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LAMPIRAN

BIODATA

Identitas Diri

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Riwayat Pendidikan

- Pendidikan formal
 - SD Inpres Unggulan Toddopuli 1996 – 2002
 - SMPN 08 Makassar 2002 – 2005
 - SMAN 12 Makassar 2005 – 2008
- Pendidikan Nonformal
 - Lembaga Kursus Akuntansi 2008
 - Lembaga Kursus PIA 2008

Riwayat Prestasi

- Prestasi Akademik

- Prestasi Non-akademik

Demikian biodata ini dibuat dengan sebenarnya.

Makassar, 25 April 2013

ARVINA INDAH SARI

KUESINER PENELITIAN

1. Kuesioner ini semata-mata di tujukan untuk keperluan ilmiah dan penyelesaian tugas akhir studi, oleh karena itu jawaban yang bapak/ibu/saudara berikan sangatlah di butuhkan.
2. Untuk itu saya mohon kesediaan bapak/ibu/saudara untuk mengisi kuesioner ini dengan lengkap, jujur dan sesuai dengan keadaan sebenarnya agar informasi ilmiah yang di sajikan nantinya dapat di pertanggung jawabkan.
3. Atas perhatian bapak/ibu/saudara saya haturkan banyak terimakasih.

Bagian satu

Berilah tanda cek (√) atau (X) dalam kotak pada jawaban yang sesuai dengan pilihan Anda.

Nama : (boleh tidak diisi)

Alamat : (boleh tidak diisi)

Usia saat ini : tahun

Jenis kelamin :

- Laki-laki
 Perempuan

BAGIAN DUA

Keterangan :

SS : Sangat setuju S: Setuju CS: Cukup setuju TS: Tidak setuju STS : Sangat tidak setuju

I. VARIABEL PRODUK

NO	PERTANYAAN	SS	S	CS	TS	STS
1.	Citra mobil Toyota selama ini meningkatkan minat saya untuk membeli					
2.	Suku cadang mobil Toyota lengkap dan mudah di dapatkan					
3.	Kualitas mobil Toyota membuat saya berkeinginan untuk membeli					
4.	Pelayanan service berkala dan perbaikan mobil Toyota baik dan menyenangkan					
5.	Pilihan pilihan tipe dan warnamobil Toyota banyak dan menarik					
6.	Fitur dan fasilitas yang ada pada mobil Toyota menarik minat saya untuk membeli					

II. VARIABEL HARGA

NO	PERTANYAAN	SS	S	CS	TS	STS
1.	Harga mobil Toyota sepadan dengan manfaat yang saya dapatkan					
2.	Harga mobil Toyota terjangkau dan kompetitif					
3.	Harga jual kembali mobil merek Toyota tinggi					
4.	Biaya Service berkala dan perbaikan mobil toyota cukup terjangkau					
5.	Harga suku cadang mobil Toyota terjangkau					

III. VARIABEL DISTRIBUSI

NO	PERTANYAAN	SS	S	CS	TS	STS
1.	Pengiriman mobil Toyota datang tepat waktu					
2.	Proses pembelian hingga serah terima mobil toyota mudah dan menyenangkan					
3.	Fasilitas pengantaran mobil Toyota aman dan menyenangkan					
4.	Showroom mobil Toyota nyaman dan menarik minat saya untuk membeli					

IV. VARIABEL PROMOSI

NO	PERTANYAAN	SS	S	CS	TS	STS
1.	Saya sering melihat iklan mengenai mobil Toyota					
2.	Iklan mobil Toyota menarik dan menyenangkan					
3.	Informasi produk mengenai jenis dan tipe mobil Toyota meningkatkan minat membeli saya					

V. VARIABEL PENINGKATAN VOLUME PENJUALAN

NO	PERTANYAAN	SS	S	CS	TS	STS
1.	Variabel produk dapat meningkatkan volume penjualan mobil Toyota					
2.	Variabel harga dapat meningkatkan volume penjualan mobil Toyota					
3.	Variabel distribusi dapat meningkatkan volume penjualan mobil Toyota					
4.	Variabel promosi dapat meningkatkan volume penjualan mobil Toyota					

