

BAB V

KESIMPULAN DAN SARAN

5.1 Kesimpulan

Penelitian ini bertujuan menguji pengaruh niat beli terhadap perilaku beli yang dimediasi oleh rencana pembelian dalam konteks pembelian produk herbal ekstrak kulit manggis merek “Garcia”. Berdasarkan hasil pengolahan data menjelaskan bahwa semua hipotesis dalam studi ini terdukung. Berdasarkan hasil analisis yang telah dilakukan maka dapat ditarik kesimpulan sebagai berikut: (1) Niat beli berpengaruh terhadap Perilaku Beli, (2) Niat beli berpengaruh terhadap Rencana Pembelian (3) Rencana Pembelian berpengaruh terhadap Perilaku Beli dan (4) Rencana Pembelian memediasi hubungan antara Niat Beli dan Perilaku Beli.

5.2 Keterbatasan dan Saran untuk Penelitian Mendatang

Penelitian hanya dilakukan disatu wilayah saja yaitu Kota Surakarta, sehingga tidak mewakili keragaman masyarakat dalam hal budaya, gaya hidup dan lain sebagainya. Oleh karena itu penelitian kedepan perlu mengakomodasi populasi yang lebih luas, agar didapat generalisasi hasil yang lebih baik

5.3 Implikasi Manajerial

Hasil penelitian menyatakan bahwa rencana pembelian memperkuat hubungan niat beli dan perilaku beli. Atas dasar temuan ini, maka dalam upaya mendorong perilaku beli produk, maka perusahaan perlu mendidik para konsumennya bahwa niat beli yang sudah terbentuk perlu dilengkapi dengan rencana pembelian produk. Upaya mendidik konsumen dapat dilakukan dengan menggunakan iklan.

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LAMPIRAN

Lampiran 1. Kuesioner Penelitian



Kuesioner Penelitian

Yth. Responden

Saya akan melakukan penelitian dengan judul: *Pengaruh Niat Beli Terhadap Perilaku Beli Yang Dimediasi Oleh Rencana Pembelian Dalam Konteks Produk Herbal ekstrak kulit manggis merek "Garcia"*. Saya mohon agar Bapak/Ibu/Sdr berkenan mengisi kuesioner dengan apa adanya. Jawaban yang Bapak/Ibu/Sdr berikan akan dirahasiakan.

Atas perhatian dan kerjasamanya saya ucapkan terima kasih.

Hormat saya,

Rima Kusuma Nirwana

13150290L

1. Identifikasi Responden

Mohon untuk memberikan (√) pada pilihan di bawah ini.

- Nama / Inisial : _____
- No HP : _____
- Usia : 40 s/d 45 tahun
 46 s/d 50 tahun
 51 s/d 55 tahun
 >56 tahun
- Jenis Kelamin : Laki-laki
 Perempuan
- Pendidikan Terakhir : Diploma
 Sarjana
 Lain-lain.....

- Pekerjaan : Karyawan Swasta
 PNS
 TNI
 Wiraswasta
 Lain-lain.....
- Pendapatan Pribadi : Rp. 1.500.000,00 – Rp. 3.000.000,00
 Rp. 3.000.000,00 – Rp. 5.000.000,00
 Rp. 5.000.000,00 – Rp. 7.000.000,00
 >Rp. 7.000.000,00

2. Petunjuk Menjawab

Mohon untuk memberikan (√) pada setiap pernyataan yang Anda pilih.

