



## Lampiran 01. Hasil Observasi Awal

### 1. Hasil Observasi Awal Keputusan Pembelian (Y)

| Responden | Keputusan Pembelian (Y) |      |      |      |      | Total | Kategori     |
|-----------|-------------------------|------|------|------|------|-------|--------------|
|           | Y1,1                    | Y1,2 | Y1,3 | Y1,4 | Y1,5 |       |              |
| 1.        | 2                       | 1    | 2    | 4    | 2    | 11    | Rendah       |
| 2.        | 4                       | 2    | 4    | 4    | 4    | 18    | Tinggi       |
| 3.        | 2                       | 2    | 2    | 4    | 2    | 12    | Rendah       |
| 4.        | 2                       | 2    | 1    | 5    | 2    | 12    | Rendah       |
| 5.        | 2                       | 2    | 2    | 2    | 3    | 11    | Rendah       |
| 6.        | 2                       | 1    | 2    | 3    | 2    | 10    | Rendah       |
| 7.        | 2                       | 2    | 2    | 4    | 2    | 12    | Rendah       |
| 8.        | 2                       | 2    | 2    | 4    | 4    | 14    | Cukup Tinggi |
| 9.        | 2                       | 2    | 1    | 4    | 3    | 12    | Rendah       |
| 10.       | 2                       | 1    | 1    | 2    | 1    | 12    | Rendah       |
| 11.       | 2                       | 1    | 2    | 2    | 2    | 9     | Rendah       |
| 12.       | 1                       | 1    | 1    | 4    | 2    | 9     | Rendah       |
| 13.       | 2                       | 1    | 1    | 4    | 1    | 9     | Rendah       |
| 14.       | 2                       | 4    | 1    | 4    | 2    | 13    | Cukup Tinggi |
| 15.       | 1                       | 1    | 2    | 4    | 2    | 10    | Rendah       |

### 2. Hasil Observasi Awal *Brand Image* (X<sub>1</sub>)

| Responden | <i>Brand Image</i> (X <sub>1</sub> ) |      |      |      |      | Total | Kategori      |
|-----------|--------------------------------------|------|------|------|------|-------|---------------|
|           | X1,1                                 | X1,2 | X1,3 | X1,4 | X1,5 |       |               |
| 1.        | 2                                    | 2    | 1    | 1    | 2    | 14    | Cukup Tinggi  |
| 2.        | 2                                    | 2    | 2    | 2    | 2    | 15    | Tinggi        |
| 3.        | 2                                    | 2    | 2    | 4    | 2    | 16    | Cukup Tinggi  |
| 4.        | 1                                    | 1    | 1    | 2    | 1    | 9     | Rendah        |
| 5.        | 2                                    | 2    | 2    | 1    | 1    | 11    | Rendah        |
| 6.        | 1                                    | 1    | 2    | 2    | 1    | 11    | Rendah        |
| 7.        | 1                                    | 1    | 1    | 1    | 1    | 9     | Rendah        |
| 8.        | 1                                    | 1    | 1    | 2    | 2    | 12    | Rendah        |
| 9.        | 1                                    | 1    | 1    | 2    | 2    | 10    | Rendah        |
| 10.       | 2                                    | 1    | 1    | 2    | 1    | 10    | Rendah        |
| 11.       | 1                                    | 1    | 2    | 1    | 2    | 10    | Rendah        |
| 12.       | 2                                    | 1    | 1    | 2    | 2    | 13    | Cukup Tinggi  |
| 13.       | 1                                    | 1    | 1    | 1    | 1    | 7     | Sangat Rendah |
| 14.       | 1                                    | 1    | 1    | 1    | 1    | 10    | Rendah        |
| 15.       | 1                                    | 1    | 1    | 1    | 1    | 8     | Sangat Rendah |

### 3. Hasil Observasi Awal Gaya Hidup (X<sub>2</sub>)

| Responden | Gaya Hidup ( X <sub>2</sub> ) |                  |                  | Total | Kategori      |
|-----------|-------------------------------|------------------|------------------|-------|---------------|
|           | X <sub>2,1</sub>              | X <sub>2,2</sub> | X <sub>2,3</sub> |       |               |
| 1.        | 2                             | 3                | 3                | 8     | Cukup Tinggi  |
| 2.        | 2                             | 3                | 4                | 9     | Cukup Tinggi  |
| 3.        | 2                             | 2                | 4                | 8     | Cukup Tinggi  |
| 4.        | 1                             | 2                | 2                | 5     | Sangat Rendah |
| 5.        | 1                             | 2                | 1                | 4     | Sangat Rendah |
| 6.        | 2                             | 3                | 3                | 8     | Cukup Tinggi  |
| 7.        | 1                             | 2                | 2                | 5     | Sangat Rendah |
| 8.        | 1                             | 2                | 4                | 7     | Rendah        |
| 9.        | 2                             | 4                | 4                | 10    | Cukup Tinggi  |
| 10.       | 1                             | 2                | 2                | 5     | Sangat Rendah |
| 11.       | 2                             | 2                | 1                | 5     | Sangat Rendah |
| 12.       | 1                             | 1                | 2                | 4     | Sangat Rendah |
| 13.       | 1                             | 1                | 1                | 3     | Sangat Rendah |
| 14.       | 2                             | 3                | 3                | 8     | Cukup Tinggi  |
| 15.       | 1                             | 2                | 2                | 5     | Sangat Rendah |



**Lampiran 02. Kuesioner Penelitian****KUESIONER PENGARUH BRAND IMAGE DAN GAYA HIDUP TERHADAP  
KEPUTUSAN PEMBELIAN IPHONE PADA MAHASISWA JURUSAN  
MANAJEMEN UNDIKSHA SINGARAJA****PENGANTAR**

Yth. Saudara/I Mahasiswa Jurusan Manajemen Undiksha Singaraja

Sehubungan dengan penelitian yang saya lakukan untuk menyelesaikan studi di Universitas Pendidikan Ganesha, saya mohon dengan hormat kesediaannya meluangkan waktu untuk mengisi kuesioner ini secara sukarela. Kuesioner ini bertujuan memperoleh data yang digunakan untuk mengetahui “**Pengaruh *Brand Image* dan Gaya Hidup Terhadap Keputusan Pembelian iPhone Pada Mahasiswa Jurusan Manajemen Undiksha Singaraja**”. Kuesioner ini hanya bertujuan untuk kepentingan penelitian dan tidak disajikan kepihak luar, serta kerahasiaan dalam mengisi kuesioner ini terjamin sepenuhnya. Oleh karena itu saya berharap jawaban yang Saudara/I berikan dengan jujur dan terbuka akan sangat membantu dalam penelitian ini.

Atas partisipasi dan kesediaan Bapak/Ibu dalam mengisi kuesioner ini saya ucapkan terimakasih.

Singaraja, 26 Februari 2025

Peneliti

Ni Komang Yuni Cita Utami

NIM. 2117041163

**I. Identitas Responden**

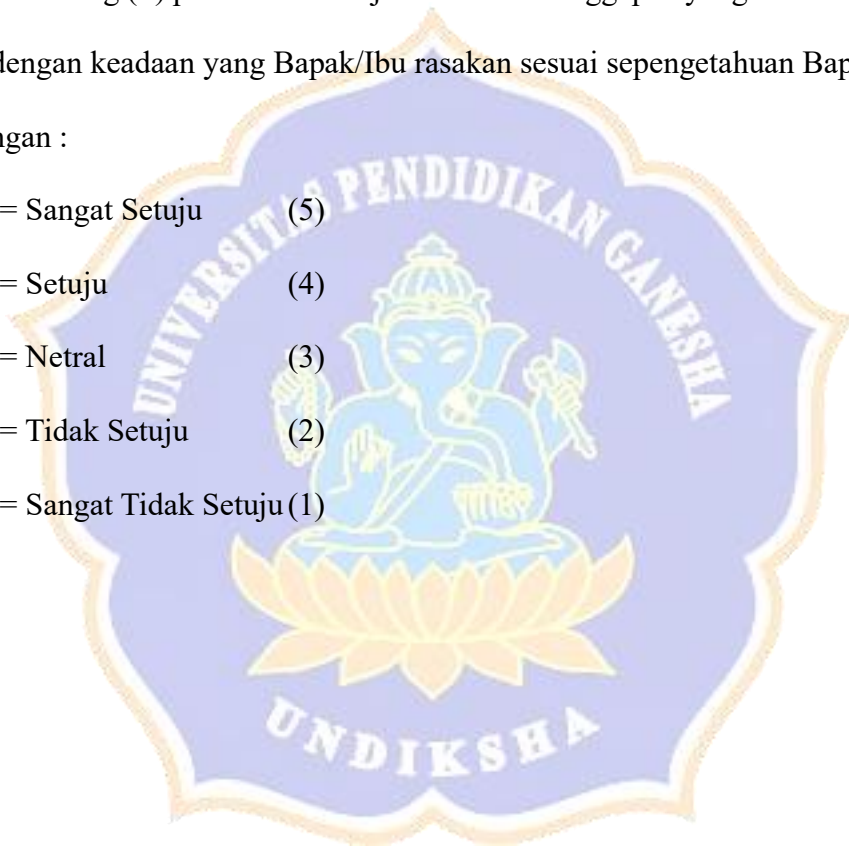
1. Nama :
2. Jenis Kelamin : ☐ Laki-laki / ☐ Perempuan
3. Usia (tahun) : ☐ 18 – 25 ☐ 26 – 30

**II. Petunjuk Pengisian Kuesioner**

Beri tanda silang (✓) pada salah satu jawaban atau tanggapan yang telah disediakan sesuai dengan keadaan yang Bapak/Ibu rasakan sesuai sepengetahuan Bapak/Ibu.

