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 Kuisioner

Pernyataan dalam kuesioner ini semata-mata untuk data penelitian dalam penyusunan Proposal pada program Sarjan Ekonomi Universitas Timor (UNIMOR) dengan judul **"**PERSEPSI HARGA DAN KUALITAS TERHADAP KEPUTUSAN PEMBELIAN BERAS PADA TOKO SINAR MULIA DESA WEOE KEC WEWIKU KAB MALAKA"**.**

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 seuju : 2
    4. Sangat tidak setuju : 1

D. DAFTAR PERTAYAAN

KEPUTUSAN PEMBELIAN (Y)

No	Pernyataan	SS (4)	S (3)	TS (2)	STS (1)
1	Beras di toko sinar mulia di desa weoe kec wewiku kabupaten malaka harganya sangat terjangkau				
2	Saya puas dengan kualitas beras pada toko sinar mulia di desa weoe kec wewiku yang jual di kabupaten malaka				
3	Saya memutuskan untuk membeli beras pada toko sinar mulia di desa weoe kec wewiku kabupaten malaka setelah mengetahui beberapa alternatif harga				
4	keputusan pembelian beras pada toko sinar mulia di desa weoe kec wewiku kabupaten malaka sangat meyakinkan				

E. HARGA (XI)

No	Pernyataan	SS (4)	S (3)	TS (2)	STS (1)
1	Harga beras pada toko sinar mulia di desa weoe kec wewiku kabupaten malaka sangat terjangkau				
2	Harga beras pada toko sinar mulia di desa weoe kec wewiku kabupaten malaka pada kabupaten sesuai dengan kualitas				

3	Harga beras pada toko sinar mulia di desa weoe kec wewiku kabupaten malaka mempunyai daya saing				
4	Harga beras toko sinar mulia di desa weoe kec wewiku kabupaten malaka sesuai manfaat yang didapatkan				

F. KUALITAS (X2)

No	Pernyataan	SS (4)	S (3)	TS (2)	STS (1)
1	Kualitas beras pada toko sinar mulia di desa weoe kec wewiku kabupaten malaka mempunyai mutu yang tinggi				
2	Kualitas beras pada toko sinar mulia di desa weoe kec wewiku kabupaten malaka dapat menarik perhatian konsumen				
3	Kualitas beras pada toko sinar mulia di desa weoe kec wewiku kabupaten malaka dapat menjamin kepuasan konsumen				
4	Kualitas beras pada toko sinar mulia di desa weoe kec wewiku kabupaten malaka Kurangn ya Penggunaan Teknologi				

Hasil olahan data

a. uji instrumen

1. Uji Validitas

X1

Correlations

		X1.1	X1.2	X1.3	X1.4	Harga
X1.1	Pearson Correlation	1	,284*	,389**	,415**	,702**
	Sig. (2-tailed)		,028	,002	,001	,000
	N	60	60	60	60	60
X1.2	Pearson Correlation	,284*	1	,583**	,533**	,743**
	Sig. (2-tailed)	,028		,000	,000	,000
	N	60	60	60	60	60
X1.3	Pearson Correlation	,389**	,583**	1	,628**	,832**
	Sig. (2-tailed)	,002	,000		,000	,000
	N	60	60	60	60	60
X1.4	Pearson Correlation	,415**	,533**	,628**	1	,828**
	Sig. (2-tailed)	,001	,000	,000		,000
	N	60	60	60	60	60
Harga	Pearson Correlation	,702**	,743**	,832**	,828**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	60	60	60	60	60

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

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

X2

Correlations

		X2.1	X2.2	X2.3	X2.4	Kualitas
X2.1	Pearson Correlation	1	,546**	,659**	,652**	,858**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	60	60	60	60	60
X2.2	Pearson Correlation	,546**	1	,449**	,595**	,796**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	60	60	60	60	60
X2.3	Pearson Correlation	,659**	,449**	1	,525**	,793**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	60	60	60	60	60
X2.4	Pearson Correlation	,652**	,595**	,525**	1	,847**
	Sig. (2-tailed)	,000	,000	,000		,000

