

LAMPIRAN
Lampiran 1: Kuesioner Penelitian

Responden yang terhormat,

Saya Reynald Obaja sebagai mahasiswa Semester 8 dari Program Studi Entrepreneurship Podomoro University sedang melakukan penelitian terkait dengan hubungan kesadaran merek, persepsi harga dan persepsi kualitas produk terhadap minat beli produk Ngikan Yuk Cengkareng.

Penelitian ini juga sekaligus menjadi salah satu syarat kelulusan. Waktu mengerjakan kuesioner ini adalah 5-10 menit dan data yang diberikan pada kuesioner ini akan dijaga kerahasiaannya dan hanya akan dipergunakan untuk kepentingan penelitian ini.

Atas kesediaan dan partisipasi Anda, saya ucapkan terima kasih yang sebesar - besarnya.

Penyaringan Pertanyaan

- Apakah anda mengetahui tentang Ngikan Yuk?
 - a. Ya
 - b. Tidak

Data Responden:

1. Nama:
2. Jenis Kelamin:
 - a. Perempuan
 - b. Laki-laki
3. Usia:
 - a. < 18 tahun
 - b. 18 - 25 tahun
 - c. 26 - 35 tahun
 - d. 36 - 45 tahun
 - e. > 45 tahun

4. Pekerjaan
 - a. Pelajar / Mahasiswa
 - b. PNS
 - c. Pegawai Swasta
 - d. Wiraswasta
 - e. Lain-lain
5. Pengeluaran per bulan
 - a. < Rp 1.000.000
 - b. Rp 1.000.000 – Rp 2.500.000
 - c. Rp 2.500.000 – Rp 5.000.000
 - d. > Rp 5.000.000

Pengetahuan Produk Ngikan Yuk Cengkareng

Pada dasarnya Ngikan adalah paduan fish & rice, ikan nila crispy yang sudah di-fillet yang dipadukan dengan nasi liwet kaya rempah dan ragam jenis sambal khas Indonesia (Sambal Oseng Mercon, Sambal Matah, Acar Kuning dan Woku) dengan kisaran harga Rp 25.000.



Harga dan Menu Ngikan Yuk

MAU NGIKAN APA HARI INI?

ngikan
TULANG

paketan

RICE BOX
PAKET RICE BOX
NGIKAN RICE BOX 21.5k
Ikan Goreng Tepung + Sambal + Nasi Putih + Telur + Nasi Putih
NGUDANG RICE BOX 26k
Ikan Goreng Tepung + Sambal + Nasi Putih + Telur + Nasi Putih

komplit

Paket Ngikan Komplit 1 28k
Ikan goreng tepung, Sambal, Nasi liwet, Teh Pucuk Harum

Paket Ngikan Komplit 2 26k
Ikan goreng tepung, Sambal, Nasi liwet, Le Minerale

25k
Paket Ngikan **SALERO PADANG**

23k
Paket Ngikan Saus **OSENG MERCON**

23k
Paket Ngikan Saus **SAMBAL MATAH**

23k
Paket Ngikan Saus **SAMBAL WOKU**

23k
Paket Ngikan Saus **ACAR KUNING**

23k
Paket Ngikan **MIE GORENG**

a la carte

SAMBAL MERCON / MATAH / ACAR KUNING / WOKU / SADAS 4k
NASI PUTIH / NASI LIWET / NASI LAMONGAN 7k
IKAN GORENG ALACARTE 20k

minuman

AIR MINERAL 5k
TEH PUCUK HARUM 7k

snack

NGIKAN POP! 27k
Mie Goreng • Seaweed • Chilli

@ngikan.yuk HARGA DALAM RIBUAN @ngikan.yuk

Foto Paket Ngikan





Foto Paket Rice Box



Petunjuk Pengisian

Pada bagian ini akan diberikan pernyataan terkait kesadaran merek, persepsi harga, persepsi kualitas produk dan minat beli Ngikan Yuk Cengkareng menurut Anda.