Keterangan :

- SS = Sangat Setuju (5)  
S = Setuju (4)  
N = Netral (3)  
TS = Tidak Setuju (2)  
STS = Sangat Tidak Setuju (1)



### III. Butir Pernyataan

#### 1. *Brand Image* (X<sub>1</sub>)

| No | Pernyataan                                                               | SS | S | N | TS | STS |
|----|--------------------------------------------------------------------------|----|---|---|----|-----|
|    |                                                                          | 5  | 4 | 3 | 2  | 1   |
|    | <b><i>Brand Image</i> (X<sub>1</sub>)</b>                                |    |   |   |    |     |
| 1  | iPhone memiliki logo yang sudah terkenal di kalangan mahasiswa.          |    |   |   |    |     |
| 2  | iPhone memiliki ciri khas yang inovatif, berani, dan konsisten.          |    |   |   |    |     |
| 3  | iPhone memiliki fitur yang lebih menarik dari pada handphone merek lain. |    |   |   |    |     |
| 4  | Saya menyukai iPhone karena varian modelnya cocok dengan selera saya.    |    |   |   |    |     |
| 5  | Menggunakan iPhone memiliki kepuasan tersendiri bagi saya                |    |   |   |    |     |

#### 2. *Gaya Hidup* (X<sub>2</sub>)

| No | Pernyataan                                                                            | SS | S | N | TS | STS |
|----|---------------------------------------------------------------------------------------|----|---|---|----|-----|
|    |                                                                                       | 5  | 4 | 3 | 2  | 1   |
|    | <b><i>Gaya Hidup</i> (X<sub>2</sub>)</b>                                              |    |   |   |    |     |
| 1  | Dalam menemani aktivitas sehari - hari saya sering menggunakan iPhone.                |    |   |   |    |     |
| 2  | Saya sangat suka dengan produk iPhone karena memiliki ciri khas tersendiri.           |    |   |   |    |     |
| 3  | Saya sangat senang dengan produk iPhone karena senantiasa mengeluarkan versi terbaru. |    |   |   |    |     |

### 3. Keputusan Pembelian (Y)

| No | Pernyataan                                                                                                | SS | S | N | TS | STS |
|----|-----------------------------------------------------------------------------------------------------------|----|---|---|----|-----|
|    |                                                                                                           | 5  | 4 | 3 | 2  | 1   |
|    | <b>Keputusan Pembelian (Y)</b>                                                                            |    |   |   |    |     |
| 1  | Saya membeli produk iPhone sesuai dengan keinginan dan kebutuhan saya.                                    |    |   |   |    |     |
| 2  | Saya sudah percaya terhadap produk dari iPhone dibandingkan merek handphone yang lainnya.                 |    |   |   |    |     |
| 3  | Saya membeli iPhone karena mudah ditemukan, baik di <i>online store</i> ataupun di <i>offline store</i> . |    |   |   |    |     |
| 4  | Saya dapat membeli produk iPhone dengan versi terbarunya yang saya inginkan.                              |    |   |   |    |     |
| 5  | Saya dapat membeli produk iPhone kapanpun yang saya inginkan.                                             |    |   |   |    |     |



**Lampiran 03. Data Ordinal Tahap Uji Instrumen**

| No | Keputusan Pembelian (Y) |     |     |     |     |         | Brand Image (X <sub>1</sub> ) |      |      |      |      |          | Gaya Hidup(X <sub>2</sub> ) |      |      |          |
|----|-------------------------|-----|-----|-----|-----|---------|-------------------------------|------|------|------|------|----------|-----------------------------|------|------|----------|
|    | Y.1                     | Y.2 | Y.3 | Y.4 | Y.5 | Total Y | X1.1                          | X1.2 | X1.3 | X1.4 | X1.5 | Total X1 | X2.1                        | X2.2 | X2.3 | Total X2 |
| 1  | 5                       | 4   | 4   | 3   | 5   | 21      | 3                             | 3    | 5    | 4    | 4    | 19       | 3                           | 5    | 4    | 12       |
| 2  | 4                       | 3   | 4   | 2   | 1   | 14      | 5                             | 4    | 3    | 4    | 3    | 19       | 4                           | 3    | 4    | 11       |
| 3  | 4                       | 4   | 3   | 5   | 5   | 21      | 5                             | 4    | 4    | 4    | 4    | 21       | 3                           | 3    | 4    | 10       |
| 4  | 5                       | 5   | 4   | 5   | 5   | 24      | 5                             | 5    | 5    | 5    | 4    | 24       | 4                           | 4    | 5    | 13       |
| 5  | 5                       | 5   | 5   | 5   | 5   | 25      | 5                             | 5    | 5    | 4    | 4    | 23       | 5                           | 5    | 4    | 14       |
| 6  | 5                       | 5   | 5   | 5   | 5   | 25      | 5                             | 5    | 5    | 5    | 5    | 25       | 5                           | 5    | 5    | 15       |
| 7  | 5                       | 4   | 4   | 4   | 4   | 21      | 5                             | 4    | 5    | 5    | 5    | 24       | 5                           | 5    | 5    | 15       |
| 8  | 5                       | 4   | 5   | 5   | 5   | 24      | 5                             | 4    | 3    | 5    | 5    | 22       | 4                           | 5    | 5    | 14       |
| 9  | 3                       | 3   | 3   | 3   | 3   | 15      | 4                             | 3    | 3    | 4    | 3    | 17       | 4                           | 4    | 3    | 11       |
| 10 | 5                       | 3   | 3   | 2   | 2   | 15      | 5                             | 5    | 5    | 4    | 4    | 23       | 5                           | 5    | 4    | 14       |
| 11 | 4                       | 5   | 3   | 4   | 4   | 20      | 3                             | 3    | 3    | 2    | 3    | 14       | 4                           | 3    | 4    | 11       |
| 12 | 4                       | 4   | 4   | 3   | 2   | 17      | 5                             | 4    | 4    | 4    | 4    | 21       | 5                           | 5    | 4    | 14       |
| 13 | 4                       | 4   | 4   | 4   | 4   | 20      | 4                             | 4    | 4    | 4    | 4    | 20       | 4                           | 4    | 4    | 12       |
| 14 | 4                       | 4   | 4   | 3   | 4   | 19      | 3                             | 4    | 4    | 3    | 4    | 18       | 3                           | 4    | 3    | 10       |
| 15 | 4                       | 5   | 4   | 3   | 3   | 19      | 4                             | 5    | 4    | 3    | 5    | 21       | 4                           | 5    | 3    | 12       |
| 16 | 3                       | 2   | 3   | 1   | 1   | 10      | 5                             | 4    | 3    | 4    | 4    | 20       | 4                           | 3    | 3    | 10       |
| 17 | 3                       | 3   | 4   | 4   | 4   | 18      | 5                             | 4    | 4    | 4    | 4    | 21       | 3                           | 3    | 4    | 10       |
| 18 | 4                       | 4   | 4   | 5   | 5   | 22      | 5                             | 5    | 5    | 4    | 3    | 22       | 5                           | 5    | 5    | 15       |
| 19 | 4                       | 4   | 4   | 3   | 3   | 18      | 5                             | 4    | 3    | 4    | 3    | 19       | 5                           | 4    | 4    | 13       |

