

LAMPIRAN

LAMPIRAN 1. Kuesioner Penelitian

Assalamu'alaikum Warahmatullahi Wabarakatuh. Salam Sejahtera bagi kita semua. Shalom. Om Swastiastu. Namu Buddhaya. Salam Kebajikan.

Perkenalkan saya Reza Akbar Mauliza, mahasiswa program studi Ekonomi Pembangunan, Fakultas Ekonomi dan Bisnis, Universitas 17 Agustus 1945 Surabaya sedang melakukan riset untuk memenuhi skripsi saya dengan topik "Pengaruh Kualitas Produk, Harga, Distribusi, dan Promosi Terhadap Permintaan Ponsel Xiaomi di Surabaya". Saya sangat mengharapkan kesediaan bapak/ibu/saudara/i untuk meluangkan waktunya sejenak mengisi beberapa pernyataan berikut sesuai dengan kondisi yang sebenar-benarnya. Informasi data pribadi bapak/ibu/saudara/i hanya digunakan untuk kepentingan penelitian saya. Atas perhatian dan kerjasamanya, saya ucapkan terimakasih.

BAGIAN I. DATA DIRI RESPONDEN

1. Nama =
2. Alamat =
3. Jenis Kelamin:
 - a. Laki-laki
 - b. Perempuan
4. Usia =
5. Pendapatan (Juta/bulan):
 - a. < Rp. 1.000.000
 - b. Rp. 1.000.000 – < Rp.5.000.000
 - c. Rp. 5.000.000 – Rp. 10.000;000
 - d. > Rp.10.000.000
6. Lama Penggunaan Ponsel Xiaomi:
 - a. < 1 Tahun
 - b. 1 – 3 Tahun
 - c. > 3 Tahun

BAGIAN II. PETUNJUK PENGISIAN

1. Pilih alternatif jawaban yang paling sesuai menurut anda dan berikan tanda checklist (✓).
2. Jika terjadi salah pengisian, berilah tanda (=) pada jawaban yang salah tersebut.

Alternatif Jawaban	Keterangan	Skor
SS	Sangat Setuju	5
S	Setuju	4
N	Netral/Biasa Saja	3
TS	Tidak Setuju	2
STS	Sangat Tidak Setuju	1

Silahkan isi pernyataan pernyataan berikut sesuai pengalaman saudara.

1. Variabel Y: Permintaan

No.	Pernyataan	SS	S	N	TS	STS
1	Smartphone Xiaomi memiliki fitur yang beragam, menarik dan memuaskan					
2	Harga smartphone Xiaomi relatif terjangkau					
3	Proses pembelian smartphone Xiaomi mudah dan cepat					
4	Iklan smartphone Xiaomi terlihat di berbagai media					
5	Saya merasa nyaman menggunakan smartphone Xiaomi					

2. Variabel X₁: Kualitas Produk

No.	Pernyataan	SS	S	N	TS	STS
1	Tampilan desain smartphone Xiaomi menarik dan elegan					
2	Smartphone Xiaomi dilengkapi fitur canggih seperti RAM/ROM besar, layar HD, jaringan 5G hingga NFC yang berguna untuk mendukung pekerjaan saya					
3	Saya puas dengan kinerja perangkat lunak MIUI di berbagai seri Xiaomi					
4	Smartphone Xiaomi tahan lama dan tidak mudah rusak					

No.	Pernyataan	SS	S	N	TS	STS
5	Smartphone Xiaomi mudah untuk diperbaiki jika terjadi kerusakan, lecet, atau masalah teknis lainnya di <i>service center</i>					

3. Variabel X₂: Harga

No.	Pernyataan	SS	S	N	TS	STS
1	Harga smartphone Xiaomi <i>lower-middle class</i> relatif terjangkau bagi saya					
2	Saya merasa kurang mampu membeli smartphone Xiaomi <i>lower-middle class</i>					
3	Harga smartphone Xiaomi sesuai dengan kualitas yang disediakan					
4	Saya rela membayar lebih mahal demi kualitas yang disediakan					
5	Harga dan kualitas yang disediakan kurang sesuai dengan saya					

4. Variabel X₃: Distribusi

No.	Pernyataan	SS	S	N	TS	STS
1	Smartphone Xiaomi tersedia di platform online e-commerce, Shopee, Tokopedia, Lazada, dll					
2	Xiaomi selalu tersedia di toko-toko MI Store terdekat					
3	Saya merasa mudah menentukan smartphone Xiaomi yang ingin saya beli di MI Store					
4	Proses pembelian Xiaomi mudah dan cepat lewat online					
5	Saya tidak merasa kesulitan mencari seri smartphone Xiaomi yang saya inginkan di MI Store					

5. Variabel X₄: Promosi

No.	Pernyataan	SS	S	N	TS	STS
1	Iklan smartphone Xiaomi jelas dan mudah dipahami					
2	Saya menemui iklan smartphone Xiaomi di beberapa media platform online dan media sosial					
3	Xiaomi melakukan promosi secara konsisten di perayaan hari tertentu					
4	Saya mendapat informasi mengenai Xiaomi dari kerabat terdekat					
5	Promosi dan diskon harga yang diselenggarakan Xiaomi mampu menarik perhatian saya					

