

Lampiran 1 KUESIONER PENELITIAN

Responden yang terhormat,

Saya Zubaidah Putri Siregar, Mahasiswi Fakultas Ilmu Ekonomi dan Bisnis Program Studi Manajemen Universitas Labuhan Batu yang sedang melakukan penelitian dalam rangka menyelesaikan skripsi yang berjudul: **Pengaruh Harga, Kualitas Produk dan Promosi terhadap Keputusan Pembelian di Marketplace Shopee** sebagai salah satu persyaratan untuk mendapatkan gelar S1.

Sehubungan dengan hal tersebut, saya meminta kesediaan Bapak/Ibu/Saudara/i mengisi kuesioner ini dengan memberikan pendapat sesuai dengan pernyataan yang terdapat dalam kuesioner ini.

Atas perhatian dan kesediaan Bapak/Ibu/Saudara/i dalam proses pengisian kuesioner ini, Saya mengucapkan terimakasih yang sebesar-besarnya.

Hormat Saya



Zubaidah Putri Siregar

I. Identitas Responden

Nama Responden :

Jenis Kelamin : Laki-laki
Y Perempuan

Usia : tahun

Pendidikan Terakhir :

Apakah anda bekerja? : Ya
Jika ya, bekerja sebagai:
Y Tidak

Jika bekerja,
pendapatan/ bulan : Rp.

Jika tidak bekerja,
Uang saku/bulan : Rp.

Berapa kali Anda berbelanja
di Shopee dalam 3 bulan terakhir : kali

Berilah tanda (□) pada salah satu jawaban yang anda pilih!

Keterangan:

- SS : Sangat Setuju
- S : Setuju
- KS : Kurang Setuju
- TS : Tidak Setuju
- STS : Sangat Tidak Setuju

No.	Pernyataan	SS	S	KS	TS	STS
Harga (X1)						
1	Harga produk-produk yang ditawarkan di <i>Marketplace</i> Shopee cukup terjangkau					
2	Harga produk-produk di <i>Marketplace</i> Shopee bervariasi sehingga konsumen bisa memilih produk sesuai kemampuannya					
3	Harga produk-produk di <i>Marketplace</i> Shopee relatif lebih murah dibandingkan dengan produk sejenis di toko-toko lain					
4	Harga produk-produk di <i>Marketplace</i> Shopee sesuai dengan kualitas yang ditawarkan					
5	Saya merasa pantas mengeluarkan biaya tertentu untuk mendapatkan produk-produk di <i>Marketplace</i> Shopee yang berkualitas					
Kualitas Produk (X2)						
1	Produk yang ditawarkan di <i>Shopee</i> memiliki bentuk/tampilan yang menarik					
2	Produk yang ditawarkan di <i>Shopee</i> menyediakan berbagai desain yang sesuai dengan kebutuhan					
3	Produk yang ditawarkan <i>Shopee</i> memiliki kualitas yang baik					
4	Produk yang saya beli dari <i>Shopee</i> sesuai dengan yang spesifikasi yang ditawarkan					
5	Produk yang dijual memiliki daya tahan yang lama sesuai dengan pemakaian dan jenis produknya					
Promosi (X3)						
1	Promosi penjualan <i>online</i> <i>Shopee</i> menarik perhatian saya untuk mengetahui lebih banyak tentang produk-produk yang dijual <i>Shopee</i>					

No.	Pernyataan	SS	S	KS	TS	STS
2	Shopee memiliki pelayanan aduan konsumen secara online yang merespons keluhan konsumen dengan cepat.					
3	Shopee sering memberikan potongan harga pada berbagai moment					
4	Shopee memberikan berbagai hadiah kepada konsumen, seperti <i>cashback</i> pembelian dan bebas biaya ongkos kirim.					
5	Akses ke Shopee, misalnya melakukan transaksi, menyampaikan keluhan dan lain-lain mudah dilakukan.					
Keputusan Pembelian (Y)						
1	Saya telah memutuskan jenis produk yang akan dibeli sebelum melakukan pembelian di <i>Marketplace</i> Shopee					
2	Saya telah memutuskan jumlah yang akan dibeli sebelum melakukan pembelian di <i>Marketplace</i> Shopee					
3	Saya membeli produk-produk di <i>Marketplace</i> Shopee karena berdasarkan manfaat produk yang saya terima					
4	Saya membeli produk-produk di <i>Marketplace</i> Shopee karena sesuai dengan kebutuhan					
5	Saya membeli produk-produk di <i>Marketplace</i> Shopee karena sesuai dengan keinginan					

