

Lampiran 1

KUESIONER PENELITIAN

Analisis Strategi Pemasaran (*Marketing Mix*) Terhadap Keputusan Pembelian Pada Apotek Mikha Di Jalan Lintas Blok Songo.

A. Karakteristik Responden

Nama :

Usia :

Jenis Kelamin : Laki-Laki Perempuan

Pekerjaan :

B. Daftar Pernyataan

Keterangan :

SS = Sangat Setuju

S = Setuju

KS = Kurang Setuju

TS = Tidak Setuju

STS = Sangat Tidak Setuju

1. Kuesioner Untuk Variabel Produk (X_1)

No	Pernyataan	SS	S	KS	TS	STS
1	Produk pada Apotek Mikha berkualitas					
2	Produk pada Apotek Mikha memiliki keunggulan					
3	Produk pada Apotek Mikha memuaskan					
4	Produk pada Apotek Mikha beragam					
5	Produk pada Apotek Mikha bervariasi					
6	Produk pada Apotek Mikha sesuai dengan yang dibutuhkan					
7	Produk pada Apotek Mikha memiliki desain yang menarik					
8	Produk pada Apotek Mikha memiliki kemasan yang indah					

2. Kuesioner Untuk Variabel Harga (X_2)

No	Pernyataan	SS	S	KS	TS	STS
1	Harga obat pada Apotek Mikha terjangkau oleh semua kalangan					
2	Harga obat pada Apotek Mikha sesuai dengan manfaatnya					
3	Harga obat pada Apotek Mikha sesuai dengan kualitas					
4	Harga obat pada Apotek Mikha sesuai dengan hasil yang diinginkan					
5	Harga obat pada Apotek Mikha lebih murah dibanding apotek lain					
6	Harga obat pada Apotek Mikha mampu bersaing dengan apotek lain					
7	Harga obat pada Apotek Mikha sesuai dengan ukuran					
8	Harga obat pada Apotek Mikha sesuai dengan kebutuhan					

3. Kuesioner Untuk Variabel Tempat (X_3)

No	Pernyataan	SS	S	KS	TS	STS
1	Apotek Mikha menyediakan fasilitas parkir yang nyaman yaitu luas dan bersih					
2	Apotek Mikha menyediakan fasilitas parkir yang arah keluar masuknya kendaraan mudah					
3	Apotek Mikha berada di jalan lintas yang jarang terkena macet					
4	Apotek Mikha dapat dijangkau dengan menggunakan transportasi pribadi					
5	Apotek Mikha dapat dijangkau dengan menggunakan transportasi umum					
6	Apotek Mikha berada diposisi yang ramai masyarakat					
7	Apotek Mikha berada diposisi yang strategis					
8	Apotek Mikha berada diposisi yang mudah dilihat konsumen					

4. Kuesioner Untuk Variabel Promosi (X₄)

No	Pernyataan	SS	S	KS	TS	STS
1	Apotek Mikha menggunakan plang untuk menarik konsumen					
2	Apotek Mikha menggunakan spanduk untuk menarik konsumen					
3	Apotek Mikha memberikan alamat pada Google Map untuk menarik konsumen					
4	Apotek Mikha menjalin hubungan baik dengan masyarakat sekitar					
5	Apotek Mikha menjalin hubungan baik dengan konsumennya					
6	Apotek Mikha melakukan promosi melalui mulut ke mulut					
7	Apotek Mikha melakukan promosi dengan memberitahukan langsung ketika konsumen datang membeli obat					
8	Apotek Mikha memberikan potongan harga pada konsumen yang sering datang membeli obat					

5. Kuesioner Untuk Variabel Keputusan Pembelian (Y)

No	Pernyataan	SS	S	KS	TS	STS
1	Saya memutuskan membeli obat pada Apotek Mikha karena kemantapan obat					
2	Saya memutuskan membeli obat pada Apotek Mikha karena merasa cocok dengan obat					
3	Saya memutuskan membeli obat pada Apotek Mikha karena merasa puas dengan obat					
4	Saya memutuskan membeli obat pada Apotek Mikha karena obat yang saya cari selalu ada					
5	Saya memutuskan membeli obat pada Apotek Mikha karena sudah kebiasaan membeli obat					
6	Saya merekomendasikan keluarga saya untuk membeli obat pada Apotek Mikha					
7	Saya merekomendasikan teman saya untuk membeli obat pada Apotek Mikha					
8	Saya melakukan pembelian obat secara berulang pada Apotek Mikha					

