LAMPIRAN

Lampiran 1

KUESIONER PENELITIAN

Assalamualaikum Wr. Wb

Responden yang terhormat,

Perkenalkan nama saya Rafif Ardyant, mahasiswa tingkat akhir dari Manajemen FE UNJ. Saat ini saya sedang melakukan penelitian mengenai "Pengaruh *Price* dan *Product Quality* terhadap *Purchase Decision* dengan *Perceived Quality* sebagai *Intervening* (*Survey* Pada Pembeli Mobil Toyota Yaris DI Daerah Jakarta)".

Mohon kesediaan Bapak/Ibu/Saudara/i untuk meluangkan waktu mengisi kuesioner singkat ini. *Survey* ini memakan waktu kurang dari 5 menit. Semua informasi yang Anda berikan terjamin kerahasiaannya dan hanya dipakai untuk keperluan akademis saja. Atas bantuan dan partisipasinya saya ucapkan terima kasih.

Hormat saya,

Rafif Ardyant

SCREENING

Mobil Toyota Yaris adalah produk mobil *city car* yang di produksi oleh perusahaan asal Jepang yaitu Toyota.

1. Apakah anda pernah membeli mobil Toyota Yaris?

   a. Ya

   b. Tidak (silahkan berhenti menjawab kuesioner ini, terima kasih atas partisipasinya)

2. Apakah anda membeli atau hanya menggunakan mobil Toyota Yaris? (dibelikan oleh orang tua, kerabat, dll)

   a. Ya, Membeli

   b. Menggunakan saja (silahkan berhenti menjawab kuesioner ini, terima kasih atas partisipasinya)

Pengaruh *Price* dan *Product Quality* terhadap *Purchase Decision* dengan *Perceived Quality* sebagai *Intervening* (*Survey* pada pembeli mobil Toyota Yaris di daerah Jakarta)

Petunjuk pengisian : Harap gunakan tanda silang (X) pada satu pilihan. Tanda "*" artinya wajib di jawab.

BAGIAN 1

INFORMASI UMUM

1. Nama Responden : …… (boleh tidak diisi)

2. Jenis Kelamin* :A. Laki – laki B. Perempuan

3. Usia*
   a. <18 tahun b. 18 - 25 c. 26 - 30
   d. >31 tahun

4. Pekerjaan*

a. Pelajar
b. Mahasiswa
c. Pegawai Swasta
d. Pegawai Negeri
e. Wirausaha
f. Mengurus Rumah Tangga
g. Lainnya……

5. Pendapatan dalam 1 Bulan* :

a. Kurang dari Rp. 1.000.000
b. Rp.1.000.000 – Rp. 3.000.000
c. Rp. 3.000.001 – Rp. 6.000.000
d. Lebih dari Rp. 6.000.000

Tabel Kuesioner

PETUNJUK

Jawablah pernyataan di bawah ini sesuai hati nurani Anda. Berilah tanda check list (✓) pada jawaban yang anda anggap paling sesuai menurut Anda. Kriteria jawaban:

1 STS (Sangat Tidak Setuju) 4 S (Setuju)

2 TS (Tidak Setuju) 5 SS (Sangat Setuju)

3 N (Netral)

Bagian 1 Harga

No	Pernyataan	1	2	3	4	5
		STS	TS	N	S	SS
1.	Harga mobil Toyota Yaris sesuai dengan daya beli konsumen saat ini					
2.	Harga mobil Toyota Yaris sesuai dengan kualitas yang diberikan.					
3.	Harga mobil Toyota Yaris memiliki kompetensi yang bersaing dengan merek mobil lainnya.					
4..	Konsumen mendapatkan manfaat sesuai dengan harga yang dibayarkan oleh konsumen.					
5.	Harga yang kompeten membuat mobil Toyota Yaris dapat bersaing dengan merek mobil lainnya.					
6.	Harga mobil Toyota Yaris mempengaruhi konsumen dalam melakukan pembelian.					

