

KUESIONER PENELITIAN
PENGARUH CITRA MEREK, PERSEPSI HARGA, KUALITAS
PRODUK DAN PROMOSI TERHADAP KEPUTUSAN
PEMBELIAN SMARTPHONE OPPO

Identitas Peneliti

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Fakultas : Ekonomi

Dalam rangka menyelesaikan pendidikan strata satu (S1) pada jurusan Manajemen Universitas Muhammadiyah Jember, penulis melaksanakan penelitian sebagai bentuk tugas dan kewajiban yang harus dilakukan. Secara akademik penelitian ini bertujuan ingin menganalisis faktor-faktor yang mempengaruhi keputusan pembelian pada Smartphone Oppo.

Berdasarkan hal tersebut, dimohon dengan hormat kesediaan saudara untuk mengisi kuisisioner yang peneliti ajukan sesuai dengan keadaan yang sebenarnya dan kerahasiaan dari jawaban yang diberikan akan dijaga sepenuhnya. Penelitian ini hanya semata-mata sebagai bahan penelitian penyusunan skripsi, maka sangat dibutuhkan pendapat dari responden untuk melengkapi penelitian ini. Informasi yang anda berikan sangat berarti bagi penelitian ini. Atas bantuannya saya ucapkan terimakasih.

Hormatsaya,

Dimas Andri P.W

Petunjuk Pengisian:

A. Bagian I

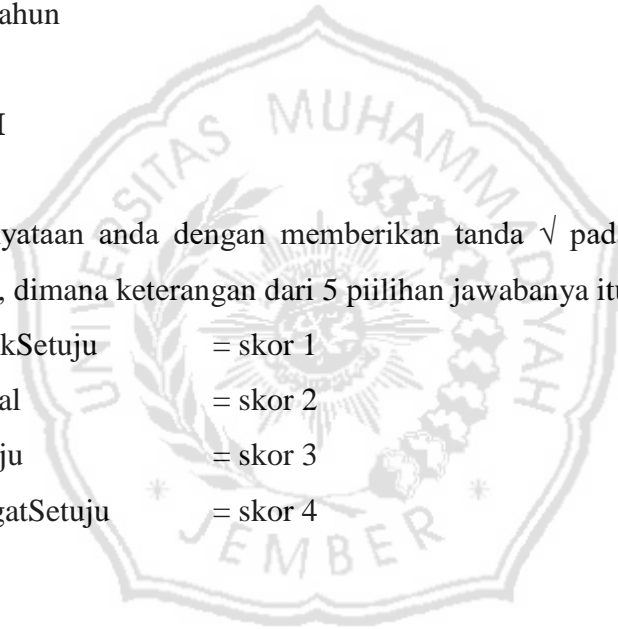
Berilah tanda silang (x) terhadap jawaban yang Bapak/ Ibu/ Saudara pilih.

1. Jenis kelamin
 - a. Laki-laki
 - b. Perempuan
2. Umur
 - a. 17-25 tahun
 - b. 25-35 tahun
 - c. 35-45 tahun
 - d. 45-55 tahun
 - e. > 55 tahun

B. Bagian II

Berikan pernyataan anda dengan memberikan tanda \checkmark pada 5 pilihan jawaban yang tersedia, dimana keterangan dari 5 pilihan jawabanya itu:

- | | | |
|----|----------------|----------|
| TS | : TidakSetuju | = skor 1 |
| KS | : Netral | = skor 2 |
| S | : Setuju | = skor 3 |
| SS | : SangatSetuju | = skor 4 |



Pilihlah salah satu jawaban yang menurut saudara paling tepat dengan cara memberikan tanda cek list (\checkmark) pada setiap pertanyaan.

1. Variabel Merek (X₁)

NO	Pertanyaan	Pilihan jawaban			
		TS	KS	S	SS
1	Saya memilih Smartphone Oppo karena merek mudah diingat oleh konsumen.				
2	Saya memilih Smartphone Oppo karena merek menimbulkan keinginan pada konsumen untuk merekomendasikan kepada orang lain.				
3	Saya memilih Smartphone Oppo karena merek sederhana dan mudah dieja.				
4	Saya memilih Smartphone Oppo karena merek mudah di bedakan dengan merek lainnya.				
5.	Saya memilih Smartphone Oppo karena mereknya merupakan merek yang unggul di kalangan smartphone				

2. Variabel Harga (X₂)

NO	Pertanyaan	Pilihan jawaban			
		TS	KS	S	SS
1	Saya memilih Smartphone Oppo karena harganya relative terjangkau.				
2	Saya memilih Smartphone Oppo karena hargnaya sesuai dengan kualitas.				
3	Saya memilih Smartphone Oppo karena harganya mudah melakukan perbandingan harga.				
4	Saya memilih Smartphone Oppo karena harganya sesuai dengan manfaat.				

