan kualitas yang baik sulit untuk didapatkan.					

No	Pernyataan	STS	TS	N	S	SS
	Fitur Produk	1	2	3	4	5
1	Sepeda motor Yamaha N-MAX memiliki banyak fitur yang bermanfaat dan memberikan banyak kemudahan bagi saya.					
2	Fitur-fitur yang dimiliki sepeda motor Yamaha N-MAX sesuai dengan harapan saya					
3	Sepeda motor Yamaha N-MAX memiliki tambahan fitur yang terbatas.					
4	Sepeda motor Yamaha N-MAX memiliki fitur yang unggul dibandingkan dengan sepeda motor lainya.					

No	Pernyataan	STS	TS	N	S	SS
	Desain Produk	1	2	3	4	5
1	Sepeda motor Yamaha N-MAX memiliki ragam jenis desain yang cukup manarik.					
2	Desain sepeda motor Yamaha N-MAX memiliki model yang baru setiap tahunnya.					
3	Sepeda motor Yamaha N-MAX memiliki desain yang unik dan sesuai dengan keinginan saya.					
4	Sepeda motor Yamaha N-MAX memiliki desain yang sesuai dengan tren masa kini.					

No	Pernyataan	STS	TS	N	S	SS
	Keputusan Pembelian	1	2	3	4	5
1	Saya merasa yakin ketika membeli sepeda motor Yamaha N-MAX sebagai kendaraan saya.					
2	Saya memutuskan membeli sepeda motor Yamaha N-MAX setelah melakukan evaluasi terhadap berbagai merek sepeda motor.					
3	Saya membeli sepeda motor Yamaha N-MAX berdasarkan keinginan dan sesuai dengan kebutuhan saya.					
4	Saya membeli sepeda motor Yamaha N-MAX karena mendapat rekomendasi dari orang lain.					

Lampiran 03. Tabulasi Data Kuesioner Sampel Kecil Di Maha Surya Motor Singaraja

TABULASI DATA KUALITAS PRODUK DAN FITUR PRODUK

RESP	KUALITAS PRODUK					FITUR PRODUK				
	KWL1	KWL2	KWL3	KWL4	TKWL	FTR1	FTR2	FTR3	FTR4	TFTR
1	5	5	5	5	20	5	5	5	5	20
2	4	4	5	5	18	3	4	5	4	5
3	4	4	5	5	18	5	5	5	5	20
4	5	4	4	5	18	4	5	5	5	19
5	4	4	5	5	18	3	3	5	5	16
6	5	5	5	5	20	5	5	5	5	20
7	5	5	5	5	20	5	5	5	4	19
8	5	5	5	5	20	5	5	5	5	20
9	3	4	3	4	14	5	5	5	5	20
10	3	5	3	3	14	5	5	5	5	20
11	3	3	3	3	12	3	5	5	5	18
12	5	5	4	4	18	5	5	4	5	19
13	4	4	5	5	18	5	4	4	5	18
14	4	5	4	5	18	4	4	5	5	18
15	5	4	4	5	18	5	4	5	5	19
16	4	4	4	5	17	5	4	5	5	19
17	4	4	5	4	17	4	4	5	5	18
18	4	4	4	4	16	5	5	5	4	19
19	5	4	5	4	18	3	4	3	3	13
20	4	4	4	4	16	3	3	3	3	12
21	5	4	4	3	16	3	4	5	4	16
22	3	3	3	4	13	3	4	4	3	14
23	5	5	5	4	19	3	4	4	3	14

24	4	5	5	5	19	4	4	3	4	15
25	4	5	5	5	19	4	3	3	3	13
26	3	3	3	3	12	3	4	4	4	15
27	3	3	3	3	12	3	3	3	3	12
28	3	3	3	3	12	3	3	3	3	12
29	3	2	2	3	10	4	4	4	4	16
30	3	3	3	3	12	4	4	4	4	16

