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## LAMPIRAN

### Lampiran 1 Kuesioner Penelitian

#### Kuisisioner Penelitian

**Judul : Pengaruh Persepsi Harga, Kualitas Produk, dan Promosi terhadap Minat Beli Siswa di TEFA Smensimart SMKN 1 Singaraja**

Yth. Responden

Saya, Ni Komang Ayu Wiwin, mahasiswi Pascasarjana, sedang melakukan penelitian untuk menyelesaikan tugas akhir studi. Penelitian ini bertujuan untuk mengetahui Pengaruh Persepsi Harga, Kualitas Produk, dan Promosi terhadap Minat Beli Siswa di Smensimart SMKN 1 Singaraja.

Kuisisioner ini dirancang untuk keperluan penelitian akademik, dan semua data diberikan akan dijaga kerahasiannya serta digunakan secara eksklusif, untuk mendukung tujuan penelitian ini. Kami mohon Kerja sama Bapak/Ibu beserta Adik-adik untuk memberikan jawaban yang jujur dan sesuai dengan kondisi yang disarankan dengan cara memberikan tanda ( V ) pada kolom yang paling menggambarkan persepsi atau pendapat Anda.

Skala penilaian :

- 1 = Sangat Tidak Setuju (STS)
- 2 = Tidak Setuju (TS)
- 3 = Cukup Setuju (CS)
- 4 = Setuju (S)
- 5 = Sangat Setuju (SS)

Terimakasih atas waktu dan partisipasi anda

Hormat saya,

Ni Komang Ayu Wiwin

## Responden

### Data Responden

1. Jenis Kelamin :  
( ) Laki-laki  
( ) Perempuan
2. Usia  
( ) 15 – 18 tahun  
( ) 19 – 25 tahun  
( ) > 25
3. Kelas  
( ) X  
( ) XI  
( ) XII  
( ) Warga Sekolah
4. Frekuensi belanja di Smensimart:  
 Jarang  Kadang-kadang  Sering

### HARGA

No	Pertanyaan	STS (1)	TS (2)	CS (3)	S (4)	SS (5)
1	Saya merasa harga produk yang saya butuhkan terjangkau dibandingkan produk sejenis.					
2	Saya merasa harga yang ditetapkan sudah adil dan sesuai dengan kualitas produk.					
3	Manfaat yang saya peroleh sebanding dengan harga yang saya bayar.					
4	Harga produk ini menurut saya tidak terlalu tinggi dibandingkan produk lain yang setara.					

### KUALITAS PRODUK

No	Pertanyaan	STS (1)	TS (2)	CS (3)	S (4)	SS (5)
1	Produk yang dijual di Smensimart memiliki kinerja yang baik.					
2	Produk yang tersedia memiliki keistimewaan dibandingkan produk serupa di luar.					
3	Produk di Smensimart dapat diandalkan (tidak mudah rusak/bermasalah).					
4	Produk sesuai dengan spesifikasi yang tertera pada kemasan.					
5	Produk di Smensimart memiliki daya tahan yang cukup lama.					
6	Produk yang tersedia memiliki tampilan yang menarik (estetis).					

## PROMOSI

No	Pertanyaan	STS (1)	TS (2)	CS (3)	S (4)	SS (5)
1	Smensimart sering melakukan periklanan (poster, banner, media sosial).					
2	Smensimart menawarkan promosi penjualan (diskon, bundling, hadiah).					
3	Petugas Smensimart memberikan penjelasan langsung mengenai produk.					
4	Smensimart menjalin hubungan baik dengan siswa melalui kegiatan tertentu.					
5	Smensimart melakukan penjualan langsung dengan cara yang menarik minat saya.					

## MINAT BELI

No	Pertanyaan	STS (1)	TS (2)	CS (3)	S (4)	SS (5)
1	Saya berminat membeli langsung produk di Smensimart (transaksional).					
2	Saya bersedia merekomendasikan Smensimart kepada teman-teman (referensial).					
3	Saya lebih memilih belanja di Smensimart dibandingkan tempat lain (preferensial).					
4	Saya ingin mencari tahu lebih banyak tentang produk yang dijual di Smensimart (eksploratif).					

