

Lampiran 1
Kuisisioner

KUESIONER PENELITIAN

PENGARUH DESAIN, HARGA, KUALITAS PRODUK,
TERHADAP KEPUTUSAN PEMBELIAN HELM MERK
BOGO PADA MAHASISWA PRODI MANAJEMEN
FAKULTAS EKONOMI UNIVERSITAS PGRI ADI BUANA
SURABAYA

Kepada Yth. Bapak/Ibu/Saudara/I

Dengan hormat, Dengan ini saya memohon kesediaan Bapak/Ibu/Saudara/I untuk mengisi kuisisioner ini guna mengumpulkan data penelitian dalam rangka menyelesaikan tugas akhir skripsi di Universitas PGRI Adi Buana Surabaya Fakultas Ekonomi Prodi Manajemen (S1). Tujuan penelitian ini adalah untuk mengetahui pengaruh desain, harga, kualitas produk terhadap keputusan pembelian pada mahasiswa Fakultas Ekonomi Universitas PGRI Adi Buana Surabaya yang memiliki atau menggunakan helm merek bogo. Untuk itu saya sangat mengharapkan ketulusan dan kerelaan Bapak/Ibu/Saudara/I untuk menjawab pernyataan dalam kuisisioner ini. Atas kesediaan dan partisipasi Bapak/Ibu/Saudara/I dalam mengisi kuisisioner ini saya ucapkan terima kasih.

I. Identitas Responden

Nama :

Jenis Kelamin : Laki-laki Perempuan

Apakah anda menggunakan sepeda motor: Ya Tidak

Apakah anda memiliki helm merek Bogo: Ya Tidak

II. Petunjuk Pengisian Isilah pernyataan kuesioner berikut ini sesuai dengan jawaban yang tersedia dan diberi tanda checklist (√) pada kolom yang tersedia. Anda dapat memilih salah satu jawaban yang menurut anda paling tepat dengan keterangan sebagai berikut :

STS (1) : Sangat Tidak Setuju

TS (2) : Tidak Setuju

N (3) : Netral

S (4) : Setuju

SS (5) : Sangat Setuju

Variabel Desain (X1)						
No	Pertanyaan	Jawaban				
		SS	S	N	TS	STS
	Gaya					
1	Helm merk Bogo memiliki gaya klasik					
2	Dengan gaya klasik helm merk Bogo berbeda dengan merk lainnya					

Fitur					
1	Helm merk Bogo memiliki fitur yang inovatif				
2	Helm merk Bogo memiliki fitur yang beragam atau berbeda beda				
Bentuk					
1.	Helm merk bogo memiliki bentuk yang menarik				
2.	Helm merk Bogo memiliki bentuk yang berbeda dengan merk yang lainnya				

Variabel Harga (X2)						
No	Pertanyaan	Jawaban				
		SS	S	N	TS	STS
Harga Terjangkau						
1	Harga helm merk Bogo Terjangkau					
2	Harga helm merk Bogo bervariasi					
Kesesuaian harga dengan manfaat						
1	Harga helm merk Bogo memiliki manfaat yang bagus dibanding produk helm lainnya					
2	Harga helm merk Bogo sesuai dengan manfaat					
Harga sesuai dengan kualitas produk						
1	Harga helm merk Bogo sesuai dengan kualitas produk					

2	Harga helm merk Bogo memiliki kualitas yang bagus dibanding produk helm lainnya					
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Variabel Kualitas Produk (X3)						
NO	Pertanyaan	Jawaban				
		SS	S	N	TS	STS
Kesesuaian (<i>Conformance</i>)						
1	Produk helm merk Bogo memiliki tingkat kesesuaian produk sesuai dengan yang dijanjikan					
2	Produk helm merk Bogo sudah memenuhi harapan					
Keandalan (<i>Reliability</i>)						
1	Helm merk Bogo yang dijual di toko-toko tidak cacat					
2	Helm merk Bogo yang dijual di toko-toko kualitasnya baik					
Daya Tahan (<i>Durability</i>)						
1	Helm merk Bogo tidak mudah rusak					
2	Helm merk Bogo memiliki kualitas yang tahan lama					

Variabel Keputusan Pembelian (Y)		

No	Pertanyaan	Jawaban				
		SS	S	N	TS	STS
Pencarian Informasi						
1	Mendapatkan Informasi tentang helm merek Bogo dari teman atau keluarga					
2	Mendapatkan Informasi tentang helm merek Bogo dari televisi					
Evaluasi Alternatif						
1	Akan merekomendasikan produk helm merek Bogo kepada teman					
2	Helm merk Bogo menjadi pilihan alternative					
Perilaku Pasca Pembelian						
1	Merasa puas membeli produk helm merk Bogo					
2	Akan membeli kembali produk Helm merk Bogo					

Lampiran 2

Tabulasi Hasil Penelitian Variabel Desain (X1)

Responden	X1.1a	X1.1b	X1,2a	X1.2b	X1.3a	X1.3b	Jumlah
Resp1	4	4	2	4	4	4	22
Resp2	4	4	4	4	4	4	24
Resp3	5	4	5	5	4	3	26
Resp4	4	5	4	4	5	5	27
Resp5	4	5	4	5	4	5	27
Resp6	4	5	4	4	4	4	25
Resp7	4	4	3	4	3	3	21
Resp8	4	3	3	4	3	4	21
Resp9	5	4	4	3	4	4	24
Resp10	5	3	4	5	5	4	26
Resp11	5	5	4	4	5	5	28
Resp12	4	4	3	4	4	5	24
Resp13	4	4	3	4	4	3	22
Resp14	4	4	3	3	3	3	20
Resp15	5	5	4	4	5	5	28
Resp16	4	4	4	4	4	4	24
Resp17	4	4	4	4	3	4	23
Resp18	4	3	4	3	4	3	21
Resp19	3	4	4	4	4	4	23