Bagian 2 Kualitas Produk

No	Pernyataan	1	2	3	4	5
		STS	TS	N	S	SS
1.	Konsumen merasakan manfaat dasar (performa/kinerja) dari mobil Toyota Yaris.					
2.	Mobil Toyota Yaris memiliki fitur yang sesuai dengan keinginan konsumen					
3.	Fitur yang diberikan mobil Toyota Yaris tidak kalah dengan merek mobil lainnya.					
4.	Penggunaan fitur pada mobil Toyota Yaris mudah untuk dilakukan.					
5.	Kualitas mobil Toyota Yaris dapat diandalkan.					
6.	Sparepart mobil Toyota Yaris mudah untuk ditemukan.					

7.	Fitur dan sistem mobil bekerja dengan baik.					
8.	Mobil Toyota Yaris memili daya tahan yang baik.					
9.	Mobil Toyota Yaris tidak mudah rusak					
10.	Mobil Toyota Yaris memiliki desain yang futuristik dan elegan.					

Bagian 3 Persepsi Kualitas

No	Pernyataan	1	2	3	4	5
		STS	TS	N	S	SS
1.	Performa mobil Toyota Yaris dipastikan baik					
2.	Mobil Toyota Yaris memiliki fitur yang harus mumpuni					
3.	Mobil Toyota Yaris harus memiliki fitur yang sesuai dengan yang diinginkan konsumen					
4.	Mobil Toyota Yaris harus memiliki kualitas yahng dapat diandalkan					
5.	Daya Tahan Mobil Toyota Yaris pasti baik					
6.	Servis mobil Toyota Yaris pasti mudah					

Bagian 4 Keputusan Pembelian

No	Pernyataan	1	2	3	4	5
		STS	TS	N	S	SS
1.	Saat membeli mobil Toyota yaris, konsumen mantap dengan pilihannya.					
2.	Konsumen membeli mobil Toyota Yaris karena keinginannya sendiri.					
3.	Konsumen membeli mobil Toyota Yaris karena tertarik dengan merek tersebut.					
4.	Konsumen memberikan rekomendasi mobil Toyota Yaris kepada orang lain.					
5.	Konsumen akan membeli mobil Toyota Yaris pada kesempatan berikutnya.					

Lampiran 2

OUTPUT RELIABILITAS

1. Variabel *Price*

Case Processing Summary

		N	%
Cases	Valid	50	100,0
	Excluded[a]	0	,0
	Total	50	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,865	6

2. Variabel *Product Quality*

Case Processing Summary

		N	%
Cases	Valid	50	100,0
	Excluded[a]	0	,0
	Total	50	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,877	10

3. Variabel *Perceived Quality*

Case Processing Summary

		N	%
Cases	Valid	50	100,0
	Excluded[a]	0	,0
	Total	50	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,960	6

4. Variabel *Purchase Decision*

Case Processing Summary

		N	%
Cases	Valid	50	100,0
	Excluded[a]	0	,0
	Total	50	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,952	5

Lampiran 3

OUTPUT GOODNESS OF FIT

1. Variabel *Price*

Goodness of Fit Statistics

Degrees of Freedom = 9

Minimum Fit Function Chi-Square = 12.22 (P = 0.20)

Normal Theory Weighted Least Squares Chi-Square = 11.93 (P = 0.22)

