

Lampiran 01. Data Penjualan Perusahaan

Penjualan 2019 (Unit)			
Oktober	November	Desember	Total
17 Unit	18 Unit	14 Unit	49 Unit
Penjualan 2020 (Unit)			
Januari	Februari	Maret	Total
15 Unit	14 Unit	6 Unit	35 Unit

Sumber: PT. Agung Automall Cabang Jembrana



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 Universitas Pendidikan Ganesha pada Jurusan Manajemen, dengan ini saya mengadakan penelitian yang berjudul **“Pengaruh Ekuitas Merek dan Desain Produk terhadap Keputusan Pembelian Mobil Toyota di PT. Agung Automall Cabang Jembrana”**.

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.

Jembrana, 10 Mei 2021

Peneliti

Ida Bagus Gde Ari Pradnya Wibawa

NIM. 1717041223

Identitas Responden

(Beri tanda ✓ pada kotak jawaban)

1. Nama :

2. Alamat :

3. Usia :

4. Jenis Kelamin : Laki-laki Perempuan

5. Apakah Anda pernah membeli, menggunakan, dan melakukan *service* mobil Toyota?

IYA TIDAK

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

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

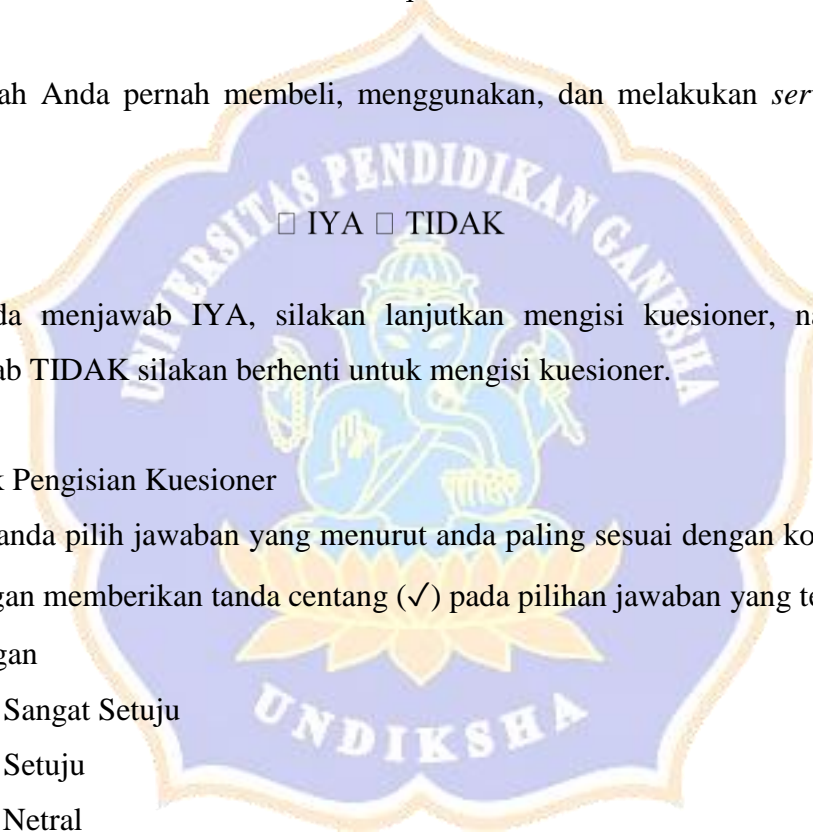
SS : Sangat Setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju



Draft Pertanyaan**Keputusan Pembelian**

NO	Pernyataan	SS	S	N	TS	STS
	Keputusan Pembelian	5	4	3	2	1
1.	Tujuan saya memilih mobil Toyota karena mereknya sudah terkenal.					
2.	Saya mengambil keputusan untuk membeli mobil Toyota setelah mendapatkan informasi yang cukup.					
3.	Saya merekomendasikan kepada orang lain tentang produk-produk Toyota.					
4.	Saya mempertimbangkan dengan merek lain sebelum melakukan keputusan membeli mobil Toyota.					
5.	Saya akan tetap memilih produk mobil dari Toyota apabila ingin mengganti mobil.					

