

# LAMPIRAN



**Lampiran 01. Kuesioner****UNIVERSITAS PENDIDIKAN GANESHA  
FAKULTAS EKONOMI  
JURUSAN MANAJEMEN**

Kepada  
Yth. Bapak/Ibu/Saudara/i Di Tempat  
Hal: Pengisian Kuesioner

Dengan Hormat,

Bapak/Ibu/Saudara/I Pelanggan Box Outlet Singaraja sehubungan dengan penelitian yang saya lakukan dalam menyelesaikan studi di Universitas Pendidikan Ganesha, saya mohon dengan hormat kesediannya meluangkan sedikit waktu untuk mengisi kuesioner ini. Kuesioner ini bertujuan untuk memperoleh data yang digunakan untuk mengetahui faktor-faktor yang menentukan keputusan pembelian pakaian di Box Outlet Singaraja.

Bapak/Ibu/Saudara/i berkenan untuk menjawab seluruh pertanyaan yang ada dengan jujur. Atas kerja sama dan partisipasinya yang diberikan saya ucapkan terimakasih.

Hormat Saya,

I Gede Eka Rias  
NIM 1517041037

## **FAKTOR-FAKTOR YANG MENENTUKAN KEPUTUSAN PEMBELIAN PAKAIAN DI BOX OUTLET SINGARAJA**

### **Petunjuk Pengisian Kueioner**

Dalam kuesioner ini, diharapkan Bapak/Ibu/Saudara/i mengisi secara lengkap dan benar daftar isian pada identitas responden dan daftar pernyataan yang tersusun secara sistematis. Untuk menjawab kuesioner tersebut Bapak/Ibu/Saudara/i mencantumkan tanda check (✓) pada pilihan jawaban yang tersedia pada kolom sebelah kanan.

Jawaban pernyataan tersebut sesuai persepsi Bapak/Ibu/Saudara/i dengan keterangan sebagai berikut

STS = Sangat Tidak Setuju

TS = Tidak Setuju

C = Cukup

S = Setuju

SS = Sangat Setuju

### **Identitas Responden**

Nama : .....

Umur : ..... Tahun

Jenis Kelamin : (Laki-laki/Perempuan)

Berapa kali pernah berkunjung dan berbelanja : .....(kali)



No	Pernyataan terkait faktor-faktor yang menentukan keputusan pembelian pakaian di Box Outlet Singaraja	STS	TS	C	S	SS
		1	2	3	4	5
1	Saya berbelanja di Box Outlet Singaraja karena produk tersebut memiliki desain yang menarik					
2	Saya berbelanja di Box Outlet Singaraja karena desain produk sesuai dengan yang saya inginkan					
3	Saya berbelanja di Box Outlet Singaraja karena produk tersebut memiliki kualitas yang bagus					
4	Saya berbelanja di Box Outlet Singaraja karena sesuai harapan saya yaitu produk-produk tahan lama					
5	Saya berbelanja di Box Outlet Singaraja karena harga yang bersaing dan dibandingkan toko lain					
6	Saya berbelanja di Box Outlet Singaraja karena harga sesuai dengan tipe dan desain produk					
7	Saya berbelanja di Box Outlet Singaraja karena kualitas produk sepadan dengan harga yang harus saya bayar					
8	Saya berbelanja di Box Outlet Singaraja karena harga sesuai dengan manfaat yang dirasakan					
9	Saya mengenal Box Outlet Singaraja dari media elektronik (iklan).					
10	Saya mengenal produk-produk Box Outlet Singaraja dari kerabat saya					
11	Saya berbelanja di Box Outlet Singaraja karena produk-produk yang banyak dikenal orang-orang					
12	Saya berbelanja di Box Outlet Singaraja karena sesuai dengan selera konsumen					
13	Saya berbelanja di Box Outlet Singaraja karena produk-produk disana mudah untuk diingat					
14	Saya berbelanja di Box Outlet Singaraja karena produk-produk disana memiliki citra yang baik					
15	Saya berbelanja di Box Outlet Singaraja karena keinginan untuk mengikuti teman					

