

Lampiran 1 : Penjualan Sepatu Futsal Toko Venus Singaraja

No.	Jenis Sepatu Futsal	Penjualan	
		2018	2019
1.	Sepatu Futsal Nike	238	310
2.	Sepatu Futsal Adidas	201	187



Lampiran 2 : Kuesioner Penelitian**KUESIONER PENELITIAN
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, dengan ini saya mengadakan penelitian yang berjudul “Pengaruh Harga dan Kualitas Produk Terhadap Keputusan Pembelian Sepatu Nike di Toko Venus Singaraja”

Maka dengan ini, saya mohon kesediaan Bapak/Ibu, Saudara/i untuk berkenan mengisi kuesioner ini. Atas kesediaan Bapak/Ibu, Saudara/i untuk berkenan mengisi kuesioner ini. Atas kesediaan dan bantuan Bapak/Ibu, Saudara/i yang turut berpartisipasi dalam mengisi kuesioner penelitian ini, saya ucapkan terimakasih.

Singaraja, 10 November 2020

Peneliti

I Putu Yuda Pranata
NIM. 1617041162

A. Identitas Responden

(Beri tanda ✓ pada kotak jawaban)

1. Nama :
2. Alamat :
3. Usia : tahun
4. Jenis Kelamin : Laki-laki Perempuan
5. Apakah anda pernah melakukan pembelian Sepatu Nike di Toko Venus Singaraja ?

IYA

TIDAK

Jika anda menjawab IYA, silakan lanjutkan mengisi kuesioner, namun jika menjawab TIDAK silakan berhenti untuk mengisi kuesioner.

B. Petunjuk Pengisian Kuesioner

Silakan anda pilih jawaban yang menurut anda paling sesuai dengan kondisi yang ada dengan memberikan tanda centang (✓) pada pilihan jawaban yang tersedia.

Keterangan

SS : Sangat Setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju



C. Draft Pertanyaan

D. Harga

No.	Pernyataan	SS	S	N	TS	STS
	Harga	5	4	3	2	1
Keterjangkauan Harga						
1.	Harga sepatu Nike yang ditawarkan Toko Venus Singaraja terjangkau dan dapat diterima dengan wajar.					
Kesesuaian Harga dengan Kualitas Produk						
2.	Menurut saya, harga sepatu Nike di Toko Venus Singaraja ditetapkan sesuai kualitas produk yang ditawarkan.					
Daya Saing Harga						
3.	Harga sepatu Nike yang ditawarkan Toko Venus Singaraja cukup kompetitif dibanding dengan toko sejenis lainnya					
Kesesuaian Harga dengan Manfaat						
4.	Sepatu Nike di Toko Venus Singaraja sesuai dengan manfaat yang saya harapkan pada saat menggunakannya.					

E. Kualitas Produk

No.	Pernyataan	SS	S	N	TS	STS
	Kualitas Produk	5	4	3	2	1
Kinerja (<i>Performance</i>)						
1.	Setelah saya menggunakan selama beberapa waktu, sepatu Nike yang dibeli di Toko Venus Singaraja memberikan manfaat sesuai yang diharapkan.					
Kehandalan (<i>Realibility</i>)						
2.	Saya dapat mengandalkan produk sepatu Nike di Toko Venus Singaraja ketika melakukan aktivitas olahraga.					
Keistimewaan (<i>Feature</i>)						
3.	Produk sepatu Nike di Toko Venus Singaraja memiliki berbagai pilihan warna dan banyak keistimewaan.					
Kemampuan Pelayanan (<i>Serviceability</i>)						
4.	Sepatu Nike di Toko Venus Singaraja memiliki kualitas yang baik.					
Daya Tahan (<i>Durability</i>)						
5.	Produk sepatu Nike di Toko Venus Singaraja adalah produk yang dapat bertahan lama.					

F. Keputusan Pembelian

No.	Pernyataan	SS	S	N	TS	STS
	Keputusan Pembelian	5	4	3	2	1
Yakin Dalam Membeli						
1.	Saya memiliki keyakinan untuk melakukan pembelian sepatu Nike di Toko Venus Singaraja					
Mencari Informasi						
2.	Saya mencari informasi tentang sepatu Nike di Toko Venus Singaraja sebelum memutuskan untuk membeli.					
Merencanakan Pembelian						
3.	Saya melakukan perencanaan sebelum membeli sepatu Nike di Toko Venus Singaraja dengan menentukan waktu untuk melakukan transaksi.					
Sesuai Keinginan						
4.	Saya melakukan pembelian produk sepatu Nike di Toko Venus Singaraja tanpa paksaan orang lain.					

Lampiran 3: Hasil Data Ordinal Sampel Kecil

RES	HARGA					KINERJA KARYAWAN						HARGA				
	X1.1	X1.2	X1.3	X1.4	TX1	X2.1	X2.2	X2.3	X2.4	X2.5	TX2	Y.1	Y.2	Y.3	Y.4	TY
1	3	3	2	3	11	2	3	3	3	2	13	3	3	2	3	11
2	3	4	3	3	13	4	3	4	4	3	18	3	4	3	3	13
3	3	2	2	3	10	4	4	4	4	4	20	3	2	2	3	10
4	3	3	3	3	12	4	4	3	4	4	19	3	3	3	3	12
5	3	3	4	3	13	4	3	4	4	3	18	3	3	4	3	13
6	3	2	3	3	11	2	3	3	3	2	13	3	2	3	3	11
7	3	3	2	3	11	4	3	4	4	3	18	3	3	2	3	11
8	2	2	2	2	8	2	3	2	3	2	12	2	2	2	2	8
9	3	3	3	3	12	4	4	5	4	5	22	3	3	3	3	12
10	3	3	2	3	11	4	4	4	3	3	18	3	3	2	3	11
11	4	4	3	4	15	3	3	4	4	4	18	4	4	3	4	15
12	3	3	4	3	13	2	3	3	3	2	13	3	3	4	3	13
13	3	4	3	3	13	4	3	4	4	3	18	3	4	3	3	13
14	3	2	2	3	10	2	3	3	3	2	13	3	2	2	3	10
15	3	3	2	3	11	2	3	4	4	3	16	3	3	2	3	11
16	3	2	4	3	12	2	2	2	3	3	12	3	2	4	3	12
17	3	4	3	3	13	3	3	4	4	4	18	3	4	3	3	13
18	3	2	2	3	10	2	3	3	3	2	13	3	2	2	3	10
19	3	3	2	3	11	4	3	4	4	3	18	3	3	2	3	11
20	3	4	3	3	13	4	4	4	4	4	20	3	4	3	3	13