3. Variabel Kualitas Produk (X₃)

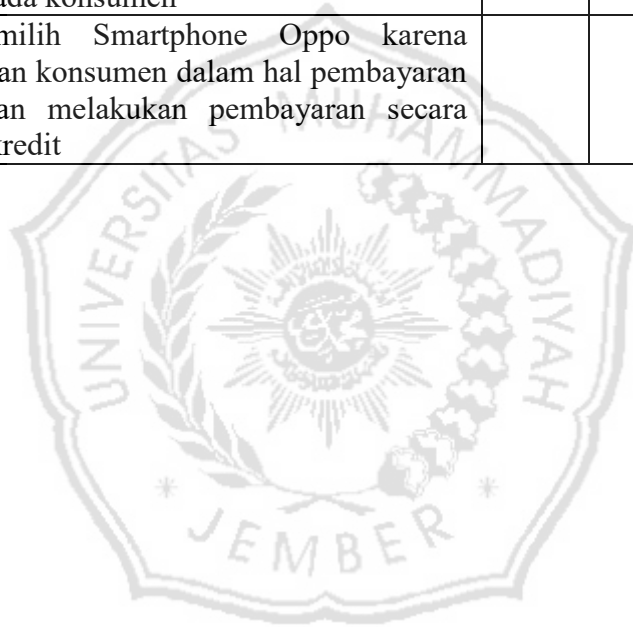
NO	Pertanyaan	Pilihan jawaban			
		TS	KS	S	SS
1	Saya memilih Smartphone Oppo karena memiliki karakteristik operasi pokok pada produknya				
2	Saya memilih Smartphone Oppo karena memiliki kehandalan produk yang tinggi				
3	Saya memilih Smartphone Oppo karena memiliki kesesuaian dengan spesifikasi.				
4	Saya memilih Smartphone Oppo karena memiliki kecepatan mengakses fitur aplikasi				

4. Variabel Promosi (X₄)

NO	Pertanyaan	Pilihan jawaban			
		TS	KS	S	SS
1	Saya memilih Smartphone Oppo karena memiliki iklan yang menarik				
2	Saya memilih Smartphone Oppo karena media promosi yang di gunakan dapat memberikan informasi tentang produk Smartphone Oppo				
3	Saya memilih Smartphone Oppo karena memberikan promosi yang dapat menarik konsumen				
4	Saya memilih Smartphone Oppo karena promosi langsung dengan memasarkan produk agar mendapatkan reaksi secara langsung dari konsumen				

5. Variabel Keputusan Pembelian (Y)

NO	Pertanyaan	Pilihan jawaban			
		TS	KS	S	SS
1	Saya memilih Smartphone Oppo karena sangat menarik				
2	Saya memilih Smartphone Oppo karena merupakan produk yang dikenal banyak orang sehingga tidak ragu untuk membeli				
3	Saya memilih Smartphone Oppo karena bisa melakukan pemesanan dan pengiriman cepat waktu kepada konsumen				
4	Saya memilih Smartphone Oppo karena meringankan konsumen dalam hal pembayaran bisa dengan melakukan pembayaran secara cash atau kredit				



LAMPIRAN: REKAPITULASI KUESIONER

NO	Usia	Jenis Kelamin	Lama Penggunaan
1	21	L	B
2	20	L	C
3	20	P	B
4	21	P	B
5	19	P	C
6	20	P	D
7	21	P	A
8	21	P	C
9	21	P	C
10	21	P	C
11	21	L	A
12	21	P	B
13	20	P	C
14	21	P	B
15	21	P	A
16	21	P	B
17	21	L	B
18	20	P	C
19	21	P	D
20	21	P	B
21	19	L	C
22	21	P	A
23	19	L	C
24	21	P	D
25	20	P	A
26	20	P	B
27	19	P	C
28	21	L	B
29	20	P	C
30	20	P	D
31	19	P	C
32	21	P	B
33	20	P	C
34	21	P	B
35	21	P	C
36	21	P	C
37	21	P	D
38	20	P	A
39	20	P	B
40	19	P	C
41	21	L	B
42	20	P	C
43	21	P	A

44	21	P	C
45	21	P	C
46	21	P	C
47	21	L	A
48	21	P	B
49	21	L	B
50	20	L	C
51	20	P	B
52	21	P	B
53	19	P	C
54	20	P	D
55	21	P	A
56	21	P	C
57	21	P	C
58	21	P	C
59	21	L	A
60	21	P	B
61	20	P	C
62	21	P	A
63	21	P	C
64	21	P	C
65	21	P	C
66	21	L	A
67	21	P	B
68	21	L	B
69	19	P	B
70	20	L	A
71	21	L	C
72	21	P	C
73	21	P	C
74	20	L	D
75	20	P	A
76	20	P	B
77	19	P	C
78	21	L	B
79	20	P	C
80	21	L	A
81	21	P	B
82	21	L	B
83	19	P	B
84	20	L	A
85	19	P	B
86	20	L	A
87	21	L	C
88	21	P	C
89	21	P	C
90	20	L	D
91	20	P	A

92	20	P	B
93	19	P	C
94	21	L	B
95	20	P	C
96	20	P	D
97	19	P	C
98	20	P	C
99	21	L	A
100	21	P	B

Sumber: Data primer yang diolah 2018

Keterangan:

Lama Penggunaan

- a. 3 – 6 bulan
- b. 6 – 9 bulan
- c. 9 – 12 bulan
- d. > 1 Tahun



NO	X1.1	X1.2	X1.3	X1.4	X1.5	X1	X2.1	X2.2	X2.3	X2.4	X2
1	5	5	4	4	4	4.4	5	4	4	4	4.3
2	5	5	4	4	5	4.6	5	4	5	4	4.5
3	5	5	5	5	4	4.8	5	4	4	4	4.3
4	4	4	4	4	4	4.0	4	4	4	4	4.0
5	4	3	3	3	3	3.2	4	4	3	5	4.0
6	4	5	5	5	5	4.8	5	5	5	5	5.0
7	4	4	4	4	4	4.0	4	4	4	4	4.0
8	4	4	4	4	4	4.0	4	4	4	4	4.0
9	4	4	4	3	5	4.0	4	4	4	4	4.0
10	4	5	5	4	5	4.6	5	4	4	5	4.5
11	5	4	4	4	4	4.2	5	4	4	5	4.5
12	4	5	5	5	5	4.8	5	5	5	5	5.0
13	4	5	5	4	5	4.6	4	4	5	5	4.5
14	4	4	3	3	4	3.6	4	4	4	4	4.0
15	5	4	4	4	5	4.4	5	5	5	5	5.0
16	5	4	4	4	5	4.4	5	5	5	5	5.0
17	5	4	5	4	5	4.6	5	4	4	5	4.5
18	4	4	4	4	4	4.0	4	4	4	4	4.0
19	5	5	5	5	5	5.0	5	5	5	5	5.0
20	5	4	4	4	4	4.2	5	4	4	4	4.3
21	5	4	4	4	4	4.2	4	4	4	4	4.0
22	4	4	4	3	4	3.8	4	4	4	4	4.0
23	5	5	5	5	5	5.0	5	5	5	5	5.0
24	5	4	4	4	3	4.0	4	3	5	4	4.0
25	4	4	4	3	5	4.0	5	4	5	5	4.8
26	5	5	5	5	5	5.0	5	5	5	5	5.0
27	4	4	4	5	4	4.2	5	4	4	4	4.3
28	4	5	5	5	5	4.8	5	5	5	4	4.8
29	5	4	4	4	3	4.0	4	4	4	4	4.0
30	4	4	5	5	4	4.4	5	4	5	5	4.8
31	5	4	4	4	3	4.0	4	4	4	4	4.0
32	5	5	5	5	5	5.0	5	5	5	5	5.0
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35	4	4	4	4	4	4.0	4	4	3	5	4.0
36	5	4	4	4	4	4.2	5	4	4	4	4.3
37	4	4	4	4	5	4.2	5	5	5	5	5.0
38	4	3	3	3	4	3.4	4	3	5	4	4.0
39	4	4	3	3	4	3.6	4	4	4	4	4.0
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41	5	3	3	3	5	3.8	5	5	5	5	5.0
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44	4	5	5	5	5	4.8	5	5	5	5	5.0
45	5	5	5	5	5	5.0	5	5	5	5	5.0
46	4	3	3	3	3	3.2	4	3	3	3	3.3
47	4	4	4	4	3	3.8	4	4	4	4	4.0
48	4	4	4	3	4	3.8	4	4	4	5	4.3
49	4	3	3	3	4	3.4	4	4	4	5	4.3
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51	4	4	4	5	5	4.4	5	4	4	5	4.5
52	4	4	4	4	5	4.2	5	5	5	5	5.0
53	5	4	4	4	4	4.2	4	4	4	3	3.8
54	5	4	4	4	4	4.2	4	4	4	4	4.0
55	4	4	4	3	3	3.6	4	4	4	4	4.0
56	4	4	4	4	4	4.0	5	4	4	4	4.3
57	5	4	4	4	4	4.2	5	4	4	4	4.3
58	5	4	4	3	3	3.8	4	4	4	4	4.0
59	4	4	5	5	5	4.6	5	4	4	4	4.3
60	4	4	4	4	4	4.0	4	4	4	4	4.0
61	4	3	4	3	3	3.4	4	4	4	3	3.8
62	5	5	5	5	5	5.0	5	5	5	5	5.0
63	4	4	4	4	4	4.0	5	4	4	4	4.3
64	4	3	4	5	4	4.0	4	4	4	3	3.8
65	4	4	4	4	4	4.0	4	4	4	4	4.0
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67	5	4	5	5	4	4.6	5	5	4	4	4.5
68	5	5	5	5	5	5.0	5	5	5	5	5.0
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72	4	4	5	4	4	4.2	5	4	4	4	4.3
73	4	4	4	4	4	4.0	3	4	4	4	3.8
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78	4	5	4	4	5	4.4	4	4	5	5	4.5
79	4	4	5	4	4	4.2	5	4	4	4	4.3
80	4	4	4	4	4	4.0	4	4	4	4	4.0
81	4	5	4	4	4	4.2	4	4	4	5	4.3
82	4	3	4	4	4	3.8	4	4	4	3	3.8
83	4	4	5	4	4	4.2	5	4	4	4	4.3
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85	4	4	4	4	4	4.0	4	4	5	4	4.3
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87	4	4	4	4	4	4.0	4	4	4	5	4.3
88	5	4	4	4	4	4.2	4	4	5	4	4.3
89	5	4	4	4	4	4.2	4	4	4	4	4.0
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97	5	4	4	4	4	4.2	5	2	5	4	4.0
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99	4	4	4	4	4	4.0	4	4	4	4	4.0
100	5	5	4	4	5	4.6	4	5	5	5	4.8