Lampiran 2

TABULASI SKOR PENELITIAN

1. Harga (X1)

No. Resp.	Nomor Butir Instrumen					Jumlah
	1	2	3	4	5	
1	4	3	4	4	3	18
2	3	4	3	4	3	17
3	4	4	4	4	4	20
4	4	4	4	4	3	19
5	5	5	5	5	4	24
6	4	5	5	4	3	21
7	4	5	4	5	5	23
8	3	3	4	3	3	16
9	3	3	4	4	3	17
10	4	5	5	5	5	24
11	3	3	3	3	3	15
12	4	3	5	4	4	20
13	5	5	5	5	4	24
14	4	4	4	5	4	21
15	4	4	5	4	4	21
16	5	5	4	4	5	23
17	4	4	4	4	4	20
18	5	4	4	3	4	20
19	4	4	4	4	3	19
20	4	5	4	4	4	21
21	5	4	4	4	4	21
22	5	5	5	5	5	25
23	5	5	4	4	4	22
24	4	3	4	3	4	18
25	5	5	3	5	5	23
26	4	5	4	4	5	22
27	5	4	5	4	4	22
28	4	5	4	4	5	22
29	5	5	5	5	5	25
30	5	4	5	4	4	22

2. Kualitas Produk (X2)

No. Resp.	Nomor Butir Instrumen					Jumlah
	1	2	3	4	5	
1	5	5	4	4	4	22
2	4	4	4	4	4	20
3	5	4	4	4	3	20
4	4	4	5	4	5	22
5	5	4	5	4	4	22
6	4	4	4	4	3	19
7	5	4	5	5	5	24
8	3	4	3	4	4	18
9	4	4	4	4	4	20
10	4	5	5	5	5	24
11	3	3	4	3	4	17
12	3	4	4	3	4	18
13	4	5	4	5	4	22
14	5	5	4	4	3	21
15	4	4	4	5	4	21
16	5	5	5	5	5	25
17	4	4	4	3	4	19
18	4	5	4	4	4	21
19	5	4	4	4	4	21
20	4	4	4	4	4	20
21	5	4	5	5	5	24
22	5	5	5	5	5	25
23	4	4	4	3	4	19
24	4	4	4	5	4	21
25	4	5	5	4	5	23
26	5	5	5	3	5	23
27	4	5	4	4	5	22
28	5	4	3	4	5	21
29	4	4	5	3	5	21
30	5	4	4	3	4	20

3. Promosi (X3)

No. Resp.	Nomor Butir Instrumen					Jumlah
	1	2	3	4	5	
1	5	4	4	4	5	22
2	4	3	4	4	3	18
3	4	4	4	3	4	19
4	4	4	4	4	4	20
5	4	4	5	5	5	23
6	4	4	5	4	4	21
7	5	4	5	5	4	23
8	3	4	4	3	3	17
9	5	4	4	5	5	23
10	4	5	5	5	5	24
11	3	4	3	3	3	16
12	4	5	5	3	5	22
13	5	5	5	5	4	24
14	4	4	4	4	5	21
15	3	5	5	5	5	23
16	5	4	5	5	5	24
17	4	4	4	4	4	20
18	5	4	4	5	4	22
19	3	4	5	4	5	21
20	4	4	4	4	4	20
21	5	5	5	5	5	25
22	5	5	5	5	5	25
23	4	4	4	4	4	20
24	4	3	3	3	4	17
25	4	5	4	4	4	21
26	4	5	5	3	5	22
27	3	4	4	4	4	19
28	4	4	3	4	4	19
29	4	4	4	4	4	20
30	5	4	4	3	4	20

