

Lampiran 01 Data Penjualan Perusahaan

Tabel 1.1
Laporan Penjualan Toko Bali Nirmala Komputer di Tabanan
Bulan Mei-Juli 2020

Merek	Penjualan 2020		
	Mei	Juni	Juli
Asus	18 unit	14 unit	49 unit
HP	10 unit	6 unit	7 unit
Acer	5 unit	12 unit	15 unit



Lampiran 02 : Kuesioner Penelitian**KUESIONER PENELITIAN
UNIVERSITAS PENDIDIKAN
GANESHA FAKULTAS EKONOMI
JURUSAN MANAJEMEN**

Kepada

Yth. Bapak/Ibu, Saudara/i

Hal : Pengisian Kuesioner

Dengan Hormat,

Dalam rangka menyelesaikan studi di Undiksha pada Jurusan Manajemen, dengan ini saya mengadakan penelitian yang berjudul **“Pengaruh *Brand Equity* dan Kualitas Produk Terhadap Keputusan Pembelian ”**.

Maka dengan ini, saya mohon kesediaan Bapak/Ibu, Saudara/i untuk berkenan mengisi kuesioner ini. Atas 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,

Peneliti

I Made Sukma Diarta

NIM. 1717041224

A. Identitas Responden

(Beri tanda \surd pada kotak jawaban)

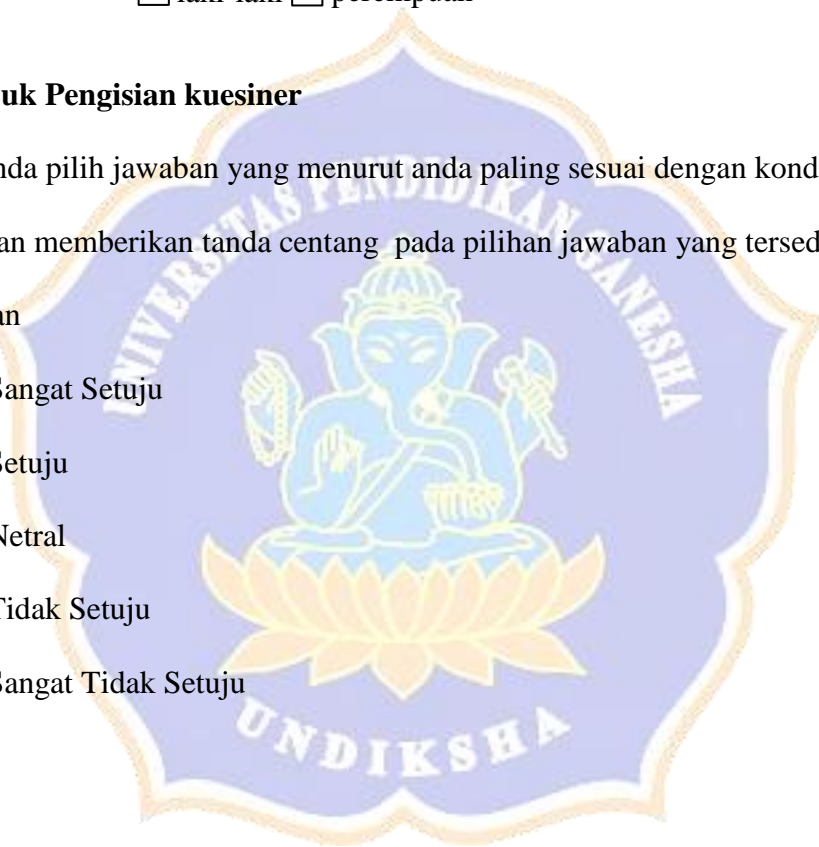
1. Nama :
2. Alamat :
3. Usia : Tahun
4. Jenis kelamin: laki-laki perempuan

B. Petunjuk Pengisian kuesiner

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



C. Draf Pertanyaan

Keputusan Pembelian

NO	Pernyataan	SS	S	N	TS	STS
	Keputusan Pembelian	5	4	3	2	1
1	Saya membeli laptop Asus karena sesuai keinginan.					
2	Saya membeli laptop asus karena merek yang terkenal					
3	Desain yang bagus mempengaruhi keinginan saya untuk membeli laptop Asus					
4	Saya mempertimbangkan tempat untuk pembelian laptop Asus					
5	Jumlah laptop Asus yang saya beli disesuaikan dengan kebutuhan					
6	Saya membeli laptop Asus jika memang benar-benar membutuhkannya					
7	Saya mempertimbangkan cara pembayaran saat pembelian laptop Asus					

Brand equity

NO	Pernyataan	SS	S	N	TS	STS
	Brand Equity	5	4	3	2	1
8	Laptop Asus adalah merek yang muncul dalam benak saya ketika mengingat sebuah merek laptop					
9	Apabila saya diminta memilih laptop, maka laptop Asus akan menjadi salah satu alternatif pilhan saya					
10	Harga yang di tawarkan laptop Asus sesuai dengan kualitas produk yang di berikan					
11	Laptop Asus lebih <i>familiar</i> dari laptop lain					
12	Desain dari laptop Asus mengikuti <i>trand</i>					
13	Keunggulan produk Asus sangat mudah dijelaskan dan dipahami					