16	Saya berbelanja di Box Outlet Singaraja karena tuntutan lingkungan					
17	Saya berbelanja di Box Outlet Singaraja karena situasi ekonomi saya memungkinkan					
18	Saya berbelanja di Box Outlet Singaraja karena penghasilan saya mencukupi untuk membeli					
19	Produk-produk yang dijual di Box Outlet Singaraja sesuai dengan harapan dan keinginan saya					
20	Saya puas dengan produk yang dijual di Box Outlet Singaraja					
21	Saya menyebarkan informasi mengenai produk-produk yang dijual di Box Outlet Singaraja					
22	Saya berbelanja di Box Outlet Singaraja karena mendengar pengalaman-pengalaman teman yang telah berbelanja disana					
23	Saya sering menggunakan pakaian sehingga saya sangat memelurkan stok pakaian yang banyak					
24	Saya sering menggunakan pakaian karena kebutuhan saya					
25	Saya berbelanja di Box Outlet Singaraja karena lengkap sehingga mudah mendapat produk yang dicari					
26	Saya berbelanja di Box Outlet Singaraja karena akses toko yang mudah di kota Singaraja					

## Lampiran 02. Output Uji Reliabilitas dan Uji Validitas

### Reliability

#### Reliability Statistics

Cronbach's Alpha	N of Items
.718	26

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	94.9667	67.068	.200	.715
X1.2	94.2333	70.668	.013	.724
X2.1	94.8000	60.648	.592	.681
X2.2	94.6333	71.482	-.054	.727
X3.1	94.7333	64.892	.252	.711
X3.2	94.1667	70.006	.062	.722
X4.1	94.2000	67.269	.252	.710
X4.2	94.4000	66.179	.311	.706
X5.1	94.8333	67.040	.198	.715
X5.2	94.3000	67.114	.290	.708
X6.1	94.9333	62.478	.408	.696
X6.2	94.6000	66.248	.306	.707
X7.1	94.6667	65.540	.239	.712
X7.2	94.1333	69.499	.099	.720
X8.1	94.6667	61.057	.624	.681
X8.2	94.6000	70.938	-.007	.725
X9.1	94.9667	63.275	.378	.699
X9.2	94.5333	65.223	.372	.702
X10.1	95.0333	65.620	.282	.708
X10.2	94.2000	69.959	.080	.720
X11.1	94.1333	70.671	.013	.724
X11.2	94.4667	66.120	.301	.707
X12.1	94.8667	65.913	.224	.713
X12.2	94.5000	69.086	.123	.718
X13.1	94.3333	63.678	.427	.697
X13.2	94.4333	66.392	.307	.707

## Validitas

**Correlations**

		X1.1	X1.2	X1
X1.1	Pearson Correlation	1	-.102	.795**
	Sig. (2-tailed)		.593	.000
	N	30	30	30
X1.2	Pearson Correlation	-.102	1	.523**
	Sig. (2-tailed)	.593		.003
	N	30	30	30
X1	Pearson Correlation	.795**	.523**	1
	Sig. (2-tailed)	.000	.003	
	N	30	30	30

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

**Correlations**

		X2.1	X2.2	X2
X2.1	Pearson Correlation	1	-.009	.828**
	Sig. (2-tailed)		.961	.000
	N	30	30	30
X2.2	Pearson Correlation	-.009	1	.554**
	Sig. (2-tailed)	.961		.002
	N	30	30	30
X2	Pearson Correlation	.828**	.554**	1
	Sig. (2-tailed)	.000	.002	
	N	30	30	30

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

**Correlations**

		X3.1	X3.2	X3
X3.1	Pearson Correlation	1	-.038	.848**
	Sig. (2-tailed)		.843	.000
	N	30	30	30
X3.2	Pearson Correlation	-.038	1	.498**
	Sig. (2-tailed)	.843		.005
	N	30	30	30
X3	Pearson Correlation	.848**	.498**	1
	Sig. (2-tailed)	.000	.005	
	N	30	30	30

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

**Correlations**

		X4.1	X4.2	X4
X4.1	Pearson Correlation	1	-.278	.570**
	Sig. (2-tailed)		.137	.001
	N	30	30	30
X4.2	Pearson Correlation	-.278	1	.631**
	Sig. (2-tailed)	.137		.000
	N	30	30	30
X4	Pearson Correlation	.570**	.631**	1
	Sig. (2-tailed)	.001	.000	
	N	30	30	30

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

**Correlations**

		X5.1	X5.2	X5
X5.1	Pearson Correlation	1	.112	.821**
	Sig. (2-tailed)		.557	.000
	N	30	30	30
X5.2	Pearson Correlation	.112	1	.659**
	Sig. (2-tailed)	.557		.000
	N	30	30	30
X5	Pearson Correlation	.821**	.659**	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30

