

## Lampiran 1

17/9/2020

Print Log Bimbingan Skripsi



STIE (Sekolah Tinggi Ilmu Ekonomi) Malangkuçeçwara  
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## Log Bimbingan Skripsi

Nama Mahasiswa : DINDA AYU WIDIANTARI  
NPK : K.2016.1.33693  
Nama Dosen : Drs.AGUSSALIM ANDRIANSYAH, MM.  
NIK : 202.710.195

No.	Tahap	Tanggal	Keterangan	Mei 2020
1	1	06-05-2020	Konsultasi topik	
2	1	19-05-2020	Konsultasi Judul	
3	1	27-05-2020	Acc judul. Lanjutkan menyusun proposal penelitian	
No.	Tahap	Tanggal	Keterangan	Juni 2020
4	1	10-06-2020	Reviai proposal penelitian	
5	1	15-06-2020	Revisi proposal penelitian	
6	1	17-06-2020	Acc proposal, siapkan penelitian. dan lanjutkan bab 1-3	
7	1	29-06-2020	Konsultasi bab 1-3	
No.	Tahap	Tanggal	Keterangan	Juli 2020
8	1	07-07-2020	Revisi bab 1-3	
9	1	15-07-2020	Revisi bab 1-3	
10	1	22-07-2020	Acc bab 1-3. persiapkan data penelitian	
No.	Tahap	Tanggal	Keterangan	Agustus 2020
11	2	11-08-2020	Konsultasi bab 4	
12	2	17-08-2020	Revisi bab 4	
13	2	26-08-2020	Revisi bab 4	
No.	Tahap	Tanggal	Keterangan	September 2020
14	2	09-09-2020	Revisi bab 4	
15	2	15-09-2020	Acc bab 4	
16	2	18-09-2020	Acc bab 5	

## Lampiran 2

### Surve lokasi toko idda fashion



### Lampiran 3

Foto bersama pemilik toko busana idda fashion



## **Lampiran 4**

### **Kuesioner**

**PENGARUH KUALITAS HARGA, PERSEPSI HARGA, TERHADAP  
KEPUTUSAN PEMBELIAN TOKO  
IDDA FASHION, STUDI KASUS “TOKO IDDA FASHION KOTA  
PASURUAN JAWA TIMUR”**

Halo, Perkenalkan saya Dinda Ayu Widiantari, mahasiswa Sekolah Tinggi Ilmu EkonomiMalangkecewara - Program S1 Manajemen. Saya ingin meminta dukungan teman – teman semua untuk membantu mensukseskan penelitian saya dengan Judul "Pengaruh Kualitas Produk, dan Persepsi Harga, terhadap keputusan pembelian Toko Idda Fasion"Toko Pakaian yang berada di Kota Pasuruan Jawa timur . Bentuk bantuanya sangat mudah hanya dengan waktu 10 menit saja anda bisa membantu mengisi kuisisioner saya, dan anda sudah berpartisipasi dalam suksesnya penelitian saya.

Terimakasih.

Dinda Ayu Widiantari

Petunjuk Pengisian :

Isilah pilihan Anda dengan memilih jawaban yang Anda anggap paling cocok dengan presepsi yang dimiliki.

Jawaban kuisisioner menggunakan skala 1-5 dengan keterangan sebagai berikut :

1. Sangat Tidak Setuju (STS) = 1
2. Tidak Setuju (TS) = 2
3. Netral (N) = 3
4. Setuju (S) = 4
5. Sangat Setuju (SS) = 5

KUESIONER	STS	TS	N	S
Toko pakaian idda fashion mempunyai kualitas produk yang tahan lama.				
Toko pakaian idda fashion menjual berbagai macam model pakaian yang menarik.				
Toko Idda fashion mempunyai kualitas produk yang baik.				
Harga pakaian pada toko idda fashion dapat bersaing dengan harga toko lain				
Harga pakaian di toko idda fashion terjangkau.				
Saya memutuskan untuk membeli pakaian di toko idda fashion karena terdapat berbagai macam pilihan produk yang tersedia.				
Saya memutuskan untuk membeli pakian di toko idda fashion karena terdapat berbagai macam pilihan merek berdasarkan keinginan.				
Saya memutuskan membeli pakaian di toko idda fashion karena memiliki metode pembayaran yang mudah, dan pada toko idda fashion juga memiliki metode pembayaran dengan mencicil dengan jangka waktu 3 bulan jika sudah menjadi pelanggan tetap pada toko tsb				

Saya memutuskan membeli pakaian di toko idda fashion karena pada toko tersebut menyediakan banyak produk yang sesuai dengan keinginan.

