

LAMPIRAN

LAMPIRAN 1



KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN
UNIVERSITAS LAMPUNG
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
Jl. Prof. Dr. Sumantri Brojo Negoro No. 1 Bandar Lampung

LEMBAR KUESIONER

No.

Responden yang terhormat,

Bersama ini saya mengharapkan saudara/saudari untuk mengisi daftar pertanyaan dalam lembar kuesioner ini dengan tujuan sebagai data untuk penyusunan skripsi dengan judul: **“Pembentukan Keputusan Pembelian melalui *Word of Mouth, Country of Origin, Desain dan Fitur Produk (Studi pada Produk Smartphone OPPO)*”**. Atas kesediaan saudara/saudari menjawab dengan sejujurnya dan sebaik-baiknya saya ucapkan terima kasih.

Petunjuk Pengisian

Berilah tanda (√) pada kolom yang paling sesuai dengan pilihan anda. Setiap responden diharapkan memilih hanya 1 jawaban:

Identitas Responden:

Nama :

Alamat :

Jenis Kelamin : a. Laki-laki b. Perempuan

Umur : a. 17-22 tahun c. 29-34 tahun
b. 23-28 tahun d. > 34 tahun

Pekerjaan : a. Mahasiswa/Pelajar d. Pegawai Swasta
b. Wiraswasta e. Lain-lain.....
c. Pegawai Negeri

Penghasilan per bulan : a. < 1 Juta c. 2 Juta – 3 Juta
b. 1 Juta - 2 Juta d. > 3 Juta

Keterangan : STS = Sangat Tidak Setuju
 TS = Tidak Setuju
 N = Netral
 S = Setuju
 SS = Sangat Setuju

Word Of Mouth

No	Pernyataan	STS	TS	N	S	SS
1	Saya menginformasikan keunggulan smartphone OPPO kepada orang lain					
2	Saya mengajak konsumen lain untuk membeli smartphone OPPO					
3	Saya mendorong teman-teman dan keluarga untuk membeli smartphone OPPO					
4	Saya sering membicarakan smartphone OPPO kepada orang lain					

Country of Origin

No	Pernyataan	STS	TS	N	S	SS
1	Negara tempat asal smartphone OPPO adalah negara yang inovatif dalam memproduksi					
2	Negara tempat asal smartphone OPPO memiliki tingkat kemajuan teknologi yang tinggi					
3	Negara tempat asal smartphone OPPO memiliki desain yang bagus dalam setiap produknya					
4	Smartphone OPPO berasal dari negara yang memiliki citra sebagai negara maju					

Desain

No	Pernyataan	STS	TS	N	S	SS
1	Smartphone OPPO memiliki desain yang menarik					
2	Bentuk <i>body</i> smartphone OPPO menarik sesuai dengan ukurannya					
3	Tampilan pada menu smartphone OPPO menarik sehingga mudah di mengerti					
4	Desain Smartphone OPPO lebih klasik					

Fitur

No	Pernyataan	STS	TS	N	S	SS
1	Smartphone OPPO memiliki sistem operasi android <i>up to date</i>					
2	Smartphone OPPO memiliki kemampuan fitur fotografi dengan hasil maksimal					
3	Penggunaan baterai dengan kapasitas yang besar menjadikan smartphone OPPO lebih tahan lama dalam keadaan aktif					
4	Smartphone OPPO memiliki <i>User Interface</i> (UI) yang menarik					

Keputusan Pembelian

No	Pernyataan	STS	TS	N	S	SS
1	Saya telah mendapatkan informasi-informasi mengenai produk smartphone OPPO					
2	Saya telah mengevaluasi pilihan alternatif produk smartphone OPPO					
3	Saya membeli produk smartphone OPPO					
4	Saya merasa puas dengan produk smartphone OPPO					

