

## KUESIONER PENELITIAN

### Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Roti Pada Mulia Jaya Bakery Kefamenanu

#### A. IDENTITAS RESPONDEN

Nama :  
Jenis kelamin :  
Umur :  
Pekerjaan :

#### B. PETUNJUK PENGISIAN

Responden diharapkan memilih salah satu jawaban yang benar dengan memberikan tanda (√) pada jawaban tersebut.

#### C. PERNYATAAN

| No | Persepsi Harga (X1)  | SS | S | TS | STS |
|----|--|----|---|----|-----|
| 1. | Toko Mulia Jaya Bakery Kefamenanu memiliki harga yang terjangkau.                          |    |   |    |     |
| 2. | Toko Mulia Jaya Bakery Kefamenanu juga memberi harga yang layak.                           |    |   |    |     |
| 3. | Harga roti yang di tetapkan oleh Toko Mulia Jaya Bakery Kefamenanu sesuai dengan kualitas. |    |   |    |     |
| 4. | Harga yang di bayar oleh konsumen sesuai dengan pelayanan yang di terima konsumen.         |    |   |    |     |
| 5. | Puas dengan harga yang diberikan, dilihat dari kualitas produk Mulia Jaya Bakery.          |    |   |    |     |

| No | Kualiats Produk (X2)  | SS | S | TS | STS |
|----|---|----|---|----|-----|
| 1. | Produk roti Mulia Jaya Bakery Kefamenanu memiliki konsisten rasa dari roti                                  |    |   |    |     |
| 2. | Produk roti Mulia Jaya Bakery Kefamenanu memiliki bentuk yang baik, dan menarik.                            |    |   |    |     |
| 3. | Produk roti Mulia Jaya Bakery Kefamenanu memiliki tekstur yang lembut.                                      |    |   |    |     |
| 4. | Produk roti Mulia Jaya Bakery Kefamenanu memiliki varian rasa yang beragam sesuai dengan kebutuhan konsumen |    |   |    |     |

|    |   |  |  |  |  |
|----|---|--|--|--|--|
| 5. | Produk roti Mulia Jaya Bakery Kefamenanu memiliki cita rasa yang nikmat |  |  |  |  |
|----|---|--|--|--|--|

| No | Kualitas Pelayanan (X3)   | SS | S | TS | STS |
|----|---|----|---|----|-----|
| 1. | Karyawan Mulia Jaya Bakery melayani konsumen dengan sikap sopan |    |   |    |     |
| 2. | Inisiatif karyawan Mulia Jaya Bakery dalam membantu konsumen    |    |   |    |     |
| 3. | Respon pelayan karyawan Mulia Jaya Bakery terhadap konsumen     |    |   |    |     |
| 4. | Karyawan Mulia Jaya Bakery melayani konsumen dengan ramah       |    |   |    |     |
| 5. | Karyawan Mulia Jaya Bakery jujur dalam memberi pelayanan        |    |   |    |     |

| No | Suasana Toko   | SS | S | TS | STS |
|----|--|----|---|----|-----|
| 1. | Tata ruang toko Mulia Jaya Bakery tertata rapi   |    |   |    |     |
| 2. | Aroma didalam toko Mulia Jaya Bakery harum   |    |   |    |     |
| 3. | Pencahayaan di toko Mulia jaya Bakery sudah cukup  |    |   |    |     |
| 4. | Toko Mulia Jaya Bakery juga memiliki tempat duduk untuk bersantai                                      |    |   |    |     |
| 5  | Toko Mulia Jaya Bakery memberikan kenyamanan bagi pelanggan dengan kondisi ruangnya yang selalu bersih |    |   |    |     |

|    | Keputusan Pemeblian (Y)   | SS | S | TS | STS |
|----|---|----|---|----|-----|
| 1. | saya tidak akan menyesal untuk berbelanja di Toko Mulia Jaya Bakery                                       |    |   |    |     |
| 2. | saya sering mencari info-info terbaru mengenai menu-menu baru yang ditawarkan oleh Toko Mulia Jaya Bakery |    |   |    |     |
| 3. | Saya biasanya sudah merencanakan untuk berbelanja di Toko Mulia Jaya Bakery terlebih dahulu               |    |   |    |     |

|    |   |  |  |  |  |
|----|---|--|--|--|--|
| 4. | Pernyataan mengenai kepuasan pelanggan selalu terpenuhi saat berbelanja di Toko Mulia Jaya Bakery |  |  |  |  |
| 5  | Saya selalu direkomendasikan oleh orang untuk berbelanja di Mulia Jaya Bakery                     |  |  |  |  |