DATA TABULASI RESPONDEN

No	Product (x1)							Price (x2)					Place (x3)					Promotion (x4)				Volume Penjualan (y)					
	1	2	3	4	5	6	Σ	1	2	3	4	5	Σ	1	2	3	4	Σ	1	2	3	Σ	1	2	3	4	Σ
1	4	4	4	5	4	4	25	5	4	4	4	5	22	4	5	4	4	17	5	4	5	14	5	4	4	4	17
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HASIL PENGUJIAN SPSS

Validity Correlations

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Tot_X1
X1.1	Pearson Correlation	1	.541**	.414**	.174	.188	.365**	.600**
	Sig. (2-tailed)		.000	.000	.083	.061	.000	.000
	N	100	100	100	100	100	100	100
X1.2	Pearson Correlation	.541**	1	.489**	.261**	.284**	.452**	.685**
	Sig. (2-tailed)	.000		.000	.009	.004	.000	.000
	N	100	100	100	100	100	100	100
X1.3	Pearson Correlation	.414**	.489**	1	.246*	.415**	.449**	.715**
	Sig. (2-tailed)	.000	.000		.013	.000	.000	.000
	N	100	100	100	100	100	100	100
X1.4	Pearson Correlation	.174	.261**	.246*	1	.552**	.324**	.689**
	Sig. (2-tailed)	.083	.009	.013		.000	.001	.000
	N	100	100	100	100	100	100	100
X1.5	Pearson Correlation	.188	.284**	.415**	.552**	1	.431**	.770**
	Sig. (2-tailed)	.061	.004	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
X1.6	Pearson Correlation	.365**	.452**	.449**	.324**	.431**	1	.577**
	Sig. (2-tailed)	.000	.000	.000	.001	.000		.000
	N	100	100	100	100	100	100	100
Tot_X1	Pearson Correlation	.600**	.685**	.715**	.689**	.770**	.577**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

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

Correlations

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	Tot_X2
X2.1	Pearson Correlation	1	.276**	.307**	.110	.295**	.674**
	Sig. (2-tailed)		.005	.002	.277	.003	.000
	N	100	100	100	100	100	100
X2.2	Pearson Correlation	.276**	1	.603**	.114	.132	.660**
	Sig. (2-tailed)	.005		.000	.259	.192	.000
	N	100	100	100	100	100	100
X2.3	Pearson Correlation	.307**	.603**	1	.398**	.345**	.797**
	Sig. (2-tailed)	.002	.000		.000	.000	.000
	N	100	100	100	100	100	100
X2.4	Pearson Correlation	.110	.114	.398**	1	.400**	.533**
	Sig. (2-tailed)	.277	.259	.000		.000	.000
	N	100	100	100	100	100	100
X2.5	Pearson Correlation	.295**	.132	.345**	.400**	1	.623**
	Sig. (2-tailed)	.003	.192	.000	.000		.000
	N	100	100	100	100	100	100
Tot_X2	Pearson Correlation	.674**	.660**	.797**	.533**	.623**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

Correlations

		X3.1	X3.2	X3.3	X3.4	Tot_X3
X3.1	Pearson Correlation	1	.419**	.393**	.354**	.736**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X3.2	Pearson Correlation	.419**	1	.470**	.415**	.785**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X3.3	Pearson Correlation	.393**	.470**	1	.391**	.717**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X3.4	Pearson Correlation	.354**	.415**	.391**	1	.738**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Tot_X3	Pearson Correlation	.736**	.785**	.717**	.738**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Correlations

		X4.1	X4.2	X4.3	Tot_X4
X4.1	Pearson Correlation	1	.685**	.595**	.860**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X4.2	Pearson Correlation	.685**	1	.749**	.914**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X4.3	Pearson Correlation	.595**	.749**	1	.882**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Tot_X4	Pearson Correlation	.860**	.914**	.882**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

