LAMPIRAN 1

KUESIONER PENELITIAN

" Pengaruh Ekuitas Merek Terhadap Keputusan Pembelian Produk Mc Donald's Mulyosari Surabaya"

Terima kasih atas partisipasi anda menjadi salah satu responden untuk mengisi kuesioner ini. Penelitian ini bertujuan untuk memenuhi salah satu syarat dalam rangka penyelesaian studi pada jurusan Agribisnis Universitas Pembangunan Nasional Jawa Timur Surabaya. Kuesioner ini merupakan salah satu instrument penelitian yang dilakukan oleh saya :

Peneliti : **Rheeza Renardi Kusumawardana**
NPM : **1324010022**
Jurusan : **Agribisnis**
Asal Kampus : **Universitas Pembangunan Nasional Jawa Timur Surabaya**

Saya sangat mengharapkan kesesuaian anda dalam mengisi kuesioner ini dan kami menjamin kerahasiaan anda. Semoga hasil penelitian ini dapat menjadi masukan bagi pihak yang membutuhkan dalam rangka pengelolaan pemasaran. Atas kerjasama dan bantuan anda, saya ucapkan terima kasih.

IDENTITAS RESPONDEN

I. IDENTITAS RESPONDEN

Nama Responden :…….

Hari/Tanggal Survei : ……

Jenis Kelamin : ……....

Alamat : ……....

Usia ( ) Kurang dari 20 tahun ( ) Lebih dari 25 tahun

( ) 21 – 25 tahun

Pendidikan ( ) SMP ( ) S1 ( ) S3

( ) SMA ( ) S2

Pekerjaan ( ) Pegawai Negeri Sipil (PNS) ( ) Tidak Bekerja

( ) Pegawai Swasta ( ) Lainnya, sebutkan .....

Pendapatan per Bulan ( ) < 1.000.000 ( ) Rp. 1.000.000 – 3.000.000

( ) Rp.3.000.000 – 4.000.000

( ) > 4.000.000

II. PETUNJUK PENGISIAN :

Berilah tanda (X) pada kolom penelitian yang sesuai dengan pilihan anda. Pernyataan ini dilakukan dengan jawaban yang paling sesuai dengan persepsi Saudara/i terhadap *survey* "Pengaruh Ekuitas Merek Terhadap Keputusan Pembelian Produk Mc Donald's Mulyosari Surabaya".

CONTOH :

No	**Pernyataan**	**Skor**				
		1	**2**	**3**	**4**	**5**
1.	Mc Donald's sangat memenuhi kebutuhan Saya		X			

Keterangan :

1 = Sangat Tidak Setuju 4 = Setuju

2 = Tidak Setuju 5 = Sangat Setuju

3 = Cukup Setuju

LAMPIRAN 2

Hasil Uji Validitas

Variabel Kesadaran Merek (X1)

Correlations

		X1. 1. 1	X1. 1. 2	X1. 2. 1	X1. 2. 2	X1. 3. 1	X1. 3. 2	TOTAL_ X1
X1. 1. 1	Pearson Correlation	1	. 024	-. 214	-. 120	. 488**	. 308	. 393*
	Sig. (2-tailed)		. 898	. 257	. 528	. 006	. 098	. 032
	N	30	30	30	30	30	30	30
X1. 1. 2	Pearson Correlation	. 024	1	. 359	. 283	. 160	. 283	. 605**
	Sig. (2-tailed)	. 898		. 051	. 130	. 397	. 130	. 000
	N	30	30	30	30	30	30	30
X1. 2. 1	Pearson Correlation	-. 214	. 359	1	. 252	-. 034	. 336	. 515**
	Sig. (2-tailed)	. 257	. 051		. 179	. 860	. 069	. 004
	N	30	30	30	30	30	30	30
X1. 2. 2	Pearson Correlation	-. 120	. 283	. 252	1	-. 091	. 132	. 481**
	Sig. (2-tailed)	. 528	. 130	. 179		. 632	. 487	. 007
	N	30	30	30	30	30	30	30
X1. 3. 1	Pearson Correlation	. 488**	. 160	-. 034	-. 091	1	. 380*	. 578**
	Sig. (2-tailed)	. 006	. 397	. 860	. 632		. 038	. 001
	N	30	30	30	30	30	30	30
X1. 3. 2	Pearson Correlation	. 308	. 283	. 336	. 132	. 380*	1	. 745**
	Sig. (2-tailed)	. 098	. 130	. 069	. 487	. 038		. 000
	N	30	30	30	30	30	30	30
TOTAL_ X1	Pearson Correlation	. 393*	. 605**	. 515**	. 481**	. 578**	. 745**	1
	Sig. (2-tailed)	. 032	. 000	. 004	. 007	. 001	. 000	
	N	30	30	30	30	30	30	30