21	3	2	2	3	10	4	4	3	4	4	19	3	2	2	3	10
22	3	3	3	3	12	4	3	4	4	3	18	3	3	3	3	12
23	3	3	4	3	13	2	3	3	3	2	13	3	3	4	3	13
24	3	2	3	3	11	4	3	4	4	3	18	3	2	3	3	11
25	3	3	2	3	11	2	3	2	3	2	12	3	3	2	3	11
26	2	2	2	2	8	4	4	5	4	5	22	2	2	2	2	8
27	3	3	3	3	12	4	4	4	3	3	18	3	3	3	3	12
28	3	4	3	3	13	3	3	4	4	4	18	3	4	3	3	13
29	3	2	2	3	10	2	3	3	3	2	13	3	2	2	3	10
30	3	3	4	3	13	4	3	4	4	3	18	3	3	4	3	13



Lampiran 4: Hasil Data Ordinal Sampel Besar

RES	HARGA					KINERJA KARYAWAN						HARGA				
	X1.1	X1.2	X1.3	X1.4	TX1	X2.1	X2.2	X2.3	X2.4	X2.5	TX2	Y.1	Y.2	Y.3	Y.4	TY
1	3	4	3	3	13	3	2	2	3	3	13	4	3	2	3	12
2	4	3	4	3	14	4	3	3	3	3	16	3	4	3	4	14
3	3	2	3	2	10	2	2	2	2	2	10	2	2	2	2	8
4	4	3	4	3	14	4	3	3	3	3	16	3	4	3	4	14
5	2	4	2	2	10	3	4	4	2	2	15	4	3	4	3	14
6	4	4	4	2	14	3	3	3	2	2	13	4	3	3	3	13
7	4	3	4	2	13	2	2	2	2	2	10	3	2	2	2	9
8	2	2	2	3	9	2	2	2	3	3	12	2	2	2	2	8
9	4	3	4	3	14	4	3	3	3	3	16	3	4	3	4	14
10	2	3	2	2	9	3	2	2	2	2	11	3	3	2	3	11
11	4	4	4	3	15	4	3	3	3	3	16	4	4	3	4	15
12	3	4	3	3	13	3	4	4	3	3	17	4	3	4	3	14
13	4	3	4	3	14	4	3	3	3	3	16	3	4	3	4	14
14	3	2	3	2	10	2	2	2	2	2	10	2	2	2	2	8
15	4	3	4	2	13	2	2	2	2	2	10	3	2	2	2	9
16	3	4	3	2	12	3	4	4	2	2	15	4	3	4	3	14
17	4	3	4	3	14	2	3	3	3	3	14	3	2	3	2	10
18	3	2	3	2	10	2	2	2	2	2	10	2	2	2	2	8
19	4	3	4	4	15	4	4	4	4	4	20	3	4	4	4	15
20	4	4	4	4	16	3	4	4	4	4	19	4	3	4	3	14

21	4	4	4	4	16	3	3	3	4	4	17	4	3	3	3	13
22	4	3	4	4	15	4	4	4	4	4	20	3	4	4	4	15
23	3	2	3	2	10	2	2	2	2	2	10	2	2	2	2	8
24	4	3	4	4	15	4	4	4	4	4	20	3	4	4	4	15
25	3	2	3	2	10	2	3	3	2	2	12	2	2	3	2	9
26	4	4	4	4	16	4	5	5	4	4	22	4	4	5	4	17
27	3	4	3	4	14	3	4	4	4	4	19	4	3	4	3	14
28	4	3	4	3	14	4	3	3	3	3	16	3	4	3	4	14
29	3	2	3	2	10	2	2	2	2	2	10	2	2	2	2	8
30	4	3	4	4	15	4	4	4	4	4	20	3	4	4	4	15
31	3	4	3	3	13	4	4	4	3	3	18	4	4	4	4	16
32	4	4	4	3	15	4	3	3	3	3	16	4	4	3	4	15
33	3	5	3	4	15	3	4	4	4	4	19	5	3	4	3	15
34	4	2	4	2	12	2	3	3	2	2	12	2	2	3	2	9
35	2	4	2	4	12	4	5	5	4	4	22	4	4	5	4	17
36	4	4	4	4	16	3	4	4	4	4	19	4	3	4	3	14
37	4	3	4	3	14	4	3	3	3	3	16	3	4	3	4	14
38	2	2	2	2	8	2	2	2	2	2	10	2	2	2	2	8
39	4	3	4	3	14	4	3	3	3	3	16	3	4	3	4	14
40	2	2	2	2	8	2	2	2	2	2	10	2	2	2	2	8
41	4	4	4	3	15	4	4	4	3	3	18	4	4	4	4	16
42	3	4	3	3	13	4	3	3	3	3	16	4	4	3	4	15

