

# LAMPIRAN



**Lampiran 01. Kuesioner Penelitian****KUESIONER PENELITIAN****Pengaruh Promosi dan Kualitas Produk  
terhadap Keputusan Pembelian pada  
Usaha Bryona *Florist* Singaraja**

1. Nama Lengkap :
2. Jenis Kelamin :
  - a. Pria
  - b. Wanita
3. Usia :
  - a. 15 – 20
  - b. 21 – 30
  - c. 31 – 40
  - d. 41 – 50
  - e. 50 keatas
4. Jenis Pekerjaan :
  - a. Siswa
  - b. Mahasiswa
  - c. Karyawan Swasta
  - d. Pegawai Negeri Sipil
  - e. Wirausaha



**Petunjuk Pengisian Kuesioner :**

Pilihlah jawaban yang tersedia sesuai dengan pendapat Bapak/Ibu/Saudara/i. Setiap pernyataan hanya memiliki satu pilihan jawaban. Setiap nilai/skor akan mewakili tingkat kesesuaian dengan pendapat Bapak/Ibu/Saudara/Saudara/i. Berikut merupakan uraian jawaban :

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

**Draf Pertanyaan**

No.	Pernyataan	Tanggapan				
	<b>Promosi (X1)</b>	STS	TS	N	S	SS
1	Saya membeli produk dari <i>Bryona Florist</i> karena melihat iklan di Instagram.					
2	Saya membeli produk di <i>Bryona Florist</i> karena diskon yang diberikan.					
3	Saya membeli produk <i>Bryona Florist</i> karena rekomendasi dari orang yang sudah pernah membeli disana.					
4	Saya membeli produk <i>Bryona Florist</i> karena melihat katalog yang disediakan.					
	<b>Kualitas Produk (X2)</b>	STS	TS	N	S	SS
1	Saya membeli produk <i>Bryona Florist</i> karena memiliki kualitas produk yang bagus.					

2	Saya membeli produk <i>bucket</i> bunga segar dari Bryona <i>Florist</i> karena memberikan fungsi mengharumkan ruangan.					
3	Saya membeli produk <i>bucket</i> dari Bryona <i>Florist</i> karena bisa bertahan lama sesuai dengan anjuran penyimpanan yang tepat.					
4	Saya membeli produk <i>bucket</i> Bryona <i>Florist</i> karena <i>bucket</i> yang ditampilkan indah untuk dilihat.					
	<b>Keputusan Pembelian (Y)</b>	STS	TS	N	S	SS
1	Saya yakin sudah mengambil keputusan yang tepat saat membeli produk <i>bucket</i> dari Bryona <i>Florist</i> .					
2	Saya sudah terbiasa membeli produk <i>bucket</i> dari Bryona <i>Florist</i> .					
3	Saya melakukan pembelian secara berulang - ulang terhadap produk <i>bucket</i> dari Bryona <i>Florist</i> .					
4	Saya memberikan rekomendasi pada orang lain untuk membeli produk <i>bucket</i> dari Bryona <i>Florist</i> .					

### Lampiran 02. Tabulasi Data Sampel Kecil

Promosi					
No	X1.1	X1.2	X1.3	X1.4	Total
1	4	5	4	4	17
2	5	5	5	5	20
3	2	3	1	2	8
4	5	5	5	5	20
5	4	5	5	5	19
6	5	5	5	5	20
7	4	4	4	3	15
8	5	4	3	4	16
9	5	5	5	5	20
10	5	4	4	4	17
11	2	4	5	1	12
12	5	5	5	5	20
13	4	4	4	4	16
14	5	5	4	5	19
15	4	4	4	4	16
16	3	2	2	1	8
17	3	5	4	5	17
18	4	5	5	5	19
19	4	5	5	5	19
20	4	5	5	5	19
21	5	4	5	3	17
22	3	4	4	4	15
23	5	5	5	5	20
24	5	4	4	4	17
25	5	5	5	5	20
26	5	5	5	5	20
27	3	2	1	2	8
28	4	5	4	3	16
29	5	4	4	4	17
30	5	5	5	5	20

