



## KUESIONER PENELITIAN

### **Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Tablet Apple iPad Di Bandar Lampung**

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Bandar Lampung, 25 Juli 2013

Kepada Yth,  
Bapak/Ibu/Saudara  
Responden  
di Bandar Lampung

Dengan Hormat,

Sehubungan dengan penelitian yang saya lakukan dalam rangka menyelesaikan studi pada Program S1 Jurusan Manajemen Fakultas Ekonomi dan Bisnis (FEB) Universitas Lampung mengenai ***“Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Tablet Apple iPad di Bandar Lampung”*** maka saya mohon bantuan kesediaan dari Bapak/ibu/Saudara untuk dapat mengisi kuesioner penelitian ini.

Penelitian ini diharapkan dapat memberikan hasil yang bermanfaat dan oleh karena itu dimohon kepada Bapak/Ibu/Saudara untuk mengisi/menjawab kuesioner ini dengan sejujur-jujurnya dan sebenar-benarnya. Jawaban yang Bapak/Ibu/Saudara berikan akan dijamin kerahasiannya dan hanya digunakan untuk kepentingan ilmiah. Atas kerjasama yang baik dan kesungguhan Bapak/Ibu/Saudara dalam mengisi kuesioner ini, saya ucapkan terimakasih.

Peneliti,

Agung Rizki  
NPM 0911011127

**DATA RESPONDEN****NO. RESPONDEN :.....**

Alamat : \_\_\_\_\_

Berilah tanda **silang (x)** pada salah satu pilihan jawaban dari pertanyaan pertanyaan sebagai berikut (yang paling sesuai dengan kondisi Anda)

1. Jenis kelamin anda ?

a. Laki-laki

b. Perempuan

2. Apakah pekerjaan anda ?

a. Mahasiswa/ Pelajar
b. Pegawai Swasta
c. Pegawai Negri
d. lainnya

3. Berapa pendapatan anda per bulan ?

a. Rp. 1. 000.000--Rp 2.000.000
b. Rp. 2.000.000-Rp 5.000.000
c. Rp. 5.000.001-Rp.10.000.000
d. > Rp 10.000.000

### **KUESIONER**

Berilah tanda check (✓) seberapa besar persetujuan Anda terhadap pertanyaan berikut.

Dengan pilihan jawaban sebagai berikut :

- A. Sangat Setuju                (SS)    = 5
- B. Setuju                        (S)     = 4
- C. Ragu-ragu                 (R)     = 3
- D. Tidak Setuju               (TS)    = 2
- E. Sangat Tidak Setuju    (STS) = 1

#### **BENTUK (X1)**

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
1	Tablet Apple Ipad mempunyai bentuk yang minimalis.					
2	Tablet Apple Ipad memiliki bentuk ukuran yang portable.					

#### **CIRI-CIRI PRODUK (X2)**

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
3	Tablet Apple Ipad mempunyai kualitas kamera yang baik.					
4	Tablet Apple Ipad memiliki kualitas Layar LCD yang baik.					

**KINERJA (X3)**

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
5	Tablet Apple Ipad mempunyai sistem operasi (OS) yang terbaru.					
6	Tablet Apple Ipad memiliki sistem operasi (OS) yang bekerja dengan cepat.					

**KESESUAIAN (X4)**

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
7	Tablet Apple Ipad mempunyai ukuran yang sesuai yang harapan anda					
8	Tablet Apple Ipad memiliki tampilan seperti apa yang anda harapkan.					

**KETAHANAN (X5)**

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
9	Tablet Apple Ipad mempunyai ketahanan layar LCD yang baik.					
10	Tablet Apple Ipad memiliki ketahanan baterai yang tahan lama.					

**KEHANDALAN (X6)**

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
11	Tablet Apple Ipad mempunyai kehandalan tidak mudah panas saat digunakan.					
12	Tablet Apple Ipad memiliki kehandalan pada kemampuan mendeteksi Wi-Fi yang baik.					

**KEMUDAHAN PERBAIKAN (X7)**

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
13	Tablet Apple Ipad mudah diperbaiki ketika terjadi kerusakan					
14	Tablet Apple Ipad memiliki ketersediaan suku cadang yang mudah didapat.					

**GAYA (X8)**

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
15	Tablet Apple Ipad memiliki gaya tampilan yang menarik.					
16	Tablet Apple Ipad memberikan anda kesan rasa bangga ketika anda memilikinya.					

**DESAIN (X9)**

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
17	Tablet Apple Ipad memiliki desain produk yang menarik.					
18	Tablet Apple Ipad memiliki desain produk yang fungsional.					

**KEPUTUSAN PEMBELIAN**

No	Pernyataan	Jawaban				
		STS	TS	N	S	SS
19	Dalam keadaan tertentu, saya sangat membutuhkan fasilitas komputer dan internet seperti Apple iPad					
20	Saya mencari informasi tentang fungsi dan kelebihan teblet sebelum saya membeli.					
21	Saya membandingkan keunggulan dan kelemahan beberapa tablet sebelum saya membelinya.					
22	Saya memutuskan membeli tablet Apple Ipad karena menarik bagi saya.					
23	Saya puas dengan tablet Apple Ipad yang saya beli.					

