

Lampiran 01. Data Penjualan *Smartphone* di Badilan Grosir Singaraja periode Januari-Maret Tahun 2020

No.	Merek <i>Smartphone</i>	Periode			Total
		Januari	Februari	Maret	
1.	Oppo	566	621	688	1.875
2.	Vivo	628	378	365	1.371
3.	Xiaomi	354	278	274	906
4.	Advan	56	36	27	119
5.	Asus	11	14	22	47
6.	Brancode	-	1	4	5
7.	Evercross	27	19	12	58
8.	Huawei	4	4	4	12
9.	Infinix	-	1	12	13
10.	Iphone	13	38	23	74
11.	Nexcom	-	1	-	1
12.	Nokia	151	152	202	505
13.	Realme	169	216	182	567
14.	Samsung	241	233	187	661



Lampiran 02. Kuesioner Penelitian



KUESIONER PENELITIAN
UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS EKONOMI
JURUSAN MANAJEMEN

Kepada

Yth. Bapak/Ibu, Saudara/i

Hal : Pengisian Kuesioner

Dengan Hormat,

Dengan rangka menyelesaikan studi di Undiksha pada Jurusan Manajemen, dengan ini saya mengadakan penelitian yang berjudul

“ Pengaruh Citra Merek dan Kualitas Produk serta Desain Produk terhadap Keputusan Pembelian *Smartphone* Oppo di Badilan Grosir Singaraja ”

Maka dengan ini, saya mohon kesediaan Bapak/Ibu, Saudara/i untuk berkenan mengisi kuesioner ini. Atas kesediaan dan bantuan Bapak/Ibu, Saudara/I yang turut berpartisipasi dalam mengisi kuesioner penelitian ini, saya ucapkan terimakasih.

Singaraja, 17 Desember 2020

Peneliti

Ni Kadek Deni Karmini Yanti

1717041035

A. A. Petunjuk Pengisian Kuesioner

Silakan anda pilih jawaban yang menurut anda paling sesuai dengan kondisi yang ada dengan memberikan tanda centang pada pilihan jawaban yang tersedia :

Keterangan :

SS : Sangat Setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

B. Identitas Responden

(Beri Tanda pada kotak jawaban)

1. Nama :
2. Alamat :
3. Usia : tahun
4. Jenis Kelamin : Laki- laki Perempuan
5. Pekerjaan :

C. Kriteria Responden

1. Apakah anda memiliki dan sedang menggunakan *Smartphone* Oppo?
 IYA TIDAK
2. Apakah anda membeli *Smartphone* Oppo di Badilan Grosir Singaraja?
 IYA TIDAK

Jika anda menjawab IYA, silakan lanjutkan mengisi kuesioner, namun jika menjawab TIDAK silakan berhenti untuk mengisi kuesioner.

D. Draf pernyataan

Keputusan Pembelian

No	Pernyataan	SS	S	N	TS	STS
	Keputusan Pembelian	5	4	3	2	1
1.	Saya membeli <i>smartphone</i> Oppo di Badilan Grosir Singaraja karena dapat memenuhi kebutuhan dan menunjang kegiatan saya sehari-hari.					
2.	Saya selalu mencari informasi dari berbagai sumber sebelum membeli <i>Smartphone</i> Oppo di Badialan Grosir Singaraja.					
3.	Setelah memperoleh informasi mengenai <i>Smartphone</i> Oppo saya melakukan pertimbangan untuk melakukan pembelian di Badilan Grosir Singaraja.					
4.	Saya membeli <i>Smartphone</i> Oppo di Badilan Grosir Singaraja setelah melakukan berbagai pertimbangan.					
5.	Saya merekomendasikan pembelian <i>Smartphone</i> Oppo di Badilan Grosir Singaraja kepada orang lain karena saya merasa puas.					

Citra Merek

No.	Pernyataan	SS	S	N	TS	STS
	Citra merek	5	4	3	2	1
1.	Saya membeli <i>Smartphone</i> Oppo karena memiliki mutu produk yang baik.					
2.	<i>Smartphone</i> Oppo yang dijual di Badilan Grosir Singaraja sudah dipercaya keandalannya oleh masyarakat.					
3.	<i>Smartphone</i> Oppo yang dijual di Badilan Grosir Singaraja memiliki kegunaan dan manfaat sesuai dengan kebutuhan yang saya harapkan.					
4.	Saya membeli <i>Smartphone</i> Oppo di Badilan Grosir Singaraja karena tidak memiliki resiko					
5.	Saya membeli <i>Smartphone</i> Oppo di Badilan Grosir Singaraja dengan harga sebanding dengan Citra mereknya.					
6.	<i>Smartphone</i> Oppo di Badilan Grosir Singaraja memiliki <i>image</i> yang positif sesuai dengan harapan konsumen.					

Kualitas Produk

No.	Pernyataan	SS	S	N	TS	STS
	Kualitas produk	5	4	3	2	1
1.	<i>Smartphone</i> Oppo memberikan kesan kualitas produk yang baik pada konsumen.					
2.	<i>Smartphone</i> Oppo memiliki kehandalan yang baik dalam pengoperasiannya disegala medan.					
3.	<i>Smartphone</i> Oppo memiliki daya tahan yang kuat sehingga tidak mudah rusak.					

Desain Produk

No.	Pernyataan	SS	S	N	TS	STS
	Desain produk	5	4	3	2	1
1.	<i>Smartphone</i> Oppo memiliki banyak variasi desain.					
2.	<i>Smartphone</i> Oppo memiliki berbagai macam model baru setiap tahunnya.					
3.	<i>Smartphone</i> Oppo memiliki desain yang sesuai dengan <i>trend</i> masa kini.					