| No | Keputusan Pembelian (Y) |     |     |     |     |         | Brand Image (X <sub>1</sub> ) |      |      |      |      |          | Gaya Hidup(X <sub>2</sub> ) |      |      |          |
|----|-------------------------|-----|-----|-----|-----|---------|-------------------------------|------|------|------|------|----------|-----------------------------|------|------|----------|
|    | Y.1                     | Y.2 | Y.3 | Y4. | Y.5 | Total Y | X1.1                          | X1.2 | X1.3 | X1.4 | X1.5 | Total X1 | X2.1                        | X2.2 | X2.3 | Total X2 |
| 20 | 4                       | 4   | 4   | 4   | 5   | 21      | 4                             | 4    | 4    | 5    | 5    | 22       | 4                           | 4    | 5    | 13       |
| 21 | 3                       | 3   | 4   | 3   | 3   | 16      | 5                             | 4    | 3    | 3    | 3    | 18       | 4                           | 4    | 3    | 11       |
| 22 | 5                       | 3   | 3   | 2   | 1   | 14      | 5                             | 4    | 3    | 3    | 4    | 19       | 5                           | 4    | 3    | 12       |
| 23 | 5                       | 4   | 5   | 5   | 5   | 24      | 5                             | 4    | 3    | 5    | 4    | 21       | 5                           | 4    | 4    | 13       |
| 24 | 4                       | 4   | 4   | 3   | 3   | 18      | 5                             | 4    | 4    | 4    | 4    | 21       | 5                           | 5    | 4    | 14       |
| 25 | 4                       | 3   | 4   | 4   | 3   | 18      | 5                             | 4    | 3    | 3    | 3    | 18       | 3                           | 3    | 3    | 9        |
| 26 | 4                       | 4   | 4   | 3   | 2   | 17      | 5                             | 5    | 4    | 4    | 4    | 22       | 4                           | 5    | 4    | 13       |
| 27 | 5                       | 5   | 5   | 5   | 5   | 25      | 5                             | 4    | 5    | 5    | 5    | 24       | 5                           | 4    | 5    | 14       |
| 28 | 4                       | 4   | 4   | 2   | 2   | 16      | 5                             | 4    | 4    | 5    | 5    | 23       | 5                           | 5    | 4    | 14       |
| 29 | 5                       | 2   | 3   | 2   | 5   | 17      | 4                             | 4    | 4    | 5    | 4    | 21       | 4                           | 4    | 4    | 12       |
| 30 | 5                       | 4   | 3   | 4   | 2   | 18      | 5                             | 4    | 3    | 4    | 5    | 21       | 4                           | 4    | 4    | 12       |

**Lampiran 04. Data Diri Responden Tahap Uji Instrumen (Pilot Study)**

| <b>No</b> | <b>Jenis Kelamin</b> | <b>Prodi</b> | <b>Semester</b> |
|-----------|----------------------|--------------|-----------------|
| 1         | Perempuan            | S1 Akuntansi | 8               |
| 2         | Perempuan            | S1 Akuntansi | 8               |
| 3         | Perempuan            | S1 Akuntansi | 8               |
| 4         | Perempuan            | S1 Akuntansi | 8               |
| 5         | Laki-laki            | S1 Akuntansi | 8               |
| 6         | Perempuan            | S1 Akuntansi | 8               |
| 7         | Perempuan            | S1 Akuntansi | 8               |
| 8         | Perempuan            | S1 Akuntansi | 8               |
| 9         | Perempuan            | S1 Akuntansi | 8               |
| 10        | Perempuan            | S1 Akuntansi | 6               |
| 11        | Perempuan            | S1 Akuntansi | 8               |
| 12        | Perempuan            | S1 Akuntansi | 6               |
| 13        | Perempuan            | S1 Akuntansi | 8               |
| 14        | Laki-Laki            | S1 Akuntansi | 8               |
| 15        | Perempuan            | S1 Akuntansi | 8               |
| 16        | Perempuan            | S1 Akuntansi | 8               |
| 17        | Perempuan            | S1 Akuntansi | 8               |
| 18        | Laki-Laki            | S1 Akuntansi | 8               |
| 19        | Perempuan            | S1 Akuntansi | 8               |
| 20        | Perempuan            | S1 Akuntansi | 8               |
| 21        | Perempuan            | S1 Akuntansi | 8               |

| No | Jenis Kelamin | Prodi        | Semester |
|----|---------------|--------------|----------|
| 22 | Perempuan     | S1 Akuntansi | 8        |
| 23 | Laki-Laki     | S1 Akuntansi | 8        |
| 24 | Perempuan     | S1 Akuntansi | 8        |
| 25 | Perempuan     | S1 Akuntansi | 8        |
| 26 | Laki-Laki     | S1 Akuntansi | 8        |
| 27 | Laki-Laki     | S1 Akuntansi | 8        |
| 28 | Laki-Laki     | S1 Akuntansi | 8        |
| 29 | Perempuan     | S1 Akuntansi | 8        |
| 30 | Laki-Laki     | S1 Akuntansi | 8        |



## Lampiran 05. Uji Validitas Instrumen (Pilot Study)

### A. Variabel *Brand Image* (X<sub>1</sub>)

|        |                     | Correlations |        |        |        |        |        |
|--------|---------------------|--------------|--------|--------|--------|--------|--------|
|        |                     | X1.1         | X1.2   | X1.3   | X1.4   | X1.5   | TOT.X1 |
| X1.1   | Pearson Correlation | 1            | .493** | -.006  | .377*  | .098   | .546** |
|        | Sig. (2-tailed)     |              | .006   | .973   | .040   | .606   | .002   |
|        | N                   | 30           | 30     | 30     | 30     | 30     | 30     |
| X1.2   | Pearson Correlation | .493**       | 1      | .481** | .210   | .241   | .677** |
|        | Sig. (2-tailed)     | .006         |        | .007   | .265   | .200   | <.001  |
|        | N                   | 30           | 30     | 30     | 30     | 30     | 30     |
| X1.3   | Pearson Correlation | -.006        | .481** | 1      | .394*  | .365*  | .685** |
|        | Sig. (2-tailed)     | .973         | .007   |        | .031   | .048   | <.001  |
|        | N                   | 30           | 30     | 30     | 30     | 30     | 30     |
| X1.4   | Pearson Correlation | .377*        | .210   | .394*  | 1      | .546** | .777** |
|        | Sig. (2-tailed)     | .040         | .265   | .031   |        | .002   | <.001  |
|        | N                   | 30           | 30     | 30     | 30     | 30     | 30     |
| X1.5   | Pearson Correlation | .098         | .241   | .365*  | .546** | 1      | .684** |
|        | Sig. (2-tailed)     | .606         | .200   | .048   | .002   |        | <.001  |
|        | N                   | 30           | 30     | 30     | 30     | 30     | 30     |
| TOT.X1 | Pearson Correlation | .546**       | .677** | .685** | .777** | .684** | 1      |
|        | Sig. (2-tailed)     | .002         | <.001  | <.001  | <.001  | <.001  |        |
|        | N                   | 30           | 30     | 30     | 30     | 30     | 30     |

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

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

### B. Variabel *Gaya Hidup* (X<sub>2</sub>)

|      |                     | Correlations |        |      |        |
|------|---------------------|--------------|--------|------|--------|
|      |                     | X2.1         | X2.2   | X2.3 | TOT.X2 |
| X2.1 | Pearson Correlation | 1            | .535** | .341 | .809** |
|      | Sig. (2-tailed)     |              | .002   | .065 | <.001  |
|      | N                   | 30           | 30     | 30   | 30     |

|        |                     | Correlations |        |        |        |
|--------|---------------------|--------------|--------|--------|--------|
|        |                     | X2.1         | X2.2   | X2.3   | TOT.X2 |
| X2.2   | Pearson Correlation | .535**       | 1      | .326   | .812** |
|        | Sig. (2-tailed)     | .002         |        | .079   | <.001  |
|        | N                   | 30           | 30     | 30     | 30     |
| X2.3   | Pearson Correlation | .341         | .326   | 1      | .703** |
|        | Sig. (2-tailed)     | .065         | .079   |        | <.001  |
|        | N                   | 30           | 30     | 30     | 30     |
| TOT.X2 | Pearson Correlation | .809**       | .812** | .703** | 1      |
|        | Sig. (2-tailed)     | <.001        | <.001  | <.001  |        |
|        | N                   | 30           | 30     | 30     | 30     |

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

### C. Variabel Keputusan Pembelian (Y)

|       |                     | Correlations |        |        |        |        |        |
|-------|---------------------|--------------|--------|--------|--------|--------|--------|
|       |                     | Y.1          | Y.2    | Y.3    | Y.4    | Y.5    | TOT.Y  |
| Y.1   | Pearson Correlation | 1            | .379*  | .286   | .331   | .345   | .551** |
|       | Sig. (2-tailed)     |              | .039   | .125   | .074   | .062   | .002   |
|       | N                   | 30           | 30     | 30     | 30     | 30     | 30     |
| Y.2   | Pearson Correlation | .379*        | 1      | .531** | .662** | .460*  | .764** |
|       | Sig. (2-tailed)     | .039         |        | .003   | <.001  | .010   | <.001  |
|       | N                   | 30           | 30     | 30     | 30     | 30     | 30     |
| Y.3   | Pearson Correlation | .286         | .531** | 1      | .563** | .466** | .697** |
|       | Sig. (2-tailed)     | .125         | .003   |        | .001   | .009   | <.001  |
|       | N                   | 30           | 30     | 30     | 30     | 30     | 30     |
| Y.4   | Pearson Correlation | .331         | .662** | .563** | 1      | .766** | .906** |
|       | Sig. (2-tailed)     | .074         | <.001  | .001   |        | <.001  | <.001  |
|       | N                   | 30           | 30     | 30     | 30     | 30     | 30     |
| Y.5   | Pearson Correlation | .345         | .460*  | .466** | .766** | 1      | .862** |
|       | Sig. (2-tailed)     | .062         | .010   | .009   | <.001  |        | <.001  |
|       | N                   | 30           | 30     | 30     | 30     | 30     | 30     |
| TOT.Y | Pearson Correlation | .551**       | .764** | .697** | .906** | .862** | 1      |

| Correlations    |      |       |       |       |       |       |
|-----------------|------|-------|-------|-------|-------|-------|
|                 | Y.1  | Y.2   | Y.3   | Y.4   | Y.5   | TOT.Y |
| Sig. (2-tailed) | .002 | <.001 | <.001 | <.001 | <.001 |       |
| N               | 30   | 30    | 30    | 30    | 30    | 30    |