## Lampiran 2

Hasil Jawaban30 Responden Pengaruh kualitas produk terhadap keputusan pembelian  
Tablet Apple Ipad di Bandar Lampung

Responden	x1.1	x1.2	x1	x2.1	x2.2	x2	x3.1	x3.2	x3	x4.1	x4.2	x4	x5.1	x5.2	x5	x6.1	x6.2	x6	x7.1	x7.2	x7	x8.1	x8.2	x8	x9.1	x9.2	x9	y1	y2	y3	y4	y5	y
1	5	4	9	4	4	8	4	4	8	5	4	9	5	4	9	5	4	9	3	3	6	4	4	8	4	4	8	4	4	4	5	5	22
2	4	4	8	4	4	8	4	5	9	4	4	8	4	4	8	4	4	8	4	5	9	4	4	8	4	3	7	4	4	4	4	4	20
3	5	4	9	4	4	8	4	4	8	4	4	8	5	4	9	5	4	9	4	5	9	4	3	7	4	4	8	4	4	5	4	4	21
4	4	5	9	4	4	8	4	5	9	5	5	10	2	3	5	5	4	9	4	5	9	4	5	9	5	4	9	4	5	5	4	5	23
5	4	4	8	4	4	8	4	4	8	4	4	8	4	4	8	4	4	8	3	3	6	4	4	8	4	4	8	4	4	4	4	4	20
6	4	3	7	4	3	7	4	4	8	3	3	6	4	3	7	4	3	7	4	3	7	3	4	7	5	4	9	4	4	4	4	3	19
7	5	4	9	4	4	8	4	5	9	4	4	8	4	5	9	5	4	9	4	4	8	4	5	9	5	4	9	4	4	4	4	5	21
8	5	4	9	4	4	8	4	5	9	4	4	8	5	4	9	5	4	9	5	3	8	4	5	9	5	4	9	4	4	4	5	5	22
9	3	4	7	4	4	8	4	4	8	4	3	7	4	3	7	4	3	7	4	4	8	3	4	7	5	5	10	4	4	3	4	3	18
10	4	3	7	4	3	7	3	3	6	4	3	7	4	3	7	4	3	7	4	3	7	5	5	10	4	4	8	4	4	3	3	3	17
11	4	3	7	4	3	7	4	4	8	4	3	7	4	3	7	4	3	7	3	4	7	4	4	8	5	4	9	3	4	4	4	3	18
12	3	4	7	4	3	7	3	4	7	4	4	8	4	3	7	4	3	7	4	4	8	5	5	10	4	4	8	3	3	3	4	3	16
13	3	2	5	2	3	5	4	5	9	2	3	5	2	3	5	3	2	5	4	3	7	3	4	7	4	3	7	3	3	3	2	2	13
14	3	3	6	3	3	6	3	3	6	2	3	5	3	3	6	3	3	6	4	4	8	3	4	7	4	4	8	3	3	3	3	3	15
15	5	4	9	4	4	8	4	5	9	5	4	9	5	4	9	5	4	9	4	4	8	5	5	10	5	5	10	4	5	5	5	4	23
16	5	4	9	4	4	8	4	5	9	5	5	10	2	3	5	4	4	8	4	4	8	4	5	9	5	4	9	4	4	4	4	5	21
17	4	3	7	4	3	7	3	4	7	5	5	10	3	4	7	4	3	7	4	4	8	4	4	8	4	4	8	4	4	4	4	3	19
18	4	5	9	4	4	8	4	5	9	4	4	8	5	4	9	3	3	6	2	2	4	4	5	9	5	4	9	4	4	4	5	5	22
19	4	5	9	4	4	8	4	5	9	4	4	8	3	2	5	4	4	8	3	3	6	5	4	9	5	4	9	4	4	5	5	5	23
20	4	3	7	4	3	7	3	4	7	4	4	8	4	3	7	4	3	7	5	4	9	5	5	10	3	4	7	4	4	4	4	3	19
21	3	2	5	3	3	6	2	3	5	5	5	10	3	2	5	3	3	6	4	4	8	3	2	5	4	4	8	3	3	3	3	2	14
22	3	3	6	2	3	5	3	4	7	4	4	8	2	2	4	3	2	5	3	3	6	2	3	5	3	2	7	3	3	3	2	2	13
23	4	3	7	4	3	7	3	4	7	5	5	10	4	3	7	4	3	7	4	4	8	4	3	7	3	3	6	4	4	4	4	3	19
24	4	4	8	4	4	8	4	4	8	5	5	10	4	4	8	4	4	8	3	3	6	4	4	8	3	2	5	4	4	4	4	4	20
25	4	3	7	4	4	8	3	4	7	4	4	8	4	3	7	4	3	7	5	5	10	4	3	7	4	3	7	4	4	4	3	4	19
26	4	4	8	4	4	8	4	4	8	5	5	10	4	4	8	4	4	8	4	5	9	4	4	8	4	4	8	4	4	4	4	4	20
27	4	5	9	4	4	8	4	5	9	4	4	8	5	4	9	5	4	9	5	4	9	5	4	9	4	5	9	4	5	4	4	5	22
28	5	4	9	4	4	8	4	5	9	4	4	8	4	5	9	5	4	9	4	4	8	4	5	9	5	5	10	4	5	5	5	5	24
29	5	4	9	3	3	6	4	5	9	4	4	8	4	5	9	5	4	9	3	3	6	4	5	9	5	5	10	4	5	5	5	5	24
30	5	4	9	4	3	7	4	5	9	4	4	8	4	5	9	5	4	9	3	3	6	5	4	9	3	4	7	4	4	5	5	5	23

