Lampiran 01. Data Penjualan Vape pada Wisma Vape Store Singaraja periode Januari s/d Maret 2020

No	Merek Laptop	Penjualan/Bulan			Total
		Januari	Februari	Maret	
1	Smok	220	223	230	673
2	Voopo	170	135	145	450
3	Kuy	139	128	120	387
4	Aegis	98	42	19	159
Total Penjualan					1669

Sumber : Wisma Vape Store

Lampiran 02. Kuesioner Penelitian

PENGARUH KUALITAS PRODUK HARGA DAN IKLAN TERHADAP KEPUTUSAN PEMBELIAN VAPE MEREK SMOK DI WISMA VAPE STORE

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 berjudul **" Pengaruh Kualitas Produk, Harga dan Iklan Terhadap Keputusan Pembelian *Vape* Merek Smok di Wisma *Vape Store*"**.
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 terima kasih.

Singaraja, 26 November 2020
Peneliti

I Putu Sena Branatha Setiawan
NIM. 1717041070

1. IdentitasResponden

(Beri tanda √ dapat kotak jawaban)

1.Nama : .....

2.Alamat : .....

3. Usia :.....tahun

4. Jenis Kelamin ☐ : Laki-laki ☐ Perempuan

5. Apakah anda pernah membeli *vape* merek Smok di Wisma Vape Store?

☐ IYA ☐ TIDAK

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

2. Petunjuk PengisianKuesioner

Silahkan anda pilih jawaban yang menurut anda paling sesuai dengan kondisi yang ada dengan memberikan tanda centang (√) pada pilihan jawaban yang tersedia.

SS : Sangat Setuju

S :Setuju

N :Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

3. Draft Pertanyaan Keputusan Pembelian

a) KeputusanPembelian

No	Pernyataan Keputusan Pembelian	SS 5	S 4	N 3	TS 2	STS 1
1	Saya memutuskan membeli *vape* merek Smok karena kualitas , mutu yang baik dan harga yang terjangkau.					
2	Saya sebelumnya telah merasakan manfaat dari *vape* merek Smok yang memiliki kinerja sangat baik.					
3	Saya akan merekomendasikan *vape* merek Smok kepada kenalan jika vape ini sesuai dengan harapan saya.					

4	Saya memutuskan membeli kembali *vape* merek Smok karena cocok dan sesuai dengan apa yang saya inginkan.					

b) KualitasProduk

No	Pernyataan Kualitas Produk	SS 5	S 4	N 3	TS 2	STS 1
1	*Vape* merek Smok memiliki fitur-Fitur yang canggih dan inovatif.					
2	*Vape* merek Smok memiliki keawetan produk yang tinggi dan tidak cepat rusak dalam pemakaian jangka panjang.					
3	*Vape* merek Smok memiliki kemampuan perbaikan atau kecepatan perbaikan yang tinggi .					
4	*Vape* merek Smok memiliki Review yang baik sehingga menarik hati konsumen.					

c) Harga

No	Pernyataan Harga	SS 5	S 4	N 3	TS 2	STS 1
1	Harga *Vape* merek Smok bervariasi sesuai tipe dan terjangkau oleh konsumen.					
2	Harga *Vape* merek Smok yang ditawarkan terjangkau dan memiliki kualitas produk yang baik.					
3	Harga *Vape* merek Smok yang ditetapkan lebih terjangkau dibandingkan *Vape* merek lain.					
4	Harga *Vape* merek Smok sesuai dengan manfaat yang diberikan.					

d)Iklan

No	Pernyataan Harga	SS 5	S 4	N 3	TS 2	STS 1
1	Iklan Vape merek Smok memiliki isi pesan iklan yang jelas, sehinga informasi yang diberikan lengkap dan benar.					
2	Iklan Vape merek Smok mnggunakan bahasa iklan yang mudah dimengerti karena kata, kalimat serta paragraf yang cukup singkat, mudah dipahami dan persuasif					
3	Iklan Vape merek Smok memiliki tampilan iklan yang menarik, kerena menggunakan gambar, suara, dan gerak maupun					

	perpaduan antara suara dan gerak					

Lampiran 03. Tabulasi Data Sampel Kecil Variabel Kualitas Produk (X_1) dan Harga (X_2) Iklan (X_3) terhadap Keputusan Pembelian (Y)

Keputusan Pembelian (Y)

RES	KP1	KP2	KP3	KP4	TKP
1	4	4	2	4	14
2	5	5	4	4	18
3	4	4	4	4	16
4	4	3	3	3	13
5	4	4	4	4	16
6	4	5	2	4	15
7	4	5	3	4	16
8	4	4	4	4	16
9	4	3	3	4	14
10	4	4	4	5	17
Jumlah	41	41	33	40	155

Kualitas Produk (X_1)

RES	KPD	KPD	KPD	KPD	TKPD
1	4	2	2	4	12
2	4	4	4	3	15
3	4	4	4	4	16
4	4	3	2	2	11
5	4	3	3	5	15
6	4	3	3	3	13
7	4	5	5	4	18
8	4	4	4	4	16
9	4	3	3	3	13
10	4	4	4	4	16
Jumlah	40	35	34	36	145

Harga (X_2)

RES	HRG	HRG	HRG	HRG	THRG
1	4	4	4	4	16
2	4	4	3	4	15
3	5	4	5	5	19
4	4	4	3	3	14
5	5	5	4	4	18
6	4	4	4	4	16
7	5	4	3	4	16
8	5	5	4	4	18
9	4	4	3	4	15
10	4	4	4	4	16
Jumlah	44	42	37	40	163

Iklan (X_3)

RES	IKL	IKL	IKL	TIKL
1	5	5	4	14
2	4	3	3	10
3	3	2	2	7
4	3	2	2	7
5	4	4	4	12
6	4	4	4	12
7	2	2	2	6
8	4	2	2	8
9	4	2	4	8
10	4	4	4	12
Jumlah	37	30	31	98

Lampiran 04, Data Penelitian

1. **Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Kualitas Produk**

Data Ordinal

No.	1	2	3	4	Total
1	4	4	4	4	16
2	4	4	4	5	17
3	3	3	4	4	14
4	4	4	4	4	16
5	4	4	3	3	14
6	4	4	4	4	16
7	4	4	4	4	16
8	4	4	4	4	16
9	4	4	4	4	16
10	5	5	5	5	20
11	4	4	4	4	16
12	4	4	4	4	16
13	5	5	5	5	20
14	4	4	4	4	16
15	5	5	5	5	20
16	3	3	4	4	14
17	4	4	4	4	16
18	4	4	4	4	16
19	3	3	4	4	14
20	5	4	5	5	19
21	4	4	4	4	16
22	4	4	3	4	15
23	4	4	4	4	16
24	4	3	4	3	14
25	3	4	4	4	15
26	4	4	3	3	14
27	3	4	3	4	14
28	5	5	5	5	20
29	4	3	4	3	14
30	4	4	3	3	14