Lampiran 2

Distribusi Nilai r_{tabel}
Signifikansi 5% dan 1%

N	The Level of Significance	
	5%	1%
3	0.997	0.999
4	0.950	0.990
5	0.878	0.959
6	0.811	0.917
7	0.754	0.874
8	0.707	0.834
9	0.666	0.798
10	0.632	0.765
11	0.602	0.735
12	0.576	0.708
13	0.553	0.684
14	0.532	0.661
15	0.514	0.641
16	0.497	0.623
17	0.482	0.606
18	0.468	0.590
19	0.456	0.575
20	0.444	0.561
21	0.433	0.549
22	0.432	0.537
23	0.413	0.526
24	0.404	0.515
25	0.396	0.505
26	0.388	0.496
27	0.381	0.487
28	0.374	0.478
29	0.367	0.470
30	0.361	0.463

Lampiran 3

Distribusi Nilai t_{tabel}

d.f	$t_{0.10}$	$t_{0.05}$	$t_{0.025}$	$t_{0.01}$	$t_{0.005}$
1	3.078	6.314	12.71	31.82	63.66
2	1.886	2.920	4.303	6.965	9.925
3	1.638	2.353	3.182	4.541	5.841
4	1.533	2.132	2.776	3.747	4.604
5	1.476	2.015	2.571	3.365	4.032
6	1.440	1.943	2.447	3.143	3.707
7	1.415	1.895	2.365	2.998	3.499
8	1.397	1.860	2.306	2.896	3.355
9	1.383	1.833	2.262	2.821	3.250
10	1.372	1.812	2.228	2.764	3.169
11	1.363	1.796	2.201	2.718	3.106
12	1.356	1.782	2.179	2.681	3.055
13	1.350	1.771	2.160	2.650	3.012
14	1.345	1.761	2.145	2.624	2.977
15	1.341	1.753	2.131	2.602	2.947
16	1.337	1.746	2.120	2.583	2.921
17	1.333	1.740	2.110	2.567	2.898
18	1.330	1.734	2.101	2.552	2.878
19	1.328	1.729	2.093	2.539	2.861
20	1.325	1.725	2.086	2.528	2.845
21	1.323	1.721	2.080	2.518	2.831
22	1.321	1.717	2.074	2.508	2.819
23	1.319	1.714	2.069	2.500	2.807
24	1.318	1.711	2.064	2.492	2.797
25	1.316	1.708	2.060	2.485	2.787
26	1.315	1.706	2.056	2.479	2.779
27	1.314	1.703	2.052	2.473	2.771
28	1.313	1.701	2.048	2.467	2.763
29	1.311	1.699	2.045	2.462	2.756
30	1.310	1.697	2.042	2.457	2.750

Lampiran 4

Distribution Nilai Tabel $F_{0,05}$
Degrees of freedom for Nominator

	1	2	3	4	5	6	7	8	9	10
1	161	200	216	225	230	234	237	239	241	242
2	18,5	19,0	19,2	19,2	19,3	19,3	19,4	19,4	19,4	19,4
3	10,1	9,55	9,28	9,12	9,01	8,94	8,89	8,85	8,81	8,79
4	7,71	6,94	6,59	6,39	6,26	6,16	6,09	6,04	6,00	5,96
5	6,61	5,79	5,41	5,19	5,05	4,95	4,88	4,82	4,77	4,74
6	5,99	5,14	4,76	4,53	4,39	4,28	4,21	4,15	4,10	4,06
7	5,59	4,74	4,35	4,12	3,97	3,87	3,79	3,73	3,68	3,64
8	5,32	4,46	4,07	3,84	4,69	3,58	3,50	3,44	3,39	3,35
9	5,12	4,26	3,86	3,63	3,48	3,37	3,29	3,23	3,18	3,14
10	4,96	4,10	3,71	3,48	3,33	3,22	3,14	3,07	3,02	2,98
11	4,84	3,98	3,59	3,36	3,20	3,09	3,01	2,95	2,90	2,85
12	4,75	3,89	3,49	3,26	3,11	3,00	2,91	2,85	2,80	2,75
13	4,67	3,81	3,41	3,13	3,03	2,92	2,83	2,77	2,71	2,67
14	4,60	3,74	3,34	3,11	2,96	2,85	2,76	2,70	2,65	2,60
15	4,54	3,68	3,29	3,06	2,90	2,79	2,71	2,64	6,59	2,54
16	4,49	3,63	3,24	3,01	2,85	2,74	2,66	2,59	2,54	2,49
17	4,45	3,59	3,20	2,96	2,81	2,70	2,61	2,55	2,49	2,45
18	4,41	3,55	3,16	2,93	2,77	2,66	2,58	2,51	2,46	2,41
19	4,38	3,52	3,13	2,90	2,74	2,63	2,54	2,48	2,42	2,38
20	4,35	3,49	3,10	2,87	2,71	2,60	2,51	2,45	2,39	2,35
21	4,32	3,47	3,07	2,84	2,68	2,57	2,49	2,42	2,37	2,32
22	4,30	3,44	3,05	2,82	2,66	2,55	2,46	2,40	2,34	2,30
23	4,28	3,42	3,03	2,80	2,64	2,53	2,44	2,37	2,32	2,27
24	4,26	3,40	3,01	2,78	2,62	2,51	2,42	2,36	2,30	2,25
25	4,24	3,39	2,99	2,76	2,60	2,49	2,40	2,34	2,28	2,24
26	4,23	3,37	2,98	2,74	2,59	2,47	2,39	2,32	2,27	2,22
27	4,21	3,35	2,96	2,73	2,57	2,46	2,37	2,31	2,25	2,20
28	4,20	3,34	2,95	2,71	2,56	2,45	2,36	2,29	2,24	2,19
29	4,18	3,33	2,93	2,70	2,55	2,43	2,35	2,28	2,22	2,18
30	4,17	3,32	2,92	2,69	2,53	2,42	2,33	2,27	2,21	2,16