Pernyataan - pernyataan ini akan diukur dalam skala 1-5

1 = Sangat Tidak Setuju

2 = Tidak Setuju

3 = Netral

4 = Setuju

5 = Sangat Setuju

1. Kesadaran Merek

No	Pernyataan	STS	TS	N	S	SS
1	Saya mengetahui merek Ngikan Yuk Cengkareng dengan sangat baik.					
2	Saya dapat mengenali merek Ngikan Yuk Cengkareng di antara merek pesaing.					
3	Saya dapat dengan mudah mengingat produk dari Ngikan Yuk Cengkareng.					
4	Saya dapat dengan cepat mengingat logo Ngikan Yuk Cengkareng.					
5	Saya mengetahui beberapa karakteristik merek Ngikan Yuk Cengkareng.					

2. Persepsi Harga

No	Pernyataan	STS	TS	N	S	SS
1	Menurut saya, harga produk Ngikan Yuk Cengkareng terjangkau.					
2	Menurut saya, harga produk Ngikan Yuk Cengkareng sesuai dengan kualitas yang ditawarkan					
3	Menurut saya, Harga produk Ngikan Yuk Cengkareng lebih murah dibandingkan dengan tempat makan lain					
4	Menurut saya, harga produk Ngikan Yuk Cengkareng sesuai dengan manfaat yang diberikan.					

3. Persepsi Kualitas Produk

No	Pernyataan	STS	TS	N	S	SS
1	Menurut saya, makanan yang disajikan Ngikan Yuk Cengkareng terlihat segar.					
2	Menurut saya, presentasi makanan dari Ngikan Yuk Cengkareng terlihat unik/menarik.					
3	Menurut saya, makanan yang disajikan Ngikan Yuk Cengkareng terlihat penuh cita rasa atau lezat.					
4	Menurut saya, Ngikan Yuk Cengkareng menawarkan variasi menu makanan yang beragam.					

4. Minat Beli

No	Pernyataan	STS	TS	N	S	SS
1	Saya berminat untuk membeli produk Ngikan Yuk Cengkareng.					
2	Saya akan memberikan testimoni saya mengenai Ngikan Yuk Cengkareng kepada keluarga atau orang terdekat saya setelah mencoba Ngikan Yuk Cengkareng.					
3	Saya akan merekomendasikan Ngikan Yuk Cengkareng kepada keluarga atau orang terdekat setelah mencoba Ngikan Yuk Cengkareng.					
4	Saya akan membeli Ngikan Yuk Cengkareng karena dapat memenuhi kebutuhan saya.					
5	Saya akan memilih Ngikan Yuk Cengkareng dibanding tempat makan lain.					
6	Saya tertarik mencari tahu tentang pengalaman orang lain yang sudah membeli Ngikan Yuk Cengkareng.					
7	Saya tertarik mengetahui informasi terbaru mengenai Ngikan Yuk Cengkareng					

Lampiran 2: Tabulasi Data Responden

KM1	KM2	KM3	KM4	KM5	PH1	PH2	PH3	PH4	PKP1	PKP2	PKP3	PKP4	MB1	MB2	MB3	MB4	MB5	MB6	MB7
2	5	3	4	2	4	4	4	4	4	4	4	4	5	5	5	4	5	5	4
2	2	3	3	3	4	3	2	4	4	4	3	4	5	5	4	4	4	4	4
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Lampiran 3: Hasil Uji Validitas 30 Responden

1. Variabel Kesadaran Merek

		Correlations					
		VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	x1
VAR00001	Pearson Correlation	1	.677**	.658**	.639**	.670**	.880**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30
VAR00002	Pearson Correlation	.677**	1	.516**	.564**	.558**	.805**
	Sig. (2-tailed)	.000		.004	.001	.001	.000
	N	30	30	30	30	30	30
VAR00003	Pearson Correlation	.658**	.516**	1	.688**	.619**	.838**
	Sig. (2-tailed)	.000	.004		.000	.000	.000
	N	30	30	30	30	30	30
VAR00004	Pearson Correlation	.639**	.564**	.688**	1	.593**	.832**
	Sig. (2-tailed)	.000	.001	.000		.001	.000
	N	30	30	30	30	30	30
VAR00005	Pearson Correlation	.670**	.558**	.619**	.593**	1	.810**
	Sig. (2-tailed)	.000	.001	.000	.001		.000
	N	30	30	30	30	30	30
x1	Pearson Correlation	.880**	.805**	.838**	.832**	.810**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