NO	Pernyataan	SS	S	N	TS	STS
	Brand Equity	5	4	3	2	1
14	Legalitas laptop Asus terjamin					

Kualitas Produk

NO	Pernyataan	SS	S	N	TS	STS
	Kualitas produk	5	4	3	2	1
15	Laptop Asus memiliki <i>performance</i> yang cepat					
16	Laptop Asus memiliki kehandalan mesin yang baguss dibandingkan merek lain					
17	Laptop Asus memiliki fitur yang bagus					
18	Untuk memperbaiki Laptop Asus tidak membutuhkan waktu yang lama					
19	Daya tahan baterai laptop Asus lebih tinggi dari laptop lain					

Lampiran 03 : Tabulasi Data Sampel Kecil Variabel *Equitas Merek* (X₁) dan Keputusan Pembelian (X₂) terhadap Keputusan Pembelian (Y)

Keputusan pembelian (Y)

RES	KP1	KP2	KP3	KP4	KP5	KP6	KP7	TKP
1	4	4	4	5	5	4	4	30
2	4	4	3	4	5	5	4	29
3	4	4	4	4	4	4	4	28
4	5	5	5	5	5	5	5	35
5	4	4	4	4	4	4	3	27
6	5	4	4	4	4	4	3	28
7	4	4	4	4	4	4	4	28
8	4	4	4	5	3	5	3	27
9	5	5	5	4	5	5	4	34
10	4	4	4	5	4	4	4	28
Jumlah	43	42	41	43	43	44	38	294

Brand Equity (X₁)

RES	BE1	BE2	BE3	BE4	BE5	BE6	BE7	TBE
1	4	3	4	4	4	4	4	27
2	3	4	4	4	4	5	4	28
3	4	4	4	4	4	4	4	28
4	5	5	5	5	5	5	5	35
5	4	4	4	5	5	4	4	30
6	4	4	4	4	4	4	4	28
7	4	4	4	4	4	4	4	28
8	5	4	5	4	4	4	3	29
9	5	5	4	5	5	4	5	32
10	4	5	4	4	4	4	4	29
Jumlah	42	42	42	43	42	42	41	294

Kualitas Produk (X2)

RES	KP1	KP2	KP3	KP4	KP5	TKP
1	4	4	4	4	4	20
2	4	5	4	4	5	22
3	4	4	5	4	4	21
4	5	5	5	5	5	25
5	4	5	4	4	4	21
6	4	4	4	4	4	20
7	4	5	4	4	4	21
8	5	4	4	4	4	21
9	4	5	4	5	4	22
10	4	4	4	4	5	21
Jumlah	42	45	42	42	43	214



LAMPIRAN 04 : HASIL DATA ORDINAL PERNYATAAN RESPONDEN SAMPEL KECIL

No	keputusan pembelian								brand equity								kualitas produk					
	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7	Total	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7	Total	Item 1	Item 2	Item 3	Item 4	Item 5	Total
1	5	5	5	4	5	5	5	34	5	5	5	5	5	4	4	33	4	4	4	4	3	19
2	4	3	5	4	4	4	4	28	5	4	5	4	4	5	4	31	4	4	5	5	5	23
3	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	35	5	5	5	5	5	25
4	4	4	5	4	3	5	4	29	4	5	3	4	4	3	4	27	3	4	4	4	2	17
5	5	4	3	4	5	5	4	30	5	5	5	3	2	4	5	29	4	3	5	4	3	19
6	3	3	4	4	4	5	5	28	4	3	2	2	4	4	2	21	3	3	3	2	2	13
7	4	4	4	5	5	5	5	32	3	3	4	4	4	4	4	26	4	4	4	3	2	17
8	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	35	5	5	5	5	5	25
9	4	2	4	3	4	4	2	23	4	4	3	2	4	3	3	23	3	4	4	3	4	18
10	4	4	4	5	3	4	4	28	4	4	5	4	4	4	5	30	3	3	5	5	5	21
11	4	4	4	4	4	4	4	28	4	4	4	4	4	4	4	28	4	4	4	4	4	20
12	5	5	4	4	5	5	5	33	5	4	4	4	4	5	5	31	5	5	5	5	5	25
13	4	3	4	5	5	4	3	28	3	3	4	4	4	4	4	26	4	4	4	4	4	20
14	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	35	5	5	5	5	5	25
15	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	35	5	5	5	5	1	21
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19	4	5	4	4	5	5	4	31	4	4	5	5	5	5	5	33	4	5	4	4	4	21
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21	4	3	3	4	2	4	3	23	3	3	3	3	3	3	3	21	3	3	3	3	3	15

22	5	5	4	3	4	5	5	31	5	5	5	5	5	4	4	33	4	4	5	4	5	22
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28	4	4	5	4	5	5	4	31	5	5	4	5	5	4	5	33	4	3	4	4	3	18
29	4	4	3	5	3	4	3	26	3	4	4	3	4	3	4	25	3	4	3	4	4	18
30	4	3	3	3	3	3	3	22	3	3	3	3	3	3	3	21	3	3	3	3	3	15