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

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



## Lampiran 06. Uji Reliabilitas Instrumen (*Pilot Study*)

### A. Variabel *Brand Image* (X<sub>1</sub>)

#### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 30 | 100.0 |

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

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .698             | 5          |

#### Item-Total Statistics

|      | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X1.1 | 16.13                      | 4.464                          | .304                             | .705                             |
| X1.2 | 16.63                      | 4.240                          | .512                             | .634                             |
| X1.3 | 16.87                      | 3.775                          | .433                             | .660                             |
| X1.4 | 16.70                      | 3.459                          | .581                             | .588                             |
| X1.5 | 16.73                      | 3.926                          | .467                             | .642                             |

### B. Variabel *Gaya Hidup* (X<sub>2</sub>)

#### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 30 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .669             | 3          |

**Item-Total Statistics**

|      | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| X2.1 | 8.20                       | 1.407                          | .543                             | .490                             |
| X2.2 | 8.23                       | 1.357                          | .529                             | .508                             |
| X2.3 | 8.43                       | 1.702                          | .380                             | .697                             |

**C. Variabel Keputusan Pembelian (Y)****Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 30 | 100.0 |

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .810             | 5          |

**Item-Total Statistics**

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Y.1 | 14.80                      | 11.683                         | .403                             | .823                             |
| Y.2 | 15.23                      | 9.978                          | .644                             | .764                             |
| Y.3 | 15.17                      | 11.040                         | .588                             | .788                             |
| Y.4 | 15.53                      | 7.499                          | .815                             | .694                             |
| Y.5 | 15.53                      | 6.947                          | .692                             | .763                             |

**Lampiran 07. Data Ordinal Responden Utama**

| No | Keputusan Pembelian (Y) |     |     |     |     |         | Brand Image (X <sub>1</sub> ) |      |      |      |      |          | Gaya Hidup(X <sub>2</sub> ) |      |      |          |
|----|-------------------------|-----|-----|-----|-----|---------|-------------------------------|------|------|------|------|----------|-----------------------------|------|------|----------|
|    | Y.1                     | Y.2 | Y.3 | Y4. | Y.5 | Total Y | X1.1                          | X1.2 | X1.3 | X1.4 | X1.5 | Total X1 | X2.1                        | X2.2 | X2.3 | Total X2 |
| 1  | 4                       | 5   | 5   | 5   | 4   | 23      | 4                             | 5    | 4    | 5    | 4    | 22       | 4                           | 4    | 4    | 12       |
| 2  | 4                       | 5   | 5   | 4   | 5   | 23      | 5                             | 5    | 5    | 5    | 5    | 25       | 5                           | 4    | 5    | 14       |
| 3  | 5                       | 5   | 3   | 3   | 3   | 19      | 5                             | 5    | 5    | 5    | 5    | 25       | 5                           | 5    | 4    | 14       |
| 4  | 4                       | 3   | 4   | 4   | 3   | 18      | 5                             | 3    | 4    | 3    | 4    | 19       | 4                           | 4    | 4    | 12       |
| 5  | 2                       | 4   | 5   | 5   | 4   | 20      | 3                             | 1    | 5    | 5    | 5    | 19       | 5                           | 4    | 3    | 12       |
| 6  | 3                       | 5   | 4   | 3   | 3   | 18      | 5                             | 4    | 5    | 1    | 4    | 19       | 4                           | 4    | 4    | 12       |
| 7  | 1                       | 1   | 1   | 1   | 1   | 5       | 1                             | 1    | 1    | 4    | 1    | 8        | 1                           | 1    | 1    | 3        |
| 8  | 4                       | 4   | 5   | 3   | 3   | 19      | 4                             | 4    | 5    | 5    | 5    | 23       | 4                           | 4    | 5    | 13       |
| 9  | 5                       | 5   | 5   | 5   | 5   | 25      | 5                             | 5    | 5    | 4    | 5    | 24       | 5                           | 5    | 5    | 15       |
| 10 | 4                       | 5   | 4   | 4   | 4   | 21      | 4                             | 4    | 5    | 4    | 5    | 22       | 5                           | 5    | 3    | 13       |
| 11 | 4                       | 4   | 4   | 3   | 3   | 18      | 5                             | 4    | 4    | 4    | 4    | 21       | 4                           | 4    | 4    | 12       |
| 12 | 4                       | 4   | 4   | 2   | 2   | 16      | 4                             | 4    | 4    | 4    | 4    | 20       | 4                           | 4    | 4    | 12       |
| 13 | 5                       | 4   | 2   | 4   | 5   | 20      | 5                             | 5    | 4    | 3    | 5    | 22       | 3                           | 4    | 4    | 11       |
| 14 | 3                       | 4   | 3   | 2   | 2   | 14      | 4                             | 4    | 3    | 4    | 4    | 19       | 4                           | 4    | 4    | 12       |
| 15 | 3                       | 5   | 3   | 5   | 3   | 19      | 5                             | 5    | 4    | 4    | 5    | 23       | 5                           | 4    | 3    | 12       |
| 16 | 4                       | 4   | 3   | 2   | 1   | 14      | 5                             | 4    | 3    | 5    | 5    | 22       | 4                           | 4    | 4    | 12       |
| 17 | 3                       | 5   | 5   | 3   | 3   | 19      | 5                             | 5    | 5    | 1    | 5    | 21       | 5                           | 5    | 5    | 15       |
| 18 | 1                       | 1   | 1   | 1   | 1   | 5       | 1                             | 1    | 1    | 5    | 1    | 9        | 1                           | 1    | 1    | 3        |
| 19 | 3                       | 3   | 3   | 4   | 2   | 15      | 5                             | 3    | 4    | 4    | 5    | 21       | 4                           | 3    | 4    | 11       |

|    |   |   |   |   |   |    |   |   |   |   |   |    |   |   |   |    |
|----|---|---|---|---|---|----|---|---|---|---|---|----|---|---|---|----|
| 20 | 3 | 5 | 5 | 4 | 4 | 21 | 3 | 5 | 4 | 5 | 4 | 21 | 3 | 4 | 4 | 11 |
| 21 | 4 | 5 | 5 | 5 | 5 | 24 | 4 | 5 | 4 | 5 | 3 | 21 | 4 | 4 | 3 | 11 |
| 22 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 15 |
| 23 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 4 | 4 | 13 |
| 24 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 5 | 15 |
| 25 | 5 | 4 | 5 | 4 | 4 | 22 | 5 | 5 | 5 | 1 | 5 | 21 | 5 | 5 | 5 | 15 |
| 26 | 2 | 2 | 2 | 2 | 2 | 10 | 1 | 1 | 1 | 4 | 1 | 8  | 2 | 2 | 2 | 6  |
| 27 | 5 | 4 | 4 | 3 | 3 | 19 | 4 | 4 | 5 | 4 | 3 | 20 | 4 | 4 | 4 | 12 |
| 28 | 5 | 4 | 4 | 3 | 3 | 19 | 4 | 5 | 4 | 5 | 5 | 23 | 5 | 4 | 4 | 13 |
| 29 | 5 | 5 | 4 | 3 | 2 | 19 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 4 | 4 | 12 |
| 30 | 5 | 4 | 5 | 3 | 2 | 19 | 5 | 5 | 4 | 3 | 5 | 22 | 4 | 5 | 3 | 12 |
| 31 | 3 | 5 | 3 | 5 | 3 | 19 | 4 | 4 | 4 | 4 | 3 | 19 | 3 | 3 | 4 | 10 |
| 32 | 3 | 4 | 5 | 3 | 2 | 17 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 4 | 4 | 13 |
| 33 | 4 | 4 | 5 | 3 | 3 | 19 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 4 | 4 | 13 |
| 34 | 4 | 4 | 5 | 3 | 3 | 19 | 5 | 4 | 3 | 5 | 4 | 21 | 4 | 5 | 4 | 13 |
| 35 | 5 | 4 | 5 | 4 | 3 | 21 | 5 | 4 | 3 | 4 | 4 | 20 | 5 | 4 | 3 | 12 |
| 36 | 3 | 3 | 4 | 4 | 5 | 19 | 4 | 4 | 5 | 3 | 3 | 19 | 4 | 4 | 4 | 12 |
| 37 | 3 | 4 | 4 | 2 | 2 | 15 | 4 | 3 | 5 | 5 | 5 | 22 | 5 | 4 | 5 | 14 |
| 38 | 5 | 5 | 4 | 3 | 2 | 19 | 5 | 4 | 4 | 5 | 5 | 23 | 5 | 5 | 4 | 14 |
| 39 | 5 | 4 | 3 | 2 | 1 | 15 | 5 | 5 | 5 | 4 | 5 | 24 | 5 | 5 | 4 | 14 |
| 40 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 4 | 5 | 24 | 4 | 5 | 5 | 14 |
| 41 | 4 | 3 | 5 | 4 | 3 | 19 | 5 | 5 | 5 | 5 | 3 | 23 | 3 | 4 | 4 | 11 |
| 42 | 3 | 3 | 5 | 5 | 5 | 21 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 5 | 5 | 14 |
| 43 | 5 | 5 | 5 | 5 | 5 | 25 | 3 | 5 | 5 | 5 | 4 | 22 | 4 | 3 | 4 | 11 |