Lampiran 03: Tabulasi Data Kuesioner Sampel Kecil

1. Data Tabulasi Kuesioner Variabel Citra Merek

Res	Citra Merek						Total
	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	
1	5	4	5	5	5	5	29
2	4	4	4	4	4	5	25
3	4	3	4	4	4	4	23
4	5	4	5	5	5	5	29
5	4	5	5	5	5	5	29
6	4	4	4	4	4	5	25
7	5	5	5	4	4	5	28
8	4	4	4	4	3	5	24
9	4	4	4	4	4	4	24
10	4	4	5	4	4	4	25
11	4	5	4	4	4	5	26
12	4	4	4	4	4	5	25
13	4	5	4	3	4	5	25
14	3	3	4	3	4	5	22
15	3	2	3	3	4	4	19
16	5	5	5	5	5	5	30
17	3	4	3	3	3	4	20
18	5	5	5	5	5	5	30
19	5	4	4	4	3	4	24
20	4	3	5	4	5	5	26
21	3	2	3	3	3	5	19
22	5	5	4	3	5	5	27
23	5	5	4	4	4	5	27
24	5	5	5	5	5	5	30
25	4	4	5	4	4	4	25
26	5	5	5	5	4	5	29
27	5	5	4	4	4	5	27
28	5	4	5	5	4	5	28
29	4	4	4	3	3	4	22
30	3	3	4	4	4	4	22

2. Tabulasi Data Kuesioner Variabel Kualitas Produk dan Desain Produk

Res	Kualitas Produk				Desain Produk			
	Item 1	Item 2	Item 3	Total	Item 1	Item 2	Item 3	Total
1	4	4	1	12	5	5	5	15
2	4	4	2	12	4	4	5	13
3	4	4	3	12	4	5	3	12
4	4	5	4	14	4	4	4	12
5	4	5	5	14	5	5	5	15
6	4	4	6	12	4	4	4	12
7	5	5	7	15	4	4	4	12
8	3	4	8	12	5	5	5	15
9	4	5	9	14	3	3	4	10
10	5	5	10	15	5	5	5	15
11	4	4	11	13	4	4	5	13
12	4	4	12	12	4	4	3	11
13	3	4	13	11	3	3	4	10
14	3	4	14	11	3	4	4	11
15	3	3	15	10	4	4	5	13
16	5	5	16	15	5	5	5	15
17	3	4	17	11	4	5	5	14
18	5	5	18	15	5	5	5	15
19	4	4	19	13	4	4	5	13
20	4	4	20	12	5	5	5	15
21	4	4	21	12	3	4	5	12
22	4	5	22	14	3	4	4	11
23	4	5	23	14	4	5	5	14
24	5	5	24	15	4	4	4	12
25	4	4	25	12	3	4	4	11
26	5	5	26	15	5	4	5	14
27	4	5	27	13	4	5	5	14
28	5	5	28	15	4	4	4	12
29	4	5	29	14	5	5	5	15
30	4	4	30	13	4	4	4	12

3. Tabulasi Data Kuesioner Variabel Keputusan Pembelian

Res	Keputusan Pembelian					Total
	Item 1	Item 2	Item 3	Item 4	Item 5	
1	4	5	5	2	5	21
2	4	4	4	4	4	20
3	4	4	4	4	4	20
4	5	5	5	5	5	25
5	3	4	4	3	5	19
6	4	4	4	4	4	20
7	4	4	5	5	4	22
8	4	4	4	3	4	19
9	4	4	5	4	4	21
10	4	4	4	5	4	21
11	4	4	4	4	4	20
12	3	4	4	4	4	19
13	3	3	3	3	2	14
14	2	4	2	3	3	14
15	3	3	3	3	3	15
16	5	5	5	5	5	25
17	3	3	3	4	4	17
18	5	5	5	5	5	25
19	4	4	4	4	4	20
20	3	3	4	5	4	19
21	3	3	3	4	4	17
22	5	4	5	4	5	23
23	5	3	5	4	4	21
24	5	5	5	5	5	25
25	4	4	4	5	2	19
26	2	4	5	5	5	21
27	5	4	5	4	5	23
28	4	4	5	5	5	23
29	4	5	4	3	4	20
30	3	5	3	3	3	17

Lampiran 04 :Tabulasi Data Kuesioner Sampel Besar

1. Tabulasi Data Kuesioner Variabel Citra Merek

Res	Citra Merek						Total
	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	
1	4	4	4	4	4	5	25
2	5	5	5	5	4	5	29
3	5	4	3	4	4	4	24
4	5	4	4	5	4	5	27
5	5	5	5	5	4	5	29
6	5	4	4	4	3	5	25
7	4	4	4	4	3	5	24
8	3	3	4	4	3	5	22
9	3	4	4	4	4	5	24
10	4	2	3	3	4	4	20
11	5	5	5	5	4	4	28
12	3	4	4	4	3	4	22
13	5	5	5	5	3	5	28
14	4	4	5	4	4	5	26
15	3	5	4	5	4	5	26
16	3	4	4	4	4	5	24
17	4	5	5	5	4	5	28
18	5	5	4	4	3	5	26
19	5	5	5	5	3	4	27
20	3	3	4	5	4	4	23
21	5	5	5	5	4	5	29
22	4	4	4	5	5	5	27
23	5	5	5	5	5	4	29
24	5	4	4	5	5	5	28
25	4	5	4	4	5	5	27
26	4	4	4	5	5	5	27
27	4	4	4	4	5	5	26
28	4	4	4	4	5	5	26
29	4	5	5	5	5	5	29
30	5	4	5	5	4	5	28
31	4	4	4	4	4	5	25
32	5	5	5	5	4	5	29
33	3	4	5	4	5	4	25
34	4	5	5	4	5	4	27
35	5	5	5	5	5	4	29
36	4	4	5	4	5	5	27
37	4	4	4	4	5	5	26
38	4	4	3	3	3	3	20

