


LAMPIRAN


Lampiran 1 Kartu Bimbingan Skripsi



UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA
FAKULTAS EKONOMI DAN BISNIS
Kampus Jl. Semokowari 45 Surabaya 60118, Telp. (031) 5925289, 081216781170 E-mail: info@untag-sr.ac.id

SEMESTER
GASAL / Genap
2022 / 2023

KARTU BIMBINGAN SKRIPSI

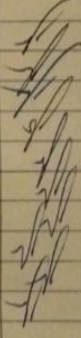


Nama Mahasiswa / NBI : *Ahlya Purwo Hayanto / 12140020*

Nama Pembimbing : *Drs. Eca Istiono, MBA*

Judul Skripsi : *Pengaruh Kualitas Produk, Persepsi Harga dan Citra Merek terhadap Keputusan Pembelian Smartphone Merek OPPO pada Mahasiswa Fakultas Ekonomi dan Bisnis Untag Surabaya*

Mulai Program Skripsi : Semester Thn. Ak. Selesai Bimbingan Tanggal

No.	HARI / TANGGAL	KONSENTRASI		PARAF
		BAB / HAL	KETERANGAN REVISI	
1	28-02-2023	Judul	Konsultasi	
2	7-03-2023	-	Ace	
3	27-03-2023	Proposal	Revisi	
4	6-04-2023	-	Ace	
5	2-05-2023	Bab 1, 2, 3	Revisi	
6	9-05-2023	Bab 1, 2, 3	Ace	
7	30-05-2023	Bab IV & V	Revisi	
8	20-06-2023	Bab IV & V	Ace	
9	20-06-2023	Abstrak	Ace	
10	20-06-2023	Ringkasan	Ace	

Perpanjangan I _____

Semester _____

Th. Ak _____

Paraf Kajar _____

Surabaya, *20 Juni 2023*

Eca Istiono

(Nama dan tanda tangan Pembimbing)

Lampiran 2 Kuisisioner

PENGARUH KUALITAS PRODUK, PERSEPSI HARGA DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN SMARTPHONE OPPO PADA MAHASISWA FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS 17 AGUSTUS 1945 SURABAYA

Assalamualaikum warahmatullahi wabarakatuh

Saya Aditya Purwo Haryanto dari Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas 17 Agustus 1945 Surabaya

Dalam rangka memenuhi syarat menyelesaikan studi S1 di Fakultas Ekonomi dan Bisnis Program Studi Manajemen, saya melakukan penelitian dengan judul

"PENGARUH KUALITAS PRODUK, PERSEPSI HARGA DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN *SMARTPHONE* OPPO PADA MAHASISWA FAKULTAS EKONOMI DAN BISNIS

UNIVERSITAS 17 AGUSTUS 1945 SURABAYA". Dalam hal ini, Saya mohon kesediaan teman-teman untuk mengisi dan menjawab kuisisioner berikut ini.

Keterangan:

STS (Sangat Tidak Setuju) = 1

TS (Tidak Setuju) = 2

N (Netral) = 3

S (Setuju) = 4

SS (Sangat Setuju) = 5

Jawaban dari teman-teman sangat berharga dalam penelitian ini

A. Identitas Responden

Nama Lengkap :

NBI :

Tahun Masuk Kuliah :

Program Studi : Manajemen Akuntansi

Ekonomi Pembangunan

Jenis Kelamin : Laki-laki Perempuan

Berapa lama menggunakan *Smartphone* merek OPPO

< 1 Tahun

1 Tahun

2 Tahun

> 3 Tahun

B. Pengisian Kuisisioner

Keputusan Pembelian (Y)

No.	Pernyataan	STS	TS	N	S	SS
1.	Saya memilih <i>smartphone</i> OPPO karena kualitas produk yang baik dibandingkan <i>smartphone</i> lain.					
2.	Saya memutuskan membeli merek OPPO karena memiliki produk yang baik.					
3.	Saya memutuskan membeli <i>smartphone</i> OPPO karena fitur yang lebih canggih.					
4.	Saya memilih <i>smartphone</i> OPPO karena produk yang sudah saya kenal sebelumnya.					
5.	Saya memutuskan membeli <i>smartphone</i> OPPO karena lokasi distributor yang mudah dikunjungi.					
6.	Saya memilih karena merek yang sudah terpercaya di lingkungan saya.					
7.	Saya memutuskan membeli <i>smartphone</i> OPPO karena sering dijumpai di toko-toko <i>smartphone</i> .					
8.	Saya memutuskan membeli <i>smartphone</i> OPPO karena diperlukan untuk pekerjaan saya.					

