

Lampiran 1**Tabel frekuensi responden****Umur**

	Frekuensi	Percent	Valid Percent	Cumulative Percent
Valid 2.00	15	13.0	13.0	13.0
3.00	31	27.0	27.0	40.0
4.00	69	60.0	60.0	100.0
Total	115	100.0	100.0	

Gender

	Frekuensi	Percent	Valid Percent	Cumulative Percent
Valid 1.00	63	54.8	54.8	54.8
2.00	52	45.2	45.2	100.0
Total	115	100.0	100.0	

Pekerjaan

	Frekuensi	Percent	Valid Percent	Cumulative Percent
Valid 1.00	5	4.3	4.3	4.3
2.00	42	36.5	36.5	40.9
3.00	63	54.8	54.8	95.7
4.00	4	3.5	3.5	99.1
5.00	1	.9	.9	100.0
Total	115	100.0	100.0	

Pendapatan

	Frekuensi	Percent	Valid Percent	Cumulative Percent
Valid 2.00	17	14.8	14.8	14.8
3.00	37	32.2	32.2	47.0
4.00	44	38.3	38.3	85.2
5.00	17	14.8	14.8	100.0
Total	115	100.0	100.0	

Lampiran 2

Tabel frekuensi jawaban responden

Desain unik

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	8	7.0	7.0	7.0
3	21	18.3	18.3	25.2
4	76	66.1	66.1	91.3
5	10	8.7	8.7	100.0
Total	115	100.0	100.0	

Desain menarik

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	7	6.1	6.1	6.1
3	14	12.2	12.2	18.3
4	94	81.7	81.7	100.0
Total	115	100.0	100.0	

Awet

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	20	17.4	17.4	17.4
4	77	67.0	67.0	84.3
5	18	15.7	15.7	100.0
Total	115	100.0	100.0	

Irit

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	55	47.8	47.8	47.8
3	60	52.2	52.2	100.0
Total	115	100.0	100.0	

Ramah lingkungan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	7	6.1	6.1	6.1
4	94	81.7	81.7	87.8
5	14	12.2	12.2	100.0
Total	115	100.0	100.0	

Pelayanan ramah

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	1	.9	.9	.9
4	105	91.3	91.3	92.2
5	9	7.8	7.8	100.0
Total	115	100.0	100.0	

Pelayanan cepat

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	94	81.7	81.7	81.7
5	21	18.3	18.3	100.0
Total	115	100.0	100.0	

Harga terjangkau

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	.9	.9	.9
3	2	1.7	1.7	2.6
4	97	84.3	84.3	87.0
5	15	13.0	13.0	100.0
Total	115	100.0	100.0	

Pembayaran mudah

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	.9	.9	.9
3	7	6.1	6.1	7.0
4	97	84.3	84.3	91.3
5	10	8.7	8.7	100.0
Total	115	100.0	100.0	

Potongan harga

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	1.7	1.7	1.7
3	28	24.3	24.3	26.1
4	85	73.9	73.9	100.0
Total	115	100.0	100.0	

Dealer mudah dijangkau

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	3	2.6	2.6	2.6
4	97	84.3	84.3	87.0
5	15	13.0	13.0	100.0
Total	115	100.0	100.0	

Dealer terletak dipinggir jalan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	100	87.0	87.0	87.0
5	15	13.0	13.0	100.0
Total	115	100.0	100.0	

Iklan menarik

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	.9	.9	.9
4	103	89.6	89.6	90.4
5	11	9.6	9.6	100.0
Total	115	100.0	100.0	

Iklan mudah dipahami

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	2.6	2.6	2.6
3	16	13.9	13.9	16.5
4	93	80.9	80.9	97.4
5	3	2.6	2.6	100.0
Total	115	100.0	100.0	

Iklan sesuai dengan fakta

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	.9	.9	.9
2	1	.9	.9	1.7
3	3	2.6	2.6	4.3
4	83	72.2	72.2	76.5
5	27	23.5	23.5	100.0
Total	115	100.0	100.0	