4. Keputusan Pembelian (Y)

No. Resp.	Nomor Butir Instrumen					Jumlah
	1	2	3	4	5	
1	4	4	4	4	4	20
2	4	3	4	4	4	19
3	5	4	4	4	4	21
4	5	4	5	4	5	23
5	5	5	5	4	5	24
6	4	4	5	5	4	22
7	5	4	5	4	5	23
8	4	3	4	4	4	19
9	4	4	4	4	4	20
10	5	5	5	5	5	25
11	4	3	4	3	4	18
12	5	4	4	4	4	21
13	5	4	5	5	5	24
14	4	4	5	5	4	22
15	5	4	5	4	4	22
16	4	5	5	5	5	24
17	4	4	4	4	4	20
18	4	4	4	5	5	22
19	4	5	4	3	5	21
20	4	4	5	5	4	22
21	4	4	5	5	5	23
22	5	5	5	5	5	25
23	4	4	4	4	4	20
24	3	4	4	4	4	19
25	5	5	5	5	4	24
26	5	5	4	5	4	23
27	4	4	5	5	4	22
28	4	5	4	4	4	21
29	4	4	4	5	4	21
30	5	4	4	5	4	22

Lampiran 3

HASIL UJI VALIDITAS

1. Harga (X1)

		Correlations					
		X1_1	X1_2	X1_3	X1_4	X1_5	Total_X1
X1_1	Pearson Correlation	1	.549	.435	.409	.547	.780
	Sig. (2-tailed)		.002	.016	.025	.002	.000
	N	30	30	30	30	30	30
X1_2	Pearson Correlation	.549	1	.240	.642	.660	.838
	Sig. (2-tailed)	.002		.202	.000	.000	.000
	N	30	30	30	30	30	30
X1_3	Pearson Correlation	.435	.240	1	.356	.222	.572
	Sig. (2-tailed)	.016	.202		.053	.237	.001
	N	30	30	30	30	30	30
X1_4	Pearson Correlation	.409	.642	.356	1	.517	.769
	Sig. (2-tailed)	.025	.000	.053		.003	.000
	N	30	30	30	30	30	30
X1_5	Pearson Correlation	.547	.660	.222	.517	1	.799
	Sig. (2-tailed)	.002	.000	.237	.003		.000
	N	30	30	30	30	30	30
Total_X1	Pearson Correlation	.780	.838	.572	.769	.799	1
	Sig. (2-tailed)	.000	.000	.001	.000	.000	
	N	30	30	30	30	30	30

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

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

2. Kualitas Produk (X2)

		Correlations					
		X2_1	X2_2	X2_3	X2_4	X2_5	Total_X2
X2_1	Pearson Correlation	1	.327	.327	.273	.132	.632
	Sig. (2-tailed)		.078	.078	.145	.485	.000
	N	30	30	30	30	30	30
X2_2	Pearson Correlation	.327	1	.287	.332	.262	.644
	Sig. (2-tailed)	.078		.124	.073	.162	.000
	N	30	30	30	30	30	30
X2_3	Pearson Correlation	.327	.287	1	.225	.542	.710
	Sig. (2-tailed)	.078	.124		.232	.002	.000
	N	30	30	30	30	30	30
X2_4	Pearson Correlation	.273	.332	.225	1	.205	.651
	Sig. (2-tailed)	.145	.073	.232		.277	.000
	N	30	30	30	30	30	30
X2_5	Pearson Correlation	.132	.262	.542	.205	1	.648
	Sig. (2-tailed)	.485	.162	.002	.277		.000
	N	30	30	30	30	30	30
Total_X2	Pearson Correlation	.632	.644	.710	.651	.648	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

3. Promosi (X3)

		Correlations					
		X3_1	X3_2	X3_3	X3_4	X3_5	Total_X3
X3_1	Pearson Correlation	1	.110	.218	.440	.295	.595
	Sig. (2-tailed)		.562	.248	.015	.113	.001
	N	30	30	30	30	30	30
X3_2	Pearson Correlation	.110	1	.596	.280	.500	.655
	Sig. (2-tailed)	.562		.001	.133	.005	.000
	N	30	30	30	30	30	30
X3_3	Pearson Correlation	.218	.596	1	.495	.593	.797
	Sig. (2-tailed)	.248	.001		.005	.001	.000
	N	30	30	30	30	30	30
X3_4	Pearson Correlation	.440	.280	.495	1	.426	.765
	Sig. (2-tailed)	.015	.133	.005		.019	.000
	N	30	30	30	30	30	30
X3_5	Pearson Correlation	.295	.500	.593	.426	1	.775
	Sig. (2-tailed)	.113	.005	.001	.019		.000
	N	30	30	30	30	30	30
Total_X3	Pearson Correlation	.595	.655	.797	.765	.775	1
	Sig. (2-tailed)	.001	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