	N	60	60	60	60	60
	Pearson Correlation	,858**	,796**	,793**	,847**	1
Kualitas	Sig. (2-tailed)	,000	,000	,000	,000	
	N	60	60	60	60	60

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

Y

Correlations

		Y.1	Y.2	Y.3	Y.4	Keputusan Pembelian
	Pearson Correlation	1	,312*	,429**	,444**	,732**
Y.1	Sig. (2-tailed)		,015	,001	,000	,000
	N	60	60	60	60	60
	Pearson Correlation	,312*	1	,622**	,465**	,734**
Y.2	Sig. (2-tailed)	,015		,000	,000	,000
	N	60	60	60	60	60
	Pearson Correlation	,429**	,622**	1	,625**	,849**
Y.3	Sig. (2-tailed)	,001	,000		,000	,000
	N	60	60	60	60	60
	Pearson Correlation	,444**	,465**	,625**	1	,809**
Y.4	Sig. (2-tailed)	,000	,000	,000		,000
	N	60	60	60	60	60
	Pearson Correlation	,732**	,734**	,849**	,809**	1
Keputusan Pembelian	Sig. (2-tailed)	,000	,000	,000	,000	
	N	60	60	60	60	60

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

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

2. Uji Realibilitas

X1

Case Processing Summary

		N	%
	Valid	60	100,0
Cases	Excluded[a]	0	,0
	Total	60	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,774	4

Item Statistics

	Mean	Std. Deviation	N
X1.1	3,0333	,90135	60
X1.2	3,2833	,69115	60
X1.3	3,1667	,80605	60
X1.4	3,0833	,80867	60

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	9,5333	3,846	,431	,805
X1.2	9,2833	4,105	,571	,727
X1.3	9,4000	3,498	,675	,666
X1.4	9,4833	3,508	,667	,671

X2

Case Processing Summary

		N	%
Cases	Valid	60	100,0
	Excluded[a]	0	,0
	Total	60	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,839	4

Item Statistics

	Mean	Std. Deviation	N
X2.1	3,3167	,74769	60
X2.2	3,0667	,86095	60
X2.3	3,2000	,79830	60
X2.4	3,0833	,84956	60

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	9,3500	4,299	,747	,767
X2.2	9,6000	4,244	,617	,822
X2.3	9,4667	4,423	,630	,814
X2.4	9,5833	4,044	,705	,781

Case Processing Summary

		N	%
Cases	Valid	60	100,0
	Excluded[a]	0	,0
	Total	60	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,781	4

Item Statistics

	Mean	Std. Deviation	N
Y.1	3,0167	,89237	60
Y.2	3,2500	,65419	60
Y.3	3,1333	,79119	60
Y.4	3,0833	,76561	60

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	9,4667	3,507	,472	,799
Y.2	9,2333	3,979	,565	,743
Y.3	9,3500	3,248	,704	,664
Y.4	9,4000	3,464	,642	,699

b. uji asumsi klasik

1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Harga	Kualitas	Keputusan Pembelian
N		60	60	60
Normal Parameters[a,b]	Mean	12,5667	12,6667	12,4833
	Std. Deviation	2,48635	2,67865	2,42509
Most Extreme Differences	Absolute	,143	,185	,154
	Positive	,090	,148	,129
	Negative	-,143	-,185	-,154
Kolmogorov-Smirnov Z		1,109	1,433	1,196
Asymp. Sig. (2-tailed)		,171	,063	,115

a. Test distribution is Normal.

b. Calculated from data.

2. Uji Autokorelasi

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,881[a]	,776	,768	1,16893	1,790