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

**Correlations**

		X6.1	X6.2	X6
X6.1	Pearson Correlation	1	-.061	.788**
	Sig. (2-tailed)		.747	.000
	N	30	30	30
X6.2	Pearson Correlation	-.061	1	.566**
	Sig. (2-tailed)	.747		.001
	N	30	30	30
X6	Pearson Correlation	.788**	.566**	1
	Sig. (2-tailed)	.000	.001	
	N	30	30	30

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



## Correlations

		X7.1	X7.2	X7
X7.1	Pearson Correlation	1	.000	.835**
	Sig. (2-tailed)		1.000	.000
	N	30	30	30
X7.2	Pearson Correlation	.000	1	.550**
	Sig. (2-tailed)	1.000		.002
	N	30	30	30
X7	Pearson Correlation	.835**	.550**	1
	Sig. (2-tailed)	.000	.002	
	N	30	30	30

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

## Correlations

		X8.1	X8.2	X8
X8.1	Pearson Correlation	1	.017	.815**
	Sig. (2-tailed)		.928	.000
	N	30	30	30
X8.2	Pearson Correlation	.017	1	.594**
	Sig. (2-tailed)	.928		.001
	N	30	30	30
X8	Pearson Correlation	.815**	.594**	1
	Sig. (2-tailed)	.000	.001	
	N	30	30	30

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

## Correlations

		X9.1	X9.2	X9
X9.1	Pearson Correlation	1	-.096	.764**
	Sig. (2-tailed)		.612	.000
	N	30	30	30
X9.2	Pearson Correlation	-.096	1	.569**
	Sig. (2-tailed)	.612		.001
	N	30	30	30
X9	Pearson Correlation	.764**	.569**	1
	Sig. (2-tailed)	.000	.001	
	N	30	30	30

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

**Correlations**

		X10.1	X10.2	X10
X10.1	Pearson Correlation	1	.089	.847**
	Sig. (2-tailed)		.640	.000
	N	30	30	30
X10.2	Pearson Correlation	.089	1	.604**
	Sig. (2-tailed)	.640		.000
	N	30	30	30
X10	Pearson Correlation	.847**	.604**	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30

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

**Correlations**

		X11.1	X11.2	X11
X11.1	Pearson Correlation	1	-.279	.473**
	Sig. (2-tailed)		.135	.008
	N	30	30	30
X11.2	Pearson Correlation	-.279	1	.714**
	Sig. (2-tailed)	.135		.000
	N	30	30	30
X11	Pearson Correlation	.473**	.714**	1
	Sig. (2-tailed)	.008	.000	
	N	30	30	30

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

**Correlations**

		X12.1	X12.2	X12
X12.1	Pearson Correlation	1	-.179	.788**
	Sig. (2-tailed)		.344	.000
	N	30	30	30
X12.2	Pearson Correlation	-.179	1	.465**
	Sig. (2-tailed)	.344		.010
	N	30	30	30
X12	Pearson Correlation	.788**	.465**	1
	Sig. (2-tailed)	.000	.010	
	N	30	30	30

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

## Correlations

		X13.1	X13.2	X13
X13.1	Pearson Correlation	1	-.083	.735**
	Sig. (2-tailed)		.663	.000
	N	30	30	30
X13.2	Pearson Correlation	-.083	1	.615**
	Sig. (2-tailed)	.663		.000
	N	30	30	30
X13	Pearson Correlation	.735**	.615**	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30

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



Lampiran 03. *Output Hasil Analisis*

## KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.852
Bartlett's Test of Sphericity	Approx. Chi-Square	521.460
	Df	78
	Sig.	.000