2. Variabel Persepsi Harga

		Correlations				
		VAR00007	VAR00008	VAR00009	VAR00010	x2
VAR00007	Pearson Correlation	1	.840**	.860**	.899**	.967**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	30	30	30	30	30
VAR00008	Pearson Correlation	.840**	1	.731**	.727**	.885**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
VAR00009	Pearson Correlation	.860**	.731**	1	.887**	.933**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
VAR00010	Pearson Correlation	.899**	.727**	.887**	1	.943**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
x2	Pearson Correlation	.967**	.885**	.933**	.943**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

3. Variabel Persepsi Kualitas Produk

		Correlations				
		VAR00012	VAR00013	VAR00014	VAR00015	x3
VAR00012	Pearson Correlation	1	.703**	.756**	.508**	.870**
	Sig. (2-tailed)		.000	.000	.004	.000
	N	30	30	30	30	30
VAR00013	Pearson Correlation	.703**	1	.733**	.631**	.895**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
VAR00014	Pearson Correlation	.756**	.733**	1	.570**	.893**
	Sig. (2-tailed)	.000	.000		.001	.000
	N	30	30	30	30	30
VAR00015	Pearson Correlation	.508**	.631**	.570**	1	.777**
	Sig. (2-tailed)	.004	.000	.001		.000
	N	30	30	30	30	30
x3	Pearson Correlation	.870**	.895**	.893**	.777**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

4. Variabel Minat Beli

		Correlations							
		VAR00017	VAR00018	VAR00019	VAR00020	VAR00021	VAR00022	VAR00023	y
VAR00017	Pearson Correlation	1	.654**	.558**	.568**	.727**	.726**	.634**	.845**
	Sig. (2-tailed)		.000	.001	.001	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30
VAR00018	Pearson Correlation	.654**	1	.658**	.550**	.553**	.624**	.578**	.796**
	Sig. (2-tailed)	.000		.000	.002	.002	.000	.001	.000
	N	30	30	30	30	30	30	30	30
VAR00019	Pearson Correlation	.558**	.658**	1	.628**	.655**	.626**	.586**	.813**
	Sig. (2-tailed)	.001	.000		.000	.000	.000	.001	.000
	N	30	30	30	30	30	30	30	30
VAR00020	Pearson Correlation	.568**	.550**	.628**	1	.608**	.573**	.546**	.783**
	Sig. (2-tailed)	.001	.002	.000		.000	.001	.002	.000
	N	30	30	30	30	30	30	30	30
VAR00021	Pearson Correlation	.727**	.553**	.655**	.608**	1	.821**	.677**	.879**
	Sig. (2-tailed)	.000	.002	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30
VAR00022	Pearson Correlation	.726**	.624**	.626**	.573**	.821**	1	.585**	.862**
	Sig. (2-tailed)	.000	.000	.000	.001	.000		.001	.000
	N	30	30	30	30	30	30	30	30
VAR00023	Pearson Correlation	.634**	.578**	.586**	.546**	.677**	.585**	1	.788**
	Sig. (2-tailed)	.000	.001	.001	.002	.000	.001		.000
	N	30	30	30	30	30	30	30	30
y	Pearson Correlation	.845**	.796**	.813**	.783**	.879**	.862**	.788**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30

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

Lampiran 4: Hasil Uji Reliabilitas 30 Responden

1. Variabel Keasadaran Merek

Reliability Statistics

Cronbach's Alpha	N of Items
.887	5

2. Variabel Persepsi Harga

Reliability Statistics

Cronbach's Alpha	N of Items
.950	4

3. Variabel Persepsi Kualitas Produk

Reliability Statistics

Cronbach's Alpha	N of Items
.882	4

4. Variabel Minat Beli

Reliability Statistics

Cronbach's Alpha	N of Items
.920	7

Lampiran 5: Hasil Uji Validitas 100 Responden

1. Variabel Keasadaran Merek

		Correlations					
		VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	x1
VAR00001	Pearson Correlation	1	.559**	.383**	.526**	.549**	.782**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
VAR00002	Pearson Correlation	.559**	1	.481**	.622**	.594**	.830**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
VAR00003	Pearson Correlation	.383**	.481**	1	.517**	.440**	.711**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
VAR00004	Pearson Correlation	.526**	.622**	.517**	1	.710**	.831**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
VAR00005	Pearson Correlation	.549**	.594**	.440**	.710**	1	.812**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
x1	Pearson Correlation	.782**	.830**	.711**	.831**	.812**	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).