### Lampiran 3. Uji Validitas dan Uji Realibilitas

```

CORRELATIONS
/VARIABLES=x1.1 x1.2 x1
/PRINT=TWOTAIL NOSIG
/STATISTICS DESCRIPTIVES
/MISSING=PAIRWISE.

```

#### Correlations

Descriptive Statistics			
	Mean	Std. Deviation	N
x1.1	4,10	,712	30
x1.2	3,77	,817	30
x1	7,80	1,270	30

Correlations				
		x1.1	x1.2	x1
x1.1	Pearson Correlation	1	,397 <sup>*</sup>	,824 <sup>**</sup>
	Sig. (2-tailed)		,030	,000
	N	30	30	30
x1.2	Pearson Correlation	,397 <sup>*</sup>	1	,784 <sup>**</sup>
	Sig. (2-tailed)	,030		,000
	N	30	30	30
x1	Pearson Correlation	,824 <sup>**</sup>	,784 <sup>**</sup>	1
	Sig. (2-tailed)	,000	,000	
	N	30	30	30

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

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

```

CORRELATIONS
/VARIABLES=x2.1 x2.2 x2
/PRINT=TWOTAIL NOSIG
/STATISTICS DESCRIPTIVES
/MISSING=PAIRWISE.

```

#### Correlations

Descriptive Statistics			
	Mean	Std. Deviation	N
x2.1	3,73	,583	30
x2.2	3,53	,507	30
x2	7,33	,922	30



**Correlations**

		x2.1	x2.2	x2
x2.1	Pearson Correlation	1	,497**	,812**
	Sig. (2-tailed)		,005	,000
	N	30	30	30
x2.2	Pearson Correlation	,497**	1	,786**
	Sig. (2-tailed)	,005		,000
	N	30	30	30
x2	Pearson Correlation	,812**	,786**	1
	Sig. (2-tailed)	,000	,000	
	N	30	30	30

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

## CORRELATIONS

```

/VARIABLES=x3.1 x3.2 x3
/PRINT=TWOTAIL NOSIG
/STATISTICS DESCRIPTIVES
/MISSING=PAIRWISE.

```

**Correlations****Descriptive Statistics**

	Mean	Std. Deviation	N
x3.1	3,67	,547	30
x3.2	4,33	,661	30
x3	8,00	1,114	30

**Correlations**

		x3.1	x3.2	x3
x3.1	Pearson Correlation	1	,700**	,906**
	Sig. (2-tailed)		,000	,000
	N	30	30	30
x3.2	Pearson Correlation	,700**	1	,937**
	Sig. (2-tailed)	,000		,000
	N	30	30	30
x3	Pearson Correlation	,906**	,937**	1
	Sig. (2-tailed)	,000	,000	
	N	30	30	30

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

```

CORRELATIONS
/VARIABLES=x4.1 x4.2 x4
/PRINT=TWOTAIL NOSIG
/STATISTICS DESCRIPTIVES
/MISSING=PAIRWISE.

```

## Correlations

Descriptive Statistics			
	Mean	Std. Deviation	N
x4.1	4,13	,776	30
x4.2	4,03	,669	30
x4	8,17	1,367	30

Correlations				
		x4.1	x4.2	x4
x4.1	Pearson Correlation	1	,789**	,954**
	Sig. (2-tailed)		,000	,000
	N	30	30	30
x4.2	Pearson Correlation	,789**	1	,937**
	Sig. (2-tailed)	,000		,000
	N	30	30	30
x4	Pearson Correlation	,954**	,937**	1
	Sig. (2-tailed)	,000	,000	
	N	30	30	30

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

```

CORRELATIONS
/VARIABLES=x5.1 x5.2 x5
/PRINT=TWOTAIL NOSIG
/STATISTICS DESCRIPTIVES
/MISSING=PAIRWISE.