Data Interval

No.	1	2	3	4	Total
1	2.499	2.549	2.499	2.452	9.998
2	2.499	2.549	2.499	3.899	11.446
3	1.000	1.000	2.499	2.452	6.951
4	2.499	2.549	2.499	2.452	9.998
5	2.499	2.549	1.000	1.000	7.048
6	2.499	2.549	2.499	2.452	9.998
7	2.499	2.549	2.499	2.452	9.998
8	2.499	2.549	2.499	2.452	9.998
9	2.499	2.549	2.499	2.452	9.998
10	3.998	4.114	3.998	3.899	16.009
11	2.499	2.549	2.499	2.452	9.998
12	2.499	2.549	2.499	2.452	9.998
13	3.998	4.114	3.998	3.899	16.009
14	2.499	2.549	2.499	2.452	9.998
15	3.998	4.114	3.998	3.899	16.009
16	1.000	1.000	2.499	2.452	6.951
17	2.499	2.549	2.499	2.452	9.998
18	2.499	2.549	2.499	2.452	9.998
19	1.000	1.000	2.499	2.452	6.951
20	3.998	2.549	3.998	3.899	14.444
21	2.499	2.549	2.499	2.452	9.998
22	2.499	2.549	1.000	2.452	8.499
23	2.499	2.549	2.499	2.452	9.998
24	2.499	1.000	2.499	1.000	6.998
25	1.000	2.549	2.499	2.452	8.499
26	2.499	2.549	1.000	1.000	7.048
27	1.000	2.549	1.000	2.452	7.000
28	3.998	4.114	3.998	3.899	16.009
29	2.499	1.000	2.499	1.000	6.998
30	2.499	2.549	1.000	1.000	7.048

2. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Harga

Data Ordinal

No.	1	2	3	4	Total
1	4	4	4	4	16
2	5	5	4	5	19
3	4	4	4	4	16
4	4	4	4	4	16
5	4	4	4	4	16
6	5	5	5	5	20
7	3	4	4	3	14
8	4	3	3	4	14
9	4	4	4	4	16
10	4	3	3	4	14
11	3	3	3	4	13
12	4	4	4	4	16
13	4	4	4	4	16
14	4	3	3	3	13
15	4	4	4	4	16
16	4	4	4	4	16
17	3	4	4	3	14
18	4	5	5	4	18
19	3	4	4	3	14
20	4	4	4	4	16
21	4	4	4	4	16
22	4	4	4	4	16
23	4	3	3	4	14
24	4	5	5	5	19
25	3	4	3	3	13
26	4	4	4	4	16
27	3	3	4	3	13
28	4	4	4	4	16
29	4	4	4	4	16
30	4	4	4	4	16

Data Interval

No.	1	2	3	4	Total
1	2.605	2.497	2.549	2.549	10.200
2	4.339	4.014	2.549	4.155	15.058
3	2.605	2.497	2.549	2.549	10.200
4	2.605	2.497	2.549	2.549	10.200
5	2.605	2.497	2.549	2.549	10.200
6	4.339	4.014	4.155	4.155	16.663
7	1.000	2.497	2.549	1.000	7.046
8	2.605	1.000	1.000	2.549	7.154
9	2.605	2.497	2.549	2.549	10.200
10	2.605	1.000	1.000	2.549	7.154
11	1.000	1.000	1.000	2.549	5.549
12	2.605	2.497	2.549	2.549	10.200
13	2.605	2.497	2.549	2.549	10.200
14	2.605	1.000	1.000	1.000	5.605
15	2.605	2.497	2.549	2.549	10.200
16	2.605	2.497	2.549	2.549	10.200
17	1.000	2.497	2.549	1.000	7.046
18	2.605	4.014	4.155	2.549	13.323
19	1.000	2.497	2.549	1.000	7.046
20	2.605	2.497	2.549	2.549	10.200
21	2.605	2.497	2.549	2.549	10.200
22	2.605	2.497	2.549	2.549	10.200
23	2.605	1.000	1.000	2.549	7.154
24	2.605	4.014	4.155	4.155	14.929
25	1.000	2.497	1.000	1.000	5.497
26	2.605	2.497	2.549	2.549	10.200
27	1.000	1.000	2.549	1.000	5.549
28	2.605	2.497	2.549	2.549	10.200
29	2.605	2.497	2.549	2.549	10.200
30	2.605	2.497	2.549	2.549	10.200

3. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Iklan

Data Ordinal

No.	1	2	3	Total
1	4	4	4	12
2	4	4	4	12
3	5	4	5	14
4	4	3	3	10
5	4	4	4	12
6	4	4	4	12
7	5	4	5	14
8	5	5	5	15
9	4	4	4	12
10	4	4	4	12
11	4	4	3	11
12	5	5	4	14
13	4	4	4	12
14	4	3	4	11
15	4	4	4	12
16	4	4	4	12
17	4	4	4	12
18	4	4	3	11
19	3	4	3	10
20	4	3	3	10
21	5	4	5	14
22	4	3	4	11
23	4	3	4	11
24	4	4	4	12
25	3	3	4	10
26	3	3	4	10
27	4	4	4	12
28	4	4	4	12
29	3	3	4	10
30	4	4	4	12

Data Interval

No.	1	2	3	Total
1	2.565	2.531	2.549	7.645
2	2.565	2.531	2.549	7.645
3	4.114	2.531	4.114	10.758
4	2.565	1.000	1.000	4.565
5	2.565	2.531	2.549	7.645
6	2.565	2.531	2.549	7.645
7	4.114	2.531	4.114	10.758
8	4.114	4.172	4.114	12.399
9	2.565	2.531	2.549	7.645
10	2.565	2.531	2.549	7.645
11	2.565	2.531	1.000	6.096
12	4.114	4.172	2.549	10.834
13	2.565	2.531	2.549	7.645
14	2.565	1.000	2.549	6.114
15	2.565	2.531	2.549	7.645
16	2.565	2.531	2.549	7.645
17	2.565	2.531	2.549	7.645
18	2.565	2.531	1.000	6.096
19	1.000	2.531	1.000	4.531
20	2.565	1.000	1.000	4.565
21	4.114	2.531	4.114	10.758
22	2.565	1.000	2.549	6.114
23	2.565	1.000	2.549	6.114
24	2.565	2.531	2.549	7.645
25	1.000	1.000	2.549	4.549
26	1.000	1.000	2.549	4.549
27	2.565	2.531	2.549	7.645
28	2.565	2.531	2.549	7.645
29	1.000	1.000	2.549	4.549
30	2.565	2.531	2.549	7.645

4. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Keputusan Pembelian

Data Ordinal

No.	1	2	3	4	Total
1	5	4	5	5	19
2	4	4	4	4	16
3	4	4	4	4	16
4	4	4	3	4	15
5	4	4	4	4	16
6	4	4	4	4	16
7	4	4	4	4	16
8	4	4	4	4	16
9	4	4	4	4	16
10	4	4	4	4	16
11	4	4	4	4	16
12	4	4	4	4	16
13	4	4	4	4	16
14	5	5	4	5	19
15	3	4	4	4	15
16	4	3	4	3	14
17	4	4	3	4	15
18	4	4	4	3	15
19	3	4	4	3	14
20	4	3	4	3	14
21	4	3	4	4	15
22	5	5	5	5	20
23	4	4	4	4	16
24	3	4	4	4	15
25	4	3	4	3	14
26	3	4	3	4	14
27	3	4	3	4	14
28	5	5	5	5	20
29	4	4	4	4	16
30	4	5	4	4	17

Data Interval

No.	1	2	3	4	Total
1	4.114	2.615	4.370	4.114	15.211
2	2.549	2.615	2.666	2.549	10.378
3	2.549	2.615	2.666	2.549	10.378
4	2.549	2.615	1.000	2.549	8.712
5	2.549	2.615	2.666	2.549	10.378
6	2.549	2.615	2.666	2.549	10.378
7	2.549	2.615	2.666	2.549	10.378
8	2.549	2.615	2.666	2.549	10.378
9	2.549	2.615	2.666	2.549	10.378
10	2.549	2.615	2.666	2.549	10.378
11	2.549	2.615	2.666	2.549	10.378
12	2.549	2.615	2.666	2.549	10.378
13	2.549	2.615	2.666	2.549	10.378
14	4.114	4.229	2.666	4.114	15.123
15	1.000	2.615	2.666	2.549	8.829
16	2.549	1.000	2.666	1.000	7.215
17	2.549	2.615	1.000	2.549	8.712
18	2.549	2.615	2.666	1.000	8.829
19	1.000	2.615	2.666	1.000	7.281
20	2.549	1.000	2.666	1.000	7.215
21	2.549	1.000	2.666	2.549	8.763
22	4.114	4.229	4.370	4.114	16.826
23	2.549	2.615	2.666	2.549	10.378
24	1.000	2.615	2.666	2.549	8.829
25	2.549	1.000	2.666	1.000	7.215
26	1.000	2.615	1.000	2.549	7.163
27	1.000	2.615	1.000	2.549	7.163
28	4.114	4.229	4.370	4.114	16.826
29	2.549	2.615	2.666	2.549	10.378
30	2.549	4.229	2.666	2.549	11.993

5. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Kualitas Produk

Data Ordinal

No.	1	2	3	4	X1
1	5	4	5	5	19
2	4	4	4	4	16
3	5	5	4	5	19
4	4	3	3	4	14
5	4	4	4	4	16
6	5	5	5	5	20
7	4	4	4	3	15
8	5	5	4	5	19
9	4	5	5	4	18
10	4	4	4	3	15
11	4	3	3	4	14
12	4	4	4	3	15
13	4	3	3	4	14
14	4	4	4	4	16
15	5	5	4	4	18
16	4	4	4	3	15
17	5	4	4	5	18
18	4	3	3	4	14
19	4	4	4	4	16
20	4	4	4	3	15
21	4	3	3	4	14
22	4	4	4	4	16
23	4	3	3	4	14
24	4	4	4	4	16
25	4	4	4	4	16
26	4	3	3	4	14
27	4	3	3	4	14
28	5	5	5	5	20
29	5	5	5	4	19
30	4	3	3	4	14
31	5	5	5	5	20
32	4	4	4	4	16
33	5	4	5	5	19
34	4	3	3	3	13
35	4	4	4	4	16
36	5	5	5	5	20
37	4	4	4	3	15
38	5	5	4	5	19

No.	1	2	3	4	X1
39	5	4	5	5	19
40	4	4	3	4	15
41	5	5	5	4	19
42	4	4	4	5	17
43	5	5	4	5	19
44	4	3	3	4	14
45	4	5	4	4	17
46	4	3	3	4	14
47	4	4	4	3	15
48	3	4	4	3	14
49	4	4	4	4	16
50	4	5	4	5	18
51	5	5	5	5	20
52	5	4	4	4	17
53	5	5	5	4	19
54	4	3	3	4	14
55	5	4	4	4	17
56	5	5	5	5	20
57	4	4	4	4	16
58	3	4	4	3	14
59	4	4	5	4	17
60	5	5	5	5	20
61	3	4	4	4	15
62	5	5	4	5	19
63	3	4	4	3	14
64	4	4	4	5	17
65	3	4	4	4	15
66	4	4	4	3	15
67	4	4	4	4	16
68	4	4	4	3	15
69	4	4	4	4	16
70	4	4	4	4	16
71	3	4	4	3	14
72	3	4	4	3	14
73	5	5	5	5	20
74	5	5	5	5	20
75	4	3	3	4	14