Hadiah

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	14	12.2	12.2	12.2
4	97	84.3	84.3	96.5
5	4	3.5	3.5	100.0
Total	115	100.0	100.0	

Diskon

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	28	24.3	24.3	24.3
4	82	71.3	71.3	95.7
5	5	4.3	4.3	100.0
Total	115	100.0	100.0	

Gaya bahasa yang baik

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	5.2	5.2	5.2
3	13	11.3	11.3	16.5
4	94	81.7	81.7	98.3
5	2	1.7	1.7	100.0
Total	115	100.0	100.0	

Sales bersikap baik

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	7	6.1	6.1	6.1
3	13	11.3	11.3	17.4
4	88	76.5	76.5	93.9
5	7	6.1	6.1	100.0
Total	115	100.0	100.0	

Iklan dari brosur

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	1.7	1.7	1.7
4	71	61.7	61.7	63.5
5	42	36.5	36.5	100.0
Total	115	100.0	100.0	

Iklan dari Koran

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	1.7	1.7	1.7
3	12	10.4	10.4	12.2
4	79	68.7	68.7	80.9
5	22	19.1	19.1	100.0
Total	115	100.0	100.0	

Iklan dari televisi

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	62	53.9	53.9	53.9
5	53	46.1	46.1	100.0
Total	115	100.0	100.0	

Iklan dari baliho

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 4	57	49.6	49.6	49.6
5	58	50.4	50.4	100.0
Total	115	100.0	100.0	

Potongan harga

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	11	35.5	36.7	36.7
4.00	19	61.3	63.3	100.0
Total	30	96.8	100.0	
Missing System	1	3.2		
Total	31	100.0		

Dealer mudah dijangkau

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3.00	2	6.5	6.7	6.7
4.00	26	83.9	86.7	93.3
5.00	2	6.5	6.7	100.0
Total	30	96.8	100.0	
Missing System	1	3.2		
Total	31	100.0		

Dealer terletak dipinggir jalan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	26	83.9	86.7	86.7
	5.00	4	12.9	13.3	100.0
	Total	30	96.8	100.0	
Missing	System	1	3.2		
Total		31	100.0		

Iklan menarik

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	3.2	3.3	3.3
	4.00	25	80.6	83.3	86.7
	5.00	4	12.9	13.3	100.0
	Total	30	96.8	100.0	
Missing	System	1	3.2		
Total		31	100.0		

Iklan mudah dipahami

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	3.2	3.3	3.3
	3.00	4	12.9	13.3	16.7
	4.00	23	74.2	76.7	93.3
	5.00	2	6.5	6.7	100.0
	Total	30	96.8	100.0	
Missing	System	1	3.2		
Total		31	100.0		

Iklan sesuai dengan fakta

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	3.2	3.3	3.3
	2.00	1	3.2	3.3	6.7
	3.00	3	9.7	10.0	16.7
	4.00	17	54.8	56.7	73.3
	5.00	8	25.8	26.7	100.0
	Total	30	96.8	100.0	
Missing	System	1	3.2		
Total		31	100.0		

Banyak mendapat hadiah

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	7	22.6	23.3	23.3
	4.00	21	67.7	70.0	93.3
	5.00	2	6.5	6.7	100.0
	Total	30	96.8	100.0	
Missing	System	1	3.2		
Total		31	100.0		

Banyak mendapat diskon

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	10	32.3	33.3	33.3
	4.00	18	58.1	60.0	93.3
	5.00	2	6.5	6.7	100.0
	Total	30	96.8	100.0	
Missing	System	1	3.2		
Total		31	100.0		

Gaya bahasa yang baik

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	6.5	6.7	6.7
	3.00	5	16.1	16.7	23.3
	4.00	23	74.2	76.7	100.0
	Total	30	96.8	100.0	
Missing	System	1	3.2		
Total		31	100.0		

Bersikap baik

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	9.7	10.0	10.0
	3.00	2	6.5	6.7	16.7
	4.00	21	67.7	70.0	86.7
	5.00	4	12.9	13.3	100.0
	Total	30	96.8	100.0	
Missing	System	1	3.2		
Total		31	100.0		