Keterangan:

1. STS : Sangat Tidak Setuju
2. TS : Tidak Setuju
3. CS : Cukup Setuju
4. S : Setuju
5. SS : Sangat Setuju

No.	Pernyataan	STS	TS	CS	S	SS
NB1	Saya berencana membeli produk ekstrak kulit manggis merek “Garcia”					
NB2	Saya akan mencari informasi tentang ekstrak kulit manggis merek “Garcia”					
NB3	Saya akan menyarankan kepada orang lain untuk membeli produk ekstrak kulit manggis merek “Garcia”					

3. Petunjuk Menjawab

Berilah tanda (√) di atas tanda (—) sesuai dengan sikap anda terhadap rencana pembelian produk herbal merek “Garcia”

RP1	Saya, pasti tidak membeli produk ekstrak kulit manggis merek “Garcia”	—	—	—	—	—	pasti membeli
		1	2	3	4	5	
RP2	Saya, yakin akan membeli produk ekstrak kulit manggis merek “Garcia” secara online	—	—	—	—	—	secara offline
		1	2	3	4	5	
RP3	Saya, akan membeli produk ekstrak kulit manggis merek “Garcia” dengan cara (Go Shop)	—	—	—	—	—	membeli sendiri
		1	2	3	4	5	

Lampiran 2. Uji Validitas Kuesioner

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,724
Approx. Chi-Square		97,604
Bartlett's Test of Sphericity	Df	15
	Sig.	,000

Communalities

	Initial	Extraction
NB1	1,000	,528
NB2	1,000	,643
NB3	1,000	,738
RP1	1,000	,814
RP2	1,000	,760
RP3	1,000	,627

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,985	49,756	49,756	2,985	49,756	49,756	2,289	38,156	38,156
2	1,123	18,724	68,481	1,123	18,724	68,481	1,819	30,324	68,481
3	,688	11,459	79,939						
4	,621	10,345	90,284						
5	,316	5,268	95,552						
6	,267	4,448	100,000						

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component	
	1	2
NB1	,631	
NB2	,738	
NB3	,501	,698
RP1	,750	-,502
RP2	,839	
RP3	,725	

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Rotated Component Matrix^a

	Component	
	1	2
NB1		,670
NB2		,698
NB3		,859
RP1	,900	
RP2	,809	
RP3	,768	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 3 iterations.

Component Transformation Matrix

Component	1	2
1	,791	,611
2	-,611	,791

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Lampiran 3. Uji Reliabilitas

Variabel Niat Beli

Reliability

Case Processing Summary

		N	%
Cases	Valid	50	100,0
	Excluded ^a	0	,0
	Total	50	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,644	3

Item Statistics

	Mean	Std. Deviation	N
NB1	4,06	,314	50
NB2	4,06	,424	50
NB3	3,64	,563	50

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11,76	1,043	1,021	3

Variabel Rencana Pembelian

Reliability

Case Processing Summary

		N	%
Cases	Valid	50	100,0
	Excluded ^a	0	,0
	Total	50	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,773	3

Item Statistics

	Mean	Std. Deviation	N
RP1	3,92	,274	50
RP2	3,94	,424	50
RP3	4,04	,533	50

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11,90	1,112	1,055	3

Lampiran 4. Analisis regresi logistik hubungan antara niat beli dan perilaku beli

Logistic Regression

Case Processing Summary

Unweighted Cases ^a	N	Percent
Included in Analysis	70	100,0
Selected Cases Missing Cases	0	,0
Total	70	100,0
Unselected Cases	0	,0
Total	70	100,0

a. If weight is in effect, see classification table for the total number of cases.

**Dependent Variable
Encoding**

Original Value	Internal Value
tidak beli	0
Beli	1

Block 0: Beginning Block

Iteration History^{a,b,c}

Iteration	-2 Log likelihood	Coefficients
		Constant
1	96,124	,229
Step 0 2	96,124	,230
3	96,124	,230

- a. Constant is included in the model.
 b. Initial -2 Log Likelihood: 96,124
 c. Estimation terminated at iteration number 3 because parameter estimates changed by less than ,001.