Data Interval

No.	1	2	3	4	X1
1	3.905	2.310	3.728	3.602	13.546
2	2.462	2.310	2.363	2.291	9.426
3	3.905	3.640	2.363	3.602	13.510
4	2.462	1.000	1.000	2.291	6.753
5	2.462	2.310	2.363	2.291	9.426
6	3.905	3.640	3.728	3.602	14.876
7	2.462	2.310	2.363	1.000	8.135
8	3.905	3.640	2.363	3.602	13.510
9	2.462	3.640	3.728	2.291	12.122
10	2.462	2.310	2.363	1.000	8.135
11	2.462	1.000	1.000	2.291	6.753
12	2.462	2.310	2.363	1.000	8.135
13	2.462	1.000	1.000	2.291	6.753
14	2.462	2.310	2.363	2.291	9.426
15	3.905	3.640	2.363	2.291	12.199
16	2.462	2.310	2.363	1.000	8.135
17	3.905	2.310	2.363	3.602	12.180
18	2.462	1.000	1.000	2.291	6.753
19	2.462	2.310	2.363	2.291	9.426
20	2.462	2.310	2.363	1.000	8.135
21	2.462	1.000	1.000	2.291	6.753
22	2.462	2.310	2.363	2.291	9.426
23	2.462	1.000	1.000	2.291	6.753
24	2.462	2.310	2.363	2.291	9.426
25	2.462	2.310	2.363	2.291	9.426
26	2.462	1.000	1.000	2.291	6.753
27	2.462	1.000	1.000	2.291	6.753
28	3.905	3.640	3.728	3.602	14.876
29	3.905	3.640	3.728	2.291	13.564
30	2.462	1.000	1.000	2.291	6.753
31	3.905	3.640	3.728	3.602	14.876
32	2.462	2.310	2.363	2.291	9.426
33	3.905	2.310	3.728	3.602	13.546
34	2.462	1.000	1.000	1.000	5.462
35	2.462	2.310	2.363	2.291	9.426
36	3.905	3.640	3.728	3.602	14.876
37	2.462	2.310	2.363	1.000	8.135
38	3.905	3.640	2.363	3.602	13.510
39	3.905	2.310	3.728	3.602	13.546
40	2.462	2.310	1.000	2.291	8.063
41	3.905	3.640	3.728	2.291	13.564

No.	1	2	3	4	X1
42	2.462	2.310	2.363	3.602	10.737
43	3.905	3.640	2.363	3.602	13.510
44	2.462	1.000	1.000	2.291	6.753
45	2.462	3.640	2.363	2.291	10.756
46	2.462	1.000	1.000	2.291	6.753
47	2.462	2.310	2.363	1.000	8.135
48	1.000	2.310	2.363	1.000	6.673
49	2.462	2.310	2.363	2.291	9.426
50	2.462	3.640	2.363	3.602	12.067
51	3.905	3.640	3.728	3.602	14.876
52	3.905	2.310	2.363	2.291	10.869
53	3.905	3.640	3.728	2.291	13.564
54	2.462	1.000	1.000	2.291	6.753
55	3.905	2.310	2.363	2.291	10.869
56	3.905	3.640	3.728	3.602	14.876
57	2.462	2.310	2.363	2.291	9.426
58	1.000	2.310	2.363	1.000	6.673
59	2.462	2.310	3.728	2.291	10.792
60	3.905	3.640	3.728	3.602	14.876
61	1.000	2.310	2.363	2.291	7.964
62	3.905	3.640	2.363	3.602	13.510
63	1.000	2.310	2.363	1.000	6.673
64	2.462	2.310	2.363	3.602	10.737
65	1.000	2.310	2.363	2.291	7.964
66	2.462	2.310	2.363	1.000	8.135
67	2.462	2.310	2.363	2.291	9.426
68	2.462	2.310	2.363	1.000	8.135
69	2.462	2.310	2.363	2.291	9.426
70	2.462	2.310	2.363	2.291	9.426
71	1.000	2.310	2.363	1.000	6.673
72	1.000	2.310	2.363	1.000	6.673
73	3.905	3.640	3.728	3.602	14.876
74	3.905	3.640	3.728	3.602	14.876
75	2.462	1.000	1.000	2.291	6.753

6. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Harga

Data Ordinal

No.	1	2	3	4	X2
1	5	5	5	5	20
2	3	3	4	4	14
3	3	3	4	4	14
4	4	4	3	3	14
5	4	4	4	4	16
6	5	5	5	5	20
7	3	3	4	4	14
8	5	5	5	5	20
9	5	5	4	4	18
10	4	4	4	4	16
11	4	4	4	4	16
12	4	4	5	5	18
13	3	3	4	4	14
14	5	5	5	5	20
15	3	3	3	3	12
16	4	4	3	3	14
17	5	5	4	4	18
18	3	3	4	4	14
19	4	4	4	4	16
20	3	3	3	3	12
21	3	3	3	3	12
22	3	3	3	3	12
23	4	4	4	4	16
24	5	5	5	5	20
25	3	3	3	3	12
26	3	3	4	4	14
27	4	4	3	3	14
28	5	5	5	5	20
29	5	5	4	4	18
30	4	4	3	3	14
31	4	4	4	4	16
32	4	4	3	3	14
33	3	3	4	4	14
34	3	3	4	4	14
35	4	4	3	3	14
36	4	4	4	4	16
37	3	3	3	3	12
38	4	4	3	3	14
39	4	4	4	4	16

No.	1	2	3	4	X2
40	3	3	4	4	14
41	5	5	4	4	18
42	3	3	4	4	14
43	5	5	5	5	20
44	4	4	3	3	14
45	4	4	4	4	16
46	4	4	4	4	16
47	4	4	4	4	16
48	3	3	4	4	14
49	4	4	5	5	18
50	3	3	4	4	14
51	5	5	5	5	20
52	4	4	4	4	16
53	5	5	5	5	20
54	4	4	4	4	16
55	4	4	4	4	16
56	5	5	5	5	20
57	4	4	4	4	16
58	4	4	4	4	16
59	4	4	5	5	18
60	4	4	4	4	16
61	4	4	4	4	16
62	4	4	4	4	16
63	3	3	4	4	14
64	4	4	4	4	16
65	3	3	4	4	14
66	3	3	3	3	12
67	3	3	4	4	14
68	4	4	4	4	16
69	5	5	5	5	20
70	4	4	4	4	16
71	4	4	4	4	16
72	4	4	4	4	16
73	5	5	5	5	20
74	5	5	5	5	20
75	4	4	4	4	16

