

## Lampiran 01. Kuesioner Penelitian



UNIVERSITAS PENDIDIKAN GANESHA  
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Kepada

Yth. Bapak/Ibu Saudara/i Konsumen Masker Medis Merek Sensi

Di tempat

Hal : Pengisian Kuisisioner

Dengan Hormat,

Bapak/Ibu Saudara/i Konsumen Masker Medis Merek Sensi, sehubungan dengan penelitian yang saya lakukan untuk menyelesaikan studi di Universitas Pendidikan Ganesha, saya mohon dengan hormat kesediaannya meluangkan waktu untuk mengisi kuisisioner ini secara sukarela. Kuisisioner ini bertujuan memperoleh data yang digunakan untuk mengetahui **“Pengaruh Harga dan Kualitas Produk terhadap Keputusan Pembelian Masker Medis Sensi Selama Pandemi Covid-19”**. Data yang diperoleh hanya akan digunakan untuk tujuan akademik dan akan dipergunakan secara konfidensial. Diharapkan agar Bapak/Ibu Saudara/i berkenan untuk menjawab seluruh pernyataan yang ada dengan jujur. Atas kerjasama dan partisipasi yang diberikan saya ucapkan terima kasih.

Hormat Saya,

Ni Putu Sri Widiantari  
NIM. 1717041172

## KUESIONER PENELITIAN

### Pengaruh Harga dan Kualitas Produk terhadap Keputusan Pembelian Masker Medis Sensi Selama Pandemi Covid-19

#### Petunjuk Pengisian

1. Pernyataan di bawah ini hanya semata-mata untuk data penelitian dalam rangka menyusun TAS (Tugas Akhir Skripsi).
2. Isilah data pribadi anda terlebih dahulu.
3. Bacalah dengan teliti setiap pernyataan dan jawablah yang paling sesuai dengan keadaan dan pendapat anda.
4. Berilah tanda centang (✓) pada pilihan jawaban yang anda kehendaki pada kolom yang telah tersedia.

#### Keterangan

Keterangan	Arti	Angka
SS	Sangat Setuju	5
S	Setuju	4
N	Netral	3
TS	Tidak Setuju	2
STS	Sangat Tidak Setuju	1

#### Identitas Responden

Nama :  
 Jenis Kelamin :  
 Pekerjaan :  
 Usia :

### Butir Pernyataan

#### A. Harga

No	Pernyataan	SS	S	N	TS	STS
1.	Harga masker medis merek Sensi sangat terjangkau.					
2.	Harga masker medis merek Sensi sesuai dengan kualitas produk.					
3.	Harga masker medis merek Sensi dapat bersaing di pasaran.					
4.	Harga masker medis merek Sensi sesuai dengan manfaat dan kegunaannya.					

#### B. Kualitas Produk

No	Pernyataan	SS	S	N	TS	STS
1.	Kualitas masker medis merek Sensi sangat baik dan sudah 3ply sesuai anjuran pemerintah.					
2.	Masker medis merek Sensi mempunyai ketahanan yang baik.					
3.	Masker medis merek Sensi sangat nyaman ketika digunakan.					
4.	Masker medis merek Sensi tidak mudah rusak meskipun digunakan dengan durasi waktu yang cukup lama.					
5.	Masker medis merek Sensi memiliki kualitas yang konsisten mulai dari ukuran hingga jahitannya yang rapi.					
6.	Desain masker medis merek Sensi sudah sesuai anjuran pemerintah yaitu 3ply dan menutupi bagian hidung hingga dagu.					

**C. Keputusan Pembelian**

No	Pernyataan	SS	S	N	TS	STS
1.	Disituasi Pandemi Covid-19 kebutuhan masker medis sangat meningkat dikalangan masyarakat.					
2.	Saya ingin mencoba untuk menggunakan masker medis merek Sensi.					
3.	Saya akan selalu membeli masker medis merek Sensi ketika membutuhkan masker karena kualitasnya yangbaik.					
4	Saya tidak akan menggunakan masker lain selain masker medis merek Sensi.					