TABULASI DATA KUESIONER DESAIN PRODUK DAN KEPUTUSAN PEMBELIAN

RESP	DESAIN PRODUK					KEPUTUSAN PEMBELIAN				
	DSN1	DSN2	DSN3	DSN4	TDSN	KPT1	KPT2	KPT3	KPT4	TKPT
	4	4	4	5	17	3	3	3	3	12
	4	3	4	3	14	5	4	5	5	19
	3	3	4	3	13	5	5	5	5	20
	4	3	4	4	15	5	5	5	5	20
	4	4	4	4	16	5	5	5	5	20
	4	4	4	4	16	5	4	4	4	17
	4	3	4	4	15	4	5	4	4	17
	4	4	4	4	16	4	4	5	4	17
	4	4	3	4	15	4	5	4	4	17
	4	4	3	4	15	4	4	4	4	16
	3	4	5	4	16	3	3	3	3	12
	3	3	4	3	13	3	4	4	3	14
	3	3	3	3	12	4	4	5	5	18
	3	3	3	3	12	3	3	4	4	14
	3	4	4	3	14	4	5	5	5	19

	4	4	5	5	18	5	4	5	5	19
	3	3	4	4	14	5	5	5	5	20
	4	5	5	5	19	3	5	4	3	15
	5	4	5	5	19	4	5	5	5	19
	5	5	5	5	20	4	4	5	5	18
	3	5	4	3	15	5	5	5	5	20
	4	5	5	5	19	3	4	4	3	14
	4	4	5	5	18	4	5	5	5	19
	4	4	4	4	16	3	3	4	4	14
	3	3	3	3	12	4	5	5	5	19
	3	3	3	3	12	5	4	5	5	19
	4	4	3	3	14	5	5	5	5	20
	4	5	4	5	18	3	4	4	3	14

Lampiran 05. Hasil Uji Validitas Sampel Kecil

1. Kualitas Produk

Correlations

		KWL1	KWL2	KWL3	KWL4	TKWL
KWL1	Pearson Correlation	1	.666**	.735**	.594**	.853**
	Sig. (2-tailed)		.000	.000	.001	.000
	N	30	30	30	30	30
KWL2	Pearson Correlation	.666**	1	.713**	.620**	.856**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
KWL3	Pearson Correlation	.735**	.713**	1	.768**	.926**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
KWL4	Pearson Correlation	.594**	.620**	.768**	1	.856**
	Sig. (2-tailed)	.001	.000	.000		.000
	N	30	30	30	30	30
TKWL	Pearson Correlation	.853**	.856**	.926**	.856**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

2. Fitur produk

Correlations

		FTR1	FTR2	FTR3	FTR4	TFTR
FTR1	Pearson Correlation	1	.640**	.462*	.643**	.769**
	Sig. (2-tailed)		.000	.010	.000	.000
	N	30	30	30	30	30
FTR2	Pearson Correlation	.640**	1	.645**	.607**	.689**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
FTR3	Pearson Correlation	.462*	.645**	1	.776**	.578**
	Sig. (2-tailed)	.010	.000		.000	.001
	N	30	30	30	30	30

FTR4	Pearson Correlation	.643**	.607**	.776**	1	.738**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
TFTR	Pearson Correlation	.769**	.689**	.578**	.738**	1
	Sig. (2-tailed)	.000	.000	.001	.000	
	N	30	30	30	30	30

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

3. Desain produk

Correlations

		DSN1	DSN2	DSN3	DSN4	TDSN
DSN1	Pearson Correlation	1	.502**	.422*	.728**	.782**
	Sig. (2-tailed)		.005	.020	.000	.000
	N	30	30	30	30	30
DSN2	Pearson Correlation	.502**	1	.496**	.625**	.795**
	Sig. (2-tailed)	.005		.005	.000	.000
	N	30	30	30	30	30
DSN3	Pearson Correlation	.422*	.496**	1	.685**	.800**
	Sig. (2-tailed)	.020	.005		.000	.000
	N	30	30	30	30	30
DSN4	Pearson Correlation	.728**	.625**	.685**	1	.925**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
TDSN	Pearson Correlation	.782**	.795**	.800**	.925**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