Kualitas Produk (X1)

No.	Pernyataan	STS	TS	N	S	SS
1.	Kinerja <i>smartphone</i> OPPO dapat memenuhi harapan konsumen.					
2.	<i>Smartphone</i> OPPO memiliki daya tahan yang baik.					
3.	Kinerja dari <i>smartphone</i> OPPO sesuai dengan spesifikasi yang dijanjikan.					
4.	Fitur dari <i>smartphone</i> OPPO memudahkan konsumen dalam penggunaannya.					
5.	Keindahan desain produk <i>smartphone</i> OPPO sangat menarik.					
6.	Tampilan dan desain dari <i>smartphone</i> OPPO dapat menarik konsumen.					

7.	<i>Smartphone</i> merek OPPO sudah dipercaya masyarakat sebagai merek <i>smartphone</i> yang baik.					
8.	Fungsi dari <i>smartphone</i> OPPO memberikan manfaat lebih bagi penggunaanya.					

Persepsi Harga (X2)

No.	Pernyataan	STS	TS	N	S	SS
1.	Harga yang ditawarkan <i>smartphone</i> OPPO lebih murah dibandingkan harga <i>smartphone</i> merek lain.					
2.	Harga <i>smartphone</i> OPPO bervariasi sesuai kemampuan konsumen.					
3.	Harga dan kualitas produk dari <i>smartphone</i> OPPO sebanding					
4.	Kualitas yang didapatkan dari <i>smartphone</i> OPPO sesuai dengan harga yang dikeluarkan					
5.	Harga dengan manfaat produk dari <i>smartphone</i> OPPO sangat sebanding.					
6.	Manfaat yang didapatkan dari <i>smartphone</i> OPPO sesuai dengan harga yang dikeluarkan.					
7.	Harga dan kualitas <i>smartphone</i> OPPO dapat bersaing dengan harga <i>smartphone</i> lain.					
8.	Harga yang ditawarkan <i>smartphone</i> OPPO menjadi keunggulan dari <i>smartphone</i> merek OPPO.					

Citra Merek (X3)

No.	Pernyataan	STS	TS	N	S	SS
1.	Kualitas <i>smartphone</i> OPPO membantu merek lebih dikenal.					
2.	Merek OPPO adalah merek <i>smartphone</i> yang baik dipasaran.					

3.	Harga dari <i>smartphone</i> OPPO membantu merek lebih dikenal.					
4.	Merek OPPO adalah merek <i>smartphone</i> terpercaya.					
5.	Merek OPPO memiliki keunikan dan inovasi tersendiri.					
6.	Merek OPPO selalu berbeda dari merek <i>smartphone</i> lain.					

Lampiran 3 Tabulasi Data

Keputusan Pembelian (Y)

Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Total Y
4	3	4	3	4	4	4	4	30
4	4	5	4	4	5	4	4	34
4	4	3	3	5	5	3	4	31
5	4	4	5	4	4	4	4	34
5	4	5	5	5	5	5	5	39
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5	4	5	4	4	5	4	4	35
5	5	5	5	5	5	5	5	40
4	4	4	4	5	5	3	3	32
4	2	5	2	5	4	4	5	31
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4	5	5	4	5	5	5	4	37
3	4	4	3	5	4	5	3	31
4	4	4	4	4	4	4	4	32
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5	4	4	5	5	5	4	5	37
3	3	3	3	5	5	5	5	32
5	4	4	4	5	5	3	5	35
3	2	3	2	5	5	3	5	28
5	4	4	3	4	4	4	4	32
5	5	5	5	5	5	5	5	40
4	4	4	4	4	5	5	3	33
4	3	3	3	4	4	4	4	29
5	5	4	2	5	5	4	4	34