Classification Table^{a,b}

	Observed		Predicted		
			perilaku_beli		Percentage Correct
			tidak beli	Beli	
Step 0	perilaku_beli	tidak beli	0	31	,0
		beli	0	39	100,0
	Overall Percentage				55,7

a. Constant is included in the model.

b. The cut value is ,500

Variables not in the Equation

		Score	Df	Sig.	
Step 0	Variables	niat_beli	9,185	1	,002
	Overall Statistics		9,185	1	,002

Block 1: Method = Enter**Iteration History^{a,b,c,d}**

Iteration	-2 Log likelihood	Coefficients		
		Constant	niat_beli	
1	86,350	-5,635	1,455	
Step 1	2	86,062	-6,783	1,752
	3	86,060	-6,887	1,779
	4	86,060	-6,888	1,779

a. Method: Enter

b. Constant is included in the model.

c. Initial -2 Log Likelihood: 96,124

d. Estimation terminated at iteration number 4 because parameter estimates changed by less than ,001.

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step		10,065	1	,002
Step 1	Block	10,065	1	,002
	Model	10,065	1	,002

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	86,060 ^a	,134	,179

a. Estimation terminated at iteration number 4 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	20,844	4	,000

Contingency Table for Hosmer and Lemeshow Test

	perilaku_beli = tidak beli		perilaku_beli = beli		Total
	Observed	Expected	Observed	Expected	
1	6	4,768	0	1,232	6
2	13	10,359	5	7,641	18
3	8	11,957	19	15,043	27
4	0	2,225	7	4,775	7
5	0	,745	4	3,255	4
6	4	,946	4	7,054	8

Classification Table^a

	Observed	Predicted		
		perilaku_beli		Percentage Correct
		tidak beli	Beli	
Step 1	perilaku_beli tidak beli beli	19 5	12 34	61,3 87,2
	Overall Percentage			75,7

a. The cut value is ,500

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)		
							Lower	Upper	
Step 1 ^a	niat_beli	1,779	,643	7,658	1	,006	5,926	1,681	20,897
	Constant	-6,888	2,565	7,209	1	,007	,001		

a. Variable(s) entered on step 1: niat_beli.

Lampiran 5. Analisis regresi linear sederhana hubungan niat beli dan rencana pembelian

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	niat_beli ^b	.	Enter

a. Dependent Variable: rencana_pembelian

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.646 ^a	.417	.408	.3666

a. Predictors: (Constant), niat_beli

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.529	1	6.529	48.595	.000 ^b
	Residual	9.137	68	.134		
	Total	15.666	69			

a. Dependent Variable: rencana_pembelian

b. Predictors: (Constant), niat_beli

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.519	.360		4.223	.000
	niat_beli	.617	.089	.646	6.971	.000

a. Dependent Variable: rencana_pembelian

Lampiran 6. Analisis regresi logistik hubungan antara rencana pembelian dan perilaku beli

Logistic Regression

Case Processing Summary

Unweighted Cases ^a		N	Percent
Selected Cases	Included in Analysis	70	100,0
	Missing Cases	0	,0
	Total	70	100,0
Unselected Cases		0	,0
Total		70	100,0

a. If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	Internal Value
tidak beli	0
Beli	1

Block 0: Beginning Block

Classification Table^{a,b}

	Observed	Predicted			Percentage Correct
		perilaku_beli		Percentage Correct	
		tidak beli	beli		
Step 0	perilaku_beli tidak beli	0	31	,0	
	beli	0	39	100,0	
Overall Percentage				55,7	

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

	B	S.E.	Wald	Df	Sig.	Exp(B)
Step 0 Constant	,230	,241	,910	1	,340	1,258

Variables not in the Equation

	Score	df	Sig.
Step 0 Variables rencana_pembelian	11,453	1	,001
Overall Statistics	11,453	1	,001

Block 1: Method = Enter**Omnibus Tests of Model Coefficients**

		Chi-square	df	Sig.
Step 1	Step	12,543	1	,000
	Block	12,543	1	,000
	Model	12,543	1	,000