43	4	5	4	4	17	3	4	4	4	4	19	5	3	4	3	15
44	3	2	3	2	10	2	3	3	2	2	12	2	2	3	2	9
45	4	4	4	4	16	4	5	5	4	4	22	4	4	5	4	17
46	3	4	3	4	14	3	4	4	4	4	19	4	3	4	3	14
47	4	3	4	3	14	4	3	3	3	3	16	3	4	3	4	14
48	3	2	3	2	10	2	2	2	2	2	10	2	2	2	2	8
49	4	4	4	3	15	4	3	3	3	3	16	4	4	3	4	15
50	4	5	4	4	17	3	4	4	4	4	19	5	3	4	3	15
51	4	2	4	2	12	2	3	3	2	2	12	2	2	3	2	9
52	4	4	4	4	16	4	5	5	4	4	22	4	4	5	4	17
53	3	4	3	4	14	3	2	2	3	3	13	4	3	2	3	12
54	4	3	4	3	14	4	3	3	3	3	16	3	4	3	4	14
55	3	2	3	2	10	2	2	2	2	2	10	2	2	2	2	8
56	4	3	4	3	14	4	3	3	3	3	16	3	4	3	4	14
57	3	4	3	2	12	3	4	4	2	2	15	4	3	4	3	14
58	4	4	4	3	15	3	3	3	2	2	13	4	3	3	3	13
59	3	3	3	2	11	2	2	2	2	2	10	3	2	2	2	9
60	4	2	4	3	13	2	2	2	3	3	12	2	2	2	2	8
61	3	3	3	3	12	4	3	3	3	3	16	3	4	3	4	14
62	4	3	4	4	15	3	2	2	2	2	11	3	3	2	3	11
63	3	4	3	2	12	4	3	3	3	3	16	4	4	3	4	15
64	4	4	4	4	16	3	4	4	3	3	17	4	3	4	3	14
65	2	3	2	4	11	4	3	3	3	3	16	3	4	3	4	14

66	4	2	4	4	14	2	2	2	2	2	10	2	2	2	2	8
67	4	3	4	3	14	2	2	2	2	2	10	3	2	2	2	9
68	2	4	2	2	10	3	4	4	2	2	15	4	3	4	3	14
69	4	3	4	3	14	2	3	3	3	3	14	3	2	3	2	10
70	2	2	2	2	8	2	2	2	2	2	10	2	2	2	2	8
71	4	3	4	3	14	4	4	4	4	4	20	3	4	4	4	15
72	3	4	3	2	12	3	4	4	4	4	19	4	3	4	3	14
73	4	4	4	3	15	3	3	3	4	4	17	4	3	3	3	13
74	3	3	3	3	12	4	4	4	4	4	20	3	4	4	4	15
75	4	2	4	3	13	2	2	2	2	2	10	2	2	2	2	8
76	3	3	3	3	12	4	4	4	4	4	20	3	4	4	4	15
77	2	2	2	2	8	2	3	3	2	2	12	2	2	3	2	9
78	5	4	5	5	19	4	5	5	4	4	22	4	4	5	4	17
79	3	4	3	3	13	3	4	4	4	4	19	4	3	4	3	14
80	4	3	4	4	15	4	3	3	3	3	16	3	4	3	4	14
81	2	2	2	2	8	2	2	2	2	2	10	2	2	2	2	8
82	3	3	3	3	12	4	4	4	4	4	20	3	4	4	4	15
83	5	4	5	5	19	4	4	4	3	3	18	4	4	4	4	16
84	4	4	4	4	16	4	3	3	3	3	16	4	4	3	4	15
85	4	5	4	4	17	3	4	4	4	4	19	5	3	4	3	15
86	2	2	2	2	8	2	3	3	2	2	12	2	2	3	2	9
87	5	4	5	5	19	4	5	5	4	4	22	4	4	5	4	17
88	3	4	3	3	13	3	2	2	3	3	13	4	3	2	3	12

89	4	3	4	3	14	4	3	3	3	3	16	3	4	3	4	14
90	3	2	3	2	10	2	2	2	2	2	10	2	2	2	2	8
91	4	3	4	3	14	4	3	3	3	3	16	3	4	3	4	14
92	2	4	2	2	10	3	4	4	2	2	15	4	3	4	3	14
93	4	4	4	2	14	3	3	3	2	2	13	4	3	3	3	13
94	4	3	4	2	13	2	2	2	2	2	10	3	2	2	2	9
95	2	2	2	3	9	2	2	2	3	3	12	2	2	2	2	8
96	4	3	4	3	14	4	3	3	3	3	16	3	4	3	4	14
97	2	3	2	2	9	3	2	2	2	2	11	3	3	2	3	11
98	4	4	4	3	15	4	3	3	3	3	16	4	4	3	4	15
99	3	4	3	3	13	3	4	4	3	3	17	4	3	4	3	14
100	4	3	4	3	14	4	3	3	3	3	16	3	4	3	4	14



