

## Lampiran 1 kuesioner

### LEMBAR KUESIONER

Kepada

Bapak/Ibu, Saudara/Saudari Responden

Yang Terhormat

Sehubungan dengan penyelesaian tugas akhir atau skripsi yang sedang saya lakukan di Fakultas Ekonomi dan Bisnis, Jurusan Manajemen. Maka saya melakukan penelitian dengan judul : **“HARGA DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN SMARTPHONE OPPO (Di Wilayah Universitas Mercubuana)**

Adapun salah satu cara untuk mendapatkan data adalah dengan menyebarkan kuesioner kepada responden. Untuk itu, saya mengharapkan kesediaan Bapak/Ibu atau Saudara/Saudari yang terhormat untuk mengisi kuesioner ini sebagai data yang akan dipergunakan dalam penelitian.

Atas kesediaan dan kerjasamanya, saya ucapkan terima kasih.

Peneliti

**Mayriliana Ristantra**

**Karakteristik Responden :**

1. Jenis Kelamin :

 Laki-laki       Perempuan

2. Usia anda saat ini :

 18 - 20 Tahun 21 - 25 Tahun 26 - 30 Tahun

3. Uang saku perbulan :

 <Rp. 1.000.000 Rp. 1.000.000 - Rp. 1.499.000 Rp. 1.500.000 - Rp. 1.999.000 Rp. 2.000.000 – Rp. 2.500.000 >Rp. 2.500.000

UNIVERSITAS  
MERCU BUANA

**Petunjuk pengisian keusioner :**

- a) Mohon angket diisi untuk menjawab seluruh pertanyaan yang telah disediakan.
- b) Pilihlah jawaban yang dianggap paling sesuai menurut Anda, dengan cara memberi tanda (√) pada kolom jawaban yang telah tersedia.
- c) Dalam menjawab pertanyaan – pertanyaan ini, tidak ada jawaban yang salah. Oleh sebab itu, usahakan agar tidak ada jawaban yang dikosongkan

**Keterangan :**

STS = Sangat tidak setuju

TS = Tidak Setuju

N = Netral

S = Setuju

SS = Sangat Setuju



UNIVERSITAS  
MERCU BUANA

No	HARGA (X1)	STS	TS	N	S	SS
1.	Saya menggunakan produk Oppo karena kemudahan untuk memperoleh informasi					
2.	Harga produk Oppo lebih kompetitif dibandingkan produk lain yang setipe atau sejenis					
3.	Saya tertarik menggunakan produk Oppo karena memiliki harga special					
4.	Saya memilih produk Oppo karena memberikan potongan harga khusus untuk seri yang lama (Tidak produksi lagi)					
5.	Saya memilih produk Oppo karena mendapatkan potongan harga (Cashback, Discount)					
6.	Saya memilih produk Oppo karena memiliki kemudahan dalam pembayaran (M-Banking, Transfer, Kredit)					

No	CITRA MEREK (X2)	STS	ST	N	S	SS
1.	Saya menggunakan produk Oppo karena memiliki kualitas kamaera yang baik					
2.	Oppo terbuat dari bahan-bahan yang bermutu					
3.	Oppo menayangkan iklan yang menarik diberbagai media					
4.	Saya memilih produk Oppo karena logo yang menarik					
5.	Saya memilih produk Oppo karena konsisten terhadap mutu					
6.	Harga yang diberikan Oppo tidak mempengaruhi produk lain					
7.	Saya memilih produk Oppo karena memiliki banyak variasi model yang menarik					
8.	Petugas Oppo memberikan pelayanan yang cepat					

No	KEPUTUSAN PEMBELIAN (Y)	STS	ST	N	S	SS
1.	Saya memutuskan pembelian, karena mendapatkan informasi tentang souvenir (Hardcase, Speaker)					
2.	Saya melakukan transaksi, karena kemudahan mengakses pembelian produk secara online					
3.	Saya tertarik melakukan pembelian, karena transaksi pembayaran yang ditawarkan					
4.	Saya memutuskan pembelian berulang di media online, karena kemudahan dalam melakukan pembelian online					
5.	Saya melakukan pembelian karena produk yang saya dapatkan sesuai dengan deskripsi produk					
6.	Saran dari orang lain yang menggunakan produk Oppo menumbukan minat saya untuk melakukan pembelian					
7.	Saya melakukan pembelian ulang, karena kualitas barang yang baik					
8.	Saya akan merekomendasikan produk Oppo kepada orang lain untuk melakukan pembelian pada situs media online					

