

DAFTAR PUSTAKA

- Amirullah, 2002. **Perilaku Konsumen**. Edisi pertama, cetakan pertama. Yogyakarta : Graha Ilmu.
- Basu Swastha dan Irawan. 2005. **Manajemen Pemasaran Modern**. Edisi kesebelas. Yogyakarta: Liberty.
- Djaslim Saladin. 2003. **Perilaku Konsumen dan Pemasaran Strategik**. Bandung: Linda Karya.
- Fandy Tjiptono, 2004. **Marketing Scales**. Yogyakarta : Andi
- Kotler, Philip. 2002. **Manajemen Pemasaran**. Jakarta: Indeks.
- Mangkunegara, Prabu, Anwar, 2002. **Prilaku Konsumen**. Cetaka Kedua Edisi Revisi. Bandung : PT. Refika Aditama.
- Kotler, Philip and Amstrong. 2002. **Prinsip-Prinsip Pemasaran**. Jakarta: Erlangga.
- Salusu, I, 2003, **Pengambilan Keputusan Strategik untuk Organisasi Publik dan Organisasi Nonprofit**. Jakrta : PT. Grasindo
- Setiadi, Nugroho J. 2003. **Perilaku Konsumen: Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran**. Jakarta: Kencana.
- Solomon Prasetijo, Ristiyanti dan John J.O.I Ihalauw. 2005. **Perilaku konsumen**. Yogyakarta: Penerbit Andi.
- Sugiyono, 2009. **Metode Penelitian Bisnis**. Jakarta : CV. Alfabeta.
- Tjiptono, Fandy, 2003. **Pemasaran Jasa**, Edisi Pertama, Cetakan Kedua, Malang : Bayumedia Publishing
- Stanton, Wiliam J. 1996. **Prinsip Pemasaran. Alih bahasa Yohanes Lamarto**. edisi Ketujuh Jakarta : Erlangga
- Kantor samsat Provinsi Sulawesi Selatan Kota Makassar 2012.
- Suryani, Tatik. 2008. **Perilaku Konsumen : Implikasi pada Strategi Pemasaran**, edisi pertama, cetakan pertama. Jakarta : Graha Ilmu
- Oesman Yevis Marty, 2010. **Sukses Mengelola Marketing Mix, CRM, Customer Value dan Customer Dependency**, cetakan pertama. Bandung : Alfabeta.

Eko Sujianto, 2009. **Aplikasi Praktis Riset Pemasaran**, edisi pertama, cetakan pertama. Jakarta : Gramedia.

Atep, Adya Brata. (2005). Dasar-Dasar Pelayanan Prima. Jakarta: PT Gramedia

Diah, Pitaloka. 2010. **Analisis Faktor-Faktor yang Mempengaruhi Keputusan pembelian Laptop Merek Acer pada Mahasiswa Fakultas Kesehatan Masyarakat USU Medan.** Skripsi USU Medan

Desrina, 2010. Analisis **Pengaruh *Costumer Value* Terhadap *Costumer Satisfaction* Dan *Costumer Loyalty* Pada Nasabah PT. Bank Tabungan Negara Cabang Medan Mall.** Skripsi Universitas Sumatera Utara

Palilati, 2006. **Pengaruh Nilai Pelanggan, Kepuasan Terhadap Loyalitas Nasabah Perbankan di Sulawesi Selatan.**

KUESIONER PENELITIAN

**FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN KONSUMEN
DALAM PEMBELIAN SEPEDA MOTOR YAMAHA
DI KOTA MAKASSAR**

No.

Responde

n :

I. DATA UMUM RESPONDEN

1. Nama :
2. Umur :
3. Jenis Kelamin :
4. Jenis motor Yamaha yang dimiliki :
5. Lama Pemakaian : Tahun

II. Keputusan Konsumen**A. NILAI KUALITAS (X1)**

NO	PERTANYAAN	JAWABAN RESPONDEN				
		STS	TS	CS	S	SS
1	Kualitas sepeda motor Yamaha konsisten					
2	Merek diproduksi dengan kualitas baik					
3	Sepeda motor Yamaha memiliki standar kualitas yang dapat diterima					
4	Sepeda motor Yamaha akan berfungsi secara konsisten					

B. NILAI EMOSIONAL (X2)

NO	PERTANYAAN	JAWABAN RESPONDEN				
		STS	TS	CS	S	SS
1	Sepeda motor Yamaha membuat saya ingin menggunakannya					
2	Sepeda motor Yamaha membuat saya relaks bila menggunakannya					
3	Sepeda motor Yamaha akan membuat saya merasa senang					
4	Sepeda motor Yamaha akan memberikan kenikmatan bagi saya					

C. NILAI FUNGSIONAL (X3)

NO	PERTANYAAN	JAWABAN RESPONDEN				
		STS	TS	CS	S	SS
1	Harga jual sepeda motor Yamaha masuk akal					
2	Produk sepeda motor Yamaha menawarkan <i>value for money</i>					
3	Sepeda motor Yamaha merupakan produk yang bagus dan sesuai dengan harganya					
4	Sepeda motor Yamaha akan mempunyai nilai ekonomis.					