Resp20	4	4	3	3	4	4	22
Resp21	3	1	3	4	5	2	18
Resp22	5	5	3	4	5	5	27
Resp23	4	4	4	4	4	4	24
Resp24	5	4	4	5	5	5	28
Resp25	5	4	4	4	5	4	26
Resp26	4	4	4	4	4	4	24
Resp27	4	4	4	4	5	5	26
Resp28	4	4	4	3	3	2	20
Resp29	4	5	3	3	4	4	23
Resp30	4	4	4	5	4	3	24
Resp31	4	5	4	3	4	3	23
Resp32	4	4	4	4	4	3	23
Resp33	5	4	4	4	3	3	23
Resp34	4	3	3	4	4	5	23
Resp35	4	4	4	4	4	4	24
Resp36	5	4	4	4	5	5	27
Resp37	2	3	3	4	2	4	18
Resp38	5	4	4	2	5	5	25
Resp39	4	4	4	1	4	4	21
Resp40	5	4	3	3	4	5	24
Resp41	4	4	3	3	4	4	22
Resp42	4	5	4	4	4	4	25
Resp43	4	4	3	4	4	4	23
Resp44	5	5	4	5	4	4	27
Resp45	4	4	3	3	5	5	24
Resp46	4	3	4	4	3	3	21
Resp47	5	5	4	4	5	5	28
Resp48	4	2	4	3	3	3	19
Resp49	5	4	4	4	4	4	25
Resp50	4	4	3	3	4	4	22
Resp51	5	4	5	5	4	5	28
Resp52	4	4	4	4	5	5	26
Resp53	4	5	4	5	4	5	27

Resp54	4	3	5	4	4	5	25
Resp55	4	3	3	4	5	4	23
Resp56	5	5	4	5	5	4	28
Resp57	4	5	4	5	5	5	28
Resp58	4	4	4	5	5	4	26
Resp59	4	4	4	4	4	4	24
Resp60	5	5	3	5	3	4	25
Resp61	5	3	5	4	5	3	25
Resp62	5	5	4	5	3	5	27
Resp63	5	4	4	4	5	4	26
Resp64	4	4	4	4	3	4	23
Resp65	5	5	3	3	5	5	26
Resp66	5	5	5	4	5	4	28
Resp67	4	4	3	3	3	4	21
Resp68	4	3	4	4	5	5	25
Resp69	4	4	4	4	4	4	24
Resp70	3	4	3	4	3	4	21
Resp71	3	3	3	3	3	3	18
Resp72	4	4	3	3	4	3	21
Resp73	3	4	3	3	3	4	20
Resp74	5	4	4	4	4	4	25
Resp75	4	3	4	4	4	4	23
Resp76	5	4	4	4	4	5	26
Resp77	4	4	3	4	4	5	24
Resp78	4	4	5	5	4	4	26
Resp79	3	3	4	4	5	4	23
Resp80	2	3	4	4	3	4	20
Resp81	4	4	5	4	5	4	26
Resp82	2	3	2	1	3	4	15
Resp83	4	4	4	5	5	4	26
Resp84	3	4	4	5	4	3	23
Resp85	4	4	3	3	3	4	21
Resp86	4	5	3	3	4	4	23
Resp87	3	3	3	3	3	3	18

Resp88	3	3	4	4	3	4	21
Resp89	4	5	3	5	4	4	25
Resp90	3	4	3	4	4	4	22
Resp91	5	5	5	5	5	5	30
Resp92	5	5	4	5	3	5	27
Resp93	5	4	4	4	5	4	26
Resp94	4	4	4	4	3	4	23
Resp95	5	5	3	3	5	5	26
Resp96	5	5	5	4	5	4	28

Lampiran 3

Tabulasi Hasil Penelitian Variabel Harga (X2)

Responden	X1.1a	X1.1b	X1,2a	X1.2b	X1.3a	X1.3b	Jumlah
Resp1	4	2	4	4	5	4	23
Resp2	4	4	3	4	4	4	23
Resp3	5	5	4	5	4	4	27
Resp4	4	3	4	3	4	4	22
Resp5	4	4	4	5	4	5	26
Resp6	4	5	4	4	5	4	26
Resp7	3	3	3	3	3	3	18
Resp8	2	3	3	3	3	3	17
Resp9	3	3	3	5	4	4	22
Resp10	3	4	5	5	4	5	26
Resp11	4	4	4	4	4	5	25
Resp12	4	3	3	4	3	3	20
Resp13	3	4	4	3	4	4	22
Resp14	3	4	3	3	3	3	19
Resp15	4	4	4	3	4	4	23
Resp16	4	4	4	3	3	3	21
Resp17	3	4	3	3	3	3	19

