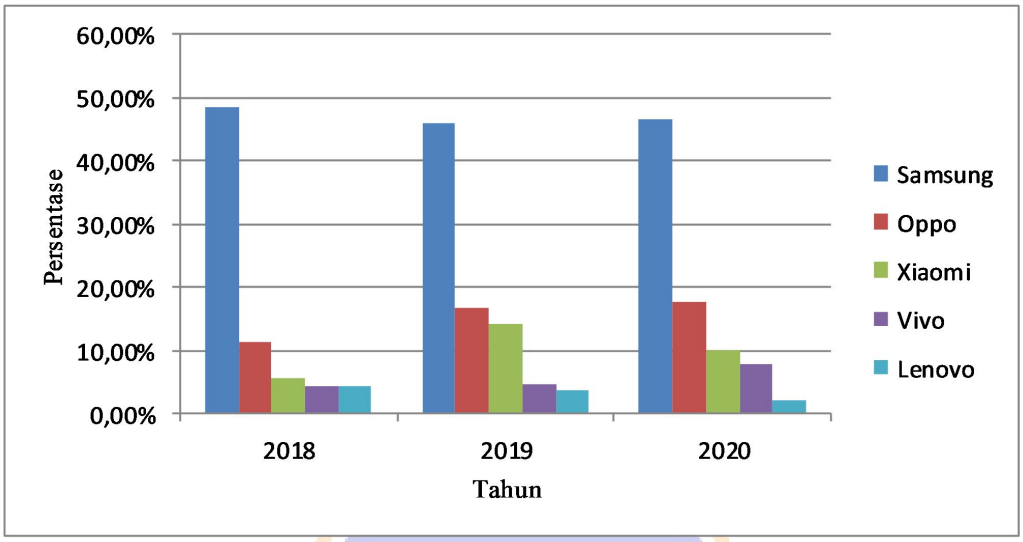
Lampiran 01. *Top Brand*



Sumber: *Top Brand*

Gambar 1.1

Top Brand Grafik Penjualan *Smartphone* Katategori Telekomunikasi/IT di Indonesia tahun 2018 sampai 2020

Lampiran 02. Kusioner Penelitian

PENGARUH KUALITAS PRODUK, HARGA, DAN DESAIN PRODUK TERHADAP KEPUTUSAN PEMBELIAN *SMARTPHONE* MEREK OPPO

Kepada:

Yth. Saudara/saudari

Dengan hormat,

Sehubungan dengan penyelesaian tugas akhir skripsi yang sedang saya lakukan di Kota Singaraja yang bermaksud mengadakan penelitian dengan judul "Pengaruh Kualitas Produk, Harga, dan Desain Produk Terhadap Keputusan Pembelian *Smartphone* Merek Oppo".

Oleh karena itu, saya Ketut Dartia mengharapkan kesediaan saudara/saudari untuk mengisi angket ini sesuai dengan keadaan sebenarnya sebagai data yang akan dipergunakan dalam penelitian. Demikian saya sampaikan, atas kerjasamanya saya ucapkan terima kasih.

Singaraja, 18 Januari 2021

Peneliti

Ketut

Dartia

Nim.1717041056

Identitas Responden

1. Nama : ……
2. Jenis kelamin : ……
3. Umur : ……
4. Alamat : ……

Kreteria Responden

1. Menggunakan menggunakan produk *Smartphone* merek Oppo dalam tahun terakhir.
2. Masyarakat di Singaraja umur 16-36 tahun.

Petunjuk:

1. Isilah identitas responden yang disediakan
2. Pilihlah salah satu alternatife jawaban yang menurut anda paling sesuai dengan keadaan yang anda alami dengan memberikan tanda centang () pada kolom jawaban sebagai berikut:
3. Keterangan jawaban sebagai berikut:

   (SS) = Sangat Setuju

   (S) = Setuju

   (CS) = Cukup Setuju

   (TS) = Tidak Setuju

   (STS) = Sangat Tidak Setuju

Daftar Pertanyaan :

No	Pernyataan	SS	S	CS	TS	ST
	Keputusan Pembelian	5	4	3	2	1
1	Saya membeli smartphone oppo karena saya ingin mengguakanya untuk menunjang aktivitas saya sehari-hari.					
2	Saya membeli smartphone oppo karena saya ingin mengikuti tran saat ini.					
3	Saya merekomendasikan smartphone oppo kepada keluarga, saudara dan teman karena smartphone oppo sangatlah bagus.					
4	Saya bersedia membeli kembali smartphone oppo sampai keluar kota jika produk yang saya inginkan tidak ada di kota saya.					

No	Pernyataan	SS	S	CS	TS	ST
	Kualitas Produk	5	4	3	2	1
1	Kinerja/sitem operasi Smartphone Oppo sangatlah baik.					
2	Smatphone Oppo memiliki fitur-fitur yang lengkap dan canggih.					
3	Smatphone Oppo tidak mudah untuk mengalami kerusakan.					
4	Smartphone Oppo mampu menyesuaikan fungsi operasi sistemnya dengan baikSmatphone Oppo memiliki daya taha batre yang kuat.					
5	Smatphone Oppo memiliki daya taha batre yang kuat.					
6	Desain Smartphone oppo sudah mengikuti perkembangan jaman.					
7	Oppo Service Center gampang di temui di kota-kota.					

No	Pernyataan	SS	S	CS	TS	ST
	Harga	5	4	3	2	1
1	Harga Smartphone Oppo tejangkau dan memberikan manfaat yang lebih terhadap penggunanya.					
2	Harga Smarphone Oppo sesuai dengan kualitas yang di terima.					

No	Pernyataan	SS	S	CS	TS	ST
	Desain Produk	5	4	3	2	1
1	Warna Produk Smartphone Oppo mepengaruhi keinginan untuk melakukan pembelian.					
2	Striping Produk Smartphone Oppo mempengaruhi keinginan untuk melakukan pembelian.					
3	Bentuk produk Smartphone Oppo Mempengaruhi keinginan untuk melakukan pembelian.					