D. NILAI SOSIAL (X4)

NO	PERTANYAAN	JAWABAN RESPONDEN				
		STS	TS	CS	S	SS
1	Sepeda motor Yamaha akan meningkatkan persepsi orang lain terhadap saya					
2	Sepeda motor Yamaha akan membuat kesan yang bagus bagi orang lain					
3	Produk sepeda motor Yamaha akan memberikan pemiliknya pengakuan sosial					
4	Status ekonomi seperti tingkat pendapatan, usia merupakan faktor yang berpengaruh terhadap persepsi terhadap sepeda motor Yamaha					

E. KEPUTUSAN PEMBELIAN (Y)

NO	PERTANYAAN	JAWABAN RESPONDEN				
		STS	TS	CS	S	SS
1	Nilai kualitas yang dimiliki oleh sepeda motor Yamaha mempengaruhi keputusan pembelian					
2	Nilai emosional pada diri se-seorang mempengaruhi keputusan konsumen dalam pembelian sepeda motor Yamaha					
3	Nilai fungsional yang melekat pada sepeda motor merek mempengaruhi keputusan konsumen dalam pembelian sepeda motor Yamaha					
4	Nilai sosial status ekonomi merupakan faktor yang berpengaruh terhadap keputusan pembelian sepeda motor Yamaha					

Correlations

		X11	X12	X13	X14	JUMLAHX1
X11	Pearson Correlation	1	.414**	.296**	.399**	.718**
	Sig. (2-tailed)		.000	.005	.000	.000
	N	89	89	89	89	89
X12	Pearson Correlation	.414**	1	.357**	.356**	.718**
	Sig. (2-tailed)	.000		.001	.001	.000
	N	89	89	89	89	89
X13	Pearson Correlation	.296**	.357**	1	.470**	.723**
	Sig. (2-tailed)	.005	.001		.000	.000
	N	89	89	89	89	89
X14	Pearson Correlation	.399**	.356**	.470**	1	.771**
	Sig. (2-tailed)	.000	.001	.000		.000
	N	89	89	89	89	89
JUMLAHX1	Pearson Correlation	.718**	.718**	.723**	.771**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	89	89	89	89	89

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

		X21	X22	X23	X24	JUMLAHX2
X21	Pearson Correlation	1	.469**	.324**	.310**	.707**
	Sig. (2-tailed)		.000	.002	.003	.000
	N	89	89	89	89	89
X22	Pearson Correlation	.469**	1	.499**	.366**	.790**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	89	89	89	89	89
X23	Pearson Correlation	.324**	.499**	1	.436**	.748**
	Sig. (2-tailed)	.002	.000		.000	.000
	N	89	89	89	89	89
X24	Pearson Correlation	.310**	.366**	.436**	1	.721**
	Sig. (2-tailed)	.003	.000	.000		.000
	N	89	89	89	89	89
JUMLAHX2	Pearson Correlation	.707**	.790**	.748**	.721**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	89	89	89	89	89

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

		X31	X32	X33	X34	JUMLAHX3
X31	Pearson Correlation	1	.411**	.536**	.377**	.777**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	89	89	89	89	89
X32	Pearson Correlation	.411**	1	.480**	.364**	.724**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	89	89	89	89	89
X33	Pearson Correlation	.536**	.480**	1	.366**	.792**
	Sig. (2-tailed)	.000	.000		.000	.000

	N	89	89	89	89	89
X34	Pearson Correlation	.377**	.364**	.366**	1	.717**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	89	89	89	89	89
JUMLAHX3	Pearson Correlation	.777**	.724**	.792**	.717**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	89	89	89	89	89

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

Correlations

		X41	X42	X43	X44	JUMLAHX4
X41	Pearson Correlation	1	.523**	.410**	.049	.652**
	Sig. (2-tailed)		.000	.000	.649	.000
	N	89	89	89	89	89
X42	Pearson Correlation	.523**	1	.555**	.284**	.769**
	Sig. (2-tailed)	.000		.000	.007	.000
	N	89	89	89	89	89
X43	Pearson Correlation	.410**	.555**	1	.476**	.860**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	89	89	89	89	89
X44	Pearson Correlation	.049	.284**	.476**	1	.643**
	Sig. (2-tailed)	.649	.007	.000		.000
	N	89	89	89	89	89
JUMLAHX4	Pearson Correlation	.652**	.769**	.860**	.643**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	89	89	89	89	89

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

Correlations

		Y11	Y12	Y13	Y14	JUMLAHY
Y11	Pearson Correlation	1	.308**	.259*	-.032	.499**
	Sig. (2-tailed)		.003	.014	.765	.000
	N	89	89	89	89	89
Y12	Pearson Correlation	.308**	1	.523**	.492**	.826**
	Sig. (2-tailed)	.003		.000	.000	.000
	N	89	89	89	89	89
Y13	Pearson Correlation	.259*	.523**	1	.342**	.755**
	Sig. (2-tailed)	.014	.000		.001	.000
	N	89	89	89	89	89
Y14	Pearson Correlation	-.032	.492**	.342**	1	.703**
	Sig. (2-tailed)	.765	.000	.001		.000
	N	89	89	89	89	89
JUMLAHY	Pearson Correlation	.499**	.826**	.755**	.703**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	89	89	89	89	89