Resp18	4	4	3	4	4	3	22
Resp19	3	4	1	1	4	1	14
Resp20	4	4	4	4	4	3	23
Resp21	4	1	3	3	4	3	18
Resp22	3	4	3	3	4	4	21
Resp23	3	4	3	4	4	4	22
Resp24	4	4	4	4	4	4	24
Resp25	4	5	4	3	4	4	24
Resp26	4	4	3	3	3	3	20
Resp27	5	4	5	4	4	4	26
Resp28	3	3	3	2	3	2	16
Resp29	3	3	2	3	3	3	17
Resp30	4	4	3	4	4	4	23
Resp31	4	3	3	4	3	3	20
Resp32	4	4	3	4	4	4	23
Resp33	3	4	2	3	4	4	20
Resp34	3	5	3	3	4	3	21
Resp35	3	4	3	4	3	3	20
Resp36	4	4	4	3	4	4	23
Resp37	3	4	3	3	4	3	20
Resp38	4	4	3	4	5	4	24
Resp39	4	4	3	4	4	3	22
Resp40	4	4	4	4	5	5	26
Resp41	3	4	3	4	4	4	22
Resp42	4	3	3	4	4	4	22
Resp43	3	4	2	3	4	4	20
Resp44	4	4	4	4	4	4	24
Resp45	4	4	3	3	4	4	22
Resp46	5	4	3	3	3	3	21
Resp47	2	2	4	4	4	4	20
Resp48	4	4	3	3	3	3	20
Resp49	2	5	3	3	3	3	19
Resp50	5	5	3	4	5	5	27
Resp51	3	3	5	5	4	5	25

Resp52	4	4	3	3	3	3	20
Resp53	4	5	4	4	5	4	26
Resp54	4	5	3	4	4	5	25
Resp55	4	5	4	3	4	4	24
Resp56	3	4	5	5	4	3	24
Resp57	4	4	3	5	5	4	25
Resp58	4	4	5	5	4	5	27
Resp59	3	3	3	3	3	3	18
Resp60	4	4	3	5	5	5	26
Resp61	5	5	4	5	5	3	27
Resp62	5	5	4	3	5	4	26
Resp63	4	5	5	5	5	5	29
Resp64	4	4	5	5	4	4	26
Resp65	4	3	4	5	4	3	23
Resp66	4	5	5	4	5	4	27
Resp67	5	4	4	3	4	4	24
Resp68	4	4	3	4	4	4	23
Resp69	4	3	4	4	4	4	23
Resp70	4	4	1	3	3	3	18
Resp71	4	2	3	3	3	3	18
Resp72	3	3	2	3	3	3	17
Resp73	2	3	3	2	3	4	17
Resp74	4	5	3	3	3	4	22
Resp75	4	3	2	2	3	3	17
Resp76	3	4	3	3	2	3	18
Resp77	4	4	3	3	2	1	17
Resp78	3	3	4	3	3	3	19
Resp79	3	2	3	5	4	5	22
Resp80	3	3	3	5	5	5	24
Resp81	5	4	5	5	4	5	28
Resp82	5	5	4	4	3	4	25
Resp83	4	5	4	3	4	4	24
Resp84	3	4	5	4	3	3	22
Resp85	4	4	3	3	3	3	20

Resp86	5	4	3	3	3	3	21
Resp87	3	4	3	3	3	3	19
Resp88	4	4	3	4	4	3	22
Resp89	3	4	1	1	4	1	14
Resp90	3	3	2	3	4	4	19
Resp91	4	4	3	4	4	4	23
Resp92	5	5	4	5	4	4	27
Resp93	4	5	4	3	5	4	25
Resp94	5	5	5	5	4	3	27
Resp95	5	5	4	4	5	4	25
Resp96	3	5	5	3	4	3	23

Lampiran 4

Tabulasi Hasil Penelitian Variabel Kualitas Produk (X3)

Responden	X1.1a	X1.1b	X1,2a	X1.2b	X1.3a	X1.3b	Jumlah
Resp1	4	4	4	5	2	4	23
Resp2	4	4	4	4	3	3	22
Resp3	5	5	4	4	5	4	27
Resp4	5	4	4	3	4	5	25
Resp5	4	4	5	5	4	3	25
Resp6	4	5	4	5	4	5	27
Resp7	3	3	4	3	3	3	19
Resp8	3	3	3	3	3	3	18
Resp9	4	4	4	4	4	4	24
Resp10	4	5	5	4	5	5	28
Resp11	4	3	4	4	4	5	24
Resp12	3	3	3	3	3	3	18
Resp13	4	4	4	4	3	3	22
Resp14	3	3	4	3	3	3	19
Resp15	4	4	3	4	4	4	23
Resp16	3	3	4	4	4	4	22

Resp17	4	4	4	4	4	4	24
Resp18	3	3	3	3	3	2	17
Resp19	3	3	4	4	3	3	20
Resp20	3	3	4	4	3	3	20
Resp21	4	3	4	3	1	1	16
Resp22	4	4	2	2	1	1	14
Resp23	4	4	4	4	3	3	22
Resp24	4	3	4	3	3	3	20
Resp25	4	4	4	4	3	4	23
Resp26	3	3	3	3	3	3	18
Resp27	4	4	2	2	3	3	18
Resp28	3	3	4	3	4	3	20
Resp29	2	3	2	3	3	3	16
Resp30	3	3	2	2	3	3	16
Resp31	2	2	3	3	2	3	15
Resp32	3	3	3	3	3	4	19
Resp33	4	4	3	4	3	4	22
Resp34	3	3	4	3	3	3	19
Resp35	3	4	3	4	4	4	22
Resp36	4	4	3	4	3	4	22
Resp37	3	3	4	4	3	3	20
Resp38	3	4	4	4	3	3	21
Resp39	4	3	1	4	1	1	14
Resp40	4	4	4	4	4	4	24
Resp41	3	3	3	4	3	3	19
Resp42	4	5	4	4	4	4	25
Resp43	4	4	3	3	4	4	22
Resp44	1	3	3	3	2	1	13
Resp45	3	3	3	4	3	3	19
Resp46	4	4	4	4	3	3	22
Resp47	3	1	2	2	4	3	15
Resp48	3	4	3	3	3	3	19
Resp49	4	4	4	5	3	3	23
Resp50	3	3	3	3	3	3	18