**Lampran 2 : Hasil Kuisisioner Penelitian**

Responden	Jenis Kelamin	Usia	Pendapatan
1	2	3	5
2	2	2	1
3	2	2	2
4	1	2	3
5	2	2	4
6	2	2	3
7	2	2	3
8	2	3	4
9	2	3	5
10	2	2	4
11	2	3	5
12	2	3	3
13	2	2	4
14	2	2	2
15	2	2	2
16	1	2	3
17	1	2	3
18	2	2	3
19	2	2	4
20	1	2	3
21	2	2	4
22	2	2	3
23	2	3	5
24	2	2	3
25	1	3	5
26	2	1	1
27	2	2	2
28	1	1	3
29	1	2	2
30	1	2	3
31	1	2	1
32	1	2	3
33	2	2	1
34	2	3	5
35	1	3	5
36	1	3	4
37	1	2	3
38	2	2	2
39	1	2	2
40	1	3	5
41	2	2	3

Responden	Jenis Kelamin	Usia	Pendapatan
42	1	2	4
43	2	2	3
44	1	2	3
45	1	2	3
46	1	3	5
47	2	3	4
48	2	3	3
49	2	2	3
50	1	2	2
51	1	3	5
52	2	2	2
53	2	3	4
54	2	2	5
55	2	2	3
56	2	2	5
57	2	2	4
58	2	2	2
59	2	1	2
60	1	3	3
61	1	3	5
62	2	1	2
63	2	2	3
64	1	3	4
65	1	3	5
66	1	3	2
67	2	2	3
68	2	2	3
69	2	2	4
70	1	2	3
71	1	3	4
72	2	2	3
73	2	3	3
74	1	2	3
75	2	2	3
76	2	3	5
77	2	2	3
78	2	2	2
79	1	3	5
80	2	2	2
81	2	2	3
82	2	3	5
83	2	1	3
84	2	2	3



Responden	Jenis Kelamin	Usia	Pendapatan
85	2	2	3
86	2	2	3
87	2	2	1
88	1	2	3
89	2	2	3
90	2	2	3
91	2	2	3
92	2	2	3
93	2	2	3
94	1	2	3
95	2	2	3
96	1	2	3
97	2	2	3
98	2	2	2
99	2	2	3
100	1	3	4
101	2	3	3
102	2	2	4
103	2	2	2
104	2	2	2
105	1	2	3
106	1	2	3
107	2	2	3
108	2	2	4
109	1	2	3
110	2	2	4

### Harga (X1)

Responden / R	H1	H2	H3	H4	H5	H6	JUMLAH
1	5	4	4	5	4	4	26
2	5	5	4	5	4	4	27
3	4	5	4	4	4	4	25
4	2	3	4	3	3	3	18
5	5	5	4	4	4	4	26
6	2	3	3	3	4	4	19
7	2	3	4	5	4	4	22
8	3	4	5	4	3	4	23
9	4	3	2	3	4	4	20
10	2	2	3	4	3	3	17
11	2	3	4	5	4	3	21

Responden / R	H1	H2	H3	H4	H5	H6	JUMLAH
12	3	4	4	3	4	4	22
13	2	3	4	2	3	3	17
14	3	4	4	4	3	4	22
15	5	5	4	5	3	3	25
16	2	3	4	5	4	4	22
17	3	3	4	4	4	4	22
18	2	3	4	4	4	4	21
19	2	3	4	4	4	3	20
20	2	3	4	5	4	4	22
21	2	3	4	5	4	4	22
22	3	3	2	4	3	3	18
23	3	2	3	4	2	3	17
24	3	4	4	4	4	4	23
25	2	3	4	3	3	3	18
26	3	5	4	4	3	4	23
27	3	2	3	2	4	4	18
28	4	5	4	4	4	4	25
29	4	4	4	4	3	3	22
30	5	5	4	5	4	4	27
31	4	4	4	5	4	4	25
32	4	4	4	5	4	4	25
33	5	5	5	5	5	5	29
34	3	4	5	4	4	4	24
35	4	4	4	4	4	4	24
36	5	5	4	5	4	4	27
37	4	4	4	5	4	4	25
38	2	2	3	3	2	4	16
39	4	4	4	5	4	4	25
40	5	4	4	5	4	3	25
41	2	3	4	5	5	5	24
42	3	4	4	4	4	4	23
43	3	4	4	3	4	3	21
44	5	4	3	4	4	3	23
45	4	4	3	5	5	5	26
46	3	3	4	4	3	3	20
47	5	5	4	5	4	4	27
48	3	4	3	4	4	4	22