39	4	4	3	4	3	3	21
40	3	3	4	2	3	4	19
41	5	5	5	5	5	4	29
42	4	4	3	4	3	4	22
43	5	5	5	5	3	5	28
44	5	4	4	4	3	5	25
45	4	5	3	5	3	5	25
46	4	4	4	4	4	4	24
47	5	4	5	5	5	5	29
48	4	4	5	4	4	5	26
49	4	4	4	4	4	5	25
50	5	4	5	4	4	5	27
51	4	4	5	5	4	5	27
52	4	4	4	4	4	5	25
53	4	3	4	5	4	5	25
54	4	3	3	3	3	4	20
55	3	3	3	2	3	4	18
56	5	5	5	5	5	5	30
57	3	3	4	4	3	4	21
58	5	5	5	5	5	5	30
59	4	4	5	4	5	4	26
60	5	4	2	3	4	4	22
61	3	3	4	2	3	4	19
62	4	3	4	5	5	5	26
63	4	4	5	5	5	5	28
64	5	5	5	5	5	5	30
65	5	4	5	4	4	4	26
66	5	5	5	5	5	4	29
67	4	4	5	5	5	5	28
68	5	5	5	4	5	5	29
69	4	3	5	4	4	5	25
70	4	4	3	3	3	4	21
71	5	4	5	5	5	5	29
72	4	4	4	4	4	5	25
73	4	3	4	4	4	4	23
74	5	4	5	5	5	5	29
75	4	5	5	5	5	5	29
76	4	4	4	4	4	5	25
77	5	5	5	4	4	5	28
78	4	4	4	4	3	5	24
79	4	4	4	4	4	4	24
80	4	4	5	4	4	4	25
81	4	5	4	4	4	5	26

82	4	4	4	4	4	5	25
83	4	5	4	3	4	5	25
84	3	3	4	3	4	5	22
85	3	2	3	3	4	4	19
86	5	5	5	5	5	5	30
87	3	4	3	3	3	4	20
88	5	5	5	5	5	5	30
89	5	4	4	4	3	4	24
90	4	3	5	4	5	5	26
91	3	2	3	3	3	5	19
92	5	5	4	3	5	5	27
93	5	5	4	4	4	5	27
94	5	5	5	5	5	5	30
95	4	4	5	4	4	4	25
96	5	5	5	5	4	5	29
97	5	5	4	4	4	5	27
98	5	4	5	5	4	5	28
99	4	4	4	3	3	4	22
100	3	3	4	4	4	4	22



2. Tabulasi Data Kuesioner Variabel Kualitas Produk dan Desain Produk

Res	Kualitas Produk				Desain Produk			
	Item 1	Item 2	Item 3	Total	Item 1	Item 2	Item 3	Total
1	4	5	4	13	4	4	4	12
2	5	5	5	15	5	4	5	14
3	4	4	4	12	4	4	5	13
4	5	4	4	13	4	4	4	12
5	5	5	5	15	5	4	5	14
6	5	4	4	13	4	4	5	13
7	5	4	4	13	4	4	4	12
8	5	4	4	13	4	3	4	11
9	4	4	5	13	4	3	3	10
10	3	3	5	11	3	3	3	9
11	5	5	5	15	5	5	5	15
12	4	4	4	12	3	3	4	10
13	5	5	5	15	5	5	5	15
14	5	5	4	14	4	4	5	13
15	5	4	5	14	5	4	2	11
16	4	4	4	12	3	3	4	10
17	5	5	5	15	4	3	4	11
18	5	5	4	14	4	4	5	13
19	5	4	5	14	5	5	5	15
20	5	3	5	13	5	4	5	14
21	5	5	5	15	5	5	5	15
22	5	5	4	14	4	4	5	13
23	5	5	5	15	5	5	5	15
24	5	4	4	13	4	3	5	12
25	4	4	5	13	4	4	3	11
26	5	4	4	13	5	4	5	14
27	4	4	4	12	4	4	4	12
28	4	4	5	13	4	3	4	11
29	5	5	5	15	5	4	5	14
30	5	4	5	14	4	5	5	14
31	3	5	4	12	4	4	4	12
32	4	4	4	12	5	5	5	15
33	3	4	4	11	4	4	4	12
34	4	4	4	12	4	4	4	12
35	4	4	3	11	4	4	5	13
36	3	4	4	11	4	5	4	13
37	4	3	4	11	4	4	4	12
38	3	3	4	10	4	5	4	13
39	4	2	4	10	3	3	4	10

40	4	3	3	10	3	2	3	8
41	4	4	4	12	5	5	5	15
42	3	3	4	10	3	4	3	10
43	5	5	5	15	5	5	5	15
44	3	4	5	12	5	4	4	13
45	5	3	4	12	4	3	5	12
46	4	4	4	12	3	2	3	8
47	5	5	5	15	5	5	4	14
48	5	4	3	12	5	5	4	14
49	5	4	4	13	5	5	5	15
50	5	5	5	15	4	4	5	13
51	5	4	4	13	5	5	5	15
52	4	4	4	12	5	5	4	14
53	3	3	4	10	5	4	5	14
54	3	4	4	11	4	4	4	12
55	4	3	3	10	3	3	4	10
56	5	5	5	15	5	5	5	15
57	3	4	4	11	4	4	4	12
58	5	5	5	15	4	4	4	12
59	4	4	5	13	5	5	5	15
60	3	5	4	12	5	5	4	14
61	3	4	4	11	5	5	5	15
62	4	5	5	14	4	4	5	13
63	5	5	4	14	4	5	3	12
64	5	5	5	15	4	4	4	12
65	3	3	4	10	5	5	5	15
66	5	5	5	15	5	5	5	15
67	4	4	4	12	4	4	4	12
68	5	5	5	15	4	4	4	12
69	4	4	5	13	5	5	5	15
70	4	5	4	13	5	5	4	14
71	4	4	4	12	5	5	5	15
72	4	4	4	12	4	4	5	13
73	4	4	4	12	4	5	3	12
74	4	5	5	14	4	4	4	12
75	5	4	5	14	5	5	5	15
76	4	4	4	12	4	4	4	12
77	5	5	5	15	4	4	4	12
78	3	5	4	12	5	5	5	15
79	4	5	5	14	3	3	4	10
80	5	5	5	15	5	5	5	15
81	4	4	5	13	4	4	5	13
82	4	4	4	12	5	4	2	11

