

LAMPIRAN

Kepada Yth:

Bapak/Ibu/Saudara/I

Di Tempat

Disela kesibukan Bapak/Ibu/Saudara/i, perkenankan kami mohon bantuannya untuk meluangkan sedikit waktu guna mengisi angket yang kami sertakan berikut ini.

Angket ini semata-mata untuk kepentingan ilmiah yaitu dalam rangka penyusunan skripsi. Mengingat betapa pentingnya data ini maka kami sangat mengharapkan agar angket ini diisi dengan lengkap, jujur, tanpa dipengaruhi oleh siapapun. Perlu juga diketahui bahwa dalam hal ini tidak ada jawaban yang dianggap salah, jawaban yang paling benar adalah yang sesuai dengan keadaan, perasaan dan pikiran masing-masing.

Atas bantuan dan kerjasamanya disampaikan terima kasih.

Surabaya, 20-November-2022

Peneliti

Hormat saya

KUESIONER

1. No. Responden :.....
2. Identitas Responden
 - a. Laki-laki
 - b. Perempuan
3. Usia Responden:.....tahun
4. Lama menjadi konsumen roti Tamago Bake:
 - a. < 1 Tahun
 - b. 1 Tahun < 3 Tahun
 - c. 3 Tahun < 5 Tahun
 - d. \geq 5 Tahun

Petunjuk :Pilihlah satu jawaban dari jawaban a,b,c,d,e yang sesuai dengan pendapat/anggapan anda dengan memberi tanda (X) pada kolom yang tersedia.

Keterangan:

1 = Sangat Tidak Setuju (STS)

2 = Tidak Setuju (TS)

3 = Netral (N)

4 = Setuju (S)

5 = Sangat Setuju (SS)

Variabel **Harga** (X1)

No.	Pernyataan	SS	S	N	TS	STS
1.	Harga produk roti Tamago Bake bersaing dengan harga produk roti merek lain					
2.	Harga yang ditawarkan roti merek Tamago Bake sesuai dengan kualitas produk					
3.	Harga yang ditawarkan roti merek Tamago Bake terjangkau oleh konsumen					
4.	Sering memberikan potongan harga produk roti Tamago Bake pada waktu waktu tertentu					
5.	Kestabilan harga produk roti merek Tamago Bake mengikuti harga produk di tempat yang lainnya					

Variabel **KualitasProduk**(X2)

No.	Pernyataan	SS	S	N	TS	STS
1.	Roti merek Tamago Bake merupakan produk roti yang dibuat dari bahan baku yang berkualitas					
2.	Roti merek Tamago Bake memiliki produk roti dengan berbagai varian rasa dan					

Variabel Keputusan Pembelian (Y)

No.	Pernyataan	SS	S	N	TS	STS
1.	Saya mengenal Tamago Bake sebagai produsen roti yang memiliki kualitas					
2.	Saya selalu mencari informasi tentang kualitas produk roti merek Tamago Bake					
3.	Saya memiliki kesan yang positif tentang produk roti merek Tamago Bake					
4.	Saya memilih untuk membeli roti Tamago Bake dibandingkan merek roti lain					
5.	Saya memiliki keyakinan yang kuat untuk membeli roti Tamago Bake dibandingkan merek roti lain					