```

## Correlations

Descriptive Statistics			
	Mean	Std. Deviation	N
x5.1	3,80	,925	30
x5.2	3,53	,860	30
x5	7,33	1,561	30

**Correlations**

		x5.1	x5.2	x5
x5.1	Pearson Correlation	1	,529**	,884**
	Sig. (2-tailed)		,003	,000
	N	30	30	30
x5.2	Pearson Correlation	,529**	1	,864**
	Sig. (2-tailed)	,003		,000
	N	30	30	30
x5	Pearson Correlation	,884**	,864**	1
	Sig. (2-tailed)	,000	,000	
	N	30	30	30

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

## CORRELATIONS

```

/VARIABLES=x6.1 x6.2 x6
/PRINT=TWOTAIL NOSIG
/STATISTICS DESCRIPTIVES
/MISSING=PAIRWISE.

```

**Correlations****Descriptive Statistics**

	Mean	Std. Deviation	N
x6.1	4,17	,699	30
x6.2	3,47	,629	30
x6	7,63	1,245	30

**Correlations**

		x6.1	x6.2	x6
x6.1	Pearson Correlation	1	,758**	,944**
	Sig. (2-tailed)		,000	,000
	N	30	30	30
x6.2	Pearson Correlation	,758**	1	,931**
	Sig. (2-tailed)	,000		,000
	N	30	30	30
x6	Pearson Correlation	,944**	,931**	1
	Sig. (2-tailed)	,000	,000	
	N	30	30	30

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

```

CORRELATIONS
/VARIABLES=x7.1 x7.2 x7
/PRINT=TWOTAIL NOSIG
/STATISTICS DESCRIPTIVES
/MISSING=PAIRWISE.

```

## Correlations

Descriptive Statistics			
	Mean	Std. Deviation	N
x7.1	3,80	,714	30
x7.2	3,73	,785	30
x7	7,53	1,332	30

Correlations				
		x7.1	x7.2	x7
x7.1	Pearson Correlation	1	,578**	,877**
	Sig. (2-tailed)		,001	,000
	N	30	30	30
x7.2	Pearson Correlation	,578**	1	,899**
	Sig. (2-tailed)	,001		,000
	N	30	30	30
x7	Pearson Correlation	,877**	,899**	1
	Sig. (2-tailed)	,000	,000	
	N	30	30	30

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

```

CORRELATIONS
/VARIABLES=x8.1 x8.2 x8
/PRINT=TWOTAIL NOSIG
/STATISTICS DESCRIPTIVES
/MISSING=PAIRWISE.

```

## Correlations

Descriptive Statistics			
	Mean	Std. Deviation	N
x8.1	4,00	,743	30
x8.2	4,17	,791	30
x8	8,17	1,315	30

**Correlations**

		x8.1	x8.2	x8
x8.1	Pearson Correlation	1	,469**	,847**
	Sig. (2-tailed)		,009	,000
	N	30	30	30
x8.2	Pearson Correlation	,469**	1	,867**
	Sig. (2-tailed)	,009		,000
	N	30	30	30
x8	Pearson Correlation	,847**	,867**	1
	Sig. (2-tailed)	,000	,000	
	N	30	30	30

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

#### CORRELATIONS

```

/VARIABLES=x9.1 x9.2 x9
/PRINT=TWOTAIL NOSIG
/STATISTICS DESCRIPTIVES
/MISSING=PAIRWISE.

```

### Correlations

**Descriptive Statistics**

	Mean	Std. Deviation	N
x9.1	4,23	,728	30
x9.2	3,90	,759	30
x9	8,20	1,215	30

**Correlations**

		x9.1	x9.2	x9
x9.1	Pearson Correlation	1	,606**	,881**
	Sig. (2-tailed)		,000	,000
	N	30	30	30
x9.2	Pearson Correlation	,606**	1	,845**
	Sig. (2-tailed)	,000		,000
	N	30	30	30
x9	Pearson Correlation	,881**	,845**	1
	Sig. (2-tailed)	,000	,000	
	N	30	30	30

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

## CORRELATIONS

```

/VARIABLES=y1 y2 y3 y4 y5 y
/PRINT=TWOTAIL NOSIG
/STATISTICS DESCRIPTIVES
/MISSING=PAIRWISE.

```

**Correlations****Descriptive Statistics**

	Mean	Std. Deviation	N
y1	3,80	,407	30
y2	4,00	,587	30
y3	4,00	,695	30
y4	4,00	,830	30
y5	3,87	1,042	30
y	19,67	3,111	30

**Correlations**

		y1	y2	y3	y4	y5	y
y1	Pearson Correlation	1	,722**	,610**	,612**	,667**	,790**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	30	30	30	30	30	30
y2	Pearson Correlation	,722**	1	,761**	,636**	,676**	,849**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	30	30	30	30	30	30
y3	Pearson Correlation	,610**	,761**	1	,717**	,715**	,877**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	30	30	30	30	30	30
y4	Pearson Correlation	,612**	,636**	,717**	1	,757**	,881**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	30	30	30	30	30	30
y5	Pearson Correlation	,667**	,676**	,715**	,757**	1	,912**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	30	30	30	30	30	30
y	Pearson Correlation	,790**	,849**	,877**	,881**	,912**	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).

```

RELIABILITY
/VARIABLES=x1.1 x1.2 x1
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

## Reliability

**Reliability Statistics**

Cronbach's Alpha	N of Items
,843	3

**Item Statistics**

	Mean	Std. Deviation	N
x1.1	4,10	,712	30
x1.2	3,77	,817	30
x1	7,80	1,270	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1.1	11,57	3,909	,693	,833
x1.2	11,90	3,610	,673	,825
x1	7,87	1,637	,959	,565