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

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

Case Processing Summary

		N	%
Cases	Valid	89	100.0
	Excluded ^a	0	.0
	Total	89	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.792	5

Item Statistics

	Mean	Std. Deviation	N
X11	3.6067	.79226	89
X12	3.8652	.77152	89
X13	3.9213	.78660	89
X14	3.7865	.84574	89
JUMLAHX1	15.1798	2.34308	89

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X11	26.7528	17.256	.619	.760
X12	26.4944	17.366	.622	.761
X13	26.4382	17.249	.626	.759
X14	26.5730	16.566	.680	.743
JUMLAHX1	15.1798	5.490	1.000	.712

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
30.3596	21.960	4.68617	5

Case Processing Summary

		N	%
Cases	Valid	89	100.0
	Excluded ^a	0	.0
	Total	89	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
X21	3.6966	.78920	89
X22	3.5169	.82727	89
X23	3.7640	.73889	89
X24	3.7079	.84211	89
JUMLAHX2	14.6854	2.37217	89

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X21	25.6742	17.836	.608	.768
X22	25.8539	16.990	.709	.744
X23	25.6067	17.809	.666	.761
X24	25.6629	17.453	.618	.762
JUMLAHX2	14.6854	5.627	1.000	.726

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
29.3708	22.509	4.74433	5

Case Processing Summary

		N	%
Cases	Valid	89	100.0
	Excluded ^a	0	.0
	Total	89	100.0

Case Processing Summary

		N	%
Cases	Valid	89	100.0
	Excluded ^a	0	.0
	Total	89	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.799	5

Item Statistics

	Mean	Std. Deviation	N
X31	3.4944	.86765	89
X32	3.4719	.73993	89
X33	3.8090	.86440	89
X34	3.6742	.91422	89
JUMLAHX3	14.4494	2.54956	89

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X31	25.4045	19.880	.694	.754
X32	25.4270	21.088	.642	.775
X33	25.0899	19.765	.714	.751
X34	25.2247	20.153	.611	.768
JUMLAHX3	14.4494	6.500	1.000	.742

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
28.8989	26.001	5.09912	5

Case Processing Summary

		N	%
Cases	Valid	89	100.0
	Excluded ^a	0	.0
	Total	89	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.790	5

Item Statistics

	Mean	Std. Deviation	N
X41	3.3708	.87102	89
X42	3.4831	.72476	89
X43	3.2697	1.08465	89
X44	3.5281	.95453	89
JUMLAHX4	13.6517	2.67183	89

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X41	23.9326	23.245	.542	.774
X42	23.8202	23.126	.703	.758
X43	24.0337	19.760	.790	.704
X44	23.7753	22.903	.519	.775

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X41	23.9326	23.245	.542	.774
X42	23.8202	23.126	.703	.758
X43	24.0337	19.760	.790	.704
X44	23.7753	22.903	.519	.775
JUMLAHX4	13.6517	7.139	1.000	.704

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
27.3034	28.555	5.34365	5

Case Processing Summary

		N	%
Cases	Valid	89	100.0
	Excluded ^a	0	.0
	Total	89	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.775	5

Item Statistics

	Mean	Std. Deviation	N
Y11	3.5955	.79371	89
Y12	3.4944	.82742	89
Y13	3.6067	.87410	89
Y14	3.5169	1.06720	89

Item Statistics

	Mean	Std. Deviation	N
Y11	3.5955	.79371	89
Y12	3.4944	.82742	89
Y13	3.6067	.87410	89
Y14	3.5169	1.06720	89
JUMLAHY	14.2135	2.48848	89

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y11	24.8315	21.460	.364	.788
Y12	24.9326	18.654	.760	.710
Y13	24.8202	18.967	.662	.726
Y14	24.9101	18.446	.566	.735
JUMLAHY	14.2135	6.193	1.000	.641

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
28.4270	24.770	4.97696	5

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	JUMLAHX4, JUMLAHX3, JUMLAHX2, JUMLAHX1	.	Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.682 ^a	.465	.440	1.86256

a. Predictors: (Constant), JUMLAHX4, JUMLAHX3, JUMLAHX2, JUMLAHX1

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
				Beta		
1	(Constant)	1.640	1.528		2.530	.286
	JUMLAHX1	.219	.090	.207	5.278	.017
	JUMLAHX2	.540	.146	.446	5.302	.000
	JUMLAHX3	.301	.108	.309	2.783	.007
	JUMLAHX4	.416	.079	.447	2.446	.000

a. Dependent Variable: JUMLAHY

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	253.538	4	63.384	18.271	.000 ^a
	Residual	291.406	84	3.469		
	Total	544.944	88			

a. Predictors: (Constant), JUMLAHX4, JUMLAHX3, JUMLAHX2, JUMLAHX1

b. Dependent Variable: JUMLAHY