Data Interval

No.	1	2	3	4	X2
1	3.502	3.502	3.763	3.763	14.530
2	1.000	1.000	2.381	2.381	6.762
3	1.000	1.000	2.381	2.381	6.762
4	2.263	2.263	1.000	1.000	6.525
5	2.263	2.263	2.381	2.381	9.288
6	3.502	3.502	3.763	3.763	14.530
7	1.000	1.000	2.381	2.381	6.762
8	3.502	3.502	3.763	3.763	14.530
9	3.502	3.502	2.381	2.381	11.766
10	2.263	2.263	2.381	2.381	9.288
11	2.263	2.263	2.381	2.381	9.288
12	2.263	2.263	3.763	3.763	12.052
13	1.000	1.000	2.381	2.381	6.762
14	3.502	3.502	3.763	3.763	14.530
15	1.000	1.000	1.000	1.000	4.000
16	2.263	2.263	1.000	1.000	6.525
17	3.502	3.502	2.381	2.381	11.766
18	1.000	1.000	2.381	2.381	6.762
19	2.263	2.263	2.381	2.381	9.288
20	1.000	1.000	1.000	1.000	4.000
21	1.000	1.000	1.000	1.000	4.000
22	1.000	1.000	1.000	1.000	4.000
23	2.263	2.263	2.381	2.381	9.288
24	3.502	3.502	3.763	3.763	14.530
25	1.000	1.000	1.000	1.000	4.000
26	1.000	1.000	2.381	2.381	6.762
27	2.263	2.263	1.000	1.000	6.525
28	3.502	3.502	3.763	3.763	14.530
29	3.502	3.502	2.381	2.381	11.766
30	2.263	2.263	1.000	1.000	6.525
31	2.263	2.263	2.381	2.381	9.288
32	2.263	2.263	1.000	1.000	6.525
33	1.000	1.000	2.381	2.381	6.762
34	1.000	1.000	2.381	2.381	6.762
35	2.263	2.263	1.000	1.000	6.525
36	2.263	2.263	2.381	2.381	9.288
37	1.000	1.000	1.000	1.000	4.000
38	2.263	2.263	1.000	1.000	6.525
39	2.263	2.263	2.381	2.381	9.288
40	1.000	1.000	2.381	2.381	6.762
41	3.502	3.502	2.381	2.381	11.766

No.	1	2	3	4	X2
42	1.000	1.000	2.381	2.381	6.762
43	3.502	3.502	3.763	3.763	14.530
44	2.263	2.263	1.000	1.000	6.525
45	2.263	2.263	2.381	2.381	9.288
46	2.263	2.263	2.381	2.381	9.288
47	2.263	2.263	2.381	2.381	9.288
48	1.000	1.000	2.381	2.381	6.762
49	2.263	2.263	3.763	3.763	12.052
50	1.000	1.000	2.381	2.381	6.762
51	3.502	3.502	3.763	3.763	14.530
52	2.263	2.263	2.381	2.381	9.288
53	3.502	3.502	3.763	3.763	14.530
54	2.263	2.263	2.381	2.381	9.288
55	2.263	2.263	2.381	2.381	9.288
56	3.502	3.502	3.763	3.763	14.530
57	2.263	2.263	2.381	2.381	9.288
58	2.263	2.263	2.381	2.381	9.288
59	2.263	2.263	3.763	3.763	12.052
60	2.263	2.263	2.381	2.381	9.288
61	2.263	2.263	2.381	2.381	9.288
62	2.263	2.263	2.381	2.381	9.288
63	1.000	1.000	2.381	2.381	6.762
64	2.263	2.263	2.381	2.381	9.288
65	1.000	1.000	2.381	2.381	6.762
66	1.000	1.000	1.000	1.000	4.000
67	1.000	1.000	2.381	2.381	6.762
68	2.263	2.263	2.381	2.381	9.288
69	3.502	3.502	3.763	3.763	14.530
70	2.263	2.263	2.381	2.381	9.288
71	2.263	2.263	2.381	2.381	9.288
72	2.263	2.263	2.381	2.381	9.288
73	3.502	3.502	3.763	3.763	14.530
74	3.502	3.502	3.763	3.763	14.530
75	2.263	2.263	2.381	2.381	9.288

7. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Iklan

Data Ordinal

No.	1	2	3	X3
1	4	4	4	12
2	4	3	4	11
3	5	5	5	15
4	4	4	4	12
5	3	4	4	11
6	5	5	5	15
7	3	3	4	10
8	5	4	5	14
9	4	3	3	10
10	4	4	4	12
11	3	4	3	10
12	4	5	4	13
13	4	4	3	11
14	4	4	5	13
15	5	4	4	13
16	3	3	4	10
17	4	4	4	12
18	3	3	4	10
19	4	4	4	12
20	3	4	3	10
21	3	4	3	10
22	4	3	4	11
23	4	3	4	11
24	4	3	3	10
25	4	4	4	12
26	3	4	4	11
27	4	3	4	11
28	5	5	5	15
29	4	4	4	12
30	3	4	3	10
31	4	4	4	12
32	3	4	3	10
33	4	4	4	12
34	4	4	4	12
35	4	3	3	10
36	4	4	4	12
37	3	3	4	10
38	4	4	4	12
39	3	3	3	9

No.	1	2	3	X3
40	4	4	4	12
41	4	4	4	12
42	4	4	3	11
43	4	4	4	12
44	4	4	4	12
45	3	4	3	10
46	3	3	4	10
47	4	4	4	12
48	4	3	3	10
49	4	4	4	12
50	4	4	4	12
51	4	4	4	12
52	4	4	4	12
53	4	4	4	12
54	4	4	4	12
55	4	4	3	11
56	5	5	5	15
57	4	3	4	11
58	4	4	4	12
59	5	5	5	15
60	5	5	5	15
61	4	4	4	12
62	4	4	4	12
63	4	3	4	11
64	4	4	4	12
65	4	4	4	12
66	4	3	4	11
67	4	4	3	11
68	4	3	4	11
69	4	4	3	11
70	4	4	4	12
71	4	3	4	11
72	3	4	4	11
73	5	5	5	15
74	5	5	5	15
75	4	3	4	11

Data Interval

No.	1	2	3	X3
1	2.497	2.442	2.479	7.418
2	2.497	1.000	2.479	5.976
3	4.014	3.899	3.978	11.892
4	2.497	2.442	2.479	7.418
5	1.000	2.442	2.479	5.921
6	4.014	3.899	3.978	11.892
7	1.000	1.000	2.479	4.479
8	4.014	2.442	3.978	10.434
9	2.497	1.000	1.000	4.497
10	2.497	2.442	2.479	7.418
11	1.000	2.442	1.000	4.442
12	2.497	3.899	2.479	8.875
13	2.497	2.442	1.000	5.939
14	2.497	2.442	3.978	8.917
15	4.014	2.442	2.479	8.935
16	1.000	1.000	2.479	4.479
17	2.497	2.442	2.479	7.418
18	1.000	1.000	2.479	4.479
19	2.497	2.442	2.479	7.418
20	1.000	2.442	1.000	4.442
21	1.000	2.442	1.000	4.442
22	2.497	1.000	2.479	5.976
23	2.497	1.000	2.479	5.976
24	2.497	1.000	1.000	4.497
25	2.497	2.442	2.479	7.418
26	1.000	2.442	2.479	5.921
27	2.497	1.000	2.479	5.976
28	4.014	3.899	3.978	11.892
29	2.497	2.442	2.479	7.418
30	1.000	2.442	1.000	4.442
31	2.497	2.442	2.479	7.418
32	1.000	2.442	1.000	4.442
33	2.497	2.442	2.479	7.418
34	2.497	2.442	2.479	7.418
35	2.497	1.000	1.000	4.497
36	2.497	2.442	2.479	7.418
37	1.000	1.000	2.479	4.479
38	2.497	2.442	2.479	7.418
39	1.000	1.000	1.000	3.000
40	2.497	2.442	2.479	7.418
41	2.497	2.442	2.479	7.418