## UJI VALIDITAS

### (X1) Persepsi Harga

| Correlations |                     |      |      |      |      |      |         |
|--------------|---------------------|------|------|------|------|------|---------|
|              |                     | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | TOTALX1 |
| X1.1         | Pearson Correlation | 1    | .742 | .419 | .437 | .326 | .799    |
|              | Sig. (2-tailed)     |      | .000 | .000 | .000 | .004 | .000    |
|              | N                   | 75   | 75   | 75   | 75   | 75   | 75      |
| X1.2         | Pearson Correlation | .742 | 1    | .360 | .388 | .305 | .764    |
|              | Sig. (2-tailed)     | .000 |      | .002 | .001 | .008 | .000    |
|              | N                   | 75   | 75   | 75   | 75   | 75   | 75      |
| X1.3         | Pearson Correlation | .419 | .360 | 1    | .317 | .293 | .666    |
|              | Sig. (2-tailed)     | .000 | .002 |      | .006 | .011 | .000    |
|              | N                   | 75   | 75   | 75   | 75   | 75   | 75      |
| X1.4         | Pearson Correlation | .437 | .388 | .317 | 1    | .467 | .720    |
|              | Sig. (2-tailed)     | .000 | .001 | .006 |      | .000 | .000    |
|              | N                   | 75   | 75   | 75   | 75   | 75   | 75      |
| X1.5         | Pearson Correlation | .326 | .305 | .293 | .467 | 1    | .670    |
|              | Sig. (2-tailed)     | .004 | .008 | .011 | .000 |      | .000    |
|              | N                   | 75   | 75   | 75   | 75   | 75   | 75      |
| TOTAL<br>X1  | Pearson Correlation | .799 | .764 | .666 | .720 | .670 | 1       |
|              | Sig. (2-tailed)     | .000 | .000 | .000 | .000 | .000 |         |
|              | N                   | 75   | 75   | 75   | 75   | 75   | 75      |

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

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

Sumber: *Output SPSS, 2021.*

**(X2) Kualitas Produk**

| <b>Correlations</b> |                     |      |      |      |      |      |         |
|---------------------|---------------------|------|------|------|------|------|---------|
|                     |                     | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | TOTALX2 |
| X2.1                | Pearson Correlation | 1    | .339 | .372 | .562 | .312 | .686    |
|                     | Sig. (2-tailed)     |      | .003 | .001 | .000 | .006 | .000    |
|                     | N                   | 75   | 75   | 75   | 75   | 75   | 75      |
| X2.2                | Pearson Correlation | .339 | 1    | .527 | .444 | .396 | .754    |
|                     | Sig. (2-tailed)     | .003 |      | .000 | .000 | .000 | .000    |
|                     | N                   | 75   | 75   | 75   | 75   | 75   | 75      |
| X2.3                | Pearson Correlation | .372 | .527 | 1    | .343 | .409 | .742    |
|                     | Sig. (2-tailed)     | .001 | .000 |      | .003 | .000 | .000    |
|                     | N                   | 75   | 75   | 75   | 75   | 75   | 75      |
| X2.4                | Pearson Correlation | .562 | .444 | .343 | 1    | .512 | .767    |
|                     | Sig. (2-tailed)     | .000 | .000 | .003 |      | .000 | .000    |
|                     | N                   | 75   | 75   | 75   | 75   | 75   | 75      |
| X2.5                | Pearson Correlation | .312 | .396 | .409 | .512 | 1    | .713    |
|                     | Sig. (2-tailed)     | .006 | .000 | .000 | .000 |      | .000    |
|                     | N                   | 75   | 75   | 75   | 75   | 75   | 75      |
| TOTAL<br>X2         | Pearson Correlation | .686 | .754 | .742 | .767 | .713 | 1       |
|                     | Sig. (2-tailed)     | .000 | .000 | .000 | .000 | .000 |         |
|                     | N                   | 75   | 75   | 75   | 75   | 75   | 75      |