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## Lampiran 5

### Frequency Table

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	26	26,0	26,0	26,0
4	60	60,0	60,0	86,0
5	14	14,0	14,0	100,0
Total	100	100,0	100,0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1,0	1,0	1,0
3	29	29,0	29,0	30,0
4	60	60,0	60,0	90,0
5	10	10,0	10,0	100,0
Total	100	100,0	100,0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	24	24,0	24,0	24,0
4	63	63,0	63,0	87,0
5	13	13,0	13,0	100,0
Total	100	100,0	100,0	

**X2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	30	30,0	30,0	34,0
Valid 4	55	55,0	55,0	89,0
5	11	11,0	11,0	100,0
Total	100	100,0	100,0	

**X2.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2,0	2,0	2,0
3	33	33,0	33,0	35,0
Valid 4	53	53,0	53,0	88,0
5	12	12,0	12,0	100,0
Total	100	100,0	100,0	

**X2.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2,0	2,0	2,0
3	20	20,0	20,0	22,0
Valid 4	66	66,0	66,0	88,0
5	12	12,0	12,0	100,0
Total	100	100,0	100,0	

**Y1.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2,0	2,0	2,0
3	39	39,0	39,0	41,0



	4	48	48,0	48,0	89,0
	5	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

**Y1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	2	2,0	2,0	2,0
	2	5	5,0	5,0	7,0
Valid	3	45	45,0	45,0	52,0
	4	41	41,0	41,0	93,0
	5	7	7,0	7,0	100,0
	Total	100	100,0	100,0	

**Y1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
	2	3	3,0	3,0	3,0
	3	53	53,0	53,0	56,0
Valid	4	36	36,0	36,0	92,0
	5	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

**Y1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
	2	3	3,0	3,0	3,0
	3	38	38,0	38,0	41,0
Valid	4	51	51,0	51,0	92,0
	5	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

## Hasil Uji Validitas

**Correlations**

		X1.1	X1.2	X1.3	Kualitas Produk
X1.1	Pearson Correlation	1	,479**	,287**	,798**
	Sig. (2-tailed)		,000	,004	,000
	N	100	100	100	100
X1.2	Pearson Correlation	,479**	1	,207*	,763**
	Sig. (2-tailed)	,000		,039	,000
	N	100	100	100	100
X1.3	Pearson Correlation	,287**	,207*	1	,663**
	Sig. (2-tailed)	,004	,039		,000
	N	100	100	100	100
Kualitas Produk	Pearson Correlation	,798**	,763**	,663**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

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

**Correlations**

		X2.1	X2.2	X2.3	Persepsi Harga
X2.1	Pearson Correlation	1	,399**	,314**	,746**
	Sig. (2-tailed)		,000	,001	,000
	N	100	100	100	100
X2.2	Pearson Correlation	,399**	1	,542**	,828**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
X2.3	Pearson Correlation	,314**	,542**	1	,772**
	Sig. (2-tailed)	,001	,000		,000
	N	100	100	100	100
Persepsi Harga	Pearson Correlation	,746**	,828**	,772**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

**Correlations**

		Y1.1	Y1.2	Y1.3	Y1.4	Keput Pemb
Y1.1	Pearson Correlation	1	,366**	,605**	,442**	
	Sig. (2-tailed)		,000	,000	,000	
	N	100	100	100	100	
Y1.2	Pearson Correlation	,366**	1	,532**	,183	
	Sig. (2-tailed)	,000		,000	,069	
	N	100	100	100	100	
Y1.3	Pearson Correlation	,605**	,532**	1	,318**	
	Sig. (2-tailed)	,000	,000		,001	
	N	100	100	100	100	
Y1.4	Pearson Correlation	,442**	,183	,318**	1	
	Sig. (2-tailed)	,000	,069	,001		
	N	100	100	100	100	
Keputusan Pembelian	Pearson Correlation	,801**	,722**	,823**	,635**	
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	