|    |   |   |   |   |   |    |   |   |   |   |   |    |   |   |   |    |
|----|---|---|---|---|---|----|---|---|---|---|---|----|---|---|---|----|
| 44 | 4 | 5 | 5 | 5 | 5 | 24 | 4 | 4 | 4 | 5 | 4 | 21 | 5 | 5 | 5 | 15 |
| 45 | 5 | 5 | 5 | 4 | 4 | 23 | 4 | 4 | 4 | 5 | 5 | 22 | 3 | 4 | 5 | 12 |
| 46 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 5 | 4 | 4 | 3 | 20 | 5 | 5 | 5 | 15 |
| 47 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 5 | 4 | 4 | 5 | 22 | 5 | 4 | 5 | 14 |
| 48 | 4 | 4 | 4 | 4 | 3 | 19 | 5 | 4 | 4 | 5 | 5 | 23 | 5 | 3 | 3 | 11 |
| 49 | 5 | 3 | 4 | 5 | 3 | 20 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 3 | 3 | 11 |
| 50 | 4 | 4 | 5 | 5 | 5 | 23 | 4 | 4 | 4 | 4 | 4 | 20 | 5 | 5 | 5 | 15 |
| 51 | 4 | 5 | 4 | 5 | 4 | 22 | 4 | 4 | 5 | 5 | 4 | 22 | 5 | 4 | 4 | 13 |
| 52 | 4 | 4 | 4 | 4 | 3 | 19 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 4 | 4 | 13 |
| 53 | 4 | 5 | 4 | 4 | 4 | 21 | 4 | 5 | 4 | 4 | 4 | 21 | 5 | 4 | 4 | 13 |
| 54 | 4 | 4 | 4 | 4 | 3 | 19 | 5 | 4 | 5 | 5 | 5 | 24 | 4 | 3 | 3 | 10 |
| 55 | 4 | 4 | 4 | 4 | 3 | 19 | 4 | 5 | 4 | 4 | 5 | 22 | 4 | 5 | 4 | 13 |
| 56 | 4 | 5 | 4 | 3 | 4 | 20 | 5 | 4 | 5 | 4 | 4 | 22 | 4 | 5 | 4 | 13 |
| 57 | 5 | 4 | 4 | 3 | 3 | 19 | 4 | 5 | 4 | 5 | 5 | 23 | 4 | 4 | 4 | 12 |
| 58 | 5 | 4 | 3 | 3 | 3 | 18 | 5 | 4 | 4 | 5 | 5 | 23 | 4 | 5 | 4 | 13 |
| 59 | 5 | 5 | 4 | 3 | 4 | 21 | 4 | 5 | 5 | 4 | 5 | 23 | 5 | 5 | 4 | 14 |
| 60 | 4 | 4 | 4 | 4 | 3 | 19 | 5 | 5 | 5 | 4 | 3 | 22 | 5 | 4 | 3 | 12 |
| 61 | 4 | 4 | 4 | 3 | 4 | 19 | 5 | 4 | 4 | 5 | 4 | 22 | 5 | 4 | 4 | 13 |
| 62 | 5 | 4 | 4 | 3 | 4 | 20 | 5 | 5 | 5 | 4 | 5 | 24 | 4 | 4 | 4 | 12 |
| 63 | 4 | 4 | 3 | 4 | 3 | 18 | 4 | 4 | 4 | 5 | 5 | 22 | 4 | 4 | 3 | 11 |
| 64 | 4 | 4 | 4 | 4 | 3 | 19 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 3 | 11 |
| 65 | 4 | 3 | 4 | 4 | 3 | 18 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 12 |
| 66 | 4 | 4 | 4 | 4 | 3 | 19 | 3 | 4 | 4 | 4 | 4 | 19 | 4 | 5 | 4 | 13 |
| 67 | 4 | 4 | 4 | 3 | 3 | 18 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 4 | 4 | 12 |

|    |   |   |   |   |   |    |   |   |   |   |   |    |   |   |   |    |
|----|---|---|---|---|---|----|---|---|---|---|---|----|---|---|---|----|
| 68 | 4 | 4 | 4 | 3 | 3 | 18 | 4 | 4 | 4 | 4 | 4 | 20 | 4 | 5 | 4 | 13 |
| 69 | 5 | 4 | 4 | 3 | 3 | 19 | 5 | 5 | 4 | 5 | 4 | 23 | 4 | 5 | 5 | 14 |
| 70 | 4 | 4 | 5 | 4 | 3 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 15 |
| 71 | 5 | 4 | 5 | 4 | 4 | 22 | 5 | 5 | 4 | 5 | 5 | 24 | 4 | 4 | 5 | 13 |
| 72 | 4 | 4 | 5 | 4 | 4 | 21 | 4 | 5 | 5 | 5 | 4 | 23 | 5 | 5 | 5 | 15 |
| 73 | 4 | 4 | 5 | 4 | 5 | 22 | 5 | 4 | 5 | 4 | 4 | 22 | 5 | 4 | 3 | 12 |
| 74 | 5 | 4 | 4 | 4 | 5 | 22 | 5 | 4 | 5 | 4 | 5 | 23 | 5 | 5 | 4 | 14 |
| 75 | 4 | 5 | 5 | 5 | 4 | 23 | 5 | 4 | 5 | 5 | 4 | 23 | 4 | 4 | 5 | 13 |
| 76 | 4 | 4 | 3 | 4 | 5 | 20 | 5 | 4 | 5 | 5 | 5 | 24 | 4 | 5 | 4 | 13 |
| 77 | 5 | 5 | 4 | 4 | 5 | 23 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 4 | 4 | 13 |
| 78 | 5 | 4 | 5 | 4 | 4 | 22 | 5 | 5 | 4 | 5 | 4 | 23 | 4 | 5 | 5 | 14 |
| 79 | 4 | 5 | 4 | 4 | 4 | 21 | 5 | 4 | 5 | 4 | 5 | 23 | 4 | 5 | 4 | 13 |
| 80 | 5 | 4 | 5 | 4 | 5 | 23 | 5 | 5 | 4 | 5 | 5 | 24 | 4 | 5 | 4 | 13 |
| 81 | 4 | 5 | 4 | 4 | 4 | 21 | 5 | 4 | 5 | 4 | 5 | 23 | 4 | 4 | 5 | 13 |
| 82 | 5 | 4 | 4 | 5 | 4 | 22 | 5 | 5 | 5 | 5 | 4 | 24 | 4 | 5 | 4 | 13 |
| 83 | 5 | 4 | 5 | 5 | 4 | 23 | 5 | 5 | 5 | 5 | 4 | 24 | 4 | 5 | 4 | 13 |
| 84 | 5 | 4 | 5 | 4 | 5 | 23 | 5 | 4 | 5 | 4 | 5 | 23 | 5 | 5 | 4 | 14 |
| 85 | 5 | 5 | 4 | 4 | 5 | 23 | 4 | 5 | 5 | 4 | 5 | 23 | 4 | 4 | 4 | 12 |
| 86 | 3 | 5 | 4 | 4 | 4 | 20 | 5 | 3 | 5 | 5 | 5 | 23 | 5 | 3 | 5 | 13 |
| 87 | 5 | 4 | 5 | 4 | 5 | 23 | 5 | 4 | 5 | 4 | 4 | 22 | 4 | 4 | 5 | 13 |
| 88 | 4 | 5 | 4 | 4 | 3 | 20 | 5 | 5 | 5 | 5 | 4 | 24 | 4 | 5 | 4 | 13 |
| 89 | 5 | 4 | 5 | 5 | 5 | 24 | 5 | 5 | 4 | 5 | 3 | 22 | 5 | 5 | 4 | 14 |
| 90 | 5 | 4 | 4 | 4 | 5 | 22 | 5 | 5 | 4 | 5 | 4 | 23 | 4 | 4 | 3 | 11 |
| 91 | 5 | 3 | 5 | 4 | 5 | 22 | 5 | 5 | 5 | 4 | 4 | 23 | 5 | 5 | 4 | 14 |