Sumber: Data primer yang diolah 2018

NO	X3.1	X3.2	X3.3	X3.4	X3	X4.1	X4.2	X4.3	X4.4	X4	Y.1	Y.2	Y.3	Y
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3	5	4	4	4	4.3	5	4	4	4	4.3	5	5	4	4.7
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5	4	4	4	4	4.0	4	4	3	5	4.0	4	4	4	4.0
6	5	5	5	5	5.0	5	5	5	5	5.0	5	5	5	5.0
7	4	4	4	4	4.0	4	4	4	4	4.0	4	4	4	4.0
8	4	4	4	4	4.0	4	4	3	4	3.8	4	4	4	4.0
9	4	4	4	4	4.0	4	4	4	5	4.3	4	4	4	4.0
10	4	4	5	5	4.5	4	4	5	5	4.5	4	5	4	4.3
11	5	5	4	4	4.5	5	5	4	4	4.5	5	4	4	4.3
12	5	5	5	5	5.0	5	5	5	5	5.0	5	5	5	5.0
13	4	5	4	5	4.5	4	5	4	5	4.5	5	4	4	4.3
14	4	4	4	4	4.0	4	4	4	4	4.0	4	4	4	4.0
15	5	5	5	5	5.0	5	5	5	5	5.0	5	5	5	5.0
16	5	5	5	5	5.0	4	4	4	4	4.0	5	5	5	5.0
17	4	4	5	5	4.5	4	4	5	5	4.5	5	4	4	4.3
18	4	5	3	4	4.0	4	3	3	3	3.3	4	4	4	4.0
19	5	5	5	5	5.0	5	5	5	5	5.0	5	5	5	5.0
20	4	4	5	4	4.3	5	4	3	4	4.0	5	4	4	4.3
21	4	4	4	4	4.0	5	4	4	5	4.5	4	4	4	4.0
22	4	4	4	4	4.0	4	4	3	4	3.8	4	4	4	4.0
23	5	5	5	5	5.0	4	4	4	5	4.3	5	5	5	5.0
24	4	4	4	4	4.0	4	4	3	4	3.8	4	4	4	4.0
25	4	5	5	5	4.8	5	4	4	4	4.3	4	5	5	4.7
26	5	5	5	5	5.0	5	5	5	4	4.8	5	5	5	5.0
27	4	4	4	5	4.3	5	4	4	5	4.5	4	4	5	4.3
28	4	5	5	5	4.8	5	5	5	4	4.8	4	5	5	4.7
29	4	4	4	4	4.0	4	4	4	4	4.0	4	4	4	4.0
30	5	5	5	4	4.8	5	4	5	5	4.8	5	4	5	4.7
31	4	4	4	4	4.0	4	4	3	4	3.8	4	4	4	4.0
32	5	5	5	5	5.0	5	4	4	4	4.3	5	5	5	5.0
33	4	4	4	4	4.0	5	4	4	4	4.3	4	4	4	4.0
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37	5	5	5	5	5.0	5	5	5	5	5.0	5	5	5	5.0
38	4	4	4	4	4.0	5	4	4	4	4.3	4	4	4	4.0
39	4	4	3	5	4.0	4	4	4	5	4.3	4	4	4	4.0
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42	5	3	4	4	4.0	3	4	4	4	3.8	4	4	4	4.0
43	4	4	4	4	4.0	4	4	4	4	4.0	4	4	4	4.0
44	5	5	5	5	5.0	5	4	4	5	4.5	5	5	5	5.0
45	5	5	5	5	5.0	5	5	5	4	4.8	5	5	5	5.0
46	3	3	3	4	3.3	4	3	3	4	3.5	4	3	3	3.3
47	4	4	4	4	4.0	4	4	4	4	4.0	4	4	4	4.0
48	4	4	4	5	4.3	4	4	5	5	4.5	5	4	4	4.3
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51	5	4	4	4	4.3	5	4	4	5	4.5	4	4	4	4.0