Responden / R	H1	H2	H3	H4	H5	H6	JUMLAH
49	4	4	3	4	2	3	20
50	3	3	2	3	4	4	19
51	5	4	3	3	4	5	24
52	4	4	5	3	3	3	22
53	2	3	4	4	4	3	20
54	2	3	3	4	4	4	20
55	2	3	3	3	4	5	20
56	2	3	3	2	2	3	15
57	2	3	4	4	4	4	21
58	2	2	3	3	3	3	16
59	2	3	3	2	3	4	17
60	2	3	4	4	4	4	21
61	2	3	4	4	4	3	20
62	4	4	4	3	5	4	24
63	2	3	3	4	4	3	19
64	2	3	3	4	5	5	22
65	2	3	4	5	4	4	22
66	3	2	3	4	4	5	21
67	1	2	3	3	3	3	15
68	3	4	3	4	3	3	20
69	4	3	5	4	4	3	23
70	3	4	4	4	4	4	20
71	3	2	4	3	4	4	20
72	3	4	5	4	4	3	23
73	2	2	3	3	2	3	15
74	3	3	3	3	3	4	19
75	2	3	3	3	3	3	17
76	2	3	2	2	2	3	14
77	5	5	4	4	4	4	26
78	4	4	4	5	5	5	27
79	2	3	4	5	4	4	22
80	4	5	4	4	4	4	25
81	2	3	4	5	5	5	24
82	4	3	4	4	5	5	25
83	5	4	3	4	4	3	23
84	4	3	4	4	5	4	24
85	2	3	4	4	3	3	19

Responden / R	H1	H2	H3	H4	H5	H6	JUMLAH
86	3	3	2	4	4	3	19
87	3	2	2	3	2	2	14
88	2	3	4	4	3	4	20
89	2	3	4	4	5	4	22
90	2	3	4	5	4	4	22
91	2	3	4	4	3	3	19
92	2	3	3	3	4	4	19
93	2	3	4	4	3	3	19
94	2	3	4	5	4	4	22
95	2	3	3	3	4	5	20
96	2	3	3	3	4	3	18
97	2	2	3	4	4	4	19
98	4	5	4	4	4	4	25
99	3	3	4	4	3	2	19
100	4	5	4	4	4	4	25
101	5	4	5	4	5	4	27
102	5	5	5	5	4	5	29
103	2	3	4	5	4	3	21
104	4	3	4	4	3	4	22
105	2	3	4	2	3	3	17
106	4	4	5	4	4	3	24
107	4	4	4	4	4	4	25
108	4	3	5	4	4	4	24
109	4	4	4	4	4	4	24
110	2	3	4	4	5	4	22

### Citra Merek (X2)

Responden / R	CM1	CM2	CM3	CM4	CM5	CM6	CM7	CM8	Jumlah
1	4	5	5	4	4	4	4	4	34
2	5	4	3	4	3	4	4	4	31
3	5	5	4	4	4	4	4	4	34
4	3	4	3	2	4	3	2	3	24
5	4	4	4	4	3	3	4	4	30
6	5	5	4	3	3	3	2	3	28
7	4	4	4	4	3	4	2	3	28
8	4	5	4	4	5	4	4	4	34

Responden / R	CM1	CM2	CM3	CM4	CM5	CM6	CM7	CM8	Jumlah
9	5	4	3	3	4	4	3	3	29
10	4	4	3	4	3	5	3	4	30
11	3	4	5	4	3	2	3	4	28
12	3	4	3	3	4	4	3	2	26
13	3	3	4	3	2	3	2	3	23
14	4	4	3	4	3	4	5	5	32
15	4	4	5	4	4	4	4	5	34
16	2	3	4	4	3	3	3	4	26
17	3	2	3	4	3	3	2	3	23
18	3	3	4	4	3	4	3	3	27
19	4	4	4	3	3	5	2	3	28
20	4	3	3	3	2	3	2	3	23
21	5	4	3	2	3	3	3	4	27
22	3	3	4	2	4	5	4	3	28
23	3	4	4	3	5	3	4	3	29
24	4	3	4	3	3	4	2	3	26
25	4	4	4	4	4	3	3	4	30
26	4	4	4	3	5	5	5	4	34
27	5	3	3	2	4	4	4	3	28
28	5	5	4	4	4	4	4	5	35
29	4	5	4	4	4	4	4	4	33
30	5	5	4	4	4	5	5	5	37
31	5	4	5	4	4	3	4	4	33
32	4	4	5	4	4	4	5	5	35
33	5	5	5	4	4	4	5	5	37
34	3	3	2	4	4	5	2	3	26
35	5	5	4	4	4	4	5	5	36
36	4	4	5	4	4	3	5	5	34
37	5	5	4	4	4	3	4	5	34
38	4	3	3	2	5	3	2	3	25
39	4	4	5	5	4	4	5	5	36
40	4	4	3	5	5	4	4	4	33
41	4	4	4	3	3	4	3	4	29
42	5	4	3	4	4	4	4	4	32
43	4	4	3	3	4	4	3	3	28
44	4	4	3	4	4	4	4	5	32
45	4	4	4	5	3	3	4	4	31