Lampiran 5: Hasil Data Interval Sampel Kecil

RES	HARGA				KINERJA KARYAWAN					HARGA			
	X1.1	X1.2	X1.3	X1.4	X2.1	X2.2	X2.3	X2.4	X2.5	Y.1	Y.2	Y.3	Y.4
1	3,001	2,270	1,000	3,001	1,000	2,864	2,052	1,000	1,000	3,001	2,270	1,000	3,001
2	3,001	3,491	2,267	3,001	2,772	2,864	3,237	2,610	2,159	3,001	3,491	2,267	3,001
3	3,001	1,000	1,000	3,001	2,772	4,459	3,237	2,610	3,095	3,001	1,000	1,000	3,001
4	3,001	2,270	2,267	3,001	2,772	4,459	2,052	2,610	3,095	3,001	2,270	2,267	3,001
5	3,001	2,270	3,407	3,001	2,772	2,864	3,237	2,610	2,159	3,001	2,270	3,407	3,001
6	3,001	1,000	2,267	3,001	1,000	2,864	2,052	1,000	1,000	3,001	1,000	2,267	3,001
7	3,001	2,270	1,000	3,001	2,772	2,864	3,237	2,610	2,159	3,001	2,270	1,000	3,001
8	1,000	1,000	1,000	1,000	1,000	2,864	1,000	1,000	1,000	1,000	1,000	1,000	1,000
9	3,001	2,270	2,267	3,001	2,772	4,459	4,695	2,610	4,099	3,001	2,270	2,267	3,001
10	3,001	2,270	1,000	3,001	2,772	4,459	3,237	1,000	2,159	3,001	2,270	1,000	3,001
11	5,167	3,491	2,267	5,167	1,816	2,864	3,237	2,610	3,095	5,167	3,491	2,267	5,167
12	3,001	2,270	3,407	3,001	1,000	2,864	2,052	1,000	1,000	3,001	2,270	3,407	3,001
13	3,001	3,491	2,267	3,001	2,772	2,864	3,237	2,610	2,159	3,001	3,491	2,267	3,001
14	3,001	1,000	1,000	3,001	1,000	2,864	2,052	1,000	1,000	3,001	1,000	1,000	3,001
15	3,001	2,270	1,000	3,001	1,000	2,864	3,237	2,610	2,159	3,001	2,270	1,000	3,001
16	3,001	1,000	3,407	3,001	1,000	1,000	1,000	1,000	2,159	3,001	1,000	3,407	3,001
17	3,001	3,491	2,267	3,001	1,816	2,864	3,237	2,610	3,095	3,001	3,491	2,267	3,001
18	3,001	1,000	1,000	3,001	1,000	2,864	2,052	1,000	1,000	3,001	1,000	1,000	3,001
19	3,001	2,270	1,000	3,001	2,772	2,864	3,237	2,610	2,159	3,001	2,270	1,000	3,001
20	3,001	3,491	2,267	3,001	2,772	4,459	3,237	2,610	3,095	3,001	3,491	2,267	3,001

21	3,001	1,000	1,000	3,001	2,772	4,459	2,052	2,610	3,095	3,001	1,000	1,000	3,001
22	3,001	2,270	2,267	3,001	2,772	2,864	3,237	2,610	2,159	3,001	2,270	2,267	3,001
23	3,001	2,270	3,407	3,001	1,000	2,864	2,052	1,000	1,000	3,001	2,270	3,407	3,001
24	3,001	1,000	2,267	3,001	2,772	2,864	3,237	2,610	2,159	3,001	1,000	2,267	3,001
25	3,001	2,270	1,000	3,001	1,000	2,864	1,000	1,000	1,000	3,001	2,270	1,000	3,001
26	1,000	1,000	1,000	1,000	2,772	4,459	4,695	2,610	4,099	1,000	1,000	1,000	1,000
27	3,001	2,270	2,267	3,001	2,772	4,459	3,237	1,000	2,159	3,001	2,270	2,267	3,001
28	3,001	3,491	2,267	3,001	1,816	2,864	3,237	2,610	3,095	3,001	3,491	2,267	3,001
29	3,001	1,000	1,000	3,001	1,000	2,864	2,052	1,000	1,000	3,001	1,000	1,000	3,001
30	3,001	2,270	3,407	3,001	2,772	2,864	3,237	2,610	2,159	3,001	2,270	3,407	3,001



Lampiran 6: Hasil Data Interval Sampel Besar

RES	HARGA				KINERJA KARYAWAN					HARGA			
	X1.1	X1.2	X1.3	X1.4	X2.1	X2.2	X2.3	X2.4	X2.5	Y.1	Y.2	Y.3	Y.4
1	2,012	3,122	2,012	2,176	2,017	1,000	1,000	2,170	2,170	3,122	2,017	1,000	2,017
2	3,185	2,071	3,185	2,176	3,107	2,111	2,111	2,170	2,170	2,071	3,107	2,111	3,107
3	2,012	1,000	2,012	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
4	3,185	2,071	3,185	2,176	3,107	2,111	2,111	2,170	2,170	2,071	3,107	2,111	3,107
5	1,000	3,122	1,000	1,000	2,017	3,069	3,069	1,000	1,000	3,122	2,017	3,069	2,017
6	3,185	3,122	3,185	1,000	2,017	2,111	2,111	1,000	1,000	3,122	2,017	2,111	2,017
7	3,185	2,071	3,185	1,000	1,000	1,000	1,000	1,000	1,000	2,071	1,000	1,000	1,000
8	1,000	1,000	1,000	2,176	1,000	1,000	1,000	2,170	2,170	1,000	1,000	1,000	1,000
9	3,185	2,071	3,185	2,176	3,107	2,111	2,111	2,170	2,170	2,071	3,107	2,111	3,107
10	1,000	2,071	1,000	1,000	2,017	1,000	1,000	1,000	1,000	2,071	2,017	1,000	2,017
11	3,185	3,122	3,185	2,176	3,107	2,111	2,111	2,170	2,170	3,122	3,107	2,111	3,107
12	2,012	3,122	2,012	2,176	2,017	3,069	3,069	2,170	2,170	3,122	2,017	3,069	2,017
13	3,185	2,071	3,185	2,176	3,107	2,111	2,111	2,170	2,170	2,071	3,107	2,111	3,107
14	2,012	1,000	2,012	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
15	3,185	2,071	3,185	1,000	1,000	1,000	1,000	1,000	1,000	2,071	1,000	1,000	1,000
16	2,012	3,122	2,012	1,000	2,017	3,069	3,069	1,000	1,000	3,122	2,017	3,069	2,017
17	3,185	2,071	3,185	2,176	1,000	2,111	2,111	2,170	2,170	2,071	1,000	2,111	1,000
18	2,012	1,000	2,012	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
19	3,185	2,071	3,185	3,192	3,107	3,069	3,069	3,287	3,287	2,071	3,107	3,069	3,107
20	3,185	3,122	3,185	3,192	2,017	3,069	3,069	3,287	3,287	3,122	2,017	3,069	2,017