|     |   |   |   |   |   |    |   |   |   |   |   |    |   |   |   |    |
|-----|---|---|---|---|---|----|---|---|---|---|---|----|---|---|---|----|
| 92  | 5 | 4 | 5 | 4 | 4 | 22 | 5 | 5 | 5 | 5 | 4 | 24 | 4 | 4 | 5 | 13 |
| 93  | 5 | 5 | 4 | 3 | 4 | 21 | 5 | 5 | 5 | 5 | 4 | 24 | 5 | 4 | 3 | 12 |
| 94  | 4 | 5 | 5 | 5 | 5 | 24 | 5 | 5 | 4 | 5 | 5 | 24 | 5 | 4 | 4 | 13 |
| 95  | 4 | 4 | 5 | 4 | 3 | 20 | 5 | 4 | 5 | 5 | 4 | 23 | 5 | 4 | 4 | 13 |
| 96  | 4 | 3 | 5 | 4 | 4 | 20 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 5 | 15 |
| 97  | 5 | 4 | 5 | 4 | 5 | 23 | 5 | 5 | 3 | 4 | 5 | 22 | 2 | 4 | 3 | 9  |
| 98  | 3 | 1 | 3 | 3 | 2 | 12 | 4 | 3 | 5 | 4 | 1 | 17 | 4 | 2 | 3 | 9  |
| 99  | 4 | 4 | 5 | 3 | 4 | 20 | 4 | 5 | 5 | 3 | 4 | 21 | 3 | 4 | 3 | 10 |
| 100 | 3 | 3 | 4 | 4 | 3 | 17 | 5 | 4 | 5 | 4 | 2 | 20 | 5 | 4 | 4 | 13 |
| 101 | 5 | 3 | 3 | 4 | 4 | 19 | 5 | 5 | 5 | 5 | 3 | 23 | 4 | 5 | 5 | 14 |
| 102 | 5 | 4 | 3 | 3 | 4 | 19 | 4 | 3 | 5 | 5 | 5 | 22 | 4 | 3 | 5 | 12 |
| 103 | 4 | 5 | 5 | 5 | 5 | 24 | 5 | 4 | 5 | 3 | 5 | 22 | 3 | 5 | 4 | 12 |
| 104 | 3 | 3 | 5 | 4 | 5 | 20 | 4 | 3 | 3 | 3 | 3 | 16 | 4 | 5 | 4 | 13 |
| 105 | 4 | 3 | 3 | 3 | 4 | 17 | 5 | 5 | 3 | 4 | 3 | 20 | 3 | 5 | 5 | 13 |
| 106 | 4 | 3 | 3 | 3 | 3 | 16 | 5 | 4 | 3 | 3 | 3 | 18 | 2 | 4 | 5 | 11 |
| 107 | 3 | 2 | 2 | 4 | 2 | 13 | 5 | 5 | 4 | 3 | 3 | 20 | 3 | 2 | 3 | 8  |
| 108 | 3 | 3 | 3 | 3 | 3 | 15 | 4 | 3 | 4 | 4 | 3 | 18 | 4 | 3 | 3 | 10 |
| 109 | 3 | 4 | 5 | 3 | 4 | 19 | 5 | 5 | 4 | 4 | 3 | 21 | 4 | 4 | 5 | 13 |
| 110 | 4 | 4 | 4 | 4 | 3 | 19 | 4 | 4 | 4 | 3 | 4 | 19 | 4 | 4 | 4 | 12 |
| 111 | 3 | 3 | 4 | 4 | 4 | 18 | 3 | 3 | 3 | 4 | 4 | 17 | 3 | 4 | 4 | 11 |
| 112 | 3 | 3 | 4 | 3 | 3 | 16 | 5 | 4 | 5 | 4 | 5 | 23 | 4 | 4 | 4 | 12 |
| 113 | 4 | 4 | 4 | 1 | 4 | 17 | 5 | 4 | 4 | 3 | 5 | 21 | 3 | 4 | 4 | 11 |
| 114 | 3 | 3 | 4 | 4 | 2 | 16 | 5 | 4 | 4 | 4 | 3 | 20 | 3 | 4 | 3 | 10 |
| 115 | 4 | 3 | 4 | 2 | 3 | 16 | 5 | 4 | 3 | 5 | 4 | 21 | 4 | 4 | 3 | 11 |

|     |   |   |   |   |   |    |   |   |   |   |   |    |   |   |   |    |
|-----|---|---|---|---|---|----|---|---|---|---|---|----|---|---|---|----|
| 116 | 3 | 4 | 4 | 2 | 4 | 17 | 4 | 4 | 3 | 4 | 4 | 19 | 3 | 4 | 5 | 12 |
| 117 | 4 | 3 | 3 | 5 | 4 | 19 | 5 | 5 | 4 | 3 | 4 | 21 | 2 | 3 | 4 | 9  |
| 118 | 4 | 3 | 3 | 4 | 2 | 16 | 5 | 4 | 3 | 3 | 3 | 18 | 2 | 3 | 3 | 8  |
| 119 | 3 | 3 | 3 | 3 | 3 | 15 | 3 | 4 | 4 | 5 | 3 | 19 | 3 | 3 | 4 | 10 |
| 120 | 3 | 3 | 3 | 3 | 2 | 14 | 5 | 4 | 3 | 5 | 3 | 20 | 5 | 4 | 5 | 14 |
| 121 | 5 | 5 | 5 | 2 | 3 | 20 | 5 | 4 | 3 | 5 | 5 | 22 | 5 | 4 | 5 | 14 |
| 122 | 5 | 3 | 2 | 4 | 5 | 19 | 5 | 4 | 3 | 5 | 5 | 22 | 4 | 4 | 5 | 13 |
| 123 | 5 | 4 | 5 | 3 | 3 | 20 | 5 | 5 | 4 | 5 | 5 | 24 | 4 | 5 | 4 | 13 |
| 124 | 4 | 4 | 5 | 4 | 5 | 22 | 4 | 5 | 5 | 5 | 4 | 23 | 4 | 4 | 5 | 13 |
| 125 | 4 | 5 | 4 | 5 | 4 | 22 | 5 | 5 | 5 | 5 | 5 | 25 | 5 | 5 | 4 | 14 |
| 126 | 5 | 5 | 4 | 4 | 3 | 21 | 5 | 5 | 5 | 5 | 4 | 24 | 4 | 4 | 4 | 12 |
| 127 | 5 | 4 | 5 | 5 | 3 | 22 | 5 | 4 | 5 | 5 | 5 | 24 | 4 | 5 | 4 | 13 |
| 128 | 4 | 4 | 4 | 4 | 3 | 19 | 5 | 5 | 4 | 5 | 4 | 23 | 2 | 5 | 4 | 11 |
| 129 | 2 | 2 | 2 | 5 | 2 | 13 | 5 | 3 | 2 | 3 | 2 | 15 | 5 | 2 | 2 | 9  |
| 130 | 4 | 4 | 4 | 2 | 3 | 17 | 5 | 5 | 4 | 5 | 4 | 23 | 5 | 4 | 5 | 14 |



### Lampiran 08. Data Diri Responden Utama

| Nomer Responden | Jenis Kelamin | Semester | Jurusan   |
|-----------------|---------------|----------|-----------|
| 1               | Perempuan     | 8        | Manajemen |
| 2               | Perempuan     | 8        | Manajemen |
| 3               | Perempuan     | 8        | Manajemen |
| 4               | Perempuan     | 8        | Manajemen |
| 5               | Laki - Laki   | 8        | Manajemen |
| 6               | Laki - Laki   | 8        | Manajemen |
| 7               | Laki - Laki   | 8        | Manajemen |
| 8               | Perempuan     | 8        | Manajemen |
| 9               | Perempuan     | 8        | Manajemen |
| 10              | Laki - Laki   | 8        | Manajemen |
| 11              | Perempuan     | 6        | Manajemen |
| 12              | Perempuan     | 6        | Manajemen |
| 13              | Perempuan     | 6        | Manajemen |
| 14              | Perempuan     | 6        | Manajemen |
| 15              | Perempuan     | 8        | Manajemen |
| 16              | Perempuan     | 8        | Manajemen |
| 17              | Perempuan     | 6        | Manajemen |
| 18              | Laki - Laki   | 8        | Manajemen |
| 19              | Laki - Laki   | 8        | Manajemen |
| 20              | Perempuan     | 8        | Manajemen |
| 21              | Laki - Laki   | 8        | Manajemen |
| 22              | Laki - Laki   | 8        | Manajemen |
| 23              | Perempuan     | 8        | Manajemen |
| 24              | Perempuan     | 8        | Manajemen |
| 25              | Perempuan     | 8        | Manajemen |
| 26              | Perempuan     | 8        | Manajemen |
| 27              | Laki - Laki   | 8        | Manajemen |
| 28              | Perempuan     | 8        | Manajemen |
| 29              | Laki - Laki   | 8        | Manajemen |
| 30              | Perempuan     | 8        | Manajemen |
| 31              | Laki - Laki   | 8        | Manajemen |
| 32              | Perempuan     | 8        | Manajemen |
| 33              | Perempuan     | 8        | Manajemen |
| 34              | Perempuan     | 8        | Manajemen |
| 35              | Laki - Laki   | 8        | Manajemen |
| 36              | Laki - Laki   | 8        | Manajemen |