## Lampiran 02. Data Kuesioner

NO	Harga (X1)					Kualitas Produk (X2)							Keputusan Pembelian (Y)				
	X1.1	X1.2	X1.3	X1.4	TX1	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TX2	Y.1	Y.2	Y.3	Y.4	TY2
1	4	4	3	4	15	4	3	4	3	3	3	20	4	4	4	4	16
2	5	5	4	5	19	5	4	4	5	4	5	27	5	4	5	5	19
3	5	5	5	5	20	5	5	5	5	5	5	30	5	5	5	5	20
4	5	5	4	4	18	4	5	4	4	4	4	25	5	5	4	5	19
5	4	4	5	4	17	4	4	5	4	4	5	26	5	5	4	5	19
6	5	4	3	4	16	5	4	3	4	4	3	23	4	4	5	5	18
7	3	2	2	3	10	3	3	2	2	3	4	17	3	2	4	3	12
8	5	4	5	4	18	4	4	5	4	4	5	26	4	5	4	5	18
9	5	5	4	5	19	4	5	4	5	5	5	28	5	5	5	5	20
10	5	5	5	5	20	5	5	5	5	5	5	30	5	5	5	5	20
11	4	5	5	4	18	4	3	5	4	4	5	25	5	4	4	5	18
12	5	5	5	5	20	3	5	4	4	3	4	23	5	5	5	5	20
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14	4	4	4	4	16	4	3	3	4	3	4	21	4	4	4	4	16
15	5	4	5	5	19	5	5	5	5	5	5	30	5	5	5	5	20
16	4	4	4	4	16	4	4	4	4	4	4	24	4	4	4	4	16
17	4	5	4	4	17	5	4	3	4	5	3	24	4	5	4	4	17
18	4	5	5	4	18	5	4	3	4	4	3	23	4	5	5	3	17
19	5	4	4	5	18	5	5	4	4	4	4	26	5	4	4	5	18
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21	3	2	2	3	10	3	3	2	2	3	2	15	3	3	2	2	10
22	3	3	2	2	10	3	2	2	2	3	2	14	3	3	3	2	11
23	4	4	3	3	14	3	3	4	3	3	4	20	4	3	4	3	14
24	4	4	4	3	15	4	3	3	3	4	3	20	4	3	3	4	14
25	3	2	3	2	10	3	2	3	3	3	3	17	3	2	3	2	10
26	3	2	2	3	10	3	2	2	3	3	2	15	3	2	3	3	11
27	3	4	3	4	14	3	4	3	3	4	5	22	5	3	4	4	16
28	5	5	4	4	18	4	4	5	4	4	4	25	5	4	4	5	18
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127	4	3	2	3	12	4	3	4	3	3	3	20	4	3	4	4	15
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133	3	3	4	4	14	3	3	4	3	4	3	20	4	4	3	5	16
134	3	2	3	3	11	3	2	2	3	3	4	17	4	3	3	4	14
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136	4	5	4	5	18	3	4	3	4	4	3	21	4	3	3	4	14
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148	4	3	2	3	12	4	3	4	3	4	4	22	5	5	5	5	20
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150	5	5	5	5	20	5	5	5	5	5	5	30	5	5	5	5	20



### Lampiran 03. Output SPSS

#### UJI VALIDITAS X1

#### Correlations

		Correlations				
		X1.1	X1.2	X1.3	X1.4	TX1
X1.1	Pearson Correlation	1	.697**	.689**	.671**	.857**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	150	150	150	150	150
X1.2	Pearson Correlation	.697**	1	.688**	.712**	.888**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	150	150	150	150	150
X1.3	Pearson Correlation	.689**	.688**	1	.680**	.882**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	150	150	150	150	150
X1.4	Pearson Correlation	.671**	.712**	.680**	1	.874**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	150	150	150	150	150
TX1	Pearson Correlation	.857**	.888**	.882**	.874**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150

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

## UJI VALIDITAS X2

### Correlations

Correlations

	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	TX2
Pearson Correlation	1	.585**	.484**	.598**	.813**	.475**	.772**
X2.1 Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
N	150	150	150	150	150	150	150
Pearson Correlation	.585**	1	.646**	.683**	.614**	.654**	.844**
X2.2 Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
N	150	150	150	150	150	150	150
Pearson Correlation	.484**	.646**	1	.615**	.549**	.868**	.861**
X2.3 Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
N	150	150	150	150	150	150	150
Pearson Correlation	.598**	.683**	.615**	1	.578**	.609**	.814**
X2.4 Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
N	150	150	150	150	150	150	150
Pearson Correlation	.813**	.614**	.549**	.578**	1	.560**	.807**
X2.5 Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
N	150	150	150	150	150	150	150
Pearson Correlation	.475**	.654**	.868**	.609**	.560**	1	.861**
X2.6 Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
N	150	150	150	150	150	150	150
Pearson Correlation	.772**	.844**	.861**	.814**	.807**	.861**	1
TX2 Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
N	150	150	150	150	150	150	150

