

Distribusi Variabel bebas

x1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	10	12.5	12.7	12.7
2	23	28.8	29.1	41.8
3	15	18.8	19.0	60.8
4	19	23.8	24.1	84.8
5	13	16.2	15.2	100.0
Total	80	98.8	100.0	

x1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	9	11.2	11.2	11.2
2	6	7.5	7.5	18.8
3	13	16.2	16.2	35.0
4	40	50.0	50.0	85.0
5	12	15.0	15.0	100.0
Total	80	100.0	100.0	

x1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	15	18.8	18.8	18.8
2	15	18.8	18.8	37.5
3	11	13.8	13.8	51.2
4	21	26.2	26.2	77.5
5	18	22.5	22.5	100.0
Total	80	100.0	100.0	

x2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	11	13.8	13.8	13.8
2	24	30.0	30.0	43.8
3	16	20.0	20.0	63.8
4	18	22.5	22.5	86.2
5	11	13.8	13.8	100.0
Total	80	100.0	100.0	

x2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	8.8	8.8	8.8
	2	25	31.2	31.2	40.0
	3	25	31.2	31.2	71.2
	4	14	17.5	17.5	88.8
	5	9	11.2	11.2	100.0
	Total	80	100.0	100.0	

x3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	8.8	8.8	8.8
	2	14	17.5	17.5	26.2
	3	18	22.5	22.5	48.8
	4	30	37.5	37.5	86.2
	5	11	13.8	13.8	100.0
	Total	80	100.0	100.0	

x3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	9	11.2	11.2	11.2
	2	6	7.5	7.5	18.8
	3	19	23.8	23.8	42.5
	4	31	38.8	38.8	81.2
	5	15	18.8	18.8	100.0
	Total	80	100.0	100.0	

x4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	10.0	10.0	10.0
	2	20	25.0	25.0	35.0
	3	12	15.0	15.0	50.0
	4	27	33.8	33.8	83.8
	5	13	16.2	16.2	100.0
	Total	80	100.0	100.0	

x4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	12.5	12.5	12.5
	2	11	13.8	13.8	26.2
	3	12	15.0	15.0	41.2
	4	30	37.5	37.5	78.8
	5	17	21.2	21.2	100.0
	Total	80	100.0	100.0	

x5.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	13.8	13.8	13.8
	2	3	3.8	3.8	17.5
	3	11	13.8	13.8	31.2
	4	20	25.0	25.0	56.2
	5	35	43.8	43.8	100.0
	Total	80	100.0	100.0	

x5.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	15.0	15.0	15.0
	2	8	10.0	10.0	25.0
	3	16	20.0	20.0	45.0
	4	32	40.0	40.0	85.0
	5	12	15.0	15.0	100.0
	Total	80	100.0	100.0	

x6.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	12.5	12.5	12.5
	2	7	8.8	8.8	21.2
	3	13	16.2	16.2	37.5
	4	22	27.5	27.5	65.0
	5	28	35.0	35.0	100.0
	Total	80	100.0	100.0	

x6.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	13.8	13.8	13.8
	2	12	15.0	15.0	28.8
	3	12	15.0	15.0	43.8
	4	19	23.8	23.8	67.5
	5	26	32.5	32.5	100.0
	Total	80	100.0	100.0	

x7.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	13.8	13.8	13.8
	2	12	15.0	15.0	28.8
	3	30	37.5	37.5	66.2
	4	16	20.0	20.0	86.2
	5	11	13.8	13.8	100.0
	Total	80	100.0	100.0	

x7.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	16.2	16.2	16.2
	2	10	12.5	12.5	28.8
	3	6	7.5	7.5	36.2
	4	22	27.5	27.5	63.8
	5	29	36.2	36.2	100.0
	Total	80	100.0	100.0	

x7.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	15.0	15.0	15.0
	2	17	21.2	21.2	36.2
	3	21	26.2	26.2	62.5
	4	20	25.0	25.0	87.5
	5	10	12.5	12.5	100.0
	Total	80	100.0	100.0	

