

No. Responden : .....

**KUESIONER PENELITIAN**

**PENGARUH INOVASI TEKNOLOGI, PEMASARAN DAN BRAND IMAGE  
TERHADAP MINAT BELI KONSUMEN PADA AZZAM BOUTIQUE  
TELUK PANJI**

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 Inovasi teknologi (X<sub>1</sub>)

No	Pernyataan	SS	S	KS	TS	STS
1	azzam boutique selalu memanfaatkan inovasi teknologi dengan orientasi yang baik					
2	Saya selalu meninjau terlebih dahulu terhadap kebijakan baru yang diberikan azzam boutique					
3	Saya selalu menganalisis setiap peraturan sebelum melakukan pembelian online					
4	Kebijakan yang diberikan tidak pernah memberatkan konsumen					
5	Inovasi teknologi memberikan pengaruh terhadap minat beli					
6	Inovasi teknologi yang tepat dapat meningkatkan keputusan pembelian konsumen					

### Variabel Pemasaran (X<sub>2</sub>)

No	Pernyataan	SS	S	KS	TS	STS
1	Pihak azzam boutique selalu memasang iklan dengan cara yang menarik					
2	azzam boutique selalu mempublikasikan dengan baik setiap produk yang mereka jual					
3	Marketing online juga dilakukan secara langsung oleh pihak penjual di azzam boutique					
4	azzam boutique memiliki strategi marketing yang lebih menarik bila dibandingkan dengan olshop lain					
5	Pemasaran yang baik dapat mempengaruhi minat beli					
6	Pemasaran yang dilakukan oleh azzam boutique dapat menarik minat konsumen					
7	Saya mengetahui produk azzam boutique dari pemasaran yang baik					
8	Pemasaran yang dilakukan dapat menjangkau banyak konsumen					

### Variabel Brand image (X<sub>3</sub>)

No	Pernyataan	SS	S	KS	TS	STS
1	Produk yang dijual pada azzam boutique memiliki atribut produk yang menarik					
2	Produk yang dijual pada azzam boutique memiliki kualitas yang baik					
3	Produk yang dijual pada azzam boutique merupakan produk yang bermerk					
4	azzam boutique menyediakan berbagai produk sesuai kebutuhan					
5	Brand image yang baik akan mempengaruhi minat beli					
6	Brand image pada azzam boutique merupakan brand image yang baik					

### Variabel Minat beli (Y)

No	Pernyataan	SS	S	KS	TS	STS
1	Saya akan kembali berbelanja di azzam boutique setiap saya memiliki kebutuhan berbelanja					
2	Saya akan merekomendasikan azzam boutique kepada orang lain					
3	Saya akan lebih memilih berbelanja di azzam boutique walaupun ada tempat lain					
4	Saya merasa puas ketika berbelanja di azzam boutique					
5	Minat beli konsumen sangat tinggi					
6	Saya akan terus berbelanja pada azzam boutique sesuai dengan keinginan saya					
7	Azzam boutique selalu berusaha memenuhi keinginan konsumen					
8	Azzam boutique selalu meningkatkan keinginan berbelanja konsumen					

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## Reliability

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**Warnings**

The determinant of the covariance matrix is zero or approximately zero. Statistics based on its inverse matrix cannot be computed and they are displayed as system missing values.

## Scale: ALL VARIABLES

**Case Processing Summary**

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Cases	Valid	100	100.0
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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
.815	.818	6

**Item Statistics**

	Mean	Std. Deviation	N
p1	4.63	.485	100
p2	4.45	.500	100
p3	4.51	.502	100
p4	4.76	.429	100
p5	4.50	.503	100
p6	4.76	.429	100

**Inter-Item Correlation Matrix**

	p1	p2	p3	p4	p5	p6
p1	1.000	.443	.368	.345	.476	.345
p2	.443	1.000	.364	.367	.824	.367
p3	.368	.364	1.000	.292	.460	.292
p4	.345	.367	.292	1.000	.234	1.000
p5	.476	.824	.460	.234	1.000	.234
p6	.345	.367	.292	1.000	.234	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	22.98	3.091	.536	.	.796
p2	23.16	2.863	.666	.	.766
p3	23.10	3.141	.475	.	.810
p4	22.85	3.159	.588	.	.785
p5	23.11	2.907	.631	.	.774
p6	22.85	3.159	.588	.	.785

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
27.61	4.240	2.059	6

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### Warnings

The determinant of the covariance matrix is zero or approximately zero. Statistics based on its inverse matrix cannot be computed and they are displayed as system missing values.