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

## UJI VALIDITAS Y

### Correlations

		Correlations				
		Y.1	Y.2	Y.3	Y.4	TY
Y.1	Pearson Correlation	1	.624**	.666**	.709**	.869**
	Sig.(2-tailed)		.000	.000	.000	.000
	N	150	150	150	150	150
Y.2	Pearson Correlation	.624**	1	.574**	.629**	.835**
	Sig.(2-tailed)	.000		.000	.000	.000
	N	150	150	150	150	150
Y.3	Pearson Correlation	.666**	.574**	1	.613**	.834**
	Sig.(2-tailed)	.000	.000		.000	.000
	N	150	150	150	150	150
Y.4	Pearson Correlation	.709**	.629**	.613**	1	.872**
	Sig.(2-tailed)	.000	.000	.000		.000
	N	150	150	150	150	150
TY	Pearson Correlation	.869**	.835**	.834**	.872**	1
	Sig.(2-tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150

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

## UJI RELIABILITAS X1

### Reliability

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded <sup>a</sup>	0	.0
	Total	150	100.0

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

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.895	.899	4

**Item Statistics**

	Mean	Std. Deviation	N
X1.1	3.9067	.79720	150
X1.2	3.7067	1.01364	150
X1.3	3.5533	1.07151	150
X1.4	3.6533	.95529	150

**Inter-Item Correlation Matrix**

	X1.1	X1.2	X1.3	X1.4
X1.1	1.000	.697	.689	.671
X1.2	.697	1.000	.688	.712
X1.3	.689	.688	1.000	.680
X1.4	.671	.712	.680	1.000

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	10.9133	7.355	.769	.592	.870
X1.2	11.1133	6.289	.787	.622	.857
X1.3	11.2667	6.103	.768	.592	.867
X1.4	11.1667	6.610	.772	.599	.862

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
14.8200	11.316	3.36398	4

## UJI RELIABILITAS X2

### Reliability

**Case Processing Summary**

		N	%
Cases	Valid	150	100.0
	Excluded <sup>a</sup>	0	.0
	Total	150	100.0

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

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.905	.908	6

**Item Statistics**

	Mean	Std. Deviation	N
X2.1	3.8533	.82239	150
X2.2	3.7867	.95247	150
X2.3	3.6267	1.05898	150
X2.4	3.7533	.82687	150
X2.5	3.7333	.77431	150
X2.6	3.6533	1.05542	150

**Inter-Item Correlation Matrix**

	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6
X2.1	1.000	.585	.484	.598	.813	.475
X2.2	.585	1.000	.646	.683	.614	.654
X2.3	.484	.646	1.000	.615	.549	.868
X2.4	.598	.683	.615	1.000	.578	.609
X2.5	.813	.614	.549	.578	1.000	.560
X2.6	.475	.654	.868	.609	.560	1.000



**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	18.5533	15.658	.681	.691	.897
X2.2	18.6200	14.345	.764	.597	.884
X2.3	18.7800	13.582	.777	.770	.884
X2.4	18.6533	15.315	.737	.564	.889
X2.5	18.6733	15.671	.733	.706	.891
X2.6	18.7533	13.596	.778	.774	.883

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
22.4067	20.766	4.55702	6

**UJI RELIABILITAS Y****Reliability****Case Processing Summary**

		N	%
Cases	Valid	150	100.0
	Excluded <sup>a</sup>	0	.0
	Total	150	100.0

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

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.872	.875	4

**Item Statistics**

	Mean	Std. Deviation	N
Y.1	4.0867	.77664	150
Y.2	3.9000	.91776	150
Y.3	3.9000	.87278	150
Y.4	3.9933	.95184	150

**Inter-Item Correlation Matrix**

	Y.1	Y.2	Y.3	Y.4
Y.1	1.000	.624	.666	.709
Y.2	.624	1.000	.574	.629
Y.3	.666	.574	1.000	.613
Y.4	.709	.629	.613	1.000

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y.1	11.7933	5.548	.777	.610	.821
Y.2	11.9800	5.241	.692	.481	.850
Y.3	11.9800	5.389	.701	.504	.845
Y.4	11.8867	4.920	.750	.576	.827

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
15.8800	8.992	2.99870	4

## UJI REGRESI LINIER BERGANDA

### Regression

**Descriptive Statistics**

	Mean	Std. Deviation	N
TY	15.8800	2.99870	150
TX1	14.8200	3.36398	150
TX2	22.4067	4.55702	150

**Correlations**

		TY	TX1	TX2
Pearson Correlation	TY	1.000	.899	.897
	TX1	.899	1.000	.902
	TX2	.897	.902	1.000
Sig. (1-tailed)	TY	.	.000	.000
	TX1	.000	.	.000
	TX2	.000	.000	.
N	TY	150	150	150
	TX1	150	150	150
	TX2	150	150	150