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

## Reliability

**Case Processing Summary**

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,792	3

**Item Statistics**

	Mean	Std. Deviation	N
X1.1	3,88	,624	100
X1.2	3,79	,624	100
X1.3	3,89	,601	100

**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	7,68	,907	,496	,343
X1.2	7,77	,967	,431	,446
X1.3	7,67	1,153	,287	,648

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
11,56	1,885	1,373	3



## Reliability

**Case Processing Summary**

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,680	3

**Item Statistics**

	Mean	Std. Deviation	N
X2.1	3,73	,709	100
X2.2	3,75	,687	100
X2.3	3,88	,624	100

**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	7,63	1,326	,409	,701
X2.2	7,61	1,170	,574	,475
X2.3	7,48	1,363	,510	,571

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
11,36	2,495	1,580	3



## Reliability

**Case Processing Summary**

		N	%
Cases	Valid	100	100,0
	Excluded <sup>a</sup>	0	,0
	Total	100	100,0

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

**Reliability Statistics**

Cronbach's Alpha	N of Items
,730	4

**Item Statistics**

	Mean	Std. Deviation	N
Y1.1	3,68	,695	100
Y1.2	3,46	,784	100
Y1.3	3,49	,689	100
Y1.4	3,64	,674	100

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	10,59	2,608	,620	,612
Y1.2	10,81	2,701	,453	,716
Y1.3	10,78	2,557	,658	,590
Y1.4	10,63	3,124	,379	,745

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
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14,27	4,482	2,117	4
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## Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Persepsi Harga, Kualitas Produk <sup>b</sup>	.	Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,756 <sup>a</sup>	,572	,563	1,399	1,645

a. Predictors: (Constant), Persepsi Harga, Kualitas Produk

b. Dependent Variable: Keputusan Pembelian

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	253,793	2	126,897	64,812	,000 <sup>b</sup>
	Residual	189,917	97	1,958		
	Total	443,710	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Persepsi Harga, Kualitas Produk

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	C
		B	Std. Error	Beta			
1	(Constant)	12,617	1,281		9,846	,000	
	Kualitas Produk	,362	,038	,633	9,460	,000	
	Persepsi Harga	-,331	,065	-,340	-5,084	,000	

a. Dependent Variable: Keputusan Pembelian

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Kualitas Produk	Persepsi Harga
1	1	2,958	1,000	,00	,00	,00
	2	,034	9,269	,01	,67	,21
	3	,008	19,646	,99	,32	,78