LAMPIRAN 05 : HASIL DATA ORDINAL PERNYATAAN SAMPEL BESAR

No	keputusan pembelian								brand equity								kualitas produk					
	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7	Total	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7	Total	Item 1	Item 2	Item 3	Item 4	Item 5	Total
1	4	4	4	5	5	4	4	30	4	4	4	3	4	4	4	27	4	4	4	4	4	20
2	4	4	3	5	5	4	4	29	3	4	4	4	4	5	4	28	4	4	4	5	5	22
3	4	4	4	4	4	4	4	28	4	4	4	4	4	4	4	28	4	4	5	4	4	21
4	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	35	5	5	5	5	5	25
5	4	4	4	4	4	4	3	27	5	4	4	4	5	4	4	30	4	4	4	5	4	21
6	5	4	4	4	4	4	3	28	4	4	4	4	4	4	4	28	4	4	4	4	4	20
7	4	4	4	4	4	4	4	28	4	4	4	4	4	4	4	28	4	4	4	5	4	21
8	4	4	4	5	3	4	3	27	5	4	5	4	4	4	3	29	5	4	4	4	4	21
9	5	5	5	5	5	5	4	34	5	5	4	5	4	4	5	32	4	5	4	5	4	22
10	4	4	4	4	4	4	4	28	4	5	4	4	4	4	4	29	4	4	4	4	5	21
11	5	4	4	3	4	5	4	29	5	4	4	4	5	4	4	30	4	4	5	4	4	21
12	5	4	5	4	5	5	5	33	5	4	5	3	4	4	5	30	4	4	5	5	5	23
13	4	4	4	4	4	4	3	27	4	4	4	4	4	4	4	28	4	4	4	4	4	20
14	3	4	4	5	5	5	5	31	4	3	4	4	4	4	4	27	4	4	4	4	4	20
15	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	35	5	5	5	5	5	25
16	5	3	4	5	4	5	3	29	3	3	4	4	4	4	4	26	3	4	4	3	4	18
17	5	5	5	5	5	5	5	35	5	5	5	5	5	5	5	35	5	5	5	5	5	25
18	4	4	4	4	4	4	4	28	3	4	4	4	4	4	4	27	4	4	4	4	4	20
19	4	4	4	4	4	4	4	28	4	4	4	4	4	4	4	28	4	4	3	3	4	18
20	4	4	5	5	4	4	4	30	4	4	5	5	3	3	4	28	4	4	5	4	3	20
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45	4	4	4	4	3	4	4	27	4	3	5	4	4	4	4	28	5	4	4	3	4	20
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55	4	4	4	4	4	4	4	28	4	4	4	4	4	4	4	28	4	4	4	4	4	20
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92	5	4	4	4	4	4	4	29	4	4	4	4	4	4	4	28	4	4	4	4	4	20
93	5	4	4	5	5	5	5	33	5	4	5	4	4	4	5	31	4	4	4	5	4	21
94	4	4	4	4	4	4	4	28	4	4	4	4	4	4	4	28	4	4	4	4	4	20
95	4	4	4	4	4	4	4	28	4	4	4	4	4	4	4	28	4	4	4	4	4	20
96	5	5	5	4	4	5	5	33	5	5	5	5	5	5	5	35	5	5	4	4	5	23

97	5	5	4	5	5	5	3	32	4	4	4	4	3	5	5	29	4	5	4	4	4	21
98	4	4	4	4	3	4	4	27	4	4	4	3	4	4	4	27	4	4	4	4	5	21
99	5	4	4	4	4	4	4	29	3	4	5	5	4	4	4	29	4	4	4	4	4	20
100	5	4	4	4	4	4	5	30	4	4	4	4	4	4	4	28	4	4	4	4	4	20



LAMPIRAN 06 :DISTRIBUSI NILAI r_{tabel} SIGNIFIKANSI 5% dan 1%

N	The Level of Significance		N	The Level of Significance	
	5%	1%		5%	1%
3	0.997	0.999	38	0.320	0.413
4	0.950	0.990	39	0.316	0.408
5	0.878	0.959	40	0.312	0.403
6	0.811	0.917	41	0.308	0.398
7	0.754	0.874	42	0.304	0.393
8	0.707	0.834	43	0.301	0.389
9	0.666	0.798	44	0.297	0.384
10	0.632	0.765	45	0.294	0.380
11	0.602	0.735	46	0.291	0.376
12	0.576	0.708	47	0.288	0.372
13	0.553	0.684	48	0.284	0.368
14	0.532	0.661	49	0.281	0.364
15	0.514	0.641	50	0.279	0.361
16	0.497	0.623	55	0.266	0.345
17	0.482	0.606	60	0.254	0.330
18	0.468	0.590	65	0.244	0.317
19	0.456	0.575	70	0.235	0.306
20	0.444	0.561	75	0.227	0.296
21	0.433	0.549	80	0.220	0.286
22	0.432	0.537	85	0.213	0.278
23	0.413	0.526	90	0.207	0.267
24	0.404	0.515	95	0.202	0.263
25	0.396	0.505	100	0.195	0.256
26	0.388	0.496	125	0.176	0.230
27	0.381	0.487	150	0.159	0.210
28	0.374	0.478	175	0.148	0.194
29	0.367	0.470	200	0.138	0.181
30	0.361	0.463	300	0.113	0.148
31	0.355	0.456	400	0.098	0.128
32	0.349	0.449	500	0.088	0.115
33	0.344	0.442	600	0.080	0.105
34	0.339	0.436	700	0.074	0.097
35	0.334	0.430	800	0.070	0.091
36	0.329	0.424	900	0.065	0.086
37	0.325	0.418	1000	0.062	0.081