52	5	5	5	4	4.8	5	5	5	5	5.0	5	5	5	5.0
53	4	4	4	5	4.3	4	4	4	5	4.3	4	4	4	4.0
54	4	4	4	4	4.0	4	4	4	4	4.0	4	4	4	4.0
55	4	4	4	4	4.0	4	4	4	4	4.0	4	4	4	4.0
56	4	4	4	4	4.0	4	4	4	4	4.0	5	4	4	4.3
57	4	4	4	3	3.8	4	4	4	3	3.8	5	4	4	4.3
58	5	4	4	4	4.3	5	4	4	4	4.3	4	4	4	4.0
59	5	5	5	5	5.0	5	5	4	4	4.5	5	4	4	4.3
60	4	4	4	4	4.0	4	4	4	4	4.0	4	4	4	4.0
61	4	3	3	3	3.3	4	4	4	3	3.8	4	4	4	4.0
62	4	5	5	5	4.8	5	5	5	5	5.0	5	5	5	5.0
63	5	4	4	4	4.3	4	4	4	4	4.0	5	4	4	4.3
64	5	5	4	4	4.5	4	4	4	4	4.0	4	4	4	4.0
65	4	4	4	4	4.0	4	4	4	5	4.3	4	4	4	4.0
66	4	4	5	5	4.5	4	5	4	5	4.5	4	4	5	4.3
67	5	5	4	4	4.5	5	4	4	4	4.3	5	4	4	4.3
68	5	5	5	5	5.0	5	5	5	5	5.0	5	5	5	5.0
69	5	4	4	5	4.5	5	4	4	5	4.5	4	5	4	4.3
70	4	4	4	4	4.0	4	4	4	4	4.0	4	4	4	4.0
71	5	5	5	5	5.0	5	5	5	5	5.0	5	5	5	5.0
72	5	4	4	4	4.3	5	4	4	4	4.3	5	4	4	4.3
73	4	4	4	3	3.8	4	4	4	3	3.8	5	4	4	4.3
74	4	4	4	4	4.0	4	4	4	4	4.0	4	4	4	4.0
75	5	5	5	5	5.0	5	5	5	5	5.0	4	4	4	4.0
76	5	4	4	4	4.3	5	5	5	5	5.0	4	4	4	4.0
77	4	4	4	4	4.0	4	5	5	5	4.8	5	5	5	5.0
78	4	4	5	5	4.5	4	4	5	5	4.5	5	5	4	4.7
79	5	4	4	4	4.3	5	4	4	4	4.3	4	4	4	4.0
80	4	4	4	4	4.0	4	4	4	4	4.0	4	4	4	4.0
81	4	4	4	5	4.3	4	4	4	4	4.0	5	5	5	5.0
82	4	4	4	3	3.8	4	4	4	5	4.3	5	5	5	5.0
83	5	4	4	4	4.3	5	5	5	5	5.0	4	4	4	4.0
84	4	4	5	5	4.5	5	4	4	5	4.5	4	4	5	4.3
85	5	5	4	2	4.0	4	4	5	4	4.3	4	4	4	4.0
86	4	4	4	4	4.0	4	4	4	4	4.0	4	4	4	4.0
87	4	4	4	3	3.8	4	4	4	5	4.3	4	4	4	4.0
88	5	4	4	4	4.3	5	4	4	4	4.3	5	4	4	4.3
89	5	4	4	4	4.3	5	4	4	4	4.3	5	4	4	4.3
90	4	4	4	3	3.8	4	4	4	3	3.8	4	4	4	4.0
91	4	4	4	4	4.0	4	4	4	4	4.0	4	4	4	4.0
92	5	4	4	5	4.5	5	4	4	5	4.5	4	4	5	4.3
93	5	5	4	4	4.5	5	5	4	4	4.5	5	4	4	4.3
94	4	4	4	4	4.0	4	4	4	4	4.0	4	4	4	4.0
95	4	4	4	3	3.8	4	4	4	3	3.8	4	4	4	4.0
96	5	5	5	5	5.0	5	5	5	5	5.0	5	4	5	4.7
97	4	4	4	4	4.0	4	4	4	4	4.0	4	4	5	4.3
98	4	4	4	4	4.0	4	4	4	4	4.0	5	4	4	4.3
99	4	4	4	5	4.3	4	4	4	4	4.0	4	4	4	4.0
100	4	5	4	5	4.5	4	5	5	5	4.8	4	5	4	4.3