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2	2	3	4	5	2	2	3	23
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4	4	4	5	5	4	5	5	36
2	3	2	2	5	4	4	3	25
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4	4	4	4	4	4	4	4	32
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4	4	4	3	4	5	3	4	31
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4	4	4	4	4	5	5	4	34
5	5	5	5	5	5	4	4	38
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4	3	4	4	4	4	3	3	29

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4	3	4	3	4	5	4	2	29
4	4	4	4	4	4	4	4	32
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4	4	4	5	2	4	5	2	30
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4	3	4	5	4	5	3	3	31
3	4	5	4	5	3	3	3	30
4	3	4	3	4	4	3	4	29
4	4	5	4	4	5	4	4	34
3	3	3	3	3	3	3	3	24
5	5	5	1	5	5	5	5	36
3	3	3	3	4	4	4	4	28
3	2	3	2	4	4	3	3	24
4	4	4	4	4	4	4	4	32
4	4	5	5	4	5	4	5	36
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4	4	4	4	4	4	4	4	32
4	4	3	3	4	3	4	3	28
3	2	3	2	4	4	3	3	24
4	4	3	3	5	5	4	4	32
4	5	4	5	5	4	5	4	36
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4	4	4	4	4	4	4	4	32
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4	3	4	3	5	5	4	3	31
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4	3	5	3	4	4	2	4	29
4	4	3	3	5	5	3	4	31

Kualitas Produk (X1)

X11	X12	X13	X14	X15	X16	X17	X18	Total X1
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4	4	4	4	4	4	4	4	32
4	4	5	4	4	5	5	4	35
4	4	4	4	4	4	4	4	32
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4	4	4	5	5	5	4	5	36
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5	5	5	4	5	4	4	4	36
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4	4	3	4	3	4	3	3	28
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5	5	4	5	4	5	5	4	37
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4	4	4	4	4	5	5	4	34
4	4	4	4	4	4	4	4	32

Persepsi Harga (X2)

X21	X22	X23	X24	X25	X26	X27	X28	Total X2
3	4	4	4	4	4	5	4	32
4	4	4	4	4	4	4	4	32
4	4	5	5	4	5	5	5	37
5	4	4	4	4	4	4	4	33
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4	4	5	5	5	5	5	5	38
4	4	5	5	5	5	5	5	38
4	5	4	5	4	5	4	4	35
3	4	5	4	5	5	4	4	34
4	4	4	5	4	4	5	4	34
4	4	4	4	4	4	4	4	32
3	4	4	5	4	3	5	3	31
5	5	5	5	5	5	5	5	40

Citra Merek (X3)

X31	X32	X33	X34	X35	X36	Total X3
5	5	4	4	4	3	25
4	5	4	5	5	5	28

4	5	4	4	4	4	25
4	4	4	4	5	5	26
3	5	4	5	5	3	25
5	5	4	5	4	5	28
5	4	5	5	4	4	27
5	5	5	5	5	5	30
3	4	5	5	5	5	27
3	3	4	4	3	4	21
4	3	5	5	5	4	26
4	5	4	5	5	5	28
4	5	5	3	2	3	22
5	5	4	4	5	4	27
5	4	4	5	4	4	26
4	4	4	4	4	4	24
4	4	4	4	5	4	25
3	4	3	3	4	4	21
5	5	4	5	4	5	28
3	3	3	3	3	3	18
5	5	5	5	5	5	30
5	5	3	3	2	2	20
4	4	4	4	4	3	23
5	4	5	5	5	5	29
5	4	4	3	5	4	25
3	3	3	3	4	4	20
5	5	4	4	4	5	27
4	2	4	4	3	3	20
3	4	5	2	2	3	19
4	4	4	4	4	4	24
4	5	5	4	4	4	26
4	4	4	5	5	4	26
4	4	4	4	4	4	24
5	5	5	5	5	5	30
5	5	5	5	5	5	30
4	4	4	4	4	3	23
4	4	4	4	4	4	24
4	4	4	4	4	4	24
5	4	5	4	5	5	28
4	4	4	3	4	4	23
4	4	3	3	3	3	20
5	5	5	4	5	5	29
4	4	5	4	4	4	25