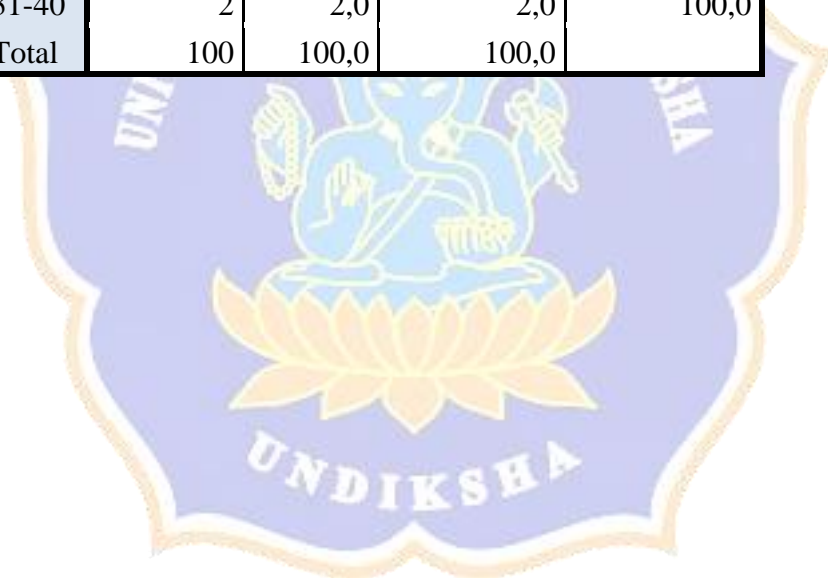
Sember :http://repository.upi.edu/14867/16/S_PEA_1005771_Appendix7.pdf

LAMPIRAN 07 DESKRIPSI DATA RESPONDEN**jenis_kelamin**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Laki-laki	47	47,0	47,0	47,0
Perempuan	53	53,0	53,0	100,0
Total	100	100,0	100,0	

Umur

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-20	19	19,0	19,0	19,0
21-30	79	79,0	79,0	98,0
31-40	2	2,0	2,0	100,0
Total	100	100,0	100,0	



**LAMPIRAN 08 : HASIL OUTPUT PERHITUNGAN SPSS 20 FOR
WINDOWS BRAND EQUITY (X1), KUALITAS PRODUK (X2) DAN
KEPUTUSAN PEMBELIAN (Y)**

Hasil Uji Validitas Variabel *Brand Equity* sampel kecil

		Correlations							
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	TOTAL X1
X1.1	Pearson Correlation	1	,709*	,522*	,538*	,497*	,608*	,546*	,762**
	Sig. (2-tailed)		,000	,003	,002	,005	,000	,002	,000
	N	30	30	30	30	30	30	30	30
X1.2	Pearson Correlation	,709*	1	,636*	,650*	,507*	,515*	,706*	,816**
	Sig. (2-tailed)	,000		,000	,000	,004	,004	,000	,000
	N	30	30	30	30	30	30	30	30
X1.3	Pearson Correlation	,522*	,636*	1	,706*	,434*	,644*	,765*	,817**
	Sig. (2-tailed)	,003	,000		,000	,017	,000	,000	,000
	N	30	30	30	30	30	30	30	30
X1.4	Pearson Correlation	,538*	,650*	,706*	1	,673*	,690*	,758*	,877**
	Sig. (2-tailed)	,002	,000	,000		,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30
X1.5	Pearson Correlation	,497*	,507*	,434*	,673*	1	,663*	,549*	,755**
	Sig. (2-tailed)	,005	,004	,017	,000		,000	,002	,000
	N	30	30	30	30	30	30	30	30
X1.6	Pearson Correlation	,608*	,515*	,644*	,690*	,663*	1	,761*	,847**
	Sig. (2-tailed)	,000	,004	,000	,000	,000		,000	,000
	N	30	30	30	30	30	30	30	30
X1.7	Pearson Correlation	,546*	,706*	,765*	,758*	,549*	,761*	1	,884**
	Sig. (2-tailed)	,002	,000	,000	,000	,002	,000		,000

	N	30	30	30	30	30	30	30	30
TOT ALX 1	Pearson Correlation	,762 [*]	,816 [*]	,817 [*]	,877 [*]	,755 [*]	,847 [*]	,884 [*]	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 0.01 level (2-tailed).									
*. Correlation is significant at the 0.05 level (2-tailed).									