Resp51	5	4	4	5	5	5	28
Resp52	3	3	1	1	1	1	10
Resp53	5	4	4	4	5	5	27
Resp54	4	5	4	3	4	4	24
Resp55	4	5	3	4	4	3	23
Resp56	4	5	3	5	5	3	25
Resp57	5	5	4	4	4	4	26
Resp58	4	5	5	5	4	4	27
Resp59	4	5	4	5	5	4	27
Resp60	4	4	5	4	3	5	25
Resp61	5	5	4	3	5	4	26
Resp62	5	5	4	5	5	4	28
Resp63	5	5	4	5	5	5	29
Resp64	5	5	5	4	5	4	28
Resp65	5	4	4	4	5	5	27
Resp66	5	4	4	4	4	5	26
Resp67	3	4	3	4	4	4	22
Resp68	4	4	3	4	3	4	22
Resp69	3	3	3	4	4	3	20
Resp70	2	3	3	4	2	2	16
Resp71	3	2	4	3	4	4	20
Resp72	4	3	4	4	3	3	21
Resp73	3	3	4	3	3	3	19
Resp74	4	4	3	3	3	3	20
Resp75	3	3	2	3	2	2	15
Resp76	4	3	5	5	5	3	25
Resp77	3	3	2	2	1	1	12
Resp78	4	4	5	5	4	4	26
Resp79	3	4	2	4	2	1	16
Resp80	4	4	4	3	1	1	17
Resp81	5	4	4	5	4	5	27
Resp82	4	3	5	2	1	1	16
Resp83	5	5	4	4	5	4	27
Resp84	3	4	4	5	5	5	26

Resp85	4	4	3	3	4	4	22
Resp86	3	3	4	4	5	5	24
Resp87	3	3	4	4	4	4	22
Resp88	4	4	4	4	4	4	24
Resp89	5	4	5	4	5	4	27
Resp90	4	4	3	4	4	5	24
Resp91	3	2	4	3	4	4	20
Resp92	4	3	4	4	3	3	21
Resp93	3	3	4	3	3	3	19
Resp94	4	4	3	3	3	3	20
Resp95	3	3	2	3	2	2	15
Resp96	4	3	5	5	5	3	25

Lampiran 5

Tabulasi Hasil Penelitian Variabel Keputusan Pembelian (Y)

Responden	X1.1a	X1.1b	X1,2a	X1.2b	X1.3a	X1.3b	Jumlah
Resp1	4	4	4	4	4	4	24
Resp2	3	3	4	4	5	5	24
Resp3	5	4	5	4	5	4	27
Resp4	5	5	4	5	4	5	28
Resp5	3	4	4	4	4	4	23
Resp6	4	4	4	4	5	5	26
Resp7	4	3	3	4	3	3	20
Resp8	3	3	3	3	3	3	18
Resp9	4	3	4	4	4	4	23
Resp10	5	5	4	5	5	4	28
Resp11	4	4	4	5	4	2	23
Resp12	4	3	3	3	3	3	19
Resp13	3	3	3	4	4	3	20
Resp14	4	3	4	3	4	3	21
Resp15	4	4	4	4	4	4	24

Resp16	4	4	4	4	4	4	24
Resp17	3	3	4	4	3	3	20
Resp18	4	3	4	4	4	4	23
Resp19	4	1	4	4	4	4	21
Resp20	3	3	3	3	3	3	18
Resp21	3	3	4	1	3	1	15
Resp22	3	2	1	4	3	3	16
Resp23	4	4	4	4	4	4	24
Resp24	4	2	4	4	4	4	22
Resp25	4	3	3	4	4	4	22
Resp26	4	4	4	3	3	3	21
Resp27	4	4	3	4	3	3	21
Resp28	2	2	2	2	2	2	12
Resp29	3	1	3	3	4	4	18
Resp30	4	3	4	4	3	3	21
Resp31	4	3	4	3	4	4	22
Resp32	4	2	4	4	4	4	22
Resp33	5	3	5	5	5	4	27
Resp34	2	2	3	2	3	4	16
Resp35	3	3	3	3	4	4	20
Resp36	4	4	4	4	3	3	22
Resp37	4	4	3	3	3	3	20
Resp38	3	2	3	4	4	3	19
Resp39	4	1	4	3	4	1	17
Resp40	4	2	3	3	4	4	20
Resp41	4	4	4	3	4	3	22
Resp42	3	4	4	4	5	5	25
Resp43	4	4	4	4	3	3	22
Resp44	4	2	3	3	1	2	15
Resp45	3	3	4	4	4	4	22
Resp46	4	2	3	3	3	3	18
Resp47	3	3	1	4	4	3	18
Resp48	3	3	3	4	4	3	20
Resp49	4	2	3	3	4	1	17

