

Lampiran 1

No. Responden :

KUESIONER PENELITIAN

PENGARUH MARKETING ONLINE, INOVASI TEKNOLOGI DAN PERSEPSI KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA RAHMAT CELL CIKAMPAK

Petunjuk pengisian kuesioner :

- 1) Mohon diberi tanda checklist (√) pada kolom jawaban Bapak / Ibu anggap paling sesuai.
- 2) Setiap pertanyaan hanya membutuhkan satu jawaban saja.
- 3) Mohon memberikan jawaban yang sebenarnya karena tidak akan mempengaruhi pekerjaan anda.
- 4) Setelah mengisi kuesioner mohon Bapak/Ibu berikan kepada yang menyerahkan kuesioner.
- 5) Terimakasih atas partisipasi anda.

Identitas Responden

- 1) Nama :
- 2) Usia :Tahun
- 3) Jenis Kelamin : Pria Wanita
- 4) Pendidikan Terakhir :
- 5) Pendapat anda dinyatakan dalam skala 1 s/d yang memiliki makna
Sangat Setuju (SS) = 5
Setuju (S) = 4
Kurang Setuju (KS) = 3
Tidak Setuju (TS) = 2
Sangat Tidak Setuju (STS) = 1

Variabel Marketing online (X₁)

No	Pernyataan	SS	S	KS	TS	STS
1	Pihak rahmat cell selalu memasang iklan dengan cara yang menarik					
2	Rahmat cell selalu mempublikasikan dengan baik setiap produk yang mereka jual					
3	Marketing online juga dilakukan secara langsung oleh pihak penjual di rahmat cell					
4	Rahmat cell memiliki strategi marketing yang lebih menarik bila dibandingkan dengan olshop lain					

Variabel Inovasi teknologi (X₂)

No	Pernyataan	SS	S	KS	TS	STS
1	rahmat cell selalu memanfaatkan inovasi teknologi dengan orientasi yang baik					
2	Saya selalu meninjau terlebih dahulu terhadap kebijakan baru yang diberikan pihak rahmat cell					
3	Saya selalu menganalisis setiap peraturan sebelum melakukan pembelian online					
4	Kebijakan yang diberikan tidak pernah memberatkan konsumen					

Variabel Persepsi konsumen (X₃)

No	Pernyataan	SS	S	KS	TS	STS
1	Komunikasi yang dijalin pihak rahmat cell dengan konsumen sangat baik					
2	Pihak rahmat cell selalu memberikan pelayanan yang baik					
3	Berbelanja dengan rahmat cell lebih efisien menurut saya					
4	Rahmat cell memiliki citra usaha yang baik bagi konsumen					

Variabel keputusan pembelian (Y)

No	Pernyataan	SS	S	KS	TS	STS
1	Saya akan kembali berbelanja di rahmat cell setiap saya memiliki kebutuhan berbelanja					
2	Saya akan merekomendasikan rahmat cell kepada orang lain					
3	Saya akan lebih memilih berbelanja di rahmat cell walaupun ada ponsel lain					
4	Saya merasa puas ketika berbelanja di rahmat cell					

Reliability

Notes

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Scale: ALL VARIABLES

Case Processing Summary

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.706	.709	4

Item Statistics

	Mean	Std. Deviation	N
p1	4.70	.462	70
p2	4.64	.483	70
p3	4.63	.487	70
p4	4.81	.392	70

Inter-Item Correlation Matrix

	p1	p2	p3	p4
p1	1.000	.358	.271	.249
p2	.358	1.000	.229	.411
p3	.271	.229	1.000	.165
p4	.249	.411	.165	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
p1	14.09	.949	.413	.175	.515
p2	14.14	.878	.467	.249	.469
p3	14.16	1.004	.300	.096	.604
p4	13.97	1.072	.380	.183	.544

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.79	1.533	1.238	4

Reliability

Notes

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Scale: ALL VARIABLES

Case Processing Summary

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Cases Excluded ^a	0	.0
Total	70	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.754	.763	4

Item Statistics

	Mean	Std. Deviation	N
p1	4.81	.392	70
p2	4.77	.423	70
p3	4.67	.473	70
p4	4.81	.392	70

Inter-Item Correlation Matrix

	p1	p2	p3	p4
p1	1.000	.527	.292	.528
p2	.527	1.000	.344	.615
p3	.292	.344	1.000	.370
p4	.528	.615	.370	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
p1	14.26	1.034	.558	.349	.694
p2	14.30	.938	.630	.444	.651
p3	14.40	1.026	.399	.164	.790
p4	14.26	.976	.649	.454	.646

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.07	1.633	1.278	4

Reliability

Notes

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Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	70	100.0
	Excluded ^a	0	.0
	Total	70	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.777	.779	4

Item Statistics

	Mean	Std. Deviation	N
p1	4.63	.487	70
p2	4.43	.498	70
p3	4.70	.462	70
p4	4.74	.440	70

Inter-Item Correlation Matrix

	p1	p2	p3	p4
p1	1.000	.427	.594	.630
p2	.427	1.000	.315	.377
p3	.594	.315	1.000	.471
p4	.630	.377	.471	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
p1	13.87	1.157	.710	.533	.651
p2	14.07	1.372	.443	.205	.796
p3	13.80	1.322	.568	.370	.729
p4	13.76	1.317	.620	.424	.705

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.50	2.138	1.462	4

Reliability

Notes

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Missing Value Handling	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
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Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	70	100.0
	Excluded ^a	0	.0
	Total	70	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.825	.839	4

Item Statistics

	Mean	Std. Deviation	N
p1	4.80	.403	70
p2	4.73	.448	70
p3	4.76	.432	70
p4	4.89	.320	70

Inter-Item Correlation Matrix

	p1	p2	p3	p4
p1	1.000	.498	.550	.718
p2	.498	1.000	.403	.589
p3	.550	.403	1.000	.634
p4	.718	.589	.634	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
p1	14.37	.990	.694	.539	.758
p2	14.44	1.004	.562	.358	.825
p3	14.41	1.000	.605	.421	.801
p4	14.29	1.077	.797	.646	.734

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.17	1.709	1.307	4