DATA DIRI RESPONDEN

Petunjuk: Isi sesuai dengan jawaban Anda dan berilah tanda silang (X) pada pilihan jawaban yang Anda anggap paling tepat.

1. Nama (boleh inisial) : .....
2. Jenis Kelamin : P / L* (coret yang tidak perlu)
3. Program Studi :
   a. Manajemen
   b. Akuntansi
4. Apakah Anda pernah, sedang, atau belum pernah menggunakan *smartphone* asal cina?
   a. Pernah menggunakan
   b. Sedang menggunakan
   c. Belum pernah menggunakan

Lampiran 2 Rekapitulasi Kuisioner

X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y
3	3	4	3	2	1	3	**19**	3	3	3	3	4	4	3	**23**	3	4	3	3	3	1	2	**19**
5	4	4	3	4	2	5	**27**	4	4	4	4	4	4	4	**28**	3	3	4	3	5	3	3	**24**
4	3	5	3	3	4	4	**26**	4	4	4	5	4	4	4	**29**	4	4	5	4	5	3	4	**29**
3	4	5	4	4	2	3	**25**	3	3	3	3	3	3	2	**20**	3	2	3	2	4	4	3	**21**
4	5	4	3	4	3	4	**27**	4	4	4	4	4	4	4	**28**	3	3	3	3	5	4	3	**24**
4	3	4	5	5	3	4	**28**	4	4	4	4	4	4	4	**28**	4	3	3	4	5	3	3	**25**
4	4	4	2	3	3	3	**23**	4	4	4	4	4	4	4	**28**	2	3	3	4	5	3	3	**23**
3	4	4	2	3	4	3	**23**	4	3	4	5	4	3	4	**27**	2	4	4	4	5	3	2	**24**
4	4	4	3	3	3	3	**24**	3	3	3	3	3	3	2	**20**	4	3	3	3	3	3	3	**22**
3	4	4	3	3	4	4	**25**	3	3	3	4	3	4	4	**24**	3	3	3	3	4	3	3	**22**
3	3	3	2	3	3	4	**21**	3	4	3	4	3	3	4	**24**	3	4	4	4	4	3	2	**24**
4	4	4	3	3	4	4	**26**	4	4	4	4	4	4	3	**27**	4	4	4	4	4	4	4	**28**
4	4	3	2	3	4	3	**23**	3	4	4	4	4	4	3	**26**	3	3	3	3	4	3	3	**22**
4	3	5	4	3	4	4	**27**	4	4	4	4	4	4	3	**27**	3	3	3	3	4	3	3	**22**
5	5	4	3	4	4	4	**29**	5	4	3	4	4	4	3	**27**	5	5	3	4	4	5	4	**30**
4	4	4	3	3	3	3	**24**	4	4	4	4	3	4	3	**26**	2	3	3	3	4	4	4	**23**
4	4	4	4	4	5	5	**30**	5	4	4	4	4	4	4	**29**	3	4	4	5	5	5	5	**31**
5	5	5	4	4	4	4	**31**	4	4	4	4	4	4	4	**28**	4	4	4	4	4	5	5	**30**
5	5	5	5	5	5	5	**35**	5	5	5	5	5	5	5	**35**	5	5	5	5	5	4	4	**33**
5	5	5	4	3	5	5	**32**	4	5	4	4	5	5	4	**31**	4	5	5	5	5	4	4	**32**
4	4	4	3	4	3	4	**26**	4	4	4	4	4	4	4	**28**	5	4	4	4	4	5	5	**31**
4	4	4	4	4	4	5	**29**	4	5	4	5	4	4	4	**30**	5	4	5	5	5	4	4	**32**
4	5	5	3	4	5	4	**30**	4	5	5	4	5	5	5	**33**	3	4	5	5	5	5	4	**31**
4	4	4	3	4	4	5	**28**	4	4	4	4	4	4	4	**28**	3	4	4	4	4	4	4	**27**
4	4	4	3	3	3	5	**26**	5	5	5	5	5	5	5	**35**	3	4	4	4	4	4	4	**27**
5	5	5	3	3	5	5	**31**	4	5	5	4	4	4	4	**30**	4	5	5	5	5	4	4	**32**

