

DAFTAR KUESIONER WAWANCARA

A. Identitas Responden

Isilah identitas saudara-saudara dibawah ini :

1. Nama :
2. Jenis kelamin :
3. Umur :
4. Pekerjaan :
5. Alamat :

B. Petunjuk Pengisian Kuisisioner

Pernyataan dalam kuesioner ini semata-mata untuk data penelitian dalam penyusunan skripsi pada program Sarjan Ekonomi Universitas Timor (UNIMOR) dengan judul **“PENGARUH HARGA DAN KUALITAS AYAM BROILER TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN DI PASAR BARU KEFAMENANU.**

Untuk mengetahui seberapa besar pengaruh Harga (X_1) dan kualitas(X_2), terhadap Keputusan Pembelian (Y), maka sangat dibutuhkan pendapat dari responden untuk melengkapi penelitian ini. Penulis mengharapkan kesediaan bapak/ibu, saudara/I untuk mengisi daftar kuesioner ini dan informasi yang diberikan sangat berarti bagi penelitian ini

C. Petunjuk Pengisian

1. Jawablah pertanyaan dengan jujur dan benar
2. Bacalah terlebih dahulu pertanyaan dengan cermat sebelum memulai dengan jawabannya
3. Pilihlah salah satu jawaban yang tersedia dengan memberi tanda check (√) pada jawaban yang dianggap paling benar.

1. Sangat Setuju : 4
2. Setuju : 3
3. Tidak setuju : 2
4. Sangat tidak setuju : 1

D. DAFTAR PERTANYAAN

KEPUTUSAN PEMBELIAN (Y)

No	Pernyataan	SS (4)	S (3)	TS (2)	STS (1)
1	Ayam broiler di pasar baru kefamenanu harganya sangat terjangkau				
2	Saya puas dengan kualitas ayam broiler yang di jual di pasar baru kefamenanu				
3	Saya memutuskan untuk membeli ayam broiler di pasar baru setelah mengetahui beberapa alternatif harga				
4	keputusan pembelian ayam broiler di pasar baru kefamenanu sangat meyakinkan				

HARGA (XI)

No	Pernyataan	SS (4)	S (3)	TS (2)	STS (1)
1	Harga ayam broiler di pasar baru sangat terjangkau				
2	Harga ayam broiler di pasar baru kefamenanu sesuai dengan kualitas				
3	Harga ayam broiler di pasar baru kefamenanu mempunyai daya saing				
4	Harga sesuai dengan pasaran lain				

KUALITAS (X2)

No	Pernyataan	SS (4)	S (3)	TS (2)	STS (1)
1	Kualitas ayam broiler di pasar baru kefamenanu mempunyai mutu yang tinggi				
2	Kualitas ayam broiler di pasar baru dapat menarik perhatian konsumen				
3	Kualitas ayam broiler dapat menjamin kepuasan konsumen				
4	dijamin bersih dan higienis				

Lampiran 1

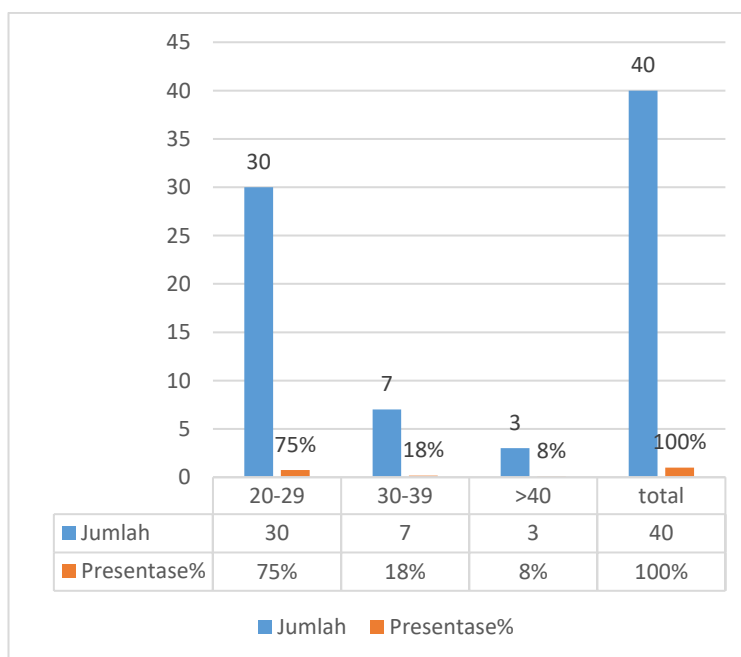
TABULASI DATA
HARGA (X1), KUALITAS (X2), TERHADAP KEPUTUSAN PEMBELIAN (Y)