Responden / R	CM1	CM2	CM3	CM4	CM5	CM6	CM7	CM8	Jumlah
46	4	4	3	4	4	5	3	4	31
47	4	4	5	4	4	3	5	5	34
48	4	3	3	3	3	4	3	4	27
49	4	3	4	3	3	4	3	3	27
50	4	3	2	4	5	5	3	4	30
51	5	4	4	3	4	5	4	4	33
52	4	3	5	3	4	2	3	3	27
53	3	3	3	4	4	3	3	4	27
54	3	5	4	3	3	4	3	4	29
55	5	5	4	4	4	3	4	4	33
56	5	4	4	3	2	2	3	3	26
57	3	3	3	3	4	4	2	3	25
58	4	4	4	4	5	5	4	5	35
59	4	3	3	2	4	5	3	4	28
60	4	4	4	3	4	3	3	4	29
61	4	4	4	3	3	2	4	5	29
62	5	5	3	4	4	4	4	3	32
63	3	4	3	4	3	5	3	4	29
64	5	5	5	4	4	3	3	4	33
65	3	4	4	4	4	3	3	4	29
66	4	4	3	3	3	3	3	4	27
67	3	4	4	4	3	3	3	4	26
68	4	3	3	4	3	4	3	3	27
69	4	5	4	4	5	4	3	4	33
70	3	4	3	4	4	4	3	4	29
71	3	2	2	3	4	3	3	2	22
72	4	3	2	3	2	4	3	3	24
73	4	4	3	3	2	3	2	3	24
74	3	3	4	4	3	4	3	4	28
75	2	2	4	4	4	5	4	4	29
76	3	3	2	2	2	3	4	5	24
77	4	4	5	4	4	3	5	5	34
78	4	4	5	5	4	4	4	5	35
79	3	3	4	4	3	4	3	4	28
80	4	5	5	4	4	4	4	4	34
81	4	4	4	3	4	5	3	4	31
82	3	4	5	4	4	4	4	5	33

Responden / R	CM1	CM2	CM3	CM4	CM5	CM6	CM7	CM8	Jumlah
83	5	5	4	4	5	3	5	4	35
84	4	5	4	4	5	4	4	5	35
85	4	4	3	3	5	4	3	4	30
86	3	4	4	5	4	3	2	3	28
87	2	2	3	2	2	3	2	3	19
88	4	3	3	4	4	4	3	4	29
89	3	3	4	4	4	3	5	4	30
90	4	3	3	2	3	4	3	4	26
91	3	4	3	4	3	4	3	4	28
92	4	4	3	4	4	3	3	4	29
93	3	2	3	4	4	4	3	4	27
94	4	5	4	3	3	4	3	4	30
95	4	3	3	4	4	5	4	4	31
96	3	4	5	4	4	3	3	4	30
97	4	3	5	4	5	4	2	3	30
98	4	4	4	4	4	3	4	4	31
99	3	2	3	3	3	5	3	2	24
100	5	4	5	4	4	3	5	5	35
101	4	4	3	4	3	4	4	3	29
102	3	4	3	4	4	5	4	4	31
103	3	3	3	4	4	4	4	3	28
104	5	4	4	4	5	4	4	4	35
105	5	4	4	5	5	4	3	4	34
106	4	3	4	4	4	4	5	4	32
107	4	4	3	4	4	4	4	4	31
108	4	4	4	3	4	4	3	3	29
109	4	4	5	5	3	5	5	5	36
110	3	4	5	4	5	4	4	5	34

### Keputusan Pembelian (Y)

Responden / R	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	Jumlah
1	5	5	5	5	5	5	4	4	38
2	4	5	5	5	4	5	4	5	37
3	5	5	5	4	4	5	4	4	36
4	3	4	3	3	4	3	3	3	26