Lampiran 2 Tabulasi Data

Respon den	X1 _1	X1 _2	X1 _3	X1 _4	To tal	X2 _1	X2 _2	X2 _3	X2 _4	X2 _5	X2 _6	To tal	X3 _1	X3 _2	X3 _3	X3 _4	X3 _5	To tal	Y _1	Y _2	Y _3	Y _4	Y_t otal
1	2	1	2	2	7	4	4	4	3	3	1	19	4	2	3	4	2	15	2	1	1	3	7
2	3	1	2	3	9	3	2	1	1	2	1	10	4	1	2	1	1	9	1	1	1	1	4
3	2	4	1	2	9	1	1	1	1	1	1	6	1	2	1	1	1	6	1	1	1	1	4
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125	1	1	1	1	4	1	1	1	1	1	3	8	5	4	5	3	4	21	3	2	4	1	10
126	4	5	3	3	15	1	3	3	3	3	4	17	2	4	5	3	4	18	4	4	4	3	15
127	1	2	1	1	5	2	1	1	3	1	1	9	1	1	1	1	1	5	1	1	1	1	4
128	3	3	3	3	12	5	5	5	5	5	5	30	2	1	1	2	1	7	5	5	3	5	18
129	4	4	5	3	16	4	5	3	4	5	4	25	5	4	5	4	5	23	3	2	3	3	11
130	2	3	2	3	10	1	2	1	1	1	1	7	1	1	2	1	1	6	1	1	1	1	4
131	5	5	5	5	20	2	3	2	3	2	3	15	1	4	4	2	2	13	3	4	3	4	14
132	3	2	1	2	8	1	1	1	1	1	1	6	2	1	3	2	1	9	1	1	1	1	4
133	5	5	5	5	20	3	3	2	3	4	2	17	5	5	5	5	4	24	5	5	5	5	20
134	1	3	4	2	10	2	3	3	4	3	2	17	1	1	1	1	1	5	4	4	3	4	15
135	2	5	4	5	16	2	3	3	4	2	4	18	2	3	1	2	2	10	1	2	2	2	7
136	3	3	3	2	11	4	3	2	5	5	4	23	1	1	1	1	4	8	2	3	1	3	9
137	1	2	3	5	11	4	2	4	3	4	3	20	3	5	4	2	4	18	1	5	2	2	10
138	4	3	3	3	13	5	5	5	5	5	5	30	2	2	4	4	4	16	5	4	5	5	19
139	1	2	1	1	5	3	3	5	4	2	4	21	4	3	2	5	4	18	4	2	2	3	11
140	5	2	3	3	13	2	2	2	1	2	1	10	5	4	5	5	4	23	1	1	4	2	8

141	2	2	1	2	7	1	1	1	1	1	1	6	3	2	4	3	2	14	1	1	1	1	4
142	1	1	1	1	4	1	2	3	1	2	3	12	3	5	4	4	2	18	2	2	1	1	6
143	3	3	4	4	14	3	1	2	3	1	3	13	5	5	5	5	5	25	4	2	4	4	14
144	5	5	5	5	20	5	5	5	5	5	5	30	2	1	2	2	4	11	5	4	5	5	19
145	2	2	3	1	8	2	4	4	2	2	1	15	5	5	4	5	4	23	4	4	4	3	15
146	5	5	5	4	19	1	1	1	2	1	1	7	4	1	4	5	2	16	1	4	2	4	11
147	5	3	5	3	16	4	4	5	5	5	5	28	4	5	5	4	5	23	5	5	5	5	20
148	3	4	1	3	11	5	5	5	5	4	5	29	2	1	1	2	1	7	5	5	4	5	19
149	4	5	5	3	17	2	4	4	3	3	5	21	5	5	5	5	5	25	5	5	5	5	20
150	5	5	5	3	18	4	5	4	4	5	4	26	4	2	3	5	2	16	5	4	5	4	18
151	5	4	5	5	19	2	1	1	2	2	2	10	4	3	1	3	5	16	3	3	3	3	12
152	1	3	1	5	10	2	2	4	2	3	1	14	2	1	1	2	3	9	3	2	5	2	12
153	2	4	5	4	15	5	4	5	3	5	4	26	2	4	2	5	2	15	3	5	4	4	16
154	5	5	5	5	20	1	1	1	1	1	1	6	5	5	5	5	5	25	5	5	5	5	20
155	4	4	5	4	17	3	5	4	2	5	3	22	4	5	5	2	5	21	3	2	2	4	11
156	2	3	2	3	10	4	2	1	2	3	2	14	3	5	3	3	4	18	4	3	1	3	11
157	4	4	4	5	17	2	5	5	3	3	4	22	4	3	4	4	2	17	2	3	4	2	11
158	4	4	3	4	15	5	5	5	5	5	5	30	5	5	4	4	5	23	5	5	5	5	20
159	1	1	1	1	4	1	2	1	2	1	1	8	1	2	3	1	2	9	1	1	1	1	4
160	2	2	4	3	11	1	1	1	1	1	1	6	5	4	5	5	5	24	1	1	2	1	5
161	5	5	4	4	18	3	4	2	4	3	5	21	2	1	1	2	1	7	5	4	5	5	19
162	3	3	4	5	15	5	3	3	3	4	4	22	2	2	3	2	1	10	3	5	5	4	17
163	2	2	3	2	9	4	5	5	5	4	4	27	4	4	3	5	4	20	5	5	5	5	20
164	1	1	1	1	4	2	2	3	2	2	3	14	4	2	2	5	3	16	1	2	1	2	6