Hasil Uji Validitas Variabel Kualitas Produk sampel kecil

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	TOTALX
X2.1	Pearson Correlation	1	,780 ^{**}	,732 ^{**}	,767 ^{**}	,321	,842 ^{**}
	Sig. (2-tailed)		,000	,000	,000	,084	,000
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	,780 ^{**}	1	,636 ^{**}	,708 ^{**}	,331	,807 ^{**}
	Sig. (2-tailed)	,000		,000	,000	,074	,000
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	,732 ^{**}	,636 ^{**}	1	,840 ^{**}	,455 [*]	,872 ^{**}
	Sig. (2-tailed)	,000	,000		,000	,012	,000
	N	30	30	30	30	30	30
X2.4	Pearson Correlation	,767 ^{**}	,708 ^{**}	,840 ^{**}	1	,518 ^{**}	,919 ^{**}
	Sig. (2-tailed)	,000	,000	,000		,003	,000
	N	30	30	30	30	30	30
X2.5	Pearson Correlation	,321	,331	,455 [*]	,518 ^{**}	1	,692 ^{**}
	Sig. (2-tailed)	,084	,074	,012	,003		,000
	N	30	30	30	30	30	30
TOTA LX	Pearson Correlation	,842 ^{**}	,807 ^{**}	,872 ^{**}	,919 ^{**}	,692 ^{**}	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30
**. Correlation is significant at the 0.01 level (2-tailed).							
*. Correlation is significant at the 0.05 level (2-tailed).							

Hasil Uji Validitas Variabel Keputusan Pembelian sampel kecil

		Correlations							
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	TOTALY
Y1	Pearson Correlation	1	,709*	,403*	,062	,416*	,345	,385*	,673**
	Sig. (2-tailed)		,000	,027	,746	,022	,062	,036	,000
	N	30	30	30	30	30	30	30	30
Y2	Pearson Correlation	,709*	1	,465*	,145	,377*	,274	,520*	,735**
	Sig. (2-tailed)	,000		,010	,444	,040	,143	,003	,000
	N	30	30	30	30	30	30	30	30
Y3	Pearson Correlation	,403*	,465*	1	,240	,334	,323	,342	,644**
	Sig. (2-tailed)	,027	,010		,201	,072	,082	,064	,000
	N	30	30	30	30	30	30	30	30
Y4	Pearson Correlation	,062	,145	,240	1	,240	,208	,251	,439*
	Sig. (2-tailed)	,746	,444	,201		,202	,271	,181	,015
	N	30	30	30	30	30	30	30	30
Y5	Pearson Correlation	,416*	,377*	,334	,240	1	,522*	,498*	,727**
	Sig. (2-tailed)	,022	,040	,072	,202		,003	,005	,000
	N	30	30	30	30	30	30	30	30
Y6	Pearson Correlation	,345	,274	,323	,208	,522*	1	,728*	,722**
	Sig. (2-tailed)	,062	,143	,082	,271	,003		,000	,000
	N	30	30	30	30	30	30	30	30
Y7	Pearson Correlation	,385*	,520*	,342	,251	,498*	,728*	1	,803**
	Sig. (2-tailed)	,036	,003	,064	,181	,005	,000		,000
	N	30	30	30	30	30	30	30	30
TOTALY	Pearson Correlation	,673*	,735*	,644*	,439*	,727*	,722*	,803*	1
	Sig. (2-tailed)	,000	,000	,000	,015	,000	,000	,000	
	N	30	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).

Hasil Uji Validitas Variabel Brand Equity Sampel Besar

Correlations									
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	TOTALX1
X1.1	Pearson Correlation	1	,465*	,430*	,190	,447*	,266*	,367*	,700**
	Sig. (2-tailed)		,000	,000	,058	,000	,007	,000	,000
	N	100	100	100	100	100	100	100	100
X1.2	Pearson Correlation	,465*	1	,395*	,349*	,426*	,243*	,409*	,704**
	Sig. (2-tailed)	,000		,000	,000	,000	,015	,000	,000
	N	100	100	100	100	100	100	100	100
X1.3	Pearson Correlation	,430*	,395*	1	,390*	,465*	,286*	,336*	,702**
	Sig. (2-tailed)	,000	,000		,000	,000	,004	,001	,000
	N	100	100	100	100	100	100	100	100
X1.4	Pearson Correlation	,190	,349*	,390*	1	,262*	,314*	,370*	,621**
	Sig. (2-tailed)	,058	,000	,000		,009	,001	,000	,000
	N	100	100	100	100	100	100	100	100
X1.5	Pearson Correlation	,447*	,426*	,465*	,262*	1	,314*	,189	,668**
	Sig. (2-tailed)	,000	,000	,000	,009		,001	,060	,000
	N	100	100	100	100	100	100	100	100
X1.6	Pearson Correlation	,266*	,243*	,286*	,314*	,314*	1	,380*	,597**
	Sig. (2-tailed)	,007	,015	,004	,001	,001		,000	,000
	N	100	100	100	100	100	100	100	100
X1.7	Pearson Correlation	,367*	,409*	,336*	,370*	,189	,380*	1	,651**
	Sig. (2-tailed)	,000	,000	,001	,000	,060	,000		,000
	N	100	100	100	100	100	100	100	100
TOT ALX 1	Pearson Correlation	,700*	,704*	,702*	,621*	,668*	,597*	,651*	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).									
*. Correlation is significant at the 0.05 level (2-tailed).									