21	3,185	3,122	3,185	3,192	2,017	2,111	2,111	3,287	3,287	3,122	2,017	2,111	2,017
22	3,185	2,071	3,185	3,192	3,107	3,069	3,069	3,287	3,287	2,071	3,107	3,069	3,107
23	2,012	1,000	2,012	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
24	3,185	2,071	3,185	3,192	3,107	3,069	3,069	3,287	3,287	2,071	3,107	3,069	3,107
25	2,012	1,000	2,012	1,000	1,000	2,111	2,111	1,000	1,000	1,000	1,000	2,111	1,000
26	3,185	3,122	3,185	3,192	3,107	4,188	4,188	3,287	3,287	3,122	3,107	4,188	3,107
27	2,012	3,122	2,012	3,192	2,017	3,069	3,069	3,287	3,287	3,122	2,017	3,069	2,017
28	3,185	2,071	3,185	2,176	3,107	2,111	2,111	2,170	2,170	2,071	3,107	2,111	3,107
29	2,012	1,000	2,012	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
30	3,185	2,071	3,185	3,192	3,107	3,069	3,069	3,287	3,287	2,071	3,107	3,069	3,107
31	2,012	3,122	2,012	2,176	3,107	3,069	3,069	2,170	2,170	3,122	3,107	3,069	3,107
32	3,185	3,122	3,185	2,176	3,107	2,111	2,111	2,170	2,170	3,122	3,107	2,111	3,107
33	2,012	4,475	2,012	3,192	2,017	3,069	3,069	3,287	3,287	4,475	2,017	3,069	2,017
34	3,185	1,000	3,185	1,000	1,000	2,111	2,111	1,000	1,000	1,000	1,000	2,111	1,000
35	1,000	3,122	1,000	3,192	3,107	4,188	4,188	3,287	3,287	3,122	3,107	4,188	3,107
36	3,185	3,122	3,185	3,192	2,017	3,069	3,069	3,287	3,287	3,122	2,017	3,069	2,017
37	3,185	2,071	3,185	2,176	3,107	2,111	2,111	2,170	2,170	2,071	3,107	2,111	3,107
38	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
39	3,185	2,071	3,185	2,176	3,107	2,111	2,111	2,170	2,170	2,071	3,107	2,111	3,107
40	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
41	3,185	3,122	3,185	2,176	3,107	3,069	3,069	2,170	2,170	3,122	3,107	3,069	3,107
42	2,012	3,122	2,012	2,176	3,107	2,111	2,111	2,170	2,170	3,122	3,107	2,111	3,107

43	3,185	4,475	3,185	3,192	2,017	3,069	3,069	3,287	3,287	4,475	2,017	3,069	2,017
44	2,012	1,000	2,012	1,000	1,000	2,111	2,111	1,000	1,000	1,000	1,000	2,111	1,000
45	3,185	3,122	3,185	3,192	3,107	4,188	4,188	3,287	3,287	3,122	3,107	4,188	3,107
46	2,012	3,122	2,012	3,192	2,017	3,069	3,069	3,287	3,287	3,122	2,017	3,069	2,017
47	3,185	2,071	3,185	2,176	3,107	2,111	2,111	2,170	2,170	2,071	3,107	2,111	3,107
48	2,012	1,000	2,012	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
49	3,185	3,122	3,185	2,176	3,107	2,111	2,111	2,170	2,170	3,122	3,107	2,111	3,107
50	3,185	4,475	3,185	3,192	2,017	3,069	3,069	3,287	3,287	4,475	2,017	3,069	2,017
51	3,185	1,000	3,185	1,000	1,000	2,111	2,111	1,000	1,000	1,000	1,000	2,111	1,000
52	3,185	3,122	3,185	3,192	3,107	4,188	4,188	3,287	3,287	3,122	3,107	4,188	3,107
53	2,012	3,122	2,012	3,192	2,017	1,000	1,000	2,170	2,170	3,122	2,017	1,000	2,017
54	3,185	2,071	3,185	2,176	3,107	2,111	2,111	2,170	2,170	2,071	3,107	2,111	3,107
55	2,012	1,000	2,012	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
56	3,185	2,071	3,185	2,176	3,107	2,111	2,111	2,170	2,170	2,071	3,107	2,111	3,107
57	2,012	3,122	2,012	1,000	2,017	3,069	3,069	1,000	1,000	3,122	2,017	3,069	2,017
58	3,185	3,122	3,185	2,176	2,017	2,111	2,111	1,000	1,000	3,122	2,017	2,111	2,017
59	2,012	2,071	2,012	1,000	1,000	1,000	1,000	1,000	1,000	2,071	1,000	1,000	1,000
60	3,185	1,000	3,185	2,176	1,000	1,000	1,000	2,170	2,170	1,000	1,000	1,000	1,000
61	2,012	2,071	2,012	2,176	3,107	2,111	2,111	2,170	2,170	2,071	3,107	2,111	3,107
62	3,185	2,071	3,185	3,192	2,017	1,000	1,000	1,000	1,000	2,071	2,017	1,000	2,017
63	2,012	3,122	2,012	1,000	3,107	2,111	2,111	2,170	2,170	3,122	3,107	2,111	3,107
64	3,185	3,122	3,185	3,192	2,017	3,069	3,069	2,170	2,170	3,122	2,017	3,069	2,017
65	1,000	2,071	1,000	3,192	3,107	2,111	2,111	2,170	2,170	2,071	3,107	2,111	3,107