No.	1	2	3	X3
42	2.497	2.442	1.000	5.939
43	2.497	2.442	2.479	7.418
44	2.497	2.442	2.479	7.418
45	1.000	2.442	1.000	4.442
46	1.000	1.000	2.479	4.479
47	2.497	2.442	2.479	7.418
48	2.497	1.000	1.000	4.497
49	2.497	2.442	2.479	7.418
50	2.497	2.442	2.479	7.418
51	2.497	2.442	2.479	7.418
52	2.497	2.442	2.479	7.418
53	2.497	2.442	2.479	7.418
54	2.497	2.442	2.479	7.418
55	2.497	2.442	1.000	5.939
56	4.014	3.899	3.978	11.892
57	2.497	1.000	2.479	5.976
58	2.497	2.442	2.479	7.418
59	4.014	3.899	3.978	11.892
60	4.014	3.899	3.978	11.892
61	2.497	2.442	2.479	7.418
62	2.497	2.442	2.479	7.418
63	2.497	1.000	2.479	5.976
64	2.497	2.442	2.479	7.418
65	2.497	2.442	2.479	7.418
66	2.497	1.000	2.479	5.976
67	2.497	2.442	1.000	5.939
68	2.497	1.000	2.479	5.976
69	2.497	2.442	1.000	5.939
70	2.497	2.442	2.479	7.418
71	2.497	1.000	2.479	5.976
72	1.000	2.442	2.479	5.921
73	4.014	3.899	3.978	11.892
74	4.014	3.899	3.978	11.892
75	2.497	1.000	2.479	5.976

8. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Keputusan Pembelian

Data Ordinal

No.	1	2	3	4	Y
1	4	4	4	4	16
2	4	3	4	4	15
3	5	5	4	4	18
4	3	4	4	3	14
5	4	4	3	4	15
6	5	5	5	4	19
7	4	4	3	3	14
8	5	5	5	4	19
9	4	4	4	4	16
10	4	3	3	4	14
11	3	4	4	4	15
12	4	4	4	4	16
13	3	3	4	4	14
14	4	5	5	4	18
15	4	4	5	5	18
16	4	4	3	3	14
17	4	4	4	4	16
18	4	3	4	3	14
19	4	4	4	4	16
20	4	3	4	3	14
21	3	4	3	4	14
22	4	3	4	4	15
23	4	4	3	4	15
24	4	4	4	4	16
25	4	4	3	3	14
26	4	3	4	3	14
27	4	4	4	4	16
28	5	4	4	4	17
29	5	4	4	4	17
30	3	4	3	4	14
31	4	4	4	4	16
32	4	4	4	4	16
33	4	5	4	4	17
34	4	3	3	4	14
35	4	3	3	4	14
36	5	4	4	4	17
37	3	4	3	3	13
38	5	4	4	4	17

No.	1	2	3	4	Y
39	4	4	4	4	16
40	3	4	3	4	14
41	5	4	5	5	19
42	4	4	4	4	16
43	4	5	5	5	19
44	4	4	3	4	15
45	4	3	4	4	15
46	4	4	4	3	15
47	4	4	4	4	16
48	3	4	4	3	14
49	5	4	4	4	17
50	4	4	4	4	16
51	5	5	4	5	19
52	4	4	4	4	16
53	4	5	5	5	19
54	4	4	3	4	15
55	4	3	4	4	15
56	5	5	5	5	20
57	4	3	3	4	14
58	4	4	4	4	16
59	5	4	5	5	19
60	4	5	5	4	18
61	4	4	4	4	16
62	4	4	5	5	18
63	4	3	4	4	15
64	5	5	4	4	18
65	4	3	4	3	14
66	3	4	3	4	14
67	4	4	4	4	16
68	4	4	4	4	16
69	4	4	4	4	16
70	4	3	4	4	15
71	4	4	3	4	15
72	4	4	4	4	16
73	5	5	5	4	19
74	5	4	5	5	19
75	4	4	4	3	15

Data Interval

No.	1	2	3	4	Y
1	2.549	2.457	2.404	2.581	9.991
2	2.549	1.000	2.404	2.581	8.534
3	4.067	3.921	2.404	2.581	12.972
4	1.000	2.457	2.404	1.000	6.861
5	2.549	2.457	1.000	2.581	8.587
6	4.067	3.921	3.807	2.581	14.375
7	2.549	2.457	1.000	1.000	7.007
8	4.067	3.921	3.807	2.581	14.375
9	2.549	2.457	2.404	2.581	9.991
10	2.549	1.000	1.000	2.581	7.130
11	1.000	2.457	2.404	2.581	8.441
12	2.549	2.457	2.404	2.581	9.991
13	1.000	1.000	2.404	2.581	6.984
14	2.549	3.921	3.807	2.581	12.858
15	2.549	2.457	3.807	4.188	13.001
16	2.549	2.457	1.000	1.000	7.007
17	2.549	2.457	2.404	2.581	9.991
18	2.549	1.000	2.404	1.000	6.953
19	2.549	2.457	2.404	2.581	9.991
20	2.549	1.000	2.404	1.000	6.953
21	1.000	2.457	1.000	2.581	7.038
22	2.549	1.000	2.404	2.581	8.534
23	2.549	2.457	1.000	2.581	8.587
24	2.549	2.457	2.404	2.581	9.991
25	2.549	2.457	1.000	1.000	7.007
26	2.549	1.000	2.404	1.000	6.953
27	2.549	2.457	2.404	2.581	9.991
28	4.067	2.457	2.404	2.581	11.508
29	4.067	2.457	2.404	2.581	11.508
30	1.000	2.457	1.000	2.581	7.038
31	2.549	2.457	2.404	2.581	9.991
32	2.549	2.457	2.404	2.581	9.991
33	2.549	3.921	2.404	2.581	11.454
34	2.549	1.000	1.000	2.581	7.130
35	2.549	1.000	1.000	2.581	7.130
36	4.067	2.457	2.404	2.581	11.508
37	1.000	2.457	1.000	1.000	5.457
38	4.067	2.457	2.404	2.581	11.508
39	2.549	2.457	2.404	2.581	9.991
40	1.000	2.457	1.000	2.581	7.038
41	4.067	2.457	3.807	4.188	14.518