Hasil Uji Validitas Variabel Kualitas Produk Sampel Besar

Correlations							
		x2.1	x2.2	x2.3	x2.4	x2.5	totalx2
x2.1	Pearson Correlation	1	,396**	,203*	,310**	,383**	,649**
	Sig. (2-tailed)		,000	,043	,002	,000	,000
	N	100	100	100	100	100	100
x2.2	Pearson Correlation	,396**	1	,457**	,364**	,205*	,734**
	Sig. (2-tailed)	,000		,000	,000	,040	,000
	N	100	100	100	100	100	100
x2.3	Pearson Correlation	,203*	,457**	1	,371**	,095	,660**
	Sig. (2-tailed)	,043	,000		,000	,347	,000
	N	100	100	100	100	100	100
x2.4	Pearson Correlation	,310**	,364**	,371**	1	,376**	,730**
	Sig. (2-tailed)	,002	,000	,000		,000	,000
	N	100	100	100	100	100	100
x2.5	Pearson Correlation	,383**	,205*	,095	,376**	1	,586**
	Sig. (2-tailed)	,000	,040	,347	,000		,000
	N	100	100	100	100	100	100
total x2	Pearson Correlation	,649**	,734**	,660**	,730**	,586**	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).							
*. Correlation is significant at the 0.05 level (2-tailed).							

Hasil Uji Validitas Variabel Keputusan pembelian Sampel Besar

Correlations									
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	TOTALY
Y1	Pearson Correlation	1	,325*	,451*	,106	,272*	,259*	,011	,564**
	Sig. (2-tailed)		,001	,000	,292	,006	,009	,910	,000
	N	100	100	100	100	100	100	100	100
Y2	Pearson Correlation	,325*	1	,457*	,135	,189	,201*	,087	,565**
	Sig. (2-tailed)	,001		,000	,180	,060	,045	,391	,000
	N	100	100	100	100	100	100	100	100
Y3	Pearson Correlation	,451*	,457*	1	,152	,344*	,256*	,138	,644**
	Sig. (2-tailed)	,000	,000		,132	,000	,010	,170	,000
	N	100	100	100	100	100	100	100	100
Y4	Pearson Correlation	,106	,135	,152	1	,318*	,328*	,130	,521**
	Sig. (2-tailed)	,292	,180	,132		,001	,001	,198	,000
	N	100	100	100	100	100	100	100	100
Y5	Pearson Correlation	,272*	,189	,344*	,318*	1	,432*	,296*	,681**
	Sig. (2-tailed)	,006	,060	,000	,001		,000	,003	,000
	N	100	100	100	100	100	100	100	100
Y6	Pearson Correlation	,259*	,201*	,256*	,328*	,432*	1	,530*	,708**
	Sig. (2-tailed)	,009	,045	,010	,001	,000		,000	,000
	N	100	100	100	100	100	100	100	100
Y7	Pearson Correlation	,011	,087	,138	,130	,296*	,530*	1	,538**
	Sig. (2-tailed)	,910	,391	,170	,198	,003	,000		,000
	N	100	100	100	100	100	100	100	100
TOTALY	Pearson Correlation	,564*	,565*	,644*	,521*	,681*	,708*	,538*	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100	100

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

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

Hasil Uji Reliabilitas Variabel *Brand Equity* Sampel Kecil

Reliability Statistics

Cronbach's Alpha	N of Items
,920	7

Hasil Uji Reliabilitas Variabel Kualitas Produk Sampel Kecil

Reliability Statistics

Cronbach's Alpha	N of Items
,865	5

Hasil Uji Reliabilitas Variabel Keputusan Pembelian Sampel Kecil

Reliability Statistics

Cronbach's Alpha	N of Items
,805	7

Hasil Uji Reliabilitas Variabel *Brand Equity* Sampel Besar

Reliability Statistics

Cronbach's Alpha	N of Items
,786	7

Hasil Uji Reliabilitas Variabel Kualitas Produk Sampel Besar

Reliability Statistics

Cronbach's Alpha	N of Items
,697	5

Hasil Uji Reliabilitas Variabel Keputusan Pembelian Sampel Besar**Reliability Statistics**