Ekuitas Merek

No	Pernyataan	SS	S	N	TS	STS
	Ekuitas Merek	5	4	3	2	1
6.	Merek mobil Toyota mudah diingat.					
7.	Mobil Toyota mampu memuaskan konsumennya.					
8.	Merek Toyota sesuai dengan gaya hidup saat ini.					

No	Pernyataan	SS	S	N	TS	STS
	Ekuitas Merek	5	4	3	2	1
9.	Mobil Toyota banyak terlihat di jalan.					
10.	Merek Toyota selalu bisa diandalkan di setiap situasi.					
11.	Saya akan tetap memilih merek Toyota meskipun banyak rekomendasi teman tentang merek lain.					
12.	Merek Toyota sudah terpercaya.					

Desain Produk

No	Pernyataan	SS	S	N	TS	STS
	Desain Produk	5	4	3	2	1
13.	Bentuk dari mobil Toyota sesuai dengan jaman dan keinginan pelanggan.					
14.	Mobil Toyota dikenal sebagai mobil yang awet.					
15.	Mobil Toyota mudah dijalankan disegala medan jalan.					
16.	Mobil Toyota mudah untuk diperbaiki jika ada kerusakan.					

Lampiran 03. Tabulasi data Penelitian

A. Tabulasi Data Sampel Kecil

Ekuitas Merek (X1)							Desain Produk (X2)					
X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	TOTAL X1	X2.1	X2.2	X2.3	X2.4	TOTAL X2
4	4	4	4	4	4	4	28	4	4	4	4	16
4	4	4	4	4	3	4	27	4	4	4	4	16
4	4	4	3	4	4	4	27	4	4	4	4	16
5	2	2	2	2	4	2	19	2	4	2	2	10
5	5	5	5	5	5	5	35	5	5	5	5	20
4	4	5	4	5	4	5	31	5	4	4	5	18
5	5	5	5	5	5	5	35	5	5	5	5	20
5	5	5	5	5	5	5	35	5	5	5	5	20
4	4	4	4	4	4	4	28	4	4	4	5	17
4	4	4	4	3	3	4	26	4	4	4	4	16
4	4	4	4	4	5	4	29	5	5	4	4	18
4	4	4	4	4	4	4	28	4	4	4	4	16
4	4	4	4	4	5	4	29	4	4	5	4	17
4	5	5	4	5	4	4	31	4	4	4	4	16
5	5	5	5	5	5	5	35	5	5	5	5	20
4	4	4	4	4	4	4	28	4	4	4	4	16
5	4	4	5	4	4	4	30	4	4	4	4	16
3	4	3	4	4	4	3	25	3	3	4	3	13
4	4	4	5	4	4	4	29	4	4	4	4	16
4	5	4	4	4	4	4	29	4	4	4	5	17
3	3	3	3	3	4	4	23	4	4	3	4	15
4	4	4	4	4	5	4	29	4	4	4	4	16
5	5	5	5	5	5	5	35	5	5	5	5	20
3	4	4	3	3	4	4	25	3	3	4	4	14
5	5	5	5	5	5	5	35	5	5	5	5	20
4	4	4	4	4	3	4	27	4	4	4	4	16
4	4	5	4	4	4	4	29	5	5	4	4	18
3	4	4	4	4	2	3	24	3	4	3	4	14
4	4	3	3	3	3	4	24	4	4	3	3	14
4	3	4	4	3	3	4	25	4	3	3	4	14

Keputusan Pembelian (Y)					
Y1	Y2	Y3	Y4	Y5	TOTAL Y
4	4	4	4	4	20
5	5	5	3	3	21
4	4	3	4	4	19
4	2	2	5	5	18
4	5	4	4	5	22
5	5	5	4	5	24
5	5	5	5	5	25
5	5	5	5	5	25
4	4	4	4	4	20
5	4	4	4	3	20
5	4	5	5	4	23
5	5	4	4	4	22
4	4	5	5	5	23
5	4	4	5	4	22
5	5	5	5	5	25
5	5	4	5	4	23
5	4	4	4	4	21
3	3	3	3	3	15
3	4	3	4	4	18
5	4	4	4	5	22
3	3	3	3	3	15
4	5	4	4	5	22
5	5	5	5	5	25
5	5	5	5	4	24
5	5	5	5	4	24
4	4	4	3	3	18
4	4	4	5	5	22
3	4	3	5	2	17
4	4	3	4	3	18
3	3	3	4	3	16