### Scale: ALL VARIABLES

#### Case Processing Summary

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Cases	Valid	100	100.0
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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
.719	.754	8

#### Item Statistics

	Mean	Std. Deviation	N
p1	4.89	.314	100
p2	4.81	.394	100
p3	4.77	.423	100
p4	4.84	.368	100
p5	4.86	.349	100
p6	4.45	.500	100
p7	4.51	.502	100
p8	4.86	.349	100

**Inter-Item Correlation Matrix**

	p1	p2	p3	p4	p5	p6	p7	p8
p1	1.000	.563	.415	.631	.411	.125	.167	.411
p2	.563	1.000	.341	.553	.319	.182	.137	.319
p3	.415	.341	1.000	.474	.122	-.031	.367	.122
p4	.631	.553	.474	1.000	.374	.066	.118	.374
p5	.411	.319	.122	.374	1.000	-.098	.008	1.000
p6	.125	.182	-.031	.066	-.098	1.000	.364	-.098
p7	.167	.137	.367	.118	.008	.364	1.000	.008
p8	.411	.319	.122	.374	1.000	-.098	.008	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	33.10	2.778	.638	.	.656
p2	33.18	2.674	.555	.	.661
p3	33.22	2.779	.416	.	.690
p4	33.15	2.694	.591	.	.656
p5	33.13	2.902	.439	.	.687
p6	33.54	3.059	.135	.	.761
p7	33.48	2.798	.295	.	.724
p8	33.13	2.902	.439	.	.687

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
37.99	3.545	1.883	8

RELIABILITY

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Missing Value Handling	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

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Cases	Valid	100	100.0
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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
.824	.826	6

### Item Statistics

	Mean	Std. Deviation	N
p1	4.54	.501	100
p2	4.45	.500	100
p3	4.53	.502	100
p4	4.71	.456	100
p5	4.58	.496	100
p6	4.79	.409	100

### Inter-Item Correlation Matrix

	p1	p2	p3	p4	p5	p6
p1	1.000	.351	.457	.516	.637	.460
p2	.351	1.000	.248	.357	.525	.368
p3	.457	.248	1.000	.370	.417	.449
p4	.516	.357	.370	1.000	.483	.590
p5	.637	.525	.417	.483	1.000	.407
p6	.460	.368	.449	.590	.407	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	23.06	2.986	.662	.496	.780
p2	23.15	3.260	.484	.308	.819
p3	23.07	3.217	.508	.296	.814
p4	22.89	3.170	.620	.444	.790
p5	23.02	2.969	.684	.531	.775
p6	22.81	3.307	.611	.436	.794

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
27.60	4.384	2.094	6

RELIABILITY

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## Scale: ALL VARIABLES

### Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	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
.857	.859	8

### Item Statistics

	Mean	Std. Deviation	N
p1	4.70	.461	100
p2	4.76	.429	100
p3	4.88	.327	100
p4	4.72	.451	100
p5	4.77	.423	100
p6	4.69	.465	100
p7	4.78	.416	100
p8	4.96	.197	100

### Inter-Item Correlation Matrix

	p1	p2	p3	p4	p5	p6	p7	p8
p1	1.000	.450	.564	.224	.472	.882	.337	.200
p2	.450	1.000	.657	.327	.639	.332	.889	.244
p3	.564	.657	1.000	.592	.676	.418	.695	.396
p4	.224	.327	.592	1.000	.453	.208	.368	.214
p5	.472	.639	.676	.453	1.000	.404	.513	.252
p6	.882	.332	.418	.208	.404	1.000	.270	.194

p7	.337	.889	.695	.368	.513	.270	1.000	.261
p8	.200	.244	.396	.214	.252	.194	.261	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	33.56	3.865	.645	.866	.834
p2	33.50	3.848	.720	.868	.824
p3	33.38	4.056	.822	.799	.819
p4	33.54	4.211	.449	.406	.859
p5	33.49	3.909	.692	.610	.828
p6	33.57	4.005	.550	.820	.847
p7	33.48	3.969	.664	.865	.831
p8	33.30	4.919	.328	.176	.864

**Scale Statistics**

Mean	Variance	Std. Deviation	N of Items
38.26	5.245	2.290	8