```

RELIABILITY
/VARIABLES=x2.1 x2.2 x2
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

## Reliability

**Reliability Statistics**

Cronbach's Alpha	N of Items
,852	3

**Item Statistics**

	Mean	Std. Deviation	N
x2.1	3,73	,583	30
x2.2	3,53	,507	30
x2	7,33	,922	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x2.1	10,87	1,844	,737	,798
x2.2	11,07	2,064	,706	,846
x2	7,27	,892	,924	,660

RELIABILITY

```

/VARIABLES=x3.1 x3.2 x3
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

## Reliability

**Reliability Statistics**

Cronbach's Alpha	N of Items
,903	3

**Item Statistics**

	Mean	Std. Deviation	N
x3.1	3,67	,547	30
x3.2	4,33	,661	30
x3	8,00	1,114	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x3.1	12,33	3,057	,842	,902
x3.2	11,67	2,644	,877	,835
x3	8,00	1,241	1,000	,815



```

RELIABILITY
/VARIABLES=x4.1 x4.2 x4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

## Reliability

**Reliability Statistics**

Cronbach's Alpha	N of Items
,914	3

**Item Statistics**

	Mean	Std. Deviation	N
x4.1	4,13	,776	30
x4.2	4,03	,669	30
x4	8,17	1,367	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x4.1	12,20	4,028	,912	,850
x4.2	12,30	4,493	,893	,900
x4	8,17	1,868	1,000	,876

```

RELIABILITY
/VARIABLES=x5.1 x5.2 x5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

## Reliability

**Reliability Statistics**

Cronbach's Alpha	N of Items
,879	3

**Item Statistics**

	Mean	Std. Deviation	N
x5.1	3,80	,925	30
x5.2	3,53	,860	30
x5	7,33	1,561	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x5.1	10,87	5,499	,782	,844
x5.2	11,13	5,844	,760	,873
x5	7,33	2,437	1,000	,691

```

RELIABILITY
  /VARIABLES=x6.1 x6.2 x6
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE
  /SUMMARY=TOTAL.

```

## Reliability

**Reliability Statistics**

Cronbach's Alpha	N of Items
,911	3

**Item Statistics**

	Mean	Std. Deviation	N
x6.1	4,17	,699	30
x6.2	3,47	,629	30
x6	7,63	1,245	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
x6.1	11,10	3,403	,896	,856
x6.2	11,80	3,683	,880	,893
x6	7,63	1,551	1,000	,860

RELIABILITY

```

/VARIABLES=x7.1 x7.2 x7
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

## Reliability

**Reliability Statistics**

Cronbach's Alpha	N of Items
,887	3

**Item Statistics**

	Mean	Std. Deviation	N
x7.1	3,80	,714	30
x7.2	3,73	,785	30
x7	7,53	1,332	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
x7.1	11,27	4,271	,785	,881
x7.2	11,33	3,954	,810	,844
x7	7,53	1,775	1,000	,731

RELIABILITY

```

/VARIABLES=x8.1 x8.2 x8
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

## Reliability

**Reliability Statistics**

Cronbach's Alpha	N of Items
,870	3

**Item Statistics**

	Mean	Std. Deviation	N
x8.1	4,00	,743	30
x8.2	4,17	,791	30
x8	8,17	1,315	30

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x8.1	12,33	4,161	,728	,867
x8.2	12,17	3,937	,750	,841
x8	8,17	1,730	1,000	,638

```
RELIABILITY
/VARIABLES=x9.1 x9.2 x9
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.
```

## Reliability

**Reliability Statistics**

Cronbach's Alpha	N of Items
,892	3

**Item Statistics**

	Mean	Std. Deviation	N
x9.1	4,23	,728	30
x9.2	3,90	,759	30
x9	8,20	1,215	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
x9.1	12,10	3,610	,805	,863
x9.2	12,43	3,564	,777	,875
x9	8,13	1,775	,963	,754

RELIABILITY