Estimated Non-centrality Parameter (NCP) = 2.93

90 Percent Confidence Interval for NCP = (0.0 ; 16.11)

Minimum Fit Function Value = 0.049

Population Discrepancy Function Value (F0) = 0.012

90 Percent Confidence Interval for F0 = (0.0 ; 0.065)

Root Mean Square Error of Approximation (RMSEA) = 0.036

90 Percent Confidence Interval for RMSEA = (0.0 ; 0.085)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.62

Expected Cross-Validation Index (ECVI) = 0.14

90 Percent Confidence Interval for ECVI = (0.13 ; 0.20)

ECVI for Saturated Model = 0.17

ECVI for Independence Model = 7.63

Chi-Square for Independence Model with 15 Degrees of Freedom = 1886.81

Independence AIC = 1898.81

Model AIC = 35.93

Saturated AIC = 42.00

Independence CAIC = 1925.94

Model CAIC = 90.19

Saturated CAIC = 136.95

Normed Fit Index (NFI) = 0.99

Non-Normed Fit Index (NNFI) = 1.00

Parsimony Normed Fit Index (PNFI) = 0.60

Comparative Fit Index (CFI) = 1.00

Incremental Fit Index (IFI) = 1.00

Relative Fit Index (RFI) = 0.99

Critical N (CN) = 442.37

Root Mean Square Residual (RMR) = 0.015

Standardized RMR = 0.014

Goodness of Fit Index (GFI) = 0.98

Adjusted Goodness of Fit Index (AGFI) = 0.96

Parsimony Goodness of Fit Index (PGFI) = 0.42

Time used: 0.000 Seconds

2. Variabel *Product Quality*

Goodness of Fit Statistics

Degrees of Freedom = 9

Minimum Fit Function Chi-Square = 5.48 (P = 0.79)

Normal Theory Weighted Least Squares Chi-Square = 5.39 (P = 0.80)

Estimated Non-centrality Parameter (NCP) = 0.0

90 Percent Confidence Interval for NCP = (0.0 ; 4.78)

Minimum Fit Function Value = 0.022

Population Discrepancy Function Value (F0) = 0.0

90 Percent Confidence Interval for F0 = (0.0 ; 0.019)

Root Mean Square Error of Approximation (RMSEA) = 0.0

90 Percent Confidence Interval for RMSEA = (0.0 ; 0.046)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.96

Expected Cross-Validation Index (ECVI) = 0.13

90 Percent Confidence Interval for ECVI = (0.13 ; 0.15)

ECVI for Saturated Model = 0.17

ECVI for Independence Model = 8.19

Chi-Square for Independence Model with 15 Degrees of Freedom = 2026.71

Independence AIC = 2038.71

Model AIC = 29.39

Saturated AIC = 42.00

Independence CAIC = 2065.84

Model CAIC = 83.65

Saturated CAIC = 136.95

Normed Fit Index (NFI) = 1.00

Non-Normed Fit Index (NNFI) = 1.00

Parsimony Normed Fit Index (PNFI) = 0.60

Comparative Fit Index (CFI) = 1.00

Incremental Fit Index (IFI) = 1.00

Relative Fit Index (RFI) = 1.00

Critical N (CN) = 985.36

Root Mean Square Residual (RMR) = 0.012

Standardized RMR = 0.011

Goodness of Fit Index (GFI) = 0.99

Adjusted Goodness of Fit Index (AGFI) = 0.98

Parsimony Goodness of Fit Index (PGFI) = 0.43

Time used: 0.000 Seconds

3. Variabel *Perceived Quality*

Goodness of Fit Statistics

Degrees of Freedom = 9

Minimum Fit Function Chi-Square = 10.30 (P = 0.33)

Normal Theory Weighted Least Squares Chi-Square = 10.05 (P = 0.35)