NO RESP	KARAKTERISTIK RESP		HARGA (X1)					KUALITAS (X2)					KEPUTUSAN PEMBELIAN (Y)				
	JK	UMUR	X1.1	X1.2	X1.3	X1.4	X1 TOTAL	X2.1	X2.2	X2.3	X2.4	X2 TOTAL	Y1.1	Y1.2	Y1.3	Y1.4	Y TOTAL
1	P	29	3	3	3	3	12	3	3	3	4	13	2	3	3	2	10
2	P	21	3	4	4	4	15	4	4	3	3	14	4	4	4	3	15
3	P	20	3	3	3	3	12	4	3	2	3	12	3	3	2	2	10
4	L	22	4	2	3	3	12	2	3	2	3	10	3	3	2	3	11
5	L	21	2	2	2	3	9	3	3	2	3	11	3	3	2	2	10
6	L	29	2	3	3	3	11	3	3	4	3	13	3	3	2	3	11
7	P	36	2	2	2	3	9	3	3	2	2	10	3	3	2	3	11
8	P	21	3	3	2	3	11	3	4	3	3	13	3	3	2	3	11
9	P	40	4	3	4	3	14	4	3	4	4	15	3	2	3	3	11
10	P	38	2	4	4	4	14	3	3	4	2	12	4	4	4	4	16
11	L	25	3	4	4	4	15	4	4	4	4	16	4	2	4	4	14
12	P	24	3	4	4	4	15	4	4	4	4	16	4	4	4	4	16
13	P	56	3	3	2	3	11	4	4	4	3	15	3	2	3	3	11
14	L	23	4	3	3	3	13	4	4	4	3	15	3	3	4	3	13
15	L	22	4	4	2	4	14	4	3	4	3	14	4	4	4	4	16
16	P	22	3	2	3	3	11	4	3	4	3	14	3	3	3	3	12
17	P	37	3	3	2	3	11	4	4	4	3	15	2	3	3	2	10
18	L	20	4	3	3	4	14	4	4	4	2	14	3	3	4	3	13
19	P	37	4	3	4	3	14	4	3	3	3	13	3	3	4	3	13
20	L	25	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
21	L	24	3	3	3	3	12	3	3	4	3	13	4	3	3	3	13
22	P	25	4	4	3	3	14	4	2	4	3	13	3	2	3	4	12
23	L	21	3	4	4	3	14	4	4	4	3	15	3	3	4	3	13
24	L	25	2	3	3	4	12	3	4	4	4	14	3	4	3	2	12

25	P	28	3	3	4	3	13	3	4	4	4	15	3	4	4	4	15
26	P	32	4	3	3	3	13	3	4	3	3	13	3	3	3	3	12
27	L	25	3	4	4	4	15	4	3	3	4	14	3	4	3	4	14
28	P	20	2	3	4	2	11	4	4	3	3	14	4	4	4	3	15
29	P	24	3	4	4	4	15	4	4	3	3	14	4	4	4	4	16
30	L	28	2	3	4	4	13	3	4	4	4	15	3	3	3	3	12
31	P	41	3	3	3	3	12	3	3	4	2	12	3	4	3	3	13
32	P	38	4	4	4	4	16	3	2	4	1	10	4	3	3	3	13
33	P	29	3	3	3	3	12	4	4	4	4	16	3	4	3	3	13
34	P	26	3	3	3	3	12	4	4	3	4	15	4	4	4	4	16
35	P	24	3	4	3	3	13	3	4	3	3	13	3	4	3	3	13
36	P	39	4	3	2	4	13	4	3	4	3	14	3	2	3	3	11
37	P	27	4	4	4	4	16	3	4	4	3	14	3	3	3	4	13
38	P	21	4	4	3	4	15	4	4	4	4	16	4	3	3	3	13
39	L	23	3	2	3	3	11	4	3	4	3	14	3	3	3	2	11
40	P	22	4	1	2	3	10	4	3	4	4	15	3	4	3	1	11