Rekapitulasi data penelitian

No	x1.1	x1.2	x1.3	x1.4	x1.5	X1	x2.1	x2.2	x2.3	x2.4	x2.5	X2	y.1	y.2	y.3	y.4	y.5	Y
1	3	4	3	4	4	18	4	3	3	3	3	16	4	3	4	3	3	17
2	4	4	3	4	4	19	4	4	4	3	3	18	3	3	4	3	3	16
3	3	4	3	3	4	17	4	4	4	4	4	20	4	4	4	4	3	19
4	4	5	5	5	5	24	4	4	3	5	4	20	5	5	5	5	5	25
5	5	5	5	4	4	23	4	4	4	4	4	20	4	4	4	4	5	21
6	4	4	4	4	4	20	4	4	3	3	3	17	4	4	5	4	5	22
7	3	3	4	4	4	18	4	4	4	4	4	20	3	4	5	4	4	20
8	3	3	3	3	2	14	4	3	2	4	3	16	4	4	3	2	3	16
9	4	4	4	5	4	21	2	4	3	4	4	17	5	5	5	5	3	23
10	4	4	4	4	4	20	4	4	4	4	4	20	5	5	5	3	3	21
11	4	5	4	5	5	23	4	4	4	5	5	22	4	5	5	4	4	22
12	5	5	5	5	4	24	4	4	4	5	5	22	5	5	5	5	5	25
13	4	4	4	3	3	18	3	3	4	4	4	18	4	4	3	3	3	17
14	4	4	4	5	4	21	3	4	3	4	4	18	4	5	5	4	4	22
15	3	4	4	4	4	19	4	4	5	4	4	21	5	5	5	4	4	23
16	4	3	4	4	4	19	2	2	4	4	4	16	4	4	4	4	4	20
17	4	3	3	4	3	17	4	5	5	4	4	22	5	5	5	5	3	23
18	4	3	3	5	4	19	4	4	4	4	4	20	4	3	4	4	5	20
19	4	4	3	5	4	20	3	4	4	3	3	17	3	4	5	5	3	20
20	3	3	3	3	4	16	3	4	1	4	3	15	3	4	5	3	2	17
21	3	2	2	5	2	14	3	5	3	4	4	19	5	5	5	5	2	22
22	4	3	3	3	3	16	3	1	1	3	2	10	3	4	4	4	2	17
23	4	4	4	4	4	20	3	3	3	3	3	15	5	5	5	5	5	25
24	4	4	3	3	4	18	4	5	4	5	5	23	5	5	5	4	5	24
25	4	4	4	4	4	20	2	5	5	4	4	20	4	4	4	4	4	20
26	4	4	4	5	4	21	4	4	4	4	4	20	5	4	5	4	4	22
27	3	3	4	5	5	20	4	5	5	5	5	24	5	5	5	5	5	25
28	4	5	4	5	4	22	4	4	4	4	4	20	5	4	4	4	4	21
29	4	5	3	4	3	19	3	5	5	5	5	23	5	5	2	5	5	22
30	4	4	4	4	4	20	4	4	4	4	4	20	5	5	5	4	5	24
31	4	3	5	5	4	21	3	3	2	4	4	16	4	4	4	4	3	19
32	4	5	3	5	5	22	4	4	4	4	4	20	5	5	5	5	5	25
33	4	3	4	4	3	18	3	4	3	4	4	18	4	4	4	4	3	19
34	3	4	3	3	3	16	3	3	3	3	3	15	3	3	3	3	4	16
35	4	4	4	4	4	20	5	5	5	4	4	23	5	5	4	4	4	22
36	3	5	4	5	4	21	3	3	3	3	3	15	4	4	4	4	4	20
37	4	3	3	4	3	17	3	4	3	3	3	16	4	4	4	2	4	18
38	2	2	2	5	4	15	4	2	4	4	4	18	5	5	4	4	4	22
39	3	5	5	5	5	23	3	5	2	5	5	20	5	3	5	5	3	21
40	4	2	4	5	4	19	4	3	3	4	4	18	5	4	5	4	5	23
41	3	3	3	5	4	18	3	3	3	3	3	15	4	4	4	4	4	20
42	3	2	3	5	4	17	3	4	4	3	3	17	3	4	4	4	4	19
43	1	2	2	4	5	14	4	4	4	4	4	20	3	2	4	3	4	16
44	4	4	2	3	2	15	4	3	3	4	4	18	4	4	4	4	4	20
45	4	1	2	3	2	12	3	3	3	2	2	13	3	2	2	3	3	13
46	3	3	4	5	4	19	4	4	3	3	3	17	3	4	4	2	2	15
47	4	5	4	4	4	21	4	4	4	4	4	20	5	5	4	4	3	21
48	4	4	3	4	4	19	3	3	3	5	5	19	5	5	5	4	5	24
49	4	3	3	4	4	18	4	4	4	4	4	20	4	4	4	4	4	20
50	4	4	5	5	5	23	4	4	3	4	4	19	5	5	5	3	5	23
51	3	3	3	5	5	19	4	4	4	4	4	20	4	5	5	3	4	21
52	5	3	4	5	4	21	4	4	3	5	5	21	5	5	5	5	4	24
53	5	5	5	5	5	25	5	4	5	5	5	24	5	5	5	3	5	23
54	4	4	4	5	4	21	4	4	4	5	5	22	5	5	5	5	5	25
55	4	4	3	4	4	19	4	4	4	4	4	20	5	5	5	4	5	24
56	5	4	3	5	5	22	5	5	5	5	5	25	4	4	5	5	4	22
57	3	2	3	4	4	16	4	4	4	4	4	20	4	3	4	4	4	19
58	3	2	4	4	3	16	4	4	4	4	4	20	3	3	5	3	4	18
59	3	2	3	4	3	15	3	2	2	4	3	14	3	3	3	2	1	12
60	2	3	3	4	3	15	3	3	2	2	2	12	4	4	4	3	4	19