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	83,582 ^a	,164	,220

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	5,433	3	,143

Contingency Table for Hosmer and Lemeshow Test

		perilaku_beli = tidak beli		perilaku_beli = beli		Total
		Observed	Expected	Observed	Expected	
Step 1	1	8	6,969	0	1,031	8
	2	2	2,780	2	1,220	4
	3	14	16,520	23	20,480	37
	4	6	3,411	6	8,589	12
	5	1	1,320	8	7,680	9

Classification Table^a

		Observed	Predicted		
			perilaku_beli		Percentage Correct
			tidak beli	beli	
Step 1	perilaku_beli tidak beli		10	21	32,3
	beli		2	37	94,9
Overall Percentage					67,1

a. The cut value is ,500

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
								Lower	Upper
Step 1 ^a	rencana_pembelian	2,126	,715	8,851	1	,003	8,384	2,066	34,023
	Constant	-8,290	2,887	8,248	1	,004	,000		

a. Variable(s) entered on step 1: rencana_pembelian.

Lampiran 7. Analisis regresi logistik hubungan antara niat beli, rencana pembelian dan perilaku beli

**Logistic Regression
Dependent Variable Encoding**

Original Value	Internal Value
tidak beli	0
beli	1

Block 0: Beginning Block

Classification Table^{a,b}

	Observed	Predicted			
		perilaku_beli		Percentage Correct	
		tidak beli	beli		
Step 0	perilaku_beli	tidak beli	0	31	.0
		beli	0	39	100.0
	Overall Percentage				55.7

a. Constant is included in the model.

b. The cut value is ,500

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 0 Constant	.230	.241	.910	1	.340	1.258

Variables not in the Equation

	Score	df	Sig.	
Step 0 Variables	niat_beli	9.185	1	.002
	rencana_pembelian	11.688	1	.001
Overall Statistics		12.850	2	.002

Block 1: Method = Enter

Omnibus Tests of Model Coefficients

	Chi-square	df	Sig.
Step	14.566	2	.001
Step 1 Block	14.566	2	.001
Model	14.566	2	.001

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	81.559 ^a	.188	.252

a. Estimation terminated at iteration number 5 because parameter estimates changed by less than ,001.

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	12.817	7	.077

Contingency Table for Hosmer and Lemeshow Test

	perilaku_beli = tidak beli		perilaku_beli = beli		Total
	Observed	Expected	Observed	Expected	
1	8	7.061	0	.939	8
2	1	1.980	2	1.020	3
3	10	7.236	4	6.764	14
4	1	.498	0	.502	1
Step 1 5	3	8.027	15	9.973	18
6	2	1.920	3	3.080	5
7	3	2.453	5	5.547	8
8	2	1.429	6	6.571	8
9	1	.397	4	4.603	5

Classification Table^a

	Observed	Predicted		
		perilaku_beli		Percentage Correct
		tidak beli	beli	
Step 1	perilaku_beli tidak beli	19	12	61.3
	beli	6	33	84.6
	Overall Percentage			74.3

a. The cut value is ,500

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)		
							Lower	Upper	
Step 1 ^a	niat_beli	.948	.743	1.629	1	.202	2.581	.602	11.076
	rencana_pembelian	1.654	.825	4.020	1	.045	5.227	1.038	26.330
	Constant	-10.192	3.426	8.851	1	.003	.000		

a. Variable(s) entered on step 1: niat_beli, rencana_pembelian.