B. Tabulasi Data Sampel Besar

No	Ekuitas Merek (X1)							Desain Produk (X2)					
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	TOTAL X1	X2.1	X2.2	X2.3	X2.4	TOTAL X2
1	5	4	4	5	5	5	5	33	4	5	5	5	19
2	3	5	4	4	3	5	4	28	4	4	4	5	17
3	5	5	5	5	5	5	5	35	5	5	5	5	20
4	5	5	5	5	5	5	5	35	5	5	5	5	20
5	4	4	4	5	4	4	4	29	4	4	4	4	16
6	5	5	5	5	5	5	5	35	5	5	5	5	20
7	5	5	5	5	5	5	5	35	5	5	5	5	20
8	4	4	5	4	4	4	5	30	5	4	4	4	17
9	4	4	3	5	4	3	5	28	5	4	4	5	18
10	5	5	5	5	5	5	5	35	5	5	5	5	20
11	4	4	3	4	4	3	4	26	3	4	4	4	15
12	3	4	5	4	3	5	4	28	5	5	4	4	18
13	4	4	5	5	5	5	5	33	5	5	5	5	20
14	5	5	5	5	5	4	5	34	5	5	5	5	20
15	5	5	5	5	5	5	5	35	5	5	5	5	20
16	5	5	5	5	5	4	5	34	5	5	5	5	20
17	4	4	4	4	4	4	4	28	4	4	4	4	16
18	4	4	5	4	5	4	5	31	5	4	4	5	18
19	4	4	4	4	4	3	4	27	4	4	4	4	16
20	5	4	4	5	4	4	5	31	5	5	4	5	19
21	5	4	4	5	4	3	5	30	5	5	4	5	19
22	4	5	4	5	4	4	4	30	4	4	4	4	16
23	4	4	4	5	5	5	5	32	5	5	4	5	19
24	4	5	5	5	5	4	5	33	5	5	5	5	20
25	4	4	4	4	4	4	4	28	4	4	4	4	16
26	5	5	5	5	5	5	4	34	5	5	5	5	20
27	5	4	4	4	4	4	5	30	4	4	4	4	16
28	4	4	4	4	5	5	3	29	4	4	4	3	15
29	4	4	4	4	4	3	4	27	4	4	4	4	16
30	4	4	4	4	4	4	4	28	4	4	4	4	16
31	5	5	5	5	5	5	5	35	5	5	5	5	20
32	5	4	4	5	4	4	4	30	4	4	4	4	16
33	4	4	4	5	4	4	4	29	5	4	4	5	18
34	5	5	4	5	5	5	5	34	5	5	4	4	18
35	4	4	4	4	4	4	4	28	4	4	4	4	16
36	4	4	4	5	4	4	4	29	4	4	4	4	16
37	4	4	4	4	4	4	4	28	4	4	4	4	16
38	4	5	5	5	5	4	4	32	4	4	4	3	15
39	4	4	4	5	4	3	4	28	3	5	4	5	17