Lampiran 03.Data Penelitian

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

Data Ordinal

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

Data Interval

No.	1	2	3	4	5	6	7	Total
1	2.600	2.656	2.549	2.755	2.600	2.499	2.549	18.208
2	2.600	2.656	2.549	2.755	2.600	2.499	2.549	18.208
3	2.600	2.656	2.549	2.755	2.600	2.499	2.549	18.208
4	2.600	2.656	2.549	2.755	2.600	2.499	2.549	18.208
5	4.254	2.656	4.114	4.510	4.254	3.998	4.114	27.900
6	2.600	2.656	2.549	2.755	2.600	2.499	2.549	18.208
7	2.600	2.656	2.549	2.755	2.600	2.499	2.549	18.208
8	2.600	2.656	2.549	2.755	2.600	2.499	2.549	18.208
9	2.600	2.656	4.114	4.510	2.600	3.998	4.114	24.593
10	2.600	2.656	2.549	2.755	2.600	2.499	2.549	18.208
11	1.000	2.656	2.549	2.755	2.600	2.499	2.549	16.608
12	2.600	1.000	2.549	2.755	1.000	2.499	2.549	14.952
13	2.600	2.656	1.000	2.755	2.600	1.000	2.549	15.161
14	2.600	2.656	2.549	1.000	2.600	2.499	1.000	14.905
15	2.600	4.439	2.549	4.510	4.254	3.998	4.114	26.464
16	2.600	1.000	1.000	2.755	1.000	1.000	1.000	10.355
17	2.600	2.656	2.549	2.755	2.600	2.499	2.549	18.208
18	1.000	2.656	2.549	2.755	2.600	2.499	1.000	15.059
19	2.600	2.656	2.549	2.755	2.600	2.499	2.549	18.208
20	1.000	2.656	1.000	1.000	2.600	1.000	1.000	10.257
21	4.254	2.656	4.114	2.755	2.600	3.998	2.549	22.926
22	1.000	1.000	2.549	1.000	1.000	2.499	1.000	10.048
23	2.600	2.656	2.549	2.755	2.600	2.499	2.549	18.208
24	2.600	2.656	2.549	2.755	2.600	2.499	2.549	18.208
25	2.600	2.656	2.549	2.755	2.600	2.499	2.549	18.208
26	2.600	2.656	4.114	2.755	2.600	3.998	2.549	21.273
27	2.600	2.656	2.549	2.755	2.600	2.499	2.549	18.208
28	2.600	1.000	1.000	2.755	1.000	1.000	2.549	11.904
29	4.254	4.439	2.549	2.755	4.254	2.499	4.114	24.863
30	1.000	1.000	1.000	2.755	1.000	1.000	2.549	10.303

2. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Harga

Data Ordinal

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

Data Interval

No.	1	2	Total
1	4.254	4.155	8.409
2	2.654	2.606	5.259
3	2.654	2.606	5.259
4	2.654	4.155	6.808
5	2.654	2.606	5.259
6	2.654	2.606	5.259
7	1.000	2.606	3.606
8	2.654	2.606	5.259
9	2.654	2.606	5.259
10	2.654	2.606	5.259
11	2.654	1.000	3.654
12	2.654	2.606	5.259
13	2.654	2.606	5.259
14	1.000	2.606	3.606
15	2.654	2.606	5.259
16	2.654	1.000	3.654
17	2.654	2.606	5.259
18	2.654	2.606	5.259
19	2.654	2.606	5.259
20	4.254	4.155	8.409
21	4.254	4.155	8.409
22	2.654	2.606	5.259
23	2.654	2.606	5.259
24	4.254	4.155	8.409
25	2.654	2.606	5.259
26	4.254	4.155	8.409
27	1.000	2.606	3.606
28	2.654	2.606	5.259
29	2.654	2.606	5.259
30	2.654	1.000	3.654

3. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Desain Produk

Data Ordinal

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

Data Interval

No.	1	2	3	Total
1	4.014	2.294	3.899	10.208
2	2.518	1.000	2.452	5.969
3	2.518	1.000	2.452	5.969
4	4.014	2.294	3.899	10.208
5	1.000	1.000	2.452	4.452
6	1.000	1.000	2.452	4.452
7	2.518	2.294	2.452	7.264
8	2.518	2.294	2.452	7.264
9	1.000	1.000	2.452	4.452
10	2.518	2.294	2.452	7.264
11	2.518	2.294	2.452	7.264
12	2.518	2.294	2.452	7.264
13	4.014	3.559	3.899	11.472
14	2.518	1.000	1.000	4.518
15	2.518	2.294	2.452	7.264
16	2.518	2.294	2.452	7.264
17	4.014	3.559	3.899	11.472
18	4.014	3.559	3.899	11.472
19	2.518	2.294	2.452	7.264
20	2.518	1.000	2.452	5.969
21	2.518	2.294	1.000	5.812
22	4.014	3.559	3.899	11.472
23	2.518	2.294	2.452	7.264
24	2.518	1.000	2.452	5.969
25	2.518	3.559	2.452	8.528
26	2.518	2.294	2.452	7.264
27	2.518	3.559	2.452	8.528
28	2.518	2.294	1.000	5.812
29	1.000	2.294	1.000	4.294
30	2.518	1.000	1.000	4.518

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

Data Ordinal

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

Data Interval

No.	1	2	3	4	Total
1	3.058	3.998	2.703	2.703	12.462
2	3.058	2.499	2.703	2.703	10.963
3	3.058	2.499	2.703	2.703	10.963
4	3.058	1.000	1.000	2.703	7.761
5	3.058	2.499	2.703	2.703	10.963
6	4.842	3.998	4.370	4.370	17.579
7	4.842	2.499	4.370	2.703	14.413
8	3.058	3.998	2.703	4.370	14.129
9	4.842	3.998	4.370	4.370	17.579
10	3.058	2.499	2.703	2.703	10.963
11	3.058	2.499	2.703	2.703	10.963
12	3.058	1.000	1.000	2.703	7.761
13	3.058	2.499	2.703	2.703	10.963
14	3.058	2.499	2.703	2.703	10.963
15	3.058	2.499	2.703	2.703	10.963
16	3.058	2.499	2.703	2.703	10.963
17	3.058	2.499	2.703	2.703	10.963
18	3.058	2.499	2.703	2.703	10.963
19	3.058	2.499	2.703	2.703	10.963
20	3.058	2.499	2.703	2.703	10.963
21	3.058	2.499	2.703	2.703	10.963
22	4.842	2.499	2.703	4.370	14.413
23	3.058	2.499	2.703	2.703	10.963
24	3.058	2.499	2.703	2.703	10.963
25	3.058	2.499	2.703	2.703	10.963
26	1.000	1.000	2.703	1.000	5.703
27	3.058	1.000	1.000	2.703	7.761
28	3.058	2.499	2.703	1.000	9.260
29	3.058	1.000	2.703	1.000	7.761
30	3.058	3.998	4.370	2.703	14.129