| Nomer Responden | Jenis Kelamin | Semester | Jurusan   |
|-----------------|---------------|----------|-----------|
| 37              | Laki - Laki   | 8        | Manajemen |
| 38              | Perempuan     | 8        | Manajemen |
| 39              | Perempuan     | 8        | Manajemen |
| 40              | Laki - Laki   | 8        | Manajemen |
| 41              | Laki - Laki   | 8        | Manajemen |
| 42              | Perempuan     | 4        | Manajemen |
| 43              | Perempuan     | 4        | Manajemen |
| 44              | Perempuan     | 4        | Manajemen |
| 45              | Perempuan     | 4        | Manajemen |
| 46              | Perempuan     | 4        | Manajemen |
| 47              | Perempuan     | 4        | Manajemen |
| 48              | Perempuan     | 6        | Manajemen |
| 49              | Laki - Laki   | 6        | Manajemen |
| 50              | Perempuan     | 4        | Manajemen |
| 51              | Perempuan     | 6        | Manajemen |
| 52              | Perempuan     | 6        | Manajemen |
| 53              | Perempuan     | 6        | Manajemen |
| 54              | Perempuan     | 4        | Manajemen |
| 55              | Perempuan     | 4        | Manajemen |
| 56              | Laki - Laki   | 4        | Manajemen |
| 57              | Perempuan     | 8        | Manajemen |
| 58              | Perempuan     | 8        | Manajemen |
| 60              | Perempuan     | 8        | Manajemen |
| 61              | Perempuan     | 8        | Manajemen |
| 62              | Perempuan     | 8        | Manajemen |
| 63              | Laki - Laki   | 8        | Manajemen |
| 64              | Laki - Laki   | 6        | Manajemen |
| 65              | Perempuan     | 6        | Manajemen |
| 66              | Perempuan     | 6        | Manajemen |
| 67              | Laki - Laki   | 6        | Manajemen |
| 68              | Perempuan     | 6        | Manajemen |
| 69              | Perempuan     | 6        | Manajemen |
| 70              | Laki - Laki   | 8        | Manajemen |
| 71              | Perempuan     | 4        | Manajemen |
| 72              | Perempuan     | 8        | Manajemen |
| 73              | Laki - Laki   | 6        | Manajemen |
| 74              | Laki - Laki   | 6        | Manajemen |
| 75              | Laki - Laki   | 6        | Manajemen |
| 76              | Laki - Laki   | 6        | Manajemen |

| Nomer Responden | Jenis Kelamin | Semester | Jurusan   |
|-----------------|---------------|----------|-----------|
| 77              | Perempuan     | 6        | Manajemen |
| 78              | Laki - Laki   | 6        | Manajemen |
| 79              | Perempuan     | 6        | Manajemen |
| 80              | Laki - Laki   | 6        | Manajemen |
| 81              | Perempuan     | 6        | Manajemen |
| 82              | Laki - Laki   | 6        | Manajemen |
| 83              | Perempuan     | 6        | Manajemen |
| 84              | Perempuan     | 2        | Manajemen |
| 85              | Perempuan     | 2        | Manajemen |
| 86              | Perempuan     | 2        | Manajemen |
| 87              | Perempuan     | 2        | Manajemen |
| 88              | Perempuan     | 8        | Manajemen |
| 89              | Laki - Laki   | 2        | Manajemen |
| 90              | Laki - Laki   | 2        | Manajemen |
| 91              | Laki - Laki   | 2        | Manajemen |
| 92              | Laki - Laki   | 2        | Manajemen |
| 93              | Laki - Laki   | 2        | Manajemen |
| 94              | Laki - Laki   | 2        | Manajemen |
| 95              | Laki - Laki   | 2        | Manajemen |
| 96              | Perempuan     | 8        | Manajemen |
| 97              | Perempuan     | 4        | Manajemen |
| 98              | Laki - Laki   | 4        | Manajemen |
| 99              | Perempuan     | 4        | Manajemen |
| 100             | Laki - Laki   | 8        | Manajemen |
| 101             | Laki - Laki   | 4        | Manajemen |
| 102             | Laki - Laki   | 2        | Manajemen |
| 103             | Perempuan     | 6        | Manajemen |
| 104             | Perempuan     | 2        | Manajemen |
| 105             | Perempuan     | 2        | Manajemen |
| 106             | Perempuan     | 2        | Manajemen |
| 107             | Perempuan     | 2        | Manajemen |
| 108             | Perempuan     | 2        | Manajemen |
| 109             | Laki - Laki   | 4        | Manajemen |
| 110             | Perempuan     | 4        | Manajemen |
| 111             | Perempuan     | 6        | Manajemen |
| 112             | Laki - Laki   | 6        | Manajemen |
| 113             | Perempuan     | 2        | Manajemen |
| 114             | Laki - Laki   | 4        | Manajemen |
| 115             | Perempuan     | 2        | Manajemen |

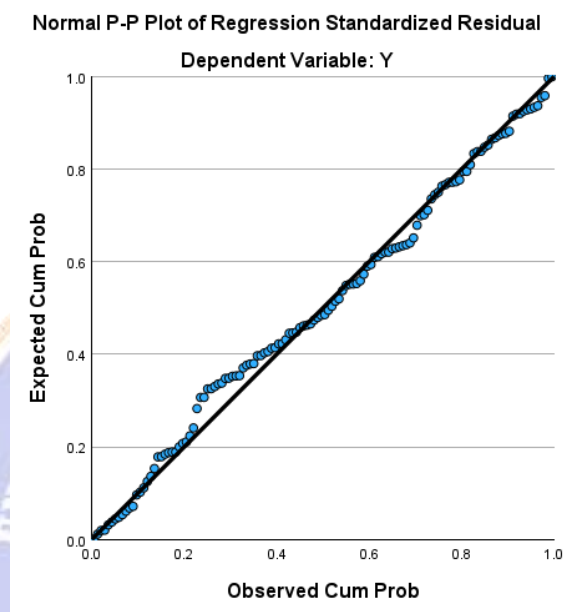
| Nomer Responden | Jenis Kelamin | Semester | Jurusan   |
|-----------------|---------------|----------|-----------|
| 116             | Perempuan     | 2        | Manajemen |
| 117             | Perempuan     | 2        | Manajemen |
| 118             | Perempuan     | 4        | Manajemen |
| 119             | Perempuan     | 4        | Manajemen |
| 120             | Perempuan     | 4        | Manajemen |
| 121             | Perempuan     | 4        | Manajemen |
| 122             | Perempuan     | 4        | Manajemen |
| 123             | Perempuan     | 4        | Manajemen |
| 124             | Perempuan     | 4        | Manajemen |
| 125             | Perempuan     | 4        | Manajemen |
| 126             | Perempuan     | 4        | Manajemen |
| 127             | Perempuan     | 4        | Manajemen |
| 128             | Perempuan     | 4        | Manajemen |
| 129             | Laki - Laki   | 4        | Manajemen |
| 130             | Perempuan     | 6        | Manajemen |



## Lampiran 09. Output Perhitungan SPSS *for Windows* versi 30.0 Uji Asumsi Klasik

### 1) Uji Normalitas

#### 1) Grafik Histogram P-Plot



#### 2) Grafik Histogram Kolmogorov-Smirnov Test

#### One-Sample Kolmogorov-Smirnov Test

|                                     |                | Unstandardized Residual |
|-------------------------------------|----------------|-------------------------|
| N                                   |                | 130                     |
| Normal Parameters <sup>a,b</sup>    | Mean           | .0000000                |
|                                     | Std. Deviation | 2.25684730              |
| Most Extreme Differences            | Absolute       | .078                    |
|                                     | Positive       | .051                    |
|                                     | Negative       | -.078                   |
| Test Statistic                      |                | .078                    |
| Asymp. Sig. (2-tailed) <sup>c</sup> |                | .052                    |
| Sig.                                |                | .052                    |

## One-Sample Kolmogorov-Smirnov Test

|                                          |                         |             | Unstandardized Residual |
|------------------------------------------|-------------------------|-------------|-------------------------|
| Monte Carlo Sig. (2-tailed) <sup>d</sup> | 99% Confidence Interval | Lower Bound | .046                    |
|                                          |                         | Upper Bound | .057                    |

- a. Test distribution is Normal.  
 b. Calculated from data.  
 c. Lilliefors Significance Correction.  
 d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