x8.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.5	2.5	2.5
	2	6	7.5	7.5	10.0
	3	20	25.0	25.0	35.0
	4	39	48.8	48.8	83.8
	5	13	16.2	16.2	100.0
	Total	80	100.0	100.0	

x8.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	5.0	5.0	5.0
	2	18	22.5	22.5	27.5
	3	36	45.0	45.0	72.5
	4	19	23.8	23.8	96.2
	5	3	3.8	3.8	100.0
	Total	80	100.0	100.0	

x8.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	8.8	8.8	8.8
	2	24	30.0	30.0	38.8
	3	25	31.2	31.2	70.0
	4	15	18.8	18.8	88.8
	5	9	11.2	11.2	100.0
	Total	80	100.0	100.0	

Variabel Terikat

y1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.2	1.2	1.2
	2	2	2.5	2.5	3.8
	3	13	16.2	16.2	20.0
	4	41	51.2	51.2	71.2
	5	23	28.8	28.8	100.0
	Total	80	100.0	100.0	

y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.2	1.2	1.2
	2	5	6.2	6.2	7.5
	3	15	18.8	18.8	26.2
	4	42	52.5	52.5	78.8
	5	17	21.2	21.2	100.0
	Total	80	100.0	100.0	

Output spss uji Validitas

Correlations

		x1
x1.1	Pearson Correlation	.580**
	Sig. (2-tailed)	.000
	N	80
x1.2	Pearson Correlation	.801**
	Sig. (2-tailed)	.000
	N	80
x1.3	Pearson Correlation	.709**
	Sig. (2-tailed)	.000
	N	80

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

Correlations

		x2
x2.1	Pearson Correlation	.807**
	Sig. (2-tailed)	.000
	N	80
x2.2	Pearson Correlation	.737**
	Sig. (2-tailed)	.000
	N	80

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

Correlations

		x3
x3.1	Pearson Correlation	.840**
	Sig. (2-tailed)	.000
	N	80
x3.2	Pearson Correlation	.803**
	Sig. (2-tailed)	.000
	N	80

Correlations

		x3
x3.1	Pearson Correlation	.840 ^{**}
	Sig. (2-tailed)	.000
	N	80
x3.2	Pearson Correlation	.803 ^{**}
	Sig. (2-tailed)	.000
	N	80

**.

Correlations

		x4
x4.1	Pearson Correlation	.864 ^{**}
	Sig. (2-tailed)	.000
	N	80
x4.2	Pearson Correlation	.872 ^{**}
	Sig. (2-tailed)	.000
	N	80

**.

Correlations

		x5
x5.1	Pearson Correlation	.699 ^{**}
	Sig. (2-tailed)	.000
	N	80
x5.2	Pearson Correlation	.851 ^{**}
	Sig. (2-tailed)	.000
	N	80

**.

Correlations

		x6
x6.1	Pearson Correlation	.700 ^{**}
	Sig. (2-tailed)	.000
	N	80
x6.2	Pearson Correlation	.811 ^{**}
	Sig. (2-tailed)	.000
	N	80

**.

Correlations

		x7
x7.1	Pearson Correlation	.670**
	Sig. (2-tailed)	.000
	N	80
x7.2	Pearson Correlation	.731**
	Sig. (2-tailed)	.000
	N	80
x7.3	Pearson Correlation	.782**
	Sig. (2-tailed)	.000
	N	80

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

Correlations

		x8
x8.1	Pearson Correlation	.726**
	Sig. (2-tailed)	.000
	N	80
x8.2	Pearson Correlation	.758**
	Sig. (2-tailed)	.000
	N	80
x8.3	Pearson Correlation	.840**
	Sig. (2-tailed)	.000
	N	80

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

Correlations

		y
y1.1	Pearson Correlation	.859**
	Sig. (2-tailed)	.000
	N	80
y2.2	Pearson Correlation	.876**
	Sig. (2-tailed)	.000
	N	80