83	4	4	3	11	3	3	4	10
84	4	4	3	11	4	3	4	11
85	3	4	3	10	4	4	5	13
86	5	5	5	15	5	5	5	15
87	4	4	3	11	5	4	5	14
88	5	5	5	15	5	5	5	15
89	5	4	4	13	4	4	5	13
90	4	5	3	12	5	5	5	15
91	4	4	4	12	4	3	5	12
92	5	5	4	14	4	4	3	11
93	4	5	5	14	5	4	5	14
94	5	5	5	15	4	4	4	12
95	4	5	3	12	4	3	4	11
96	5	5	5	15	5	4	5	14
97	4	5	4	13	4	5	5	14
98	5	5	5	15	4	4	4	12
99	4	5	5	14	5	5	5	15
100	4	5	4	13	4	4	4	12



3. Tabulasi Data Kuesioner Variabel Keputusan Pembelian

Res	Keputusan Pembelian					Total
	Item 1	Item 2	Item 3	Item 4	Item 5	
1	4	4	4	4	4	20
2	5	5	4	4	5	23
3	3	4	4	4	4	19
4	4	5	4	4	4	21
5	5	4	4	4	4	21
6	4	4	4	4	5	21
7	4	4	4	4	4	20
8	3	3	3	2	4	15
9	3	2	4	3	4	16
10	3	3	3	3	3	15
11	5	5	5	5	5	25
12	4	3	3	4	3	17
13	5	5	5	5	5	25
14	4	4	4	4	4	20
15	5	4	3	4	5	21
16	4	3	3	4	3	17
17	4	5	4	5	5	23
18	4	5	3	4	5	21
19	5	5	5	5	5	25
20	5	4	4	2	3	18
21	5	5	4	5	5	24
22	4	5	4	5	5	23
23	5	5	4	5	5	24
24	3	4	5	4	4	20
25	3	3	5	3	4	18
26	5	5	4	5	5	24
27	2	4	4	4	4	18
28	3	4	4	4	4	19
29	5	5	5	5	5	25
30	4	4	3	4	4	19
31	4	4	4	4	4	20
32	5	5	4	4	5	23
33	4	4	4	4	4	20
34	4	5	4	4	5	22
35	4	4	4	4	4	20
36	5	4	4	4	4	21
37	4	4	3	4	4	19
38	4	3	3	3	3	16
39	4	3	2	4	2	15

40	3	3	3	3	3	15
41	5	5	5	5	5	25
42	3	3	3	3	3	15
43	5	5	5	5	5	25
44	4	4	4	4	4	20
45	5	5	3	3	4	20
46	4	4	4	4	4	20
47	4	4	5	4	5	22
48	4	4	4	4	4	20
49	4	4	4	4	5	21
50	4	4	4	4	4	20
51	4	4	5	4	4	21
52	4	4	4	3	4	19
53	3	2	4	3	3	15
54	4	3	4	2	3	16
55	3	3	3	3	3	15
56	5	5	5	5	5	25
57	3	4	3	3	3	16
58	5	5	5	5	5	25
59	4	4	4	4	4	20
60	3	4	5	3	5	20
61	3	4	3	3	3	16
62	4	5	5	5	5	24
63	3	4	5	5	4	21
64	5	5	5	5	5	25
65	4	2	3	4	5	18
66	4	5	5	2	5	21
67	4	5	5	5	5	24
68	4	5	5	4	5	23
69	5	4	4	4	4	21
70	5	3	4	3	4	19
71	4	5	5	2	5	21
72	4	4	4	4	4	20
73	4	4	4	4	4	20
74	5	5	5	5	5	25
75	3	4	4	3	5	19
76	4	4	4	4	4	20
77	4	4	5	5	4	22
78	4	4	4	3	4	19
79	4	4	5	4	4	21
80	4	4	4	5	4	21
81	4	4	4	4	4	20
82	3	4	4	4	4	19

83	3	3	3	3	2	14
84	2	4	2	3	3	14
85	3	3	3	3	3	15
86	5	5	5	5	5	25
87	3	3	3	4	4	17
88	5	5	5	5	5	25
89	4	4	4	4	4	20
90	3	3	4	5	4	19
91	3	3	3	4	4	17
92	5	4	5	4	5	23
93	5	3	5	4	4	21
94	5	5	5	5	5	25
95	4	4	4	5	2	19
96	2	4	5	5	5	21
97	5	4	5	4	5	23
98	4	4	5	5	5	23
99	4	5	4	3	4	20
100	3	5	3	3	3	17