Lampiran 2 Rekapitulasi Kuisioner

5	5	5	4	3	5	5	**32**	5	5	5	5	5	5	4	**34**	4	5	5	5	5	5	5	**34**
5	4	4	3	2	3	4	**25**	4	4	5	4	5	5	3	**30**	3	4	4	5	5	4	4	**29**
5	4	5	4	5	5	4	**32**	4	4	5	4	4	4	4	**29**	3	4	4	4	5	3	4	**27**
4	4	5	4	3	5	3	**28**	4	3	5	4	5	4	4	**29**	5	3	3	3	4	3	4	**25**
5	5	4	5	4	3	4	**30**	3	5	4	3	4	5	4	**28**	5	4	3	5	4	4	4	**29**
4	4	4	4	3	3	4	**26**	4	3	3	3	4	4	4	**25**	4	4	4	4	4	3	3	**26**
4	2	4	2	2	2	4	**20**	4	4	4	4	3	3	2	**24**	2	3	2	3	5	1	2	**18**
4	3	3	3	3	4	3	**23**	2	4	4	4	4	4	4	**26**	4	4	4	4	4	4	3	**27**
4	4	5	4	5	4	3	**29**	4	4	3	5	4	4	4	**28**	3	4	5	2	4	3	5	**26**
4	4	4	3	3	3	4	**25**	3	2	4	4	3	3	4	**23**	4	4	4	4	3	4	3	**26**
5	4	5	3	3	3	4	**27**	4	4	5	5	4	4	4	**30**	3	4	4	4	4	3	3	**25**
4	5	5	5	5	5	5	**34**	4	4	5	4	4	4	4	**29**	5	3	4	4	5	5	5	**31**
4	4	4	4	3	4	4	**27**	4	4	4	4	4	4	4	**28**	3	4	4	4	4	3	3	**25**
4	3	4	3	3	4	5	**26**	4	4	4	5	5	5	3	**30**	2	4	3	4	4	2	3	**22**

Frekuensi Penyataan Responden

1. CITRA MEREK

Frequencies

Statistics

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7
N	Valid	40	40	40	40	40	40	40
	Missing	0	0	0	0	0	0	0

Frequency Table

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	5	12.5	12.5	12.5
	Setuju	24	60.0	60.0	72.5
	Sangat setuju	11	27.5	27.5	100.0
	Total	40	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	2.5	2.5	2.5
	Netral	7	17.5	17.5	20.0
	Setuju	22	55.0	55.0	75.0
	Sangat setuju	10	25.0	25.0	100.0
	Total	40	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	3	7.5	7.5	7.5
	Setuju	23	57.5	57.5	65.0
	Sangat setuju	14	35.0	35.0	100.0
	Total	40	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	5	12.5	12.5	12.5
	Netral	19	47.5	47.5	60.0
	Setuju	12	30.0	30.0	90.0
	Sangat setuju	4	10.0	10.0	100.0
	Total	40	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	3	7.5	7.5	7.5
	Netral	21	52.5	52.5	60.0
	Setuju	11	27.5	27.5	87.5
	Sangat setuju	5	12.5	12.5	100.0
	Total	40	100.0	100.0	

X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	2.5	2.5	2.5
	Tidak Setuju	3	7.5	7.5	10.0
	Netral	13	32.5	32.5	42.5
	Setuju	14	35.0	35.0	77.5
	Sangat setuju	9	22.5	22.5	100.0
	Total	40	100.0	100.0	

X1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	10	25.0	25.0	25.0
	Setuju	19	47.5	47.5	72.5
	Sangat setuju	11	27.5	27.5	100.0
	Total	40	100.0	100.0	

2. NEGARA ASAL PRODUSEN

Statistics

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7
N	Valid	40	40	40	40	40	40	40
	Missing	0	0	0	0	0	0	0