LAMPIRAN 2
GAMBAR PRODUK SMARTPHONE OPPO





LAMPIRAN 3
DISTRIBUSI JAWABAN RESPONDEN UJI VALIDITAS

Variabel *Word of Mouth*

No.	x1.1	x1.2	x1.3	x1.4	x1
1	5	4	4	3	16
2	2	4	4	3	13
3	4	4	4	4	16
4	2	4	4	4	14
5	4	3	4	5	16
6	4	4	3	4	15
7	5	4	3	4	16
8	2	3	3	2	10
9	3	4	4	5	16
10	2	2	3	2	9
11	1	1	1	2	5
12	4	4	4	4	16
13	4	3	3	4	14
14	4	3	3	4	14
15	4	5	5	4	18
16	5	4	4	5	18
17	2	3	4	4	13
18	3	3	3	4	13
19	5	4	5	5	19
20	2	2	2	4	10
21	4	5	4	4	17
22	2	2	2	1	7
23	2	4	4	4	14
24	4	5	5	4	18
25	4	4	5	4	17
26	2	2	4	2	10
27	2	2	2	4	10
28	4	4	4	3	15
29	2	1	1	3	7
30	3	3	3	2	11

Variabel *Country of Origin*

No.	x2.1	x2.2	x2.3	x2.4	x2
1	4	4	2	3	13
2	5	3	2	3	13
3	1	2	4	3	10
4	4	4	2	4	14
5	2	3	3	4	12
6	5	4	4	4	17
7	4	3	3	4	14
8	4	5	4	4	17
9	5	5	3	4	17
10	5	4	4	4	17
11	4	5	3	2	14
12	2	2	4	2	10
13	4	4	4	5	17
14	2	3	2	4	11
15	5	4	5	5	19
16	4	5	4	4	17
17	4	4	4	5	17
18	1	3	2	4	10
19	4	4	3	5	16
20	4	4	2	3	13
21	1	2	2	4	9
22	4	4	2	2	12
23	4	2	4	3	13
24	5	4	4	3	16
25	4	3	3	5	15
26	4	5	3	5	17
27	1	3	3	4	11
28	4	5	4	5	18
29	4	3	3	3	13
30	4	2	3	4	13

Variabel Desain

No.	x3.1	x3.2	x3.3	x3.4	x3
1	5	4	5	5	19
2	4	3	3	4	14
3	4	4	2	3	13
4	4	5	4	3	16
5	4	4	4	4	16
6	4	4	4	5	17
7	5	4	4	5	18
8	4	4	2	3	13
9	4	4	3	4	15
10	3	4	4	3	14
11	3	3	2	2	10
12	5	4	4	4	17
13	4	3	4	3	14
14	2	2	3	4	11
15	4	3	4	4	15
16	3	4	4	4	15
17	4	4	4	5	17
18	4	4	3	3	14
19	3	4	4	5	16
20	4	2	2	3	11
21	2	2	4	4	12
22	2	1	3	4	10
23	4	4	5	4	17
24	2	3	4	4	13
25	4	5	5	4	18
26	2	4	4	2	12
27	4	4	3	3	14
28	5	5	5	4	19
29	4	4	4	3	15
30	3	3	4	4	14

Variabel Fitur

No.	x4.1	x4.2	x4.3	x4.4	x4
1	3	5	4	4	16
2	4	5	4	5	18
3	3	5	4	4	16
4	3	4	4	2	13
5	4	4	3	5	16
6	4	5	5	4	18
7	4	5	4	3	16
8	3	4	4	3	14
9	4	5	4	4	17
10	4	4	5	3	16
11	2	2	3	3	10
12	5	5	4	4	18
13	4	4	4	3	15
14	4	3	4	2	13
15	5	5	3	4	17
16	4	5	4	3	16
17	4	4	2	4	14
18	3	4	4	5	16
19	4	4	5	4	17
20	4	5	4	4	17
21	4	2	2	3	11
22	4	5	3	2	14
23	2	4	4	4	14
24	4	3	5	5	17
25	4	4	3	4	15
26	4	5	3	4	16
27	3	4	3	3	13
28	5	5	5	5	20
29	3	4	4	3	14
30	4	3	2	3	12