No	Kualitas Produk				Total
	X2.1	X2.2	X2.3	X2.4	
1	3	4	4	5	16
2	5	5	3	5	18
3	2	2	2	4	10
4	5	5	4	5	19
5	4	5	3	5	17
6	5	5	4	5	19
7	5	3	4	5	17
8	4	4	4	4	16
9	5	5	5	5	20
10	4	4	4	4	16
11	3	5	5	2	15
12	5	5	5	5	20
13	3	4	4	4	15
14	4	4	5	5	18
15	3	4	5	4	16
16	3	3	2	2	10
17	4	4	4	4	16
18	5	5	3	5	18
19	5	5	4	5	19
20	5	4	3	5	17
21	5	5	4	5	19
22	4	4	5	4	17
23	5	5	3	5	18
24	4	4	2	4	14
25	5	5	2	5	17
26	5	4	3	5	17
27	4	2	3	2	11
28	3	3	5	3	14
29	4	4	4	4	16
30	5	5	3	5	18

No	Keputusan Pembelian				Total
	Y1.1	Y1.2	Y1.3	Y1.4	
1	4	4	4	5	17
2	4	4	5	4	17
3	2	1	4	3	10
4	5	5	5	5	20
5	4	4	5	4	17
6	5	5	5	4	19
7	4	5	3	3	15
8	5	4	4	4	17
9	5	5	5	5	20
10	5	4	4	4	17
11	5	4	5	2	16
12	4	5	5	5	19
13	5	4	3	4	16
14	4	5	4	5	18
15	5	4	4	4	17
16	2	4	1	3	10
17	5	4	4	5	18
18	5	5	5	4	19
19	4	5	5	5	19
20	5	5	5	4	19
21	4	4	5	5	18
22	5	5	4	4	18
23	5	5	5	5	20
24	5	4	4	4	17
25	5	4	5	5	19
26	4	5	5	5	19
27	3	3	3	1	10
28	4	4	3	4	15
29	5	3	4	4	16
30	5	5	5	4	19

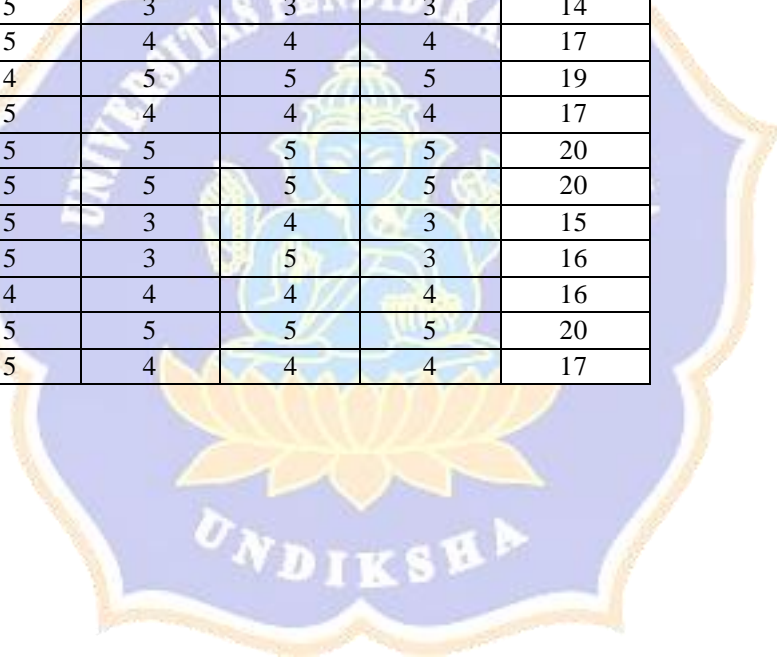
**Lampiran 03. Tabulasi Data Sampel Besar 120**

