

**LAMPIRAN I:**  
**Surat Permohonan Izin**  
**Penelitian dan Jawaban**  
**Atas Izin Penelitian**



## Lampiran 1 : Surat Permohonan Izin Penelitian

Banyuwangi, 09 Juli 2021

Lampiran :  
Perihal : Izin Penelitian  
Kepada : Yth, Ibu Pimpinan Toko Maezula Jember

Di

Tempat

**Assalamualaikum Wr. Wb**

Dengan hormat, dalam rangka penyelesaian Tugas Akhir maka saya yang bertandatangan di bawah ini

Nama : Winda Atika Dewi

Nim : 1710411014

Fakultas/Prodi : Ekonomi / Manajemen

Bermaksud mengajukan permohonan Surat Izin Penelitian yang ditujukan kepada :

Pimpinan Toko Mazula Jember

Dalam rangka penyusunan dan penulisan skripsi dengan judul

“ ANALISIS KUALITAS PRODUK, BRAND IMAGE DAN LIFESTYLE TERHADAP KEPUTUSAN PEMBELIAN PAKAIAN WANITA DI TOKO MAEZULA JEMBER”

Demikian surat ini saya sampaikan, atas bantuan dan kerjasama yang baik saya ucapkan terimakasih.

**Wassalamualaikum Wr. Wb**

Banyuwangi, 09 Juli 2021

Hormat saya



Winda Atika Dewi

## Lampiran 2 : Jawaban Atas Surat Permohonan Penelitian

Lampiran :  
Hal : Jawaban Atas Surat Permohonan Penelitian  
Kepada Yth,  
Saudara Winda Atika Dewi Mahasiswi Universitas Muhammadiyah Jember  
Di Tempat

Dengan hormat,  
Yang bertandatangan dibawah ini :

Nama : Fany Atrica  
Jabatan : Pimpinan  
Menerangkan bahwa  
Nama : Winda Atika Dewi  
Nim : 1710411014  
Fakultas/Prodi : Ekonomi/Manajemen  
Instansi : Universitas Muhammadiyah Jember

Berdasarkan surat yang kami terima dari Saudara dan surat pengantar dari Universitas Muhammadiyah Jember, kami menyetujui untuk melakukan penelitian pada toko kami "MAEZULA" sebagai syarat penyusunan Skripsi dengan judul :  
"ANALISIS KUALITAS PRODUK, BRAND IMAGE DAN LIFESTYLE TERHADAP KEPUTUSAN PEMBELIAN PAKAIAN WANITA DI TOKO MAEZULA JEMBER"

Demikian surat ini kami sampaikan, dan atas kerjasamanya kami ucapkan terimakasih.

Banyuwangi, 09 Juli 2021  
Hormat kami  
Pimpinan Toko Maezula



Fany Atrica

**LAMPIRAN II:**  
**Pengantar Kuesioner,**  
**Petunjuk Pengisian,**  
**Kuesioner Penelitian.**



## Lampiran 1. Kuisisioner Penelitian

### KUISISIONER PENELITIAN “ANALISIS KUALITAS PRODUK, *BRAND IMAGE* DAN *LIFE STYLE* TERHADAP KEPUTUSAN PEMBELIAN PADA TOKO MAEZULA JEMBER”

Kepada,  
Yth. Saudara Responden Di Tempat

Dengan hormat,

Dalam rangka penyelesaian tugas akhir (skripsi) guna memenuhi syarat untuk menyelesaikan studi S1 di Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Jember. Dengan penelitian ini untuk mengetahui “**Analisis Kualitas Produk, *Brand Image* dan *Life Style Terhadap Keputusan Pembelian pada Toko Maezula*”**. Dengan segenap kerendahan hati, saya memohon kesediaan saudara untuk mengisi kuisisioner ini dengan jujur dan apa adanya.

Informasi yang telah saudara berikan hanya digunakan untuk kepentingan terbatas yakni guna menyelesaikan penelitian ini saja. Sehingga mengenai identitas saudara akan dijamin kerahasiannya.