5. Hasil Kuesioner Untuk Analisis Regresi Linier BergandaVariabel Kualitas Produk

Data Ordinal

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

No.	1	2	3	4	5	6	7	X1
38	5	5	4	4	5	4	4	31
39	4	4	4	3	4	4	3	26
40	5	4	4	5	4	4	5	31
41	4	3	3	4	3	3	4	24
42	4	4	4	4	4	4	4	28
43	4	4	4	3	4	4	3	26
44	4	3	3	4	3	3	4	24
45	4	4	4	4	4	4	4	28
46	4	3	3	4	3	3	4	24
47	4	4	4	4	4	4	4	28
48	4	4	4	4	4	4	4	28
49	4	3	3	4	3	3	4	24
50	4	3	3	4	3	3	4	24
51	5	5	5	5	5	5	5	35
52	5	4	5	5	4	5	5	33
53	4	3	3	4	3	3	4	24
54	5	5	5	5	5	5	5	35
55	4	4	4	4	4	4	4	28
56	5	5	4	5	5	4	5	33
57	4	3	3	3	3	3	3	22
58	4	4	4	4	4	4	4	28
59	5	5	5	5	5	5	5	35
60	4	4	4	3	4	4	3	26
61	5	4	5	5	4	5	5	33
62	5	5	5	4	5	5	4	33
63	4	4	3	4	4	3	4	26
64	5	4	5	4	5	5	5	33
65	5	4	4	4	4	4	4	29
66	5	5	4	5	5	4	5	33
67	4	3	3	4	3	3	4	24
68	5	4	4	4	4	4	4	29
69	4	3	3	4	3	3	4	24
70	4	4	4	3	4	4	3	26
71	4	3	3	4	3	3	4	24
72	4	4	4	4	4	4	4	28
73	5	5	4	4	5	5	4	32
74	5	5	5	5	5	5	5	35
75	4	4	4	5	4	4	5	30
76	5	5	4	5	5	4	5	33
77	3	4	4	3	4	4	3	25
78	4	5	4	4	5	4	4	30
79	5	5	5	5	5	5	5	35

No.	1	2	3	4	5	6	7	X1
80	4	4	4	4	4	4	4	28

Data Interval

No.	1	2	3	4	5	6	7	X1
1	3.754	3.686	3.801	2.314	3.659	3.768	2.298	23.281
2	3.754	3.686	2.400	3.642	3.659	2.383	3.613	23.138
3	1.000	2.335	2.400	2.314	2.318	2.383	2.298	15.049
4	1.000	2.335	2.400	1.000	2.318	2.383	1.000	12.437
5	1.000	2.335	2.400	2.314	2.318	2.383	2.298	15.049
6	1.000	2.335	2.400	1.000	2.318	2.383	1.000	12.437
7	2.367	2.335	3.801	2.314	2.318	3.768	2.298	19.201
8	3.754	3.686	2.400	3.642	3.659	2.383	3.613	23.138
9	1.000	2.335	2.400	2.314	2.318	2.383	2.298	15.049
10	3.754	2.335	3.801	3.642	2.318	3.768	3.613	23.232
11	1.000	2.335	2.400	1.000	2.318	2.383	1.000	12.437
12	2.367	2.335	2.400	3.642	2.318	2.383	3.613	19.058
13	1.000	2.335	2.400	2.314	2.318	2.383	2.298	15.049
14	2.367	2.335	2.400	1.000	2.318	2.383	1.000	13.804
15	2.367	2.335	2.400	2.314	2.318	2.383	2.298	16.415
16	2.367	2.335	2.400	1.000	2.318	2.383	1.000	13.804
17	2.367	2.335	2.400	2.314	2.318	2.383	2.298	16.415
18	2.367	2.335	2.400	2.314	2.318	2.383	2.298	16.415
19	1.000	2.335	2.400	1.000	2.318	2.383	1.000	12.437
20	1.000	2.335	2.400	1.000	2.318	2.383	1.000	12.437
21	3.754	3.686	3.801	3.642	3.659	3.768	3.613	25.924
22	3.754	3.686	3.801	3.642	3.659	3.768	3.613	25.924
23	2.367	1.000	1.000	2.314	1.000	1.000	2.298	10.978
24	3.754	3.686	2.400	3.642	3.659	2.383	3.613	23.138
25	2.367	2.335	2.400	2.314	2.318	2.383	2.298	16.415
26	3.754	3.686	3.801	2.314	3.659	3.768	2.298	23.281
27	2.367	1.000	1.000	2.314	1.000	1.000	2.298	10.978
28	2.367	2.335	2.400	2.314	2.318	2.383	2.298	16.415
29	3.754	3.686	3.801	3.642	3.659	3.768	3.613	25.924
30	2.367	2.335	2.400	1.000	2.318	2.383	1.000	13.804
31	2.367	3.686	3.801	2.314	3.659	3.768	2.298	21.893
32	2.367	3.686	2.400	3.642	3.659	2.383	3.613	21.750
33	2.367	2.335	2.400	1.000	2.318	2.383	1.000	13.804
34	2.367	1.000	1.000	2.314	1.000	1.000	2.298	10.978
35	2.367	2.335	2.400	1.000	2.318	2.383	1.000	13.804
36	2.367	1.000	1.000	2.314	1.000	1.000	2.298	10.978
37	2.367	2.335	2.400	2.314	2.318	2.383	2.298	16.415
38	3.754	3.686	2.400	2.314	3.659	2.383	2.298	20.495
39	2.367	2.335	2.400	1.000	2.318	2.383	1.000	13.804