Iklan dari brosur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	3.2	3.3	3.3
	4.00	13	41.9	43.3	46.7
	5.00	16	51.6	53.3	100.0
	Total	30	96.8	100.0	
Missing	System	1	3.2		
Total		31	100.0		

Iklan dari Koran

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	3.2	3.3	3.3
	3.00	5	16.1	16.7	20.0
	4.00	15	48.4	50.0	70.0
	5.00	9	29.0	30.0	100.0
	Total	30	96.8	100.0	
Missing	System	1	3.2		
Total		31	100.0		

Iklan dari televisi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	8	25.8	26.7	26.7
	5.00	22	71.0	73.3	100.0
	Total	30	96.8	100.0	
Missing	System	1	3.2		
Total		31	100.0		

Iklan dari baliho

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4.00	9	29.0	30.0	30.0
	5.00	21	67.7	70.0	100.0
	Total	30	96.8	100.0	
Missing	System	1	3.2		
Total		31	100.0		

Lampiran 3

Output Uji Validitas

a. Desain Produk (X1)

Correlations

		Desain unik	Desain menarik	X1
Desain unik	Pearson Correlation	1	.144	.819**
	Sig. (2-tailed)		.125	.000
	N	115	115	115
Desain menarik	Pearson Correlation	.144	1	.686**
	Sig. (2-tailed)	.125		.000
	N	115	115	115
X1	Pearson Correlation	.819**	.686**	1
	Sig. (2-tailed)	.000	.000	
	N	115	115	115

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

b. Kualitas Produk (X2)

Correlations

		Awet	Irit	Ramah lingkungan	X2
Awet	Pearson Correlation	1	-.120	.147	.659**
	Sig. (2-tailed)		.202	.116	.000
	N	115	115	115	115
Irit	Pearson Correlation	-.120	1	.014	.498**
	Sig. (2-tailed)	.202		.879	.000
	N	115	115	115	115
Ramah lingkungan	Pearson Correlation	.147	.014	1	.588**
	Sig. (2-tailed)	.116	.879		.000
	N	115	115	115	115
X2	Pearson Correlation	.659**	.498**	.588**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	115	115	115	115

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

c. Pelayanan (X3)

Correlations

		Pelayanan ramah	Pelayanan cepat	X3
Pelayanan ramah	Pearson Correlation	1	.042	.617**
	Sig. (2-tailed)		.653	.000
	N	115	115	115
Pelayanan cepat	Pearson Correlation	.042	1	.812**
	Sig. (2-tailed)	.653		.000
	N	115	115	115
X3	Pearson Correlation	.617**	.812**	1
	Sig. (2-tailed)	.000	.000	
	N	115	115	115

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

d. Daftar Harga (X4)

Correlations

		Harga terjangkau	Pembayaran mudah	Potongan harga	X4
Harga terjangkau	Pearson Correlation	1	.240**	.132	.672**
	Sig. (2-tailed)		.010	.161	.000
	N	115	115	115	115
Pembayaran mudah	Pearson Correlation	.240**	1	.054	.638**
	Sig. (2-tailed)	.010		.569	.000
	N	115	115	115	115
Potongan harga	Pearson Correlation	.132	.054	1	.649**
	Sig. (2-tailed)	.161	.569		.000
	N	115	115	115	115
X4	Pearson Correlation	.672**	.638**	.649**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	115	115	115	115

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

e. Lokasi (X5)

Correlations

		Dealer mudah dijangkau	Dealer terletak dipinggir jalan	X5
Dealer mudah dijangkau	Pearson Correlation	1	-.038	.739**
	Sig. (2-tailed)		.685	.000
	N	115	115	115
Dealer terletak dipinggir jalan	Pearson Correlation	-.038	1	.645**
	Sig. (2-tailed)	.685		.000
	N	115	115	115
X5	Pearson Correlation	.739**	.645**	1
	Sig. (2-tailed)	.000	.000	
	N	115	115	115