Frequency Table

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	2.5	2.5	2.5
	Netral	8	20.0	20.0	22.5
	Setuju	26	65.0	65.0	87.5
	Sangat setuju	5	12.5	12.5	100.0
	Total	40	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	2.5	2.5	2.5
	Netral	7	17.5	17.5	20.0
	Setuju	24	60.0	60.0	80.0
	Sangat setuju	8	20.0	20.0	100.0
	Total	40	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	8	20.0	20.0	20.0
	Setuju	22	55.0	55.0	75.0
	Sangat setuju	10	25.0	25.0	100.0
	Total	40	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	5	12.5	12.5	12.5
	Setuju	26	65.0	65.0	77.5
	Sangat setuju	9	22.5	22.5	100.0
	Total	40	100.0	100.0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	7	17.5	17.5	17.5
	Setuju	25	62.5	62.5	80.0
	Sangat setuju	8	20.0	20.0	100.0
	Total	40	100.0	100.0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	6	15.0	15.0	15.0
	Setuju	26	65.0	65.0	80.0
	Sangat setuju	8	20.0	20.0	100.0
	Total	40	100.0	100.0	

X2.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	3	7.5	7.5	7.5
	Netral	8	20.0	20.0	27.5
	Setuju	26	65.0	65.0	92.5
	Sangat setuju	3	7.5	7.5	100.0
	Total	40	100.0	100.0	

3. MINAT BELI

Statistics

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7
N	Valid	40	40	40	40	40	40	40
	Missing	0	0	0	0	0	0	0

Frequency Table

Y.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	5	12.5	12.5	12.5
	Netral	17	42.5	42.5	55.0
	Setuju	11	27.5	27.5	82.5
	Sangat setuju	7	17.5	17.5	100.0
	Total	40	100.0	100.0	

Y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	2.5	2.5	2.5
	Netral	12	30.0	30.0	32.5
	Setuju	22	55.0	55.0	87.5
	Sangat setuju	5	12.5	12.5	100.0
	Total	40	100.0	100.0	

Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	2.5	2.5	2.5
	Netral	14	35.0	35.0	37.5
	Setuju	17	42.5	42.5	80.0
	Sangat setuju	8	20.0	20.0	100.0
	Total	40	100.0	100.0	

Y.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	5.0	5.0	5.0
	Netral	10	25.0	25.0	30.0
	Setuju	19	47.5	47.5	77.5
	Sangat setuju	9	22.5	22.5	100.0
	Total	40	100.0	100.0	

Y.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	3	7.5	7.5	7.5
	Setuju	20	50.0	50.0	57.5
	Sangat setuju	17	42.5	42.5	100.0
	Total	40	100.0	100.0	

Y.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	2	5.0	5.0	5.0
	Tidak Setuju	1	2.5	2.5	7.5
	Netral	16	40.0	40.0	47.5
	Setuju	14	35.0	35.0	82.5
	Sangat setuju	7	17.5	17.5	100.0
	Total	40	100.0	100.0	

Y.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	4	10.0	10.0	10.0
	Netral	15	37.5	37.5	47.5
	Setuju	15	37.5	37.5	85.0
	Sangat setuju	6	15.0	15.0	100.0
	Total	40	100.0	100.0	

Uji Validitas

1. Citra Merek

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6
X1.1	Pearson Correlation	1	.497**	.368*	.332*	.217	.329*
	Sig. (2-tailed)		.001	.019	.036	.178	.038
	N	40	40	40	40	40	40
X1.2	Pearson Correlation	.497**	1	.393*	.360*	.410**	.467**
	Sig. (2-tailed)	.001		.012	.023	.009	.002
	N	40	40	40	40	40	40
X1.3	Pearson Correlation	.368*	.393*	1	.505**	.318*	.411**
	Sig. (2-tailed)	.019	.012		.001	.046	.008
	N	40	40	40	40	40	40
X1.4	Pearson Correlation	.332*	.360*	.505**	1	.610**	.334*
	Sig. (2-tailed)	.036	.023	.001		.000	.035
	N	40	40	40	40	40	40
X1.5	Pearson Correlation	.217	.410**	.318*	.610**	1	.342*
	Sig. (2-tailed)	.178	.009	.046	.000		.031
	N	40	40	40	40	40	40
X1.6	Pearson Correlation	.329*	.467**	.411**	.334*	.342*	1
	Sig. (2-tailed)	.038	.002	.008	.035	.031	
	N	40	40	40	40	40	40
X1.7	Pearson Correlation	.441**	.285	.218	.318*	.238	.362*
	Sig. (2-tailed)	.004	.075	.177	.045	.139	.022
	N	40	40	40	40	40	40
X1	Pearson Correlation	.637**	.712**	.652**	.736**	.679**	.720**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	40	40	40	40	40	40