Variabel Keputusan Pembelian

No.	y1	y2	y3	y4	y
1	2	4	5	4	15
2	5	4	4	4	17
3	4	5	4	4	17
4	5	3	4	4	16
5	1	2	4	3	10
6	4	3	4	4	15
7	4	4	4	5	17
8	4	3	2	3	12
9	2	3	4	4	13
10	4	3	2	2	11
11	2	2	2	2	8
12	4	4	4	5	17
13	5	4	5	4	18
14	4	4	5	3	16
15	4	4	5	5	18
16	5	4	4	4	17
17	4	2	4	5	15
18	4	3	1	1	9
19	2	2	4	4	12
20	2	2	4	4	12
21	4	2	4	5	15
22	5	4	2	3	14
23	2	4	4	5	15
24	1	2	4	4	11
25	5	4	4	5	18
26	4	2	4	4	14
27	4	3	2	2	11
28	4	4	4	5	17
29	3	3	1	3	10
30	4	3	1	1	9

LAMPIRAN 4
HASIL UJI VALIDITAS INSTRUMEN PENELITIAN

Variabel *Word of Mouth*

Correlations

		x1.1	x1.2	x1.3	x1.4	x1
x1.1	Pearson Correlation	1	.665**	.547**	.548**	.836**
	Sig. (2-tailed)		.000	.002	.002	.000
	N	30	30	30	30	30
x1.2	Pearson Correlation	.665**	1	.832**	.526**	.904**
	Sig. (2-tailed)	.000		.000	.003	.000
	N	30	30	30	30	30
x1.3	Pearson Correlation	.547**	.832**	1	.465**	.848**
	Sig. (2-tailed)	.002	.000		.010	.000
	N	30	30	30	30	30
x1.4	Pearson Correlation	.548**	.526**	.465**	1	.752**
	Sig. (2-tailed)	.002	.003	.010		.000
	N	30	30	30	30	30
x1	Pearson Correlation	.836**	.904**	.848**	.752**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

Variabel *Country of Origin*

Correlations

		x2.1	x2.2	x2.3	x2.4	x2
x2.1	Pearson Correlation	1	.559**	.273	.103	.787**
	Sig. (2-tailed)		.001	.145	.588	.000
	N	30	30	30	30	30
x2.2	Pearson Correlation	.559**	1	.157	.245	.751**
	Sig. (2-tailed)	.001		.407	.191	.000
	N	30	30	30	30	30
x2.3	Pearson Correlation	.273	.157	1	.256	.581**
	Sig. (2-tailed)	.145	.407		.172	.001
	N	30	30	30	30	30
x2.4	Pearson Correlation	.103	.245	.256	1	.547**
	Sig. (2-tailed)	.588	.191	.172		.002
	N	30	30	30	30	30
x2	Pearson Correlation	.787**	.751**	.581**	.547**	1
	Sig. (2-tailed)	.000	.000	.001	.002	
	N	30	30	30	30	30

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

Variabel Desain

Correlations

		x3.1	x3.2	x3.3	x3.4	x3
x3.1	Pearson Correlation	1	.582**	.182	.227	.724**
	Sig. (2-tailed)		.001	.335	.227	.000
	N	30	30	30	30	30
x3.2	Pearson Correlation	.582**	1	.418*	.036	.745**
	Sig. (2-tailed)	.001		.021	.851	.000
	N	30	30	30	30	30
x3.3	Pearson Correlation	.182	.418*	1	.487**	.735**
	Sig. (2-tailed)	.335	.021		.006	.000
	N	30	30	30	30	30
x3.4	Pearson Correlation	.227	.036	.487**	1	.598**
	Sig. (2-tailed)	.227	.851	.006		.000
	N	30	30	30	30	30
x3	Pearson Correlation	.724**	.745**	.735**	.598**	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).

Variabel Fitur

Correlations

		x4.1	x4.2	x4.3	x4.4	x4
x4.1	Pearson Correlation	1	.347	.047	.213	.573**
	Sig. (2-tailed)		.060	.807	.258	.001
	N	30	30	30	30	30
x4.2	Pearson Correlation	.347	1	.340	.271	.753**
	Sig. (2-tailed)	.060		.066	.148	.000
	N	30	30	30	30	30
x4.3	Pearson Correlation	.047	.340	1	.226	.630**
	Sig. (2-tailed)	.807	.066		.230	.000
	N	30	30	30	30	30
x4.4	Pearson Correlation	.213	.271	.226	1	.665**
	Sig. (2-tailed)	.258	.148	.230		.000
	N	30	30	30	30	30
x4	Pearson Correlation	.573**	.753**	.630**	.665**	1
	Sig. (2-tailed)	.001	.000	.000	.000	
	N	30	30	30	30	30