No.	1	2	3	4	Y
42	2.549	2.457	2.404	2.581	9.991
43	2.549	3.921	3.807	4.188	14.465
44	2.549	2.457	1.000	2.581	8.587
45	2.549	1.000	2.404	2.581	8.534
46	2.549	2.457	2.404	1.000	8.410
47	2.549	2.457	2.404	2.581	9.991
48	1.000	2.457	2.404	1.000	6.861
49	4.067	2.457	2.404	2.581	11.508
50	2.549	2.457	2.404	2.581	9.991
51	4.067	3.921	2.404	4.188	14.579
52	2.549	2.457	2.404	2.581	9.991
53	2.549	3.921	3.807	4.188	14.465
54	2.549	2.457	1.000	2.581	8.587
55	2.549	1.000	2.404	2.581	8.534
56	4.067	3.921	3.807	4.188	15.982
57	2.549	1.000	1.000	2.581	7.130
58	2.549	2.457	2.404	2.581	9.991
59	4.067	2.457	3.807	4.188	14.518
60	2.549	3.921	3.807	2.581	12.858
61	2.549	2.457	2.404	2.581	9.991
62	2.549	2.457	3.807	4.188	13.001
63	2.549	1.000	2.404	2.581	8.534
64	4.067	3.921	2.404	2.581	12.972
65	2.549	1.000	2.404	1.000	6.953
66	1.000	2.457	1.000	2.581	7.038
67	2.549	2.457	2.404	2.581	9.991
68	2.549	2.457	2.404	2.581	9.991
69	2.549	2.457	2.404	2.581	9.991
70	2.549	1.000	2.404	2.581	8.534
71	2.549	2.457	1.000	2.581	8.587
72	2.549	2.457	2.404	2.581	9.991
73	4.067	3.921	3.807	2.581	14.375
74	4.067	2.457	3.807	4.188	14.518
75	2.549	2.457	2.404	1.000	8.410

9. Tabulasi Data Analisis Regresi Linier Berganda

No.	X_1	X_2	X3	Y
1	13.546	14.530	7.418	9.991
2	9.426	6.762	5.976	8.534
3	13.510	6.762	11.892	12.972
4	6.753	6.525	7.418	6.861
5	9.426	9.288	5.921	8.587
6	14.876	14.530	11.892	14.375
7	8.135	6.762	4.479	7.007
8	13.510	14.530	10.434	14.375
9	12.122	11.766	4.497	9.991
10	8.135	9.288	7.418	7.130
11	6.753	9.288	4.442	8.441
12	8.135	12.052	8.875	9.991
13	6.753	6.762	5.939	6.984
14	9.426	14.530	8.917	12.858
15	12.199	4.000	8.935	13.001
16	8.135	6.525	4.479	7.007
17	12.180	11.766	7.418	9.991
18	6.753	6.762	4.479	6.953
19	9.426	9.288	7.418	9.991
20	8.135	4.000	4.442	6.953
21	6.753	4.000	4.442	7.038
22	9.426	4.000	5.976	8.534
23	6.753	9.288	5.976	8.587
24	9.426	14.530	4.497	9.991
25	9.426	4.000	7.418	7.007
26	6.753	6.762	5.921	6.953
27	6.753	6.525	5.976	9.991
28	14.876	14.530	11.892	11.508
29	13.564	11.766	7.418	11.508
30	6.753	6.525	4.442	7.038
31	14.876	9.288	7.418	9.991
32	9.426	6.525	4.442	9.991
33	13.546	6.762	7.418	11.454
34	5.462	6.762	7.418	7.130
35	9.426	6.525	4.497	7.130
36	14.876	9.288	7.418	11.508
37	8.135	4.000	4.479	5.457
38	13.510	6.525	7.418	11.508
39	13.546	9.288	3.000	9.991
40	8.063	6.762	7.418	7.038
41	13.564	11.766	7.418	14.518
42	10.737	6.762	5.939	9.991
43	13.510	14.530	7.418	14.465
44	6.753	6.525	7.418	8.587

No.	X_1	X_2	X3	Y
45	10.756	9.288	4.442	8.534
46	6.753	9.288	4.479	8.410
47	8.135	9.288	7.418	9.991
48	6.673	6.762	4.497	6.861
49	9.426	12.052	7.418	11.508
50	12.067	6.762	7.418	9.991
51	14.876	14.530	7.418	14.579
52	10.869	9.288	7.418	9.991
53	13.564	14.530	7.418	14.465
54	6.753	9.288	7.418	8.587
55	10.869	9.288	5.939	8.534
56	14.876	14.530	11.892	15.982
57	9.426	9.288	5.976	7.130
58	6.673	9.288	7.418	9.991
59	10.792	12.052	11.892	14.518
60	14.876	9.288	11.892	12.858
61	7.964	9.288	7.418	9.991
62	13.510	9.288	7.418	13.001
63	6.673	6.762	5.976	8.534
64	10.737	9.288	7.418	12.972
65	7.964	6.762	7.418	6.953
66	8.135	4.000	5.976	7.038
67	9.426	6.762	5.939	9.991
68	8.135	9.288	5.976	9.991
69	9.426	14.530	5.939	9.991
70	9.426	9.288	7.418	8.534
71	6.673	9.288	5.976	8.587
72	6.673	9.288	5.921	9.991
73	14.876	14.530	11.892	14.375
74	14.876	14.530	11.892	14.518
75	6.753	9.288	5.976	8.410

Lampiran 05, Hasil *Output* SPSS

1. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Kualitas Produk

Output SPSS Uji Validitas Kuesioner Kualitas Produk

Correlations

		Item1	Item2	Item3	Item4	Total
Item1	Pearson Correlation	1	.740**	.600**	.477**	.839**
	Sig. (2-tailed)		.000	.000	.008	.000
	N	30	30	30	30	30
Item2	Pearson Correlation	.740**	1	.425*	.609**	.826**
	Sig. (2-tailed)	.000		.019	.000	.000
	N	30	30	30	30	30
Item3	Pearson Correlation	.600**	.425*	1	.764**	.834**
	Sig. (2-tailed)	.000	.019		.000	.000
	N	30	30	30	30	30
Item4	Pearson Correlation	.477**	.609**	.764**	1	.852**
	Sig. (2-tailed)	.008	.000	.000		.000
	N	30	30	30	30	30
Total	Pearson Correlation	.839**	.826**	.834**	.852**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).