4. Keputusan pembelian

Correlations

		KPT1	KPT2	KPT3	KPT4	TKPT
KPT1	Pearson Correlation	1	.543**	.716**	.803**	.888**
	Sig. (2-tailed)		.002	.000	.000	.000
	N	30	30	30	30	30
KPT2	Pearson Correlation	.543**	1	.616**	.524**	.760**
	Sig. (2-tailed)	.002		.000	.003	.000
	N	30	30	30	30	30
KPT3	Pearson Correlation	.716**	.616**	1	.887**	.915**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
KPT4	Pearson Correlation	.803**	.524**	.887**	1	.925**
	Sig. (2-tailed)	.000	.003	.000		.000
	N	30	30	30	30	30
TKPT	Pearson Correlation	.888**	.760**	.915**	.925**	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 06. Hasil Uji Reliabelitas Sampel Kecil

1. Kualitas Produk

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.896	.896	4

2. Fitur produk

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.868	.871	4

3. Desain produk

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.844	.845	4

4. Keputusan pembelian

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.892	.895	4

Lampiran 07. Hasil Uji Validitas Sampel Besar

1. Kualitas Produk

Correlations

		KWL1	KWL2	KWL3	KWL4	TOTKWL
KWL1	Pearson Correlation	1	.748**	.731**	.635**	.880**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
KWL2	Pearson Correlation	.748**	1	.726**	.667**	.888**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
KWL3	Pearson Correlation	.731**	.726**	1	.768**	.913**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
KWL4	Pearson Correlation	.635**	.667**	.768**	1	.861**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
TOTKWL	Pearson Correlation	.880**	.888**	.913**	.861**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

2. Fitur Produk

Correlations

		FTR1	FTR2	FTR3	FTR4	TOTFTR
FTR1	Pearson Correlation	1	.671**	.556**	.740**	.841**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
FTR2	Pearson Correlation	.671**	1	.631**	.637**	.788**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100

FTR3	Pearson Correlation	.556**	.631**	1	.755**	.757**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
FTR4	Pearson Correlation	.740**	.637**	.755**	1	.852**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
TOTFTR	Pearson Correlation	.841**	.788**	.757**	.852**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

3. Desain Produk

Correlations

		DSN1	DSN2	DSN3	DSN4	TOTDSN
DSN1	Pearson Correlation	1	.598**	.506**	.707**	.837**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
DSN2	Pearson Correlation	.598**	1	.521**	.590**	.802**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
DSN3	Pearson Correlation	.506**	.521**	1	.754**	.823**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
DSN4	Pearson Correlation	.707**	.590**	.754**	1	.908**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
TOTDSN	Pearson Correlation	.837**	.802**	.823**	.908**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

4. KeputusanPembelian

Correlations

		KPT1	KPT2	KPT3	KPT4	TOTKPT
KPT1	Pearson Correlation	1	.484**	.405**	.695**	.802**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
KPT2	Pearson Correlation	.484**	1	.514**	.523**	.769**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
KPT3	Pearson Correlation	.405**	.514**	1	.668**	.788**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
KPT4	Pearson Correlation	.695**	.523**	.668**	1	.892**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
TOTKPT	Pearson Correlation	.802**	.769**	.788**	.892**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Lampiran 08. Hasil Uji Reliabelitas Sampel Besar