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

Correlations

		x1.1	x1.2	x1.3	X1
x1.1	Pearson Correlation	1	.279*	.121	.611**
	Sig. (2-tailed)		.012	.285	.000
	N	80	80	80	80
x1.2	Pearson Correlation	.279*	1	.629**	.836**
	Sig. (2-tailed)	.012		.000	.000
	N	80	80	80	80
x1.3	Pearson Correlation	.121	.629**	1	.800**
	Sig. (2-tailed)	.285	.000		.000
	N	80	80	80	80
X1	Pearson Correlation	.611**	.836**	.800**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	80	80	80	80

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

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

Reliability Statistics X1

Cronbach's Alpha	N of Items
.602	3

Reliability Statistics X2

Cronbach's Alpha	N of Items
.707	2

Correlations

		x2.1	x2.2	X2
x2.1	Pearson Correlation	1	.551**	.895**
	Sig. (2-tailed)		.000	.000
	N	80	80	80
x2.2	Pearson Correlation	.551**	1	.865**
	Sig. (2-tailed)	.000		.000
	N	80	80	80
X2	Pearson Correlation	.895**	.865**	1
	Sig. (2-tailed)	.000	.000	
	N	80	80	80

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

Reliability Statistics X3

Cronbach's Alpha	N of Items
.640	2

Correlations

		x3.1	x3.2	X3
x3.1	Pearson Correlation	1	.471**	.853**
	Sig. (2-tailed)		.000	.000
	N	80	80	80
x3.2	Pearson Correlation	.471**	1	.862**
	Sig. (2-tailed)	.000		.000
	N	80	80	80
X3	Pearson Correlation	.853**	.862**	1
	Sig. (2-tailed)	.000	.000	
	N	80	80	80

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

Reliability Statistics X4

Cronbach's Alpha	N of Items
.612	2

Correlations

		x4.1	x4.2	X4
x4.1	Pearson Correlation	1	.442**	.844**
	Sig. (2-tailed)		.000	.000
	N	80	80	80
x4.2	Pearson Correlation	.442**	1	.854**
	Sig. (2-tailed)	.000		.000
	N	80	80	80
X4	Pearson Correlation	.844**	.854**	1
	Sig. (2-tailed)	.000	.000	
	N	80	80	80

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

Reliability Statistics X5

Cronbach's Alpha	N of Items
.684	2

Correlations

		x5.1	x5.2	X5
x5.1	Pearson Correlation	1	.522**	.884**
	Sig. (2-tailed)		.000	.000
	N	80	80	80
x5.2	Pearson Correlation	.522**	1	.860**
	Sig. (2-tailed)	.000		.000
	N	80	80	80
X5	Pearson Correlation	.884**	.860**	1
	Sig. (2-tailed)	.000	.000	
	N	80	80	80

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

Reliability Statistics X6

Cronbach's Alpha	N of Items
.694	2

Correlations

		x6.1	x6.2	X6
x6.1	Pearson Correlation	1	.532**	.869**
	Sig. (2-tailed)		.000	.000
	N	80	80	80
x6.2	Pearson Correlation	.532**	1	.881**
	Sig. (2-tailed)	.000		.000
	N	80	80	80
X6	Pearson Correlation	.869**	.881**	1
	Sig. (2-tailed)	.000	.000	
	N	80	80	80

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

Output SPSS Uji reliabilitas

Reliability Statistics X7

Cronbach's Alpha	N of Items
.831	3

Correlations

		x7.1	x7.2	x7.3	X7
x7.1	Pearson Correlation	1	.587**	.649**	.845**
	Sig. (2-tailed)		.000	.000	.000
	N	80	80	80	80
x7.2	Pearson Correlation	.587**	1	.651**	.879**
	Sig. (2-tailed)	.000		.000	.000
	N	80	80	80	80

x7.3	Pearson Correlation	.649**	.651**	1	.877**
	Sig. (2-tailed)	.000	.000		.000
	N	80	80	80	80
X7	Pearson Correlation	.845**	.879**	.877**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	80	80	80	80