Responden / R	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	Jumlah
5	4	5	4	4	4	4	4	4	33
6	4	3	3	4	4	3	3	3	27
7	4	3	2	3	4	5	4	2	27
8	4	3	4	4	5	5	4	3	32
9	3	4	3	2	3	4	3	4	26
10	3	2	3	4	3	4	5	4	28
11	5	4	3	2	3	5	5	3	30
12	3	3	2	3	2	4	3	3	23
13	3	4	3	3	4	5	5	4	31
14	3	2	2	2	2	2	4	2	19
15	4	5	5	5	4	4	3	4	34
16	3	4	4	4	2	4	3	3	27
17	4	3	3	4	4	3	5	3	29
18	3	3	3	4	4	3	3	3	26
19	4	5	5	4	3	4	4	3	32
20	3	3	3	2	3	2	3	4	23
21	5	4	3	2	3	4	5	3	29
22	4	3	3	3	4	3	2	4	26
23	4	3	5	4	3	3	5	4	31
24	3	3	3	3	3	3	4	3	25
25	4	3	2	2	3	3	4	3	24
26	4	5	4	4	5	5	5	4	36
27	4	3	5	5	3	2	4	3	29
28	5	4	4	5	4	4	4	4	34
29	4	5	5	4	4	4	4	4	34
30	5	5	4	5	4	5	4	4	36
31	4	5	4	5	4	5	4	4	35
32	5	5	5	5	5	5	4	4	38
33	5	4	5	5	4	5	4	5	37
34	3	2	4	4	3	5	5	3	29
35	5	5	4	4	5	5	4	4	36
36	4	5	4	5	4	5	4	5	36
37	4	4	5	5	5	5	4	4	36
38	3	4	3	2	3	4	4	2	25
39	4	5	5	5	4	5	4	4	36
40	4	4	4	4	4	4	4	5	33
41	4	3	3	4	4	4	3	3	28



Responden / R	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	Jumlah
42	3	4	5	4	4	4	3	5	32
43	2	4	4	3	3	4	3	3	26
44	3	4	4	4	3	5	5	4	32
45	5	4	3	4	4	4	4	5	33
46	3	4	5	4	3	3	4	4	30
47	5	5	5	4	5	5	4	5	38
48	4	4	4	3	3	4	3	4	29
49	4	5	4	4	3	3	2	4	29
50	4	3	4	5	4	4	3	3	30
51	3	2	4	2	4	3	4	5	27
52	4	4	4	3	2	3	3	4	27
53	4	3	2	3	4	4	3	4	27
54	4	3	4	5	3	4	4	3	30
55	4	5	5	3	3	5	4	3	32
56	4	4	3	2	3	5	5	3	29
57	3	3	3	3	4	3	5	4	28
58	5	4	3	4	2	4	5	4	31
59	2	3	4	3	2	4	5	3	26
60	3	4	4	3	4	5	5	3	31
61	5	5	3	4	3	5	4	2	31
62	3	4	5	5	3	4	4	4	32
63	4	4	4	3	4	4	4	3	28
64	4	3	4	3	4	5	3	4	30
65	4	4	3	4	4	4	4	2	29
66	4	3	3	4	4	3	4	3	28
67	4	4	3	4	2	3	3	2	25
68	4	3	2	3	3	2	3	3	23
69	4	3	3	4	4	5	5	5	33
70	3	4	5	4	4	4	4	3	31
71	3	4	3	4	4	3	3	3	27
72	3	3	3	3	3	3	3	4	25
73	3	3	2	3	4	3	3	3	24
74	4	3	3	4	4	3	4	3	28
75	4	3	3	3	4	5	4	3	29
76	3	4	4	3	4	4	5	4	31
77	5	5	5	5	4	5	4	4	37
78	4	4	4	5	4	4	4	5	34

Responden / R	KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	Jumlah
79	4	4	3	3	4	4	3	3	28
80	4	4	5	5	5	5	4	5	37
81	4	4	4	5	5	4	3	5	34
82	5	4	4	4	4	5	4	4	34
83	4	4	4	4	5	4	4	4	33
84	4	5	4	4	3	4	4	5	33
85	4	4	3	3	4	4	3	3	28
86	2	3	3	4	4	3	4	4	27
87	2	3	2	4	4	3	4	3	25
88	4	3	4	4	3	5	4	3	30
89	3	4	5	4	5	4	4	5	34
90	3	4	4	4	3	3	4	3	28
91	3	4	5	4	3	4	5	3	31
92	3	4	5	4	3	4	5	3	31
93	4	4	5	4	3	2	5	4	31
94	4	3	4	4	3	4	5	3	30
95	2	3	3	4	4	3	4	3	26
96	3	4	4	3	4	3	5	4	30
97	3	3	4	3	4	5	5	4	31
98	5	5	4	4	3	4	4	4	33
99	3	3	3	3	4	3	3	3	25
100	4	5	5	4	5	4	5	5	37
101	4	4	5	4	4	4	5	5	34
102	5	5	4	4	4	5	4	4	35
103	5	4	4	5	5	4	3	4	34
104	3	4	5	4	4	3	3	4	30
105	4	4	3	5	5	4	4	4	33
106	4	3	4	4	4	5	4	4	32
107	3	4	3	3	4	3	3	2	26
108	4	4	4	4	3	4	2	3	28
109	4	4	4	4	3	4	4	4	30
110	5	4	3	4	3	5	4	4	31

### Lampiran 3 : Tabel Karakteristik Responden

#### Karakteristik Responden Berdasarkan Jenis Kelamin

Jenis Kelamin	Jumlah Responden	Prenstase
Pria	39	35.5%
Wanita	71	64.5%
Total	110	100%