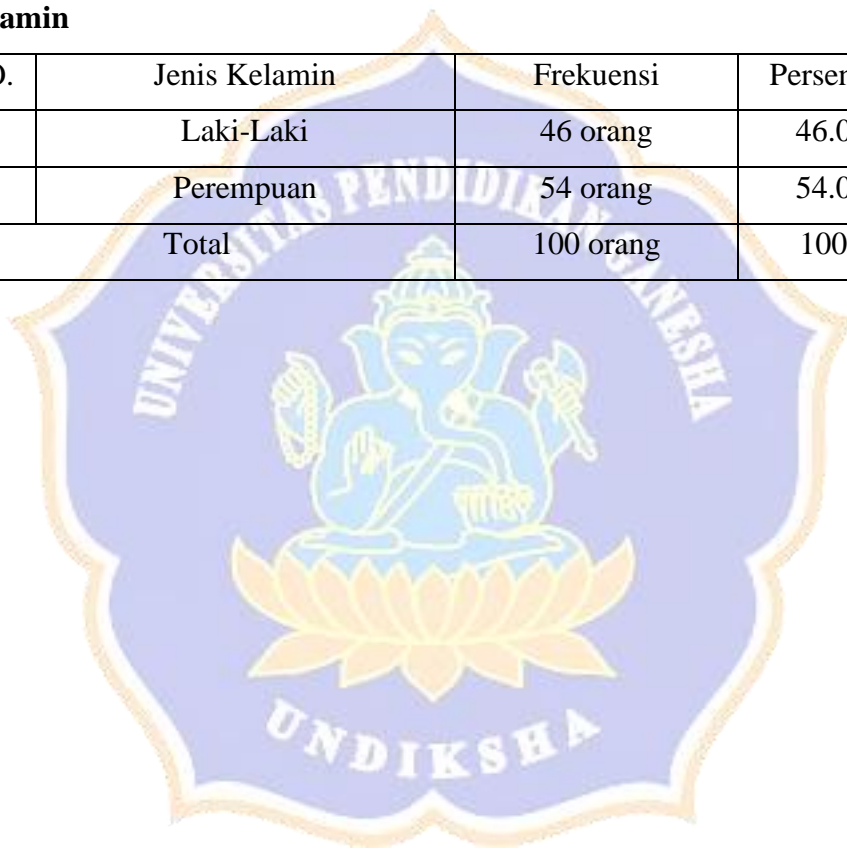
Lampiran 05 Karakteristik Responden di Badilan Grosir Singaraja

1. Karakteristik Responden di Badilan Grosir Singaraja berdasarkan Umur

No.	Umur	Frekuensi	Persentase
1.	20-30	64 orang	64%
2.	31-40	17 orang	17%
3.	41-50	11 orang	11%
4.	50-60	8 orang	8%

2. Karakteristik Responden di Badilan Grosir Singaraja berdasarkan Jenis Kelamin

NO.	Jenis Kelamin	Frekuensi	Persentase
1.	Laki-Laki	46 orang	46.0%
2.	Perempuan	54 orang	54.0%
	Total	100 orang	100%



Lampiran 06. Hasil Uji Validitas Sampel Kecil

1. Hasil Uji Validitas Citra Merek (X₁) Sampel kecil

		Correlations						
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1
X1.1	Pearson Correlation	1	.712**	.647**	.644**	.451*	.417*	.857**
	Sig. (2-tailed)		.000	.000	.000	.012	.022	.000
	N	30	30	30	30	30	30	30
X1.2	Pearson Correlation	.712**	1	.485**	.429*	.336	.410*	.764**
	Sig. (2-tailed)	.000		.007	.018	.070	.025	.000
	N	30	30	30	30	30	30	30
X1.3	Pearson Correlation	.647**	.485**	1	.789**	.648**	.307	.843**
	Sig. (2-tailed)	.000	.007		.000	.000	.099	.000
	N	30	30	30	30	30	30	30
X1.4	Pearson Correlation	.644**	.429*	.789**	1	.573**	.340	.820**
	Sig. (2-tailed)	.000	.018	.000		.001	.066	.000
	N	30	30	30	30	30	30	30
X1.5	Pearson Correlation	.451*	.336	.648**	.573**	1	.436*	.728**
	Sig. (2-tailed)	.012	.070	.000	.001		.016	.000
	N	30	30	30	30	30	30	30
X1.6	Pearson Correlation	.417*	.410*	.307	.340	.436*	1	.584**
	Sig. (2-tailed)	.022	.025	.099	.066	.016		.001
	N	30	30	30	30	30	30	30
X1	Pearson Correlation	.857**	.764**	.843**	.820**	.728**	.584**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.001	
	N	30	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).

2. Hasil Uji Validitas Kualitas Produk (X₂) Sampel Kecil

		Correlations			
		X2.1	X2.2	X2.3	X2
X2.1	Pearson Correlation	1	.677**	.521**	.867**
	Sig. (2-tailed)		.000	.003	.000
	N	30	30	30	30
X2.2	Pearson Correlation	.677**	1	.678**	.905**
	Sig. (2-tailed)	.000		.000	.000
	N	30	30	30	30
X2.3	Pearson Correlation	.521**	.678**	1	.824**
	Sig. (2-tailed)	.003	.000		.000
	N	30	30	30	30
X2	Pearson Correlation	.867**	.905**	.824**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

3. Hasil Uji Validitas Desain Produk (X₃) Sampel Kecil

		Correlations			
		X3.1	X3.2	X3.3	X3
X3.1	Pearson Correlation	1	.719**	.500**	.893**
	Sig. (2-tailed)		.000	.005	.000
	N	30	30	30	30
X3.2	Pearson Correlation	.719**	1	.451*	.856**
	Sig. (2-tailed)	.000		.012	.000
	N	30	30	30	30
X3.3	Pearson Correlation	.500**	.451*	1	.769**
	Sig. (2-tailed)	.005	.012		.000
	N	30	30	30	30
X3	Pearson Correlation	.893**	.856**	.769**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