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

Variabel Keputusan Pembelian

Correlations

		y1	y2	y3	y4	y
y1	Pearson Correlation	1	.496**	-.058	.050	.538**
	Sig. (2-tailed)		.005	.763	.792	.002
	N	30	30	30	30	30
y2	Pearson Correlation	.496**	1	.222	.224	.662**
	Sig. (2-tailed)	.005		.238	.233	.000
	N	30	30	30	30	30
y3	Pearson Correlation	-.058	.222	1	.776**	.739**
	Sig. (2-tailed)	.763	.238		.000	.000
	N	30	30	30	30	30
y4	Pearson Correlation	.050	.224	.776**	1	.779**
	Sig. (2-tailed)	.792	.233	.000		.000
	N	30	30	30	30	30
y	Pearson Correlation	.538**	.662**	.739**	.779**	1
	Sig. (2-tailed)	.002	.000	.000	.000	
	N	30	30	30	30	30

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

LAMPIRAN 5
HASIL UJI RELIABILITAS INSTRUMEN PENELITIAN

Variabel *Word of Mouth*

Reliability Statistics

Cronbach's Alpha	N of Items
.825	5

Variabel *Country of Origin*

Reliability Statistics

Cronbach's Alpha	N of Items
.764	5

Variabel *Desain*

Reliability Statistics

Cronbach's Alpha	N of Items
.779	5

Variabel *Fitur*

Reliability Statistics

Cronbach's Alpha	N of Items
.757	5

Variabel *Keputusan Pembelian*

Reliability Statistics

Cronbach's Alpha	N of Items
.766	5

LAMPIRAN 6
DISTRIBUSI JAWABAN RESPONDEN UJI REGRESI

Variabel *Word of Mouth*

No.	x1.1	x1.2	x1.3	x1.4	x1
1	5	4	4	3	16
2	2	4	4	3	13
3	4	4	4	4	16
4	2	4	4	4	14
5	4	3	4	5	16
6	4	4	3	4	15
7	5	4	3	4	16
8	2	3	3	2	10
9	3	4	4	5	16
10	2	2	3	2	9
11	1	1	1	2	5
12	4	4	4	4	16
13	4	3	3	4	14
14	4	3	3	4	14
15	4	5	5	4	18
16	5	4	4	5	18
17	2	3	4	4	13
18	3	3	3	4	13
19	5	4	5	5	19
20	2	2	2	4	10
21	4	5	4	4	17
22	2	2	2	1	7
23	2	4	4	4	14
24	4	5	5	4	18
25	4	4	5	4	17
26	2	2	4	2	10
27	2	2	2	4	10
28	4	4	4	3	15
29	2	1	1	3	7
30	3	3	3	2	11
31	4	3	3	3	13
32	3	3	4	4	14
33	3	3	2	2	10
34	2	1	2	3	8
35	5	5	5	5	20

36	3	2	2	3	10
37	1	2	1	2	6
38	3	3	4	4	14
39	2	2	3	3	10
40	2	3	3	3	11
41	3	2	2	2	9
42	3	4	4	3	14
43	4	4	4	4	16
44	2	2	2	1	7
45	3	3	2	3	11
46	4	4	4	4	16
47	4	3	3	3	13
48	4	3	4	4	15
49	2	2	2	2	8
50	2	2	2	4	10

Variabel *Country of Origin*

No.	x2.1	x2.2	x2.3	x2.4	x2
1	4	4	2	3	13
2	5	3	2	3	13
3	1	2	4	3	10
4	4	4	2	4	14
5	2	3	3	4	12
6	5	4	4	4	17
7	4	3	3	4	14
8	4	5	4	4	17
9	5	5	3	4	17
10	5	4	4	4	17
11	4	5	3	2	14
12	2	2	4	2	10
13	4	4	4	5	17
14	2	3	2	4	11
15	5	4	5	5	19
16	4	5	4	4	17
17	4	4	4	5	17
18	1	3	2	4	10
19	4	4	3	5	16
20	4	4	2	3	13
21	1	2	2	4	9
22	4	4	2	2	12