66	3,185	1,000	3,185	3,192	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
67	3,185	2,071	3,185	2,176	1,000	1,000	1,000	1,000	1,000	2,071	1,000	1,000	1,000
68	1,000	3,122	1,000	1,000	2,017	3,069	3,069	1,000	1,000	3,122	2,017	3,069	2,017
69	3,185	2,071	3,185	2,176	1,000	2,111	2,111	2,170	2,170	2,071	1,000	2,111	1,000
70	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
71	3,185	2,071	3,185	2,176	3,107	3,069	3,069	3,287	3,287	2,071	3,107	3,069	3,107
72	2,012	3,122	2,012	1,000	2,017	3,069	3,069	3,287	3,287	3,122	2,017	3,069	2,017
73	3,185	3,122	3,185	2,176	2,017	2,111	2,111	3,287	3,287	3,122	2,017	2,111	2,017
74	2,012	2,071	2,012	2,176	3,107	3,069	3,069	3,287	3,287	2,071	3,107	3,069	3,107
75	3,185	1,000	3,185	2,176	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
76	2,012	2,071	2,012	2,176	3,107	3,069	3,069	3,287	3,287	2,071	3,107	3,069	3,107
77	1,000	1,000	1,000	1,000	1,000	2,111	2,111	1,000	1,000	1,000	1,000	2,111	1,000
78	4,822	3,122	4,822	4,365	3,107	4,188	4,188	3,287	3,287	3,122	3,107	4,188	3,107
79	2,012	3,122	2,012	2,176	2,017	3,069	3,069	3,287	3,287	3,122	2,017	3,069	2,017
80	3,185	2,071	3,185	3,192	3,107	2,111	2,111	2,170	2,170	2,071	3,107	2,111	3,107
81	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
82	2,012	2,071	2,012	2,176	3,107	3,069	3,069	3,287	3,287	2,071	3,107	3,069	3,107
83	4,822	3,122	4,822	4,365	3,107	3,069	3,069	2,170	2,170	3,122	3,107	3,069	3,107
84	3,185	3,122	3,185	3,192	3,107	2,111	2,111	2,170	2,170	3,122	3,107	2,111	3,107
85	3,185	4,475	3,185	3,192	2,017	3,069	3,069	3,287	3,287	4,475	2,017	3,069	2,017
86	1,000	1,000	1,000	1,000	1,000	2,111	2,111	1,000	1,000	1,000	1,000	2,111	1,000
87	4,822	3,122	4,822	4,365	3,107	4,188	4,188	3,287	3,287	3,122	3,107	4,188	3,107
88	2,012	3,122	2,012	2,176	2,017	1,000	1,000	2,170	2,170	3,122	2,017	1,000	2,017

89	3,185	2,071	3,185	2,176	3,107	2,111	2,111	2,170	2,170	2,071	3,107	2,111	3,107
90	2,012	1,000	2,012	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
91	3,185	2,071	3,185	2,176	3,107	2,111	2,111	2,170	2,170	2,071	3,107	2,111	3,107
92	1,000	3,122	1,000	1,000	2,017	3,069	3,069	1,000	1,000	3,122	2,017	3,069	2,017
93	3,185	3,122	3,185	1,000	2,017	2,111	2,111	1,000	1,000	3,122	2,017	2,111	2,017
94	3,185	2,071	3,185	1,000	1,000	1,000	1,000	1,000	1,000	2,071	1,000	1,000	1,000
95	1,000	1,000	1,000	2,176	1,000	1,000	1,000	2,170	2,170	1,000	1,000	1,000	1,000
96	3,185	2,071	3,185	2,176	3,107	2,111	2,111	2,170	2,170	2,071	3,107	2,111	3,107
97	1,000	2,071	1,000	1,000	2,017	1,000	1,000	1,000	1,000	2,071	2,017	1,000	2,017
98	3,185	3,122	3,185	2,176	3,107	2,111	2,111	2,170	2,170	3,122	3,107	2,111	3,107
99	2,012	3,122	2,012	2,176	2,017	3,069	3,069	2,170	2,170	3,122	2,017	3,069	2,017
100	3,185	2,071	3,185	2,176	3,107	2,111	2,111	2,170	2,170	2,071	3,107	2,111	3,107



Lampiran 7 : Deskripsi Data Responden

UMUR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	31-40	45	45,0	45,0	45,0
	41-50	49	49,0	49,0	94,0
	51-60	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

JENIS_KELAMIN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LAKI-LAKI	100	100,0	100,0	100,0
	LAKI-LAKI				