Lampiran 8. Tabulasi dan penelitian

NO	PERILAKU BELI	NIAT BELI				RENCANA PEMBELIAN			
		NB1	NB2	NB3	RERATA	RP1	RP1	RP3	RERATA
1	0	3	3	3	3	3	3	3	3
2	1	4	4	4	4	4	4	4	4
3	0	4	4	3	3,666667	4	4	4	4
4	1	4	4	4	4	4	4	4	4
5	0	4	4	3	3,666667	4	4	4	4
6	1	4	4	4	4	4	4	4	4
7	1	4	4	4	4	4	4	4	4
8	1	4	4	3	3,666667	4	3	3	3,333333
9	1	4	4	4	4	4	3	4	3,666667
10	0	4	4	3	3,666667	4	4	4	4
11	1	4	4	3	3,666667	4	4	4	4
12	1	4	4	4	4	4	4	4	4
13	1	5	4	3	4	4	4	4	4
14	1	4	4	4	4	4	4	4	4
15	0	4	4	3	3,666667	4	4	4	4
16	1	5	5	5	5	4	5	5	4,666667
17	1	4	4	4	4	4	4	4	4
18	1	4	4	4	4	4	4	4	4
19	1	4	4	4	4	4	4	4	4
20	0	4	4	4	4	3	3	3	3
21	1	4	5	4	4,333333	4	4	4	4
22	1	4	5	4	4,333333	4	5	4	4,333333
23	1	5	5	5	5	4	4	4	4
24	1	4	5	4	4,333333	4	4	4	4
25	1	4	4	4	4	4	4	4	4
26	1	4	4	4	4	4	4	4	4
27	0	4	4	4	4	4	4	4	4
28	1	4	5	4	4,333333	4	5	4	4,333333
29	0	4	3	3	3,333333	3	3	3	3
30	0	4	4	3	3,666667	4	4	5	4,333333
31	1	4	4	4	4	4	4	4	4
32	1	4	4	4	4	4	4	5	4,333333
33	0	4	4	3	3,666667	4	4	5	4,333333
34	0	4	4	4	4	4	4	5	4,333333
35	0	4	4	4	4	4	4	4	4
36	0	4	4	3	3,666667	4	4	4	4
37	0	4	4	3	3,666667	4	4	3	3,666667
38	0	4	4	3	3,666667	4	4	4	4
39	0	4	4	3	3,666667	4	4	4	4
40	0	4	4	4	4	3	3	3	3
41	0	4	4	4	4	4	4	5	4,333333
42	1	4	4	3	3,666667	4	4	4	4
43	0	4	4	3	3,666667	4	4	4	4
44	1	4	4	4	4	4	4	4	4
45	1	4	3	4	3,666667	4	4	4	4
46	0	4	4	3	3,666667	4	4	4	4
47	1	4	4	3	3,666667	4	4	4	4
48	0	4	4	3	3,666667	4	4	4	4

NO	PERILAKU BELI	NIAT BELI				RENCANA PEMBELIAN			
		NB1	NB2	NB3	RERATA	RP1	RP1	RP3	RERATA
49	1	5	4	4	4,333333	4	4	5	4,333333
50	0	4	4	4	4	4	4	5	4,333333
51	0	4	4	4	4	4	4	4	4
52	0	4	3	3	3,333333	3	3	3	3
53	1	4	4	5	4,333333	5	4	5	4,666667
54	1	5	5	5	5	4	5	5	4,666667
55	1	4	4	4	4	4	4	4	4
56	0	3	3	3	3	3	3	3	3
57	1	4	4	4	4	5	4	4	4,333333
58	1	5	4	5	4,666667	4	5	5	4,666667
59	1	4	4	4	4	5	5	4	4,666667
60	1	4	5	4	4,333333	4	4	4	4
61	0	3	3	3	3	3	3	3	3
62	1	5	5	5	5	5	5	5	5
63	1	5	5	4	4,666667	5	5	4	4,666667
64	1	4	5	5	4,666667	5	5	5	5
65	1	5	4	5	4,666667	4	5	4	4,333333
66	0	5	5	5	5	4	4	4	4
67	0	3	3	3	3	3	3	3	3
68	0	5	5	5	5	5	4	5	4,666667
69	0	5	5	5	5	4	3	3	3,333333
70	0	5	5	5	5	5	4	4	4,333333