Resp50	4	3	3	3	4	3	20
Resp51	3	4	5	3	5	4	24
Resp52	1	1	3	1	1	1	8
Resp53	4	4	4	4	5	5	26
Resp54	4	4	4	5	3	5	25
Resp55	4	4	3	3	5	4	23
Resp56	5	4	5	3	5	5	27
Resp57	5	5	5	5	5	5	30
Resp58	4	4	4	4	4	4	24
Resp59	5	5	4	3	5	5	27
Resp60	4	3	5	4	4	5	25
Resp61	5	3	5	4	4	4	25
Resp62	4	5	3	4	3	3	22
Resp63	4	4	4	5	5	5	27
Resp64	4	4	5	5	4	4	26
Resp65	5	4	5	4	5	4	27
Resp66	4	3	4	5	4	4	24
Resp67	4	4	4	3	3	3	21
Resp68	4	4	5	4	4	5	26
Resp69	3	3	3	3	4	3	19
Resp70	3	2	1	3	3	2	14
Resp71	4	3	2	4	2	3	18
Resp72	4	4	3	4	4	3	22
Resp73	4	2	2	2	3	2	15
Resp74	4	3	4	3	4	3	21
Resp75	4	2	3	3	3	3	18
Resp76	3	5	1	2	3	3	17
Resp77	4	3	2	2	4	2	17
Resp78	4	4	5	5	4	4	26
Resp79	4	2	4	5	4	3	22
Resp80	2	2	3	3	5	2	17
Resp81	4	4	3	4	4	3	22
Resp82	2	2	3	5	3	4	19
Resp83	4	4	3	3	5	4	23

Resp84	4	4	4	4	3	3	22
Resp85	4	4	3	4	3	3	21
Resp86	2	2	2	2	2	2	12
Resp87	3	1	3	3	4	4	18
Resp88	4	5	4	5	4	3	25
Resp89	3	3	4	4	3	4	21
Resp90	3	3	4	5	5	5	25
Resp91	4	3	4	3	4	4	22
Resp92	4	2	4	4	4	4	22
Resp93	5	3	5	5	5	4	27
Resp94	2	2	3	2	3	4	16
Resp95	3	3	3	3	4	4	20
Resp96	4	4	4	4	3	3	22

Lampiran 6

Distribusi Frekuensi Variabel Penelitian

a. Variabel Desain (X1)

X1.1a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	3	3.1	3.1	3.1
	N	10	10.4	10.4	13.5
	S	53	55.2	55.2	68.8
	SS	30	31.3	31.3	100.0
	Total	96	100.0	100.0	

X1.1b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	1	1.0	1.0	2.1
	N	17	17.7	17.7	19.8
	S	53	55.2	55.2	75.0
	SS	24	25.0	25.0	100.0
	Total	96	100.0	100.0	

X1.2a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.1	2.1	2.1
	N	31	32.3	32.3	34.4
	S	54	56.3	56.3	90.6
	SS	9	9.4	9.4	100.0
	Total	96	100.0	100.0	

X1.2b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.1	2.1	2.1

TS	1	1.0	1.0	3.1
N	21	21.9	21.9	25.0
S	53	55.2	55.2	80.2
SS	19	19.8	19.8	100.0
Total	96	100.0	100.0	

X1.3a

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	1	1.0	1.0	1.0
N	22	22.9	22.9	24.0
S	43	44.8	44.8	68.8
SS	30	31.3	31.3	100.0
Total	96	100.0	100.0	

X1.3b

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	2	2.1	2.1	2.1

N	16	16.7	16.7	18.8
S	51	53.1	53.1	71.9
SS	27	28.1	28.1	100.0
Total	96	100.0	100.0	

B. Variabel Harga (X2)

X2.1a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	4	4.2	4.2	4.2
	N	30	31.3	31.3	35.4
	S	49	51.0	51.0	86.5
	SS	13	13.5	13.5	100.0
	Total	96	100.0	100.0	

X2.1b

		Frequency	Percent	Valid Percent	Cumulative Percent
--	--	-----------	---------	---------------	--------------------

Valid	STS	1	1.0	1.0	1.0
	TS	4	4.2	4.2	5.2
	N	19	19.8	19.8	25.0
	S	51	53.1	53.1	78.1
	SS	21	21.9	21.9	100.0
	Total	96	100.0	100.0	

X2.2a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	3.1	3.1	3.1
	TS	6	6.3	6.3	9.4
	N	46	47.9	47.9	57.3
	S	29	30.2	30.2	87.5
	SS	12	12.5	12.5	100.0
	Total	96	100.0	100.0	

X2.2b

		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	STS	2	2.1	2.1	2.1
	TS	3	3.1	3.1	5.2
	N	41	42.7	42.7	47.9
	S	32	33.3	33.3	81.3
	SS	18	18.8	18.8	100.0
	Total	96	100.0	100.0	

X2.3a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	2.1	2.1	2.1
	N	28	29.2	29.2	31.3
	S	51	53.1	53.1	84.4
	SS	15	15.6	15.6	100.0
	Total	96	100.0	100.0	

X2.3b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	3.1	3.1	3.1

TS	1	1.0	1.0	4.2
N	37	38.5	38.5	42.7
S	42	43.8	43.8	86.5
SS	13	13.5	13.5	100.0
Total	96	100.0	100.0	

C. Variabel Kualitas Produk

X3.1a

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	1.0	1.0	1.0
TS	3	3.1	3.1	4.2
N	35	36.5	36.5	40.6
S	43	44.8	44.8	85.4
SS	14	14.6	14.6	100.0
Total	96	100.0	100.0	

X3.1b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	3	3.1	3.1	4.2
	N	38	39.6	39.6	43.8
	S	39	40.6	40.6	84.4
	SS	15	15.6	15.6	100.0
	Total	96	100.0	100.0	