No.	1	2	3	4	5	6	7	X1
40	3.754	2.335	2.400	3.642	2.318	2.383	3.613	20.446
41	2.367	1.000	1.000	2.314	1.000	1.000	2.298	10.978
42	2.367	2.335	2.400	2.314	2.318	2.383	2.298	16.415
43	2.367	2.335	2.400	1.000	2.318	2.383	1.000	13.804
44	2.367	1.000	1.000	2.314	1.000	1.000	2.298	10.978
45	2.367	2.335	2.400	2.314	2.318	2.383	2.298	16.415
46	2.367	1.000	1.000	2.314	1.000	1.000	2.298	10.978
47	2.367	2.335	2.400	2.314	2.318	2.383	2.298	16.415
48	2.367	2.335	2.400	2.314	2.318	2.383	2.298	16.415
49	2.367	1.000	1.000	2.314	1.000	1.000	2.298	10.978
50	2.367	1.000	1.000	2.314	1.000	1.000	2.298	10.978
51	3.754	3.686	3.801	3.642	3.659	3.768	3.613	25.924
52	3.754	2.335	3.801	3.642	2.318	3.768	3.613	23.232
53	2.367	1.000	1.000	2.314	1.000	1.000	2.298	10.978
54	3.754	3.686	3.801	3.642	3.659	3.768	3.613	25.924
55	2.367	2.335	2.400	2.314	2.318	2.383	2.298	16.415
56	3.754	3.686	2.400	3.642	3.659	2.383	3.613	23.138
57	2.367	1.000	1.000	1.000	1.000	1.000	1.000	8.367
58	2.367	2.335	2.400	2.314	2.318	2.383	2.298	16.415
59	3.754	3.686	3.801	3.642	3.659	3.768	3.613	25.924
60	2.367	2.335	2.400	1.000	2.318	2.383	1.000	13.804
61	3.754	2.335	3.801	3.642	2.318	3.768	3.613	23.232
62	3.754	3.686	3.801	2.314	3.659	3.768	2.298	23.281
63	2.367	2.335	1.000	2.314	2.318	1.000	2.298	13.632
64	3.754	2.335	3.801	2.314	3.659	3.768	3.613	23.245
65	3.754	2.335	2.400	2.314	2.318	2.383	2.298	17.803
66	3.754	3.686	2.400	3.642	3.659	2.383	3.613	23.138
67	2.367	1.000	1.000	2.314	1.000	1.000	2.298	10.978
68	3.754	2.335	2.400	2.314	2.318	2.383	2.298	17.803
69	2.367	1.000	1.000	2.314	1.000	1.000	2.298	10.978
70	2.367	2.335	2.400	1.000	2.318	2.383	1.000	13.804
71	2.367	1.000	1.000	2.314	1.000	1.000	2.298	10.978
72	2.367	2.335	2.400	2.314	2.318	2.383	2.298	16.415
73	3.754	3.686	2.400	2.314	3.659	3.768	2.298	21.880
74	3.754	3.686	3.801	3.642	3.659	3.768	3.613	25.924
75	2.367	2.335	2.400	3.642	2.318	2.383	3.613	19.058
76	3.754	3.686	2.400	3.642	3.659	2.383	3.613	23.138
77	1.000	2.335	2.400	1.000	2.318	2.383	1.000	12.437
78	2.367	3.686	2.400	2.314	3.659	2.383	2.298	19.107
79	3.754	3.686	3.801	3.642	3.659	3.768	3.613	25.924
80	2.367	2.335	2.400	2.314	2.318	2.383	2.298	16.415

6. Hasil Kuesioner Untuk Analisis Regresi Linier BergandaVariabel Harga

Data Ordinal

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

No.	1	2	X2
38	3	3	6
39	4	3	7
40	5	4	9
41	3	4	7
42	4	4	8
43	3	3	6
44	3	3	6
45	3	3	6
46	4	4	8
47	5	5	10
48	3	3	6
49	3	4	7
50	4	3	7
51	5	5	10
52	5	4	9
53	4	3	7
54	4	4	8
55	4	3	7
56	3	4	7
57	3	4	7
58	4	3	7
59	4	4	8
60	3	3	6
61	4	3	7
62	4	4	8
63	3	4	7
64	5	4	9
65	3	4	7
66	5	5	10
67	4	3	7
68	4	4	8
69	4	4	8
70	4	4	8
71	3	4	7
72	4	5	9
73	3	4	7
74	5	5	10
75	4	4	8
76	5	5	10
77	4	4	8
78	4	4	8
79	5	5	10

No.	1	2	X2
80	4	4	8

Data Interval

No.	1	2	X2
1	3.515	3.737	7.252
2	3.515	3.737	7.252
3	2.264	2.366	4.630
4	2.264	3.737	6.001
5	2.264	2.366	4.630
6	2.264	2.366	4.630
7	2.264	3.737	6.001
8	2.264	2.366	4.630
9	2.264	2.366	4.630
10	2.264	2.366	4.630
11	1.000	2.366	3.366
12	2.264	2.366	4.630
13	1.000	2.366	3.366
14	1.000	1.000	2.000
15	1.000	2.366	3.366
16	2.264	2.366	4.630
17	3.515	3.737	7.252
18	2.264	2.366	4.630
19	2.264	2.366	4.630
20	2.264	2.366	4.630
21	3.515	3.737	7.252
22	3.515	3.737	7.252
23	2.264	2.366	4.630
24	3.515	3.737	7.252
25	1.000	2.366	3.366
26	1.000	2.366	3.366
27	2.264	1.000	3.264
28	2.264	2.366	4.630
29	3.515	3.737	7.252
30	1.000	2.366	3.366
31	3.515	3.737	7.252
32	3.515	2.366	5.881
33	2.264	2.366	4.630
34	2.264	2.366	4.630
35	2.264	3.737	6.001
36	1.000	2.366	3.366
37	3.515	3.737	7.252
38	1.000	1.000	2.000