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

4. Keputusan Pembelian (Y)

		Correlations					
		Y_1	Y_2	Y_3	Y_4	Y_5	Total_Y
Y_1	Pearson Correlation	1	.332	.350	.160	.302	.633
	Sig. (2-tailed)		.073	.058	.399	.105	.000
	N	30	30	30	30	30	30
Y_2	Pearson Correlation	.332	1	.306	.281	.405	.701
	Sig. (2-tailed)	.073		.100	.132	.026	.000
	N	30	30	30	30	30	30
Y_3	Pearson Correlation	.350	.306	1	.481	.472	.759
	Sig. (2-tailed)	.058	.100		.007	.008	.000
	N	30	30	30	30	30	30
Y_4	Pearson Correlation	.160	.281	.481	1	.116	.634
	Sig. (2-tailed)	.399	.132	.007		.543	.000
	N	30	30	30	30	30	30
Y_5	Pearson Correlation	.302	.405	.472	.116	1	.646
	Sig. (2-tailed)	.105	.026	.008	.543		.000
	N	30	30	30	30	30	30
Total_Y	Pearson Correlation	.633	.701	.759	.634	.646	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

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

Lampiran 4

HASIL UJI RELIABILITAS

1. Harga (X1)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.811	5

2. Kualitas Produk (X2)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.664	5

3. Promosi (X3)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.762	5

4. Keputusan Pembelian (Y)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.693	5

Lampiran 5

STATISTIK DESKRIPTIF

Frequencies

		Statistics			
		Harga	Kualitas Produk	Promosi	Keputusan Pembelian
N	Valid	30	30	30	30
	Missing	0	0	0	0
Mean		20.83	21.17	21.03	21.73
Median		21.00	21.00	21.00	22.00
Mode		21 ^a	21	20	22
Std. Deviation		2.614	2.052	2.371	1.856
Variance		6.833	4.213	5.620	3.444
Range		10	8	9	7
Minimum		15	17	16	18
Maximum		25	25	25	25

a. Multiple modes exist. The smallest value is shown

		Harga			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	15	1	3.3	3.3	3.3
	16	1	3.3	3.3	6.7
	17	2	6.7	6.7	13.3
	18	2	6.7	6.7	20.0
	19	2	6.7	6.7	26.7
	20	4	13.3	13.3	40.0
	21	5	16.7	16.7	56.7
	22	5	16.7	16.7	73.3
	23	3	10.0	10.0	83.3
	24	3	10.0	10.0	93.3
	25	2	6.7	6.7	100.0
Total		30	100.0	100.0	

Kualitas Produk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17	1	3.3	3.3	3.3
	18	2	6.7	6.7	10.0
	19	3	10.0	10.0	20.0
	20	5	16.7	16.7	36.7
	21	7	23.3	23.3	60.0
	22	5	16.7	16.7	76.7
	23	2	6.7	6.7	83.3
	24	3	10.0	10.0	93.3
	25	2	6.7	6.7	100.0
Total		30	100.0	100.0	

Promosi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16	1	3.3	3.3	3.3
	17	2	6.7	6.7	10.0
	18	1	3.3	3.3	13.3
	19	3	10.0	10.0	23.3
	20	6	20.0	20.0	43.3
	21	4	13.3	13.3	56.7
	22	4	13.3	13.3	70.0
	23	4	13.3	13.3	83.3
	24	3	10.0	10.0	93.3
	25	2	6.7	6.7	100.0
	Total		30	100.0	100.0

Keputusan Pembelian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	1	3.3	3.3	3.3
	19	3	10.0	10.0	13.3
	20	4	13.3	13.3	26.7
	21	5	16.7	16.7	43.3
	22	7	23.3	23.3	66.7
	23	4	13.3	13.3	80.0
	24	4	13.3	13.3	93.3
	25	2	6.7	6.7	100.0
	Total		30	100.0	100.0