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

f. Iklan (X6)

Correlations

		Iklan menarik	Iklan mudah dipahami	Iklan sesuai dengan fakta	X6
Iklan menarik	Pearson Correlation	1	.275**	.273**	.624**
	Sig. (2-tailed)		.003	.003	.000
	N	115	115	115	115
Iklan mudah dipahami	Pearson Correlation	.275**	1	.274**	.722**
	Sig. (2-tailed)	.003		.003	.000
	N	115	115	115	115
Iklan sesuai dengan fakta	Pearson Correlation	.273**	.274**	1	.789**
	Sig. (2-tailed)	.003	.003		.000
	N	115	115	115	115
X6	Pearson Correlation	.624**	.722**	.789**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	115	115	115	115

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

g. Sales Promotion (X7)

Correlations

		Hadiah	Diskon	X7
Hadiah	Pearson Correlation	1	.317**	.756**
	Sig. (2-tailed)		.001	.000
	N	115	115	115
Diskon	Pearson Correlation	.317**	1	.861**
	Sig. (2-tailed)	.001		.000
	N	115	115	115
X7	Pearson Correlation	.756**	.861**	1
	Sig. (2-tailed)	.000	.000	
	N	115	115	115

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

h. Personal Selling (X8)

Correlations

		Gaya bahasa yang baik	Sales bersikap baik	X8
Gaya bahasa yang baik	Pearson Correlation	1	.102	.702**
	Sig. (2-tailed)		.277	.000
	N	115	115	115
Sales bersikap baik	Pearson Correlation	.102	1	.780**
	Sig. (2-tailed)	.277		.000
	N	115	115	115
X8	Pearson Correlation	.702**	.780**	1
	Sig. (2-tailed)	.000	.000	
	N	115	115	115

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

i. Publisitas (X9)

Correlations

		Iklan dari brosur	Iklan dari koran	Iklan dari televisi	Iklan dari baliho	X9
Iklan dari brosur	Pearson Correlation	1	-.025	.168	.269**	.575**
	Sig. (2-tailed)		.792	.073	.004	.000
	N	115	115	115	115	115
Iklan dari koran	Pearson Correlation	-.025	1	.326**	.115	.600**
	Sig. (2-tailed)	.792		.000	.222	.000
	N	115	115	115	115	115
Iklan dari televisi	Pearson Correlation	.168	.326**	1	.254**	.682**
	Sig. (2-tailed)	.073	.000		.006	.000
	N	115	115	115	115	115
Iklan dari baliho	Pearson Correlation	.269**	.115	.254**	1	.631**
	Sig. (2-tailed)	.004	.222	.006		.000
	N	115	115	115	115	115
X9	Pearson Correlation	.575**	.600**	.682**	.631**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	115	115	115	115	115

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

Lampiran 4

Output Uji Realibilitas

a. Desain Produk (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.809	2

b. Kualitas Produk (X2).

Reliability Statistics

Cronbach's Alpha	N of Items
.582	3

c. Pelayanan (X3)

Reliability Statistics

Cronbach's Alpha(a)	N of Items
-.707	2

d. Daftar Harga (X4)

Reliability Statistics

Cronbach's Alpha	N of Items
.584	3

e. Lokasi (X5)