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

**(X3) Kualitas Pelayanan**

| <b>Correlations</b> |                     |      |      |      |      |      |         |
|---------------------|---------------------|------|------|------|------|------|---------|
|                     |                     | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | TOTALX3 |
| X3.1                | Pearson Correlation | 1    | .328 | .131 | .343 | .231 | .581    |
|                     | Sig. (2-tailed)     |      | .004 | .263 | .003 | .046 | .000    |
|                     | N                   | 75   | 75   | 75   | 75   | 75   | 75      |
| X3.2                | Pearson Correlation | .328 | 1    | .512 | .393 | .566 | .773    |
|                     | Sig. (2-tailed)     | .004 |      | .000 | .000 | .000 | .000    |
|                     | N                   | 75   | 75   | 75   | 75   | 75   | 75      |
| X3.3                | Pearson Correlation | .131 | .512 | 1    | .441 | .556 | .721    |
|                     | Sig. (2-tailed)     | .263 | .000 |      | .000 | .000 | .000    |
|                     | N                   | 75   | 75   | 75   | 75   | 75   | 75      |
| X3.4                | Pearson Correlation | .343 | .393 | .441 | 1    | .554 | .749    |
|                     | Sig. (2-tailed)     | .003 | .000 | .000 |      | .000 | .000    |
|                     | N                   | 75   | 75   | 75   | 75   | 75   | 75      |

|             |                     |      |      |      |      |      |      |
|-------------|---------------------|------|------|------|------|------|------|
| X3.5        | Pearson Correlation | .231 | .566 | .556 | .554 | 1    | .796 |
|             | Sig. (2-tailed)     | .046 | .000 | .000 | .000 |      | .000 |
|             | N                   | 75   | 75   | 75   | 75   | 75   | 75   |
| TOTAL<br>X3 | Pearson Correlation | .581 | .773 | .721 | .749 | .796 | 1    |
|             | Sig. (2-tailed)     | .000 | .000 | .000 | .000 | .000 |      |
|             | N                   | 75   | 75   | 75   | 75   | 75   | 75   |

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

#### (X4) Suasana Toko

| Correlations |                     |      |      |      |      |      |         |
|--------------|---------------------|------|------|------|------|------|---------|
|              |                     | X4.1 | X4.2 | X4.3 | X4.4 | X4.5 | TOTALX4 |
| X4.1         | Pearson Correlation | 1    | .538 | .570 | .575 | .397 | .779    |
|              | Sig. (2-tailed)     |      | .000 | .000 | .000 | .000 | .000    |
|              | N                   | 75   | 75   | 75   | 75   | 75   | 75      |
| X4.2         | Pearson Correlation | .538 | 1    | .626 | .384 | .443 | .777    |
|              | Sig. (2-tailed)     | .000 |      | .000 | .001 | .000 | .000    |
|              | N                   | 75   | 75   | 75   | 75   | 75   | 75      |
| X4.3         | Pearson Correlation | .570 | .626 | 1    | .503 | .519 | .835    |
|              | Sig. (2-tailed)     | .000 | .000 |      | .000 | .000 | .000    |
|              | N                   | 75   | 75   | 75   | 75   | 75   | 75      |
| X4.4         | Pearson Correlation | .575 | .384 | .503 | 1    | .578 | .768    |
|              | Sig. (2-tailed)     | .000 | .001 | .000 |      | .000 | .000    |
|              | N                   | 75   | 75   | 75   | 75   | 75   | 75      |
| X4.5         | Pearson Correlation | .397 | .443 | .519 | .578 | 1    | .747    |
|              | Sig. (2-tailed)     | .000 | .000 | .000 | .000 |      | .000    |
|              | N                   | 75   | 75   | 75   | 75   | 75   | 75      |
| TOTAL<br>X4  | Pearson Correlation | .779 | .777 | .835 | .768 | .747 | 1       |
|              | Sig. (2-tailed)     | .000 | .000 | .000 | .000 | .000 |         |
|              | N                   | 75   | 75   | 75   | 75   | 75   | 75      |

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

Correlations

#### (Y) Keputusan Pembelian

| Correlations |                     |      |      |      |      |      |        |
|--------------|---------------------|------|------|------|------|------|--------|
|              |                     | Y.1  | Y.2  | Y.3  | Y.4  | Y.5  | TOTALY |
| Y.1          | Pearson Correlation | 1    | .659 | .471 | .182 | .333 | .763   |
|              | Sig. (2-tailed)     |      | .000 | .000 | .118 | .003 | .000   |
|              | N                   | 75   | 75   | 75   | 75   | 75   | 75     |
| Y.2          | Pearson Correlation | .659 | 1    | .493 | .194 | .411 | .788   |