40	4	4	4	4	4	3	4	27	4	4	4	4	16
41	4	4	4	4	4	4	4	28	4	4	4	4	16
42	4	5	5	5	5	4	4	32	4	5	5	5	19
43	5	5	4	4	5	5	5	33	5	5	4	5	19
44	4	4	4	4	4	4	4	28	4	4	4	4	16
45	5	4	4	5	4	4	4	30	4	4	4	4	16
46	4	4	3	4	4	3	4	26	4	4	4	3	15
47	4	4	4	4	4	4	4	28	4	4	4	4	16
48	5	4	4	4	4	3	4	28	4	4	3	3	14
49	5	5	5	2	5	5	4	31	4	4	3	4	15
50	5	4	4	5	4	3	5	30	4	4	4	4	16
51	5	4	4	5	4	3	5	30	4	4	4	4	16
52	3	3	4	4	4	3	4	25	4	4	4	4	16
53	4	4	4	4	4	4	4	28	4	4	4	4	16
54	4	4	4	4	4	4	4	28	4	4	4	4	16
55	4	4	4	4	4	4	4	28	4	4	4	4	16
56	4	5	5	4	5	4	5	32	4	5	5	5	19
57	5	5	5	5	5	5	5	35	5	5	5	5	20
58	4	4	4	4	4	4	4	28	4	4	4	4	16
59	5	4	4	5	4	4	4	30	4	4	4	4	16
60	4	4	4	5	4	3	4	28	4	4	4	4	16
61	4	4	4	4	4	4	4	28	4	4	4	4	16
62	5	5	5	5	5	4	5	34	5	5	5	5	20
63	4	4	4	5	4	3	4	28	4	4	4	4	16
64	4	4	5	5	5	4	5	32	5	5	4	4	18
65	4	4	4	4	3	3	4	26	4	4	4	4	16
66	4	3	4	4	3	3	4	25	4	5	4	4	17
67	5	4	3	5	3	4	4	28	4	4	5	5	18
68	4	5	5	4	4	5	3	30	5	5	4	3	17
69	3	4	4	4	4	3	5	27	5	5	4	4	18
70	4	4	4	4	4	4	4	28	4	5	5	5	19
71	3	3	3	3	3	2	3	20	3	3	3	3	12
72	3	3	3	4	3	3	3	22	4	3	3	3	13
73	4	4	4	5	4	4	5	30	5	4	4	4	17
74	3	4	3	3	5	5	5	28	5	5	4	5	19
75	5	5	4	4	4	3	5	30	5	5	5	5	20
76	4	5	5	5	5	4	4	32	5	4	5	5	19
77	4	4	4	4	4	4	4	28	4	4	4	4	16
78	4	4	4	4	4	4	4	28	4	4	4	4	16
79	4	4	4	4	4	4	5	29	4	4	4	4	16
80	4	5	4	4	4	3	4	28	4	4	5	4	17
81	4	4	3	5	3	1	4	24	4	4	4	5	17
82	5	5	5	5	5	4	5	34	5	5	5	5	20

83	4	4	4	4	4	3	4	27	3	3	3	3	12
84	4	4	3	4	4	3	4	26	4	4	4	4	16
85	4	4	4	4	4	3	4	27	4	4	4	3	15
86	5	5	5	5	5	5	5	35	5	5	5	5	20
87	4	4	4	4	4	4	5	29	4	4	4	4	16
88	4	4	4	4	4	3	4	27	4	4	4	4	16
89	4	5	5	5	5	4	5	33	5	5	5	5	20
90	3	3	3	3	3	3	3	21	4	3	3	3	13
91	5	5	5	3	4	3	5	30	4	5	3	3	15
92	4	4	4	4	4	2	4	26	3	4	3	4	14
93	4	5	4	4	4	5	4	30	4	4	5	4	17
94	4	4	5	5	4	5	4	31	4	5	5	5	19
95	4	3	4	4	4	4	4	27	4	3	4	4	15
96	4	4	4	5	4	4	4	29	4	4	4	4	16
97	3	4	4	4	5	5	4	29	5	5	5	5	20
98	3	3	3	3	3	3	4	22	3	3	3	4	13
99	3	4	4	4	2	3	3	23	4	4	3	4	15
100	4	4	4	4	5	5	4	30	4	4	5	4	17

No	Keputusan Pembelian (Y)					TOTAL Y
	Y1	Y2	Y3	Y4	Y5	
1	4	4	5	4	5	22
2	5	4	5	5	5	24
3	5	5	5	4	4	23
4	5	5	5	4	5	24
5	4	4	5	5	3	21
6	5	5	5	5	5	25
7	5	5	5	4	5	24
8	4	5	5	4	5	23
9	5	4	5	5	3	22
10	5	5	5	4	4	23
11	3	4	4	4	5	20
12	4	4	4	5	4	21
13	5	5	5	5	5	25
14	5	5	4	5	5	24
15	5	5	5	5	5	25
16	5	5	4	5	4	23
17	4	4	5	4	4	21
18	5	5	5	4	5	24
19	4	4	4	4	3	19