```

/VARIABLES=y1 y2 y3 y4 y5
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE
/SUMMARY=TOTAL.

```

## Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
,893	5

Item Statistics

	Mean	Std. Deviation	N
y1	3,80	,407	30
y2	4,00	,587	30
y3	4,00	,695	30
y4	4,00	,830	30
y5	3,87	1,042	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
y1	15,87	7,844	,732	,891
y2	15,67	6,920	,781	,866
y3	15,67	6,368	,806	,855
y4	15,67	5,816	,792	,857
y5	15,80	4,855	,814	,871

## Lampiran 4

### Hasil Jawaban 115 Responden Pengaruh kualitas produk terhadap keputusan pembelian Tablet Apple iPad di Bandar Lampung

Responden	x1.1	x1.2		x1	x2.1	x2.2		x2	x3.1	x3.2	x3	x4.1	x4.2	x4	x5.1	x5.2	x5	x6.1	x6.2	x6		x7.1	x7.2	x7	x8.1	x8.2	x8		x9.1	x9.2	x9	y1	y2	y3	y4	y5	y		
1	5	4		9	9	4		8	8	4	4	8	5	4	9	5	4	9	5	4		9	3	3	6	4	4		8	4	4	8	4	4	4	5	5	22	
2	4	4		8	8	4		8	8	4	5	9	4	4	8	4	4	8	4	4		8	4	5	9	4	4		8	4	3	7	4	4	4	4	4	20	
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52	4	3		7	7	5																																	

Responden	x1.1	x1.2		x1	x2.1	x2.2		x2	x3.1	x3.2	x3	x4.1	x4.2	x4	x5.1	x5.2	x5	x6.1	x6.2	x6	x7.1	x7.2	x7	x8.1	x8.2	x8	x9.1	x9.2	x9	y1	y2	y3	y4	y5	y
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88	4	4	8	8	4	3	7	7	4	3	7	4	4	8	4	3	7	3	4	7	3	4	7	4	5	9	4	3	7	4	4	2	2	5	17
89	4	5	9	9	4	5	9	9	4	4	8	2	5	7	4	4	8	4	5	9	4	5	9	4	4	8	4	5	9	4	4	5	5	4	22
90	5	5	10	10	4	5	9	9	4	4	8	4	4	8	4	3	7	5	4	9	5	4	9	3	4	7	4	5	9	4	5	5	5	5	24
91	5	5	10	10	4	5	9	9	1	2	3	5	5	10	5	5	10	4	5	9	4	5	9	3	3	6	4	5	9	5	5	5	4	5	24
92	4	4	8	8	5	4	9	9	4	4	8	4	4	8	5	5	10	5	4	9	4	5	9	4	5	9	4	5	9	5	4	4	5	5	23
93	3	4	7	7	5	3	8	8	4	3	7	4	4	8	4	4	8	3	4	7	5	2	7	5	4	9	3	4	7	4	4	4	4	3	19
94	4	3	7	7	4	3	7	7	3	4	7	5	3	8	5	5	10	4	3	7	5	2	7	5	5	10	3	4	7	4	4	4	4	2	18
95	4	5	9	9	5	4	9	9	4	2	6	5	5	10	4	5	9	4	5	9	4	5	9	2	4	6	4	5	9	4	5	5	4	4	22
96	5	4	9	9	5	4	9	9	5	4	9	5	5	10	5	5	10	4	5	9	4	5	9	4	5	9	4	5	9	5	5	5	4	5	24
97	4	5	9	9	4	4	8	8	4	4	8	4	4	8	5	5	10	5	3	8	4	4	8	4	4	8	4	4	8	5	5	3	5	2	20
98	5	2	7	7	5	2	7	7	3	4	7	3	5	8	3	5	8	5	2	7	5	2	7	5	5	10	3	4	7	4	4	4	4	3	19
99	4	3	7	7	3	4	7	7	4	4	8	4	4	8	2	5	7	3	4	7	2	5	7	2	5	7	3	4	7	3	4	3	3	4	17
100	5	3	8	8	3	3	6	6	5	5	10	5	2	7	3	5	8	4	3	7	2	4	6	3	4	7	3	4	7	2	3	3	3	5	16
101	5	2	7	7	3	3	6	6	3	3	6	5	1	6	5	4	9	4	3	7	4	2	6	3	5	8	2	4	6	3	3	3	3	15	
102	2	5	7	7	4	3	7	7	4	4	8	4	4	8	4	4	8	3	4	7	3	4	7	4	3	7	5	2	7	3	4	3	5	3	18
103	4	3	7	7	4	3	7	7	5	3	8	5	1	6	5	5	10	4	3	7	4	3	7	5	5	10	3	4	7	4	4	4	2	5	19
104	3	5	8	8	4	4	8	8	4	4	8	5	3	8	4	4	8	4	4	8	3	5	8	3	5	8	4	4	8	3	3	4	5	5	20
105	4	4	8	8	5	3	8	8	5	3	8	4	4	8	4	4	8	5	3	8	5	3	8	5	3	8	5	5	10	5	5	3	2	5	20
106	5	2	7	7	3	4	7	7	5	2	7	5	2	7	4	2	6	4	3	7	4	3	7	5	4	9	3	4	7	5	4	2	4	4	19
107	4	3	7	7	3	4	7	7	4	3	7	4	3	7	4	3	7	3	4	7	5	2	7	3	4	7	4	3	7	4	5	2	4	3	18
108	4	3	7	7	4	3	7	7	4	4	8	2	5	7	3	4	7	3	4	7	4	3	7	4	4	8	4	3	7	4	4	2	4	3	17
109	4	3	7	7	3	4	7	7	3	4	7	2	5	7	4	2	6	3	4	7	3	4	7	4	3	7	4	3	7	3	3	3	4	5	18
110	4	4	8	8	3	5	8	8	3	5	8	4	4	8	4	4	8	5	3	8	3	5	8	5	3	8	4	4	8	3	3	5	4	5	20
111	5	4	9	9	4	5	9	9	4	5	9	4	4	8	4	5	9	5	4	9	4	4	8	5											

## Lampiran 5