No.	1	2	X2
39	2.264	1.000	3.264
40	3.515	2.366	5.881
41	1.000	2.366	3.366
42	2.264	2.366	4.630
43	1.000	1.000	2.000
44	1.000	1.000	2.000
45	1.000	1.000	2.000
46	2.264	2.366	4.630
47	3.515	3.737	7.252
48	1.000	1.000	2.000
49	1.000	2.366	3.366
50	2.264	1.000	3.264
51	3.515	3.737	7.252
52	3.515	2.366	5.881
53	2.264	1.000	3.264
54	2.264	2.366	4.630
55	2.264	1.000	3.264
56	1.000	2.366	3.366
57	1.000	2.366	3.366
58	2.264	1.000	3.264
59	2.264	2.366	4.630
60	1.000	1.000	2.000
61	2.264	1.000	3.264
62	2.264	2.366	4.630
63	1.000	2.366	3.366
64	3.515	2.366	5.881
65	1.000	2.366	3.366
66	3.515	3.737	7.252
67	2.264	1.000	3.264
68	2.264	2.366	4.630
69	2.264	2.366	4.630
70	2.264	2.366	4.630
71	1.000	2.366	3.366
72	2.264	3.737	6.001
73	1.000	2.366	3.366
74	3.515	3.737	7.252
75	2.264	2.366	4.630
76	3.515	3.737	7.252
77	2.264	2.366	4.630
78	2.264	2.366	4.630
79	3.515	3.737	7.252
80	2.264	2.366	4.630

7. Hasil Kuesioner Untuk Analisis Regresi Linier BergandaVariabel Desain Produk

Data Ordinal

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

No.	1	2	3	X3
36	4	4	3	11
37	4	4	5	13
38	5	4	4	13
39	3	3	4	10
40	4	4	4	12
41	3	3	4	10
42	4	4	4	12
43	3	4	3	10
44	3	4	3	10
45	4	3	4	11
46	4	3	4	11
47	4	3	3	10
48	4	4	4	12
49	3	4	4	11
50	4	3	4	11
51	5	5	5	15
52	4	4	4	12
53	3	4	3	10
54	4	4	4	12
55	3	4	3	10
56	4	4	4	12
57	4	4	4	12
58	4	3	3	10
59	4	4	4	12
60	3	3	4	10
61	4	4	4	12
62	3	3	3	9
63	4	4	4	12
64	4	4	4	12
65	4	4	3	11
66	4	4	4	12
67	4	4	4	12
68	3	4	3	10
69	3	3	4	10
70	4	4	4	12
71	4	3	3	10
72	4	4	4	12
73	4	4	4	12
74	4	4	4	12
75	4	4	4	12
76	4	4	4	12
77	4	4	4	12

No.	1	2	3	X3
78	4	4	3	11
79	5	5	5	15
80	4	3	4	11

Data Interval

No.	1	2	3	X3
1	3.990	3.870	3.954	11.814
2	2.490	2.431	2.472	7.393
3	2.490	2.431	2.472	7.393
4	2.490	2.431	2.472	7.393
5	3.990	3.870	3.954	11.814
6	2.490	2.431	2.472	7.393
7	3.990	3.870	3.954	11.814
8	3.990	3.870	3.954	11.814
9	2.490	2.431	2.472	7.393
10	2.490	2.431	2.472	7.393
11	2.490	1.000	2.472	5.962
12	2.490	2.431	2.472	7.393
13	2.490	2.431	2.472	7.393
14	2.490	1.000	2.472	5.962
15	2.490	2.431	1.000	5.921
16	2.490	1.000	2.472	5.962
17	2.490	2.431	1.000	5.921
18	2.490	2.431	2.472	7.393
19	2.490	1.000	2.472	5.962
20	1.000	2.431	2.472	5.903
21	3.990	3.870	3.954	11.814
22	3.990	3.870	3.954	11.814
23	2.490	1.000	2.472	5.962
24	2.490	2.431	2.472	7.393
25	2.490	1.000	2.472	5.962
26	3.990	3.870	3.954	11.814
27	2.490	2.431	2.472	7.393
28	1.000	2.431	2.472	5.903
29	3.990	3.870	3.954	11.814
30	1.000	1.000	2.472	4.472
31	3.990	2.431	3.954	10.375
32	2.490	1.000	1.000	4.490
33	2.490	2.431	2.472	7.393
34	1.000	2.431	1.000	4.431
35	2.490	3.870	2.472	8.832
36	2.490	2.431	1.000	5.921
37	2.490	2.431	3.954	8.875

No.	1	2	3	X3
38	3.990	2.431	2.472	8.893
39	1.000	1.000	2.472	4.472
40	2.490	2.431	2.472	7.393
41	1.000	1.000	2.472	4.472
42	2.490	2.431	2.472	7.393
43	1.000	2.431	1.000	4.431
44	1.000	2.431	1.000	4.431
45	2.490	1.000	2.472	5.962
46	2.490	1.000	2.472	5.962
47	2.490	1.000	1.000	4.490
48	2.490	2.431	2.472	7.393
49	1.000	2.431	2.472	5.903
50	2.490	1.000	2.472	5.962
51	3.990	3.870	3.954	11.814
52	2.490	2.431	2.472	7.393
53	1.000	2.431	1.000	4.431
54	2.490	2.431	2.472	7.393
55	1.000	2.431	1.000	4.431
56	2.490	2.431	2.472	7.393
57	2.490	2.431	2.472	7.393
58	2.490	1.000	1.000	4.490
59	2.490	2.431	2.472	7.393
60	1.000	1.000	2.472	4.472
61	2.490	2.431	2.472	7.393
62	1.000	1.000	1.000	3.000
63	2.490	2.431	2.472	7.393
64	2.490	2.431	2.472	7.393
65	2.490	2.431	1.000	5.921
66	2.490	2.431	2.472	7.393
67	2.490	2.431	2.472	7.393
68	1.000	2.431	1.000	4.431
69	1.000	1.000	2.472	4.472
70	2.490	2.431	2.472	7.393
71	2.490	1.000	1.000	4.490
72	2.490	2.431	2.472	7.393
73	2.490	2.431	2.472	7.393
74	2.490	2.431	2.472	7.393
75	2.490	2.431	2.472	7.393
76	2.490	2.431	2.472	7.393
77	2.490	2.431	2.472	7.393
78	2.490	2.431	1.000	5.921
79	3.990	3.870	3.954	11.814