#### Karakteristik Responden Berdasarkan Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-20 tahun	5	4.5	4.5	4.5
21-25 tahun	77	70.0	70.0	74.5
26-30 tahun	28	25.5	25.5	100.0
Total	110	100.0	100.0	

#### Karakteristik Responden Berdasarkan Pendapatan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < Rp1.000.000	5	4.5	4.5	4.5
Rp1.000.000 - Rp1.499.000	18	16.4	16.4	20.9
Rp1.500.000 – Rp1.999.000	52	47.3	47.3	68.2
Rp2.000.000 - Rp2.500.000	18	16.4	16.4	84.5
> Rp2.500.000	17	15.5	15.5	100.0
Total	110	100.0	100.0	

#### Lampiran 4 : Hasil Statistik Deskriptif

##### Harga (X1)

No	STS	TS	N	S	SS	Jumlah
H1	1	42	24	20	13	338
H2	0	12	48	26	14	342
H3	0	6	29	60	5	364
H4	0	5	22	48	25	393
H5	0	7	23	60	8	363
H6	0	2	34	53	11	373

##### Citra Merek (X2)

No	STS	TS	N	S	SS	Jumlah
CM1	0	3	27	50	20	387
CM2	0	7	26	48	19	379
CM3	0	5	36	40	19	373
CM4	0	9	28	58	5	359
CM5	0	7	28	53	12	370
CM6	0	4	35	46	15	372
CM7	0	15	42	30	13	341
CM8	0	3	27	50	20	387

##### Keputusan Pembelian (Y)

No	STS	TS	N	S	SS	Jumlah
KP1	0	5	31	48	16	375
KP2	0	4	33	41	22	381
KP3	0	8	32	35	25	377
KP4	0	9	26	44	21	377
KP5	0	8	32	50	10	362
KP6	0	5	25	38	32	397
KP7	0	2	25	51	22	342
KP8	0	6	40	39	15	363

**Harga (X1)****Descriptive Statistics**

	N	Mean	Std. Deviation
H1	110	3.07	1.106
H2	110	3.44	.862
H3	110	3.72	.706
H4	110	3.94	.816
H5	110	3.75	.732
H6	110	3.74	.673
Valid N (listwise)	110		

**Citra Merek (X2)****Descriptive Statistics**

	N	Mean	Std. Deviation
CM1	110	3.87	.756
CM2	110	3.80	.810
CM3	110	3.74	.820
CM4	110	3.64	.726
CM5	110	3.73	.765
CM6	110	3.91	.749
CM7	110	3.46	.895
CM8	110	3.87	.756
Valid N (listwise)	110		

**Keputusan Pembelian (Y)****Descriptive Statistics**

	N	Mean	Std. Deviation
KP1	110	3.78	.783
KP2	110	3.83	.800
KP3	110	3.78	.902
KP4	110	3.80	.865
KP5	110	3.65	.773
KP6	110	3.97	.862
KP7	110	3.91	.761
KP8	110	3.65	.808
Valid N (listwise)	110		

### Lampiran 5 : Uji Validitas

#### Harga (X1)

#### Correlations

		H1	H2	H3	H4	H5	H6	TotalH
H1	Pearson Correlation	1	.726**	.250**	.310**	.238*	.186	.742**
	Sig. (2-tailed)		.000	.008	.001	.012	.051	.000
	N	110	110	110	110	110	110	110
H2	Pearson Correlation	.726**	1	.415**	.366**	.259**	.216*	.781**
	Sig. (2-tailed)	.000		.000	.000	.006	.024	.000
	N	110	110	110	110	110	110	110
H3	Pearson Correlation	.250**	.415**	1	.399**	.291**	.113	.589**
	Sig. (2-tailed)	.008	.000		.000	.002	.242	.000
	N	110	110	110	110	110	110	110
H4	Pearson Correlation	.310**	.366**	.399**	1	.435**	.270**	.680**
	Sig. (2-tailed)	.001	.000	.000		.000	.004	.000
	N	110	110	110	110	110	110	110
H5	Pearson Correlation	.238*	.259**	.291**	.435**	1	.613**	.660**
	Sig. (2-tailed)	.012	.006	.002	.000		.000	.000
	N	110	110	110	110	110	110	110
H6	Pearson Correlation	.186	.216*	.113	.270**	.613**	1	.547**
	Sig. (2-tailed)	.051	.024	.242	.004	.000		.000
	N	110	110	110	110	110	110	110
TotalH	Pearson Correlation	.742**	.781**	.589**	.680**	.660**	.547**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	110	110	110	110	110	110	110