5	5	5	5	5	5	30
5	5	5	5	5	4	29
4	4	5	5	4	4	26
5	5	4	5	5	5	29
4	4	4	3	5	3	23
4	5	4	4	4	4	25
4	5	5	5	5	5	29
4	3	4	4	5	4	24
4	4	4	4	5	5	26
5	4	5	5	4	5	28
3	3	3	3	3	3	18
5	5	5	5	5	5	30
4	4	4	5	5	5	27
4	4	4	5	4	4	25
5	5	3	5	4	4	26
4	4	4	5	4	4	25
4	4	4	4	4	5	25
4	3	4	4	4	4	23
5	5	5	5	5	4	29
4	4	4	4	4	4	24
4	4	5	3	5	4	25
4	4	5	4	5	4	26
5	4	5	5	5	4	28
4	4	4	2	4	3	21
4	4	4	4	4	4	24
3	3	3	3	3	3	18
4	3	4	5	5	4	25
4	4	4	4	4	4	24
4	4	4	4	4	4	24
3	3	3	3	3	3	18
4	4	5	5	5	5	28
4	4	4	3	4	4	23
4	4	4	5	4	4	25
5	4	3	4	3	4	23
3	4	4	4	4	4	23
5	4	5	4	5	4	27
3	3	3	3	3	3	18
5	5	5	5	5	5	30
4	4	3	3	4	4	22
4	4	4	4	5	5	26
4	4	4	4	4	4	24

4	5	5	4	4	5	27
4	4	4	4	3	4	23
4	4	4	4	4	4	24
4	5	3	5	4	3	24
4	5	4	4	4	3	24
4	4	5	4	4	4	25
5	4	5	4	5	4	27
4	5	4	4	3	4	24
5	5	4	5	5	4	28
5	5	4	4	4	4	26
3	3	3	3	3	3	18
4	4	5	5	5	5	28
5	5	4	5	4	4	27
4	4	4	5	4	4	25
5	4	3	4	3	4	23
3	4	4	4	4	4	23

Lampiran 4 Uji Validitas

Keputusan Pembelian (Y)

Correlations										
		Y1_1	Y1_2	Y1_3	Y1_4	Y1_5	Y1_6	Y1_7	Y1_8	Keputusan Pembelian (Y)
Y1_1	Pearson Correlation	1	.574**	.502**	.487**	.377**	.531**	.388**	.426**	.777**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y1_2	Pearson Correlation	.574**	1	.401**	.500**	.436**	.360**	.460**	.346**	.762**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y1_3	Pearson Correlation	.502**	.401**	1	.434**	.132	.305**	.348**	.386**	.627**
	Sig. (2-tailed)	.000	.000		.000	.192	.002	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y1_4	Pearson Correlation	.487**	.500**	.434**	1	.222*	.260**	.426**	.324**	.701**
	Sig. (2-tailed)	.000	.000	.000		.026	.009	.000	.001	.000
	N	100	100	100	100	100	100	100	100	100
Y1_5	Pearson Correlation	.377**	.436**	.132	.222*	1	.320**	.345**	.410**	.588**
	Sig. (2-tailed)	.000	.000	.192	.026		.001	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100

Y1_6	Pearson Correlation	.531**	.360**	.305**	.260**	.320**	1	.346**	.418**	.619**
	Sig. (2-tailed)	.000	.000	.002	.009	.001		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y1_7	Pearson Correlation	.388**	.460**	.348**	.426**	.345**	.346**	1	.496**	.702**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
Y1_8	Pearson Correlation	.426**	.346**	.386**	.324**	.410**	.418**	.496**	1	.685**
	Sig. (2-tailed)	.000	.000	.000	.001	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
Keputusan Pembelian (Y)	Pearson Correlation	.777**	.762**	.627**	.701**	.588**	.619**	.702**	.685**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	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).										