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

Model	Variables Entered	Variables Removed	Method
1	TX2, TX1 <sup>b</sup>		Enter

a. Dependent Variable:TY

b. All requested variables entered.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.921 <sup>a</sup>	.849	.847	1.17397	.849	412.580	2	147	.000

a. Predictors: (Constant), TX2, TX1

b. Dependent Variable:TY

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1137.243	2	568.622	412.580	.000 <sup>b</sup>
	Residual	202.597	147	1.378		
	Total	1339.840	149			

a. Dependent Variable:TY

b. Predictors: (Constant), TX2,TX1

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
(Constant)	2.689	.483		5.573	.000					
1 TX1	.430	.066	.482	6.492	.000	.899	.472	.208	.187	5.358
TX2	.305	.049	.463	6.233	.000	.897	.457	.200	.187	5.358

a. Dependent Variable: TY

Coefficient Correlations<sup>a</sup>

Model		TX2	TX1
1	Correlations	TX2	1.000
		TX1	-.902
	Covariances	TX2	.002
		TX1	-.003

a. Dependent Variable: TY

Collinearity Diagnostics<sup>a</sup>

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	TX1	TX2
1	1	2.967	1.000	.00	.00	.00
	2	.028	10.206	.92	.07	.03
	3	.004	26.447	.08	.92	.97

