

## LAMPIRAN

### LAMPIRAN 1 : KUESIONER

#### A. Identitas responden

Petunjuk pengisian : Jawablah identitas diri anda dengan jujur dan benar ‘

Nama : .....

Usia : .....

#### B. Daftar pertanyaan

Petunjuk pengisian : jawablah berikut dengan memberikan tanda centang ( ) pada kolom jawaban yang telah disediakan. Setiap kolom jawaban memiliki skor sebagai berikut:

1. STS (sangat tidak setuju) : 1
2. TS (tidak setuju) : 2
3. N (netral) : 3
4. S (setuju) : 4
5. SS (sangat setuju) : 5

Pertanyaan berikut bertujuan mengetahui “Pengaruh Komunikasi Pemasaran, *Perceive Value* dan *Brand Name* terhadap Keputusan Pembelian pada Konsumen Pengguna Hijab Elzatta di Pasuruan”.

**A. Variabel Komunikasi Pemasaran (X1)**

No	Pernyataan	Alternatif Jawaban				
		5 SS	4 S	3 N	2 TS	1 STS
	<b>Komunikasi Pemasaran</b>					
1.	Promosi penjualan produk Elzatta diminati konsumen					
2.	Informasi di Toko Elzatta cukup jelas dan menarik					
3.	Saya seringkali mengikuti bazar di Toko Elzatta					
4.	Mudah sekali menemukan Toko Elzatta					
5.	Saya membeli produk Elzatta tidak hanya di toko, tetapi (Website dan Sosial Media)					

**B. Variabel *Perceived Value* (nilai yang dirasakan) (X2)**

No	Pernyataan	Alternatif Jawaban				
		5 SS	4 S	3 N	2 TS	1 STS
	<b><i>Perceived Value</i></b>					
1.	Saya menganggap bahwa produk Elzatta lebih berkualitas dari produk lain					
2.	Produk Elzatta lebih Up to Date dibandingkan produk lain					
3.	Produk Elzatta hanya bisa ditemui digerai Elzatta					

**C. Variabel *Brand Name* (X3)**

No	Pernyataan	Alternatif Jawaban				
		5	4	3	2	1
	<b><i>Brand Name</i></b>					
1.	Kualitas produk Elzatta baik dari segi bahan yang digunakan					
2.	Ketersediaan produk Elzatta bermacam-macam dan lengkap					

No	Pernyataan	Alternatif Jawaban				
		5	4	3	2	1
	<b><i>Brand Name</i></b>					
3.	Harga yang standart untuk kalangan siswa, mahasiswa, pekerja dan ibu rumah tangga					

#### D. Variabel Keputusan Pembelian

No	Pernyataan	Alternatif Jawaban				
		5	4	3	2	1
1.	Saya tertarik pada produk Elzatta yang membuat saya berusaha membelinya					
2.	Saya lebih suka membeli produk Elzatta					
3.	Saya sering mengajak teman, saudara, dan keluarga untuk membeli produk Elzatta					
4.	Saya tertarik membeli produk Elzatta saat mengeluarkan produk baru					

## LAMPIRAN 2 : HASIL UJI VALIDITAS

No.	Variabel	Item	Koefisien korelasi (r)	Probabilitas	Keterangan
1.	Komunikasi Pemasaran	X1.1	0,795	0,000	Valid
		X1.2	0,634	0,000	Valid
		X1.3	0,786	0,000	Valid
		X1.4	0,730	0,000	Valid
		X1.5	0,803	0,000	Valid
2.	<i>Perceived Value</i>	X2.1	0,792	0,000	Valid
		X2.2	0,766	0,000	Valid
		X2.3	0,687	0,000	Valid
3.	<i>Brand Name</i>	X3.1	0,676	0,000	Valid
		X3.2	0,690	0,000	Valid
		X3.3	0,725	0,000	Valid
4.	Keputusan Pembelian	Y1.1	0,761	0,000	Valid
		Y1.2	0,844	0,000	Valid
		Y1.3	0,872	0,000	Valid
		Y1.4	0,743	0,000	Valid

## LAMPIRAN 3: HASIL UJI RELIABILITAS

### Komunikasi Pemasaran (X1)

#### Case Processing Summary

		N	%
Cases	Valid	111	100,0
	Excluded <sup>a</sup>	0	,0
	Total	111	100,0

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

#### Reliability Statistics

Cronbach's Alpha	N of Items
,802	5

**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	15,77	5,854	,672	,741
X1.2	15,97	6,917	,497	,794
X1.3	16,34	5,427	,621	,754
X1.4	16,18	5,713	,536	,783
X1.5	15,67	5,333	,647	,745

**Perceived Value (X2)****Reliability Statistics**

Cronbach's Alpha	N of Items
,602	3

**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	7,85	1,440	,526	,344
X2.2	7,98	1,400	,417	,494
X2.3	7,88	1,632	,307	,649