Lampiran 8 : Hasil Uji Realibilitas dan Uji Validitas

Hasil Uji Reliabilitas Harga Sampel Kecil

Reliability Statistics

Cronbach's Alpha	N of Items
,638	4

Hasil Uji Reliabilitas Kualitas Produk Sampel Kecil

Reliability Statistics

Cronbach's Alpha	N of Items
,875	5

Uji Reliabilitas Keputusan Pembelian Sampel Kecil

Reliability Statistics

Cronbach's Alpha	N of Items
,638	4

Hasil Uji Reliabilitas Harga Sampel Besar

Reliability Statistics

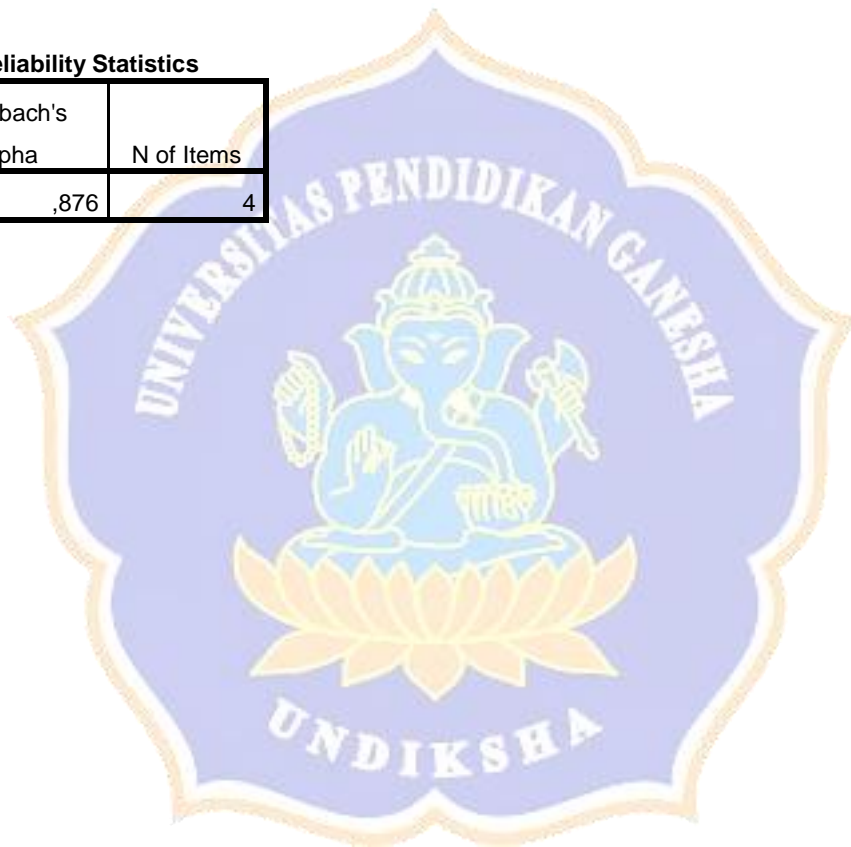
Cronbach's Alpha	N of Items
,803	4

Hasil Uji Reliabilitas Kualitas Produk Sampel Besar**Reliability Statistics**

Cronbach's Alpha	N of Items
,926	5

Hasil Uji Reliabilitas Keputusan Pembelian Sampel Besar**Reliability Statistics**

Cronbach's Alpha	N of Items
,876	4



Hasil Uji Validitas Harga Sampel Kecil

		Correlations				
		X1.1	X1.2	X1.3	X1.4	TX1
X1.1	Pearson Correlation	1	,423*	,253	1,000**	,723**
	Sig. (2-tailed)		,020	,178	,000	,000
	N	30	30	30	30	30
X1.2	Pearson Correlation	,423*	1	,315	,423*	,786**
	Sig. (2-tailed)	,020		,090	,020	,000
	N	30	30	30	30	30
X1.3	Pearson Correlation	,253	,315	1	,253	,721**
	Sig. (2-tailed)	,178	,090		,178	,000
	N	30	30	30	30	30
X1.4	Pearson Correlation	1,000**	,423*	,253	1	,723**
	Sig. (2-tailed)	,000	,020	,178		,000
	N	30	30	30	30	30
TX1	Pearson Correlation	,723**	,786**	,721**	,723**	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).

Hasil Uji Validitas Kualitas Produk Sampel Kecil

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	TX2
X2.1	Pearson Correlation	1	,564**	,711**	,729**	,667**	,897**
	Sig. (2-tailed)		,001	,000	,000	,000	,000
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	,564**	1	,445*	,247	,568**	,659**
	Sig. (2-tailed)	,001		,014	,188	,001	,000
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	,711**	,445*	1	,698**	,681**	,860**
	Sig. (2-tailed)	,000	,014		,000	,000	,000
	N	30	30	30	30	30	30
X2.4	Pearson Correlation	,729**	,247	,698**	1	,748**	,826**
	Sig. (2-tailed)	,000	,188	,000		,000	,000
	N	30	30	30	30	30	30
X2.5	Pearson Correlation	,667**	,568**	,681**	,748**	1	,889**
	Sig. (2-tailed)	,000	,001	,000	,000		,000
	N	30	30	30	30	30	30
TX2	Pearson Correlation	,897**	,659**	,860**	,826**	,889**	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).

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

Uji Validitas Keputusan Pembelian Sampel Kecil

Correlations

		Y.1	Y.2	Y.3	Y.4	TY
Y.1	Pearson Correlation	1	,423*	,253	1,000**	,723**
	Sig. (2-tailed)		,020	,178	,000	,000
	N	30	30	30	30	30
Y.2	Pearson Correlation	,423*	1	,315	,423*	,786**
	Sig. (2-tailed)	,020		,090	,020	,000
	N	30	30	30	30	30
Y.3	Pearson Correlation	,253	,315	1	,253	,721**
	Sig. (2-tailed)	,178	,090		,178	,000
	N	30	30	30	30	30
Y.4	Pearson Correlation	1,000**	,423*	,253	1	,723**
	Sig. (2-tailed)	,000	,020	,178		,000
	N	30	30	30	30	30
TY	Pearson Correlation	,723**	,786**	,721**	,723**	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).