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

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

**Citra Merek (X2)****Correlations**

		CM1	CM2	CM3	CM4	CM5	CM6	CM7	CM8	Total CM
CM1	Pearson Correlation	1	.572**	.182	.065	.162	.936**	.319**	.229*	.535**
	Sig. (2-tailed)		.000	.057	.497	.092	.000	.001	.016	.000
	N	110	110	110	110	110	110	110	110	110
CM2	Pearson Correlation	.572**	1	.417**	.265**	.251**	.575**	.357**	.408**	.693**
	Sig. (2-tailed)	.000		.000	.005	.008	.000	.000	.000	.000
	N	110	110	110	110	110	110	110	110	110
CM3	Pearson Correlation	.182	.417**	1	.346**	.206*	.185	.393**	.434**	.601**
	Sig. (2-tailed)	.057	.000		.000	.031	.053	.000	.000	.000
	N	110	110	110	110	110	110	110	110	110
CM4	Pearson Correlation	.065	.265**	.346**	1	.282**	.091	.375**	.417**	.590**
	Sig. (2-tailed)	.497	.005	.000		.003	.347	.000	.000	.000
	N	110	110	110	110	110	110	110	110	110
CM5	Pearson Correlation	.162	.251**	.206*	.282**	1	.165	.320**	.225*	.557**
	Sig. (2-tailed)	.092	.008	.031	.003		.086	.001	.018	.000
	N	110	110	110	110	110	110	110	110	110
CM6	Pearson Correlation	.936**	.575**	.185	.091	.165	1	.378**	.255**	.561**
	Sig. (2-tailed)	.000	.000	.053	.347	.086		.000	.007	.000
	N	110	110	110	110	110	110	110	110	110
CM7	Pearson Correlation	.319**	.357**	.393**	.375**	.320**	.378**	1	.658**	.761**
	Sig. (2-tailed)	.001	.000	.000	.000	.001	.000		.000	.000
	N	110	110	110	110	110	110	110	110	110
CM8	Pearson Correlation	.229*	.408**	.434**	.417**	.225*	.255**	.658**	1	.724**
	Sig. (2-tailed)	.016	.000	.000	.000	.018	.007	.000		.000
	N	110	110	110	110	110	110	110	110	110
Total CM	Pearson Correlation	.535**	.693**	.601**	.590**	.557**	.561**	.761**	.724**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	110	110	110	110	110	110	110	110	110

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

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

## Keputusan Pembelian (Y)

## Correlations

		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	Tota lKP
KP1	Pearson Correlation	1	.452**	.179	.328**	.205*	.426**	.028	.225*	.576**
	Sig. (2-tailed)		.000	.062	.000	.032	.000	.771	.018	.000
	N	110	110	110	110	110	110	110	110	110
KP2	Pearson Correlation	.452**	1	.519**	.387**	.182	.446**	-.026	.302**	.680**
	Sig. (2-tailed)	.000		.000	.000	.057	.000	.787	.001	.000
	N	110	110	110	110	110	110	110	110	110
KP3	Pearson Correlation	.179	.519**	1	.543**	.191*	.323**	.185	.459**	.717**
	Sig. (2-tailed)	.062	.000		.000	.046	.001	.053	.000	.000
	N	110	110	110	110	110	110	110	110	110
KP4	Pearson Correlation	.328**	.387**	.543**	1	.387**	.288**	.028	.370**	.698**
	Sig. (2-tailed)	.000	.000	.000		.000	.002	.773	.000	.000
	N	110	110	110	110	110	110	110	110	110
KP5	Pearson Correlation	.205*	.182	.191*	.387**	1	.288**	-.040	.384**	.536**
	Sig. (2-tailed)	.032	.057	.046	.000		.002	.681	.000	.000
	N	110	110	110	110	110	110	110	110	110
KP6	Pearson Correlation	.426**	.446**	.323**	.288**	.288**	1	.290**	.250**	.683**
	Sig. (2-tailed)	.000	.000	.001	.002	.002		.002	.009	.000
	N	110	110	110	110	110	110	110	110	110
KP7	Pearson Correlation	.028	-.026	.185	.028	-.040	.290**	1	.096	.308**
	Sig. (2-tailed)	.771	.787	.053	.773	.681	.002		.317	.001
	N	110	110	110	110	110	110	110	110	110
KP8	Pearson Correlation	.225*	.302**	.459**	.370**	.384**	.250**	.096	1	.630**
	Sig. (2-tailed)	.018	.001	.000	.000	.000	.009	.317		.000
	N	110	110	110	110	110	110	110	110	110
Total KP	Pearson Correlation	.576**	.680**	.717**	.698**	.536**	.683**	.308**	.630**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.001	.000	
	N	110	110	110	110	110	110	110	110	110