Variabel Asosiasi Merek (X2)

Correlations

		X2. 1. 1	X2. 1. 2	X2. 2. 1	X2. 2. 2	X2. 3. 1	X2. 3. 2	TOTAL_ X2
X2. 1. 1	Pearson Correlation	1	.290	.062	.530**	.438*	.270	.650**
	Sig. (2-tailed)		.119	.746	.003	.016	.149	.000
	N	30	30	30	30	30	30	30
X2. 1. 2	Pearson Correlation	.290	1	.313	.256	.071	.283	.589**
	Sig. (2-tailed)	.119		.092	.172	.707	.129	.001
	N	30	30	30	30	30	30	30
X2. 2. 1	Pearson Correlation	.062	.313	1	.116	.100	.595**	.612**
	Sig. (2-tailed)	.746	.092		.541	.600	.001	.000
	N	30	30	30	30	30	30	30
X2. 2. 2	Pearson Correlation	.530**	.256	.116	1	.358	.437*	.659**
	Sig. (2-tailed)	.003	.172	.541		.052	.016	.000
	N	30	30	30	30	30	30	30
X2. 3. 1	Pearson Correlation	.438*	.071	.100	.358	1	.316	.568**
	Sig. (2-tailed)	.016	.707	.600	.052		.089	.001
	N	30	30	30	30	30	30	30
X2. 3. 2	Pearson Correlation	.270	.283	.595**	.437*	.316	1	.770**
	Sig. (2-tailed)	.149	.129	.001	.016	.089		.000
	N	30	30	30	30	30	30	30
TOTAL_ X2	Pearson Correlation	.650**	.589**	.612**	.659**	.568**	.770**	1
	Sig. (2-tailed)	.000	.001	.000	.000	.001	.000	
	N	30	30	30	30	30	30	30

Variabel Presepsi Kualitas (X3)

Correlations

		X3. 1. 1	X3. 1. 2	X3. 2. 1	X3. 2. 2	X3. 3. 1	X3. 3. 2	TOTAL_ X3
X3. 1. 1	Pearson Correlation	1	.413*	.537**	.463*	.513**	.467**	.761**
	Sig. (2-tailed)		.023	.002	.010	.004	.009	.000
	N	30	30	30	30	30	30	30
X3. 1. 2	Pearson Correlation	.413*	1	.260	.546**	.491**	.559**	.762**
	Sig. (2-tailed)	.023		.165	.002	.006	.001	.000
	N	30	30	30	30	30	30	30
X3. 2. 1	Pearson Correlation	.537**	.260	1	.144	.213	.162	.501**
	Sig. (2-tailed)	.002	.165		.449	.258	.391	.005
	N	30	30	30	30	30	30	30
X3. 2. 2	Pearson Correlation	.463*	.546**	.144	1	.409*	.422*	.702**
	Sig. (2-tailed)	.010	.002	.449		.025	.020	.000
	N	30	30	30	30	30	30	30
X3. 3. 1	Pearson Correlation	.513**	.491**	.213	.409*	1	.648**	.791**
	Sig. (2-tailed)	.004	.006	.258	.025		.000	.000
	N	30	30	30	30	30	30	30
X3. 3. 2	Pearson Correlation	.467**	.559**	.162	.422*	.648**	1	.774**
	Sig. (2-tailed)	.009	.001	.391	.020	.000		.000
	N	30	30	30	30	30	30	30
TOTAL_ X3	Pearson Correlation	.761**	.762**	.501**	.702**	.791**	.774**	1
	Sig. (2-tailed)	.000	.000	.005	.000	.000	.000	
	N	30	30	30	30	30	30	30