Estimated Non-centrality Parameter (NCP) = 1.05

90 Percent Confidence Interval for NCP = (0.0 ; 13.11)

Minimum Fit Function Value = 0.041

Population Discrepancy Function Value (F0) = 0.0042

90 Percent Confidence Interval for F0 = (0.0 ; 0.053)

Root Mean Square Error of Approximation (RMSEA) = 0.022

90 Percent Confidence Interval for RMSEA = (0.0 ; 0.076)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.74

Expected Cross-Validation Index (ECVI) = 0.14

90 Percent Confidence Interval for ECVI = (0.13 ; 0.19)

ECVI for Saturated Model = 0.17

ECVI for Independence Model = 9.88

Chi-Square for Independence Model with 15 Degrees of Freedom = 2448.41

Independence AIC = 2460.41

Model AIC = 34.05

Saturated AIC = 42.00

Independence CAIC = 2487.54

Model CAIC = 88.31

Saturated CAIC = 136.95

Normed Fit Index (NFI) = 1.00

Non-Normed Fit Index (NNFI) = 1.00

Parsimony Normed Fit Index (PNFI) = 0.60

Comparative Fit Index (CFI) = 1.00

Incremental Fit Index (IFI) = 1.00

Relative Fit Index (RFI) = 0.99

Critical N (CN) = 524.62

Root Mean Square Residual (RMR) = 0.0067

Standardized RMR = 0.0091

Goodness of Fit Index (GFI) = 0.99

Adjusted Goodness of Fit Index (AGFI) = 0.97

Parsimony Goodness of Fit Index (PGFI) = 0.42

Time used: 0.000 Seconds

4. Variabel *Purchase Decision*

Goodness of Fit Statistics

Degrees of Freedom = 5

Minimum Fit Function Chi-Square = 8.98 (P = 0.11)

Normal Theory Weighted Least Squares Chi-Square = 8.92 (P = 0.11)

Estimated Non-centrality Parameter (NCP) = 3.92

90 Percent Confidence Interval for NCP = (0.0 ; 16.40)

Minimum Fit Function Value = 0.036

Population Discrepancy Function Value (F0) = 0.016

90 Percent Confidence Interval for F0 = (0.0 ; 0.066)

Root Mean Square Error of Approximation (RMSEA) = 0.056

90 Percent Confidence Interval for RMSEA = (0.0 ; 0.11)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.36

Expected Cross-Validation Index (ECVI) = 0.12

90 Percent Confidence Interval for ECVI = (0.10 ; 0.17)

ECVI for Saturated Model = 0.12

ECVI for Independence Model = 6.38

Chi-Square for Independence Model with 10 Degrees of Freedom = 1578.05

Independence AIC = 1588.05

Model AIC = 28.92

Saturated AIC = 30.00

Independence CAIC = 1610.66

Model CAIC = 74.14

Saturated CAIC = 97.82

Normed Fit Index (NFI) = 0.99

Non-Normed Fit Index (NNFI) = 0.99

Parsimony Normed Fit Index (PNFI) = 0.50

Comparative Fit Index (CFI) = 1.00

Incremental Fit Index (IFI) = 1.00

Relative Fit Index (RFI) = 0.99

Critical N (CN) = 419.36

Root Mean Square Residual (RMR) = 0.0089

Standardized RMR = 0.0099

Goodness of Fit Index (GFI) = 0.99

Adjusted Goodness of Fit Index (AGFI) = 0.96

Parsimony Goodness of Fit Index (PGFI) = 0.33

Time used: 0.016 Seconds

5. *Fit Model*

Goodness of Fit Statistics

Degrees of Freedom = 5

Minimum Fit Function Chi-Square = 8.98 (P = 0.11)

Normal Theory Weighted Least Squares Chi-Square = 8.92 (P = 0.11)