```
FREQUENCIES VARIABLES=x1.1 x1.2 x1 x2.1 x2.2 x2 x3.1 x3.2 x3 x4.1
x4.2 x4 x5.1 x5.2 x5 x6.1 x6.2 x6 x7.1 x7.2 x7 x8.1 x8.2 x8 x9.1
x9.2 x9 y1 y2 y3 y4 y5 y
/ORDER=ANALYSIS.
```

## Frequencies

x1.1				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	,9	,9	,9
2	4	3,5	3,5	4,3
3	17	14,8	14,8	19,1
4	65	56,5	56,5	75,7
5	28	24,3	24,3	100,0
Total	115	100,0	100,0	

x1.2				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	2,6	2,6	2,6
2	9	7,8	7,8	10,4
3	25	21,7	21,7	32,2
4	43	37,4	37,4	69,6
5	35	30,4	30,4	100,0
Total	115	100,0	100,0	

x2.1				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	4	3,5	3,5	3,5
3	22	19,1	19,1	22,6
4	67	58,3	58,3	80,9
5	22	19,1	19,1	100,0
Total	115	100,0	100,0	



**x2.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	1,7	1,7	1,7
3	35	30,4	30,4	32,2
Valid 4	52	45,2	45,2	77,4
5	26	22,6	22,6	100,0
Total	115	100,0	100,0	

**x3.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	,9	,9	,9
2	3	2,6	2,6	3,5
Valid 3	23	20,0	20,0	23,5
4	68	59,1	59,1	82,6
5	20	17,4	17,4	100,0
Total	115	100,0	100,0	

**x3.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	7,0	7,0	7,0
3	20	17,4	17,4	24,3
Valid 4	45	39,1	39,1	63,5
5	42	36,5	36,5	100,0
Total	115	100,0	100,0	

**x4.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	7,0	7,0	7,0
3	11	9,6	9,6	16,5
Valid 4	69	60,0	60,0	76,5
5	27	23,5	23,5	100,0
Total	115	100,0	100,0	

**x4.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	1,7	1,7	1,7
2	5	4,3	4,3	6,1
3	21	18,3	18,3	24,3
4	47	40,9	40,9	65,2
5	40	34,8	34,8	100,0
Total	115	100,0	100,0	

**x5.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	,9	,9	,9
2	11	9,6	9,6	10,4
3	13	11,3	11,3	21,7
4	59	51,3	51,3	73,0
5	31	27,0	27,0	100,0
Total	115	100,0	100,0	

**x5.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	10	8,7	8,7	8,7
3	26	22,6	22,6	31,3
4	45	39,1	39,1	70,4
5	34	29,6	29,6	100,0
Total	115	100,0	100,0	

**x6.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	,9	,9	,9
2	1	,9	,9	1,7
3	22	19,1	19,1	20,9
4	60	52,2	52,2	73,0
5	31	27,0	27,0	100,0
Total	115	100,0	100,0	

**x6.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	,9	,9	,9
2	7	6,1	6,1	7,0
3	29	25,2	25,2	32,2
4	55	47,8	47,8	80,0
5	23	20,0	20,0	100,0
Total	115	100,0	100,0	

**x7.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	5,2	5,2	5,2
3	23	20,0	20,0	25,2
4	55	47,8	47,8	73,0
5	31	27,0	27,0	100,0
Total	115	100,0	100,0	

**x7.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	,9	,9	,9
2	11	9,6	9,6	10,4
3	29	25,2	25,2	35,7
4	36	31,3	31,3	67,0
5	38	33,0	33,0	100,0
Total	115	100,0	100,0	

**x8.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1,7	1,7	1,7
2	6	5,2	5,2	7,0
3	19	16,5	16,5	23,5
4	50	43,5	43,5	67,0
5	38	33,0	33,0	100,0
Total	115	100,0	100,0	

**x8.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1,7	1,7	1,7
2	5	4,3	4,3	6,1
3	27	23,5	23,5	29,6
4	44	38,3	38,3	67,8
5	37	32,2	32,2	100,0
Total	115	100,0	100,0	

**x9.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	2,6	2,6	2,6
3	23	20,0	20,0	22,6
4	59	51,3	51,3	73,9
5	30	26,1	26,1	100,0
Total	115	100,0	100,0	

**x9.2**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	,9	,9	,9
2	6	5,2	5,2	6,1
3	17	14,8	14,8	20,9
4	56	48,7	48,7	69,6
5	35	30,4	30,4	100,0
Total	115	100,0	100,0	

**y1**

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	2,6	2,6	2,6
2	3	2,6	2,6	5,2
3	18	15,7	15,7	20,9
4	65	56,5	56,5	77,4
5	26	22,6	22,6	100,0
Total	115	100,0	100,0	

y2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	1,7	1,7	1,7
3	20	17,4	17,4	19,1
Valid 4	60	52,2	52,2	71,3
5	33	28,7	28,7	100,0
Total	115	100,0	100,0	

y3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	1,7	1,7	1,7
2	8	7,0	7,0	8,7
Valid 3	24	20,9	20,9	29,6
4	44	38,3	38,3	67,8
5	37	32,2	32,2	100,0
Total	115	100,0	100,0	

y4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	11	9,6	9,6	9,6
3	16	13,9	13,9	23,5
Valid 4	47	40,9	40,9	64,3
5	41	35,7	35,7	100,0
Total	115	100,0	100,0	

y5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	,9	,9	,9
2	13	11,3	11,3	12,2
Valid 3	28	24,3	24,3	36,5
4	17	14,8	14,8	51,3
5	56	48,7	48,7	100,0
Total	115	100,0	100,0	

## Lampiran 6 Regresi Linier Berganda

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REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS CI(95) BCOV R ANOVA COLLIN TOL CHANGE ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT y
  /METHOD=ENTER x1 x2 x3 x4 x5 x6 x7 x8 x9
  /RESIDUALS DURBIN
  /CASEWISE PLOT(ZRESID) ALL.