Correlations

		X1.7	X1
X1.1	Pearson Correlation	.441	.637**
	Sig. (2-tailed)	.004	.000
	N	40	40
X1.2	Pearson Correlation	.285**	.712
	Sig. (2-tailed)	.075	.000
	N	40	40
X1.3	Pearson Correlation	.218*	.652*
	Sig. (2-tailed)	.177	.000
	N	40	40
X1.4	Pearson Correlation	.318*	.736*
	Sig. (2-tailed)	.045	.000
	N	40	40
X1.5	Pearson Correlation	.238	.679**
	Sig. (2-tailed)	.139	.000
	N	40	40
X1.6	Pearson Correlation	.362*	.720**
	Sig. (2-tailed)	.022	.000
	N	40	40
X1.7	Pearson Correlation	1**	.597
	Sig. (2-tailed)		.000
	N	40	40
X1	Pearson Correlation	.597**	1**
	Sig. (2-tailed)	.000	
	N	40	40

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

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

2. Negara Asal Produsen

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6
X2.1	Pearson Correlation	1	.447**	.423**	.503**	.519**	.414**
	Sig. (2-tailed)		.004	.006	.001	.001	.008
	N	40	40	40	40	40	40
X2.2	Pearson Correlation	.447**	1	.491**	.380*	.535**	.680**
	Sig. (2-tailed)	.004		.001	.016	.000	.000
	N	40	40	40	40	40	40
X2.3	Pearson Correlation	.423**	.491**	1	.436**	.608**	.501**
	Sig. (2-tailed)	.006	.001		.005	.000	.001
	N	40	40	40	40	40	40
X2.4	Pearson Correlation	.503**	.380*	.436**	1	.413**	.276
	Sig. (2-tailed)	.001	.016	.005		.008	.084
	N	40	40	40	40	40	40
X2.5	Pearson Correlation	.519**	.535**	.608**	.413**	1	.828**
	Sig. (2-tailed)	.001	.000	.000	.008		.000
	N	40	40	40	40	40	40
X2.6	Pearson Correlation	.414**	.680**	.501**	.276	.828**	1
	Sig. (2-tailed)	.008	.000	.001	.084	.000	
	N	40	40	40	40	40	40
X2.7	Pearson Correlation	.311	.397*	.452**	.431**	.478**	.453**
	Sig. (2-tailed)	.051	.011	.003	.006	.002	.003
	N	40	40	40	40	40	40
X2	Pearson Correlation	.693**	.762**	.757**	.655**	.838**	.796**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	40	40	40	40	40	40

Correlations

		X2.7	X2
X2.1	Pearson Correlation	.311	.693**
	Sig. (2-tailed)	.051	.000
	N	40	40
X2.2	Pearson Correlation	.397**	.762
	Sig. (2-tailed)	.011	.000
	N	40	40
X2.3	Pearson Correlation	.452**	.757**
	Sig. (2-tailed)	.003	.000
	N	40	40
X2.4	Pearson Correlation	.431**	.655*
	Sig. (2-tailed)	.006	.000
	N	40	40
X2.5	Pearson Correlation	.478**	.838**
	Sig. (2-tailed)	.002	.000
	N	40	40
X2.6	Pearson Correlation	.453**	.796**
	Sig. (2-tailed)	.003	.000
	N	40	40
X2.7	Pearson Correlation	1	.689*
	Sig. (2-tailed)		.000
	N	40	40
X2	Pearson Correlation	.689**	1**
	Sig. (2-tailed)	.000	
	N	40	40