No.	1	2	3	X3
80	2.490	1.000	2.472	5.962

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

Data Ordinal

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

No.	1	2	3	4	Y
35	4	4	4	4	16
36	3	3	4	4	14
37	4	5	5	4	18
38	4	4	5	5	18
39	4	4	3	3	14
40	4	4	4	4	16
41	4	3	4	3	14
42	4	4	4	4	16
43	4	3	4	3	14
44	3	4	3	4	14
45	4	3	4	4	15
46	4	4	3	4	15
47	4	4	4	4	16
48	4	4	3	3	14
49	4	3	4	3	14
50	4	4	4	4	16
51	5	4	4	4	17
52	5	4	4	4	17
53	3	4	3	4	14
54	4	4	4	4	16
55	4	4	4	4	16
56	4	5	4	4	17
57	4	3	3	4	14
58	4	3	3	4	14
59	5	4	4	4	17
60	3	4	3	3	13
61	5	4	4	4	17
62	4	4	4	4	16
63	3	4	3	4	14
64	5	4	5	5	19
65	4	4	4	4	16
66	4	5	5	5	19
67	4	4	3	4	15
68	4	3	4	4	15
69	4	4	4	3	15
70	4	4	4	4	16
71	3	4	4	3	14
72	5	4	4	4	17
73	4	4	4	4	16
74	5	5	4	5	19
75	4	4	4	4	16
76	4	5	5	5	19

No.	1	2	3	4	Y
77	4	4	3	4	15
78	4	3	4	4	15
79	5	5	5	5	20
80	4	3	3	4	14

Data Interval

No.	1	2	3	4	Y
1	2.569	2.471	3.839	2.611	11.491
2	2.569	2.471	2.419	2.611	10.071
3	2.569	2.471	2.419	2.611	10.071
4	2.569	2.471	2.419	2.611	10.071
5	4.098	3.948	2.419	2.611	13.076
6	2.569	2.471	2.419	2.611	10.071
7	4.098	2.471	3.839	4.253	14.661
8	2.569	3.948	3.839	2.611	12.967
9	2.569	2.471	2.419	2.611	10.071
10	2.569	2.471	3.839	4.253	13.132
11	2.569	1.000	2.419	2.611	8.599
12	4.098	3.948	2.419	2.611	13.076
13	2.569	1.000	2.419	1.000	6.988
14	1.000	2.471	1.000	2.611	7.083
15	2.569	2.471	2.419	2.611	10.071
16	2.569	2.471	2.419	2.611	10.071
17	2.569	2.471	2.419	2.611	10.071
18	2.569	1.000	2.419	2.611	8.599
19	2.569	2.471	1.000	2.611	8.652
20	2.569	2.471	2.419	2.611	10.071
21	4.098	3.948	3.839	2.611	14.497
22	4.098	2.471	3.839	4.253	14.661
23	2.569	2.471	2.419	1.000	8.459
24	2.569	2.471	2.419	2.611	10.071
25	2.569	1.000	2.419	2.611	8.599
26	4.098	3.948	2.419	2.611	13.076
27	1.000	2.471	2.419	1.000	6.890
28	2.569	2.471	1.000	2.611	8.652
29	4.098	3.948	3.839	2.611	14.497
30	2.569	2.471	1.000	1.000	7.041
31	4.098	3.948	3.839	2.611	14.497
32	2.569	2.471	2.419	2.611	10.071
33	2.569	1.000	1.000	2.611	7.181
34	1.000	2.471	2.419	2.611	8.502
35	2.569	2.471	2.419	2.611	10.071
36	1.000	1.000	2.419	2.611	7.030

No.	1	2	3	4	Y
37	2.569	3.948	3.839	2.611	12.967
38	2.569	2.471	3.839	4.253	13.132
39	2.569	2.471	1.000	1.000	7.041
40	2.569	2.471	2.419	2.611	10.071
41	2.569	1.000	2.419	1.000	6.988
42	2.569	2.471	2.419	2.611	10.071
43	2.569	1.000	2.419	1.000	6.988
44	1.000	2.471	1.000	2.611	7.083
45	2.569	1.000	2.419	2.611	8.599
46	2.569	2.471	1.000	2.611	8.652
47	2.569	2.471	2.419	2.611	10.071
48	2.569	2.471	1.000	1.000	7.041
49	2.569	1.000	2.419	1.000	6.988
50	2.569	2.471	2.419	2.611	10.071
51	4.098	2.471	2.419	2.611	11.600
52	4.098	2.471	2.419	2.611	11.600
53	1.000	2.471	1.000	2.611	7.083
54	2.569	2.471	2.419	2.611	10.071
55	2.569	2.471	2.419	2.611	10.071
56	2.569	3.948	2.419	2.611	11.547
57	2.569	1.000	1.000	2.611	7.181
58	2.569	1.000	1.000	2.611	7.181
59	4.098	2.471	2.419	2.611	11.600
60	1.000	2.471	1.000	1.000	5.471
61	4.098	2.471	2.419	2.611	11.600
62	2.569	2.471	2.419	2.611	10.071
63	1.000	2.471	1.000	2.611	7.083
64	4.098	2.471	3.839	4.253	14.661
65	2.569	2.471	2.419	2.611	10.071
66	2.569	3.948	3.839	4.253	14.609
67	2.569	2.471	1.000	2.611	8.652
68	2.569	1.000	2.419	2.611	8.599
69	2.569	2.471	2.419	1.000	8.459
70	2.569	2.471	2.419	2.611	10.071
71	1.000	2.471	2.419	1.000	6.890
72	4.098	2.471	2.419	2.611	11.600
73	2.569	2.471	2.419	2.611	10.071
74	4.098	3.948	2.419	4.253	14.718
75	2.569	2.471	2.419	2.611	10.071
76	2.569	3.948	3.839	4.253	14.609
77	2.569	2.471	1.000	2.611	8.652
78	2.569	1.000	2.419	2.611	8.599