X3.2a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.1	2.1	2.1
	TS	9	9.4	9.4	11.5
	N	26	27.1	27.1	38.5
	S	49	51.0	51.0	89.6
	SS	10	10.4	10.4	100.0
	Total	96	100.0	100.0	

X3.2b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	6	6.3	6.3	7.3
	N	30	31.3	31.3	38.5
	S	44	45.8	45.8	84.4
	SS	15	15.6	15.6	100.0
	Total	96	100.0	100.0	

X3.3a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	7	7.3	7.3	7.3
	TS	7	7.3	7.3	14.6
	N	36	37.5	37.5	52.1
	S	29	30.2	30.2	82.3
	SS	17	17.7	17.7	100.0
	Total	96	100.0	100.0	

X3.3b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	9	9.4	9.4	9.4
	TS	4	4.2	4.2	13.5
	N	38	39.6	39.6	53.1
	S	31	32.3	32.3	85.4
	SS	14	14.6	14.6	100.0
	Total	96	100.0	100.0	

D. Variabel Keputusan Pembelian (Y)

Y.1a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	6	6.3	6.3	7.3
	N	23	24.0	24.0	31.3
	S	56	58.3	58.3	89.6
	SS	10	10.4	10.4	100.0

Total	96	100.0	100.0
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Y.1b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	5	5.2	5.2	5.2
	TS	19	19.8	19.8	25.0
	N	32	33.3	33.3	58.3
	S	33	34.4	34.4	92.7
	SS	7	7.3	7.3	100.0
	Total	96	100.0	100.0	

Y.2a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	4.2	4.2	4.2
	TS	5	5.2	5.2	9.4
	N	32	33.3	33.3	42.7
	S	43	44.8	44.8	87.5
	SS	12	12.5	12.5	100.0
	Total	96	100.0	100.0	

Y.2b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.1	2.1	2.1
	TS	7	7.3	7.3	9.4
	N	30	31.3	31.3	40.6
	S	42	43.8	43.8	84.4
	SS	15	15.6	15.6	100.0
	Total	96	100.0	100.0	

Y.3a

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.1	2.1	2.1
	TS	3	3.1	3.1	5.2
	N	28	29.2	29.2	34.4
	S	45	46.9	46.9	81.3
	SS	18	18.8	18.8	100.0
	Total	96	100.0	100.0	

Y.3b

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	4.2	4.2	4.2
	TS	8	8.3	8.3	12.5
	N	34	35.4	35.4	47.9
	S	37	38.5	38.5	86.5
	SS	13	13.5	13.5	100.0
	Total	96	100.0	100.0	

Lampiran 7

Uji Validitas

A. Variabel Desain (X1)

Correlations

		X1.1 a	X1.1 b	X1.2 a	X1.2 b	X1.3 a	X1.3 b	HasilX 1
X1.1a	Pearson Correlation	1	.476*	.371*	.244*	.458*	.318*	.744**
	Sig. (2- tailed)		.000	.000	.017	.000	.002	.000
	N	96	96	96	96	96	96	96

X1.1b	Pearson Correlation Sig. (2- tailed) N	.476* . .000 96	1 96	.118 96	.213* 96	.217* 96	.419* . .000 96	.642** . .000 96
X1.2a	Pearson Correlation Sig. (2- tailed) N	.371* . .000 96	.118 96	1 96	.426* . .000 96	.306* . .002 96	.064 . .538 96	.579** . .000 96
X1.2b	Pearson Correlation Sig. (2- tailed) N	.244* . .017 96	.213* 96	.426* . .000 96	1 96	.182 96	.157 . .126 96	.591** . .000 96
X1.3a	Pearson Correlation Sig. (2- tailed) N	.458* . .000 96	.217* 96	.306* . .002 96	.182 96	1 96	.369* . .000 96	.663** . .000 96
X1.3b	Pearson Correlation	.318* . .	.419* . .	.064 .	.157 .	.369* . .	1 .	.610** .

	Sig. (2-tailed)	.002	.000	.538	.126	.000		.000
	N	96	96	96	96	96	96	96
HasilX 1	Pearson Correlation	.744*	.642*	.579*	.591*	.663*	.610*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96	96

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

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

B. Variabel Harga (X2)

Correlations

	X2.1 a	X2.1 b	X2.2 a	X2.2 b	X2.3 a	X2.3 b	HasilX 2
X2.1a	1	.373*	.293*	.299*	.290*	.199	.585**
		.000	.004	.003	.004	.052	.000
	N	96	96	96	96	96	96

X2.1b	Pearson Correlation Sig. (2- tailed) N	.373* .000 96	1 96	.253* .013 96	.082 .428 96	.260* .011 96	.117 .258 96	.504** .000 96
X2.2a	Pearson Correlation Sig. (2- tailed) N	.293* .004 96	.253* .013 96	1 96	.559* .000 96	.316* .002 96	.439* .000 96	.734** .000 96
X2.2b	Pearson Correlation Sig. (2- tailed) N	.299* .003 96	.082 .428 96	.559* .000 96	1 96	.443* .000 96	.599* .000 96	.762** .000 96
X2.3a	Pearson Correlation Sig. (2- tailed) N	.290* .004 96	.260* .011 96	.316* .002 96	.443* .000 96	1 96	.556* .000 96	.687** .000 96
X2.3b	Pearson Correlation	.199	.117	.439* .000	.599* .000	.556* .000	1	.734**