## Anti-image Matrices

		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13
Anti-image Covariance	X1	.500	-	.030	-	-	-	-	-	.003	-	-	-	-
	X2	.083	.526	-	-	-	-	-	-	.048	-	-	.069	-
	X3	.030	.013	.566	-	.019	-	-	-	-	-	.064	.027	-
	X4	.014	.082	.057	.461	.041	-	.022	-	-	-	-	-	-
	X5	.080	.060	.019	.041	.647	-	.037	-	-	-	.061	.073	-
	X6	.088	.101	.109	.109	.071	.534	.003	-	-	-	.036	.000	.058
	X7	.097	.101	.101	.022	.008	.003	.761	.011	.119	.120	.135	.139	.069
	X8	.048	.017	.104	.169	.037	.051	.011	.578	-	-	-	-	.079
	X9	.003	.048	.066	.006	.197	.065	.119	.008	.727	-	-	-	.094
	X10	.065	.084	.042	.090	.003	.036	.120	.057	.138	.599	.039	.004	.052
	X11	.182	.099	.064	.052	.061	.011	.135	.023	.012	.039	.679	.035	.106
	X12	.099	.069	.027	.011	.073	.000	.139	.079	.094	.004	.035	.863	.021
	X13	.043	.014	.200	.051	.209	.058	.069	.090	.010	.052	.106	.021	.597
Anti-image	X1	.881	.161	.056	.029	.140	.170	.157	.089	.005	.119	.312	.150	.080

Correlation	X2	-	.903	-	-	-	-	-	-	-	-	-	-	-
		.161	a	.024	.166	.102	.191	.160	.031	.077	.150	.165	.102	.026
	X3	.056	-	.853	-	.032	-	-	-	-	-	.104	.039	-
			.024	a	.111	.199	.154	.182	.104	.073	.073	.104	.039	.344
	X4	-	-	-	.890	.075	-	.038	-	-	-	-	-	-
		.029	.166	.111	a	.220	.038	.327	.010	.171	.094	.017	.098	
	X5	-	-	.032	.075	.773	-	-	.060	-	-	.091	.098	-
		.140	.102		a	.120	.011	.060	.287	.005	.091	.098	.337	
	X6	-	-	-	-	.898	-	.004	-	-	.064	-	.000	.103
		.170	.191	.199	.220	.120	a	.004	.093	.104	.064	.018	.000	.103
	X7	-	-	-	.038	-	.004	.705	.017	.159	-	.188	-	.102
		.157	.160	.154	.038	.011	.004	a	.017	.159	.177	.188	.172	.102
	X8	-	-	-	-	.060	-	.017	.872	-	-	-	-	.152
		.089	.031	.182	.327	.093	.093	a	.017	.013	.097	.036	.112	.152
	X9	.005	.077	-	-	.287	.104	.159	-	.800	-	-	-	.015
				.104	.010	.287	.104	.159	.013	a	.209	.017	.119	.015
	X10	-	-	-	-	.064	-	-	-	.901	-	.062	-	-
		.119	.150	.073	.171	.005	.177	.097	.209	a	.062	.062	.006	.086
	X11	-	-	.104	-	.091	-	.188	-	-	.793	-	-	-
		.312	.165	.104	.094	.091	.018	.188	.036	.017	.062	a	.045	.167
	X12	-	.102	.039	-	.098	.000	-	-	-	-	-	.758	-
		.150	.102	.039	.017	.098	.000	.172	.112	.119	.006	.045	a	.029
	X13	-	-	-	-	-	.103	.102	.152	.015	-	-	-	.774
		.080	.026	.344	.098	.337	.103	.102	.152	.015	.086	.167	.029	a

a. Measures of Sampling Adequacy(MSA)

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.749	36.533	36.533	4.749	36.533	36.533	2.862	22.012	22.012
2	1.360	10.464	46.997	1.360	10.464	46.997	2.394	18.416	40.429
3	1.097	8.439	55.436	1.097	8.439	55.436	1.951	15.008	55.436

4	.976	7.505	62.941					
5	.930	7.153	70.094					
6	.746	5.741	75.834					
7	.643	4.950	80.784					
8	.524	4.027	84.811					
9	.480	3.694	88.505					
10	.422	3.248	91.753					
11	.387	2.976	94.729					
12	.363	2.793	97.522					
13	.322	2.478	100.000					

Extraction Method: Principal Component Analysis.

**Rotated Component Matrix<sup>a</sup>**

	Component		
	1	2	3
X1	.679	.281	.243
X2	.602	.302	.316
X3	.241	.523	.456
X4	.646	.259	.378
X5	.083	.805	-.032
X6	.553	.351	.322
X7	-.020	.020	.794
X8	.570	.066	.462
X9	.108	.650	.069
X10	.314	.415	.509
X11	.823	.072	-.260
X12	.258	-.108	.400
X13	.265	.704	-.037

Extraction Method: Principal Component Analysis.  
 Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

**Component Transformation Matrix**

Component	1	2	3
1	.693	.561	.452
2	.191	-.748	.635
3	-.695	.354	.626

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