Demikian saya sampaikan terimakasih atas kerjasama dan kesediaan saudara dalam pengisian kuisisioner penelitian ini. Serta mohon maaf apabila terdapat kalimat yang kurang di mengerti dalam penelitian ini.

Peneliti,

Winda Atika Dewi

NIM: 1710411014

## LEMBAR KUISIONER

### IDENTITAS RESPONDEN

Nomor Responden : (Diisi oleh Peneliti)  
Nama : .....  
Umur : .....  
Jenis Kelamin : .....  
Program Studi : .....

### PETUNJUK PENGISIAN

1. Pernyataan-pernyataan berikut mohon diisi dengan jujur.
2. Berilah tanda *checklist* (✓) pada salah satu kolom setiap pernyataan yang anda anggap sesuai dengan penilaian anda. Terdapat lima pilihan jawaban yaitu :
  - a) Sangat Tidak Setuju (STS) : Skor 1
  - b) Tidak Setuju (TS) : Skor 2
  - c) Kurang Setuju (KS) : Skor 3
  - d) Setuju (S) : Skor 4
  - e) Sangat Setuju (SS) : Skor 5

### **Kualitas Produk (X1)**

| <b>No</b> | <b>Pernyataan</b>  | <b>SS</b> | <b>S</b> | <b>KS</b> | <b>TS</b> | <b>STS</b> |
|-----------|--|-----------|----------|-----------|-----------|------------|
| 1         | Menurut saya produk di Maezula memiliki kualitas baik.                 |           |          |           |           |            |
| 2         | Menurut saya Maezula memiliki pilihan produk yang bervariasi.          |           |          |           |           |            |
| 3         | Menurut saya bahan yang digunakan oleh Maezula nyaman untuk digunakan. |           |          |           |           |            |
| 4         | Menurut saya harga produk di Maezula sesuai dengan kualitasnya.        |           |          |           |           |            |
| 5         | Menurut saya produk di Maezula memiliki daya tahan yang kuat.          |           |          |           |           |            |
| 6         | Menurut saya tampilan produk di Maezula memiliki desain yang menarik.  |           |          |           |           |            |
| 7         | Menurut saya Produk Maezula memiliki kesan yang mewah                  |           |          |           |           |            |
| 8         | Menurut saya Maezula memiliki pelayanan yang baik kepada pelanggan     |           |          |           |           |            |

### **Brand Image (X2)**

| <b>No</b> | <b>Pernyataan</b>   | <b>SS</b> | <b>S</b> | <b>KS</b> | <b>TS</b> | <b>STS</b> |
|-----------|---|-----------|----------|-----------|-----------|------------|
| 1         | Menurut saya desain merek Maezula berbeda dengan merek toko lain                                |           |          |           |           |            |
| 2         | Menurut saya produk Maezula memiliki desain yang cocok untuk remaja                             |           |          |           |           |            |
| 3         | Menurut saya produk Maezula memiliki kesan islami dan modern                                    |           |          |           |           |            |
| 4         | Menurut saya layanan yang baik membuat masyarakat memiliki persepsi yang bagus terhadap Maezula |           |          |           |           |            |
| 5         | Menurut saya produk Maezula dapat menutupi kekurangan pada diri saya                            |           |          |           |           |            |