```

## Regression

**Descriptive Statistics**

	Mean	Std. Deviation	N
y	19,96	3,138	115
x1	7,83	1,221	115
x2	7,83	1,154	115
x3	7,95	1,248	115
x4	8,03	1,274	115
x5	7,83	1,426	115
x6	7,83	1,092	115
x7	7,83	1,286	115
x8	7,96	1,210	115
x9	8,05	1,283	115

Correlations											
		y	x1	x2	x3	x4	x5	x6	x7	x8	x9
Pearson Correlation	y	1,000	,527	,647	,588	,518	,482	,477	,622	,531	,717
	x1	,527	1,000	,248	,386	,093	,513	,414	,194	,233	,392
	x2	,647	,248	1,000	,262	,534	,239	,479	,583	,246	,403
	x3	,588	,386	,262	1,000	,194	,345	,129	,300	,498	,473
	x4	,518	,093	,534	,194	1,000	,046	,199	,447	,183	,284
	x5	,482	,513	,239	,345	,046	1,000	,354	,238	,296	,302
	x6	,477	,414	,479	,129	,199	,354	1,000	,254	,141	,282
	x7	,622	,194	,583	,300	,447	,238	,254	1,000	,249	,558
	x8	,531	,233	,246	,498	,183	,296	,141	,249	1,000	,391
	x9	,717	,392	,403	,473	,284	,302	,282	,558	,391	1,000
Sig. (1-tailed)	y	.	,000	,000	,000	,000	,000	,000	,000	,000	,000
	x1	,000	.	,004	,000	,161	,000	,000	,019	,006	,000
	x2	,000	,004	.	,002	,000	,005	,000	,000	,004	,000
	x3	,000	,000	,002	.	,019	,000	,085	,001	,000	,000
	x4	,000	,161	,000	,019	.	,313	,017	,000	,025	,001
	x5	,000	,000	,005	,000	,313	.	,000	,005	,001	,001
	x6	,000	,000	,000	,085	,017	,000	.	,003	,067	,001
	x7	,000	,019	,000	,001	,000	,005	,003	.	,004	,000
	x8	,000	,006	,004	,000	,025	,001	,067	,004	.	,000
	x9	,000	,000	,000	,000	,001	,001	,001	,000	,000	.
N	y	115	115	115	115	115	115	115	115	115	115
	x1	115	115	115	115	115	115	115	115	115	115
	x2	115	115	115	115	115	115	115	115	115	115
	x3	115	115	115	115	115	115	115	115	115	115
	x4	115	115	115	115	115	115	115	115	115	115
	x5	115	115	115	115	115	115	115	115	115	115
	x6	115	115	115	115	115	115	115	115	115	115
	x7	115	115	115	115	115	115	115	115	115	115
	x8	115	115	115	115	115	115	115	115	115	115
	x9	115	115	115	115	115	115	115	115	115	115

Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	x9, x6, x4, x8, x5, x3, x1, x7, x2 <sup>b</sup>	.	Enter

a. Dependent Variable: y

b. All requested variables entered.

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,914 <sup>a</sup>	,836	,822	1,325

a. Predictors: (Constant), x9, x6, x4, x8, x5, x3, x1, x7, x2

b. Dependent Variable: y

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	938,379	9	104,264	59,368	,000 <sup>b</sup>
	Residual	184,404	105	1,756		
	Total	1122,783	114			

a. Dependent Variable: y

b. Predictors: (Constant), x9, x6, x4, x8, x5, x3, x1, x7, x2

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	8,755	1,329	6,587	,000
	x1	,348	,131	2,651	,009
	x2	,464	,158	2,938	,004
	x3	,395	,128	3,089	,003
	x4	,493	,119	4,141	,000
	x5	,249	,107	2,325	,022
	x6	,318	,142	2,244	,027
	x7	,272	,136	2,008	,047
	x8	,411	,122	3,353	,001
	x9	,672	,133	5,071	,000

a. Dependent Variable: y