1. Kualitas Produk

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.908	.908	4

2. Fitur Produk

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.888	.888	4

3. Desain Produk

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.864	.864	4

4. KeputusanPembelian

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.830	.829	4

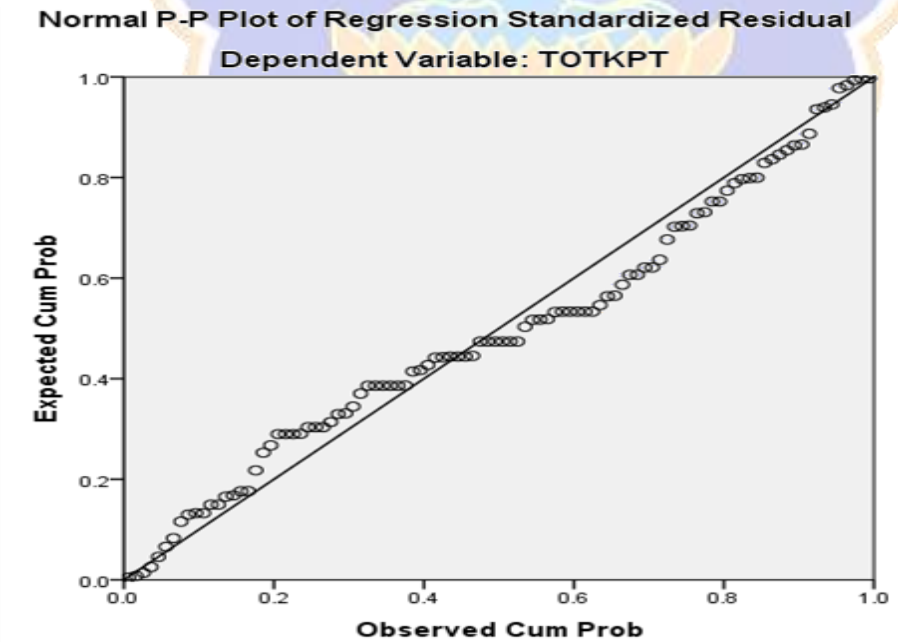
Lampiran 09. Hasil Uji Analisis Regresi Linier Berganda

1. Uji Normalitas

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	10.6063	20.0570	16.6200	2.40534	100
Std. Predicted Value	-2.500	1.429	.000	1.000	100
Standard Error of Predicted Value	.089	.367	.167	.051	100
Adjusted Predicted Value	10.3053	20.0589	16.6121	2.41485	100
Residual	-2.27697	2.39915	.00000	.85741	100
Std. Residual	-2.615	2.755	.000	.985	100
Stud. Residual	-2.744	2.857	.004	1.020	100
Deleted Residual	-2.50730	2.58018	.00792	.91995	100
Stud. Deleted Residual	-2.844	2.971	.006	1.038	100
Mahal. Distance	.035	16.591	2.970	2.874	100
Cook's Distance	.000	.290	.019	.048	100
Centered Leverage Value	.000	.168	.030	.029	100

a. Dependent Variable: TOTKPT



2. Uji Multikolonieritas

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	Constant)	.714	.608		1.175	.043		
	TOTKWL	.163	.034	.190	4.841	.000	.764	1.309
	TOTFTR	.361	.039	.442	9.145	.000	.503	1.987
	TOTDSN	.444	.049	.470	9.023	.000	.433	2.312