23	4	2	4	3	13
24	5	4	4	3	16
25	4	3	3	5	15
26	4	5	3	5	17
27	1	3	3	4	11
28	4	5	4	5	18
29	4	3	3	3	13
30	4	2	3	4	13
31	4	4	4	4	16
32	4	4	5	4	17
33	5	4	4	5	18
34	4	5	4	5	18
35	4	4	4	4	16
36	5	5	4	5	19
37	5	5	4	5	19
38	4	4	3	4	15
39	3	4	5	4	16
40	4	4	3	3	14
41	3	4	2	2	11
42	4	4	3	4	15
43	4	5	4	4	17
44	4	4	2	2	12
45	4	4	3	3	14
46	2	3	3	2	10
47	4	4	4	4	16
48	4	4	4	4	16
49	4	4	2	4	14
50	4	4	3	4	15

Variabel Desain

No.	x3.1	x3.2	x3.3	x3.4	x3
1	5	4	5	5	19
2	4	3	3	4	14
3	4	4	2	3	13
4	4	5	4	3	16
5	4	4	4	4	16
6	4	4	4	5	17
7	5	4	4	5	18
8	4	4	2	3	13
9	4	4	3	4	15

10	3	4	4	3	14
11	3	3	2	2	10
12	5	4	4	4	17
13	4	3	4	3	14
14	2	2	3	4	11
15	4	3	4	4	15
16	3	4	4	4	15
17	4	4	4	5	17
18	4	4	3	3	14
19	3	4	4	5	16
20	4	2	2	3	11
21	2	2	4	4	12
22	2	1	3	4	10
23	4	4	5	4	17
24	2	3	4	4	13
25	4	5	5	4	18
26	2	4	4	2	12
27	4	4	3	3	14
28	5	5	5	4	19
29	4	4	4	3	15
30	3	3	4	4	14
31	4	4	4	2	14
32	4	4	4	4	16
33	4	4	3	3	14
34	5	4	4	3	16
35	5	5	5	5	20
36	3	3	3	3	12
37	3	4	3	2	12
38	4	3	3	3	13
39	3	3	4	3	13
40	4	3	4	3	14
41	3	2	2	2	9
42	4	4	5	3	16
43	4	4	4	4	16
44	1	1	3	4	9
45	5	4	3	3	15
46	4	4	3	4	15
47	4	4	4	3	15
48	4	4	5	4	17
49	2	2	4	5	13
50	4	4	3	3	14

Variabel Fitur

No.	x4.1	x4.2	x4.3	x4.4	x4
1	3	5	4	4	16
2	4	5	4	5	18
3	3	5	4	4	16
4	3	4	4	2	13
5	4	4	3	5	16
6	4	5	5	4	18
7	4	5	4	3	16
8	3	4	4	3	14
9	4	5	4	4	17
10	4	4	5	3	16
11	2	2	3	3	10
12	5	5	4	4	18
13	4	4	4	3	15
14	4	3	4	2	13
15	5	5	3	4	17
16	4	5	4	3	16
17	4	4	2	4	14
18	3	4	4	5	16
19	4	4	5	4	17
20	4	5	4	4	17
21	4	2	2	3	11
22	4	5	3	2	14
23	2	4	4	4	14
24	4	3	5	5	17
25	4	4	3	4	15
26	4	5	3	4	16
27	3	4	3	3	13
28	5	5	5	5	20
29	3	4	4	3	14
30	4	3	2	3	12
31	4	4	4	4	16
32	5	5	5	5	20
33	4	4	3	3	14
34	3	4	4	3	14
35	3	4	3	4	14
36	2	3	3	3	11
37	3	3	4	4	14
38	4	5	4	3	16
39	4	4	3	4	15

40	3	4	4	3	14
41	3	1	3	3	10
42	5	4	5	5	19
43	3	3	4	4	14
44	4	4	2	4	14
45	4	5	4	3	16
46	4	2	4	3	13
47	4	3	3	4	14
48	4	3	4	4	15
49	4	5	4	2	15
50	4	3	3	3	13