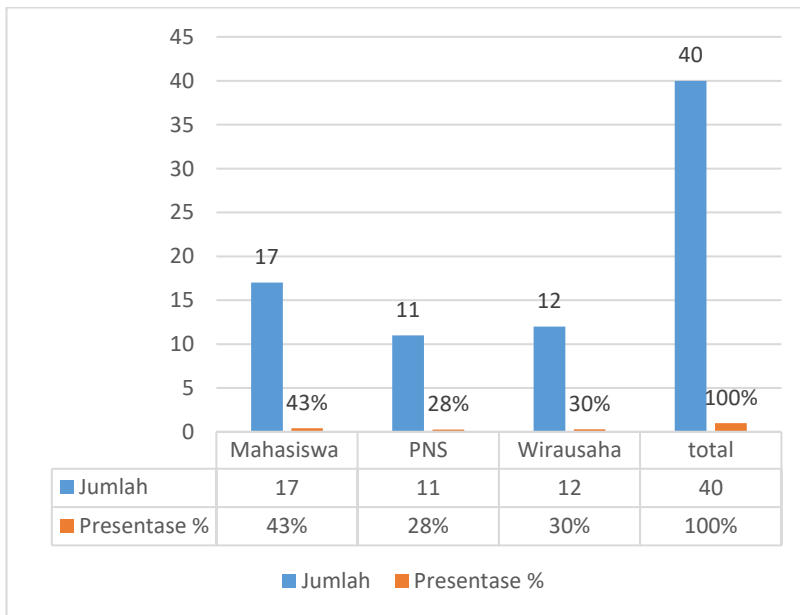
1. Presentase Menurut Umur

Umur	Jumlah	Presentase%
20-29	30	75%
30-39	7	18%
>40	3	8%
total	40	100%



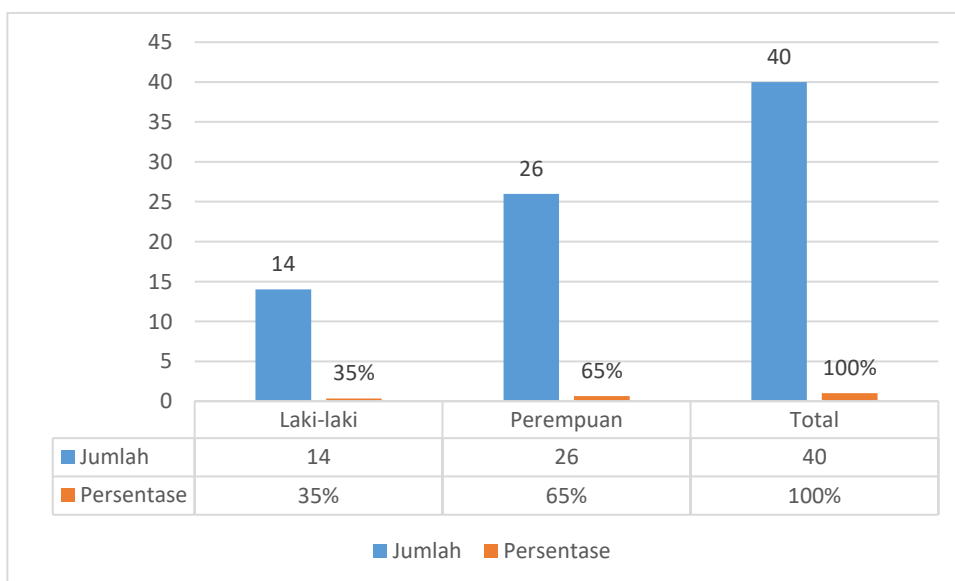
2. Presentase Menurut Pekerjaan

Pekerjaan	Jumlah	Presentase %
Mahasiswa	17	43%
PNS	11	28%
Wirausaha	12	30%
total	40	100%