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

Reliability Statistics X8

Cronbach's Alpha	N of Items
.667	3

Correlations

		x8.1	x8.2	X8
x8.1	Pearson Correlation	1	.328**	.726**
	Sig. (2-tailed)		.003	.000
	N	80	80	80
x8.2	Pearson Correlation	.328**	1	.758**
	Sig. (2-tailed)	.003		.000
	N	80	80	80
X8	Pearson Correlation	.726**	.758**	1
	Sig. (2-tailed)	.000	.000	
	N	80	80	80

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

Reliability Statistics Y

Cronbach's Alpha	N of Items
.672	2

Correlations

		y1.1	y1.2	y1
y1.1	Pearson Correlation	1	.507**	.859**
	Sig. (2-tailed)		.000	.000
	N	80	80	80
y1.2	Pearson Correlation	.507**	1	.876**
	Sig. (2-tailed)	.000		.000
	N	80	80	80
y1	Pearson Correlation	.859**	.876**	1
	Sig. (2-tailed)	.000	.000	
	N	80	80	80

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

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		80
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.21254819
Most Extreme Differences	Absolute	.089
	Positive	.051
	Negative	-.089
Kolmogorov-Smirnov Z		.793
Asymp. Sig. (2-tailed)		.555

Output Uji Multikolinearitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.083	1.102		3.706	.000		
	kulitas yang dirakan	.124	.072	.196	1.719	.090	.742	1.347
	kinerja	.073	.051	-.145	-1.409	.163	.908	1.101
	keistimewaan	.262	.076	.382	3.457	.001	.794	1.260
	keandalan	.106	.075	.148	1.422	.159	.890	1.123
	konformasi	.111	.066	.167	1.675	.098	.978	1.022
	daya tahan	.005	.064	.008	.083	.934	.943	1.061
	kemampuan pelayanan	.078	.062	.130	1.258	.212	.906	1.104
	estetika	.018	.044	.042	-.406	.686	.902	1.109

a. Dependent Variable: keputusan pembelian

Output SPSS Uji autokorelasi

Model Summary^a

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.560 ^a	.314	.936	1.27904	1.932

a. Predictors: (Constant), estetika, keistimewaan, konformasi, daya tahan, keandalan, kinerja, kemampuan pelayanan, kulitas yang dirakan

b. Dependent Variable: keputusan pembelian

Uji Heteroskedensitas

Correlations

			abs_res
Spearman's rho	kinerja	Correlation Coefficient	.059
		Sig. (2-tailed)	.602
		N	80
	keistimewaan	Correlation Coefficient	.034
		Sig. (2-tailed)	.766
		N	80
	keandalan	Correlation Coefficient	-.071
		Sig. (2-tailed)	.531
		N	80
	konformasi	Correlation Coefficient	-.230
		Sig. (2-tailed)	.040
		N	80
	daya tahan	Correlation Coefficient	-.021
		Sig. (2-tailed)	.856
		N	80
	kemampuan pelayanan	Correlation Coefficient	.010
		Sig. (2-tailed)	.931
		N	80
	estetika	Correlation Coefficient	-.084
		Sig. (2-tailed)	.461
		N	80
	kulitas yang dirakan	Correlation Coefficient	-.005
		Sig. (2-tailed)	.962
		N	80

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

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.083	1.102		3.706	.000
	kinerja	.073	.051	.145	2.409	.002
	keistimewaan	.262	.076	.382	3.457	.001
	keandalan	.106	.075	.148	2.422	.000
	konformasi	.111	.066	.167	2.075	.002
	daya tahan	.005	.064	.008	2.083	.004
	kemampuan pelayanan	.078	.062	.130	3.258	.000
	estetika	.018	.044	.042	3.406	.003
	kulitas yang dirakan	.124	.072	.196	2.719	.000

a. Dependent Variable: keputusan pembelian

Kuisisioner

Responden yang terhormat, kami yang merupakan mahasiswa Universitas Maulana Malik Ibrahim (UIN) Malang sedang mengerjakan suatu penelitian. Penelitian tersebut adalah “Pengaruh Dimensi Kualitas Produk Terhadap Keputusan Pembelian Yamaha mio (Studi Pada Konsumen Pengguna Yamaha Mio Kab.Lamongan)”

Di dalam penelitian ini kami membutuhkan data primer yang berasal dari pembeli. Oleh karena itu kami sangat membutuhkan bantuan dari responden untuk mengisi kuisisioner ini. Atas waktunya kami ucapkan terima kasih.