Variabel Keputusan Pembelian

No.	y1	y2	y3	y4	y
1	2	4	5	4	15
2	5	4	4	4	17
3	4	5	4	4	17
4	5	3	4	4	16
5	1	2	4	3	10
6	4	3	4	4	15
7	4	4	4	5	17
8	4	3	2	3	12
9	2	3	4	4	13
10	4	3	2	2	11
11	2	2	2	2	8
12	4	4	4	5	17
13	5	4	5	4	18
14	4	4	5	3	16
15	4	4	5	5	18
16	5	4	4	4	17
17	4	2	4	5	15
18	4	3	1	1	9
19	2	2	4	4	12
20	2	2	4	4	12
21	4	2	4	5	15
22	5	4	2	3	14
23	2	4	4	5	15
24	1	2	4	4	11
25	5	4	4	5	18
26	4	2	4	4	14

27	4	3	2	2	11
28	4	4	4	5	17
29	3	3	1	3	10
30	4	3	1	1	9
31	4	3	3	3	13
32	5	5	5	5	20
33	4	4	3	3	14
34	4	3	2	3	12
35	5	2	2	3	12
36	4	3	2	3	12
37	4	3	3	4	14
38	4	4	5	4	17
39	4	3	4	3	14
40	4	4	3	3	14
41	2	2	3	2	9
42	4	5	5	5	19
43	5	4	5	4	18
44	4	4	2	2	12
45	4	3	4	4	15
46	4	4	5	4	17
47	4	4	3	3	14
48	5	5	5	5	20
49	4	4	2	3	13
50	3	4	2	3	12

LAMPIRAN 7
HASIL FREKUENSI JAWABAN RESPONDEN

Variabel *Word of Mouth*

x1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	4.0	4.0	4.0
	2	17	34.0	34.0	38.0
	3	10	20.0	20.0	58.0
	4	16	32.0	32.0	90.0
	5	5	10.0	10.0	100.0
	Total	50	100.0	100.0	

x1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	6.0	6.0	6.0
	2	12	24.0	24.0	30.0
	3	15	30.0	30.0	60.0
	4	16	32.0	32.0	92.0
	5	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

x1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	6.0	6.0	6.0
	2	11	22.0	22.0	28.0
	3	12	24.0	24.0	52.0
	4	19	38.0	38.0	90.0
	5	5	10.0	10.0	100.0
	Total	50	100.0	100.0	

x1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	4.0	4.0	4.0
	2	9	18.0	18.0	22.0
	3	12	24.0	24.0	46.0
	4	22	44.0	44.0	90.0
	5	5	10.0	10.0	100.0
	Total	50	100.0	100.0	

Variabel Country of Origin**x2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	8.0	8.0	8.0
	2	4	8.0	8.0	16.0
	3	2	4.0	4.0	20.0
	4	31	62.0	62.0	82.0
	5	9	18.0	18.0	100.0
	Total	50	100.0	100.0	

x2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	10.0	10.0	10.0
	3	9	18.0	18.0	28.0
	4	26	52.0	52.0	80.0
	5	10	20.0	20.0	100.0
	Total	50	100.0	100.0	

x2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	11	22.0	22.0	22.0
	3	16	32.0	32.0	54.0
	4	20	40.0	40.0	94.0
	5	3	6.0	6.0	100.0
	Total	50	100.0	100.0	

x2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	12.0	12.0	12.0
	3	9	18.0	18.0	30.0
	4	24	48.0	48.0	78.0
	5	11	22.0	22.0	100.0
	Total	50	100.0	100.0	

Variabel Desain**x3.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	2.0	2.0	2.0
	2	6	12.0	12.0	14.0
	3	9	18.0	18.0	32.0
	4	27	54.0	54.0	86.0
	5	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

x3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	4.0	4.0	4.0
	2	5	10.0	10.0	14.0
	3	10	20.0	20.0	34.0
	4	29	58.0	58.0	92.0
	5	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

x3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	10.0	10.0	10.0
	3	14	28.0	28.0	38.0
	4	24	48.0	48.0	86.0
	5	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

x3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	10.0	10.0	10.0
	3	19	38.0	38.0	48.0
	4	19	38.0	38.0	86.0
	5	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