165	2	2	1	2	7	5	3	5	5	3	4	25	5	4	3	3	5	20	2	3	4	3	12
166	3	1	3	1	8	5	5	5	3	4	4	26	3	3	3	1	1	11	2	2	2	2	8
167	3	2	5	3	13	5	5	5	3	5	5	28	4	5	2	3	4	18	2	4	5	4	15
168	1	1	1	1	4	4	3	2	2	2	2	15	1	1	1	1	2	6	1	1	1	1	4
169	5	5	4	5	19	4	4	2	5	1	3	19	2	4	3	4	5	18	3	5	4	4	16
170	5	5	5	5	20	4	3	2	4	3	3	19	4	3	4	4	3	18	4	5	4	3	16
171	1	2	4	3	10	3	3	3	3	3	1	16	4	1	4	4	3	16	3	3	3	2	11
172	2	5	4	4	15	4	4	5	5	5	4	27	4	3	4	3	5	19	4	4	5	5	18
173	1	1	3	4	9	3	4	2	4	5	3	21	1	3	1	4	2	11	3	4	4	4	15
174	1	1	1	2	5	4	3	4	5	3	3	22	1	1	3	3	1	9	1	1	1	1	4
175	5	5	5	5	20	2	2	2	2	3	3	14	3	3	2	5	4	17	5	5	4	5	19
176	4	4	4	4	16	5	5	5	5	5	5	30	3	3	4	5	1	16	5	5	5	5	20
177	2	1	2	1	6	4	2	3	5	2	3	19	2	5	3	1	3	14	2	3	2	3	10
178	5	5	5	5	20	5	4	4	5	4	4	26	2	5	4	3	4	18	5	5	5	5	20
179	4	5	4	4	17	3	4	2	3	3	4	19	3	5	3	2	3	16	4	5	5	4	18
180	3	4	5	4	16	3	2	2	1	2	2	12	5	4	4	5	5	23	4	2	2	4	12
181	1	1	2	1	5	2	4	4	3	4	4	21	1	2	1	1	1	6	2	3	1	2	8
182	1	2	2	2	7	4	5	4	5	4	5	27	1	1	1	1	1	5	1	2	1	1	5
183	1	2	3	2	8	2	3	2	1	2	3	13	3	4	3	4	4	18	4	5	3	4	16
184	5	4	4	5	18	1	4	3	1	3	2	14	5	3	3	5	3	19	4	3	3	5	15
185	1	3	1	2	7	1	2	1	1	1	2	8	2	3	2	3	2	12	2	2	2	2	8
186	5	3	5	2	15	4	3	3	2	3	5	20	4	2	3	2	3	14	3	1	4	5	13
187	3	1	3	1	8	4	4	3	2	4	2	19	1	2	2	2	4	11	2	3	2	2	9
188	1	1	1	1	4	1	2	1	1	1	1	7	2	1	2	3	1	9	1	1	1	1	4

189	3	4	4	3	14	1	1	2	1	2	2	9	1	1	1	1	1	5	1	2	2	1	6
190	5	4	5	5	19	5	5	5	5	5	5	30	3	2	2	2	2	11	4	4	4	4	16