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

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

3. Minat Beli

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6
Y.1	Pearson Correlation	1	.335*	.312*	.351*	-.044	.488**
	Sig. (2-tailed)		.035	.050	.027	.787	.001
	N	40	40	40	40	40	40
Y.2	Pearson Correlation	.335*	1	.660**	.710**	.127	.305
	Sig. (2-tailed)	.035		.000	.000	.435	.055
	N	40	40	40	40	40	40
Y.3	Pearson Correlation	.312*	.660**	1	.552**	.354*	.448**
	Sig. (2-tailed)	.050	.000		.000	.025	.004
	N	40	40	40	40	40	40
Y.4	Pearson Correlation	.351*	.710**	.552**	1	.438**	.471**
	Sig. (2-tailed)	.027	.000	.000		.005	.002
	N	40	40	40	40	40	40
Y.5	Pearson Correlation	-.044	.127	.354*	.438**	1	.207
	Sig. (2-tailed)	.787	.435	.025	.005		.199
	N	40	40	40	40	40	40
Y.6	Pearson Correlation	.488**	.305	.448**	.471**	.207	1
	Sig. (2-tailed)	.001	.055	.004	.002	.199	
	N	40	40	40	40	40	40
Y.7	Pearson Correlation	.487**	.344*	.505**	.352*	.233	.739**
	Sig. (2-tailed)	.001	.030	.001	.026	.147	.000
	N	40	40	40	40	40	40
Y	Pearson Correlation	.639**	.692**	.767**	.774**	.426**	.785**
	Sig. (2-tailed)	.000	.000	.000	.000	.006	.000
	N	40	40	40	40	40	40

Correlations

		Y.7	Y
Y.1	Pearson Correlation	.487	.639*
	Sig. (2-tailed)	.001	.000
	N	40	40
Y.2	Pearson Correlation	.344*	.692
	Sig. (2-tailed)	.030	.000
	N	40	40
Y.3	Pearson Correlation	.505*	.767**
	Sig. (2-tailed)	.001	.000
	N	40	40
Y.4	Pearson Correlation	.352*	.774**
	Sig. (2-tailed)	.026	.000
	N	40	40
Y.5	Pearson Correlation	.233	.426
	Sig. (2-tailed)	.147	.006
	N	40	40
Y.6	Pearson Correlation	.739**	.785
	Sig. (2-tailed)	.000	.000
	N	40	40
Y.7	Pearson Correlation	1**	.775*
	Sig. (2-tailed)		.000
	N	40	40
Y	Pearson Correlation	.775**	1**
	Sig. (2-tailed)	.000	
	N	40	40

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

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

Uji Reabilitas

1. Citra Merek

Reliability Statistics

Cronbach's Alpha	N of Items
.767	8

Item Statistics

	Mean	Std. Deviation	N
X1.1	4.15	.622	40
X1.2	4.03	.733	40
X1.3	4.28	.599	40
X1.4	3.38	.838	40
X1.5	3.45	.815	40
X1.6	3.68	.997	40
X1.7	4.03	.733	40
X1	26.98	3.634	40

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
53.95	52.818	7.268	8

2. Negara Asal Produsen

Reliability Statistics

Cronbach's Alpha	N of Items
.782	8

Item Statistics

	Mean	Std. Deviation	N
X2.1	3.88	.648	40
X2.2	3.98	.698	40
X2.3	4.05	.677	40
X2.4	4.10	.591	40
X2.5	4.03	.620	40
X2.6	4.05	.597	40
X2.7	3.73	.716	40
X2	27.80	3.368	40

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
55.60	45.374	6.736	8

3. Minat Beli

Reliability Statistics

Cronbach's Alpha	N of Items
.773	8

Item Statistics

	Mean	Std. Deviation	N
Y.1	3.50	.934	40
Y.2	3.78	.698	40
Y.3	3.80	.791	40
Y.4	3.88	.822	40
Y.5	4.35	.622	40
Y.6	3.58	.984	40
Y.7	3.58	.874	40
Y	26.45	4.038	40