20	5	5	4	5	3	22
21	5	5	3	4	3	20
22	4	4	4	4	4	20
23	5	4	4	5	5	23
24	5	5	4	4	3	21
25	4	4	4	5	4	21
26	5	5	5	4	3	22
27	4	4	4	4	4	20
28	4	4	5	4	3	20
29	4	4	3	5	3	19
30	4	5	3	5	4	21
31	5	5	5	4	5	24
32	4	4	4	4	4	20
33	4	4	4	5	4	21
34	5	4	4	5	5	23
35	4	4	4	4	4	20
36	4	4	4	4	4	20
37	4	4	4	4	4	20
38	5	5	4	4	1	19
39	4	4	3	3	4	18
40	4	4	4	4	3	19
41	4	4	4	4	4	20
42	4	4	5	3	4	20
43	5	4	4	4	5	22
44	4	4	4	4	4	20
45	4	4	4	4	4	20
46	5	4	4	4	3	20
47	5	5	4	4	5	23
48	4	3	4	4	4	19
49	4	4	4	4	5	21
50	4	5	4	4	3	20
51	5	5	3	4	3	20
52	4	5	4	4	3	20
53	4	5	4	4	4	21
54	4	4	4	4	4	20
55	4	5	5	5	3	22
56	5	4	5	5	4	23
57	5	5	4	4	4	22
58	4	4	4	4	4	20
59	5	4	3	5	4	21
60	4	4	4	4	3	19
61	4	4	4	3	4	19
62	5	4	3	5	5	22

63	5	5	3	4	5	22
64	5	5	4	5	5	24
65	3	4	3	4	5	19
66	4	4	4	5	5	22
67	4	5	4	4	4	21
68	4	4	4	4	3	19
69	5	5	5	5	3	23
70	4	4	5	4	3	20
71	3	4	3	5	3	18
72	4	4	3	3	3	17
73	5	4	3	4	4	20
74	5	5	5	5	3	23
75	5	5	5	5	5	25
76	4	5	5	5	4	23
77	4	4	4	4	4	20
78	4	4	4	4	4	20
79	4	4	4	5	4	21
80	3	5	4	5	3	20
81	3	4	4	4	5	20
82	4	5	5	4	4	22
83	4	4	4	3	4	19
84	4	4	3	4	3	18
85	4	4	3	3	4	18
86	5	5	5	4	5	24
87	4	4	4	4	4	20
88	4	4	4	4	4	20
89	4	5	4	4	5	22
90	3	3	3	3	3	15
91	5	5	5	5	5	25
92	4	5	5	4	5	23
93	5	5	5	5	5	25
94	4	4	4	4	3	19
95	4	4	5	5	3	21
96	5	5	4	5	4	23
97	5	5	5	4	5	24
98	4	4	3	4	3	18
99	4	5	4	5	3	21
100	5	5	5	4	5	24

Lampiran 04. Deskripsi Data Responden

Jenis Kelamin					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30 th	60	60.0	60.0	60.0
	31-40 th	20	20.0	20.0	80.0
	41-50 th	12	12.0	12.0	92.0
	51-60 th	6	6.0	6.0	98.0
	61-70 th	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Umur					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	57	57.0	57.0	57.0
	Perempuan	43	43.0	43.0	100.0
	Total	100	100.0	100.0	



Lampiran 05. Hasil Uji Instrumen

A. Hasil Uji Instrumen Sampel Kecil

Uji Validitas Variabel Ekuitas Merek

		Correlations							
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	TOTALX1
X1.1	Pearson Correlation	1	,359	,410*	,499**	,421*	,540**	,464**	,638**
	Sig. (2-tailed)		,051	,024	,005	,021	,002	,010	,000
	N	30	30	30	30	30	30	30	30
X1.2	Pearson Correlation	,359	1	,795**	,734**	,851**	,434*	,734**	,862**
	Sig. (2-tailed)	,051		,000	,000	,000	,017	,000	,000
	N	30	30	30	30	30	30	30	30
X1.3	Pearson Correlation	,410*	,795**	1	,749**	,856**	,405*	,828**	,885**
	Sig. (2-tailed)	,024	,000		,000	,000	,026	,000	,000
	N	30	30	30	30	30	30	30	30
X1.4	Pearson Correlation	,499**	,734**	,749**	1	,788**	,408*	,690**	,855**
	Sig. (2-tailed)	,005	,000	,000		,000	,025	,000	,000
	N	30	30	30	30	30	30	30	30
X1.5	Pearson Correlation	,421*	,851**	,856**	,788**	1	,513**	,743**	,912**
	Sig. (2-tailed)	,021	,000	,000	,000		,004	,000	,000
	N	30	30	30	30	30	30	30	30
X1.6	Pearson Correlation	,540**	,434*	,405*	,408*	,513**	1	,518**	,676**
	Sig. (2-tailed)	,002	,017	,026	,025	,004		,003	,000
	N	30	30	30	30	30	30	30	30
X1.7	Pearson Correlation	,464**	,734**	,828**	,690**	,743**	,518**	1	,870**
	Sig. (2-tailed)	,010	,000	,000	,000	,000	,003		,000
	N	30	30	30	30	30	30	30	30
TOTALX1	Pearson Correlation	,638**	,862**	,885**	,855**	,912**	,676**	,870**	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).