Promosi					
No	X1.1	X1.2	X1.3	X1.4	Total
1	4	5	4	4	17
2	5	5	5	5	20
3	2	3	1	2	8
4	5	5	5	5	20
5	4	5	5	5	19
6	5	5	5	5	20
7	4	4	4	3	15
8	5	4	3	4	16
9	5	5	5	5	20
10	5	4	4	4	17
11	2	4	5	1	12
12	5	5	5	5	20
13	4	4	4	4	16
14	5	5	4	5	19
15	4	4	4	4	16
16	3	2	2	1	8
17	3	5	4	5	17
18	4	5	5	5	19
19	4	5	5	5	19
20	4	5	5	5	19
21	5	4	5	3	17
22	3	4	4	4	15
23	5	5	5	5	20
24	5	4	4	4	17
25	5	5	5	5	20
26	5	5	5	5	20
27	3	2	1	2	8
28	4	5	4	3	16
29	5	4	4	4	17
30	5	5	5	5	20
31	5	4	4	4	17
32	5	5	5	5	20
33	5	5	5	5	20
34	4	4	4	4	16
35	5	4	5	3	17
36	5	4	4	4	17
37	5	5	5	5	20
38	4	4	4	4	16
39	5	5	5	5	20
40	4	5	5	5	19
41	5	3	4	3	15
42	4	3	5	3	15
43	4	4	4	4	16
44	5	5	5	5	20
45	5	4	4	4	17
46	5	5	5	5	20



Promosi					
No	X1.1	X1.2	X1.3	X1.4	Total
47	5	5	5	5	20
48	5	2	3	1	11
49	4	3	3	3	13
50	5	4	4	4	17
51	5	5	5	5	20
52	5	4	4	4	17
53	5	5	5	5	20
54	5	5	5	5	20
55	4	5	4	5	18
56	5	3	4	3	15
57	5	4	4	4	17
58	5	5	5	5	20
59	4	5	4	5	18
60	5	5	5	5	20
61	4	5	5	5	19
62	5	4	5	4	18
63	4	3	4	3	14
64	4	4	4	4	16
65	5	5	5	5	20
66	5	4	4	4	17
67	5	5	5	5	20
68	5	5	4	5	19
69	5	5	5	5	20
70	4	3	4	3	14
71	5	4	4	4	17
72	5	5	5	5	20
73	5	4	4	4	17
74	5	4	4	4	17
75	5	5	5	5	20
76	4	4	4	4	16
77	5	5	5	5	20
78	5	4	4	4	17
79	5	5	5	5	20
80	4	5	5	5	19
81	5	5	5	5	20
82	4	3	3	3	13
83	5	4	4	4	17
84	4	5	5	5	19
85	4	4	4	4	16
86	5	5	5	5	20
87	5	5	5	5	20
88	5	4	3	4	16
89	5	5	4	5	19
90	5	4	4	4	17
91	4	5	5	5	19
92	5	5	4	5	19
93	5	5	5	5	20

Promosi					
No	X1.1	X1.2	X1.3	X1.4	Total
94	5	5	5	5	20
95	5	5	5	5	20
96	5	3	5	3	16
97	4	4	4	4	16
98	5	5	5	5	20
99	5	4	4	4	17
100	5	5	5	5	20
101	4	5	5	5	19
102	5	3	4	3	15
103	4	3	3	3	13
104	5	4	4	4	17
105	4	5	5	5	19
106	4	4	4	4	16
107	5	5	5	5	20
108	5	5	5	5	20
109	5	4	4	4	17
110	5	3	3	3	14
111	5	4	4	4	17
112	4	5	5	5	19
113	5	4	4	4	17
114	5	5	5	5	20
115	5	5	5	5	20
116	5	3	4	3	15
117	5	3	5	3	16
118	4	4	4	4	16
119	5	5	5	5	20
120	5	4	4	4	17