Cronbach's Alpha	N of Items
,700	7

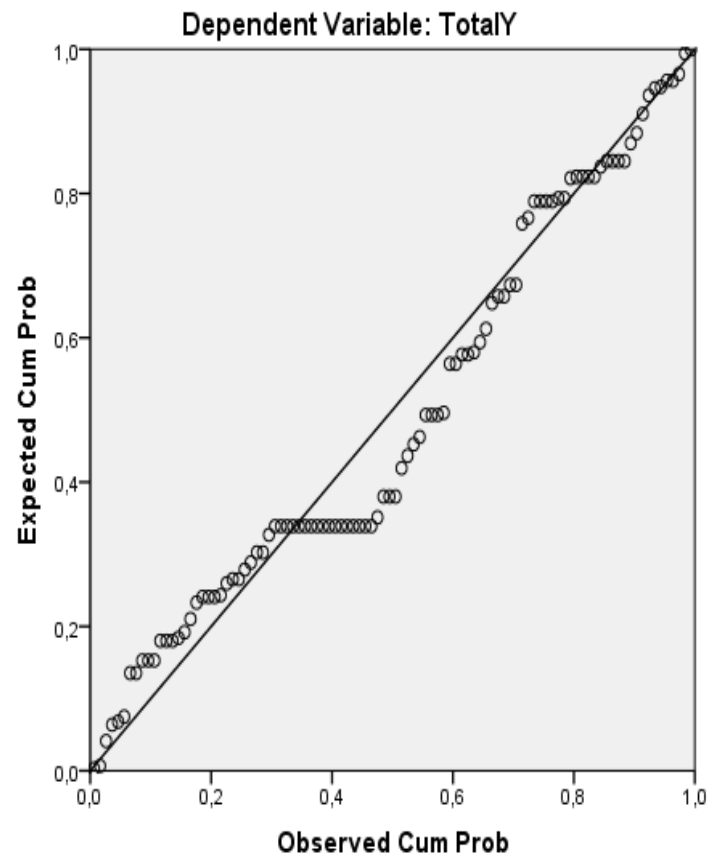


LAMPIRAN 09. HASIL UJI ASUMSI KLASIK DAN REGRESI LINIER BERGANDA *OUTPUT SPSS 20 FOR WINDOWS, BRAND EQUITY (X₁), KUALITAS PRODUK (X₂) DAN KEPUTUSAN PEMBELIAN (Y)*

Hasil Uji Normalitas



Normal P-P Plot of Regression Standardized Residual



One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^a b	Mean	0E-7
	Std. Deviation	1,62479244
	Absolute	,133
Most Extreme Differences	Positive	,133
	Negative	-,073
Kolmogorov-Smirnov Z		1,326
Asymp. Sig. (2-tailed)		,060
a. Test distribution is Normal.		
b. Calculated from data.		

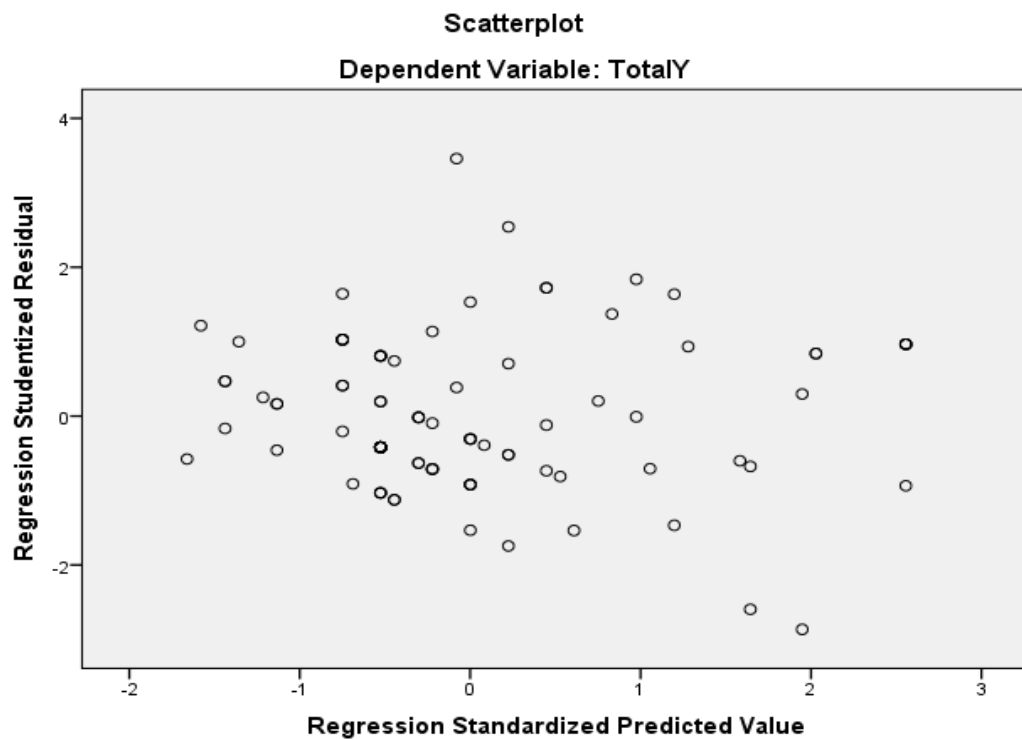
Hasil Uji Multikolinieritas

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9,500	2,132		4,456	,000		
	TotalX1	,347	,107	,367	3,246	,002	,421	2,377
	TotalX2	,473	,145	,370	3,273	,001	,421	2,377

a. Dependent Variable: TotalY

Hasil Uji Heteroskedastisitas



Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	(Constant)	-2,581	1,236		-2,089	,039
1	X1	,097	,062	,234	1,570	,120
	X2	,048	,084	,086	,578	,565

a. Dependent Variable: Unstandardized Residual

ANALISIS REGRESI LINIER BERGANDA

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,692 ^a	,478	,468	1,641

a. Predictors: (Constant), Kualitas produk, Brand Equity

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	239,645	2	119,822	44,471	,000 ^b
	Residual	261,355	97	2,694		
	Total	501,000	99			