Estimated Non-centrality Parameter (NCP) = 3.92

90 Percent Confidence Interval for NCP = (0.0 ; 16.40)

Minimum Fit Function Value = 0.036

Population Discrepancy Function Value (F0) = 0.016

90 Percent Confidence Interval for F0 = (0.0 ; 0.066)

Root Mean Square Error of Approximation (RMSEA) = 0.056

90 Percent Confidence Interval for RMSEA = (0.0 ; 0.11)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.36

Expected Cross-Validation Index (ECVI) = 0.12

90 Percent Confidence Interval for ECVI = (0.10 ; 0.17)

ECVI for Saturated Model = 0.12

ECVI for Independence Model = 6.38

Chi-Square for Independence Model with 10 Degrees of Freedom = 1578.05

Independence AIC = 1588.05

Model AIC = 28.92

Saturated AIC = 30.00

Independence CAIC = 1610.66

Model CAIC = 74.14

Saturated CAIC = 97.82

Normed Fit Index (NFI) = 0.99

Non-Normed Fit Index (NNFI) = 0.99

Parsimony Normed Fit Index (PNFI) = 0.50

Comparative Fit Index (CFI) = 1.00

Incremental Fit Index (IFI) = 1.00

Relative Fit Index (RFI) = 0.99

Critical N (CN) = 419.36

Root Mean Square Residual (RMR) = 0.0089

Standardized RMR = 0.0099

Goodness of Fit Index (GFI) = 0.99

Adjusted Goodness of Fit Index (AGFI) = 0.96

Parsimony Goodness of Fit Index (PGFI) = 0.33

Time used: 0.016 Seconds

Lampiran 4

SYNTAX LISREL

```
TI
!DA NI=27 NO=0 MA=CM
SY='H:\skripsifix.dsf' NG=1
SE
 17 18 19 20 21 22 23 24 25 26 27 1 2 3 4 5 6 7
8 9 10 11 12 13 14 15 16 /
MO NX=16 NY=11 NK=2 NE=2 BE=FU GA=FI PS=SY TE=SY TD=SY
LE
PurchDecis PerceivedQua
LK
Price ProdQual
FR LY(1,1) LY(2,1) LY(3,1) LY(4,1) LY(5,1) LY(6,2) LY(7,2) LY(8,2) LY(9,2)
FR LY(10,2) LY(11,2) LX(1,1) LX(2,1) LX(3,1) LX(4,1) LX(5,1) LX(6,1)
LX(7,2)
FR LX(8,2) LX(9,2) LX(10,2) LX(11,2) LX(12,2) LX(13,2) LX(14,2) LX(15,2)
LX(16,2)
FR BE(1,2) GA(1,1) GA(1,2) GA(2,1) GA(2,2)
PD
OU
```

1. Variabel *Price*

Raw Data from file 'C:\Users\DHIKA\Documents\New Folder\New Folder (2)\Data Full.psf'

Latent Variables Price

Relationships

HA01 = Price

HA02 = Price

HA03 = Price

HA04 = Price

HA05 = Price

HA06 = Price

Path Diagram

End of Problem

Sample Size = 250

2. Variabel *Product Quality*

The following lines were read from file C:\Users\DHIKA\Documents\New Folder\New Folder (2)\Data X2\Data X2.SPJ:

Raw Data from file 'C:\Users\DHIKA\Documents\New Folder\New Folder (2)\Data Full.psf'

Latent Variables Prod_Qual

Relationships

KP01 = Prod_Qual

KP02 = Prod_Qual

KP03 = Prod_Qual

KP05 = Prod_Qual

KP07 = Prod_Qual

KP09 = Prod_Qual

Path Diagram

End of Problem

Sample Size = 250

3. Variabel *Perceived Quality*

The following lines were read from file C:\Users\DHIKA\Documents\New Folder\New Folder (2)\Data Y\Data Y.SPJ:

Raw Data from file 'C:\Users\DHIKA\Documents\New Folder\New Folder (2)\Data Full.psf'

Latent Variables Perceive

Relationships

PK01 = Perceive

PK02 = Perceive

PK03 = Perceive

PK04 = Perceive

PK05 = Perceive

PK06 = Perceive

Path Diagram

End of Problem

Sample Size = 250

4. Variabel *Purchase Decision*

The following lines were read from file C:\Users\DHIKA\Documents\New Folder\New Folder (2)\Data Y\Data Y.SPJ:

Raw Data from file 'C:\Users\DHIKA\Documents\New Folder\New Folder (2)\Data Full.psf'