No	Kualitas Produk				Total
	X2.1	X2.2	X2.3	X2.4	
1	3	4	4	5	16
2	5	5	3	5	18
3	2	2	2	4	10
4	5	5	4	5	19
5	4	5	3	5	17
6	5	5	4	5	19
7	5	3	4	5	17
8	4	4	4	4	16
9	5	5	5	5	20
10	4	4	4	4	16
11	3	5	5	2	15
12	5	5	5	5	20
13	3	4	4	4	15
14	4	4	5	5	18
15	3	4	5	4	16
16	3	3	2	2	10
17	4	4	4	4	16
18	5	5	3	5	18
19	5	5	4	5	19
20	5	4	3	5	17
21	5	5	4	5	19
22	4	4	5	4	17
23	5	5	3	5	18
24	4	4	2	4	14
25	5	5	2	5	17
26	5	4	3	5	17
27	4	2	3	2	11
28	3	3	5	3	14
29	4	4	4	4	16
30	5	5	3	5	18
31	4	4	2	4	14
32	5	5	3	5	18
33	5	5	4	5	19
34	4	4	3	4	15
35	3	4	2	3	12
36	4	4	4	4	16
37	5	5	5	5	20
38	4	4	5	4	17
39	5	5	4	5	19
40	5	5	4	5	19
41	4	4	4	3	15
42	5	5	4	3	17
43	4	4	3	4	15
44	5	5	5	5	20
45	4	4	5	4	17
46	5	5	5	5	20
47	5	5	4	5	19

No	Kualitas Produk				Total
	X2.1	X2.2	X2.3	X2.4	
48	2	2	1	3	8
49	3	4	4	3	14
50	4	4	5	4	17
51	5	5	5	5	20
52	4	4	5	4	17
53	5	5	5	5	20
54	5	5	4	5	19
55	4	4	5	5	18
56	4	4	4	3	15
57	4	4	5	4	17
58	5	5	5	5	20
59	4	4	5	5	18
60	5	5	5	5	20
61	5	5	4	5	19
62	5	5	5	4	19
63	4	4	4	3	15
64	4	4	5	4	17
65	5	3	5	5	18
66	4	4	5	4	17
67	5	5	5	5	20
68	5	5	4	5	19
69	5	5	5	5	20
70	3	5	4	3	15
71	4	4	5	5	18
72	5	5	4	5	19
73	4	4	5	4	17
74	4	4	4	4	16
75	5	5	5	5	20
76	4	4	5	4	17
77	5	5	5	5	20
78	4	4	5	4	17
79	5	5	5	5	20
80	5	5	4	5	19
81	5	5	5	5	20
82	3	3	4	3	13
83	4	4	5	4	17
84	5	5	5	5	20
85	4	4	5	4	17
86	5	5	5	5	20
87	5	5	4	5	19
88	3	4	5	4	16
89	4	4	4	5	17
90	4	4	5	4	17
91	5	5	5	5	20
92	4	4	5	5	18
93	5	5	5	5	20
94	5	5	4	5	19

No	Kualitas Produk				Total
	X2.1	X2.2	X2.3	X2.4	
95	5	5	5	5	20
96	5	5	4	3	17
97	4	4	5	4	17
98	5	5	5	5	20
99	4	4	5	4	17
100	5	5	5	5	20
101	5	5	4	5	19
102	4	4	5	3	16
103	3	3	4	3	13
104	4	4	5	4	17
105	5	5	5	5	20
106	4	4	5	4	17
107	5	5	5	5	20
108	5	5	4	5	19
109	4	4	5	4	17
110	3	3	4	3	13
111	4	4	5	4	17
112	5	5	5	5	20
113	4	4	5	4	17
114	5	5	5	5	20
115	5	5	4	5	19
116	4	4	5	3	16
117	5	5	4	3	17
118	4	4	5	4	17
119	5	5	5	5	20
120	4	4	5	4	17