a. Dependent Variable: Keputusan Pembelian

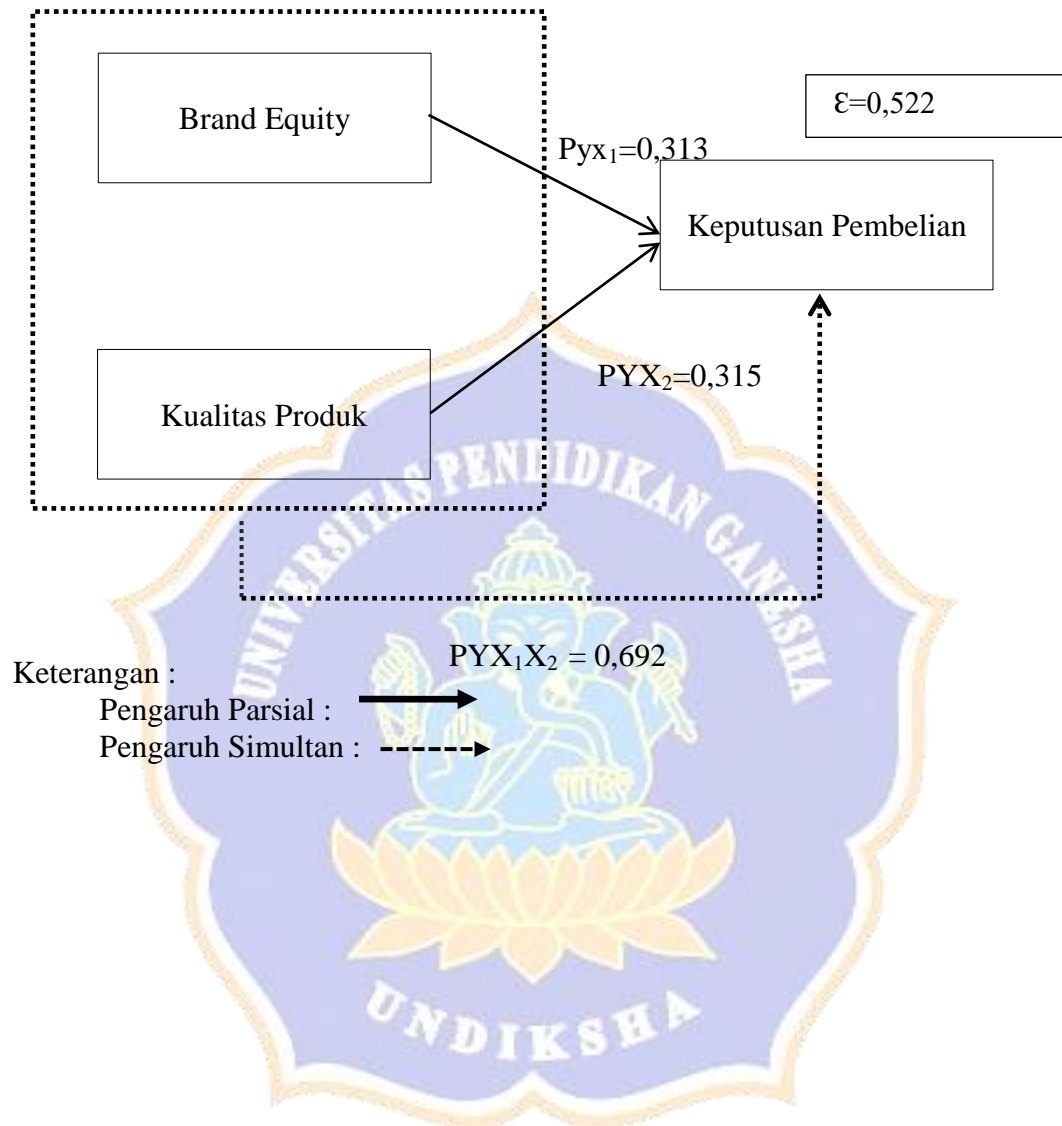
b. Predictors: (Constant), Kualitas produk, Brand Equity

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	9,500	2,132		4,456	,000			
	Brand Equity	,347	,107	,367	3,246	,002	,649	,313	,238
	Kualitas produk	,473	,145	,370	3,273	,001	,649	,315	,240

a. Dependent Variable: Keputusan Pembelian

Lampiran 10. Struktur Hubungan Pengaruh Brand Equity dan Kualitas Produk terhadap Keputusan Pembelian



RIWAYAT HIDUP



I Made Sukma Diarta lahir di Tabanan pada tanggal 8 Mei 1999. Penulis lahir dari pasangan suami istri Bapak I Ketut Astika Arimbawa dan Ibu Ni Nyoman Ratmini. Penulis berkebangsaan Indonesia dan beragama Hindu. Kini beralamat di Desa Belumbang, Kecamatan Kerambitan, Kabupaten Tabanan, Provinsi Bali. Penulis menyelesaikan pendidikan dasar di SD Negeri 1 Belumbang dan lulus pada tahun 2011. Kemudian penulis melanjutkan di SMP Negeri 1 Kerambitan dan lulus pada tahun 2014. Pada tahun 2017, penulis lulus dari SMA Negeri 1 Kerambitan dan melanjutkan ke S1 Jurusan Manajemen di Universitas Pendidikan Ganesha. Pada semester akhir tahun 2021 penulis telah menyelesaikan Skripsi yang berjudul “Pengaruh *Brand Equity* dan Kualitas Produk Terhadap Keputusan Pembelian Laptop Asus di Kota Tabanan”