	N	96	96	96	96	96	96	96
X3.1b	Pearson Correlation	.662*	1	.289*	.470*	.424*	.394*	.686**
	Sig. (2-tailed)	.000		.004	.000	.000	.000	.000
	N	96	96	96	96	96	96	96
X3.2a	Pearson Correlation	.412*	.289*	1	.529*	.498*	.466*	.699**
	Sig. (2-tailed)	.000	.004		.000	.000	.000	.000
	N	96	96	96	96	96	96	96
X3.2b	Pearson Correlation	.382*	.470*	.529*	1	.545*	.507*	.748**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	96	96	96	96	96	96	96
X3.3a	Pearson Correlation	.459*	.424*	.498*	.545*	1	.794*	.848**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	96	96	96	96	96	96	96

Y.1a	Pearson Correlation	1	.485* *	.506* *	.458* *	.415* *	.315* *	.711**
	Sig. (2-tailed)		.000	.000	.000	.000	.002	.000
	N	96	96	96	96	96	96	96
Y.1b	Pearson Correlation	.485* *	1	.336* *	.375* *	.316* *	.367* *	.673**
	Sig. (2-tailed)	.000		.001	.000	.002	.000	.000
	N	96	96	96	96	96	96	96
Y.2a	Pearson Correlation	.506* *	.336* *	1	.459* *	.478* *	.497* *	.750**
	Sig. (2-tailed)	.000	.001		.000	.000	.000	.000
	N	96	96	96	96	96	96	96
Y.2b	Pearson Correlation	.458* *	.375* *	.459* *	1	.402* *	.502* *	.733**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	96	96	96	96	96	96	96
Y.3a	Pearson Correlation	.415* *	.316* *	.478* *	.402* *	1	.585* *	.728**
	Sig. (2-tailed)							
	N							

	Sig. (2-tailed)	.000	.002	.000	.000		.000	.000
	N	96	96	96	96	96	96	96
Y.3b	Pearson Correlation	.315*	.367*	.497*	.502*	.585*	1	.760**
	Sig. (2-tailed)	.002	.000	.000	.000	.000		.000
	N	96	96	96	96	96	96	96
Hasil Y	Pearson Correlation	.711*	.673*	.750*	.733*	.728*	.760*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	96	96	96	96	96	96	96

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

Lampiran 8

Uji Reliabilitas

A. Variabel Desain (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.708	6

B. Variabel Harga (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.754	6

C. Variabel Kualitas Produk (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
.850	6

D. Variabel Keputusan Pembelian (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.818	6

Lampiran 9

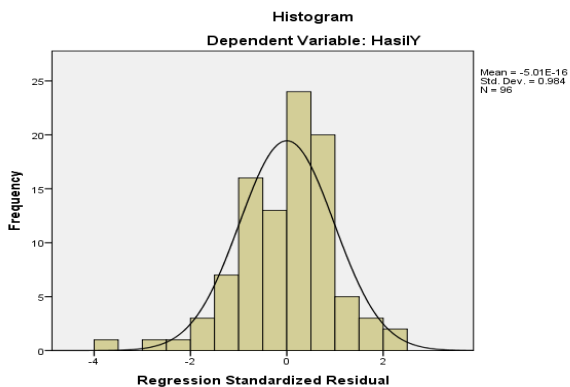
Uji Asumsi Klasik

1. Uji Normalitas

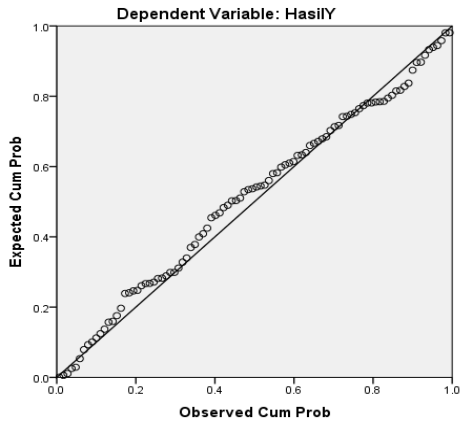
One-Sample Kolmogorov-Smirnov Test

		Unstandardize d Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.84423190
Most Extreme Differences	Absolute	.069
	Positive	.055
	Negative	-.069
Test Statistic		.069
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.



Normal P-P Plot of Regression Standardized Residual



2. Uji Multikolonieritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF

1 (Constant)	1.544	2.754		.561	.576		
HasilX1	.166	.119	.119	1.393	.167	.773	1.293
HasilX2	.213	.104	.177	2.050	.043	.752	1.329
HasilX3	.518	.078	.551	6.673	.000	.821	1.218