No.	1	2	3	4	Y
79	4.098	3.948	3.839	4.253	16.138
80	2.569	1.000	1.000	2.611	7.181

9. Tabulasi Data Analisis Regresi Linier Berganda

No.	X_1	X_2	X3	Y
1	23.281	7.252	11.814	11.491
2	23.138	7.252	7.393	10.071
3	15.049	4.630	7.393	10.071
4	12.437	6.001	7.393	10.071
5	15.049	4.630	11.814	13.076
6	12.437	4.630	7.393	10.071
7	19.201	6.001	11.814	14.661
8	23.138	4.630	11.814	12.967
9	15.049	4.630	7.393	10.071
10	23.232	4.630	7.393	13.132
11	12.437	3.366	5.962	8.599
12	19.058	4.630	7.393	13.076
13	15.049	3.366	7.393	6.988
14	13.804	2.000	5.962	7.083
15	16.415	3.366	5.921	10.071
16	13.804	4.630	5.962	10.071
17	16.415	7.252	5.921	10.071
18	16.415	4.630	7.393	8.599
19	12.437	4.630	5.962	8.652
20	12.437	4.630	5.903	10.071
21	25.924	7.252	11.814	14.497
22	25.924	7.252	11.814	14.661
23	10.978	4.630	5.962	8.459
24	23.138	7.252	7.393	10.071
25	16.415	3.366	5.962	8.599
26	23.281	3.366	11.814	13.076
27	10.978	3.264	7.393	6.890
28	16.415	4.630	5.903	8.652
29	25.924	7.252	11.814	14.497
30	13.804	3.366	4.472	7.041
31	21.893	7.252	10.375	14.497
32	21.750	5.881	4.490	10.071
33	13.804	4.630	7.393	7.181
34	10.978	4.630	4.431	8.502
35	13.804	6.001	8.832	10.071
36	10.978	3.366	5.921	7.030
37	16.415	7.252	8.875	12.967

No.	X_1	X_2	X3	Y
38	20.495	2.000	8.893	13.132
39	13.804	3.264	4.472	7.041
40	20.446	5.881	7.393	10.071
41	10.978	3.366	4.472	6.988
42	16.415	4.630	7.393	10.071
43	13.804	2.000	4.431	6.988
44	10.978	2.000	4.431	7.083
45	16.415	2.000	5.962	8.599
46	10.978	4.630	5.962	8.652
47	16.415	7.252	4.490	10.071
48	16.415	2.000	7.393	7.041
49	10.978	3.366	5.903	6.988
50	10.978	3.264	5.962	10.071
51	25.924	7.252	11.814	11.600
52	23.232	5.881	7.393	11.600
53	10.978	3.264	4.431	7.083
54	25.924	4.630	7.393	10.071
55	16.415	3.264	4.431	10.071
56	23.138	3.366	7.393	11.547
57	8.367	3.366	7.393	7.181
58	16.415	3.264	4.490	7.181
59	25.924	4.630	7.393	11.600
60	13.804	2.000	4.472	5.471
61	23.232	3.264	7.393	11.600
62	23.281	4.630	3.000	10.071
63	13.632	3.366	7.393	7.083
64	23.245	5.881	7.393	14.661
65	17.803	3.366	5.921	10.071
66	23.138	7.252	7.393	14.609
67	10.978	3.264	7.393	8.652
68	17.803	4.630	4.431	8.599
69	10.978	4.630	4.472	8.459
70	13.804	4.630	7.393	10.071
71	10.978	3.366	4.490	6.890
72	16.415	6.001	7.393	11.600
73	21.880	3.366	7.393	10.071
74	25.924	7.252	7.393	14.718
75	19.058	4.630	7.393	10.071
76	23.138	7.252	7.393	14.609
77	12.437	4.630	7.393	8.652
78	19.107	4.630	5.921	8.599
79	25.924	7.252	11.814	16.138
80	16.415	4.630	5.962	7.181

Lampiran 04. Deskripsi Data Responden

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-Laki	52	65.0	65.0	65.0
	Perempuan	28	35.0	35.0	100.0
	Total	80	100.0	100.0	

Umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16	3	3.8	3.8	3.8
	18	3	3.8	3.8	7.5
	19	3	3.8	3.8	11.3
	20	4	5.0	5.0	16.3
	21	20	25.0	25.0	41.3
	22	13	16.3	16.3	57.5
	23	6	7.5	7.5	65.0
	24	6	7.5	7.5	72.5
	25	7	8.8	8.8	81.3
	26	4	5.0	5.0	86.3
	27	2	2.5	2.5	88.8
	28	2	2.5	2.5	91.3
	34	3	3.8	3.8	95.0
	35	4	5.0	5.0	100.0
	Total	80	100.0	100.0	

Lampiran 05. Hasil Uji Instrumen *Output* SPSS

1. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Kualitas Produk

Output SPSS Uji Validitas Kuesioner Kualitas Produk

Correlations

		Item1	Item2	Item3	Item4	Item5	Item6	Item7	Total
Item1	Pearson Correlation	1	.388*	.471**	.436*	.497**	.452*	.588**	.708**
	Sig. (2-tailed)		.034	.009	.016	.005	.012	.001	.000
	N	30	30	30	30	30	30	30	30
Item2	Pearson Correlation	.388*	1	.364*	.319	.933**	.486**	.511**	.736**
	Sig. (2-tailed)	.034		.048	.085	.000	.007	.004	.000
	N	30	30	30	30	30	30	30	30
Item3	Pearson Correlation	.471**	.364*	1	.410*	.466**	.950**	.443*	.764**
	Sig. (2-tailed)	.009	.048		.024	.010	.000	.014	.000
	N	30	30	30	30	30	30	30	30
Item4	Pearson Correlation	.436*	.319	.410*	1	.440*	.516**	.818**	.723**
	Sig. (2-tailed)	.016	.085	.024		.015	.003	.000	.000
	N	30	30	30	30	30	30	30	30
Item5	Pearson Correlation	.497**	.933**	.466**	.440*	1	.564**	.593**	.827**
	Sig. (2-tailed)	.005	.000	.010	.015		.001	.001	.000
	N	30	30	30	30	30	30	30	30
Item6	Pearson Correlation	.452*	.486**	.950**	.516**	.564**	1	.529**	.835**
	Sig. (2-tailed)	.012	.007	.000	.003	.001		.003	.000
	N	30	30	30	30	30	30	30	30
Item7	Pearson Correlation	.588**	.511**	.443*	.818**	.593**	.529**	1	.825**
	Sig. (2-tailed)	.001	.004	.014	.000	.001	.003		.000
	N	30	30	30	30	30	30	30	30
Total	Pearson Correlation	.708**	.736**	.764**	.723**	.827**	.835**	.825**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	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).