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
x1.1	60	1	5	3.67	.752
x1.2	60	1	5	3.58	.996
x1.3	60	2	5	3.55	.811
x1.4	60	3	5	4.28	.715
x1.5	60	2	5	3.87	.769
Harga (X1)	60	12	25	18.95	2.831
x2.1	60	2	5	3.62	.666
x2.2	60	1	5	3.78	.825
x2.3	60	1	5	3.55	.946
x2.4	60	2	5	3.93	.733
x2.5	60	2	5	3.85	.777
Kualitas Produk (X2)	60	10	25	18.73	3.013
y.1	60	3	5	4.23	.767
y.2	60	2	5	4.22	.804
y.3	60	2	5	4.37	.758
y.4	60	2	5	3.88	.846
y.5	60	1	5	3.87	.965
Keputusan Pembelian (Y)	60	12	25	20.57	3.077
Valid N (listwise)	60				

x1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.7	1.7	1.7
2	2	3.3	3.3	5.0
3	18	30.0	30.0	35.0
4	34	56.7	56.7	91.7
5	5	8.3	8.3	100.0

x1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.7	1.7	1.7
2	2	3.3	3.3	5.0
3	18	30.0	30.0	35.0
4	34	56.7	56.7	91.7
5	5	8.3	8.3	100.0
Total	60	100.0	100.0	

x1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.7	1.7	1.7
2	8	13.3	13.3	15.0
3	17	28.3	28.3	43.3
4	23	38.3	38.3	81.7
5	11	18.3	18.3	100.0

x1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.7	1.7	1.7
2	8	13.3	13.3	15.0
3	17	28.3	28.3	43.3
4	23	38.3	38.3	81.7
5	11	18.3	18.3	100.0
Total	60	100.0	100.0	

x1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	8.3	8.3	8.3
3	24	40.0	40.0	48.3
4	24	40.0	40.0	88.3
5	7	11.7	11.7	100.0
Total	60	100.0	100.0	

x1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	9	15.0	15.0	15.0
4	25	41.7	41.7	56.7
5	26	43.3	43.3	100.0
Total	60	100.0	100.0	

x1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	6.7	6.7	6.7
3	10	16.7	16.7	23.3
4	36	60.0	60.0	83.3
5	10	16.7	16.7	100.0
Total	60	100.0	100.0	

x2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	5.0	5.0	5.0
3	20	33.3	33.3	38.3
4	34	56.7	56.7	95.0
5	3	5.0	5.0	100.0
Total	60	100.0	100.0	

x2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.7	1.7	1.7
2	3	5.0	5.0	6.7
3	13	21.7	21.7	28.3
4	34	56.7	56.7	85.0
5	9	15.0	15.0	100.0

x2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.7	1.7	1.7
2	3	5.0	5.0	6.7
3	13	21.7	21.7	28.3
4	34	56.7	56.7	85.0
5	9	15.0	15.0	100.0
Total	60	100.0	100.0	

x2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	3.3	3.3	3.3
2	5	8.3	8.3	11.7
3	19	31.7	31.7	43.3
4	26	43.3	43.3	86.7
5	8	13.3	13.3	100.0

x2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	3.3	3.3	3.3
2	5	8.3	8.3	11.7
3	19	31.7	31.7	43.3
4	26	43.3	43.3	86.7
5	8	13.3	13.3	100.0
Total	60	100.0	100.0	

x2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	3.3	3.3	3.3
3	12	20.0	20.0	23.3
4	34	56.7	56.7	80.0
5	12	20.0	20.0	100.0
Total	60	100.0	100.0	

x2.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	5.0	5.0	5.0
3	14	23.3	23.3	28.3
4	32	53.3	53.3	81.7
5	11	18.3	18.3	100.0
Total	60	100.0	100.0	