Correlations

		Correlations				
		Y1.1	Y1.2	Y1.3	Y1.4	Tot_Y1
Y1.1	Pearson Correlation	1	.305**	.325**	.310**	.724**
	Sig. (2-tailed)		.002	.001	.002	.000
	N	100	100	100	100	100
Y1.2	Pearson Correlation	.305**	1	.426**	.182	.696**
	Sig. (2-tailed)	.002		.000	.070	.000
	N	100	100	100	100	100
Y1.3	Pearson Correlation	.325**	.426**	1	.346**	.725**
	Sig. (2-tailed)	.001	.000		.000	.000
	N	100	100	100	100	100
Y1.4	Pearson Correlation	.310**	.182	.346**	1	.642**
	Sig. (2-tailed)	.002	.070	.000		.000
	N	100	100	100	100	100
Tot_Y1	Pearson Correlation	.724**	.696**	.725**	.642**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.798	7

Item Statistics

	Mean	Std. Deviation	N
X1.1	4.34	.714	100
X1.2	4.16	.721	100
X1.3	4.09	.818	100
X1.4	3.89	.952	100
X1.5	3.44	1.131	100
X1.6	3.83	.922	100
Tot_X1	19.92	3.034	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	39.33	38.951	.523	.786
X1.2	39.51	38.050	.624	.777
X1.3	39.58	37.014	.647	.770
X1.4	39.78	36.497	.584	.772
X1.5	40.23	33.936	.676	.752
X1.6	39.84	36.823	.577	.773
Tot_X1	23.75	13.280	.978	.772

Reliability**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.760	6

Item Statistics

	Mean	Std. Deviation	N
X2.1	3.58	1.065	100
X2.2	3.86	.829	100
X2.3	3.80	.853	100
X2.4	4.12	.608	100
X2.5	3.93	.742	100
Tot_X2	19.29	2.731	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	35.00	23.131	.544	.721
X2.2	34.72	24.547	.561	.728
X2.3	34.78	23.143	.728	.699
X2.4	34.46	26.675	.446	.755
X2.5	34.65	25.341	.529	.738
Tot_X2	19.29	7.461	1.000	.669

Reliability**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.795	5

Item Statistics

	Mean	Std. Deviation	N
X3.1	4.05	.770	100
X3.2	3.90	.798	100
X3.3	4.28	.587	100
X3.4	3.97	.784	100
Tot_X3	16.20	2.193	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	28.35	14.856	.637	.759
X3.2	28.50	14.374	.698	.743
X3.3	28.12	15.884	.641	.775
X3.4	28.43	14.773	.638	.757
Tot_X3	16.20	4.808	1.000	.726

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.858	4

Item Statistics

	Mean	Std. Deviation	N
X4.1	4.06	.736	100
X4.2	4.13	.706	100
X4.3	4.07	.728	100
Tot_X4	12.26	1.921	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X4.1	20.46	10.433	.795	.822
X4.2	20.39	10.301	.874	.807
X4.3	20.45	10.351	.827	.815
Tot_X4	12.26	3.689	1.000	.862

Reliability**Scale: ALL VARIABLES****Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.776	5

Item Statistics

	Mean	Std. Deviation	N
Y1.1	4.07	.742	100
Y1.2	3.91	.698	100
Y1.3	4.14	.586	100
Y1.4	4.10	.628	100
Tot_Y1	16.22	1.851	100

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	28.37	10.276	.605	.730
Y1.2	28.53	10.595	.577	.740
Y1.3	28.30	10.899	.636	.739
Y1.4	28.34	11.116	.524	.757
Tot_Y1	16.22	3.426	1.000	.642

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Tot_X1, Tot_X3, Tot_X4, Tot_X2	.	Enter

a. All requested variables entered.

b. Dependent Variable: Tot_Y1

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.880 ^a	.775	.765	.897

a. Predictors: (Constant), Tot_X1, Tot_X3, Tot_X4, Tot_X2

b. Dependent Variable: Tot_Y1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	262.706	4	65.676	81.608	.000 ^a
	Residual	76.454	95	.805		
	Total	339.160	99			

a. Predictors: (Constant), Tot_X1, Tot_X3, Tot_X4, Tot_X2

b. Dependent Variable: Tot_Y1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.073	.852		1.259	.211
	Tot_X4	.319	.052	.331	6.157	.000
	Tot_X3	.193	.051	.229	3.782	.000
	Tot_X2	.187	.043	.275	4.322	.000
	Tot_X1	.226	.033	.371	6.818	.000

a. Dependent Variable: Tot_Y1

Charts