|            |                     |      |      |      |      |      |      |
|------------|---------------------|------|------|------|------|------|------|
|            | Sig. (2-tailed)     | .000 |      | .000 | .096 | .000 | .000 |
|            | N                   | 75   | 75   | 75   | 75   | 75   | 75   |
| Y.3        | Pearson Correlation | .471 | .493 | 1    | .046 | .388 | .664 |
|            | Sig. (2-tailed)     | .000 | .000 |      | .696 | .001 | .000 |
|            | N                   | 75   | 75   | 75   | 75   | 75   | 75   |
| Y.4        | Pearson Correlation | .182 | .194 | .046 | 1    | .239 | .529 |
|            | Sig. (2-tailed)     | .118 | .096 | .696 |      | .039 | .000 |
|            | N                   | 75   | 75   | 75   | 75   | 75   | 75   |
| Y.5        | Pearson Correlation | .333 | .411 | .388 | .239 | 1    | .689 |
|            | Sig. (2-tailed)     | .003 | .000 | .001 | .039 |      | .000 |
|            | N                   | 75   | 75   | 75   | 75   | 75   | 75   |
| TOTAL<br>Y | Pearson Correlation | .763 | .788 | .664 | .529 | .689 | 1    |
|            | Sig. (2-tailed)     | .000 | .000 | .000 | .000 | .000 |      |
|            | N                   | 75   | 75   | 75   | 75   | 75   | 75   |

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

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

## UJI RELIABILITAS

### (X1) Persepsi Harga

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .770                   | 5          |

Sumber: *Output SPSS, 2021.*

### (X2) Kualitas Produk

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .783                   | 5          |

Sumber: *Output SPSS, 2021.*

### (X3) Kualitas Pelayanan

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .768                   | 5          |

Sumber: *Output SPSS*, 2021.

**(X4) Suasana Toko**

| <b>Reliability Statistics</b> |            |
|-------------------------------|------------|
| Cronbach's Alpha              | N of Items |
| .840                          | 5          |

Sumber: *Output SPSS*, 2021.

**(Y) Keputusan Pembelian**

| <b>Reliability Statistics</b> |            |
|-------------------------------|------------|
| Cronbach's Alpha              | N of Items |
| .707                          | 5          |

Sumber: *Output SPSS*, 2021

**UJI NORMALITAS**

**One-Sample Kolmogorov-Smirnov Test**

|                                  |                | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N                                |                | 75                      |
| Normal Parameters <sup>a,b</sup> | Mean           | 0E-7                    |
|                                  | Std. Deviation | 1.10702293              |
| Most Extreme Differences         | Absolute       | .099                    |
|                                  | Positive       | .099                    |
|                                  | Negative       | -.084                   |
| Kolmogorov-Smirnov Z             |                | .860                    |
| Asymp. Sig. (2-tailed)           |                | .450                    |

a. Test distribution is Normal.

b. Calculated from data.

## UJI LINEARITAS

**ANOVA Table**

|                                |                |                          | Sum of Squares | df | Mean Square | F     | Sig.  |
|--------------------------------|----------------|--------------------------|----------------|----|-------------|-------|-------|
| Unstandardized Residual *      | Between Groups | (Combined)               | 83.330         | 63 | 1.323       | 1.978 | .108  |
|                                |                | Linearity                | .000           | 1  | .000        | .000  | 1.000 |
| Unstandardized Predicted Value | Within Groups  | Deviation from Linearity | 83.330         | 62 | 1.344       | 2.010 | .102  |
|                                |                | Total                    | 7.357          | 11 | .669        |       |       |
|                                |                |                          | 90.687         | 74 |             |       |       |

## UJI MULTIKOLINEARITAS

**Coefficients<sup>a</sup>**

| Model      | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. | Collinearity Statistics |       |
|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|            | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| (Constant) | 3.629                       | 1.289      |                           | 2.816 | .006 |                         |       |
| 1 X1       | .205                        | .090       | .255                      | 2.285 | .025 | .431                    | 2.320 |
| X2         | .475                        | .098       | .552                      | 4.840 | .000 | .413                    | 2.420 |
| X3         | .033                        | .105       | .033                      | .309  | .758 | .478                    | 2.093 |
| X4         | .021                        | .066       | .026                      | .319  | .751 | .797                    | 1.254 |

a. Dependent Variable: Y

## UJI AUTO KORELASI

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

| Model | R                 | R Square | Adjusted Square | R | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-----------------|---|----------------------------|---------------|
| 1     | .790 <sup>a</sup> | .624     | .602            |   | 1.138                      | 1.526         |

a. Predictors: (Constant), X4, X1, X3, X2

b. Dependent Variable: Y



## UJI HETEROSKEDASTISITAS

**Coefficients<sup>a</sup>**

| Model      | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|------------|-----------------------------|------------|---------------------------|-------|------|
|            | B                           | Std. Error | Beta                      |       |      |
| (Constant) | .066                        | .866       |                           | .077  | .939 |
| 1 X1       | .052                        | .060       | .155                      | .866  | .389 |
| X2         | .027                        | .066       | .075                      | .411  | .682 |
| X3         | -.014                       | .071       | -.033                     | -.192 | .848 |
| X4         | -.018                       | .044       | -.054                     | -.410 | .683 |