y.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	12	20.0	20.0	20.0
4	22	36.7	36.7	56.7
5	26	43.3	43.3	100.0
Total	60	100.0	100.0	

y.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	3.3	3.3	3.3
3	8	13.3	13.3	16.7
4	25	41.7	41.7	58.3
5	25	41.7	41.7	100.0
Total	60	100.0	100.0	

y.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	3.3	3.3	3.3
3	4	6.7	6.7	10.0
4	24	40.0	40.0	50.0
5	30	50.0	50.0	100.0
Total	60	100.0	100.0	

y.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	6.7	6.7	6.7
3	13	21.7	21.7	28.3
4	29	48.3	48.3	76.7
5	14	23.3	23.3	100.0
Total	60	100.0	100.0	

y.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.7	1.7	1.7
2	4	6.7	6.7	8.3
3	14	23.3	23.3	31.7
4	24	40.0	40.0	71.7
5	17	28.3	28.3	100.0

y.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.7	1.7	1.7
2	4	6.7	6.7	8.3
3	14	23.3	23.3	31.7
4	24	40.0	40.0	71.7
5	17	28.3	28.3	100.0
Total	60	100.0	100.0	

Uji Validitas dan Reliabilitas

Variabel Harga

Correlations

		x1.1	x1.2	x1.3	x1.4	x1.5	Harga (X1)
x1.1	Pearson Correlation	1	.468**	.445**	.116	.068	.605**
	Sig. (2-tailed)		.000	.000	.379	.604	.000
	N	60	60	60	60	60	60
x1.2	Pearson Correlation	.468**	1	.519**	.145	.391**	.768**
	Sig. (2-tailed)	.000		.000	.270	.002	.000
	N	60	60	60	60	60	60
x1.3	Pearson Correlation	.445**	.519**	1	.369**	.445**	.802**
	Sig. (2-tailed)	.000	.000		.004	.000	.000
	N	60	60	60	60	60	60
x1.4	Pearson Correlation	.116	.145	.369**	1	.563**	.593**
	Sig. (2-tailed)	.379	.270	.004		.000	.000
	N	60	60	60	60	60	60
x1.5	Pearson Correlation	.068	.391**	.445**	.563**	1	.697**
	Sig. (2-tailed)	.604	.002	.000	.000		.000
	N	60	60	60	60	60	60
Harga (X1)	Pearson Correlation	.605**	.768**	.802**	.593**	.697**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	60	60	60	60	60	60

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

Reliability

Scale: ALL VARIABLES

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
.732	5

Uji Validitas dan Reliabilitas

Variabel Kualitas Produk

Correlations

		x2.1	x2.2	x2.3	x2.4	x2.5	Kualitas Produk (X2)
x2.1	Pearson Correlation	1	.309'	.421''	.328'	.345''	.607''
	Sig. (2-tailed)		.016	.001	.010	.007	.000
	N	60	60	60	60	60	60
x2.2	Pearson Correlation	.309'	1	.546''	.424''	.530''	.753''
	Sig. (2-tailed)	.016		.000	.001	.000	.000
	N	60	60	60	60	60	60
x2.3	Pearson Correlation	.421''	.546''	1	.347''	.529''	.777''
	Sig. (2-tailed)	.001	.000		.007	.000	.000
	N	60	60	60	60	60	60
x2.4	Pearson Correlation	.328'	.424''	.347''	1	.934''	.782''
	Sig. (2-tailed)	.010	.001	.007		.000	.000
	N	60	60	60	60	60	60
x2.5	Pearson Correlation	.345''	.530''	.529''	.934''	1	.873''
	Sig. (2-tailed)	.007	.000	.000	.000		.000
	N	60	60	60	60	60	60
Kualitas Produk (X2)	Pearson Correlation	.607''	.753''	.777''	.782''	.873''	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	60	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).