Uji Validitas Variabel Desain Produk

		Correlations				
		X2.1	X2.2	X2.3	X2.4	TOTALX2
X2.1	Pearson Correlation	1	,744**	,714**	,766**	,929**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	30	30	30	30	30
X2.2	Pearson Correlation	,744**	1	,554**	,514**	,792**
	Sig. (2-tailed)	,000		,001	,004	,000
	N	30	30	30	30	30
X2.3	Pearson Correlation	,714**	,554**	1	,744**	,874**
	Sig. (2-tailed)	,000	,001		,000	,000
	N	30	30	30	30	30
X2.4	Pearson Correlation	,766**	,514**	,744**	1	,878**
	Sig. (2-tailed)	,000	,004	,000		,000
	N	30	30	30	30	30
TOTALX2	Pearson Correlation	,929**	,792**	,874**	,878**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

Uji Validitas Variabel Keputusan Pembelian

		Correlations					
		Y1	Y2	Y3	Y4	Y5	TOTALY
Y1	Pearson Correlation	1	,627**	,731**	,389*	,437*	,833**
	Sig. (2-tailed)		,000	,000	,034	,016	,000
	N	30	30	30	30	30	30
Y2	Pearson Correlation	,627**	1	,774**	,247	,335	,785**
	Sig. (2-tailed)	,000		,000	,187	,070	,000
	N	30	30	30	30	30	30
Y3	Pearson Correlation	,731**	,774**	1	,329	,417*	,859**
	Sig. (2-tailed)	,000	,000		,076	,022	,000
	N	30	30	30	30	30	30
Y4	Pearson Correlation	,389*	,247	,329	1	,475**	,622**
	Sig. (2-tailed)	,034	,187	,076		,008	,000

	N	30	30	30	30	30	30
Y5	Pearson Correlation	,437*	,335	,417*	,475**	1	,710**
	Sig. (2-tailed)	,016	,070	,022	,008		,000
	N	30	30	30	30	30	30
TOTALY	Pearson Correlation	,833**	,785**	,859**	,622**	,710**	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).

Uji Reliabilitas Variabel Ekuitas Merek

Reliability Statistics

Cronbach's Alpha	N of Items
,915	7

Uji Reliabilitas Variabel Desain Produk

Reliability Statistics

Cronbach's Alpha	N of Items
,892	4

Uji Reliabilitas Variabel Keputusan Pembelian

Reliability Statistics

Cronbach's Alpha	N of Items
,820	5

B. Hasil Uji Instrumen Sampel Besar

Uji Validitas Variabel Ekuitas Merek

		Correlations							
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	Total.X1
X1.1	Pearson Correlation	1	.541**	.420**	.469**	.485**	.274**	.541**	.711**
	Sig. (2-tailed)		.000	.000	.000	.000	.006	.000	.000
	N	100	100	100	100	100	100	100	100
X1.2	Pearson Correlation	.541**	1	.670**	.354**	.614**	.477**	.457**	.791**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
X1.3	Pearson Correlation	.420**	.670**	1	.351**	.621**	.532**	.440**	.785**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100
X1.4	Pearson Correlation	.469**	.354**	.351**	1	.359**	.205*	.401**	.601**
	Sig. (2-tailed)	.000	.000	.000		.000	.040	.000	.000
	N	100	100	100	100	100	100	100	100
X1.5	Pearson Correlation	.485**	.614**	.621**	.359**	1	.594**	.582**	.835**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100
X1.6	Pearson Correlation	.274**	.477**	.532**	.205*	.594**	1	.294**	.697**
	Sig. (2-tailed)	.006	.000	.000	.040	.000		.003	.000
	N	100	100	100	100	100	100	100	100
X1.7	Pearson Correlation	.541**	.457**	.440**	.401**	.582**	.294**	1	.707**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.003		.000
	N	100	100	100	100	100	100	100	100
Total.X1	Pearson Correlation	.711**	.791**	.785**	.601**	.835**	.697**	.707**	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).