Dependent Variable: RES2

## DESKRIPTIF STATISTIK

|                    | N  | Minimum | Maximum | Mean  | Std. Deviation |
|--------------------|----|---------|---------|-------|----------------|
| X1                 | 75 | 9       | 20      | 15.77 | 2.246          |
| X2                 | 75 | 10      | 20      | 15.36 | 2.097          |
| X3                 | 75 | 10      | 20      | 15.75 | 1.817          |
| X4                 | 75 | 10      | 20      | 15.92 | 2.235          |
| Y                  | 75 | 10      | 20      | 15.01 | 1.805          |
| Valid N (listwise) | 75 |         |         |       |                |

Sumber: *Output SPSS, 2021.*

## REGRESI LINEAR SEDERHANA

**Coefficients<sup>a</sup>**

| Model        | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. |
|--------------|-----------------------------|------------|---------------------------|-------|------|
|              | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant) | 6.338                       | 1.092      |                           | 5.802 | .000 |
| X1           | .550                        | .069       | .684                      | 8.020 | .000 |

**Coefficients<sup>a</sup>**

| Model | Unstandardized Coefficients |            | Standardized Coefficients | T | Sig. |
|-------|-----------------------------|------------|---------------------------|---|------|
|       | B                           | Std. Error | Beta                      |   |      |

|   |            |       |       |      |        |      |
|---|------------|-------|-------|------|--------|------|
| 1 | (Constant) | 4.878 | 1.003 |      | 4.865  | .000 |
|   | X2         | .660  | .065  | .767 | 10.201 | .000 |

Dependent Variable: Y

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

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
|       |            | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant) | 6.291                       | 1.530      |                           | 4.112 | .000 |
|       | X3         | .554                        | .097       | .558                      | 5.739 | .000 |

Dependent Variable: Y

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

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
|       |            | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant) | 11.359                      | 1.454      |                           | 7.814 | .000 |
|       | X4         | .230                        | .091       | .285                      | 2.539 | .013 |

Dependent Variable: Y

### UJI REGRESI LINEAR BERGANDA

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

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|       |            | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1     | (Constant) | 3.629                       | 1.289      |                           | 2.816 | .006 |                         |       |
|       | X1         | .205                        | .090       | .255                      | 2.285 | .025 | .431                    | 2.320 |
|       | X2         | .475                        | .098       | .552                      | 4.840 | .000 | .413                    | 2.420 |
|       | X3         | .033                        | .105       | .033                      | .309  | .758 | .478                    | 2.093 |
|       | X4         | .021                        | .066       | .026                      | .319  | .751 | .797                    | 1.254 |

## KOEFISIEN DETERMINASI

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

| Model | R                 | R Square | Adjusted Square | R | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-----------------|---|----------------------------|---------------|
| 1     | .790 <sup>a</sup> | .624     | .602            |   | 1.138                      | 1.526         |

Predictors: (Constant), X4, X1, X3, X2

Dependent Variable: Y

## UJI PARSIAL (UJI T)

**Coefficients<sup>a</sup>**

| Model      | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|            | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| (Constant) | 3.629                       | 1.289      |                           | 2.816 | .006 |                         |       |
| 1 X1       | .205                        | .090       | .255                      | 2.285 | .025 | .431                    | 2.320 |
| X2         | .475                        | .098       | .552                      | 4.840 | .000 | .413                    | 2.420 |
| X3         | .033                        | .105       | .033                      | .309  | .758 | .478                    | 2.093 |
| X4         | .021                        | .066       | .026                      | .319  | .751 | .797                    | 1.254 |

Dependent Variable: Y

## UJI SIMULTAN (UJI F)

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | Df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 150.300        | 4  | 37.575      | 29.004 | .000 <sup>b</sup> |
|       | Residual   | 90.687         | 70 | 1.296       |        |                   |
|       | Total      | 240.987        | 74 |             |        |                   |

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X1, X3, X2