## 2) Uji Multikolinearitas



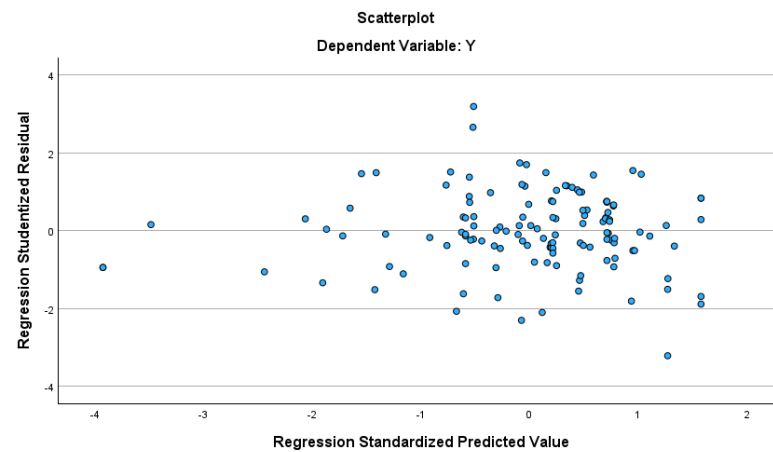
### Coefficients<sup>a</sup>

| Model        | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  | Collinearity Statistics |       |
|--------------|-----------------------------|------------|---------------------------|-------|-------|-------------------------|-------|
|              | B                           | Std. Error | Beta                      |       |       | Tolerance               | VIF   |
| 1 (Constant) | 2.807                       | 1.134      |                           | 2.474 | .015  |                         |       |
| X1           | .478                        | .082       | .453                      | 5.849 | <.001 | .576                    | 1.737 |
| X2           | .603                        | .126       | .370                      | 4.774 | <.001 | .576                    | 1.737 |

- a. Dependent Variable: Y

## 3) Uji Heteroskedastisitas

### 1) Scatterplot



## 2) Uji Glejser

### Coefficients<sup>a</sup>

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
|       |            | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant) | 1.568                       | .732       |                           | 2.142 | .034 |
|       | X1         | .020                        | .053       | .044                      | .374  | .709 |
|       | X2         | -.017                       | .082       | -.024                     | -.205 | .838 |

a. Dependent Variable: ABS\_RES



**Lampiran 10. Output Perhitungan SPSS *for Windows* versi 30.0 Hasil Analisis Regresi Linear Berganda**

**1) Output SPSS Analisis Regresi Linear Berganda**

**Variables Entered/Removed<sup>a</sup>**

| Model | Variables Entered   | Variables Removed | Method |
|-------|---------------------|-------------------|--------|
| 1     | X2, X1 <sup>b</sup> | .                 | Enter  |

a. Dependent Variable: Y

b. All requested variables entered.

**2) Koefisien Determinasi**

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .749 <sup>a</sup> | .561     | .554              | 2.27455                    |

a. Predictors: (Constant), X2, X1

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig.               |
|-------|------------|----------------|-----|-------------|--------|--------------------|
| 1     | Regression | 839.105        | 2   | 419.552     | 81.095 | <.001 <sup>b</sup> |
|       | Residual   | 657.043        | 127 | 5.174       |        |                    |
|       | Total      | 1496.148       | 129 |             |        |                    |

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

**Coefficients<sup>a</sup>**

|       |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  |
|-------|------------|-----------------------------|------------|---------------------------|-------|-------|
| Model |            | B                           | Std. Error | Beta                      |       |       |
| 1     | (Constant) | 2.807                       | 1.134      |                           | 2.474 | .015  |
|       | X1         | .478                        | .082       | .453                      | 5.849 | <.001 |
|       | X2         | .603                        | .126       | .370                      | 4.774 | <.001 |

a. Dependent Variable: Y

**Collinearity Diagnostics<sup>a</sup>**

|       |           | Eigenvalue | Condition Index | Variance Proportions |     |     |
|-------|-----------|------------|-----------------|----------------------|-----|-----|
| Model | Dimension |            |                 | (Constant)           | X1  | X2  |
| 1     | 1         | 2.966      | 1.000           | .00                  | .00 | .00 |
|       | 2         | .021       | 11.965          | 1.00                 | .16 | .18 |
|       | 3         | .013       | 15.122          | .00                  | .84 | .81 |

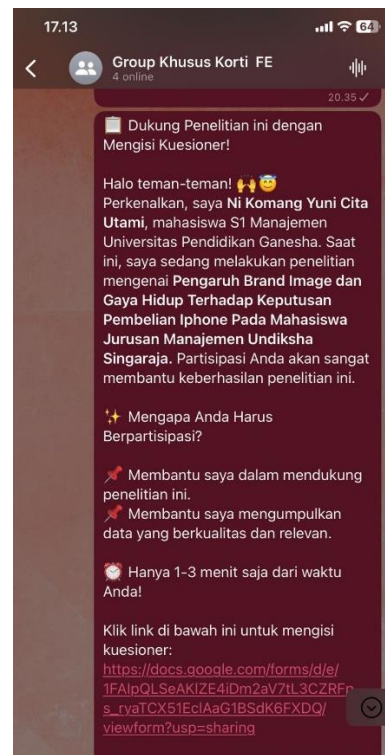
a. Dependent Variable: Y

**Residuals Statistics<sup>a</sup>**

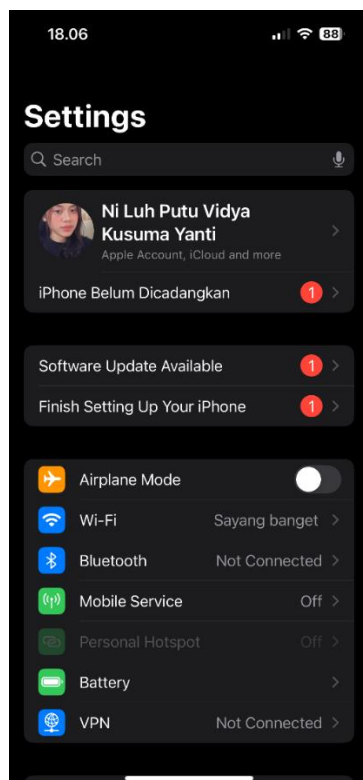
|                                   | Minimum  | Maximum | Mean    | Std. Deviation | 1  |
|-----------------------------------|----------|---------|---------|----------------|----|
| Predicted Value                   | 7.0072   | 21.0415 | 17.0178 | 2.55043        | 13 |
| Std. Predicted Value              | -3.925   | 1.578   | .000    | 1.000          | 13 |
| Standard Error of Predicted Value | .207     | .813    | .324    | .120           | 13 |
| Adjusted Predicted Value          | 7.3010   | 21.1633 | 17.0235 | 2.53453        | 13 |
| Residual                          | -7.23386 | 7.20906 | .00000  | 2.25685        | 13 |
| Std. Residual                     | -3.180   | 3.169   | .000    | .992           | 13 |
| Stud. Residual                    | -3.215   | 3.193   | -.001   | 1.005          | 13 |
| Deleted Residual                  | -7.39268 | 7.31746 | -.00578 | 2.31508        | 13 |
| Std. Deleted Residual             | -3.341   | 3.317   | -.002   | 1.016          | 13 |
| Mahal. Distance                   | .073     | 15.483  | 1.985   | 2.698          | 13 |
| Cook's Distance                   | .000     | .076    | .009    | .015           | 13 |
| Average Leverage Value            | .001     | .120    | .015    | .021           | 13 |

a. Dependent Variable: Y

## Lampiran 11. Dokumentasi Penyebaran Kuesioner



## Lampiran 11. Dokumentasi Pengguna iPhone



## Riwayat Hidup



Ni Komang Yuni Cita Utami, lahir di Denpasar pada tanggal 14 Juni 2003. Penulis lahir sebagai anak ketiga dari pasangan Made Widiada dan Ni Made Yaheni. Penulis merupakan Warga Negara Indonesia dan beragama Hindu. Penulis berasal dari Buleleng. Pendidikan dasar ditempuh di SD Mutiara Singaraja dan diselesaikan pada tahun 2015. Selanjutnya, penulis melanjutkan pendidikan menengah pertama di SMP Laboratorium Undiksha Singaraja dan lulus pada tahun 2018. Pendidikan menengah atas dilanjutkan di SMA Negeri 4 Singaraja, dan penulis berhasil menyelesaikannya pada tahun 2021. Pada tahun yang sama, penulis melanjutkan pendidikan tinggi di Universitas Pendidikan Ganesha (Undiksha) Singaraja, Program Studi Manajemen, Fakultas Ekonomi. Selama menempuh pendidikan di perguruan tinggi, penulis aktif dalam kegiatan akademik dan non-akademik. Skripsi ini disusun sebagai salah satu syarat untuk memperoleh gelar Sarjana Manajemen (S.M.) pada Program Studi Manajemen Undiksha.