Lampiran 6

UJI NORMALITAS

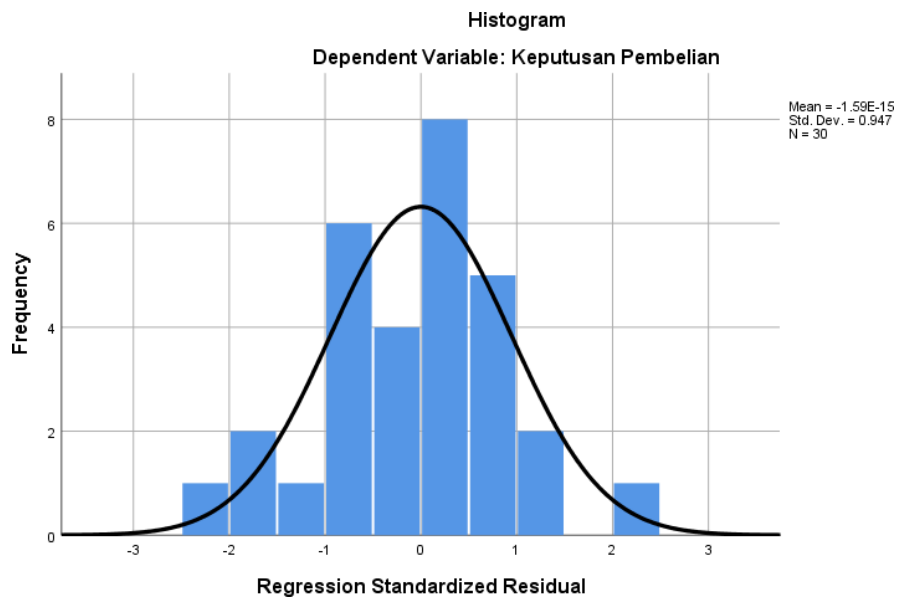
Uji Normalitas Dengan Metode Grafik

Variables Entered/Removed^a

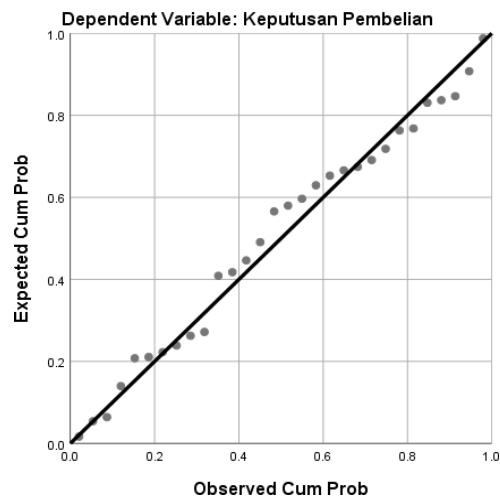
Model	Variables Entered	Variables Removed	Method
1	Promosi, Harga, Kualitas Produk ^b	.	Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.



Normal P-P Plot of Regression Standardized Residual



Uji Normalitas Kolmogorov-Smirnov

One-Sample Kolmogorov-Smirnov Test

		Standardized Residual
N		30
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.94686415
Most Extreme Differences	Absolute	.103
	Positive	.073
	Negative	-.103
Test Statistic		.103
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Lampiran 7

UJI LINEARITAS

Means

Case Processing Summary

	Included		Cases Excluded		Total	
	N	Percent	N	Percent	N	Percent
Keputusan Pembelian * Harga	30	100.0%	0	0.0%	30	100.0%

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian * Harga	Between Groups	(Combined)	79.533	10	7.953	7.432	.000
		Linearity	65.198	1	65.198	60.923	.000
		Deviation from Linearity	14.335	9	1.593	1.488	.222
Within Groups			20.333	19	1.070		
Total			99.867	29			

Means

Case Processing Summary

	Included		Cases Excluded		Total	
	N	Percent	N	Percent	N	Percent
Keputusan Pembelian * Kualitas Produk	30	100.0%	0	0.0%	30	100.0%

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian * Kualitas Produk	Between Groups	(Combined)	66.676	8	8.335	5.273	.001
		Linearity	62.432	1	62.432	39.501	.000
		Deviation from Linearity	4.244	7	.606	.384	.902
Within Groups			33.190	21	1.580		
Total			99.867	29			