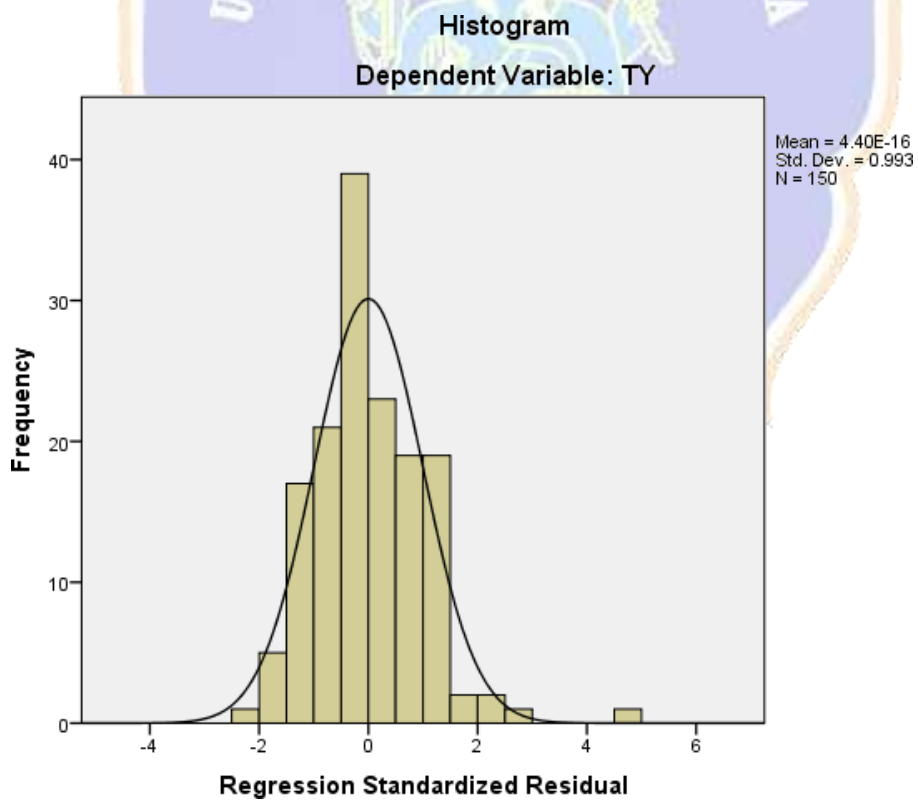
a. Dependent Variable: TY

Residuals Statistics<sup>a</sup>

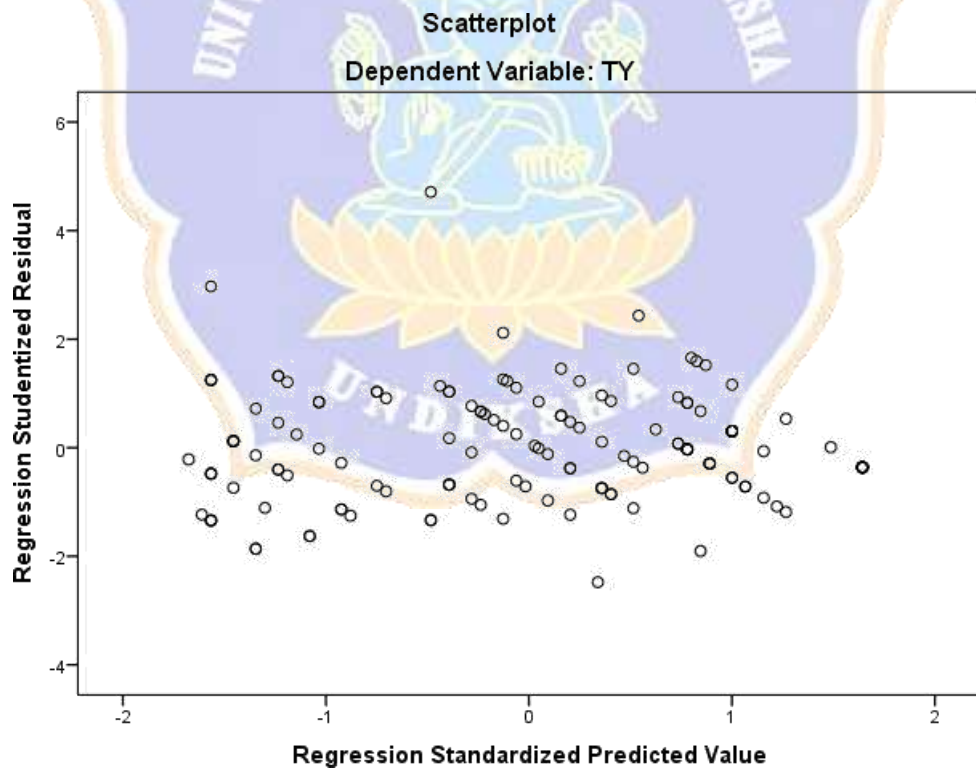
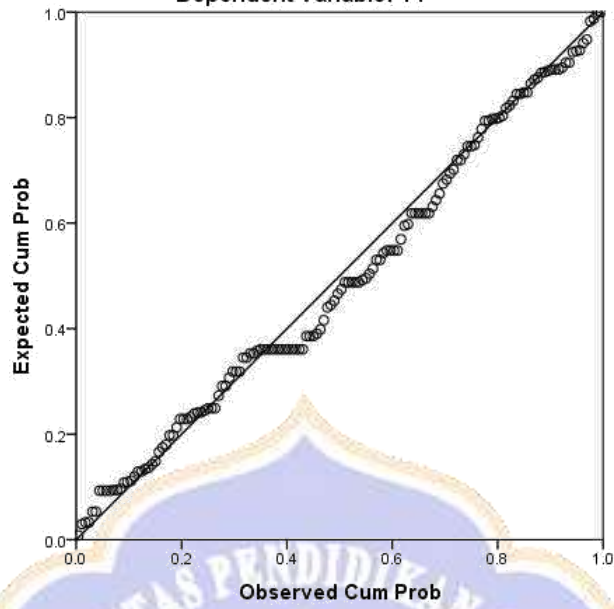
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	11.2491	20.4179	15.8800	2.76270	150
Std. Predicted Value	-1.676	1.643	.000	1.000	150
Standard Error of Predicted Value	.098	.462	.160	.045	150
Adjusted Predicted Value	11.2572	20.4288	15.8767	2.76166	150
Residual	-2.81794	5.45546	.00000	1.16607	150
Std. Residual	-2.400	4.647	.000	.993	150
Stud. Residual	-2.477	4.712	.001	1.008	150
Deleted Residual	-3.00149	5.60898	.00331	1.20121	150
Stud. Deleted Residual	-2.522	5.097	.004	1.025	150
Mahal. Distance	.039	22.058	1.987	2.198	150
Cook's Distance	.000	.361	.010	.036	150
Centered Leverage Value	.000	.148	.013	.015	150

a. Dependent Variable: TY

## Charts



Normal P-P Plot of Regression Standardized Residual  
Dependent Variable: TY



## UJI NORMALITAS DENGAN KOLMOGOROV SMIRNOV

### NPar Tests

		Unstandardized Residual
N		150
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Std. Deviation	1.16606656
Most Extreme Differences	Absolute	.073
	Positive	.073
	Negative	-.051
Kolmogorov-Smirnov Z		.898
Asymp. Sig. (2-tailed)		.396

a. Test distribution is Normal.

b. Calculated from data.

## UJI HETEROSKEDASTISITAS DENGAN METODE GLEJSER

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.870	.294		6.358	.000
1 TX1	-.013	.040	-.060	-.325	.745
TX2	-.035	.030	-.214	-1.162	.247

a. Dependent Variable: Abs\_Res