Variabel Loyalitas Merek (X4)

Correlations

		X4. 1. 1	X4. 1. 2	X4. 2. 1	X4. 2. 2	X4. 3. 1	X4. 3. 2	TOTAL_ X4
X4. 1. 1	Pearson Correlation	1	.253	.104	.605**	.525**	.750**	.733**
	Sig. (2-tailed)		.177	.584	.000	.003	.000	.000
	N	30	30	30	30	30	30	30
X4. 1. 2	Pearson Correlation	.253	1	.552**	.497**	.422*	.402*	.691**
	Sig. (2-tailed)	.177		.002	.005	.020	.028	.000
	N	30	30	30	30	30	30	30
X4. 2. 1	Pearson Correlation	.104	.552**	1	.324	.399*	.239	.553**
	Sig. (2-tailed)	.584	.002		.081	.029	.204	.002
	N	30	30	30	30	30	30	30
X4. 2. 2	Pearson Correlation	.605**	.497**	.324	1	.591**	.627**	.835**
	Sig. (2-tailed)	.000	.005	.081		.001	.000	.000
	N	30	30	30	30	30	30	30
X4. 3. 1	Pearson Correlation	.525**	.422*	.399*	.591**	1	.637**	.808**
	Sig. (2-tailed)	.003	.020	.029	.001		.000	.000
	N	30	30	30	30	30	30	30
X4. 3. 2	Pearson Correlation	.750**	.402*	.239	.627**	.637**	1	.832**
	Sig. (2-tailed)	.000	.028	.204	.000	.000		.000
	N	30	30	30	30	30	30	30
TOTAL_ X4	Pearson Correlation	.733**	.691**	.553**	.835**	.808**	.832**	1
	Sig. (2-tailed)	.000	.000	.002	.000	.000	.000	
	N	30	30	30	30	30	30	30

Variabel Keputusan Pembelian (Y)

Correlations

		Y. 1. 1	Y. 1. 2	Y. 2. 1	Y. 2. 2	Y. 3. 1	Y. 3. 2	TOTAL_Y
Y. 1. 1	Pearson Correlation	1	.279	-.100	.144	.683**	.341	.611**
	Sig. (2-tailed)		.136	.601	.447	.000	.065	.000
	N	30	30	30	30	30	30	30
Y. 1. 2	Pearson Correlation	.279	1	.485**	.092	.460*	.570**	.702**
	Sig. (2-tailed)	.136		.007	.628	.010	.001	.000
	N	30	30	30	30	30	30	30
Y. 2. 1	Pearson Correlation	-.100	.485**	1	.050	.299	.610**	.565**
	Sig. (2-tailed)	.601	.007		.793	.109	.000	.001
	N	30	30	30	30	30	30	30
Y. 2. 2	Pearson Correlation	.144	.092	.050	1	.209	.268	.467**
	Sig. (2-tailed)	.447	.628	.793		.267	.153	.009
	N	30	30	30	30	30	30	30
Y. 3. 1	Pearson Correlation	.683**	.460*	.299	.209	1	.500**	.816**
	Sig. (2-tailed)	.000	.010	.109	.267		.005	.000
	N	30	30	30	30	30	30	30
Y. 3. 2	Pearson Correlation	.341	.570**	.610**	.268	.500**	1	.805**
	Sig. (2-tailed)	.065	.001	.000	.153	.005		.000
	N	30	30	30	30	30	30	30
TOTAL_Y	Pearson Correlation	.611**	.702**	.565**	.467**	.816**	.805**	1
	Sig. (2-tailed)	.000	.000	.001	.009	.000	.000	
	N	30	30	30	30	30	30	30