Uji Validitas Variabel Desain Produk

Correlations

		X2.1	X2.2	X2.3	X2.4	Total.X2
X2.1	Pearson Correlation	1	.667**	.544**	.558**	.809**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.667**	1	.643**	.645**	.866**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.544**	.643**	1	.708**	.855**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X2.4	Pearson Correlation	.558**	.645**	.708**	1	.866**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100

Total.X2	Pearson Correlation	.809**	.866**	.855**	.866**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Uji Validitas Variabel Keputusan Pembelian Correlations

		Y1	Y2	Y3	Y4	Y5	Total.Y
Y1	Pearson Correlation	1	.515**	.307**	.288**	.212*	.693**
	Sig. (2-tailed)		.000	.002	.004	.034	.000
	N	100	100	100	100	100	100
Y2	Pearson Correlation	.515**	1	.361**	.257**	.145	.662**
	Sig. (2-tailed)	.000		.000	.010	.149	.000
	N	100	100	100	100	100	100
Y3	Pearson Correlation	.307**	.361**	1	.213*	.234*	.672**
	Sig. (2-tailed)	.002	.000		.033	.019	.000
	N	100	100	100	100	100	100
Y4	Pearson Correlation	.288**	.257**	.213*	1	.089	.542**
	Sig. (2-tailed)	.004	.010	.033		.381	.000
	N	100	100	100	100	100	100
Y5	Pearson Correlation	.212*	.145	.234*	.089	1	.610**
	Sig. (2-tailed)	.034	.149	.019	.381		.000
	N	100	100	100	100	100	100
Total.Y	Pearson Correlation	.693**	.662**	.672**	.542**	.610**	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 Reliabelitas Variabel Ekuitas Merek

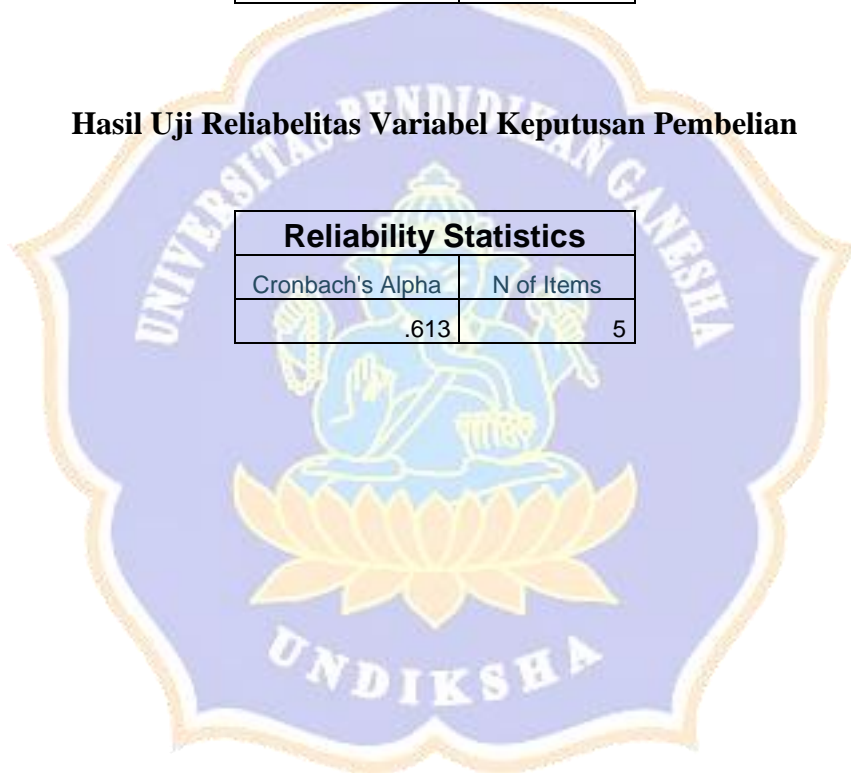
Reliability Statistics	
Cronbach's Alpha	N of Items
.849	7