a. Predictors: (Constant), Kualitas, Harga

b. Dependent Variable: Keputusan Pembelian

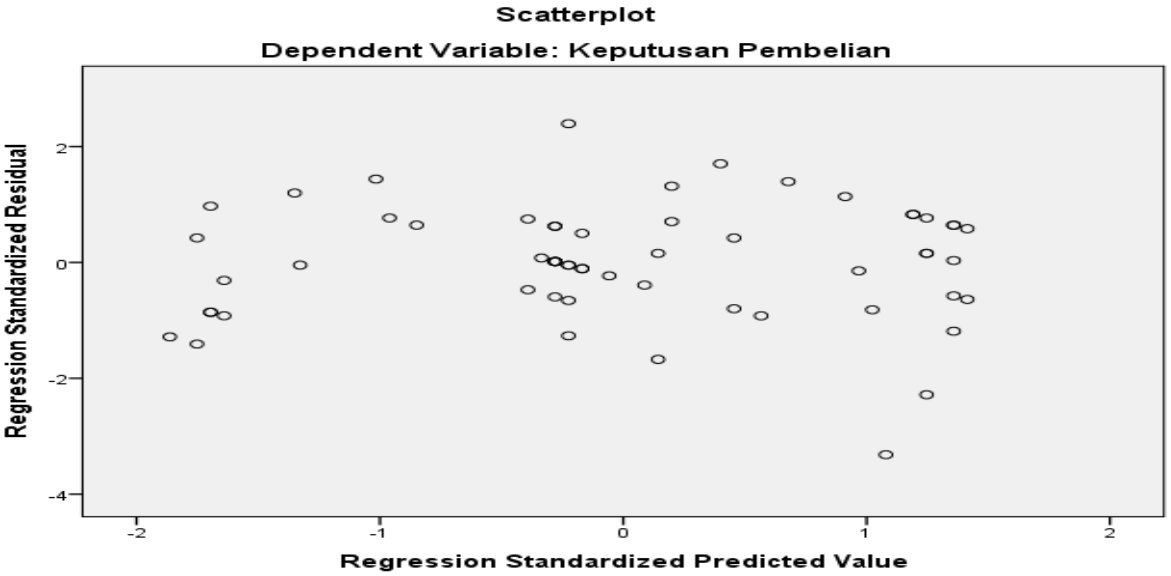
3. Uji Multikolinearitas

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,553	,802		1,937	,058		
	Harga	,778	,103	,798	7,540	,000	,352	2,842
	Kualitas	,091	,096	,101	,952	,345	,352	2,842

a. Dependent Variable: Keputusan Pembelian

4. Uji Heteroskedastisitas



Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,165	,682		,242	,810
	Harga	,044	,088	,112	,504	,616
	Kualitas	-,010	,081	-,027	-,123	,903

a. Dependent Variable: Abs_RES

5. Uji Linearitas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian * Harga	Between Groups	(Combined)	283,745	9	31,527	24,927	,000
		Linearity	267,861	1	267,861	211,788	,000
		Deviation from Linearity	15,884	8	1,986	1,570	,158
	Within Groups		63,238	50	1,265		
	Total		346,983	59			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian * Kualitas	Between Groups	(Combined)	210,766	6	35,128	13,668	,000
		Linearity	191,422	1	191,422	74,479	,000
		Deviation from Linearity	19,344	5	3,869	1,505	,204
	Within Groups		136,218	53	2,570		
	Total		346,983	59			

c. analisis inferensial

1. Pengaruh 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	,879[a]	,772	,768	1,16798

a. Predictors: (Constant), Harga

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	267,861	1	267,861	196,354	,000[b]
	Residual	79,122	58	1,364		
	Total	346,983	59			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Harga

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,714	,783		2,189	,033
	Harga	,857	,061	,879	14,013	,000

a. Dependent Variable: Keputusan Pembelian

2. Pengaruh 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	,743[a]	,552	,544	1,63771

a. Predictors: (Constant), Kualitas

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	191,422	1	191,422	71,370	,000[b]
	Residual	155,562	58	2,682		
	Total	346,983	59			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kualitas

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,966	1,030		3,850	,000
	Kualitas	,672	,080	,743	8,448	,000

a. Dependent Variable: Keputusan Pembelian

3. Pengaruh X1 dan X2 terhadap Y

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	,881[a]	,776	,768	1,16893

a. Predictors: (Constant), Kualitas, Harga

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	269,099	2	134,549	98,470	,000[b]
	Residual	77,885	57	1,366		
	Total	346,983	59			

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)	1,553	,802		1,937	,058
	Harga	,778	,103	,798	7,540	,000
	Kualitas	,091	,096	,101	,952	,345

a. Dependent Variable: Keputusan Pembelian