No	Keputusan Pembelian				Total
	Y1.1	Y1.2	Y1.3	Y1.4	
1	4	4	4	5	17
2	4	4	5	4	17
3	2	1	4	3	10
4	5	5	5	5	20
5	4	4	5	4	17
6	5	5	5	4	19
7	4	5	3	3	15
8	5	4	4	4	17
9	5	5	5	5	20
10	5	4	4	4	17
11	5	4	5	2	16
12	4	5	5	5	19
13	5	4	3	4	16
14	4	5	4	5	18
15	5	4	4	4	17
16	2	4	1	3	10
17	5	4	4	5	18
18	5	5	5	4	19
19	4	5	5	5	19
20	5	5	5	4	19
21	4	4	5	5	18
22	5	5	4	4	18
23	5	5	5	5	20
24	5	4	4	4	17
25	5	4	5	5	19
26	4	5	5	5	19
27	3	3	3	1	10
28	4	4	3	4	15
29	5	3	4	4	16
30	5	5	5	4	19
31	5	4	4	4	17
32	5	5	5	5	20
33	4	5	5	4	18
34	5	4	4	4	17
35	4	3	3	3	13
36	5	4	4	4	17
37	5	5	5	5	20
38	5	4	4	4	17
39	5	5	5	5	20
40	4	5	5	5	19
41	5	3	4	3	15
42	4	3	5	3	15
43	5	4	4	4	17
44	5	5	5	5	20
45	5	4	4	4	17
46	5	5	5	5	20
47	4	5	5	4	18

No	Keputusan Pembelian				Total
	Y1.1	Y1.2	Y1.3	Y1.4	
48	3	4	1	3	11
49	4	3	3	3	13
50	5	4	4	4	17
51	5	5	5	5	20
52	5	4	4	4	17
53	5	5	5	5	20
54	4	5	5	5	19
55	5	5	4	5	19
56	4	3	4	4	15
57	5	4	4	4	17
58	5	5	5	5	20
59	5	5	4	5	19
60	5	5	5	5	20
61	4	5	5	5	19
62	5	4	5	4	18
63	4	3	4	4	15
64	5	4	4	5	18
65	5	5	5	5	20
66	5	4	4	4	17
67	5	5	5	5	20
68	4	5	5	5	19
69	5	5	5	5	20
70	4	3	3	3	13
71	5	4	4	4	17
72	4	5	5	5	19
73	5	4	4	4	17
74	4	4	4	4	16
75	5	5	5	5	20
76	5	4	4	4	17
77	5	5	5	4	19
78	5	4	4	4	17
79	5	5	5	5	20
80	4	5	5	4	18
81	5	5	5	4	19
82	4	3	3	3	13
83	5	4	4	4	17
84	5	5	5	5	20
85	5	4	4	4	17
86	5	5	5	4	19
87	4	5	5	5	19
88	5	4	3	4	16
89	4	5	4	5	18
90	5	4	4	4	17
91	5	5	5	5	20
92	5	5	4	5	19
93	5	5	5	4	19
94	4	5	5	5	19

No	Keputusan Pembelian				Total
	Y1.1	Y1.2	Y1.3	Y1.4	
95	5	5	5	4	19
96	4	3	5	5	17
97	5	4	4	4	17
98	5	5	5	5	20
99	5	4	4	4	17
100	5	5	5	5	20
101	4	5	5	5	19
102	5	3	4	4	16
103	4	3	3	4	14
104	5	4	4	4	17
105	5	5	5	4	19
106	5	4	4	4	17
107	5	5	5	5	20
108	4	5	5	4	18
109	5	4	4	4	17
110	4	3	3	3	13
111	5	4	4	4	17
112	5	5	5	5	20
113	5	4	4	4	17
114	5	5	5	5	20
115	4	5	5	5	19
116	5	3	4	3	15
117	4	3	5	3	15
118	5	4	4	4	17
119	5	5	5	5	20
120	5	4	4	4	17