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
52.90	65.221	8.076	8

Uji Uji Regresi, Uji Asumsi Klasik Dan Uji Hipotesis

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y
  /METHOD=ENTER X1 X2
  /SCATTERPLOT=(*ZRESID ,*ZPRED)
  /RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID).
```

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	NEGARA ASAL PRODUSEN, CITRA MEREK[b]	.	Enter

a. Dependent Variable: MINAT BELI

b. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.812[a]	.660	.642	2.41771	1.903

a. Predictors: (Constant), NEGARA ASAL PRODUSEN, CITRA MEREK

b. Dependent Variable: MINAT BELI

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	419.623	2	209.811	35.894	.000[b]
	Residual	216.277	37	5.845		
	Total	635.900	39			

a. Dependent Variable: MINAT BELI

b. Predictors: (Constant), NEGARA ASAL PRODUSEN, CITRA MEREK

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.082	3.390		-.319	.751
	CITRA MEREK	.655	.139	.589	4.697	.000
	NEGARA ASAL PRODUSEN	.355	.150	.296	2.361	.024

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	CITRA MEREK	.584	1.712
	NEGARA ASAL PRODUSEN	.584	1.712

a. Dependent Variable: MINAT BELI

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	CITRA MEREK	NEGARA ASAL PRODUSEN
1	1	2.986	1.000	.00	.00	.00
	2	.009	18.281	.88	.39	.03
	3	.005	23.575	.12	.60	.96

a. Dependent Variable: MINAT BELI

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	19.5243	34.2605	26.4500	3.28018	40
Residual	-4.59278	5.11734	.00000	2.35490	40
Std. Predicted Value	-2.111	2.381	.000	1.000	40
Std. Residual	-1.900	2.117	.000	.974	40

a. Dependent Variable: MINAT BELI

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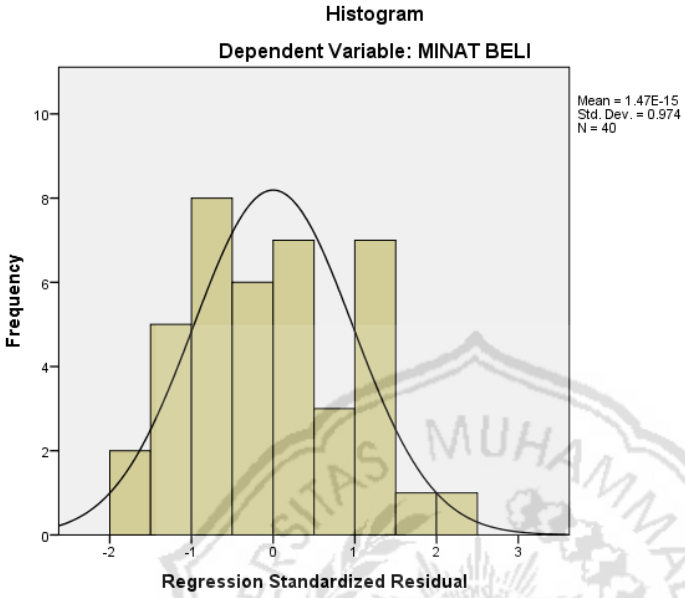
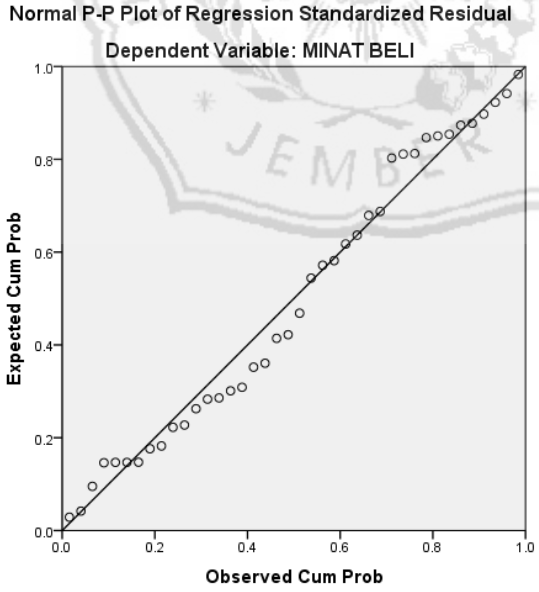
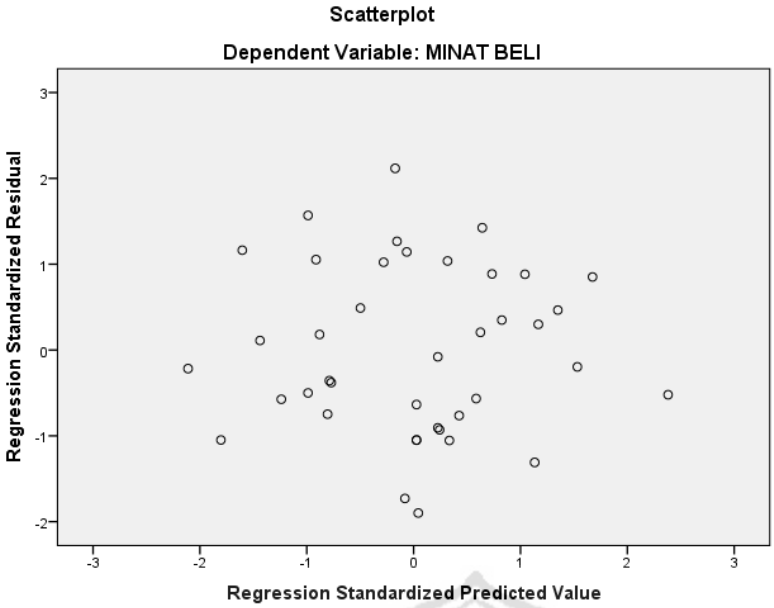
Charts


Histogram
Dependent Variable: MINAT BELI
Mean = 1.47E-15
Std. Dev. = 0.974
N = 40
Frequency
Regression Standardized Residual


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: MINAT BELI
Expected Cum Prob
Observed Cum Prob


Scatterplot
Dependent Variable: MINAT BELI
Regression Standardized Residual
Regression Standardized Predicted Value
3
2
1
0
-1
-2
-3
-2
-1
0
1
2
3

PETUNJUK PENGISIAN ANGKET

Berikut ini terdapat sejumlah pernyataan, silahkan dibaca dan dipahami, serta isilah dengan baik setiap pernyataan tersebut dengan **cara memberi tanda centang (√)** di dalam kotak pada salah satu pilihan jawaban yang tersedia, yaitu:

1: Sangat Tidak Setuju 4: Setuju

2: Tidak Setuju 5: Sangat Setuju

3: Netral

Setiap orang dapat mempunyai jawaban yang berbeda dan **tidak ada jawaban yang dianggap salah**, karena itu pilihlah jawaban yang **paling sesuai dengan diri Anda**.

Brand Image						
No.	Keterangan	1	2	3	4	5
Kekuatan Asosiasi Merek						
1.	S*martphone* Vivo selalu mengikuti perkembangan teknologi terbaru.					
2.	S*martphone* Vivo merupakan produk yang berteknologi tinggi.					
Keuntungan Asosiasi Merek						
3.	S*martphone* Vivo merupakan produk yang berinovasi.					
4.	S*martphone* Vivo merupakan produk yang canggih.					
Keunikan Asosiasi Merek						
5.	S*martphone* Vivo merupakan produk yang memiliki ciri khas.					
6.	S*martphone* Vivo merupakan produk yang unggul.					
7.	S*martphone* Vivo merupakan produk yang bergengsi.					

Country of Origin						
No.	Keterangan	1	2	3	4	5
8.	Saya memastikan negara asal memiliki inovasi yang bagus ketika membeli *smartphone.*					
9.	Saya melihat label negara asal untuk memastikan saya membeli *smartphone* dengan teknologi terbaru.					
10.	Saya melihat label negara asal untuk memastikan *smartphone* yang akan saya beli memiliki desain yang bagus.					
11.	Saya percaya negara asal memiliki berbagai macam jenis produk ketika memilih *smartphone.*					
12.	Saya melihat negara asal untuk memastikan saya membeli *smartphone* yang berkualitas baik.					
13.	Saya percaya negara asal menentukan reputasi merek produk ketika memilih *smartphone.*					
14.	Saya percaya negara asal menentukan keandalan merek ketika memilih *smartphone.*					

Minat Beli						
No.	Keterangan	1	2	3	4	5
Minat Transaksional						
15.	Saya mempunyai rencana untuk membeli *smartphone* Vivo.					
16.	Saya berharap dapat segera merasakan manfaat menggunakan *Smartphone* Vivo.					
Minat Refrensial						
17.	Saya memberikan informasi kepada orang lain mengenai *Smartphone* Vivo yang ingin saya beli.					
18.	Saya akan merekomendasikan kepada orang lain untuk membeli *smartphone* Vivo yang saya inginkan.					
Minat Preferensial						
19.	Saya akan mengganti dengan *smartphone* merek Vivo, jika *smartphone* yang saya pakai saat ini rusak.					
Minat Eksploratif						
20.	Saya mencari informasi mengenai produk *smartphone* Vivo melalui internet.					
21.	Saya menanyakan informasi produk *smartphone* Vivo kepada orang yang sudah menggunakannya.					