2. Variabel Persepsi Harga

		Correlations				
		VAR00007	VAR00008	VAR00009	VAR00010	x2
VAR00007	Pearson Correlation	1	.656**	.725**	.625**	.861**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
VAR00008	Pearson Correlation	.656**	1	.670**	.646**	.852**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
VAR00009	Pearson Correlation	.725**	.670**	1	.714**	.896**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
VAR00010	Pearson Correlation	.625**	.646**	.714**	1	.864**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
x2	Pearson Correlation	.861**	.852**	.896**	.864**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

3. Variabel Persepsi Kualitas Produk

		Correlations				
		VAR00012	VAR00013	VAR00014	VAR00015	x3
VAR00012	Pearson Correlation	1	.539**	.556**	.405**	.787**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
VAR00013	Pearson Correlation	.539**	1	.492**	.461**	.799**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
VAR00014	Pearson Correlation	.556**	.492**	1	.480**	.813**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
VAR00015	Pearson Correlation	.405**	.461**	.480**	1	.741**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
x3	Pearson Correlation	.787**	.799**	.813**	.741**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

4. Variabel Minat Beli

		Correlations							
		VAR00017	VAR00018	VAR00019	VAR00020	VAR00021	VAR00022	VAR00023	y
VAR00017	Pearson Correlation	1	.521**	.523**	.348**	.536**	.637**	.328**	.731**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.001	.000
	N	100	100	100	100	100	100	100	100
VAR00018	Pearson Correlation	.521**	1	.581**	.444**	.504**	.512**	.400**	.735**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
VAR00019	Pearson Correlation	.523**	.581**	1	.621**	.601**	.544**	.499**	.821**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
VAR00020	Pearson Correlation	.348**	.444**	.621**	1	.636**	.466**	.443**	.756**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
VAR00021	Pearson Correlation	.536**	.504**	.601**	.636**	1	.613**	.465**	.829**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100
VAR00022	Pearson Correlation	.637**	.512**	.544**	.466**	.613**	1	.469**	.789**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100
VAR00023	Pearson Correlation	.328**	.400**	.499**	.443**	.465**	.469**	1	.665**
	Sig. (2-tailed)	.001	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100
y	Pearson Correlation	.731**	.735**	.821**	.756**	.829**	.789**	.665**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100