Hasil Uji Reliabelitas Variabel Desain Produk

Reliability Statistics	
Cronbach's Alpha	N of Items
.870	4

Hasil Uji Reliabelitas Variabel Keputusan Pembelian

Reliability Statistics	
Cronbach's Alpha	N of Items
.613	5

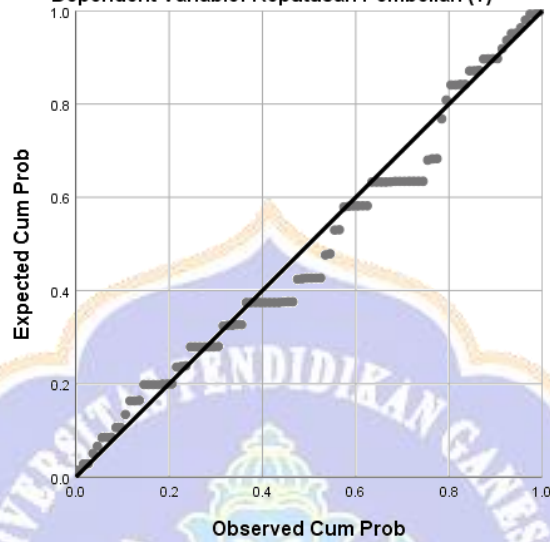


Lampiran 06. Hasil Uji Asumsi Klasik

Uji Validitas

Normal P-P Plot of Regression Standardized Residual

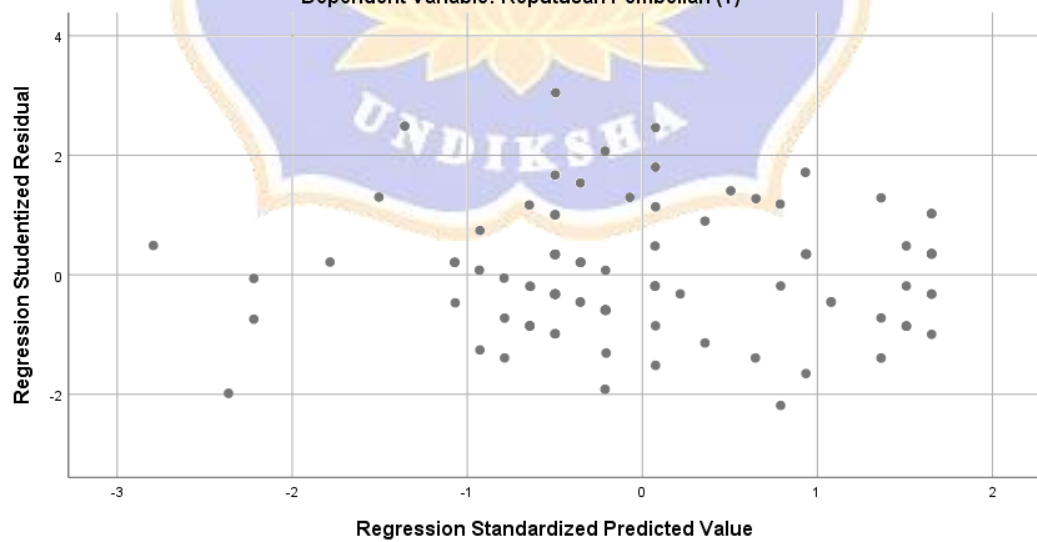
Dependent Variable: Keputusan Pembelian (Y)



Uji Heteroskedastisitas

Scatterplot

Dependent Variable: Keputusan Pembelian (Y)



Uji Multikolinieritas

Collinearity Statistics	
Tolerance	VIF
.362	2.765
.362	2.765



Lampiran 07. Hasil Analisis Regresi Linier Berganda

Uji F (Simultan)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	191.787	2	95.894	41.717	.000 ^b
	Residual	222.973	97	2.299		
	Total	414.760	99			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Desain Produk (X2), Ekuitas Merek (X1)

Uji T (Parsial)

Coefficients^a

Model		Unstandardized Coefficients		Standardize	t	Sig.	Correlations		
		B	Std. Error	d			Zero-order	Partial	Part
				Coefficients					
1	(Constant)	8.513	1.408	Beta	6.046	.000			
	Ekuitas Merek (X1)	.201	.077	.321	2.596	.011	.637	.255	.193
	Desain Produk (X2)	.397	.124	.395	3.192	.002	.652	.308	.238

a. Dependent Variable: Keputusan Pembelian (Y)

Uji Koefisien Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.680 ^a	.462	.451	1.516

a. Predictors: (Constant), Desain Produk (X2), Ekuitas Merek (X1)

b. Dependent Variable: Keputusan Pembelian (Y)