Output SPSS Uji Reliabilitas Kuesioner Kualitas Produk

Reliability Statistics

Cronbach's Alpha	N of Items
.889	7

2. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Harga

Output SPSS Uji Validitas Kuesioner Harga

Correlations

		Item1	Item2	Total
Item1	Pearson Correlation	1	.566**	.883**
	Sig. (2-tailed)		.001	.000
	N	30	30	30
Item2	Pearson Correlation	.566**	1	.887**
	Sig. (2-tailed)	.001		.000
	N	30	30	30
Total	Pearson Correlation	.883**	.887**	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30

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

Output SPSS Uji Reliabilitas Kuesioner Harga

Reliability Statistics

Cronbach's Alpha	N of Items
.723	2

3. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Desain Produk

Output SPSS Uji Validitas Kuesioner Desain Produk

Correlations

		Item1	Item2	Item3	Total
Item1	Pearson Correlation	1	.597**	.663**	.886**
	Sig. (2-tailed)		.001	.000	.000
	N	30	30	30	30
Item2	Pearson Correlation	.597**	1	.478**	.819**
	Sig. (2-tailed)	.001		.008	.000
	N	30	30	30	30
Item3	Pearson Correlation	.663**	.478**	1	.840**
	Sig. (2-tailed)	.000	.008		.000
	N	30	30	30	30
Total	Pearson Correlation	.886**	.819**	.840**	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 Desain Produk

Reliability Statistics

Cronbach's Alpha	N of Items
.804	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	.443*	.486**	.682**	.793**
	Sig. (2-tailed)		.014	.007	.000	.000
	N	30	30	30	30	30
Item2	Pearson Correlation	.443*	1	.720**	.598**	.869**
	Sig. (2-tailed)	.014		.000	.000	.000
	N	30	30	30	30	30
Item3	Pearson Correlation	.486**	.720**	1	.278	.774**
	Sig. (2-tailed)	.007	.000		.138	.000
	N	30	30	30	30	30
Item4	Pearson Correlation	.682**	.598**	.278	1	.790**
	Sig. (2-tailed)	.000	.000	.138		.000
	N	30	30	30	30	30
Total	Pearson Correlation	.793**	.869**	.774**	.790**	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).

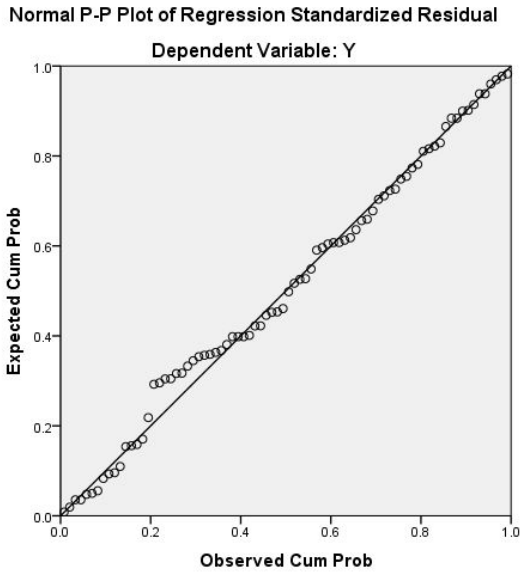
Output SPSS Uji Reliabilitas Kuesioner Keputusan Pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
.821	4

Lampiran 06. Hasil Output SPSS Uji Asumsi Klasik

Hasil Uji Normalitas



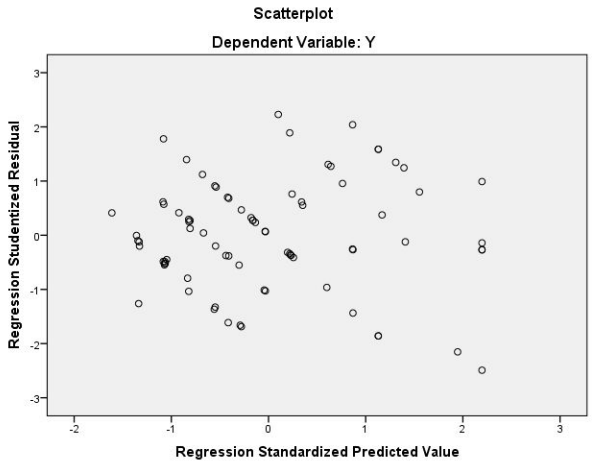
Hasil Uji Multikolinieritas

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	.608	1.644
	X2	.657	1.522
	X3	.659	1.517

a. Dependent Variable: Y

Hasil Uji Heteroskedastisitas



Lampiran 07. Hasil 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	.854[a]	.729	.718	1.357267	.729	68.050	3	76	.000

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

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	376.078	3	125.359	68.050	.000[b]
	Residual	140.005	76	1.842		
	Total	516.083	79			

a. Dependent Variable: Y

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

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	1.638	.609		2.691	.009			
	X1	.207	.039	.411	5.365	.000	.745	.524	.321
	X2	.437	.117	.275	3.727	.000	.663	.393	.223
	X3	.396	.085	.345	4.684	.000	.698	.473	.280

a. Dependent Variable: Y

RIWAYAT HIDUP

Ketut Dartia lahir di Singaraja pada tanggal 18 juni 1999. Penulis lahir sebagai anak ketigadari pasangan Wayan Gunarta dan Ketut Renik. Penlis berasal dari Baktiseraga, Kecamatan Buleleng, Kabupaten Buleleng, Provinsi Bali. Penulis menyelesaikan pendidikan di SD N 1 Banyuasri dan lulus pada 2011. Kemudian Penulis melanjutkan pendidikan di SMP N 2 Singaraja dan lulus pada tahun 2014 Setelah penulis melanjutkan pendidikan di SMA N 2 Singaraja dengan mengambil jurusan MIPA dan lulus pada 2017 setelah lulus penulis melanjutkan pendidikan ke jenjang perguruan tinggi di Universitas Pendidikan Ganesha dengan mengambil jurusan Manajemen sampai pada penulis skripsi ini penulis masih terdaftar.