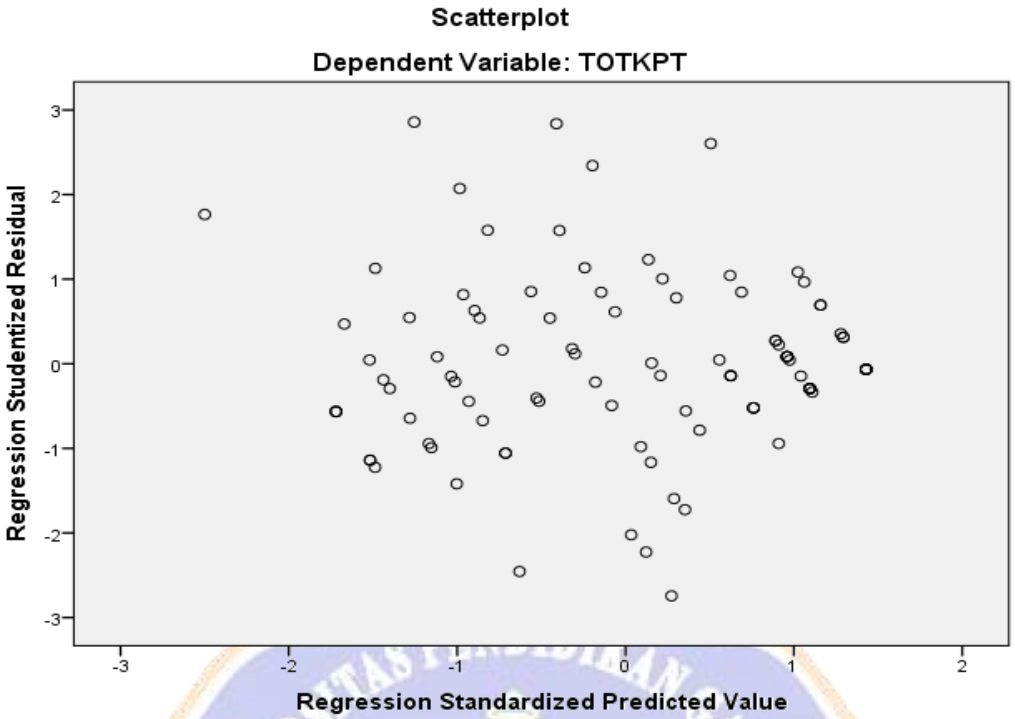
a. Dependent Variable: TOTKPT

3. Uji Heteroskedastisitas

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	10.6063	20.0570	16.6200	2.40534	100
Std. Predicted Value	-2.500	1.429	.000	1.000	100
Standard Error of Predicted Value	.089	.367	.167	.051	100
Adjusted Predicted Value	10.3053	20.0589	16.6121	2.41485	100
Residual	-2.27697	2.39915	.00000	.85741	100
Std. Residual	-2.615	2.755	.000	.985	100
Stud. Residual	-2.744	2.857	.004	1.020	100
Deleted Residual	-2.50730	2.58018	.00792	.91995	100
Stud. Deleted Residual	-2.844	2.971	.006	1.038	100
Mahal. Distance	.035	16.591	2.970	2.874	100
Cook's Distance	.000	.290	.019	.048	100
Centered Leverage Value	.000	.168	.030	.029	100

a. Dependent Variable: TOTKPT



4. Koefisien determinasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.942[a]	.887	.884	.87070

a. Predictors: (Constant), TOTDSN, TOTKWL, TOTFTR

5. Uji Statistik F

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	572.781	3	190.927	251.844	.000[b]
	Residual	72.779	96	.758		
	Total	645.560	99			

a. Dependent Variable: TOTKPT

b. Predictors: (Constant), TOTDSN, TOTKWL, TOTFTR

6. Uji Statistik t

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.714	.608		1.175	.043
	TOTKWL	.163	.034	.190	4.841	.000
	TOTFTR	.361	.039	.442	9.145	.000
	TOTDSN	.444	.049	.470	9.023	.000

a. Dependent Variable: TOTKPT

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.714	.608		1.175	.043					
	TOTKWL	.163	.034	.190	4.841	.000	.565	.443	.166	.764	1.309
	TOTFTR	.361	.039	.442	9.145	.000	.836	.682	.313	.503	1.987
	TOTDSN	.444	.049	.470	9.023	.000	.874	.677	.309	.433	2.312

a. Dependent Variable: TOTKPT

7. Uji Presentase Umur Konsumen

Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-24	25	25.0	25.0	25.0
	25-29	33	33.0	33.0	58.0
	30-34	19	19.0	19.0	77.0
	35-39	17	17.0	17.0	94.0
	40-45	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

8. Uji Presentase Jenis Kelamin Konsumen

jenis_kelamin

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