Hasil Uji Validitas dan Reliabilitas

Variabel Kesadaran Merek (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
. 716	7

Variabel Asosiasi Merek (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
. 756	7

Variabel Presepsi Kualitas (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
. 779	7

Variabel Loyalitas Merek (X4)

Reliability Statistics

Cronbach's Alpha	N of Items
. 788	7

Variabel Keputusan Pembelian (Y)

Reliability Statistics

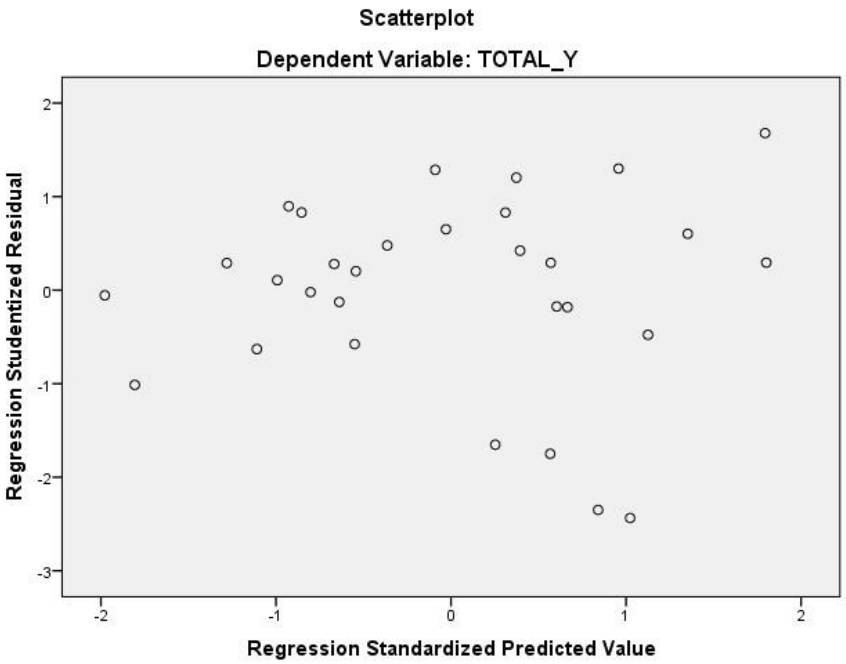
Cronbach's Alpha	N of Items
. 762	7

Hasil Uji Multikolinieritas

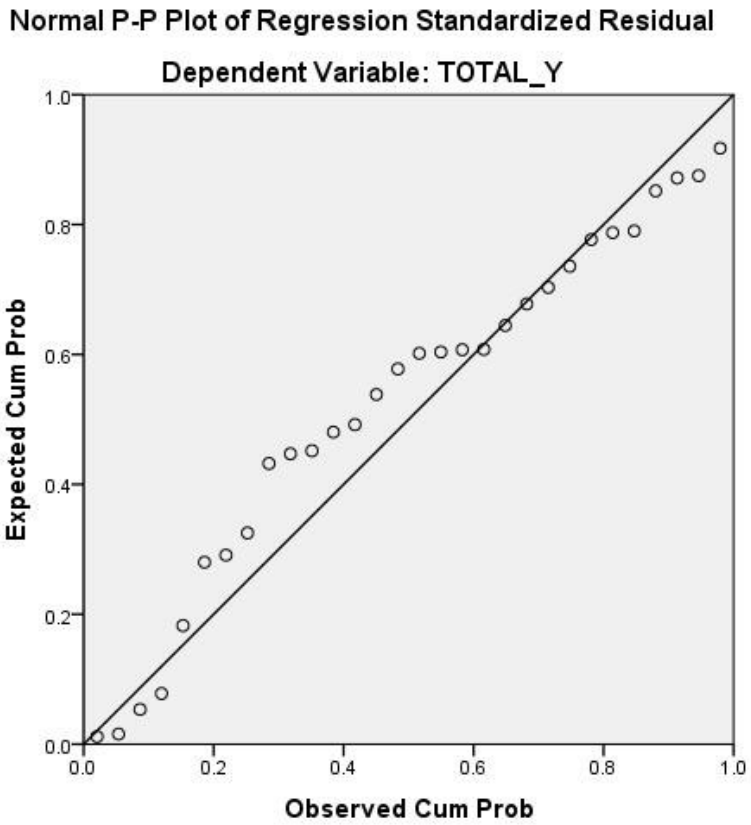
Coefficients[a]