**Brand Name (X3)****Reliability Statistics**

Cronbach's Alpha	N of Items
,469	3

**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	7,72	1,112	,291	,371
X3.2	7,92	1,093	,317	,329
X3.3	8,05	,961	,271	,417

**Keputusan Pembelian (Y)**

**Reliability Statistics**

Cronbach's Alpha	N of Items
,820	4

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	11,81	4,918	,600	,794
Y.2	11,79	4,129	,692	,750
Y.3	12,14	3,906	,736	,728
Y.4	12,04	4,853	,558	,811

**LAMPIRAN 4: HASIL TABEL FREKUENSI**

**Keputusan Pembelian (Y)**

**Statistics**

		Y1.1	Y1.2	Y1.3	Y1.4
N	Valid	111	111	111	111
	Missing	0	0	0	0
Mean		4,12	4,14	3,78	3,89
Median		4,00	4,00	4,00	4,00

**Y1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	2	1,8	1,8	1,8
	N	19	17,1	17,1	18,9
	S	54	48,6	48,6	67,6
	SS	36	32,4	32,4	100,0
	Total	111	100,0	100,0	

**Y1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	,9	,9	,9
	TS	3	2,7	2,7	3,6
	N	23	20,7	20,7	24,3
	S	37	33,3	33,3	57,7
	SS	47	42,3	42,3	100,0
	Total	111	100,0	100,0	

**Y1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	2,7	2,7	2,7
	TS	5	4,5	4,5	7,2
	N	29	26,1	26,1	33,3
	S	50	45,0	45,0	78,4
	SS	24	21,6	21,6	100,0
	Total	111	100,0	100,0	

**Y1.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	4,5	4,5	4,5
	N	27	24,3	24,3	28,8
	S	54	48,6	48,6	77,5
	SS	25	22,5	22,5	100,0
	Total	111	100,0	100,0	

**Komunikasi Pemasaran (X1)**

**Statistics**

		X1.1	X1.2	X1.3	X1.4	X1.5
N	Valid	111	111	111	111	111
	Missing	0	0	0	0	0
Mean		4,22	4,01	3,64	3,80	4,32
Median		4,00	4,00	4,00	4,00	5,00

**X1.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	1	,9	,9	,9
	N	16	14,4	14,4	15,3
	S	52	46,8	46,8	62,2
	SS	42	37,8	37,8	100,0
	Total	111	100,0	100,0	

**X1.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	N	17	15,3	15,3	15,3
	S	76	68,5	68,5	83,8
	SS	18	16,2	16,2	100,0
	Total	111	100,0	100,0	

**X1.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	,9	,9	,9
	TS	10	9,0	9,0	9,9
	N	33	29,7	29,7	39,6
	S	51	45,9	45,9	85,6
	SS	16	14,4	14,4	100,0
	Total	111	100,0	100,0	



**X1.4**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	1	,9	,9	,9
TS	6	5,4	5,4	6,3
N	31	27,9	27,9	34,2
S	49	44,1	44,1	78,4
SS	24	21,6	21,6	100,0
Total	111	100,0	100,0	

**X1.5**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	3	2,7	2,7	2,7
N	12	10,8	10,8	13,5
S	40	36,0	36,0	49,5
SS	56	50,5	50,5	100,0
Total	111	100,0	100,0	

**Perceived Value (X2)****Statistics**

	X2.1	X2.2	X2.3
N Valid	111	111	111
Missing	0	0	0
Mean	4,01	3,87	3,97
Median	4,00	4,00	4,00

**X2.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	2	1,8	1,8	1,8
N	20	18,0	18,0	19,8
S	64	57,7	57,7	77,5
SS	25	22,5	22,5	100,0
Total	111	100,0	100,0	

**X2.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	3	2,7	2,7	2,7
N	33	29,7	29,7	32,4
S	50	45,0	45,0	77,5
SS	25	22,5	22,5	100,0
Total	111	100,0	100,0	

**X2.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	5	4,5	4,5	4,5
N	18	16,2	16,2	20,7
S	63	56,8	56,8	77,5
SS	25	22,5	22,5	100,0
Total	111	100,0	100,0	

**Brand Name (X3)****Statistics**

	X3.1	X3.2	X3.3
N Valid	111	111	111
Missing	0	0	0
Mean	4,13	3,93	3,79
Median	4,00	4,00	4,00

**X3.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid N	15	13,5	13,5	13,5
S	67	60,4	60,4	73,9
SS	29	26,1	26,1	100,0
Total	111	100,0	100,0	

**X3.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	2	1,8	1,8	1,8
N	19	17,1	17,1	18,9
S	75	67,6	67,6	86,5
SS	15	13,5	13,5	100,0
Total	111	100,0	100,0	

**X3.3**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TS	3	2,7	2,7	2,7
N	34	30,6	30,6	33,3
S	57	51,4	51,4	84,7
SS	17	15,3	15,3	100,0
Total	111	100,0	100,0	