a. Dependent Variable: HasilY

3. Uji Autokorelasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.696 ^a	.485	.468	2.89023	2.142

a. Predictors: (Constant), HasilX3, HasilX1, HasilX2

b. Dependent Variable: HasilY

4. Uji Heteroskedastisitas

Correlations

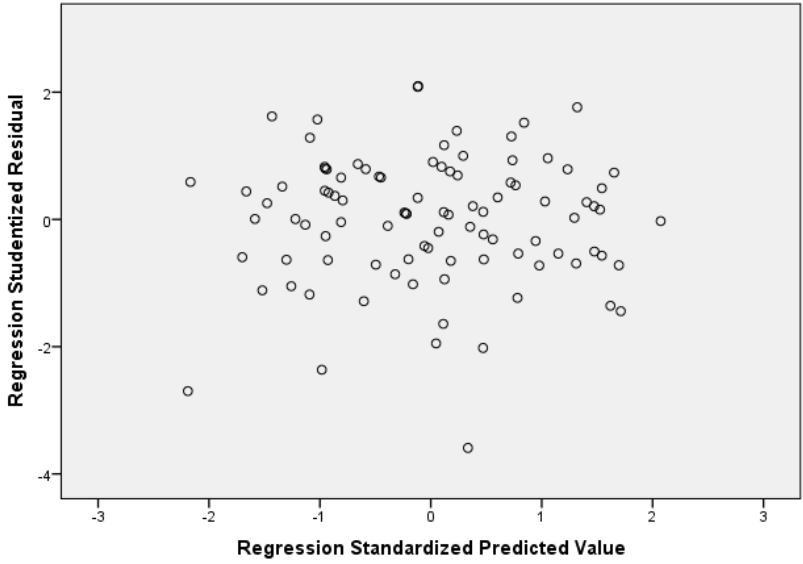
			HasilX 1	HasilX 2	HasilX 3	absres
Spearman's rho	HasilX 1	Correlation Coefficient	1.000	.496**	.397**	-.055
		Sig. (2-tailed)	.	.000	.000	.595
		N	96	96	96	96

HasilX 2	Correlation	.496**	1.000	.394**	-.189
	Coefficient				
	Sig. (2-tailed)	.000	.	.000	.065
	N	96	96	96	96
HasilX 3	Correlation	.397**	.394**	1.000	.039
	Coefficient				
	Sig. (2-tailed)	.000	.000	.	.704
	N	96	96	96	96
absres	Correlation	-.055	-.189	.039	1.000
	Coefficient				
	Sig. (2-tailed)	.595	.065	.704	.
	N	96	96	96	96

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

Scatterplot

Dependent Variable: HasilY



Lampiran 10
 Regresi Linier Berganda dan Uji t

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.544	2.754		.561	.576		
HasilX1	.166	.119	.119	1.393	.167	.773	1.293
HasilX2	.213	.104	.177	2.050	.043	.752	1.329
HasilX3	.518	.078	.551	6.673	.000	.821	1.218

a. Dependent Variable: HasilY

Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	723.441	3	241.147	28.868	.000 ^b
	Residual	768.517	92	8.353		
	Total	1491.958	95			

a. Dependent Variable: HasilY

b. Predictors: (Constant), HasilX3, HasilX1, HasilX2

BERITA ACARA BIMBINGAN SKRIPSI

1. Nama Mahasiswa : Sholikhah Iman Sari
2. NIM : 151500133
3. Program Studi : Manajemen
4. Tanggal Mengajukan Skripsi : 23 Oktober 2018
5. Judul Skripsi : Pengaruh Desain Produk, Harga dan Kualitas Produk Terhadap Keputusan Pembelian Helm Merk Bogo Pada Mahasiswa Prodi Manajemen Fakultas Ekonomi Universitas PGRI Adi Buana Surabaya.
6. Dosen Pembimbing : Dr. Untung Lasiyono, SE, M.Si.
7. Konsultasi :

No.	Tanggal	Paraf Pembimbing	Uraian/Kegiatan
1.	23-10-2018		Judul Penelitian - Acc
2.	08-11-2018		BAB I - Revisi
3.	10-12-2018		BAB I - Acc
4.	10-12-2018		BAB II & III -Revisi
5.	07-01-2019		BAB II & III -Revisi
6.	15-01-2019		BAB I-III - Acc
7.	09-04-2019		BAB IV&V- Revisi
8.	11-04-2019		BAB IV- Revisi
9.	11-04-2019		BAB V - Acc
10.	12-04-2019		BAB IV-Acc

8. Tanggal selesai menulis skripsi : 15 April 2019
9. Telah diuji dengan nilai :

Surabaya, 15 April 2019

Dosen Pembimbing,


Dr. Untung Lasiyono, SE, M.Si.

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**BERITA ACARA
BIMBINGAN REVISI SKRIPSI**

Nama : Sholikhah Iman Sari
NIM/Program Studi : 151500133/Manajemen
Judul Skripsi : Pengaruh Desain, Harga, Kualitas Produk Terhadap Keputusan Pembelian Helm Merk Bogo Pada Mahasiswa Prodi Manajemen Fakultas Ekonomi Universitas PGRI Adi Buana Surabaya
Tanggal Ujian Skripsi : 28 April 2019
Penguji : 1. Drs. I Ketut Surabagiarta.S.E,M.M
2. Drs. Bambang Dwi W.R.,S.E.M.M

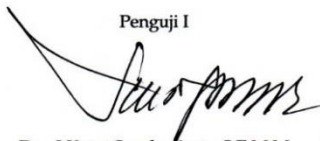
No	Tanggal	Materi Konsultasi	Ket	Paraf Penguji I	Paraf Penguji II
1.	28-04-2019	Judul	Revisi		
2.	28-04-2019	BAB I-III & V, Daftar Pustaka	Revisi		
3.	28-04-2019	BAB II, III, Daftar Pustaka	Revisi		
4.	08-05-2019	Judul	ACC		
5.	08-05-2019	BAB I-III & V, Daftar Pustaka	ACC		

6.	13-05-2019	BAB II, III, Daftar Pustaka	ACC		
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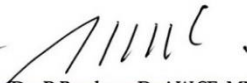
Surabaya, 14 Mei 2019

Penguji I

Penguji II



Drs. I Ketut Surabagiarta, S.E.,M.M
NPP:1701834/DY



Drs. R. Bambang Dwi W. SE., MM
NIP:195605291983091001