Model	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Toleranc e	VIF
(Constan t)	-2. 124	7. 425		-. 286	. 777		
TOTAL_ X1	-. 297	. 206	-. 299	-1. 444	. 161	. 432	2. 314
1 TOTAL_ X2	. 549	. 152	. 566	3. 617	. 001	. 757	1. 321
TOTAL_ X3	. 380	. 164	. 448	2. 313	. 029	. 494	2. 025
TOTAL_ X4	. 487	. 140	. 499	3. 472	. 002	. 899	1. 113

Hasil Uji Heteroskedastisitas



Hasil Uji Normalitas



Hasil Uji f dan Uji t

Hasil Uji f

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	77. 595	4	19. 399	2. 734	. 051[b]
	Residual	177. 371	25	7. 095		
	Total	254. 967	29			

Hasil Uji t

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2. 999	7. 897		. 380	. 707
1 TOTAL_X1	-. 353	. 245	-. 356	-1. 443	. 161
TOTAL_X2	. 436	. 177	. 450	2. 458	. 021
TOTAL_X3	. 394	. 195	. 461	2. 073	. 055
TOTAL_X4	. 432	. 142	. 443	3. 046	. 005

Uji regresi (Koefisien determinasi)

Model Summary[b]

Model	R	R Square	Adjusted R Square
1	. 552[a]	. 703	. 193

Hasil Faktor Keputusan Pembelian

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11. 461	5. 911		1. 939	. 064		
	TOTAL_X1	. 329	. 239	. 254	1. 374	. 182	. 816	1. 226
	TOTAL_X2	-. 388	. 264	-. 405	-1. 470	. 154	. 367	2. 727
	TOTAL_X3	. 227	. 272	. 239	. 833	. 413	. 339	2. 952
	TOTAL_X4	. 347	. 203	. 448	1. 706	. 100	. 403	2. 482

NO	KESADARAN MEREK (X1)							ASOSIASI MEREK (X2)						
	1		2		3		Total X1	1		2		3		Total X2
1	5	5	4	5	4	5	28	4	4	4	4	5	3	24
2	4	5	4	4	5	5	27	4	4	5	4	4	4	25
3	5	5	5	4	4	5	28	4	2	3	4	5	4	22
4	3	5	4	4	4	4	24	5	5	4	4	4	4	26
5	4	3	4	4	4	4	23	5	4	4	5	4	3	25
6	5	4	4	4	3	4	24	5	4	3	5	4	4	25
7	3	5	4	5	4	4	25	4	4	5	5	4	4	26
8	3	3	4	5	3	5	23	4	4	5	4	5	5	27
9	4	5	3	4	5	4	25	4	4	3	5	4	5	25
10	2	4	5	3	5	4	23	4	4	4	4	4	3	23
11	4	4	4	4	5	3	24	5	5	4	5	4	5	28
12	4	4	5	4	4	4	25	4	5	4	4	5	5	27
13	4	2	3	4	5	4	22	5	5	5	4	4	5	28
14	5	5	4	4	4	4	26	3	5	4	4	4	4	24
15	5	4	4	5	4	3	25	4	3	4	4	4	4	23
16	5	4	3	5	4	4	25	5	4	4	4	3	4	24
17	4	4	5	5	4	4	26	3	5	4	5	4	4	25
18	4	4	5	4	5	5	27	3	3	4	5	3	5	23
19	4	4	3	5	4	5	25	4	5	3	4	5	4	25
20	4	4	4	4	4	3	23	2	4	5	3	5	4	23
21	4	4	4	4	5	3	24	3	4	4	4	3	5	23
22	4	4	5	4	4	4	25	3	4	5	4	5	4	25
23	4	2	3	4	5	4	22	4	3	4	5	4	4	24
24	5	5	4	4	4	4	26	3	4	4	3	4	4	22
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28	4	4	5	4	5	5	27	4	4	4	4	3	3	22
29	4	4	3	5	4	5	25	3	4	5	4	4	3	23
30	4	4	4	4	4	3	23	3	4	4	4	3	5	23