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

Lampiran 6: Hasil Uji Reliabilitas 100 Responden

1. Variabel Keasadaran Merek

Reliability Statistics

Cronbach's Alpha	N of Items
.845	5

2. Variabel Persepsi Harga

Reliability Statistics

Cronbach's Alpha	N of Items
.891	4

3. Variabel Persepsi Kualitas Produk

Reliability Statistics

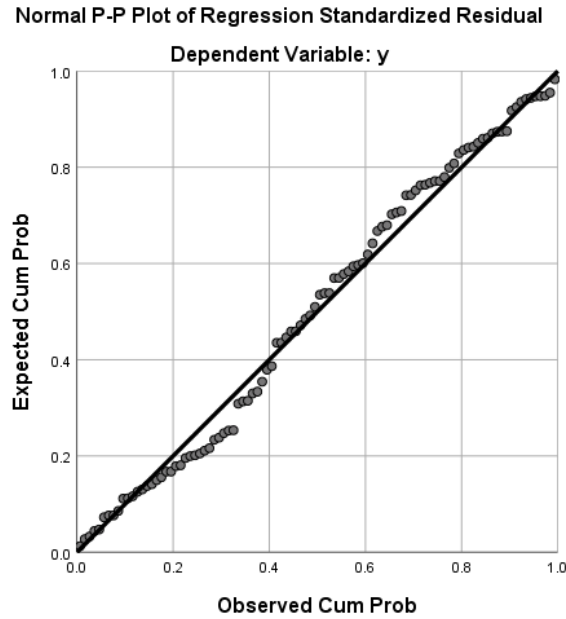
Cronbach's Alpha	N of Items
.792	4

4. Variabel Minat Beli

Reliability Statistics

Cronbach's Alpha	N of Items
.878	7

Lampiran 7: Hasil Uji Asumsi Klasik
Hasil Uji Normalitas Normal Probability Plot



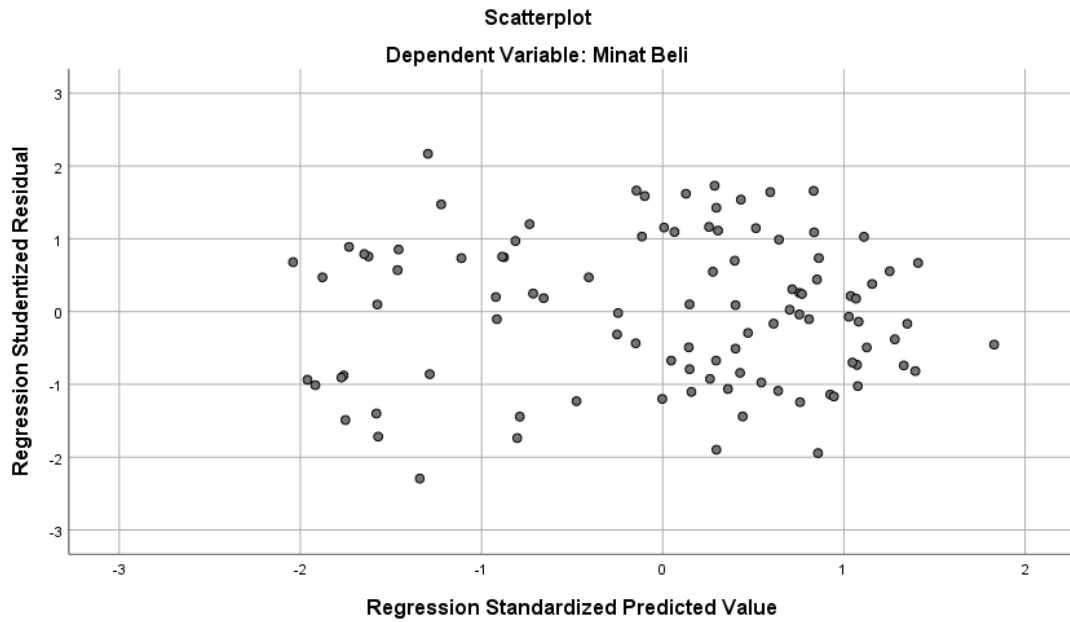
Hasil Uji Normalitas One-Sample Kolmogorov-Smirnov

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.35106979
Most Extreme Differences	Absolute	.080
	Positive	.080
	Negative	-.065
Test Statistic		.080
Asymp. Sig. (2-tailed)		.116 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Hasil Uji Heteroskedastisitas (Scatterplot)



Hasil Uji Heteroskedastisitas dengan Uji Glejser

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.556	.942		1.653	.102
	x1	-.108	.366	-.042	-.296	.768
	x2	.038	.348	.014	.108	.914
	x3	.030	.459	.009	.064	.949

a. Dependent Variable: ABS_RES

Hasil Uji Multikolinearitas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.437	1.525		5.533	.000		
	x1	.257	.089	.250	2.886	.005	.563	1.777
	x2	.555	.108	.428	5.151	.000	.611	1.636
	x3	.378	.135	.233	2.798	.006	.611	1.636

a. Dependent Variable: y

Lampiran 8: Hasil Uji Regresi Linear Berganda

Hasil Uji Persamaan Regresi Linear Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.437	1.525		5.533	.000		
	x1	.257	.089	.250	2.886	.005	.563	1.777
	x2	.555	.108	.428	5.151	.000	.611	1.636
	x3	.378	.135	.233	2.798	.006	.611	1.636

a. Dependent Variable: y

Hasil Uji T (Parsial)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.437	1.525		5.533	.000		
	x1	.257	.089	.250	2.886	.005	.563	1.777
	x2	.555	.108	.428	5.151	.000	.611	1.636
	x3	.378	.135	.233	2.798	.006	.611	1.636

a. Dependent Variable: y

Hasil Uji F (Simultan)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.437	1.525		5.533	.000		
	x1	.257	.089	.250	2.886	.005	.563	1.777
	x2	.555	.108	.428	5.151	.000	.611	1.636
	x3	.378	.135	.233	2.798	.006	.611	1.636

a. Dependent Variable: y

Hasil Uji Koefisien Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.771 ^a	.595	.582	3.403

a. Predictors: (Constant), x3, x2, x1

b. Dependent Variable: y

Lampiran 9: Hasil Turnitin

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