a. Dependent Variable: Keputusan Pembelian

**Residuals Statistics<sup>a</sup>**

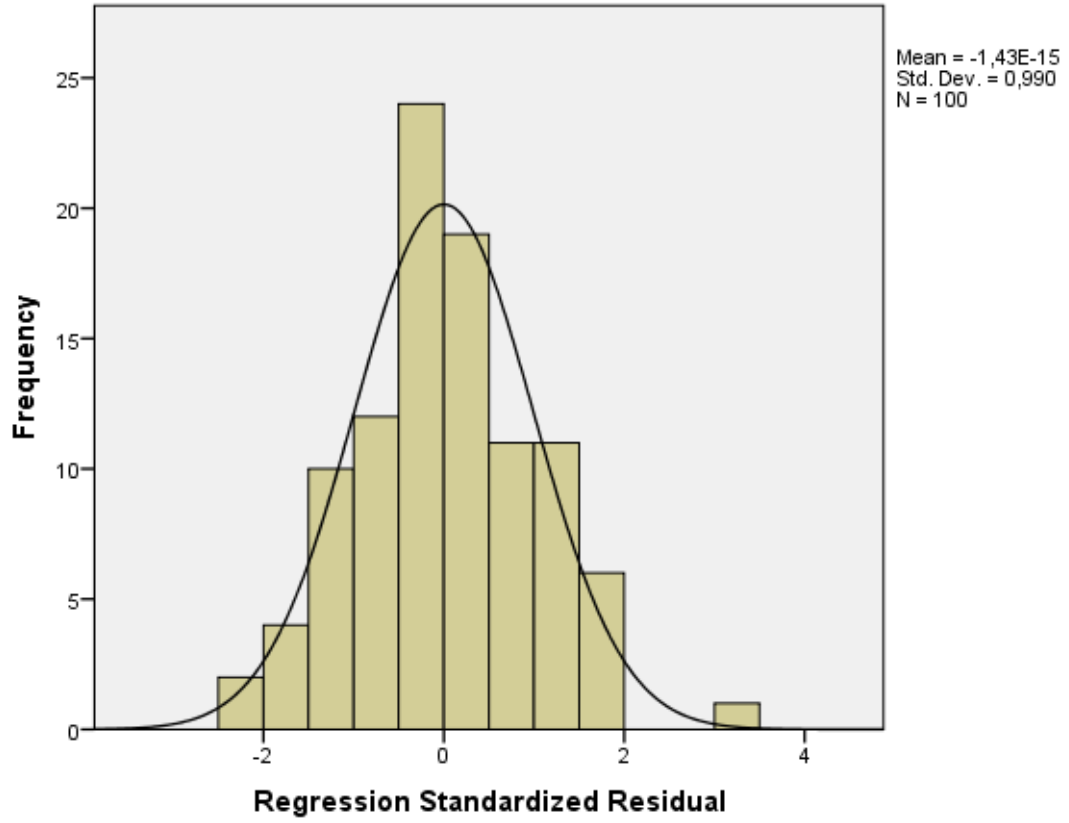
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9,23	17,66	14,27	1,601	100
Residual	-3,159	4,833	,000	1,385	100
Std. Predicted Value	-3,148	2,116	,000	1,000	100
Std. Residual	-2,257	3,454	,000	,990	100