NO	PRESEPSI KUALITAS (X3)							LOYALITAS MEREK (X4)						
	1		2		3		Total X3	1		2		3		Total X4
1	5	5	4	5	4	5	28	3	5	4	4	4	4	24
2	4	5	4	4	5	5	27	4	3	4	4	4	4	23
3	5	5	5	4	4	5	28	5	4	4	4	3	4	24
4	3	5	4	4	4	4	24	3	5	4	5	4	4	25
5	4	3	4	4	4	4	23	3	3	4	5	3	5	23
6	5	4	4	4	3	4	24	4	5	3	4	5	4	25
7	3	5	4	5	4	4	25	2	4	5	3	5	4	23
8	3	3	4	5	3	5	23	3	4	4	4	3	5	23
9	4	5	3	4	5	4	25	3	4	5	4	5	4	25
10	2	4	5	3	5	4	23	4	3	4	5	4	4	24
11	5	5	4	5	4	4	27	3	4	4	3	4	4	22
12	4	4	4	4	4	3	23	3	4	4	4	4	5	24
13	5	5	4	5	4	5	28	3	4	4	4	5	4	24
14	4	5	4	4	5	5	27	4	5	4	4	5	2	24
15	5	5	5	4	4	5	28	4	4	4	4	3	3	22
16	3	5	4	4	4	4	24	3	4	5	4	4	3	23
17	4	5	4	4	5	5	27	3	4	4	4	3	5	23
18	5	5	5	4	4	5	28	5	4	4	5	4	3	25
19	3	5	4	4	4	4	24	5	4	3	5	4	4	25
20	4	3	4	4	4	4	23	4	4	5	5	4	4	26
21	4	4	4	4	5	3	24	4	4	5	4	5	5	27
22	4	4	5	4	4	4	25	4	4	3	5	4	5	25
23	4	2	3	4	5	4	22	4	4	4	4	4	3	23
24	5	5	4	4	4	4	26	5	5	4	5	4	5	28
25	5	4	4	5	4	3	25	4	5	4	4	5	5	27
26	5	4	3	5	4	4	25	5	5	5	4	4	5	28
27	4	4	5	5	4	4	26	3	4	4	4	5	4	24
28	4	4	5	4	5	5	27	4	5	4	4	5	2	24
29	4	4	3	5	4	5	25	4	4	4	4	3	3	22
30	4	4	4	4	4	3	23	3	4	5	4	4	3	23

NO	KEPUTUSAN PEMBELIAN (Y)						
	1		2		3		Total Y
1	4	3	4	4	4	5	24
2	5	4	3	5	5	5	27
3	4	5	4	4	4	3	24
4	4	3	3	5	5	5	25
5	3	5	4	5	4	3	24
6	4	4	5	4	3	4	24
7	4	5	4	3	4	4	24
8	4	4	4	4	5	4	25
9	4	5	5	4	5	4	27
10	4	4	4	4	5	4	25
11	4	5	5	4	4	5	27
12	5	4	4	5	5	4	27
13	5	5	5	5	5	5	30
14	4	4	4	4	4	4	24
15	4	4	4	4	4	4	24
16	5	3	4	4	4	4	24
17	3	5	5	5	4	4	26
18	3	4	5	4	3	5	24
19	4	4	3	5	5	4	25
20	2	3	5	5	5	4	24
21	3	4	4	5	5	3	24
22	4	5	3	4	5	5	26
23	4	4	4	4	4	5	25
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26	5	5	5	4	5	4	28
27	5	4	4	3	5	4	25
28	5	4	4	3	5	4	25
29	5	4	3	2	5	4	23
30	5	4	4	3	4	5	25