Kualitas Produk (X1)

Correlations										
		X1_1	X1_2	X1_3	X1_4	X1_5	X1_6	X1_7	X1_8	Kualitas Produk (X1)
X1_1	Pearson Correlation	1	.168	.253 [†]	.440**	.293**	.427**	.199 [†]	.395**	.580**
	Sig. (2-tailed)		.094	.011	.000	.003	.000	.047	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1_2	Pearson Correlation	.168	1	.383**	.176	.600**	.162	.260**	.299**	.582**
	Sig. (2-tailed)	.094		.000	.079	.000	.107	.009	.003	.000
	N	100	100	100	100	100	100	100	100	100
X1_3	Pearson Correlation	.253 [†]	.383**	1	.331**	.499**	.344**	.390**	.430**	.666**
	Sig. (2-tailed)	.011	.000		.001	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1_4	Pearson Correlation	.440**	.176	.331**	1	.434**	.481**	.582**	.473**	.724**
	Sig. (2-tailed)	.000	.079	.001		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1_5	Pearson Correlation	.293**	.600**	.499**	.434**	1	.299**	.383**	.502**	.759**
	Sig. (2-tailed)	.003	.000	.000	.000		.003	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1_6	Pearson Correlation	.427**	.162	.344**	.481**	.299**	1	.419**	.396**	.647**

	Sig. (2-tailed)	.000	.107	.000	.000	.003		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X1_7	Pearson Correlation	.199*	.260**	.390**	.582**	.383**	.419**	1	.564**	.697**
	Sig. (2-tailed)	.047	.009	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
X1_8	Pearson Correlation	.395**	.299**	.430**	.473**	.502**	.396**	.564**	1	.743**
	Sig. (2-tailed)	.000	.003	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
Kualitas Produk (X1)	Pearson Correlation	.580**	.582**	.666**	.724**	.759**	.647**	.697**	.743**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100
*. Correlation is significant at the 0.05 level (2-tailed).										
**. Correlation is significant at the 0.01 level (2-tailed).										

Persepsi Harga (X2)

Correlations										
		X2_1	X2_2	X2_3	X2_4	X2_5	X2_6	X2_7	X2_8	Persepsi Harga (X2)
X2_1	Pearson Correlation	1	.571**	.316**	.377**	.420**	.383**	.237*	.579**	.679**
	Sig. (2-tailed)		.000	.001	.000	.000	.000	.018	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2_2	Pearson Correlation	.571**	1	.288**	.438**	.452**	.554**	.424**	.599**	.721**
	Sig. (2-tailed)	.000		.004	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2_3	Pearson Correlation	.316**	.288**	1	.558**	.502**	.445**	.393**	.369**	.653**
	Sig. (2-tailed)	.001	.004		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2_4	Pearson Correlation	.377**	.438**	.558**	1	.567**	.522**	.556**	.549**	.768**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2_5	Pearson Correlation	.420**	.452**	.502**	.567**	1	.709**	.633**	.608**	.813**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
X2_6	Pearson Correlation	.383**	.554**	.445**	.522**	.709**	1	.603**	.638**	.804**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100

X2_7	Pearson Correlation	.237*	.424**	.393**	.556**	.633**	.603**	1	.453**	.705**
	Sig. (2-tailed)	.018	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
X2_8	Pearson Correlation	.579**	.599**	.369**	.549**	.608**	.638**	.453**	1	.809**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
Persepsi Harga (X2)	Pearson Correlation	.679**	.721**	.653**	.768**	.813**	.804**	.705**	.809**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	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).										

