

## Frequency Table

**item 1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.2	1.2	1.2
	2	6	7.5	7.5	8.8
	3	11	13.8	13.8	22.5
	4	31	38.8	38.8	61.2
	5	31	38.8	38.8	100.0
	Total	80	100.0	100.0	

**item2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	8.8	8.8	8.8
	3	10	12.5	12.5	21.2
	4	29	36.2	36.2	57.5
	5	34	42.5	42.5	100.0
	Total	80	100.0	100.0	

**item3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	2.5	2.5	2.5
	4	44	55.0	55.0	57.5
	5	34	42.5	42.5	100.0
	Total	80	100.0	100.0	

**item4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	7.5	7.5	7.5
	3	38	47.5	47.5	55.0
	4	22	27.5	27.5	82.5
	5	14	17.5	17.5	100.0
	Total	80	100.0	100.0	

**item 5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.2	1.2	1.2
	2	3	3.8	3.8	5.0
	3	29	36.2	36.2	41.2
	4	36	45.0	45.0	86.2
	5	11	13.8	13.8	100.0
	Total	80	100.0	100.0	

**item6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	6	7.5	7.5	7.5
	3	5	6.2	6.2	13.8
	4	35	43.8	43.8	57.5
	5	34	42.5	42.5	100.0
	Total	80	100.0	100.0	

**item7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.2	1.2	1.2
	3	4	5.0	5.0	6.2
	4	36	45.0	45.0	51.2
	5	39	48.8	48.8	100.0
	Total	80	100.0	100.0	

**item8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.5	2.5	2.5
	3	7	8.8	8.8	11.2
	4	48	60.0	60.0	71.2
	5	23	28.8	28.8	100.0
	Total	80	100.0	100.0	

**item9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.8	3.8	3.8
	3	4	5.0	5.0	8.8
	4	52	65.0	65.0	73.8
	5	21	26.2	26.2	100.0
	Total	80	100.0	100.0	

**item10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	5.0	5.0	5.0
	3	12	15.0	15.0	20.0
	4	33	41.2	41.2	61.2
	5	31	38.8	38.8	100.0
	Total	80	100.0	100.0	

**item11**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.8	3.8	3.8
	3	11	13.8	13.8	17.5
	4	46	57.5	57.5	75.0
	5	20	25.0	25.0	100.0
	Total	80	100.0	100.0	

**item12**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	8.8	8.8	8.8
	3	12	15.0	15.0	23.8
	4	36	45.0	45.0	68.8
	5	25	31.2	31.2	100.0
	Total	80	100.0	100.0	

**item13**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.2	1.2	1.2
	2	7	8.8	8.8	10.0
	3	6	7.5	7.5	17.5
	4	38	47.5	47.5	65.0
	5	28	35.0	35.0	100.0
	Total	80	100.0	100.0	

**item14**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.2	1.2	1.2
	2	9	11.2	11.2	12.5
	3	12	15.0	15.0	27.5
	4	37	46.2	46.2	73.8
	5	21	26.2	26.2	100.0
	Total	80	100.0	100.0	

**item15**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	3.8	3.8	3.8
	2	3	3.8	3.8	7.5
	3	23	28.8	28.8	36.2
	4	41	51.2	51.2	87.5
	5	10	12.5	12.5	100.0
	Total	80	100.0	100.0	

**item16**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	2.5	2.5	2.5
	2	3	3.8	3.8	6.2
	3	20	25.0	25.0	31.2
	4	44	55.0	55.0	86.2
	5	11	13.8	13.8	100.0
	Total	80	100.0	100.0	

**item17**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1.2	1.2	1.2
	3	4	5.0	5.0	6.2
	4	64	80.0	80.0	86.2
	5	11	13.8	13.8	100.0
	Total	80	100.0	100.0	

item18

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.2	1.2	1.2
2	6	7.5	7.5	8.8
3	21	26.2	26.2	35.0
4	33	41.2	41.2	76.2
5	19	23.8	23.8	100.0
Total	80	100.0	100.0	

## Lampiran 12. Analisis Regresi Linier Berganda

### Regression

#### Descriptive Statistics

	Mean	Std. Deviation	N
keputusanpembelian	19.09	2.706	80
kualitas	19.80	2.812	80
desain	16.91	2.312	80
merek	16.22	2.886	80

#### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	merek, kualitas, desain <sup>a</sup>		. Enter

a. All requested variables entered.

b. Dependent Variable: keputusanpembelian

**Model Summary<sup>b</sup>**

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	.616 <sup>a</sup>	.379	.354	2.174	.379	15.461	3	76	.000	2.070

a. Predictors: (Constant), merek, kualitas, desain

b. Dependent Variable: keputusanpembelian

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	219.208	3	73.069	15.461	.000 <sup>a</sup>
	Residual	359.179	76	4.726		
	Total	578.388	79			

a. Predictors: (Constant), merek, kualitas, desain

b. Dependent Variable: keputusanpembelian

**Coefficients<sup>a</sup>**

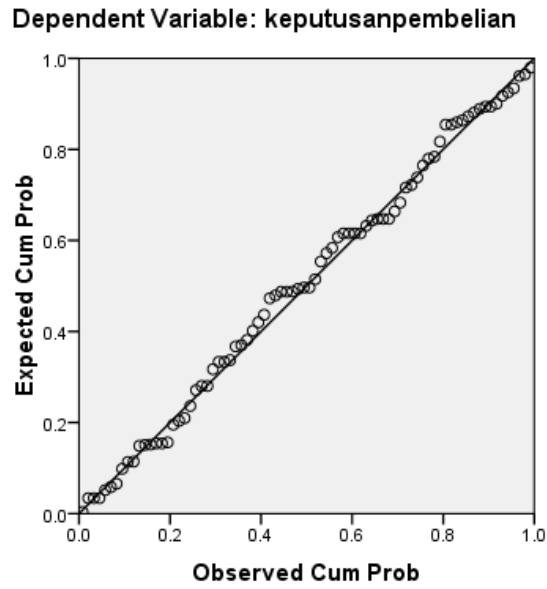
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B		Correlations			Collinearity Statistic		
		B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial	Part	tolerance	VIF	
		1	Constant	9.922			2.032		4.884	.000	5.876	13.969		
	kualitas	.328	.105	.341	3.117	.003	.118	.538	.483	.337	.282	.628	1.466	
	desain	-.363	.162	-.310	-2.244	.028	-.685	-.041	.297	-.249	-.203	.428	2.334	
	merek	.543	.130	.579	4.184	.000	.284	.801	.529	.433	.378	.427	2.340	

a. Dependent Variable:

keputusanpembelian

### Lampiran 13. Uji Normalitas

Normal P-P Plot of Regression Standardized Residual



### Lampiran 14. Uji Heteroskedasitas

Scatterplot