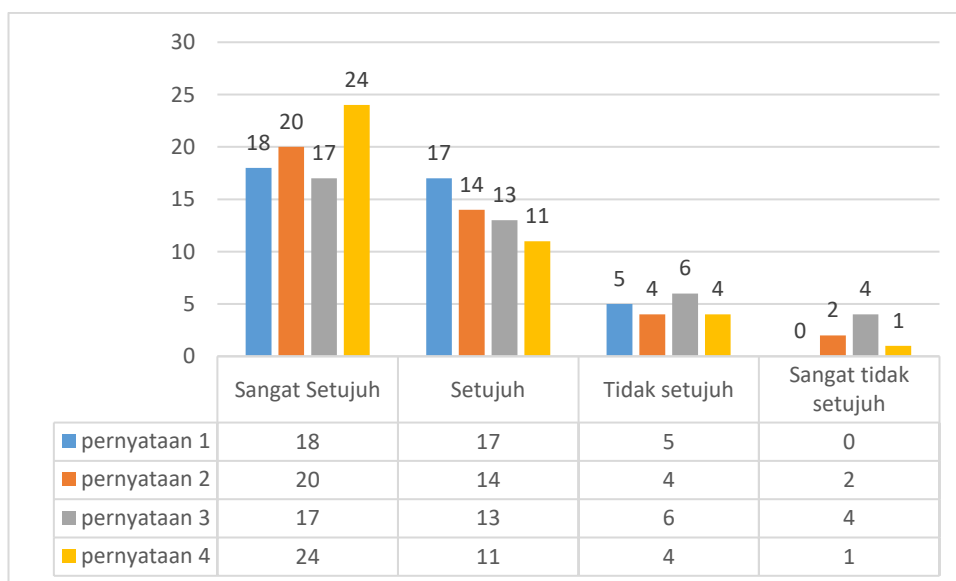
3. Presentase menurut jenis kelamin

Jenis kelamin	Jumlah	Persentase
Laki-laki	14	35%
Perempuan	26	65%
Total	40	100%

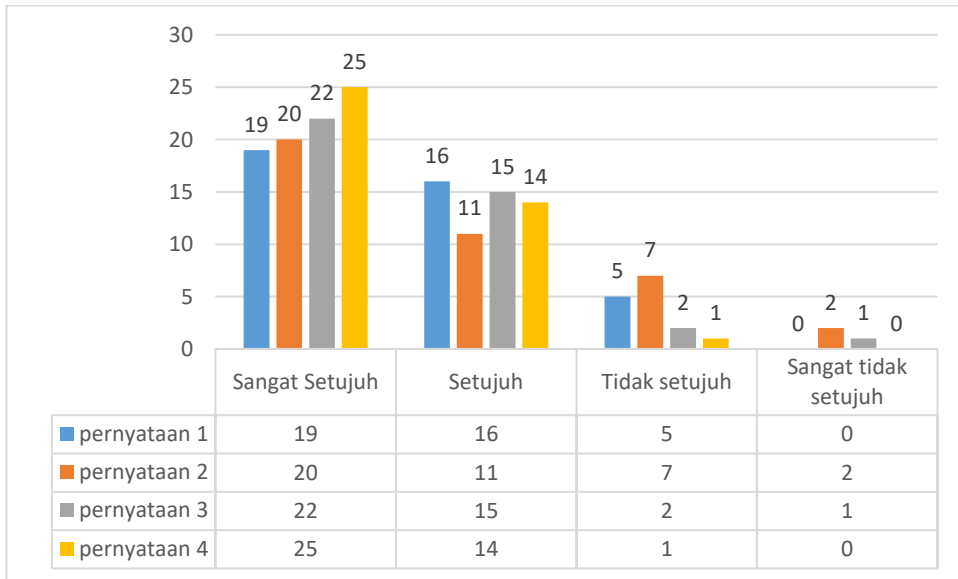


3 Presentase Item Pertayaan

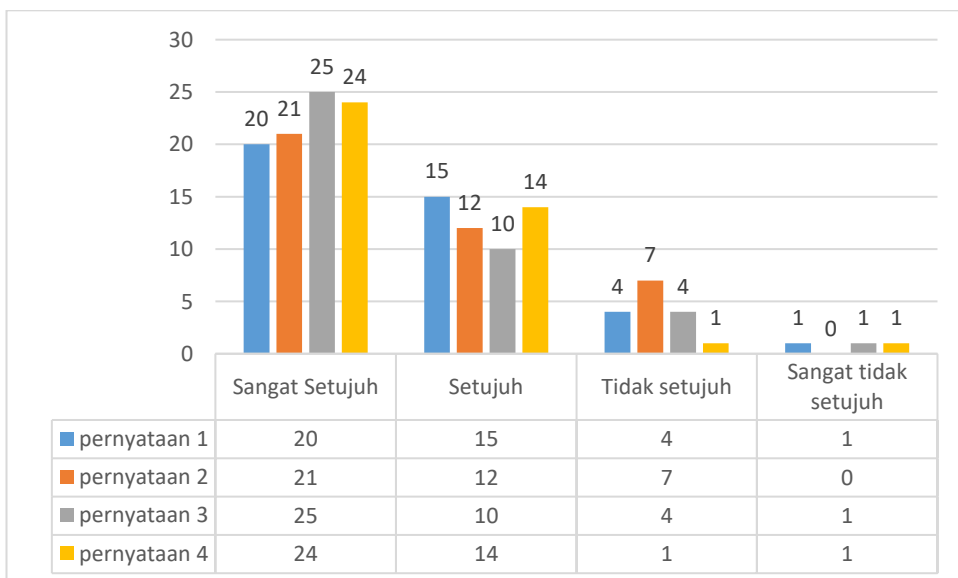
Item pertanyaan	Sangat Setujuh	Setujuh	Tidak setujuh	Sangat tidak setujuh
1	18	17	5	0
2	20	14	4	2
3	17	13	6	4
4	24	11	4	1



Item pertanyaan	Sangat Setujuh	Setujuh	Tidak setujuh	Sangat tidak setujuh
1	19	16	5	0
2	20	11	7	2
3	22	15	2	1
4	25	14	1	0



Item pertanyaan	Sangat Setuju	Setuju	Tidak setuju	Sangat tidak setuju
1	20	15	4	1
2	21	12	7	0
3	25	10	4	1
4	24	14	1	1



LAMPIRAN II

UJI VALIDITAS

A. HARGA (X1)

Correlations

		X1.1	X2.1	X3.1	X4.1	TOTAL
X1.1	Pearson Correlation	1	.134	-.011	.172	.483**
	Sig. (2-tailed)		.411	.947	.288	.002
	N	40	40	40	40	40
X2.1	Pearson Correlation	.134	1	.541**	.550**	.830**
	Sig. (2-tailed)	.411		.000	.000	.000
	N	40	40	40	40	40
X3.1	Pearson Correlation	-.011	.541**	1	.293	.700**
	Sig. (2-tailed)	.947	.000		.067	.000
	N	40	40	40	40	40
X4.1	Pearson Correlation	.172	.550**	.293	1	.693**
	Sig. (2-tailed)	.288	.000	.067		.000
	N	40	40	40	40	40
TOTAL	Pearson Correlation	.483**	.830**	.700**	.693**	1
	Sig. (2-tailed)	.002	.000	.000	.000	
	N	40	40	40	40	40