Latent Variables Perceive

Relationships

PK01 = Perceive

PK02 = Perceive

PK03 = Perceive

PK04 = Perceive

PK05 = Perceive

PK06 = Perceive

Path Diagram

End of Problem

Sample Size = 250

Lampiran 5

Correlation Matrix of Independent Variables

	Price	*Prod_Qua*
	---	---
Price	*1.00*	
Prod_Qua	*0.52*	*1.00*
	(0.05)	
	10.74	

Lampiran 6

Covariance Matrix of Latent Variables

	Perc_Qua	*Purcha*	*Price*	*Prod_Qua*
	---	---	---	---
Perc_Qua	*1.00*			
Purcha	*0.75*	*1.00*		
Price	*0.59*	*0.65*	*1.00*	
Prod_Qua	*0.56*	*0.65*	*0.52*	*1.00*

The Modification Indices Suggest to Add an Error Covariance Between and

Decrease in Chi-Square	*New Estimate*		
KP06	*KP04*	*8.7*	*0.15*
KP06	*KP05*	*8.7*	*-0.09*
KP07	*KEP04*	*8.0*	*0.05*
KP07	*KEP05*	*9.3*	*-0.06*
KP07	*KP04*	*19.3*	*0.18*
KP08	*KP01*	*8.2*	*-0.05*
KP08	*KP06*	*19.1*	*0.19*
KP10	*KP04*	*13.5*	*0.17*
KP10	*KP09*	*8.0*	*0.11*

Time used: 0.078 Seconds

Lampiran 7

OUTPUT PENGARUH LANGSUNG DAN TIDAK LANGSUNG

Total Effects of KSI on ETA

	Price	Prod_Qua
Perc_Qua	0.41	0.34
	(0.06)	(0.06)
	6.44	5.54
Purcha	0.43	0.43
	(0.06)	(0.06)
	7.17	7.18

Indirect Effects of KSI on ETA

	Price	Prod_Qua
Perc_Qua	- -	- -
Purcha	0.19	0.16
	(0.04)	(0.03)
	5.07	4.58

Total Effects of ETA on ETA

	Perc_Qua	Purcha
Perc_Qua	- -	- -
Purcha	0.45	- -
	(0.06)	
	7.90	

Largest Eigenvalue of B*B' (Stability Index) is 0.206

Lampiran 8

STRUCTURAL EQUATIONS

*Perc_Qua = 0.41*Price + 0.35*Prod_Qua, Errorvar.= 0.57 , R^2 = 0.43*

(0.064) (0.062) (0.060)

6.40 5.55 9.54

*Purcha = 0.45*Perc_Qua + 0.24*Price + 0.27*Prod_Qua, Errorvar.= 0.33 , R^2 = 0.67*

(0.057) (0.055) (0.053) (0.042)

7.89 4.41 5.10 7.75

AL EQUATIONS

Reduced Form Equations

Perc_Qua = 0.41*Price + 0.34*Prod_Qua, Errorvar.= 0.57, R^2 = 0.43
(0.063) (0.062)
6.44 5.54

Purcha = 0.43*Price + 0.43*Prod_Qua, Errorvar.= 0.44, R^2 = 0.56
(0.060) (0.060)
7.17 7.18