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

4. Hasil Uji Validitas Keputusan Pembelian (Y) Sampel Kecil

		Correlations					
		Y1	Y2	Y3	Y4	Y5	Y
Y1	Pearson	1	.423*	.702**	.332	.443*	.795**
	Correlation						
	Sig. (2-tailed)		.020	.000	.073	.014	.000
	N	30	30	30	30	30	30
Y2	Pearson	.423*	1	.423*	.059	.421*	.595**
	Correlation						
	Sig. (2-tailed)	.020		.020	.758	.020	.001
	N	30	30	30	30	30	30
Y3	Pearson	.702**	.423*	1	.478**	.710**	.907**
	Correlation						
	Sig. (2-tailed)	.000	.020		.008	.000	.000
	N	30	30	30	30	30	30
Y4	Pearson	.332	.059	.478**	1	.283	.602**
	Correlation						
	Sig. (2-tailed)	.073	.758	.008		.129	.000
	N	30	30	30	30	30	30
Y5	Pearson	.443*	.421*	.710**	.283	1	.778**
	Correlation						
	Sig. (2-tailed)	.014	.020	.000	.129		.000
	N	30	30	30	30	30	30
Y	Pearson	.795**	.595**	.907**	.602**	.778**	1
	Correlation						
	Sig. (2-tailed)	.000	.001	.000	.000	.000	
	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 07. Hasil Uji Reliabilitas Sampel Kecil

1. Uji Reliabilitas Citra Merek (X_1) Sampel Kecil

Cronbach's Alpha	N of Items
.857	6

2. Uji Reliabilitas Kualitas Produk (X_2) Sampel Kecil

Cronbach's Alpha	N of Items
.828	3

3. Uji Reliabilitas Kualitas Produk (X_3) Sampel Kecil

Cronbach's Alpha	N of Items
.790	3

4. Uji Reliabilitas Keputusan Pembelian (Y) Sampel Kecil

Cronbach's Alpha	N of Items
.791	5

Lampiran 08. Hasil Uji Validitas Sampel Besar

1. Hasil Uji Validitas Citra Merek (X₁)

		Correlations						
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TotX1
X1.1	Pearson Correlation	1	.553**	.596**	.576**	.568**	.378**	.747**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X1.2	Pearson Correlation	.553**	1	.743**	.527**	.705**	.505**	.828**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X1.3	Pearson Correlation	.596**	.743**	1	.596**	.660**	.468**	.833**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X1.4	Pearson Correlation	.576**	.527**	.596**	1	.645**	.570**	.808**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
X1.5	Pearson Correlation	.568**	.705**	.660**	.645**	1	.604**	.869**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
X1.6	Pearson Correlation	.378**	.505**	.468**	.570**	.604**	1	.749**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
TotX1	Pearson Correlation	.747**	.828**	.833**	.808**	.869**	.749**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

2. Hasil Uji Validitas Kualitas Produk (X₂)

		Correlations			
		X2.1	X2.2	X2.3	TotX2
X2.1	Pearson Correlation	1	.630**	.504**	.827**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X2.2	Pearson Correlation	.630**	1	.560**	.860**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X2.3	Pearson Correlation	.504**	.560**	1	.839**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
TotX2	Pearson Correlation	.827**	.860**	.839**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

3. Hasil Uji Validitas Desain Produk (X₃)

		Correlations			
		X3.1	X3.2	X3.3	TotX3
X3.1	Pearson Correlation	1	.549**	.369**	.769**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X3.2	Pearson Correlation	.549**	1	.528**	.853**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X3.3	Pearson Correlation	.369**	.528**	1	.804**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
TotX3	Pearson Correlation	.769**	.853**	.804**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

4. Hasil Uji Validitas Keputusan Pembelian (Y)

		Correlations					
		Y1	Y2	Y3	Y4	Y5	TotY
Y1	Pearson Correlation	1	.677**	.557**	.534**	.357**	.772**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
Y2	Pearson Correlation	.677**	1	.658**	.643**	.469**	.853**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
Y3	Pearson Correlation	.557**	.658**	1	.693**	.404**	.835**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
Y4	Pearson Correlation	.534**	.643**	.693**	1	.603**	.869**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
Y5	Pearson Correlation	.357**	.469**	.404**	.603**	1	.693**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
TotY	Pearson Correlation	.772**	.853**	.835**	.869**	.693**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