Sumber: Data primer yang diolah 2018

LAMPIRAN: FREKUENSI PERNYATAAN RESPONDEN

1. Usia

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19	13	13.0	13.0	13.0
	20	30	30.0	30.0	43.0
	21	57	57.0	57.0	100.0
	Total	100	100.0	100.0	

2. Jenis Kelamin

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	L	26	26.0	26.0	26.0
	P	74	74.0	74.0	100.0
	Total	100	100.0	100.0	

3. Lama Penggunaan

Lama Penggunaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A	19	19.0	19.0	19.0
	B	31	31.0	31.0	50.0
	C	41	41.0	41.0	91.0
	D	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

1. Citra Merek (X₁)

Statistics

		X1.1	X1.2	X1.3	X1.4	X1.5
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		4.41	4.12	4.17	4.02	4.21

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	59	59.0	59.0	59.0
	5	41	41.0	41.0	100.0
Total		100	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	11	11.0	11.0	11.0
	4	66	66.0	66.0	77.0
	5	23	23.0	23.0	100.0
Total		100	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	10.0	10.0	10.0
	4	63	63.0	63.0	73.0
	5	27	27.0	27.0	100.0
Total		100	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	20	20.0	20.0	20.0
	4	58	58.0	58.0	78.0
	5	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	11	11.0	11.0	11.0
	4	57	57.0	57.0	68.0
	5	32	32.0	32.0	100.0
	Total	100	100.0	100.0	



2. Persepsi Harga (X₂)

Statistics

		X2.1	X2.2	X2.3	X2.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4.44	4.21	4.29	4.30

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1.0	1.0	1.0
	4	54	54.0	54.0	55.0
	5	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	3	3.0	3.0	4.0
	4	70	70.0	70.0	74.0
	5	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	3.0	3.0	3.0
	4	65	65.0	65.0	68.0
	5	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	5.0	5.0	5.0
	4	60	60.0	60.0	65.0
	5	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

3. Kualitas Produk (X₃)**Statistics**

		X3.1	X3.2	X3.3	X3.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
	Mean	4.37	4.28	4.25	4.28

X3.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1.0	1.0	1.0
	4	61	61.0	61.0	62.0
	5	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	3.0	3.0	3.0
	4	66	66.0	66.0	69.0
	5	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	4.0	4.0	4.0
	4	67	67.0	67.0	71.0
	5	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.0	1.0	1.0
	3	7	7.0	7.0	8.0
	4	55	55.0	55.0	63.0
	5	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

4. Promosi (X₄)**Statistics**

		X4.1	X4.2	X4.3	X4.4
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		4.41	4.22	4.17	4.33

X4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1.0	1.0	1.0
	4	57	57.0	57.0	58.0
	5	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

X4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	2.0	2.0	2.0
	4	74	74.0	74.0	76.0
	5	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

X4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	9.0	9.0	9.0
	4	65	65.0	65.0	74.0
	5	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

X4.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	6	6.0	6.0	6.0
	4	55	55.0	55.0	61.0
	5	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

5. Keputusan Pembelian (Y)

Statistics

		Y.1	Y.2	Y.3
N	Valid	100	100	100
	Missing	0	0	0
Mean		4.43	4.25	4.27

Y.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	57	57.0	57.0	57.0
	5	43	43.0	43.0	100.0
Total		100	100.0	100.0	

Y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1.0	1.0	1.0
	4	73	73.0	73.0	74.0
	5	26	26.0	26.0	100.0
Total		100	100.0	100.0	

Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	1.0	1.0	1.0
	4	71	71.0	71.0	72.0
	5	28	28.0	28.0	100.0
Total		100	100.0	100.0	

LAMPIRAN: HASIL UJI VALIDITAS

1. Citra Merek (X₁)

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	X1
X1.1	Pearson Correlation	1	.270*	.229	.272*	.082	.454**
	Sig. (2-tailed)		.020	.050	.019	.490	.000
	N	100	100	100	100	100	100
X1.2	Pearson Correlation	.270*	1	.857**	.659**	.501**	.876**
	Sig. (2-tailed)	.020		.000	.000	.000	.000
	N	100	100	100	100	100	100
X1.3	Pearson Correlation	.229	.857**	1	.737**	.469**	.882**
	Sig. (2-tailed)	.050	.000		.000	.000	.000
	N	100	100	100	100	100	100
X1.4	Pearson Correlation	.272*	.659**	.737**	1	.423**	.840**
	Sig. (2-tailed)	.019	.000	.000		.000	.000
	N	100	100	100	100	100	100
X1.5	Pearson Correlation	.082	.501**	.469**	.423**	1	.683**
	Sig. (2-tailed)	.490	.000	.000	.000		.000
	N	100	100	100	100	74	100
X1	Pearson Correlation	.454**	.876**	.882**	.840**	.683**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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

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

2. Persepsi Harga (X₂)

Correlations

		X2.1	X2.2	X2.3	X2.4	X2
X2.1	Pearson Correlation	1	.512**	.292**	.318**	.656**
	Sig. (2-tailed)		.000	.003	.001	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.512**	1	.607**	.554**	.855**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.292**	.607**	1	.566**	.789**
	Sig. (2-tailed)	.003	.000		.000	.000
	N	100	100	100	100	100
X2.4	Pearson Correlation	.318**	.554**	.566**	1	.806**
	Sig. (2-tailed)	.001	.000	.000		.000
	N	100	100	100	100	100
X2	Pearson Correlation	.656**	.855**	.789**	.806**	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. Kualitas Produk (X₃)

Correlations

		X3.1	X3.2	X3.3	X3.4	X3
X3.1	Pearson Correlation	1	.508**	.402**	.176	.652**
	Sig. (2-tailed)		.000	.000	.133	.000
	N	100	100	100	100	100
X3.2	Pearson Correlation	.508**	1	.734**	.392**	.823**
	Sig. (2-tailed)	.000		.000	.001	.000
	N	100	100	100	100	100
X3.3	Pearson Correlation	.402**	.734**	1	.571**	.862**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X3.4	Pearson Correlation	.176	.392**	.571**	1	.746**
	Sig. (2-tailed)	.133	.001	.000		.000
	N	100	100	100	100	100
X3	Pearson Correlation	.652**	.823**	.862**	.746**	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. Promosi (X₄)