Citra Merek (X3)

		Correlations						Citra Merek (X3)
		X3_1	X3_2	X3_3	X3_4	X3_5	X3_6	
X3_1	Pearson Correlation	1	.558**	.374**	.459**	.369**	.390**	.704**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X3_2	Pearson Correlation	.558**	1	.314**	.384**	.277**	.334**	.641**
	Sig. (2-tailed)	.000		.001	.000	.005	.001	.000
	N	100	100	100	100	100	100	100
X3_3	Pearson Correlation	.374**	.314**	1	.422**	.511**	.498**	.703**
	Sig. (2-tailed)	.000	.001		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X3_4	Pearson Correlation	.459**	.384**	.422**	1	.555**	.575**	.785**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
X3_5	Pearson Correlation	.369**	.277**	.511**	.555**	1	.627**	.773**
	Sig. (2-tailed)	.000	.005	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
X3_6	Pearson Correlation	.390**	.334**	.498**	.575**	.627**	1	.784**
	Sig. (2-tailed)	.000	.001	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
Citra Merek (X3)	Pearson Correlation	.704**	.641**	.703**	.785**	.773**	.784**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).								

Lampiran 5 Uji Reliabilitas

Keputusan Pembelian (Y)

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.834	8

Kualitas Produk (X1)

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.828	8

Persepsi Harga (X2)

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.880	8

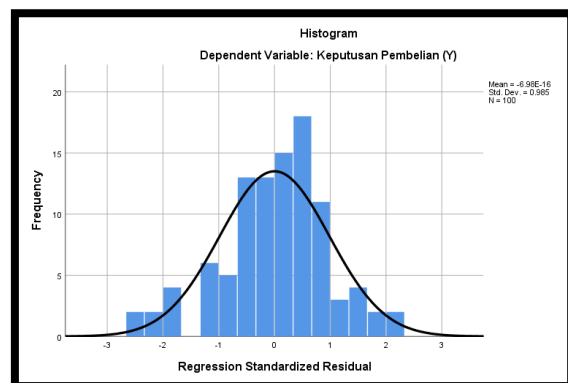
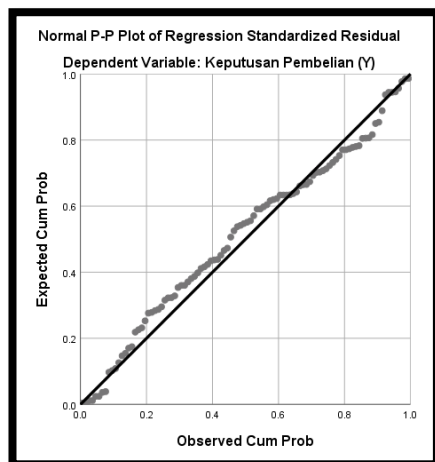
Citra Merek (X3)

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.827	6

Lampiran 6 Uji Normalitas



Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Citra Merek (X3) , Kualitas Produk (X1) , Persepsi Harga (X2) ^b		Enter
a. Dependent Variable: Keputusan Pembelian (Y)			
b. All requested variables entered.			

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.26179932
Most Extreme Differences	Absolute	.073
	Positive	.070
	Negative	-.073
Test Statistic		.073
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Lampiran 7 Uji Multikolinearitas

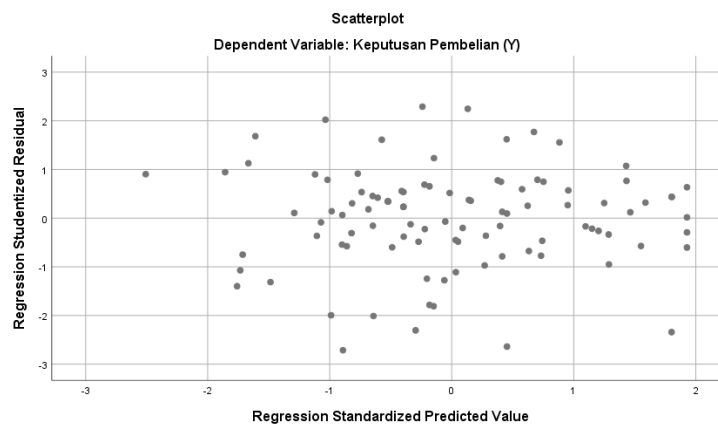
Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.561	3.474		.737	.463		
	Kualitas Produk (X1)	.358	.100	.313	3.595	.001	.769	1.301
	Persepsi Harga (X2)	.253	.113	.235	2.240	.027	.530	1.889
	Citra Merek (X3)	.365	.146	.261	2.503	.014	.536	1.866
a. Dependent Variable: Keputusan Pembelian (Y)								