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

B. KUALITAS (X2)

Correlations

		X2.1	X2.2	X2.3	X2.4	TOTAL
X2.1	Pearson Correlation	1	.207	.300	.260	.652**
	Sig. (2-tailed)		.200	.060	.104	.000
	N	40	40	40	40	40
X2.2	Pearson Correlation	.207	1	.070	.353*	.620**
	Sig. (2-tailed)	.200		.669	.026	.000
	N	40	40	40	40	40
X2.3	Pearson Correlation	.300	.070	1	.114	.592**
	Sig. (2-tailed)	.060	.669		.483	.000

	N	40	40	40	40	40
X2.4	Pearson Correlation	.260	.353*	.114	1	.702**
	Sig. (2-tailed)	.104	.026	.483		.000
	N	40	40	40	40	40
TOTAL	Pearson Correlation	.652**	.620**	.592**	.702**	1
L	Sig. (2-tailed)	.000	.000	.000	.000	
	N	40	40	40	40	40

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

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

C. KEPUASAN PEMBELI (Y)

Correlations

		Y1.1	Y2.1	Y3.1	Y4.1	TOTAL
Y1.1	Pearson Correlation	1	.317*	.481**	.534**	.771**
	Sig. (2-tailed)		.046	.002	.000	.000
	N	40	40	40	40	40
Y2.1	Pearson Correlation	.317*	1	.334*	.118	.605**
	Sig. (2-tailed)	.046		.035	.468	.000
	N	40	40	40	40	40
Y3.1	Pearson Correlation	.481**	.334*	1	.481**	.795**
	Sig. (2-tailed)	.002	.035		.002	.000
	N	40	40	40	40	40
Y4.1	Pearson Correlation	.534**	.118	.481**	1	.746**
	Sig. (2-tailed)	.000	.468	.002		.000
	N	40	40	40	40	40
TOTAL	Pearson Correlation	.771**	.605**	.795**	.746**	1
L	Sig. (2-tailed)	.000	.000	.000	.000	
	N	40	40	40	40	40

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

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

UJI RELIABILITAS
A. HARGA (X1)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.798	.843	5

B. KUALITAS (X2)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.746	.759	5

C. KEPUTUSAN PEMBELIAN (Y)

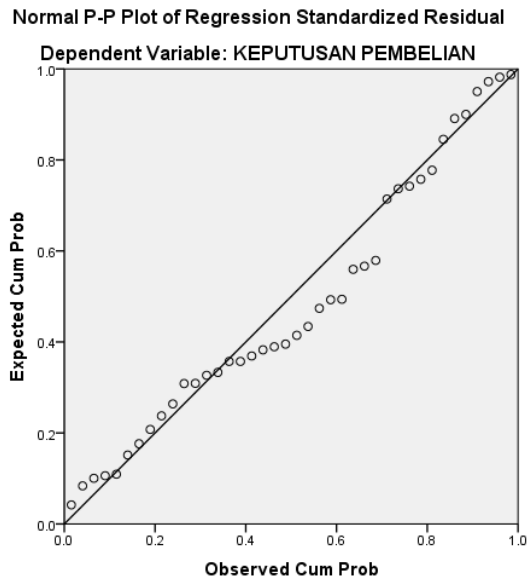
Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.788	.843	5

LAMPIRAN III

UJI ASUMSI KLASIK

A. UJI NORMALITAS



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		40
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.50139920
	Most Extreme Differences	
	Absolute	.131
	Positive	.131
	Negative	-.055
Test Statistic		.131
Asymp. Sig. (2-tailed)		.079 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