Lampiran 5

Hasil Uji Validitas Dan Reliabilitas Dengan SPSS

1. Hasil Uji Validitas

a. Hasil Uji Validitas Produk

		Correlations								
		P1	P2	P3	P4	P5	P6	P7	P8	Total
P1	Pearson Correlation	1	.317	.893**	.935**	.935**	.935**	.503**	.437*	.867**
	Sig. (2-tailed)		.088	.000	.000	.000	.000	.005	.016	.000
	N	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	.317	1	.321	.305	.305	.305	.112	.543**	.580**
	Sig. (2-tailed)	.088		.084	.101	.101	.101	.555	.002	.001
	N	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	.893**	.321	1	.947**	.947**	.947**	.445*	.373*	.845**
	Sig. (2-tailed)	.000	.084		.000	.000	.000	.014	.043	.000
	N	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	.935**	.305	.947**	1	1.000**	1.000**	.470**	.359	.861**
	Sig. (2-tailed)	.000	.101	.000		.000	.000	.009	.052	.000
	N	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	.935**	.305	.947**	1.000**	1	1.000**	.470**	.359	.861**
	Sig. (2-tailed)	.000	.101	.000	.000		.000	.009	.052	.000
	N	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	.935**	.305	.947**	1.000**	1.000**	1	.470**	.359	.861**
	Sig. (2-tailed)	.000	.101	.000	.000	.000		.009	.052	.000
	N	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	.503**	.112	.445*	.470**	.470**	.470**	1	.593**	.697**
	Sig. (2-tailed)	.005	.555	.014	.009	.009	.009		.001	.000
	N	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	.437*	.543**	.373*	.359	.359	.359	.593**	1	.736**
	Sig. (2-tailed)	.016	.002	.043	.052	.052	.052	.001		.000
	N	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.867**	.580**	.845**	.861**	.861**	.861**	.697**	.736**	1
	Sig. (2-tailed)	.000	.001	.000	.000	.000	.000	.000	.000	
	N	30	30	30	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).