Lampiran 3 Hasil Uji Statistik

**Correlations**

		X1.1	X1.2	X1.3	X1.4	Total
X1.1	Pearson Correlation	1	.721**	.692**	.199	.865**
	Sig. (2-tailed)		.000	.000	.292	.000
	N	30	30	30	30	30
X1.2	Pearson Correlation	.721**	1	.402*	.234	.787**
	Sig. (2-tailed)	.000		.028	.212	.000
	N	30	30	30	30	30
X1.3	Pearson Correlation	.692**	.402*	1	.313	.797**
	Sig. (2-tailed)	.000	.028		.093	.000
	N	30	30	30	30	30
X1.4	Pearson Correlation	.199	.234	.313	1	.571**
	Sig. (2-tailed)	.292	.212	.093		.001
	N	30	30	30	30	30
Total	Pearson Correlation	.865**	.787**	.797**	.571**	1
	Sig. (2-tailed)	.000	.000	.000	.001	
	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).

**Reliability Statistics**

Cronbach's Alpha	N of Items
.749	4

### Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Total
X2.1	Pearson Correlation	1	.545**	.700**	.470**	.674**	.437*	.770**
	Sig. (2-tailed)		.002	.000	.009	.000	.016	.000
	N	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.545**	1	.713**	.594**	.576**	.602**	.827**
	Sig. (2-tailed)	.002		.000	.001	.001	.000	.000
	N	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.700**	.713**	1	.662**	.704**	.560**	.885**
	Sig. (2-tailed)	.000	.000		.000	.000	.001	.000
	N	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.470**	.594**	.662**	1	.524**	.602**	.790**
	Sig. (2-tailed)	.009	.001	.000		.003	.000	.000
	N	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.674**	.576**	.704**	.524**	1	.599**	.830**
	Sig. (2-tailed)	.000	.001	.000	.003		.000	.000
	N	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.437*	.602**	.560**	.602**	.599**	1	.788**
	Sig. (2-tailed)	.016	.000	.001	.000	.000		.000
	N	30	30	30	30	30	30	30
Total	Pearson Correlation	.770**	.827**	.885**	.790**	.830**	.788**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	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).

### Reliability Statistics

Cronbach's Alpha	N of Items
.898	6

### Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	Total
X3.1	Pearson Correlation	1	.586**	.641**	.549**	.618**	.796**
	Sig. (2-tailed)		.001	.000	.002	.000	.000
	N	30	30	30	30	30	30
X3.2	Pearson Correlation	.586**	1	.782**	.640**	.775**	.883**
	Sig. (2-tailed)	.001		.000	.000	.000	.000
	N	30	30	30	30	30	30
X3.3	Pearson Correlation	.641**	.782**	1	.687**	.728**	.895**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30
X3.4	Pearson Correlation	.549**	.640**	.687**	1	.653**	.822**
	Sig. (2-tailed)	.002	.000	.000		.000	.000
	N	30	30	30	30	30	30
X3.5	Pearson Correlation	.618**	.775**	.728**	.653**	1	.885**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30
Total	Pearson Correlation	.796**	.883**	.895**	.822**	.885**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.909	5

### Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Total
Y1.1	Pearson Correlation	1	.822**	.818**	.551**	.902**
	Sig. (2-tailed)		.000	.000	.002	.000
	N	30	30	30	30	30
Y1.2	Pearson Correlation	.822**	1	.741**	.604**	.897**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
Y1.3	Pearson Correlation	.818**	.741**	1	.700**	.923**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
Y1.4	Pearson Correlation	.551**	.604**	.700**	1	.810**
	Sig. (2-tailed)	.002	.000	.000		.000
	N	30	30	30	30	30
Total	Pearson Correlation	.902**	.897**	.923**	.810**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

### Reliability Statistics

Cronbach's Alpha	N of Items
.906	4

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.719 <sup>a</sup>	.697	.680	2.015

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

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6388.000	3	66.455	.000	. <sup>b</sup>
	Residual	.000	186	.000		
	Total	6388.000	189			

a. Dependent Variable: Minat Beli

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

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.383	1.194		3.762	.000		
	Persepsi Harga	.394	.054	.379	7.352	.000	.978	1.022
	Kualitas Produk	.401	.037	.559	10.907	.000	.986	1.014
	Promosi	.297	.041	.368	7.191	.000	.992	1.008

a. Dependent Variable: Minat Beli



Lampiran 4 Dokumentasi Kegiatan

**Penyebaran Kuesioner**