Variabel Fitur

x4.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	6.0	6.0	6.0
	3	13	26.0	26.0	32.0
	4	29	58.0	58.0	90.0
	5	5	10.0	10.0	100.0
	Total	50	100.0	100.0	

x4.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	2.0	2.0	2.0
	2	3	6.0	6.0	8.0
	3	9	18.0	18.0	26.0
	4	20	40.0	40.0	66.0
	5	17	34.0	34.0	100.0
	Total	50	100.0	100.0	

x4.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	8.0	8.0	8.0
	3	14	28.0	28.0	36.0
	4	25	50.0	50.0	86.0
	5	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

x4.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	8.0	8.0	8.0
	3	19	38.0	38.0	46.0
	4	20	40.0	40.0	86.0
	5	7	14.0	14.0	100.0
	Total	50	100.0	100.0	

Variabel Keputusan Pembelian**y1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	4.0	4.0	4.0
	2	7	14.0	14.0	18.0
	3	2	4.0	4.0	22.0
	4	29	58.0	58.0	80.0
	5	10	20.0	20.0	100.0
	Total	50	100.0	100.0	

y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	20.0	20.0	20.0
	3	15	30.0	30.0	50.0
	4	21	42.0	42.0	92.0
	5	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	6.0	6.0	6.0
	2	11	22.0	22.0	28.0
	3	6	12.0	12.0	40.0
	4	20	40.0	40.0	80.0
	5	10	20.0	20.0	100.0
	Total	50	100.0	100.0	

y4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	4.0	4.0	4.0
	2	5	10.0	10.0	14.0
	3	15	30.0	30.0	44.0
	4	17	34.0	34.0	78.0
	5	11	22.0	22.0	100.0
	Total	50	100.0	100.0	

LAMPIRAN 8
HASIL UJI REGRESI LINIER BERGANDA

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.583	3.025		.854	.398		
	x1	.282	.134	.344	2.109	.041	.559	1.788
	x2	.104	.147	.092	.704	.485	.864	1.157
	x3	.056	.202	.046	.277	.783	.530	1.888
	x4	.378	.191	.281	1.980	.054	.740	1.352

a. Dependent Variable: y

LAMPIRAN 9
HASIL UJI DETERMINASI

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.576 ^a	.332	.272	2.585	.332	5.584	4	45	.001	1.501

a. Predictors: (Constant), x4, x2, x1, x3

b. Dependent Variable: y

LAMPIRAN 10
HASIL UJI SIMULTAN

ANOVA^b

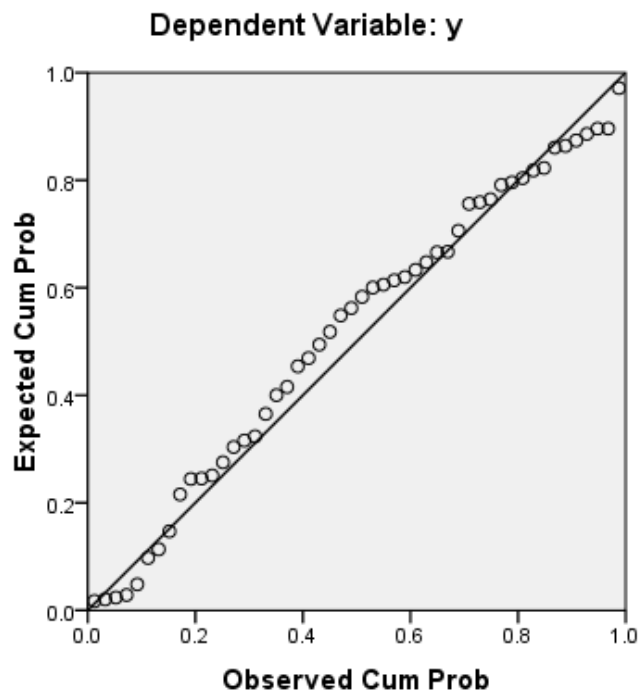
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	149.275	4	37.319	5.584	.001 ^a
	Residual	300.725	45	6.683		
	Total	450.000	49			

a. Predictors: (Constant), x4, x2, x1, x3

b. Dependent Variable: y

LAMPIRAN 11
HASIL UJI NORMALITAS

Normal P-P Plot of Regression Standardized Residual



LAMPIRAN 12
HASIL UJI HETEROSKEDASTISITAS

Scatterplot