Coefficient Correlations ^a					
Model			Citra Merek (X3)	Kualitas Produk (X1)	Persepsi Harga (X2)
1	Correlations	Citra Merek (X3)	1.000	-.206	-.584
		Kualitas Produk (X1)	-.206	1.000	-.232
		Persepsi Harga (X2)	-.584	-.232	1.000
	Covariances	Citra Merek (X3)	.021	-.003	-.010
		Kualitas Produk (X1)	-.003	.010	-.003
		Persepsi Harga (X2)	-.010	-.003	.013
a. Dependent Variable: Keputusan Pembelian (Y)					

Collinearity Diagnostics ^a							
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Kualitas Produk (X1)	Persepsi Harga (X2)	Citra Merek (X3)
1	1	3.980	1.000	.00	.00	.00	.00
	2	.009	20.564	.20	.29	.15	.27
	3	.006	25.354	.78	.71	.00	.01
	4	.005	28.557	.01	.00	.85	.72

a. Dependent Variable: Keputusan Pembelian (Y)

Lampiran 8 Uji Heteroskedastisitas



Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.350	2.188		2.445	.016
	Kualitas Produk (X1)	-.032	.063	-.059	-.516	.607
	Persepsi Harga (X2)	.061	.071	.119	.864	.390
	Citra Merek (X3)	-.154	.092	-.229	-1.679	.096

a. Dependent Variable: ABS_KEPUTUSAN_PEMBELIAN

Lampiran 9 Uji Autokorelasi

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Citra Merek (X3) , Kualitas Produk (X1) , Persepsi Harga (X2) ^b		Enter

a. Dependent Variable: Keputusan Pembelian (Y)
b. All requested variables entered.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.663 ^a	.440	.422	3.31237	2.024

a. Predictors: (Constant), Citra Merek (X3) , Kualitas Produk (X1) , Persepsi Harga (X2)
b. Dependent Variable: Keputusan Pembelian (Y)

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	25.1341	37.9478	32.3800	2.88897	100
Residual	-8.80352	7.31421	.00000	3.26180	100
Std. Predicted Value	-2.508	1.927	.000	1.000	100
Std. Residual	-2.658	2.208	.000	.985	100

a. Dependent Variable: Keputusan Pembelian (Y)

Lampiran 10 Uji Regresi Linear Berganda

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Citra Merek (X3) , Kualitas Produk (X1) , Persepsi Harga (X2) ^b		Enter

a. Dependent Variable: Keputusan Pembelian (Y)
b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.663 ^a	.440	.422	3.31237

a. Predictors: (Constant), Citra Merek (X3) , Kualitas Produk (X1) , Persepsi Harga (X2)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	826.266	3	275.422	25.103	.000 ^b
	Residual	1053.294	96	10.972		
	Total	1879.560	99			

a. Dependent Variable: Keputusan Pembelian (Y)
b. Predictors: (Constant), Citra Merek (X3) , Kualitas Produk (X1) , Persepsi Harga (X2)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.561	3.474		.737	.463
	Kualitas Produk (X1)	.358	.100	.313	3.595	.001
	Persepsi Harga (X2)	.253	.113	.235	2.240	.027
	Citra Merek (X3)	.365	.146	.261	2.503	.014

a. Dependent Variable: Keputusan Pembelian (Y)

Lampiran 11 Hasil Turnitin

PENGARUH KUALITAS PRODUK, PERSEPSI HARGA DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN SMARTPHONE OPPO PADA MAHASISWA FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS 17 AGUSTUS 1945 SURABAYA

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