a. Dependent Variable: Keputusan Pembelian

**Charts**

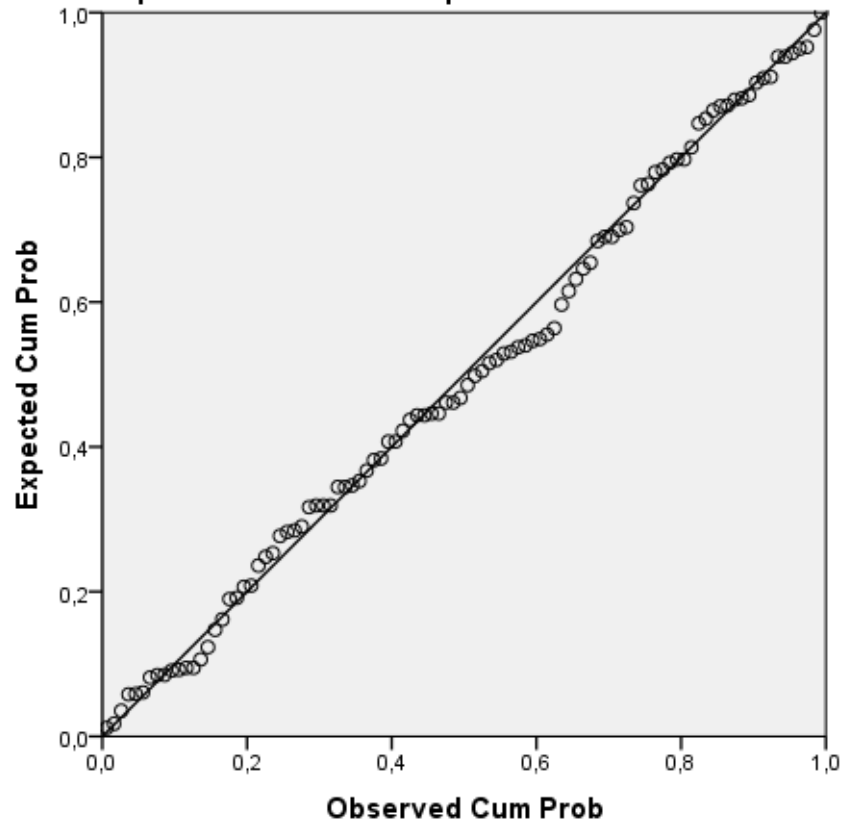
## Histogram

Dependent Variable: Keputusan Pembelian



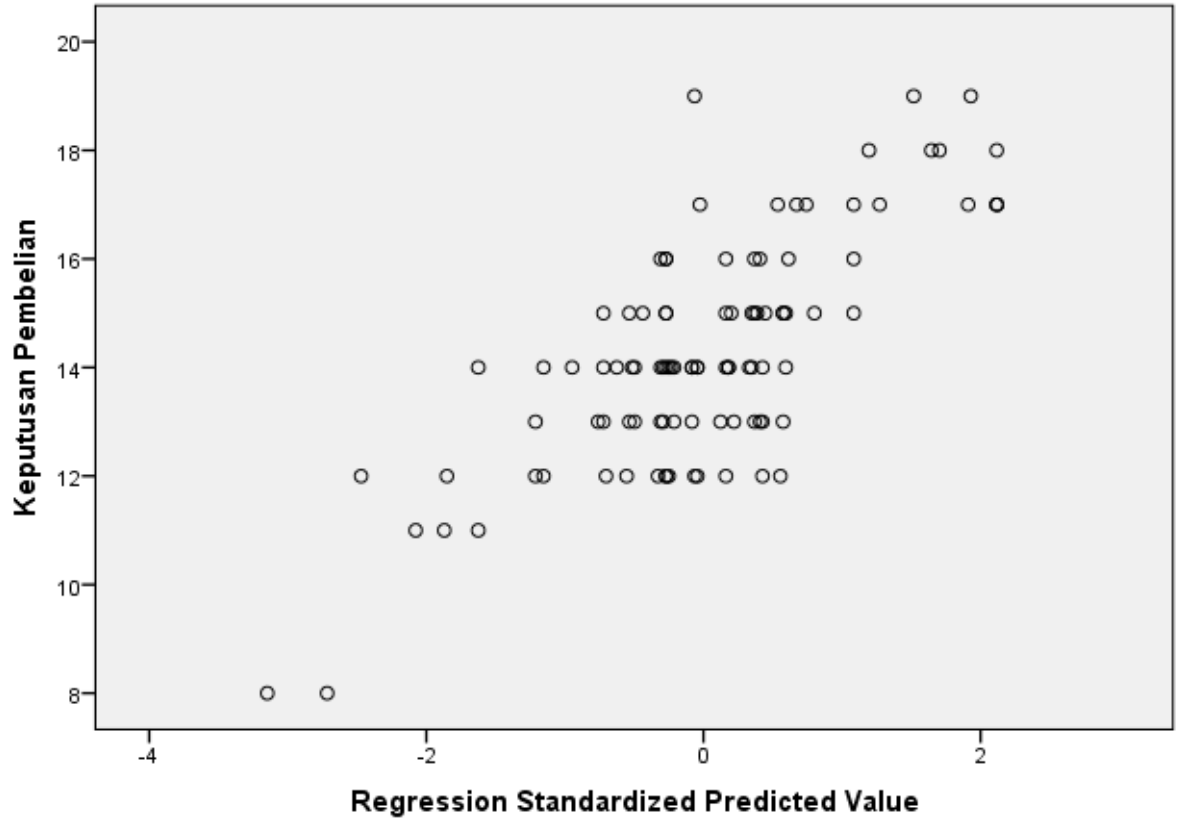
### Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Keputusan Pembelian



### Scatterplot

Dependent Variable: Keputusan Pembelian



## NPar Tests

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,38504543
	Absolute	,065
Most Extreme Differences	Positive	,065
	Negative	-,035
Kolmogorov-Smirnov Z		,654
Asymp. Sig. (2-tailed)		,786

a. Test distribution is Normal.

b. Calculated from data.