# **LAMPIRAN III:**

## **Hasil Uji Validitas**



## Kualitas Produk (X1)

|      |                     | Correlations       |                   |                   |                    |                    |                    |                    |                    |                    |
|------|---------------------|--------------------|-------------------|-------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
|      |                     | X1.1               | X1.2              | X1.3              | X1.4               | X1.5               | X1.6               | X1.7               | X1.8               | X1                 |
| X1.1 | Pearson Correlation | 1                  | .363 <sup>*</sup> | .360 <sup>*</sup> | .261 <sup>*</sup>  | .283 <sup>**</sup> | .228 <sup>*</sup>  | .357 <sup>**</sup> | .150               | .631 <sup>**</sup> |
|      | Sig. (2-tailed)     |                    | .000              | .000              | .013               | .007               | .030               | .001               | .158               | .000               |
|      | N                   | 90                 | 90                | 90                | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |
| X1.2 | Pearson Correlation | .363 <sup>**</sup> | 1                 | .469 <sup>*</sup> | .314 <sup>**</sup> | .164               | .471 <sup>**</sup> | .208 <sup>*</sup>  | .288 <sup>**</sup> | .687 <sup>**</sup> |
|      | Sig. (2-tailed)     | .000               |                   | .000              | .003               | .123               | .000               | .049               | .006               | .000               |
|      | N                   | 90                 | 90                | 90                | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |
| X1.3 | Pearson Correlation | .360 <sup>**</sup> | .469 <sup>*</sup> | 1                 | .531 <sup>**</sup> | .133               | .410 <sup>**</sup> | .273 <sup>**</sup> | .212 <sup>*</sup>  | .740 <sup>**</sup> |
|      | Sig. (2-tailed)     | .000               | .000              |                   | .000               | .212               | .000               | .009               | .045               | .000               |
|      | N                   | 90                 | 90                | 90                | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |
| X1.4 | Pearson Correlation | .261 <sup>*</sup>  | .314 <sup>*</sup> | .531 <sup>*</sup> | 1                  | .075               | .075               | .078               | .114               | .534 <sup>**</sup> |
|      | Sig. (2-tailed)     | .013               | .003              | .000              |                    | .484               | .481               | .463               | .285               | .000               |
|      | N                   | 90                 | 90                | 90                | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |
| X1.5 | Pearson Correlation | .283 <sup>**</sup> | .164              | .133              | .075               | 1                  | .274 <sup>**</sup> | .104               | .093               | .460 <sup>**</sup> |
|      | Sig. (2-tailed)     | .007               | .123              | .212              | .484               |                    | .009               | .328               | .385               | .000               |
|      | N                   | 90                 | 90                | 90                | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |
| X1.6 | Pearson Correlation | .228 <sup>*</sup>  | .471 <sup>*</sup> | .410 <sup>*</sup> | .075               | .274 <sup>**</sup> | 1                  | .190               | .216 <sup>*</sup>  | .623 <sup>**</sup> |
|      | Sig. (2-tailed)     | .030               | .000              | .000              | .481               | .009               |                    | .072               | .041               | .000               |
|      | N                   | 90                 | 90                | 90                | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |
| X1.7 | Pearson Correlation | .357 <sup>**</sup> | .208 <sup>*</sup> | .273 <sup>*</sup> | .078               | .104               | .190               | 1                  | .318 <sup>**</sup> | .509 <sup>**</sup> |
|      | Sig. (2-tailed)     | .001               | .049              | .009              | .463               | .328               | .072               |                    | .002               | .000               |
|      | N                   | 90                 | 90                | 90                | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |
| X1.8 | Pearson Correlation | .150               | .288 <sup>*</sup> | .212 <sup>*</sup> | .114               | .093               | .216 <sup>*</sup>  | .318 <sup>**</sup> | 1                  | .504 <sup>**</sup> |
|      | Sig. (2-tailed)     | .158               | .006              | .045              | .285               | .385               | .041               | .002               |                    | .000               |
|      | N                   | 90                 | 90                | 90                | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |
| X1   | Pearson Correlation | .631 <sup>**</sup> | .687 <sup>*</sup> | .740 <sup>*</sup> | .534 <sup>**</sup> | .460 <sup>**</sup> | .623 <sup>**</sup> | .509 <sup>**</sup> | .504 <sup>**</sup> | 1                  |
|      | Sig. (2-tailed)     | .000               | .000              | .000              | .000               | .000               | .000               | .000               | .000               |                    |
|      | N                   | 90                 | 90                | 90                | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |

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

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

## Brand Image (X2)

### Correlations

|      |                     | X2.1               | X2.2               | X2.3               | X2.4               | X2.5               | X2                 |
|------|---------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| X2.1 | Pearson Correlation | 1                  | .415 <sup>**</sup> | .133               | .315 <sup>**</sup> | .021               | .639 <sup>**</sup> |
|      | Sig. (2-tailed)     |                    | .000               | .210               | .003               | .848               | .000               |
|      | N                   | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |
| X2.2 | Pearson Correlation | .415 <sup>**</sup> | 1                  | .117               | .301 <sup>**</sup> | .172               | .714 <sup>**</sup> |
|      | Sig. (2-tailed)     | .000               |                    | .272               | .004               | .105               | .000               |
|      | N                   | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |
| X2.3 | Pearson Correlation | .133               | .117               | 1                  | .171               | .057               | .463 <sup>**</sup> |
|      | Sig. (2-tailed)     | .210               | .272               |                    | .106               | .594               | .000               |
|      | N                   | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |
| X2.4 | Pearson Correlation | .315 <sup>**</sup> | .301 <sup>**</sup> | .171               | 1                  | .126               | .655 <sup>**</sup> |
|      | Sig. (2-tailed)     | .003               | .004               | .106               |                    | .237               | .000               |
|      | N                   | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |
| X2.5 | Pearson Correlation | .021               | .172               | .057               | .126               | 1                  | .466 <sup>**</sup> |
|      | Sig. (2-tailed)     | .848               | .105               | .594               | .237               |                    | .000               |
|      | N                   | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |
| X2   | Pearson Correlation | .639 <sup>**</sup> | .714 <sup>**</sup> | .463 <sup>**</sup> | .655 <sup>**</sup> | .466 <sup>**</sup> | 1                  |
|      | Sig. (2-tailed)     | .000               | .000               | .000               | .000               | .000               |                    |
|      | N                   | 90                 | 90                 | 90                 | 90                 | 90                 | 90                 |

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

## Lifestyle (X3)

### Correlations

|      |                     | X3.1               | X3.2               | X3.3               | X3                 |
|------|---------------------|--------------------|--------------------|--------------------|--------------------|
| X3.1 | Pearson Correlation | 1                  | .331 <sup>**</sup> | .146               | .717 <sup>**</sup> |
|      | Sig. (2-tailed)     |                    | .001               | .169               | .000               |
|      | N                   | 90                 | 90                 | 90                 | 90                 |
| X3.2 | Pearson Correlation | .331 <sup>**</sup> | 1                  | .208 <sup>*</sup>  | .698 <sup>**</sup> |
|      | Sig. (2-tailed)     | .001               |                    | .050               | .000               |
|      | N                   | 90                 | 90                 | 90                 | 90                 |
| X3.3 | Pearson Correlation | .146               | .208 <sup>*</sup>  | 1                  | .673 <sup>**</sup> |
|      | Sig. (2-tailed)     | .169               | .050               |                    | .000               |
|      | N                   | 90                 | 90                 | 90                 | 90                 |
| X3   | Pearson Correlation | .717 <sup>**</sup> | .698 <sup>**</sup> | .673 <sup>**</sup> | 1                  |
|      | Sig. (2-tailed)     | .000               | .000               | .000               |                    |
|      | N                   | 90                 | 90                 | 90                 | 90                 |

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

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

# **LAMPIRAN IV:**

## **Hasil Uji Reliabilitas**



**Kualitas Produk (X1)****Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 90 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 90 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .726             | 8          |

**Brand Image (X2)****Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 90 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 90 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .737             | 5          |

**Lifestyle (X3)****Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 90 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 90 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .760             | 3          |

**LAMPIRAN V:  
Hasil Uji Asumsi  
Klasik, Uji  
Diskriminan, Dan Uji  
Hipotesis**





### One-Sample Kolmogorov-Smirnov Test

|                                  |                | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N                                |                | 90                      |
| Normal Parameters <sup>a,b</sup> | Mean           | .0000000                |
|                                  | Std. Deviation | .49563864               |
| Most Extreme Differences         | Absolute       | .308                    |
|                                  | Positive       | .308                    |
|                                  | Negative       | -.232                   |
| Test Statistic                   |                | .308                    |
| Asymp. Sig. (2-tailed)           |                | .164 <sup>c</sup>       |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