## Lampiran 04. Hasil Data Output SPSS Uji Validitas dan Reliabilitas

### a. Hasil Uji Validitas Variabel Promosi ( $X_1$ )

		Correlations				
		X1.1	X1.2	X1.3	X1.4	Total
X1.1	Pearson Correlation	1	.526**	.543**	.676**	.780**
	Sig. (2-tailed)		.003	.002	.000	.000
	N	30	30	30	30	30
X1.2	Pearson Correlation	.526**	1	.845**	.826**	.915**
	Sig. (2-tailed)	.003		.000	.000	.000
	N	30	30	30	30	30
X1.3	Pearson Correlation	.543**	.845**	1	.662**	.875**
	Sig. (2-tailed)	.002	.000		.000	.000
	N	30	30	30	30	30
X1.4	Pearson Correlation	.676**	.826**	.662**	1	.915**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
Total	Pearson Correlation	.780**	.915**	.875**	.915**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

### Variabel Kualitas Produk ( $X_2$ )

		Correlations				
		X2.1	X2.2	X2.3	X2.4	Total
X2.1	Pearson Correlation	1	.423*	.592**	.668**	.790**
	Sig. (2-tailed)		.020	.001	.000	.000
	N	30	30	30	30	30
X2.2	Pearson Correlation	.423*	1	.764**	.794**	.854**
	Sig. (2-tailed)	.020		.000	.000	.000
	N	30	30	30	30	30
X2.3	Pearson Correlation	.592**	.764**	1	.662**	.875**
	Sig. (2-tailed)	.001	.000		.000	.000
	N	30	30	30	30	30
X2.4	Pearson Correlation	.668**	.794**	.662**	1	.915**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
Total	Pearson Correlation	.790**	.854**	.875**	.915**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

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

## Variabel Keputusan Pembelian (Y)

		Correlations				
		X1.1	X1.2	X1.3	X1.4	Total
X1.1	Pearson Correlation	1	.502**	.504**	.370*	.769**
	Sig. (2-tailed)		.005	.005	.044	.000
	N	30	30	30	30	30
X1.2	Pearson Correlation	.502**	1	.331	.464**	.744**
	Sig. (2-tailed)	.005		.074	.010	.000
	N	30	30	30	30	30
X1.3	Pearson Correlation	.504**	.331	1	.464**	.764**
	Sig. (2-tailed)	.005	.074		.010	.000
	N	30	30	30	30	30
X1.4	Pearson Correlation	.370*	.464**	.464**	1	.767**
	Sig. (2-tailed)	.044	.010	.010		.000
	N	30	30	30	30	30
Total	Pearson Correlation	.769**	.744**	.764**	.767**	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).

### b. Uji Reliabilitas

#### Variabel Promosi (X1)

##### Reliability Statistics

Cronbach's Alpha	N of Items
.888	4

#### Variabel Kualitas Produk (X2)

##### Reliability Statistics

Cronbach's Alpha	N of Items
.647	4

## Variabel Keputusan Pembelian (Y)

**Reliability Statistics**

Cronbach's	
Alpha	N of Items
.756	4

**b. Hasil Output SPSS Analisis Regresi Linier Berganda  
Uji Regresi Linear Berganda**

Model	Coefficients <sup>a</sup>						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Tolerance	VIF
	B	Std. Error	Beta					
1 (Constant)	2.106	.499			4.221	.000		
Promosi	.449	.054	.519		8.288	.000	.227	4.397
Kualitas Produk	.435	.059	.458		7.319	.000	.227	4.397

a. Dependent Variable: Keputusan Pembelian

**c. Uji Koefisien Determinasi (R<sup>2</sup>)**
**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.946 <sup>a</sup>	.896	.894	.739

a. Predictors: (Constant), Kualitas Produk, Promosi

**d. Uji F (Simultan)****ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	549.781	2	274.890	503.171	.000 <sup>b</sup>
	Residual	63.919	117	.546		
	Total	613.700	119			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kualitas Produk, Promosi



Lampiran 05. Dokumentasi