B. UJI MULTIKOLINIERITAS
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Beta	Tolerance
1 (Constant)	2.705	2.392		1.131	.265		
HARGA	.564	.139	.547	4.052	.000	.913	1.095
KUALITAS	.204	.159	.174	1.289	.205	.913	1.095

a. Dependent Variable: KEPUTUSAN PEMBELIAN

C. UJI AUTOKORELASI

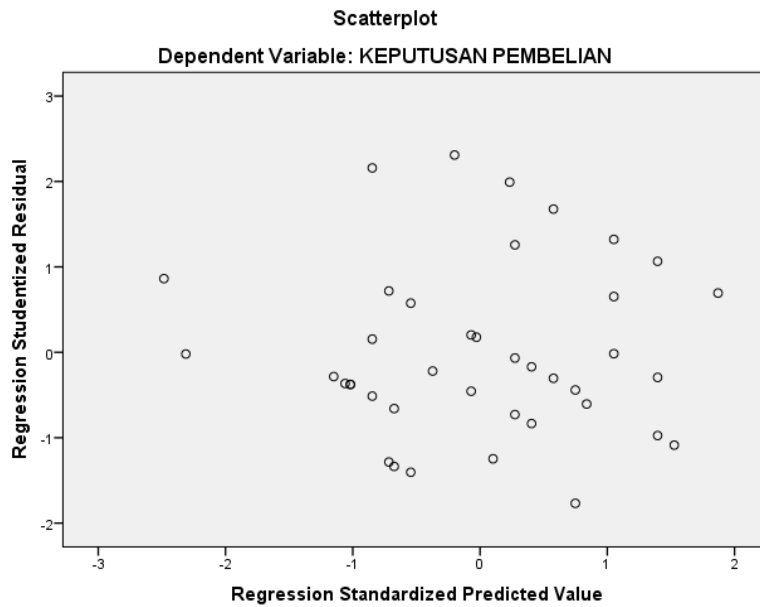
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.621 ^a	.385	.352	1.541	1.048

a. Predictors: (Constant), KUALITAS, HARGA

b. Dependent Variable: KEPUTUSAN PEMBELIAN

D. UJI HETEROSKEDASTISITAS



E. UJI LINEARITAS

➤ X1 TERHADAP Y

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
KEPUTUSAN PEMBELIAN * HARGA	Between Groups	(Combined)	54.880	7	7.840	2.848	.020
		Linearity	51.113	1	51.113	18.566	.000
		Deviation from Linearity	3.767	6	.628	.228	.965
	Within Groups		88.095	32	2.753		
Total		142.975	39				

➤ X2 TERHADAP Y

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
KEPUTUSAN PEMBELIAN * KUALITAS	Between Groups	(Combined)	37.284	6	6.214	1.940	.103
		Linearity	16.044	1	16.044	5.009	.032
		Deviation from Linearity	21.240	5	4.248	1.326	.277
	Within Groups		105.691	33	3.203		
Total		142.975	39				

LAMPIRAN IV
 UJI REGRESI LINEAR SEDERHANA
 A. X1 TERHADAP Y

Variables Entered/Removed^a

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

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.598 ^a	.357	.341	1.555

a. Predictors: (Constant), HARGA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.113	1	51.113	21.143	.000 ^b
	Residual	91.862	38	2.417		
	Total	142.975	39			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), HARGA

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.834	1.744		2.772	.009
	HARGA	.617	.134	.598		

a. Dependent Variable: KEPUTUSAN PEMBELIAN

B. X2 TERHADAP Y

Variables Entered/Removed^a

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

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.535 ^a	.312	.089	1.828

a. Predictors: (Constant), KUALITAS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.044	1	16.044	4.803	.035 ^b
	Residual	126.931	38	3.340		
	Total	142.975	39			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), KUALITAS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.361	2.487		2.960	.005
	KUALITAS	.394	.180	.335	2.192	.035

a. Dependent Variable: KEPUTUSAN PEMBELIAN

LAMPIRAN V

UJI REGRESI LINEAR BERGANDA

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	KUALITAS, HARGA ^b	.	Enter

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.621 ^a	.385	.352	1.541

a. Predictors: (Constant), KUALITAS, HARGA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55.061	2	27.531	11.587	.000 ^b
	Residual	87.914	37	2.376		
	Total	142.975	39			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), KUALITAS, HARGA

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.705	2.392		1.131	.265
	HARGA	.564	.139	.547	4.052	.000
	KUALITAS	.204	.159	.174	1.289	.205

a. Dependent Variable: KEPUTUSAN PEMBELIAN