#### Analysis Case Processing Summary

| Unweighted Cases |   | N  | Percent |
|------------------|---|----|---------|
| Valid            |   | 90 | 100.0   |
| Excluded         | Missing or out-of-range group codes   | 0  | .0      |
|                  | At least one missing discriminating variable  | 0  | .0      |
|                  | Both missing or out-of-range group codes and at least one missing discriminating variable | 0  | .0      |
|                  | Total   | 0  | .0      |
| Total            |   | 90 | 100.0   |

#### Group Statistics

| Pembelian |                 | Mean | Std. Deviation | Valid N (listwise) |          |
|-----------|-----------------|------|----------------|--------------------|----------|
|           |                 |      |                | Unweighted         | Weighted |
| Tidak     | Kualitas_Produk | 4.27 | .654           | 45                 | 45.000   |
|           | Brand_Image     | 4.20 | .757           | 45                 | 45.000   |
|           | Lifestyle       | 4.18 | .614           | 45                 | 45.000   |
| Ya        | Kualitas_Produk | 4.24 | .802           | 45                 | 45.000   |
|           | Brand_Image     | 4.33 | .707           | 45                 | 45.000   |
|           | Lifestyle       | 4.33 | .603           | 45                 | 45.000   |
| Total     | Kualitas_Produk | 4.26 | .728           | 90                 | 90.000   |
|           | Brand_Image     | 4.27 | .731           | 90                 | 90.000   |
|           | Lifestyle       | 4.26 | .610           | 90                 | 90.000   |

Tests of Equality of Group Means

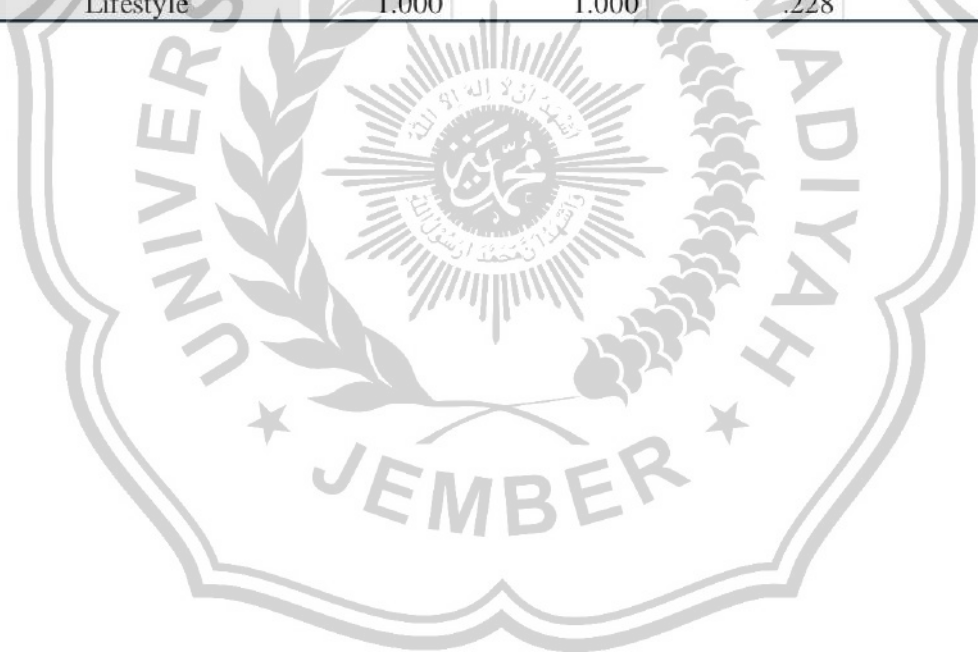
|                 | Wilks'<br>Lambda | F     | df1 | df2 | Sig. |
|-----------------|------------------|-------|-----|-----|------|
| Kualitas_Produk | 1.000            | .021  | 1   | 88  | .886 |
| Brand_Image     | .992             | .746  | 1   | 88  | .390 |
| Lifestyle       | .984             | 1.471 | 1   | 88  | .228 |

Pooled Within-Groups Matrices

|             |                 | Kualitas_Prod<br>uk | Brand_Image | Lifestyle |
|-------------|-----------------|---------------------|-------------|-----------|
| Correlation | Kualitas_Produk | 1.000               | .211        | .209      |
|             | Brand_Image     | .211                | 1.000       | .571      |
|             | Lifestyle       | .209                | .571        | 1.000     |