Reliability Statistics

Cronbach's Alpha(a)	N of Items
-.732	2

f. Iklan (X6)**Reliability Statistics**

Cronbach's Alpha	N of Items
.661	3

g. Sales Promotion (X7)**Reliability Statistics**

Cronbach's Alpha	N of Items
.850	2

h. Personal Selling (X8)**Reliability Statistics**

Cronbach's Alpha(a)	N of Items
-.599	2

i. Publisitas**Reliability Statistics**

Cronbach's Alpha	N of Items
.723	4

Lampiran 5

Deskripsi Data

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Desain unik	115	2.00	5.00	3.7652	.70500
Desain menarik	115	2.00	4.00	3.7565	.55554
Awet	115	3.00	5.00	3.9826	.57709
Irit	115	2.00	3.00	2.5217	.50171
Ramah lingkungan	115	3.00	5.00	4.0609	.42482
Pelayanan ramah	115	3.00	5.00	4.0696	.28782
Pelayanan cepat	115	4.00	5.00	4.1826	.38804
Harga terjangkau	115	2.00	5.00	4.0957	.41831
Pembayaran mudah	115	2.00	5.00	4.0087	.42911
Potongan harga	115	2.00	4.00	3.7217	.48753
Dealer mudah dijangkau	115	3.00	5.00	4.1043	.38329
Dealer terletak dipinggir jalan	115	4.00	5.00	4.1304	.33826
Iklan menarik	115	2.00	5.00	4.0783	.35412
Iklan mudah dipahami	115	2.00	5.00	3.8348	.49436
Iklan sesuai dengan fakta	115	1.00	5.00	4.1652	.59132
Hadiah	115	3.00	5.00	3.9130	.38764
Diskon	115	3.00	5.00	3.8000	.49912
Gaya bahasa yang baik	115	2.00	5.00	3.8000	.54932
Sales bersikap baik	115	2.00	5.00	3.8261	.62493
Iklan dari brosur	115	2.00	5.00	4.3304	.57311
Iklan dari koran	115	2.00	5.00	4.0522	.60471
Iklan dari televisi	115	4.00	5.00	4.4609	.50065
Iklan dari baliho	115	4.00	5.00	4.5043	.50217
Valid N (listwise)	115				

Lampiran 6

Output Keiser – Mayer –Olkin (KMO)

a. Sebelum Reduksi

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.515
Bartlett's Test of Sphericity	Approx. Chi-Square	378.990
	Df	253
	Sig.	.000

b. Sesudah Reduksi

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.672
Bartlett's Test of Sphericity	Approx. Chi-Square	155.448
	Df	66
	Sig.	.000

Lampiran 7***Eigenvalues***

a. Sebelum Reduksi

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.412	10.487	10.487	2.412	10.487	10.487
2	2.091	9.090	19.578	2.091	9.090	19.578
3	1.852	8.053	27.631	1.852	8.053	27.631
4	1.533	6.666	34.297	1.533	6.666	34.297
5	1.430	6.218	40.515	1.430	6.218	40.515
6	1.377	5.987	46.503	1.377	5.987	46.503
7	1.268	5.515	52.018	1.268	5.515	52.018
8	1.205	5.238	57.256	1.205	5.238	57.256
9	1.083	4.707	61.963	1.083	4.707	61.963
10	1.027	4.465	66.427	1.027	4.465	66.427
11	.925	4.021	70.449			
12	.838	3.643	74.092			
13	.809	3.517	77.608			
14	.729	3.168	80.777			
15	.696	3.027	83.804			
16	.624	2.712	86.516			
17	.571	2.483	88.999			

18	.545	2.370	91.368		
19	.467	2.030	93.399		
20	.456	1.982	95.380		
21	.386	1.679	97.060		
22	.372	1.616	98.676		
23	.305	1.324	100.000		

Extraction Method: Principal Component Analysis.

b. Sesudah Reduksi

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.290	19.084	19.084	2.290	19.084	19.084	2.210	18.416	18.416
2	1.891	15.757	34.840	1.891	15.757	34.840	1.791	14.921	33.337
3	1.376	11.469	46.309	1.376	11.469	46.309	1.557	12.972	46.309
4	.958	7.981	54.290						
5	.884	7.368	61.658						
6	.819	6.824	68.482						
7	.747	6.224	74.707						
8	.710	5.914	80.621						
9	.692	5.768	86.389						
10	.619	5.154	91.544						
11	.534	4.452	95.996						
12	.481	4.004	100.000						

Extraction Method: Principal Component Analysis.