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



Lampiran 09. Hasil Uji Reliabilitas Sampel Besar

1. Uji Reliabilitas Citra Merek (X_1) Sampel Besar

Reliability Statistics	
Cronbach's Alpha	N of Items
.889	6

2. Uji Reliabilitas Kualitas Produk (X_2) Sampel Besar

Reliability Statistics	
Cronbach's Alpha	N of Items
.790	3

3. Uji Reliabilitas Desain Produk (X_3) Sampel Besar

Reliability Statistics	
Cronbach's Alpha	N of Items
.826	3

4. Uji Reliabilitas Keputusan Pembelian (Y) Sampel Besar

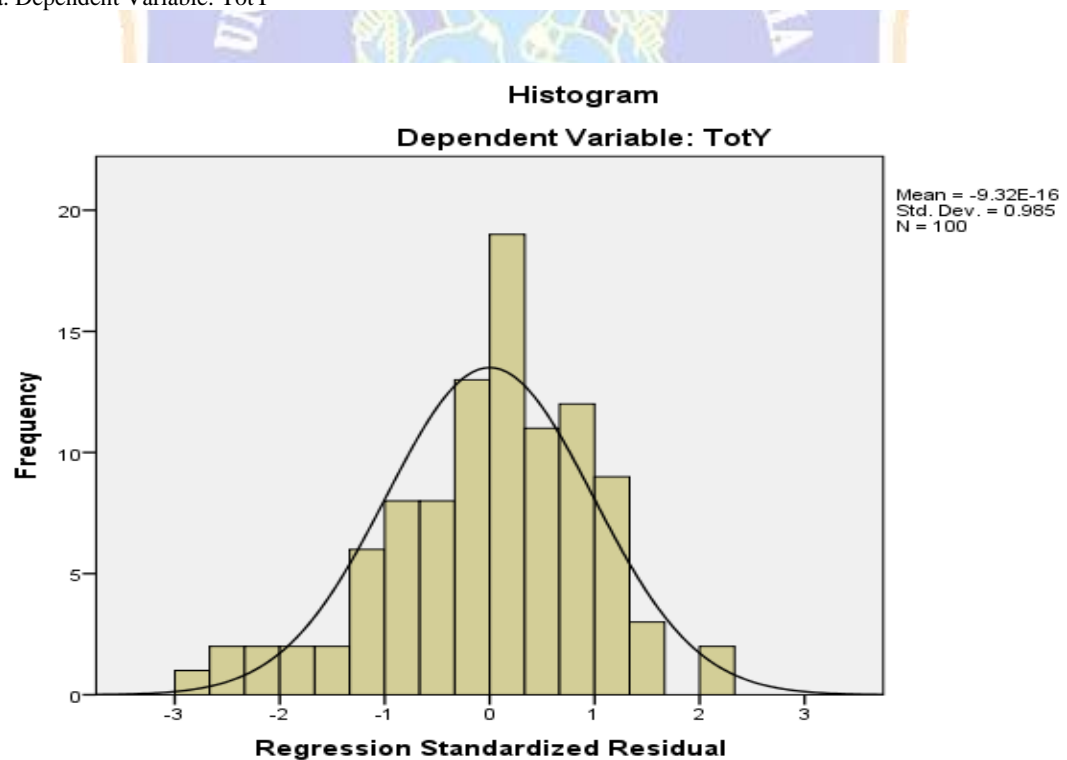
Reliability Statistics	
Cronbach's Alpha	N of Items
.865	5

Lampiran 10. Hasil Output SPSS 22.0 Uji Asumsi Klasik

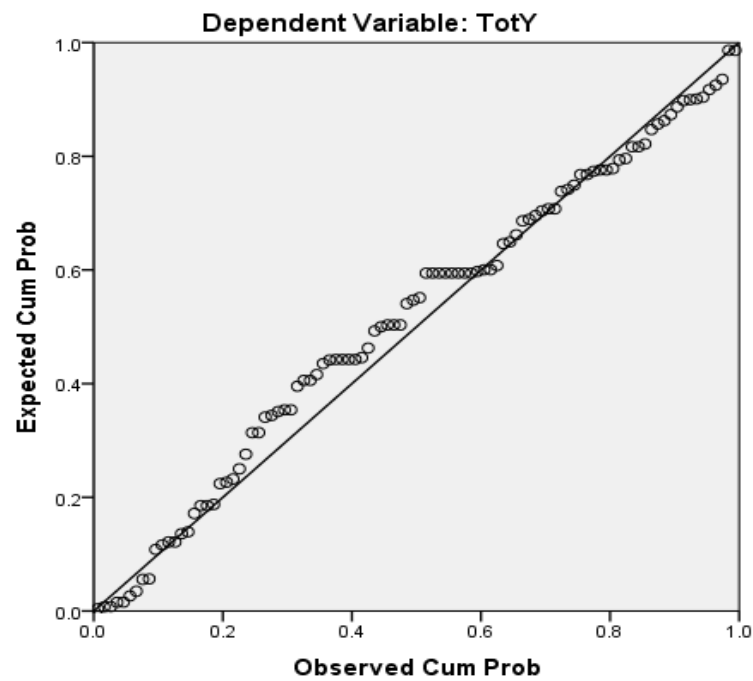
1. Uji Normalitas

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14.4012	24.7332	21.4100	2.36624	100
Std. Predicted Value	-2.962	1.404	.000	1.000	100
Standard Error of Predicted Value	.121	.546	.214	.065	100
Adjusted Predicted Value	14.3278	24.8198	21.4216	2.35318	100
Residual	-2.98208	2.46675	.00000	1.10041	100
Std. Residual	-2.669	2.207	.000	.985	100
Stud. Residual	-2.771	2.235	-.005	1.013	100
Deleted Residual	-3.21530	2.52928	-.01160	1.16744	100
Stud. Deleted Residual	-2.874	2.284	-.008	1.027	100
Mahal. Distance	.169	22.669	2.970	2.846	100
Cook's Distance	.000	.478	.016	.053	100
Centered Leverage Value	.002	.229	.030	.029	100

a. Dependent Variable: TotY



Normal P-P Plot of Regression Standardized Residual



2. Uji Multikolinieritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error				Beta	Zero-order	Partial	Part	Tolerance
1 (Constant)	1.022	.986		1.036	.303					
TotX1	.276	.102	.320	2.711	.008	.867	.267	.117	.133	7.497
TotX2	.458	.102	.306	4.493	.000	.809	.417	.193	.398	2.510
TotX3	.572	.204	.341	2.806	.006	.873	.275	.121	.126	7.964