Output SPSS Uji Reliabilitas Kuesioner Kualitas Produk

Reliability Statistics

Cronbach's Alpha	N of Items
.858	4

2. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Harga

Output SPSS Uji Validitas Kuesioner Harga

Correlations

		Item1	Item2	Item3	Item4	Total
Item1	Pearson Correlation	1	.445*	.328	.820**	.785**
	Sig. (2-tailed)		.014	.076	.000	.000
	N	30	30	30	30	30
Item2	Pearson Correlation	.445*	1	.843**	.525**	.860**
	Sig. (2-tailed)	.014		.000	.003	.000
	N	30	30	30	30	30
Item3	Pearson Correlation	.328	.843**	1	.433*	.796**
	Sig. (2-tailed)	.076	.000		.017	.000
	N	30	30	30	30	30
Item4	Pearson Correlation	.820**	.525**	.433*	1	.843**
	Sig. (2-tailed)	.000	.003	.017		.000
	N	30	30	30	30	30
Total	Pearson Correlation	.785**	.860**	.796**	.843**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).

Output SPSS Uji Reliabilitas Kuesioner Harga

Reliability Statistics

Cronbach's Alpha	N of Items
.839	4

3. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Iklan

Output SPSS Uji Validitas Kuesioner Iklan

Correlations

		Item1	Item2	Item3	Total
Item1	Pearson Correlation	1	.589**	.561**	.883**
	Sig. (2-tailed)		.001	.001	.000
	N	30	30	30	30
Item2	Pearson Correlation	.589**	1	.318	.782**
	Sig. (2-tailed)	.001		.087	.000
	N	30	30	30	30
Item3	Pearson Correlation	.561**	.318	1	.772**
	Sig. (2-tailed)	.001	.087		.000
	N	30	30	30	30
Total	Pearson Correlation	.883**	.782**	.772**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

Output SPSS Uji Reliabilitas Kuesioner Iklan

Reliability Statistics

Cronbach's Alpha	N of Items
.742	3

4. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Keputusan Pembelian

Output SPSS Uji Validitas Kuesioner Keputusan Pembelian

Correlations

		Item1	Item2	Item3	Item4	Total
Item1	Pearson Correlation	1	.356	.632**	.558**	.814**
	Sig. (2-tailed)		.053	.000	.001	.000
	N	30	30	30	30	30
Item2	Pearson Correlation	.356	1	.271	.709**	.747**
	Sig. (2-tailed)	.053		.147	.000	.000
	N	30	30	30	30	30
Item3	Pearson Correlation	.632**	.271	1	.383*	.724**
	Sig. (2-tailed)	.000	.147		.037	.000
	N	30	30	30	30	30
Item4	Pearson Correlation	.558**	.709**	.383*	1	.849**
	Sig. (2-tailed)	.001	.000	.037		.000
	N	30	30	30	30	30
Total	Pearson Correlation	.814**	.747**	.724**	.849**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).

Output SPSS Uji Reliabilitas Kuesioner Keputusan Pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
.791	4

5. Output SPSS Analisis Deskriptif

Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean	Std. Deviation
X1_ORDINAL	75	13	20	1232	16.43	2.157
X2_ORDINAL	75	12	20	1192	15.89	2.436
X3_ORDINAL	75	9	15	878	11.71	1.468
Y_ORDINAL	75	13	20	1196	15.95	1.731
Valid N (listwise)	75					

6. Output SPSS Uji Asumsi Klasik

Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		75
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.26505306
Most Extreme Differences	Absolute	.084
	Positive	.052
	Negative	-.084
Test Statistic		.084
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Hasil Uji Multikolinieritas

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	.594	1.685
	X2	.676	1.479
	X3	.632	1.583

a. Dependent Variable: Y

Hasil Uji Heteroskedastisitas

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.277	.346		.801	.426
	X1	.042	.038	.162	1.093	.278
	X2	-.005	.033	-.020	-.140	.889
	X3	.050	.050	.144	.998	.322

a. Dependent Variable: ABS

7. Output SPSS Analisis Regresi Linier Berganda

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change	df1	df2	Sig. F Change
1	.871[a]	.759	.749	1.291503	.759	74.679	3	71	.000

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

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	373.688	3	124.563	74.679	.000[b]
	Residual	118.427	71	1.668		
	Total	492.115	74			

a. Dependent Variable: Y

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

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Correlations Zero-order	Partial	Part
1	(Constant)	1.273	.598		2.130	.037			
	X1	.381	.067	.433	5.725	.000	.770	.562	.333
	X2	.251	.057	.311	4.389	.000	.684	.462	.256
	X3	.362	.087	.305	4.169	.000	.700	.443	.243

a. Dependent Variable: Y

RIWAYAT HIDUP

I Putu Sena Branatha Setiawan lahir di Singaraja pada tanggal 19 Mei 1999. Penulis lahir dari pasangan suami istri Bapak Nyoman Budiartha Setiawan dan Ibu Ni Kadek Mayuni. Penulis berkebangsaan Indonesia dan beragama Hindu. Kini penulis beralamat di Jalan Pulau Muna No. 11 Penarukan, Kecamatan Buleleng, Kabupaten Buleleng, Provinsi Bali.Penulis menyelesaikan pendidikan dasar di SD 4 Kampung Baru Singaraja dan lulus pada tahun 2011. Kemudian penulis melanjutkan pendidikan di SMP 2 Singaraja dan lulus pada tahun 2014. Pada tahun 2017, penulis lulus dari SMA 3 Singaraja dan melanjutkan ke Program Studi S1 Manajemen di Universitas Pendidikan Ganesha. Pada semester akhir tahun 2021 penulis telah menyelesaikan Skripsi yang berjudul "Pengaruh Kualiatas Produk, Harga, dan Iklan Terhadap keputusan Pembelian Vape Merek Smok di Wisma Vape Store", penulis masih terdaftar sebagai mahasiswa Program Studi S1 Manajemen di Universitas Pendidikan Ganesha.