Correlations

		X4.1	X4.2	X4.3	X4.4	X4
X4.1	Pearson Correlation	1	.514**	.385**	.349**	.655**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X4.2	Pearson Correlation	.514**	1	.748**	.627**	.876**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X4.3	Pearson Correlation	.385**	.748**	1	.719**	.880**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X4.4	Pearson Correlation	.349**	.627**	.719**	1	.853**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
X4	Pearson Correlation	.655**	.876**	.880**	.853**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

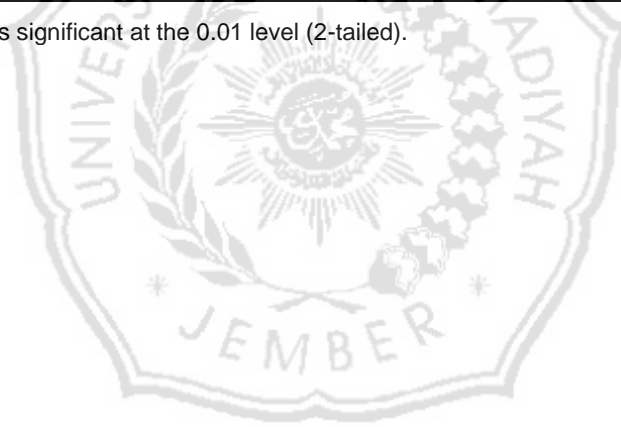
** . Correlation is significant at the 0.01 level (2-tailed).

5. Keputusan Pembelian (Y)

Correlations

		Y.1	Y.2	Y.3	Y
Y.1	Pearson Correlation	1	.417**	.413**	.751**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Y.2	Pearson Correlation	.417**	1	.746**	.864**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Y.3	Pearson Correlation	.413**	.746**	1	.865**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Y	Pearson Correlation	.751**	.864**	.865**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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



LAMPIRAN: HASIL UJI RELIABILITAS

1. Citra Merek (X₁)

Reliability Statistics

Cronbach's Alpha	N of Items
.715	5

2. Persepsi Harga (X₂)

Reliability Statistics

Cronbach's Alpha	N of Items
.747	4

3. Kualitas Produk (X₃)

Reliability Statistics

Cronbach's Alpha	N of Items
.766	4

4. Promosi (X₄)

Reliability Statistics

Cronbach's Alpha	N of Items
.701	4

5. Keputusan Pembelian (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.724	3



LAMPIRAN: HASIL UJI UJI REGRESI, UJI ASUMSI KLASIK DAN UJI HIPOTESIS

```

REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT Y
  /METHOD=ENTER X1 X2 X3 X4
  /SCATTERPLOT=(*SRESID ,*ZPRED)
  /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID) .
    
```

Regression

		Notes	
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Comments			
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	Active Dataset	DataSet2	
	Filter	<none>	
	Weight	<none>	
	Split File	<none>	
	N of Rows in Working Data File		50
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.	
	Cases Used	Statistics are based on cases with no missing values for any variable used.	
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Y /METHOD=ENTER X1 X2 X3 X4 /SCATTERPLOT=(*SRESID ,*ZPRED) /RESIDUALS HISTOGRAM(ZRESID) NORMPROB(ZRESID).	
Resources	Processor Time		00:00:00.61
	Elapsed Time		00:00:00.64
	Memory Required	2708 bytes	
	Additional Memory Required for Residual Plots	888 bytes	

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X4, X3, X1, X2 ^b		Enter

a. Dependent Variable: Y

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785 ^a	.617	.601	.2476

a. Predictors: (Constant), X4, X1, X2, X3

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.372	4	2.343	38.231	.000 ^b
	Residual	5.822	95	.061		
	Total	15.194	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X1, X2, X3

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.086	.434		2.500	.016		
	X1	.136	.065	.146	2.106	.041	.254	3.934
	X2	.474	.078	.531	6.046	.000	.158	6.314
	X3	.135	.067	.147	2.000	.022	.225	4.441
	X4	.172	.063	.201	2.731	.009	.226	4.432

a. Dependent Variable: Y

Coefficient Correlations^a

Model			X4	X3	X1	X2
1	Correlations	X4	1.000	-.137	-.293	-.428
		X3	-.137	1.000	-.228	-.477
		X1	-.293	-.228	1.000	-.283
		X2	-.428	-.477	-.283	1.000
	Covariances	X4	.004	-.001	-.001	-.002
		X3	-.001	.005	-.001	-.003
		X1	-.001	-.001	.004	-.001
		X2	-.002	-.003	-.001	.006

a. Dependent Variable: Y

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	X1	X2	X3	X4
1	1	4.984	1.000	.00	.00	.00	.00	.00
	2	.009	23.231	.94	.01	.01	.01	.03
	3	.003	43.058	.02	.01	.02	.52	.57
	4	.002	45.538	.04	.97	.02	.06	.20
	5	.002	57.474	.00	.02	.95	.40	.19