Umur :

Jenis Kelamin :

Profesi :

Isi tabel yang sesuai dengan jawaban anda dengan tanda silang, dimana data pengukur ini memiliki kategori urutan yang jelas, yaitu :

1. Jawaban “Sangat Setuju” diberi skor 5
2. Jawaban “Setuju” diberi skor 4
3. Jawaban “Netral” diberi skor 3
4. Jawaban “Tidak Setuju” diberi skor 2
5. Jawaban “Sangat Tidak Setuju” diberi skor 1

1. Pertanyaan untuk variabel kerja (X1)

pertanyaan	Sangat setuju	setuju	netral	Tidak setuju	Sangat tidak setuju
1. Yamaha mio mempunyai kecepatan yang maksimal					
2. Yamaha mio hemat dalam penggunaan BBM					
3. Yamaha mio mudah dikendarai					

2. Pertanyaan untuk variabel keistimewaan (X2)

Pertanyaan	Sangat setuju	setuju	netral	Tidak setuju	Sangat tidak setuju
1. Yamaha mio memiliki fitur elegan					
2. Yamaha mio mudah dilakukan modifikasi					

3. Pertanyaan untuk variabel Keandalan (X3)

Pertanyaan	Sangat setuju	setuju	netral	Tidak setuju	Sangat tidak setuju
1. Yamaha mio memiliki sisten injection					
2. Yamaha mio memiliki mesin yang tidak mudah mati saat dikendarai					

4. Pertanyaan untuk variabel konformasi (X4)

Pertanyaan	Sangat setuju	setuju	netral	Tidak setuju	Sangat tidak setuju
1. Yamaha mio memiliki standar desain produk					
2. Yamaha mio memiliki standar karakteristik operasional					

5. Pertanyaan untuk variabel daya tahan (X5)

Pertanyaan	Sangat setuju	setuju	netral	Tidak setuju	Sangat tidak setuju
1. Yamaha mio memiliki umur ekonomis					
2. Yamaha mio memiliki umur teknis					

6. Pertanyaan untuk variabel ketepatan pelayanan (X6)

Pertanyaan	Sangat setuju	setuju	netral	Tidak setuju	Sangat tidak setuju
1. Dealer yamaha mio memberikan informasi yang jelas tentang produk					
2. Pegawai dealer memiliki sifat yang ramah dan sopan saat melayani konsumen					

7. Pertanyaan untuk variabel Estetika (X7)

Pertanyaan	Sangat setuju	setuju	netral	Tidak setuju	Sangat tidak setuju
1. Yamaha mio memiliki bentuk fisik menarik					
2. Yamaha mio memiliki desain artistic					
3. Yamaha mio memiliki warna fisik yang cerah					

8. Pertanyaan untuk variabel kualitas yang dirasakan (X8)

Pertanyaan	Sangat setuju	setuju	netral	Tidak setuju	Sangat tidak setuju
1. Yamaha mio memiliki harga yang lebih murah					
2. Yamaha mio memiliki merk yang mudah diingat					
3. Yamaha mio memiliki iklan yang menarik					

9. Pertanyaan untuk variabel keputusan pembelian (Y)

Pertanyaan	Sangat setuju	setuju	netral	Tidak setuju	Sangat tidak setuju
1. Memilih Yamaha mio sebagai sepeda matic yang dimiliki					
2. Memilih Yamaha mio sebagai gaya hidup					