b. Hasil Uji Validitas Harga

Correlations										
		H1	H2	H3	H4	H5	H6	H7	H8	Total
H1	Pearson Correlation	1	.545**	.665**	.748**	.665**	.665**	.665**	.495**	.878**
	Sig. (2-tailed)		.002	.000	.000	.000	.000	.000	.005	.000
	N	30	30	30	30	30	30	30	30	30
H2	Pearson Correlation	.545**	1	.299	.360	.299	.299	.299	.717**	.709**
	Sig. (2-tailed)	.002		.108	.050	.108	.108	.108	.000	.000
	N	30	30	30	30	30	30	30	30	30
H3	Pearson Correlation	.665**	.299	1	.733**	1.000**	1.000**	1.000**	.175	.819**
	Sig. (2-tailed)	.000	.108		.000	.000	.000	.000	.356	.000
	N	30	30	30	30	30	30	30	30	30
H4	Pearson Correlation	.748**	.360	.733**	1	.733**	.733**	.733**	.329	.814**
	Sig. (2-tailed)	.000	.050	.000		.000	.000	.000	.076	.000
	N	30	30	30	30	30	30	30	30	30
H5	Pearson Correlation	.665**	.299	1.000**	.733**	1	1.000**	1.000**	.175	.819**
	Sig. (2-tailed)	.000	.108	.000	.000		.000	.000	.356	.000
	N	30	30	30	30	30	30	30	30	30
H6	Pearson Correlation	.665**	.299	1.000**	.733**	1.000**	1	1.000**	.175	.819**
	Sig. (2-tailed)	.000	.108	.000	.000	.000		.000	.356	.000
	N	30	30	30	30	30	30	30	30	30
H7	Pearson Correlation	.665**	.299	1.000**	.733**	1.000**	1.000**	1	.175	.819**
	Sig. (2-tailed)	.000	.108	.000	.000	.000	.000		.356	.000
	N	30	30	30	30	30	30	30	30	30
H8	Pearson Correlation	.495**	.717**	.175	.329	.175	.175	.175	1	.636**
	Sig. (2-tailed)	.005	.000	.356	.076	.356	.356	.356		.000
	N	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.878**	.709**	.819**	.814**	.819**	.819**	.819**	.636**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30

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

c. Hasil Uji Validitas Tempat

Correlations										
		T1	T2	T3	T4	T5	T6	T7	T8	Total
T1	Pearson Correlation	1	.374*	1.000**	1.000**	.944**	1.000**	.488**	.427*	.888**
	Sig. (2-tailed)		.042	.000	.000	.000	.000	.006	.019	.000
	N	30	30	30	30	30	30	30	30	30
T2	Pearson Correlation	.374*	1	.374*	.374*	.392*	.374*	.193	.577**	.609**
	Sig. (2-tailed)	.042		.042	.042	.032	.042	.307	.001	.000
	N	30	30	30	30	30	30	30	30	30
T3	Pearson Correlation	1.000**	.374*	1	1.000**	.944**	1.000**	.488**	.427*	.888**
	Sig. (2-tailed)	.000	.042		.000	.000	.000	.006	.019	.000
	N	30	30	30	30	30	30	30	30	30
T4	Pearson Correlation	1.000**	.374*	1.000**	1	.944**	1.000**	.488**	.427*	.888**
	Sig. (2-tailed)	.000	.042	.000		.000	.000	.006	.019	.000
	N	30	30	30	30	30	30	30	30	30
T5	Pearson Correlation	.944**	.392*	.944**	.944**	1	.944**	.471**	.387*	.860**
	Sig. (2-tailed)	.000	.032	.000	.000		.000	.009	.034	.000
	N	30	30	30	30	30	30	30	30	30
T6	Pearson Correlation	1.000**	.374*	1.000**	1.000**	.944**	1	.488**	.427*	.888**
	Sig. (2-tailed)	.000	.042	.000	.000	.000		.006	.019	.000
	N	30	30	30	30	30	30	30	30	30
T7	Pearson Correlation	.488**	.193	.488**	.488**	.471**	.488**	1	.762**	.730**
	Sig. (2-tailed)	.006	.307	.006	.006	.009	.006		.000	.000
	N	30	30	30	30	30	30	30	30	30
T8	Pearson Correlation	.427*	.577**	.427*	.427*	.387*	.427*	.762**	1	.766**
	Sig. (2-tailed)	.019	.001	.019	.019	.034	.019	.000		.000
	N	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.888**	.609**	.888**	.888**	.860**	.888**	.730**	.766**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	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).