Hasil Uji Validitas Harga Sampel Besar

		Correlations				
		X1.1	X1.2	X1.3	X1.4	TX1
X1.1	Pearson Correlation	1	,275**	1,000**	,516**	,864**
	Sig. (2-tailed)		,006	,000	,000	,000
	N	100	100	100	100	100
X1.2	Pearson Correlation	,275**	1	,275**	,493**	,657**
	Sig. (2-tailed)	,006		,006	,000	,000
	N	100	100	100	100	100
X1.3	Pearson Correlation	1,000**	,275**	1	,516**	,864**
	Sig. (2-tailed)	,000	,006		,000	,000
	N	100	100	100	100	100
X1.4	Pearson Correlation	,516**	,493**	,516**	1	,799**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
TX1	Pearson Correlation	,864**	,657**	,864**	,799**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

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

Hasil Uji Validitas Kualitas Produk Sampel Besar

Correlations

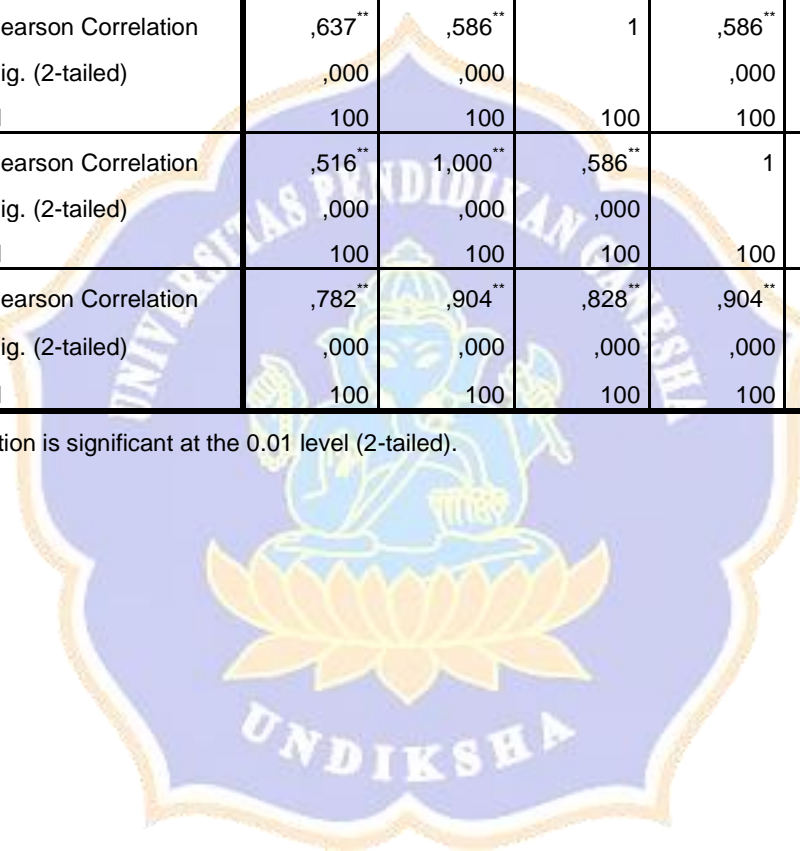
		X2.1	X2.2	X2.3	X2.4	X2.5	TX2
X2.1	Pearson Correlation	1	,586**	,586**	,615**	,615**	,772**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
X2.2	Pearson Correlation	,586**	1	1,000**	,694**	,694**	,912**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
X2.3	Pearson Correlation	,586**	1,000**	1	,694**	,694**	,912**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
X2.4	Pearson Correlation	,615**	,694**	,694**	1	1,000**	,901**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
X2.5	Pearson Correlation	,615**	,694**	,694**	1,000**	1	,901**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
TX2	Pearson Correlation	,772**	,912**	,912**	,901**	,901**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

Uji Validitas Keputusan Pembelian Sampel Besar

		Correlations				
		Y.1	Y.2	Y.3	Y.4	TY
Y.1	Pearson Correlation	1	,516**	,637**	,516**	,782**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
Y.2	Pearson Correlation	,516**	1	,586**	1,000**	,904**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
Y.3	Pearson Correlation	,637**	,586**	1	,586**	,828**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
Y.4	Pearson Correlation	,516**	1,000**	,586**	1	,904**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
TY	Pearson Correlation	,782**	,904**	,828**	,904**	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 9: Ouput Analisis Jalur (*Path Analysis*)

Regression

a. Pengaruh Harga (X_1) dan Kualitas Produk (X_2) Terhadap Keputusan Pembelian (Y).

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TX2, TX1 ^b	.	Enter

a. Dependent Variable: TY

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,921 ^a	,848	,845	1,15059

a. Predictors: (Constant), TX2, TX1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	717,945	2	358,972	271,154	,000 ^b
	Residual	128,415	97	1,324		
	Total	846,360	99			

a. Dependent Variable: TY

b. Predictors: (Constant), TX2, TX1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,594	,608		,976	,331
	TX1	,168	,060	,148	2,795	,006
	TX2	,646	,042	,816	15,435	,000

a. Dependent Variable: TY

b. Pengaruh Harga (X_1) Terhadap Kualitas Produk (X_2)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TX1 ^b	.	Enter

a. Dependent Variable: TX2

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,664 ^a	,441	,435	2,77795

a. Predictors: (Constant), TX1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	595,844	1	595,844	77,212	,000 ^b
	Residual	756,266	98	7,717		
	Total	1352,110	99			

a. Dependent Variable: TX2

b. Predictors: (Constant), TX1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,739	1,442		1,900	,060
	TX1	,952	,108	,664	8,787	,000

a. Dependent Variable: TX2