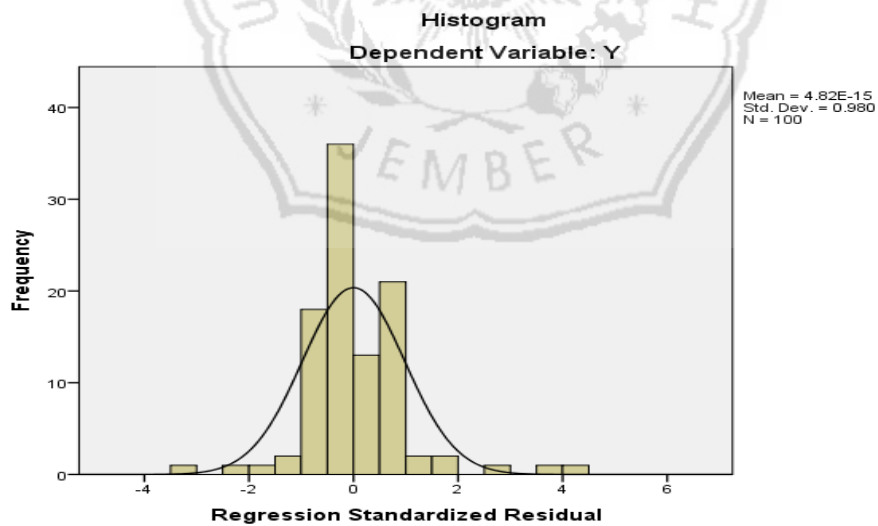
a. Dependent Variable: Y

Residuals Statistics^a

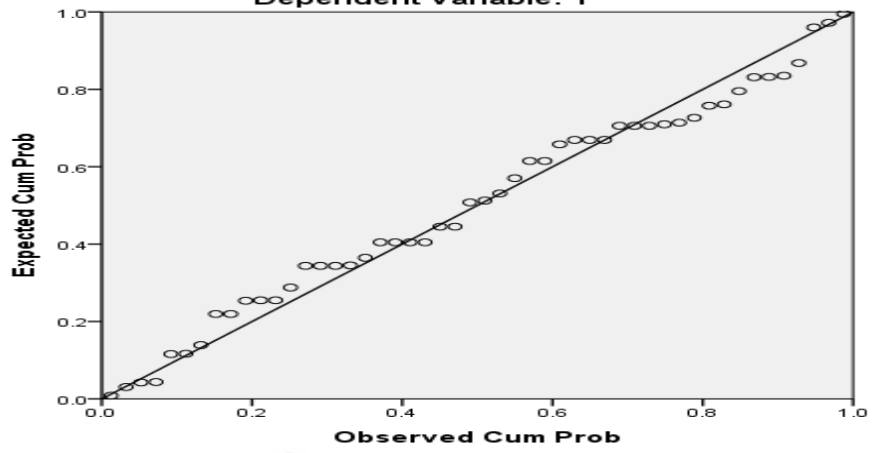
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9.16	14.83	12.68	1.279	100
Std. Predicted Value	-2.748	1.677	.000	1.000	100
Standard Error of Predicted Value	.048	.183	.097	.031	100
Adjusted Predicted Value	8.76	14.81	12.67	1.298	100
Residual	-.772	.836	.000	.309	100
Std. Residual	-2.396	2.595	.000	.958	100
Stud. Residual	-2.630	3.155	.010	1.041	100
Deleted Residual	-.930	1.236	.007	.366	100
Stud. Deleted Residual	-2.827	3.535	.013	1.086	100
Mahal. Distance	.095	14.877	3.920	3.259	100
Cook's Distance	.000	.953	.041	.139	100
Centered Leverage Value	.002	.304	.080	.067	100

a. Dependent Variable: Y

Charts



Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Y



Scatterplot
Dependent Variable: Y



UJI LINIERITAS

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
X1 * Y	Between Groups	(Combined)	7.832	4	1.958	16.221	.000
		Linearity	7.362	1	7.362	60.989	.000
		Deviation from Linearity	.470	3	.157	1.298	.280
Within Groups			11.468	95	.121		
Total			19.300	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
X2 * Y	Between Groups	(Combined)	9.639	4	2.410	34.550	.000
		Linearity	9.503	1	9.503	136.258	.000
		Deviation from Linearity	.136	3	.045	.648	.586
Within Groups			6.626	95	.070		
Total			16.265	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
X3 * Y	Between Groups	(Combined)	10.131	4	2.533	33.573	.000
		Linearity	9.997	1	9.997	132.524	.000
		Deviation from Linearity	.133	3	.044	.589	.623
Within Groups			7.167	95	.075		
Total			17.298	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
X4 * Y	Between Groups	(Combined)	6.600	4	1.650	15.904	.000
		Linearity	6.543	1	6.543	63.063	.000
		Deviation from Linearity	.057	3	.019	.184	.907
Within Groups			9.857	95	.104		
Total			16.457	99			