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

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



### Lampiran 6 : Uji Reliabilitas

#### Harga (X1)

##### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.751	.755	6

##### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
H1	18.58	6.778	.520	.537	.716
H2	18.22	7.273	.641	.594	.670
H3	17.94	8.739	.422	.273	.732
H4	17.72	7.984	.510	.302	.709
H5	17.90	8.329	.505	.471	.712
H6	17.92	9.012	.380	.389	.741

#### Citra Merek (X2)

##### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.805	.803	8

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CM1	26.15	13.208	.535	.881	.780
CM2	26.22	12.466	.628	.478	.765
CM3	26.28	13.250	.468	.298	.790
CM4	26.38	14.036	.396	.255	.799
CM5	26.29	14.171	.340	.153	.808
CM6	26.11	13.089	.566	.886	.776
CM7	26.55	12.066	.619	.527	.766
CM8	26.15	12.951	.587	.510	.773

**Keputusan Pembelian (Y)****Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.757	.752	8

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
KP1	26.58	12.961	.426	.319	.737
KP2	26.54	12.288	.544	.461	.716
KP3	26.58	11.622	.575	.511	.708
KP4	26.56	11.900	.558	.416	.712
KP5	26.72	13.305	.368	.271	.747
KP6	26.39	12.002	.541	.384	.715
KP7	26.45	14.654	.128	.175	.784
KP8	26.72	12.516	.491	.313	.725

## Lampiran 7 : Hasil Uji Asumsi Klasik

### Hasil Uji Normalitas

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		110
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.74017295
	Most Extreme Differences	
	Absolute	.106
	Positive	.054
	Negative	-.106
Test Statistic		.106
Asymp. Sig. (2-tailed)		.400 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		110
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.74017295
	Most Extreme Differences	
	Absolute	.106
	Positive	.054
	Negative	-.106
Test Statistic		.106
Asymp. Sig. (2-tailed)		.400 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

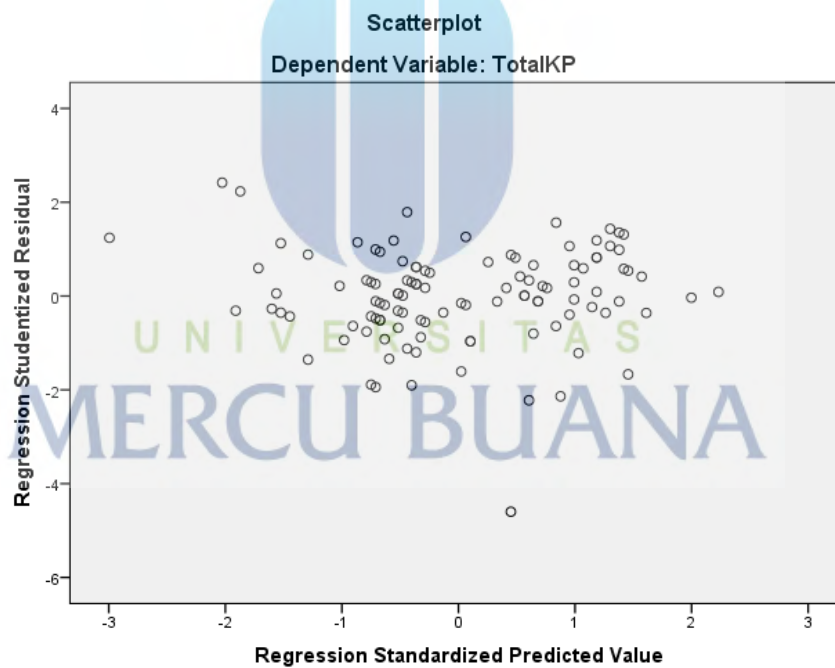
### Hasil Uji Multikolinearitas

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.474	2.216		2.921	.004		
	TotalH	.335	.099	.279	3.370	.001	.647	1.546
	TotalCM	.556	.088	.522	6.303	.000	.647	1.546

a. Dependent Variable: TotalKP

### Hasil Uji Heteroskedastisitas



### Lampiran 8 : Hasil Uji Analisis Regresi Linear Berganda

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

Model	Variables Entered	Variables Removed	Method
1	TotalCM, TotalH <sup>b</sup>		Enter

a. Dependent Variable: TotalKP

b. All requested variables entered.

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.724 <sup>a</sup>	.524	.516	2.766

a. Predictors: (Constant), TotalCM, TotalH

b. Dependent Variable: TotalKP

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.474	2.216		2.921	.004		
	TotalH	.335	.099	.279	3.370	.001	.647	1.546
	TotalCM	.556	.088	.522	6.303	.000	.647	1.546

a. Dependent Variable: TotalKP



UNIVERSITAS  
MERCU BUANA