Lampiran 9

STANDARIDZED TOTAL EFFECTS

Standardized Total and Indirect Effects

Standardized Total Effects of KSI on ETA

	Price	Prod_Qua
Perc_Qua	0.41	0.34
Purcha	0.43	0.43

Standardized Indirect Effects of KSI on ETA

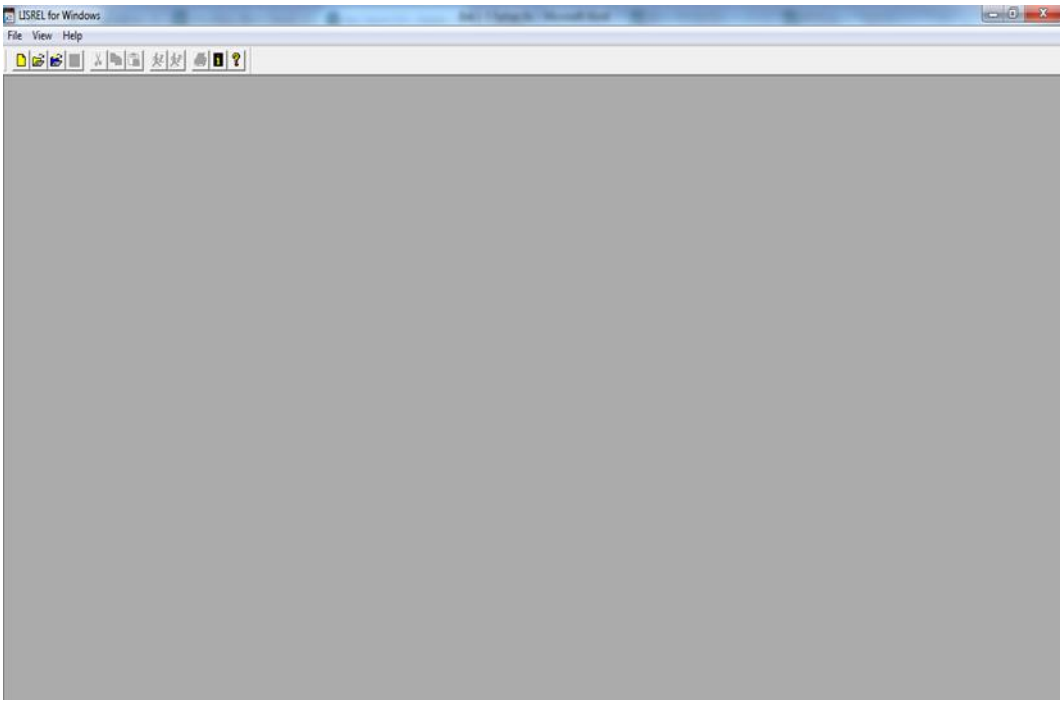
	Price	Prod_Qua
Perc_Qua	- -	- -
Purcha	0.19	0.16

Standardized Total Effects of ETA on ETA

	Perc_Qua	Purcha
Perc_Qua	- -	- -
Purcha	0.45	- -

Lampiran 10

***WINDOW* AWAL LISREL 8.8**



Lampiran 11

Riwayat Hidup Penulis

Rafif Ardyant, lahir di Jakarta 27 Desember 1995. Penulis merupakan anak pertama dari M. Arief Aziz Purnomo dan Susi Dwi Aryanti. Penulis memiliki satu adik laki-laki sekaligus saudara kembar yaitu Fahmi Ardyant. Saat ini penulis berdomisili di Matraman, Jakarta Pusat. Pendidikan formal yang telah di lalui adalah SDS Miranti lulus pada tahun 2007,

lalu melanjutkan pendidikan di SMPN 216 Jakarta Pusat lulus pada tahun 2010, SMAN 54 Jakarta Timur lulus pada tahun 2013. Setelah itu penulis melanjutkan pendidikan di Universitas Negeri Jakarta Fakultas Ekonomi Jurusan Manajemen Program Studi S1 Manajemen Konsentrasi Pemasaran angkatan 2013 melalui jalur masuk SNMPTN.

Penulis memiliki pengalaman baik di berbagai bidang. Penulis memiliki pengalaman sebagai Tim Futsal SMP 216 Jakarta Pusat dan SMA 54 Jakarta Timur, Ketua Kuliah Kerja Nyata Desa Sukanegara, Banten. Penulis juga hobi bermain game dan sudah memenangkan cukup banyak gelar, diantaranya Juara 1 *FIFA 17*

National Tournament yang diadakan oleh Kampus Binus Internasional, Jakarta pada tahun 2016.