d. Hasil Uji Validitas Promosi

Correlations										
		P1	P2	P3	P4	P5	P6	P7	P8	Total
P1	Pearson Correlation	1	.886**	.932**	.312	.932**	.932**	.780**	.051	.852**
	Sig. (2-tailed)		.000	.000	.093	.000	.000	.000	.788	.000
	N	30	30	30	30	30	30	30	30	30
P2	Pearson Correlation	.886**	1	.944**	.338	.944**	.944**	.838**	.026	.871**
	Sig. (2-tailed)	.000		.000	.067	.000	.000	.000	.892	.000
	N	30	30	30	30	30	30	30	30	30
P3	Pearson Correlation	.932**	.944**	1	.272	1.000**	1.000**	.815**	-.003	.864**
	Sig. (2-tailed)	.000	.000		.146	.000	.000	.000	.988	.000
	N	30	30	30	30	30	30	30	30	30
P4	Pearson Correlation	.312	.338	.272	1	.272	.272	.468**	.759**	.688**
	Sig. (2-tailed)	.093	.067	.146		.146	.146	.009	.000	.000
	N	30	30	30	30	30	30	30	30	30
P5	Pearson Correlation	.932**	.944**	1.000**	.272	1	1.000**	.815**	-.003	.864**
	Sig. (2-tailed)	.000	.000	.000	.146		.000	.000	.988	.000
	N	30	30	30	30	30	30	30	30	30
P6	Pearson Correlation	.932**	.944**	1.000**	.272	1.000**	1	.815**	-.003	.864**
	Sig. (2-tailed)	.000	.000	.000	.146	.000		.000	.988	.000
	N	30	30	30	30	30	30	30	30	30
P7	Pearson Correlation	.780**	.838**	.815**	.468**	.815**	.815**	1	.201	.884**
	Sig. (2-tailed)	.000	.000	.000	.009	.000	.000		.287	.000
	N	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	.051	.026	-.003	.759**	-.003	-.003	.201	1	.445*
	Sig. (2-tailed)	.788	.892	.988	.000	.988	.988	.287		.014
	N	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.852**	.871**	.864**	.688**	.864**	.864**	.884**	.445*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.014	
	N	30	30	30	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).

e. Hasil Uji Validitas Keputusan Pembelian

Correlations										
		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	Total
KP1	Pearson Correlation	1	.944**	.175	1.000**	1.000**	1.000**	.093	.909**	.888**
	Sig. (2-tailed)		.000	.355	.000	.000	.000	.626	.000	.000
	N	30	30	30	30	30	30	30	30	30
KP2	Pearson Correlation	.944**	1	.258	.944**	.944**	.944**	.122	.847**	.883**
	Sig. (2-tailed)	.000		.169	.000	.000	.000	.520	.000	.000
	N	30	30	30	30	30	30	30	30	30
KP3	Pearson Correlation	.175	.258	1	.175	.175	.175	.762**	.200	.588**
	Sig. (2-tailed)	.355	.169		.355	.355	.355	.000	.290	.001
	N	30	30	30	30	30	30	30	30	30
KP4	Pearson Correlation	1.000**	.944**	.175	1	1.000**	1.000**	.093	.909**	.888**
	Sig. (2-tailed)	.000	.000	.355		.000	.000	.626	.000	.000
	N	30	30	30	30	30	30	30	30	30
KP5	Pearson Correlation	1.000**	.944**	.175	1.000**	1	1.000**	.093	.909**	.888**
	Sig. (2-tailed)	.000	.000	.355	.000		.000	.626	.000	.000
	N	30	30	30	30	30	30	30	30	30
KP6	Pearson Correlation	1.000**	.944**	.175	1.000**	1.000**	1	.093	.909**	.888**
	Sig. (2-tailed)	.000	.000	.355	.000	.000		.626	.000	.000
	N	30	30	30	30	30	30	30	30	30
KP7	Pearson Correlation	.093	.122	.762**	.093	.093	.093	1	.013	.491**
	Sig. (2-tailed)	.626	.520	.000	.626	.626	.626		.944	.006
	N	30	30	30	30	30	30	30	30	30
KP8	Pearson Correlation	.909**	.847**	.200	.909**	.909**	.909**	.013	1	.827**
	Sig. (2-tailed)	.000	.000	.290	.000	.000	.000	.944		.000
	N	30	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.888**	.883**	.588**	.888**	.888**	.888**	.491**	.827**	1
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.000	.006	.000	
	N	30	30	30	30	30	30	30	30	30

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

2. Hasil Uji Reliabilitas

a. Hasil Uji Reliabilitas Produk

Reliability Statistics	
Cronbach's Alpha	N of Items
.862	8

b. Hasil Uji Reliabilitas Harga

Reliability Statistics	
Cronbach's Alpha	N of Items
.879	8

c. Hasil Uji Reliabilitas Tempat

Reliability Statistics	
Cronbach's Alpha	N of Items
.894	8

d. Hasil Uji Reliabilitas Promosi

Reliability Statistics	
Cronbach's Alpha	N of Items
.882	8

e. Hasil Uji Reliabilitas Keputusan Pembelian

Reliability Statistics	
Cronbach's Alpha	N of Items
.874	8