**LAMPIRAN 5 : HASIL UJI NORMALITAS****Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9,71	19,93	15,93	2,203	111
Residual	-4,891	3,968	,000	1,618	111
Std. Predicted Value	-2,823	1,816	,000	1,000	111
Std. Residual	-2,982	2,419	,000	,986	111

a. Dependent Variable: Y

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		111
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,61752599
	Most Extreme Differences	
	Absolute	,053
	Positive	,053
	Negative	-,051
Test Statistic		,053
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

### LAMPIRAN 6 : HASIL UJI MULTIKOLINERITAS

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1,470	1,467		-1,002	,319		
	X1	,480	,072	,518	6,709	,000	,548	1,824
	X2	,557	,122	,341	4,569	,000	,589	1,698
	X3	,102	,139	,051	,733	,465	,676	1,479

a. Dependent Variable: Y

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimensi on	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	X1	X2	X3
1	1	3,974	1,000	,00	,00	,00	,00
	2	,012	18,414	,41	,30	,17	,07
	3	,008	22,352	,02	,51	,81	,08
	4	,006	25,578	,57	,19	,02	,85

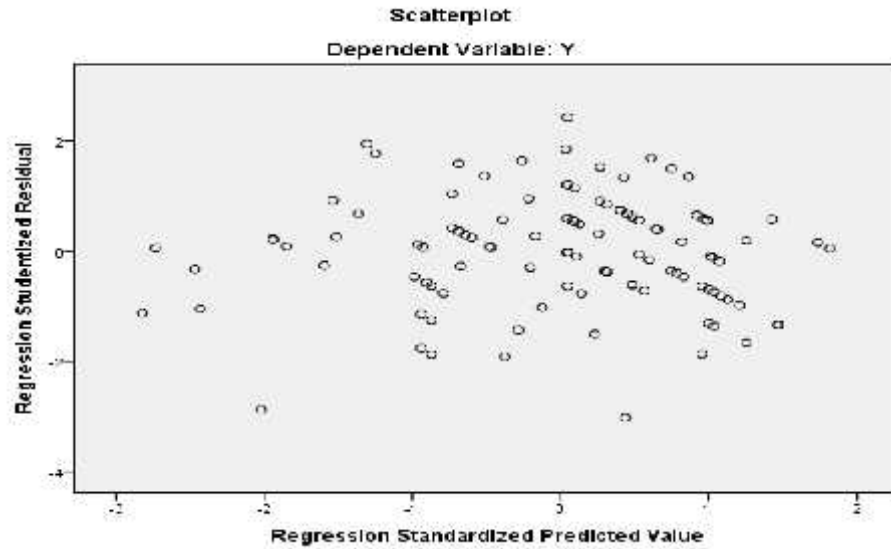
a. Dependent Variable: Y

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9,71	19,93	15,93	2,203	111
Std. Predicted Value	-2,823	1,816	,000	1,000	111
Standard Error of Predicted Value	,157	,651	,294	,104	111
Adjusted Predicted Value	9,90	19,92	15,93	2,192	111
Residual	-4,891	3,968	,000	1,618	111
Std. Residual	-2,982	2,419	,000	,986	111
Stud. Residual	-3,021	2,430	-,001	1,006	111
Deleted Residual	-5,020	4,005	-,004	1,685	111
Stud. Deleted Residual	-3,144	2,489	-,003	1,018	111
Mahal. Distance	,022	16,342	2,973	3,130	111
Cook's Distance	,000	,223	,011	,027	111
Centered Leverage Value	,000	,149	,027	,028	111

a. Dependent Variable: Y

**LAMPIRAN 7 : GAMBAR Uji HETEROSKEDASTISITAS**



**LAMPIRAN 8 : HASIL Uji ANALISIS REGRESI BERGANDA**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1,470	1,467		-1,002	,319
X1	,480	,072	,518	6,709	,000
X2	,557	,122	,341	4,569	,000
X3	,102	,139	,051	,733	,465

a. Dependent Variable: Y

**LAMPIRAN 9 : HASIL Uji KOEFISIEN DETERMINASI (R<sup>2</sup>)**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,806 <sup>a</sup>	,650	,640	1,640

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

**LAMPIRAN 10 : HASIL UJI T**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-1,470	1,467		-1,002	,319		
X1	,480	,072	,518	6,709	,000	,548	1,824
X2	,557	,122	,341	4,569	,000	,589	1,698
X3	,102	,139	,051	,733	,465	,676	1,479

a. Dependent Variable: Y

**LAMPIRAN 11 : HASIL UJI F**

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	533,620	3	177,873	66,130	,000 <sup>b</sup>
Residual	287,803	107	2,690		
Total	821,423	110			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Brand Name, Perceived Value, Komunikasi Pemasaran

## LAMPIRAN 12 : CURRICULUM VITAE

### CURRICULUM VITAE



Nama : Widayanti

NIM : 201569100043

Tempat/ Tanggal Lahir : Pasuruan/20 September 1996

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