Variables Not in the Analysis

| Step |                 | Tolerance | Min.<br>Tolerance | Sig. of F to<br>Enter | Wilks'<br>Lambda |
|------|-----------------|-----------|-------------------|-----------------------|------------------|
| 0    | Kualitas_Produk | 1.000     | 1.000             | .886                  | 1.000            |
|      | Brand_Image     | 1.000     | 1.000             | .390                  | .992             |
|      | Lifestyle       | 1.000     | 1.000             | .228                  | .984             |





**LAMPIRAN VI:**  
**Tabel r *Product***  
***Moment***



Tabel r product Moment (Sig = 0,05)

| df | r      | df | r      | df | r      | Df  | r      |
|----|--------|----|--------|----|--------|-----|--------|
| 1  | 0.9969 | 26 | 0.3739 | 51 | 0.2706 | 76  | 0.2227 |
| 2  | 0.9500 | 27 | 0.3673 | 52 | 0.2681 | 77  | 0.2213 |
| 3  | 0.8783 | 28 | 0.3610 | 53 | 0.2656 | 78  | 0.2199 |
| 4  | 0.8114 | 29 | 0.3550 | 54 | 0.2632 | 79  | 0.2165 |
| 5  | 0.7545 | 30 | 0.3494 | 55 | 0.2609 | 80  | 0.2162 |
| 6  | 0.7067 | 31 | 0.3440 | 56 | 0.2586 | 81  | 0.2159 |
| 7  | 0.6664 | 32 | 0.3388 | 57 | 0.2564 | 82  | 0.2146 |
| 8  | 0.6319 | 33 | 0.3388 | 58 | 0.2542 | 83  | 0.2133 |
| 9  | 0.6021 | 34 | 0.3291 | 59 | 0.2521 | 84  | 0.2120 |
| 10 | 0.5760 | 35 | 0.3246 | 60 | 0.2500 | 85  | 0.2108 |
| 11 | 0.5529 | 36 | 0.3202 | 61 | 0.2480 | 86  | 0.2096 |
| 12 | 0.5324 | 37 | 0.3160 | 62 | 0.2461 | 87  | 0.2084 |
| 13 | 0.5140 | 38 | 0.3120 | 63 | 0.2441 | 88  | 0.2072 |
| 14 | 0.4973 | 39 | 0.3081 | 64 | 0.2423 | 89  | 0.2061 |
| 15 | 0.4821 | 40 | 0.3044 | 65 | 0.2404 | 90  | 0.2050 |
| 16 | 0.4683 | 41 | 0.3008 | 66 | 0.2387 | 91  | 0.2039 |
| 17 | 0.4555 | 42 | 0.2973 | 67 | 0.2369 | 92  | 0.2028 |
| 18 | 0.4438 | 43 | 0.2940 | 68 | 0.2352 | 93  | 0.2017 |
| 19 | 0.4329 | 44 | 0.2907 | 69 | 0.2335 | 94  | 0.2006 |
| 20 | 0.4227 | 45 | 0.2876 | 70 | 0.2319 | 95  | 0.1996 |
| 21 | 0.4132 | 46 | 0.2845 | 71 | 0.2303 | 96  | 0.1986 |
| 22 | 0.4044 | 47 | 0.2816 | 72 | 0.2287 | 97  | 0.1975 |
| 23 | 0.3961 | 48 | 0.2787 | 73 | 0.2272 | 98  | 0.1966 |
| 24 | 0.3882 | 49 | 0.2759 | 74 | 0.2257 | 99  | 0.1956 |
| 25 | 0.3809 | 50 | 0.2732 | 75 | 0.2242 | 100 | 0.1946 |

Sumber: <https://www.spssindonesia.com/2014/02/>

# **LAMPIRAN VII: Dokumentasi Penelitian**



## Dokumentasi Dengan Owner Maezula



## Dokumentasi Akun Media Sosial Maezula





**Dokumentasi Store dan Tempat Produksi Maezula**







**Dokumentasi Dengan Responden**