Lampiran 8**Component Matrix**

a. Sebelum Reduksi

Component Matrix(a)

	Component									
	1	2	3	4	5	6	7	8	9	10
Unik	.046	.307	.341	-.023	.062	-.489	.136	.271	-.288	.166
Menarik	.126	.234	.297	.273	.142	-.064	.366	-.137	-.132	-.504
Awet	-.092	.300	.329	.383	.136	-.135	-.159	.182	.492	-.038
Irit	-.039	-.393	-.143	.607	-.128	-.142	.228	.173	.057	.025
Ramah lingkungan	.061	.647	-.129	.183	-.248	.017	-.001	.002	.183	.235
Ramah	.211	.029	.162	.005	-.335	.472	-.506	-.080	-.245	-.208
Cepat	.180	.144	.093	-.506	-.382	.114	.380	-.147	.302	-.146
Harga terjangkau	.477	.214	-.227	-.295	.161	-.194	-.232	.103	.097	.017
Pembayaran mudah	.681	.009	-.202	-.066	.136	.194	.116	.001	-.124	-.096
Potongan harga	.044	.515	-.277	-.033	.075	.206	.305	-.202	.158	.335
Mudah dijangkau	-.114	-.095	.029	-.427	.386	.126	.180	.444	-.222	.013
Dipinggir jalan	.138	.053	.104	.109	-.481	.245	.352	.209	-.058	-.124
Menarik	.580	-.200	-.186	.053	-.157	-.161	.136	-.061	-.298	.226
Mudah dipahami	.381	-.397	-.348	.391	.122	-.044	.049	-.151	-.070	.022
Sesuai fakta	.682	-.144	.065	-.032	.146	.072	-.243	-.047	.275	.222
Hadiah	.253	.533	.072	.059	.024	.033	-.170	.250	-.254	-.201
Diskon	.392	.519	-.058	.300	.144	-.020	.011	.091	-.134	.019
Gaya bahasa yang baik	.022	-.084	-.201	.028	.581	.414	.154	.276	.241	-.184
Bersikap baik	-.186	.003	.204	.168	-.014	.559	.209	.182	-.189	.475
Brosur	.517	-.262	.191	-.035	-.190	-.045	.231	.253	.297	-.131

Koran	.085	.049	.508	.201	.332	.284	.021	-.511	-.042	-.012
Televisi	.217	-.137	.615	-.206	.203	-.227	.207	-.284	-.046	.194
Baliho	.239	-.258	.603	.055	-.120	.113	-.221	.338	.107	.174

Extraction Method: Principal Component Analysis.

a 10 components extracted.

b. Sesudah Reduksi

Component Matrix(a)

	Component		
	1	2	3
Unik	.046	.278	.563
Ramah lingkungan	.094	.651	.065
Harga terjangkau	.510	.185	-.041
Pembayaran mudah	.689	.022	-.146
Potongan harga	.097	.572	-.399
Menarik	.597	-.162	-.150
Mudah dipahami	.437	-.328	-.459
Sesuai fakta	.692	-.223	.028
Hadiah	.264	.508	.341
Diskon	.425	.574	.094
Brosur	.474	-.316	.318
Baliho	.184	-.396	.642

Extraction Method: Principal Component Analysis.

a 3 components extracted.

Lampiran 9

Rotated Component Matrix (a)

	Component		
	1	2	3
Unik	-.157	.525	.309
Ramah lingkungan	-.035	.588	-.300
Harga terjangkau	.501	.276	-.065
Pembayaran mudah	.689	.142	-.034
Potongan harga	.109	.288	-.633
Menarik	.633	-.036	.052
Mudah dipahami	.594	-.374	-.129
Sesuai fakta	.684	.033	.245
Hadiah	.073	.662	.030
Diskon	.283	.636	-.186
Brosur	.413	.042	.504
Baliho	.062	.058	.772

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Lampiran 10
Kuisisioner

**ANALISIS FAKTOR-FAKTOR YANG DIPERTIMBANGKAN
KONSUMEN DALAM KEPUTUSAN PEMBELIAN SEPEDA MOTOR
YAMAHA MIO DI KOTA MALANG**

Assalamu'alaikum.