Reliability

Scale: ALL VARIABLES

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
.815	5

Uji Validitas dan Reliabilitas

Variabel Keputusan Pembelian

Correlations

		y.1	y.2	y.3	y.4	y.5	Keputusan Pembelian (Y)
y.1	Pearson Correlation	1	.713**	.404**	.513**	.478**	.826**
	Sig. (2-tailed)		.000	.001	.000	.000	.000
	N	60	60	60	60	60	60
y.2	Pearson Correlation	.713**	1	.507**	.436**	.344**	.792**
	Sig. (2-tailed)	.000		.000	.000	.007	.000
	N	60	60	60	60	60	60
y.3	Pearson Correlation	.404**	.507**	1	.411**	.300*	.687**
	Sig. (2-tailed)	.001	.000		.001	.020	.000
	N	60	60	60	60	60	60
y.4	Pearson Correlation	.513**	.436**	.411**	1	.355**	.729**
	Sig. (2-tailed)	.000	.000	.001		.005	.000
	N	60	60	60	60	60	60
y.5	Pearson Correlation	.478**	.344**	.300*	.355**	1	.694**
	Sig. (2-tailed)	.000	.007	.020	.005		.000
	N	60	60	60	60	60	60
Keputusan Pembelian (Y)	Pearson Correlation	.826**	.792**	.687**	.729**	.694**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	60	60	60	60	60	60

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

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

Reliability

Scale: ALL VARIABLES

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
.794	5

Regression Linier Berganda

R Square Uji F dan Uji

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk (X2), Harga (X1) ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan Pembelian (Y)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.711 ^a	.505	.488	2.203	.505	29.071	2	57	.000

a. Predictors: (Constant), Kualitas Produk (X2), Harga (X1)

b. Dependent Variable: Keputusan Pembelian (Y)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	282.138	2	141.069	29.071	.000 ^a
	Residual	276.595	57	4.853		
	Total	558.733	59			

a. Predictors: (Constant), Kualitas Produk (X2), Harga (X1)

b. Dependent Variable: Keputusan Pembelian (Y)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.210	2.164		1.945	.057		
	Harga (X1)	.481	.117	.442	4.122	.000	.755	1.325
	Kualitas Produk (X2)	.387	.110	.379	3.532	.001	.755	1.325

a. Dependent Variable: Keputusan Pembelian (Y)

Asumsi Klasik

Multikolinieritas

Coefficients^a

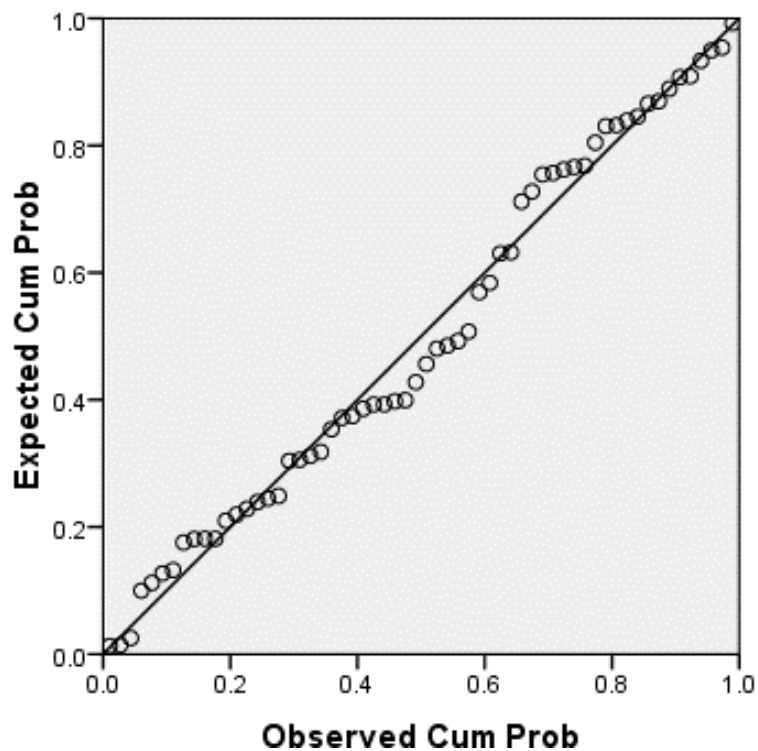
Model		Collinearity Statistics	
		Tolerance	VIF
1	Harga (X1)	.755	1.325
	Kualitas Produk (X2)	.755	1.325

a. Dependent Variable: Keputusan Pembelian (Y)

Normalitas

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Keputusan Pembelian (Y)



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		60
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	2.16519158
Most Extreme Differences	Absolute	.086
	Positive	.086
	Negative	-.075
Kolmogorov-Smirnov Z		.663
Asymp. Sig. (2-tailed)		.771

a. Test distribution is Normal.

Heterokedastisitas

Scatterplot

Dependent Variable: Keputusan Pembelian (Y)