Means

Case Processing Summary

	Included		Cases Excluded		Total	
	N	Percent	N	Percent	N	Percent
Keputusan Pembelian * Promosi	30	100.0%	0	0.0%	30	100.0%

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian * Promosi	Between Groups	(Combined)	70.700	9	7.856	5.387	.001
		Linearity	59.253	1	59.253	40.631	.000
		Deviation from Linearity	11.447	8	1.431	.981	.479
	Within Groups		29.167	20	1.458		
	Total		99.867	29			

Lampiran 8

UJI MULTIKOLINEARITAS

Variables Entered/Removed^a

Model	Variables	Variables	Method
	Entered	Removed	
1	Promosi, Harga, Kualitas Produk ^b	.	Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	4.463	1.626		2.744	.011		
Harga	.310	.078	.436	3.973	.001	.555	1.801
Kualitas Produk	.283	.111	.313	2.559	.017	.447	2.236
Promosi	.229	.093	.293	2.471	.020	.477	2.098

a. Dependent Variable: Keputusan Pembelian

Lampiran 9

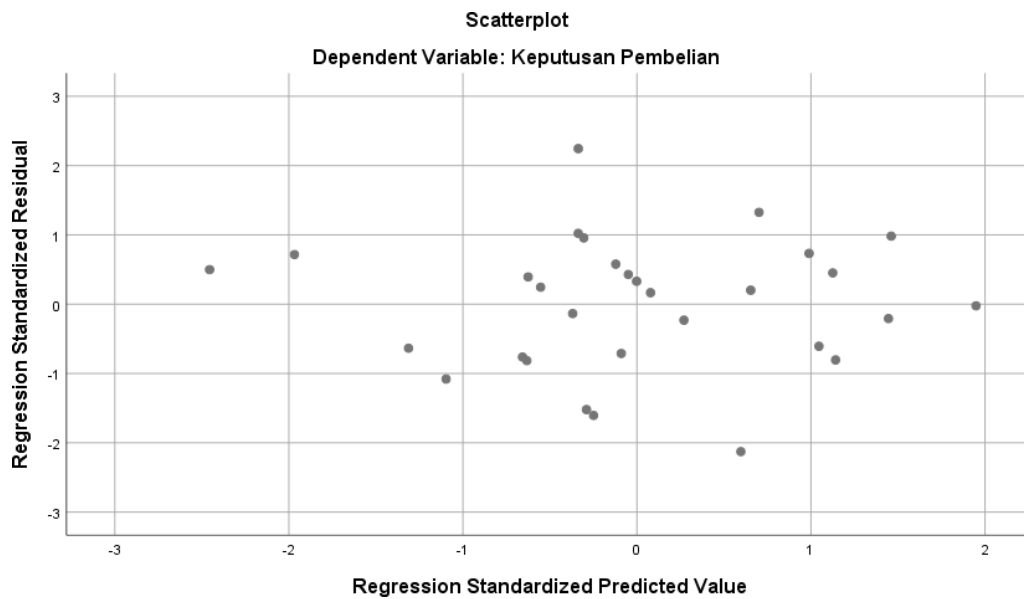
UJI HETEROKEDASTISITAS

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Promosi, Harga, Kualitas Produk ^b	.	Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.



Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	1.359	1.134		1.198	.242
	Harga	.033	.054	.153	.602	.552
	Kualitas Produk	.022	.077	.082	.291	.773
	Promosi	-.084	.065	-.356	-1.297	.206

a. Dependent Variable: AbsRes

Lampiran 10

UJI HIPOTESIS

UJI REGRESI LINIER BERGANDA

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.909 ^a	.826	.806	.818

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

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82.474	3	27.491	41.096	.000 ^b
	Residual	17.393	26	.669		
	Total	99.867	29			

a. Dependent Variable: Keputusan Pembelian

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

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.463	1.626		2.744	.011
	Harga	.310	.078	.436	3.973	.001
	Kualitas Produk	.283	.111	.313	2.559	.017
	Promosi	.229	.093	.293	2.471	.020

a. Dependent Variable: Keputusan Pembelian