Responden yang terhormat saya meminta sedikit waktu Anda untuk mengisi beberapa pertanyaan dalam kuisisioner berikut ini. Kuisisioner ini akan digunakan sebagai bahan penelitian dalam mengerjakan tugas akhir sebagai syarat untuk meraih gelar Sarjana (S1). Untuk itu, saya mohon kesediaan Anda untuk mengisi kuisisioner dibawah ini, atas kesediaannya saya sampaikan terima kasih.

A. Identitas Responden

1. Nama
2. Usia (Lingkari)
 - a. < 20 tahun
 - b. 21-30 tahun
 - c. 31-40 tahun
 - d. 41-50 tahun
 - e. > 50 tahun
3. Jenis Kelamin (Lingkari)
 - a. Laki-laki
 - b. Perempuan
4. Pekerjaan (Lingkari)
 - a. Pelajar/mahasiswa
 - b. Karyawan
 - c. Wiraswasta
 - d. Ibu Rumah Tangga
 - e. Lain-lain
5. Pendapatan perbulan (Lingkari)
 - a. < 250.000
 - b. 250.000 - 500.000
 - c. 500.000 – 1.000.000
 - d. 1.000.000 – 1.500.000
 - e. > 1.500.000

B. Daftar Pertanyaan Kuesioner

Setiap pertanyaan di bawah ini mohon diberikan respon dengan memberi tanda cek (√) pada kolom pilihan yang telah tersedia.

SS	S	R	TS	STS
Sangat Setuju	Setuju	Ragu	Tidak Setuju	Sangat Tidak Setuju

Produk (X1)

PERTANYAAN	JAWABAN				
	SS	S	R	TS	STS
Desain Produk (X1.1)					
1. Desain produk sepeda motor Yamaha MIO unik					
2. Desain produk sepeda motor Yamaha MIO menarik					
Kualitas Produk (X1.2)					
1. Daya tahan sepeda motor Yamaha MIO awet					
1. Bahan bakar sepeda motor Yamaha MIO irit					
2. Sepeda motor Yamaha MIO ramah lingkungan					
Pelayanan (X1.3)					
1. Pelayanan dealer sepeda motor Yamaha MIO ramah					
2. Pelayanan dealer sepeda motor Yamaha MIO cepat					

Harga (X2)

PERTANYAAN	JAWABAN				
	SS	S	R	TS	STS
Daftar Harga (X2.1)					
1. Harga sepeda motor Yamaha MIO terjangkau					
2. Pembayaran sepeda motor Yamaha MIO mudah					
3. Setiap pembelian sepeda motor Yamaha MIO mendapat potongan harga					

Lokasi (X3)

PERTANYAAN	JAWABAN				
	SS	S	R	TS	STS
Lokasi (X3.1)					
1. Dealer sepeda motor Yamaha MIO mudah dijangkau					
2. Dealer sepeda motor Yamaha MIO terletak dipinggir jalan					

Promosi (X4)

PERTANYAAN	JAWABAN				
	SS	S	R	TS	STS
Iklan (X4.1)					
1. Iklan sepeda motor Yamaha MIO menarik					
2. Iklan sepeda motor Yamaha MIO mudah dipahami					
3. Iklan sepeda motor Yamaha MIO karena sesuai dengan fakta					
Sales Promotion (X4.2)					
1. Setiap pembelian sepeda motor Yamaha MIO banyak mendapat hadiah					

2. Setiap pembelian sepeda motor Yamaha MIO mendapat diskon					
Personal Selling (X4.3)					
1. Sales dari dealer sepeda motor Yamaha MIO mampu menyampaikan pesan dengan gaya bahasa yang baik					
2. Sales dari dealer sepeda motor Yamaha MIO bersikap baik dalam menyampaikan pesan					
Publisitas (X4.4)					
1. Melihat iklan sepeda motor Yamaha MIO dari Brosur					
2. Melihat iklan sepeda motor Yamaha MIO dari Koran					
3. Melihat iklan sepeda motor Yamaha MIO dari Televisi					
4. Melihat iklan sepeda motor Yamaha MIO dari Baliho					