## Lampiran 6

### Hasil Kuesioner

No.	X1.1	X1.2	X1.3	X1	X2.1	X2.2	X2.3	X2	Y1.1	Y1.2	Y1.3	Y1.4	Y
1	4	4	3	11	4	3	4	11	3	3	3	2	11
2	4	4	3	11	4	3	4	11	4	3	3	3	13
3	4	2	4	10	4	2	2	8	4	1	3	4	12
4	4	4	4	12	3	4	4	11	4	2	3	4	13
5	4	4	4	12	3	3	4	10	4	3	3	4	14
6	4	4	4	12	4	4	4	12	3	1	3	4	11
7	4	5	4	13	4	3	4	11	3	3	3	3	12
8	4	4	4	12	3	4	4	11	3	2	3	4	12
9	4	4	4	12	5	5	5	15	4	3	3	5	15
10	4	3	4	11	4	4	4	12	3	3	3	4	13
11	5	4	5	14	4	4	4	12	4	4	4	3	15
12	4	4	4	12	4	4	4	12	4	4	4	4	16
13	5	5	5	15	4	5	5	14	5	4	4	4	17
14	3	4	4	11	4	4	4	12	3	3	3	3	12
15	5	4	4	13	3	3	3	9	3	3	3	3	12
16	4	4	3	11	4	3	4	11	3	3	3	3	12
17	3	4	3	10	3	3	3	9	4	4	4	3	15
18	5	4	4	13	5	4	4	13	3	3	3	3	12
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21	4	4	4	12	3	3	3	9	3	4	4	3	14
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26	3	3	3	9	3	4	4	11	3	3	3	3	12
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29	3	4	4	11	2	3	4	9	4	3	3	3	13
30	5	4	4	13	2	3	3	8	2	2	2	2	8
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33	5	5	4	14	4	5	5	14	3	3	3	4	13
34	4	4	4	12	4	4	4	12	4	3	3	4	14
35	4	4	4	12	4	4	4	12	3	2	2	4	11
36	4	4	4	12	4	5	5	14	5	5	4	4	18



37	4	3	4	11	3	4	4	11	4	5	4	5	18
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39	5	4	5	14	5	4	5	14	4	3	4	4	15
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42	4	4	4	12	4	5	3	12	3	4	3	4	14
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44	3	3	4	10	4	3	4	11	4	4	3	3	14
45	4	3	4	11	3	3	3	9	4	4	4	4	16
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48	5	4	3	12	3	4	3	10	4	5	4	4	17
49	3	4	3	10	4	5	5	14	5	4	5	4	18
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51	4	4	5	13	5	4	4	13	3	3	4	3	13
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54	3	4	3	10	3	3	4	10	3	3	3	4	13
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63	4	4	5	13	4	4	4	12	4	3	3	4	14
64	3	3	3	9	5	5	5	15	5	4	5	4	18
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66	4	4	4	12	4	4	4	12	4	4	4	4	16
67	4	3	4	11	4	4	4	12	4	3	5	4	16
68	4	4	4	12	4	4	5	13	4	4	4	3	15
69	4	4	4	12	4	3	4	11	3	4	3	4	14
70	4	4	4	12	3	4	3	10	4	4	4	3	15
71	3	3	4	10	4	4	4	12	4	4	4	3	15
72	4	4	4	12	4	4	4	12	4	3	3	3	13
73	4	4	4	12	3	3	4	10	3	4	4	4	15
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75	4	3	4	11	4	3	4	11	3	4	3	4	14
76	4	4	3	11	3	3	4	10	4	5	4	3	16
77	4	3	3	10	4	4	4	12	3	4	3	4	14

78	5	4	4	13	3	4	4	11	4	3	3	4	14
79	3	4	3	10	4	4	3	11	4	3	3	3	13
80	3	3	4	10	4	3	4	11	5	3	4	3	15
81	4	3	3	10	5	4	3	12	5	4	4	4	17
82	4	4	4	12	4	4	4	12	4	3	3	4	14
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84	3	4	3	10	4	4	3	11	4	4	4	3	15
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98	4	3	3	10	4	3	3	10	4	4	3	4	15
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100	4	3	4	11	4	3	4	11	3	4	3	4	14