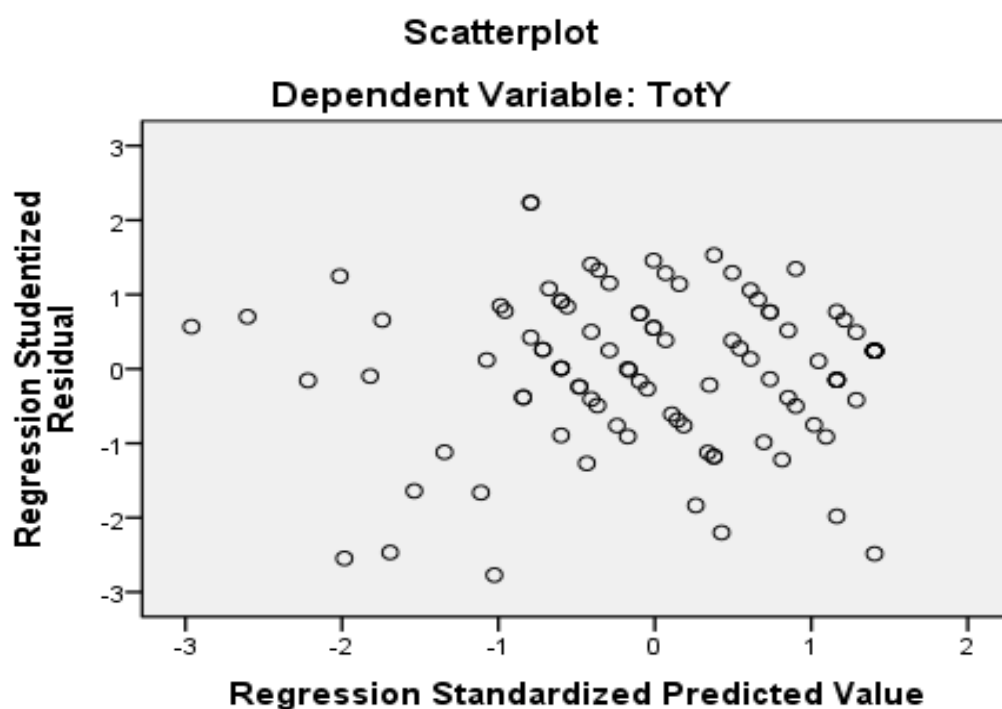
a. Dependent Variable: TotY

3. Uji Heteroskedastisitas

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14.4012	24.7332	21.4100	2.36624	100
Std. Predicted Value	-2.962	1.404	.000	1.000	100
Standard Error of Predicted Value	.121	.546	.214	.065	100
Adjusted Predicted Value	14.3278	24.8198	21.4216	2.35318	100
Residual	-2.98208	2.46675	.00000	1.10041	100
Std. Residual	-2.669	2.207	.000	.985	100
Stud. Residual	-2.771	2.235	-.005	1.013	100
Deleted Residual	-3.21530	2.52928	-.01160	1.16744	100
Stud. Deleted Residual	-2.874	2.284	-.008	1.027	100
Mahal. Distance	.169	22.669	2.970	2.846	100
Cook's Distance	.000	.478	.016	.053	100
Centered Leverage Value	.002	.229	.030	.029	100

a. Dependent Variable: TotY



4. Koefisien Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.907 ^a	.822	.817	1.11747

a. Predictors: (Constant), TotX3, TotX2, TotX1

b. Dependent Variable: TotY



Lampiran 11. Hasil Analisis Regresi Linier Berganda

Descriptive Statistics

	Mean	Std. Deviation	N
TotY	21.4100	2.60960	100
TotX1	26.0900	3.02546	100
TotX2	12.8300	1.74689	100
TotX3	12.8100	1.55502	100

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.907 ^a	.822	.817	1.11747

a. Predictors: (Constant), TotX3, TotX2, TotX1

b. Dependent Variable: TotY

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	554.312	3	184.771	147.966	.000 ^b
	Residual	119.878	96	1.249		
	Total	674.190	99			

a. Dependent Variable: TotY

b. Predictors: (Constant), TotX3, TotX2, TotX1

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	1.022	.986		1.036	.303					
TotX1	.276	.102	.320	2.711	.008	.867	.267	.117	.133	7.497
TotX2	.458	.102	.306	4.493	.000	.809	.417	.193	.398	2.510
TotX3	.572	.204	.341	2.806	.006	.873	.275	.121	.126	7.964

a. Dependent Variable: TotY

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	TotX1	TotX2	TotX3
1	1	3.984	1.000	.00	.00	.00	.00
	2	.010	19.854	.93	.01	.12	.01
	3	.005	28.932	.05	.08	.87	.07
	4	.001	64.135	.02	.92	.01	.91

a. Dependent Variable: TotY



Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	14.4012	24.7332	21.4100	2.36624	100
Std. Predicted Value	-2.962	1.404	.000	1.000	100
Standard Error of Predicted Value	.121	.546	.214	.065	100
Adjusted Predicted Value	14.3278	24.8198	21.4216	2.35318	100
Residual	-2.98208	2.46675	.00000	1.10041	100
Std. Residual	-2.669	2.207	.000	.985	100
Stud. Residual	-2.771	2.235	-.005	1.013	100
Deleted Residual	-3.21530	2.52928	-.01160	1.16744	100
Stud. Deleted Residual	-2.874	2.284	-.008	1.027	100
Mahal. Distance	.169	22.669	2.970	2.846	100
Cook's Distance	.000	.478	.016	.053	100
Centered Leverage Value	.002	.229	.030	.029	100

a. Dependent Variable: TotY



Lampiran 12. Surat Ijin Penelitian



Jl. A. Yani No.89b, Kaliuntu, Kecamatan Buleleng, Kabupaten Buleleng, Bali 81116

SURAT KETERANGAN

Yang bertanda tangan dibawah ini:

Nama : PUTU WIBHAWA DANTA. BW
 Jabatan : KEPALA DIVISI MARKETING KOMUNIKASI

Dengan ini menerangkan bahwa mahasiswa Universitas Pendidikan Ganesha dibawah ini:

Nama : Ni Kadek Deni Karmini Yanti
 NIM : 1717041035
 Fakultas : Ekonomi
 Program Studi : Manajemen

Telah kami setuju melaksanakan penelitian di Badilan Grosir Singaraja sebagai syarat penyusunan penelitian dengan judul :

"Pengaruh Citra Merek dan Kualitas Produk serta Desain produk terhadap Keputusan Pembelian Smartphone Oppo di Badilan Grosir Singaraja"

Demikian surat keterangan ini dibuat agar dapat digunakan sebagaimana mestinya.

Singaraja, 21 Desember 2020



PUTU WIBHAWA DANTA. BW
KEPALA DIVISI MARKETING KOMUNIKASI