LAMPIRAN 2. Profil Responden

No.	Nama	Alamat	Jenis Kelamin	Usia	Pendapatan (Juta/Bulan)	Lama Penggunaan Ponsel
1	Franciska Christiana	Jl. Sambisari 2b no.21 Lotar	Perempuan	21 Tahun	< Rp. 1.000.000	1 – 3 Tahun
2	Clemment Marvelo	Gunung anyar emas	Laki-laki	21 Tahun	< Rp. 1.000.000	> 3 Tahun
3	Audilla Candra Haikala	Bratang 1E no. 22A Wonokromo Surabaya	Laki-laki	21 Tahun	Rp. 1.000.000 – < Rp.5.000.000	> 3 Tahun
4	Aisyah Suharto	Jl Nginden Baru IV, Kec. Sukolilo	Perempuan	23 Tahun	Rp. 1.000.000 – < Rp.5.000.000	> 3 Tahun
5	Putri dwi rahayu	Kedinding lor 4a no 5	Perempuan	23 Tahun	Rp. 1.000.000 – < Rp.5.000.000	1 – 3 Tahun
6	Dimas Gilang Saputra	Jalan wonoarum no 25 sby	Laki-laki	25 Tahun	Rp. 5.000.000 – Rp. 10.000;000	1 – 3 Tahun
7	Safira Aprilia Lukita	Bulak Banteng	Perempuan	21 Tahun	< Rp. 1.000.000	< 1 Tahun
8	Juna	Kediri	Laki-laki	23 Tahun	Rp. 1.000.000 – < Rp.5.000.000	1 – 3 Tahun
9	Dera Nursukma	Asrama Putri Universitas Airlangga Kampus C	Perempuan	22 Tahun	Rp. 1.000.000 – < Rp.5.000.000	1 – 3 Tahun
10	Dafa	Jl. Kalimas hilir	Laki-laki	21 Tahun	Rp. 1.000.000 – < Rp.5.000.000	< 1 Tahun
11	Rissa	gunung anyar	Perempuan	20 Tahun	Rp. 1.000.000 – < Rp.5.000.000	1 – 3 Tahun
12	Yuyun Kharisma	Lidah kulon, Surabaya	Perempuan	21 Tahun	Rp. 1.000.000 – < Rp.5.000.000	1 – 3 Tahun
13	Angga Dwi Permadi	Jl. Nginden VI No 2, nginden jangkungan, Kec. Sukolilo, Kota Surabaya	Laki-laki	21 Tahun	Rp. 1.000.000 – < Rp.5.000.000	> 3 Tahun
14	I Gusti Bagus Putra Pradwi	tangkis turi no 09 Surabaya Jawa Timur	Laki-laki	21 Tahun	< Rp. 1.000.000	1 – 3 Tahun

No.	Nama	Alamat	Jenis Kelamin	Usia	Pendapatan (Juta/Bulan)	Lama Penggunaan Ponsel
15	M. RIZQY AMINUDDIN	Raya lontar	Laki-laki	29 Tahun	Rp. 5.000.000 – Rp. 10.000;000	> 3 Tahun
16	Mohammad Iksan Arifki	Kauman asri	Laki-laki	22 Tahun	Rp. 1.000.000 – < Rp.5.000.000	1 – 3 Tahun
17	Rhiyan Nurhuda Firdaus	Jl. Banyu Urip No. 12 A Surabaya	Laki-laki	23 Tahun	< Rp. 1.000.000	> 3 Tahun
18	Inggrid Debby Ekza Veronica	Sidoarjo	Perempuan	21 Tahun	< Rp. 1.000.000	1 – 3 Tahun
19	Irwan Susanto	Semolowaru Utara 1 No 124 Surabaya	Laki-laki	21 Tahun	Rp. 1.000.000 – < Rp.5.000.000	> 3 Tahun
20	iqbal maulana	Dupak magersari gang 3 no 41	Laki-laki	22 Tahun	Rp. 5.000.000 – Rp. 10.000;000	> 3 Tahun
21	Rijal	Sukolilo, Surabaya, Jawa Timur	Laki-laki	22 Tahun	Rp. 1.000.000 – < Rp.5.000.000	> 3 Tahun
22	Alan mahmud	Jl. Banyu Urip Lor VI 21	Laki-laki	24 Tahun	Rp. 1.000.000 – < Rp.5.000.000	> 3 Tahun
23	Restu	Gresik kec.wringinanom	Laki-laki	22 Tahun	Rp. 1.000.000 – < Rp.5.000.000	1 – 3 Tahun
24	Muhammad Fauzan Jadid Baya'syut	JL.Tanjung Pinang 39	Laki-laki	21 Tahun	< Rp. 1.000.000	< 1 Tahun
25	Andrean	Dukuh Kupang FX 6/1	Laki-laki	22 Tahun	Rp. 1.000.000 – < Rp.5.000.000	< 1 Tahun
26	Rizky Akbar Saputra	Jl Sinoman Masangan Kulon, Sukodono, Sidoarjo	Laki-laki	22 Tahun	Rp. 1.000.000 – < Rp.5.000.000	1 – 3 Tahun
27	Hamzah Afrianto	Kapas krampung buntu 17	Laki-laki	23 Tahun	Rp. 5.000.000 – Rp. 10.000;000	< 1 Tahun
28	adit	jl jambangan 5	Laki-laki	22 Tahun	Rp. 1.000.000 – < Rp.5.000.000	> 3 Tahun
29	Tengku Bintang Zaky Irmaysa	Jl Semampir Tengah II A	Laki-laki	21 Tahun	Rp. 1.000.000 – < Rp.5.000.000	< 1 Tahun

No.	Nama	Alamat	Jenis Kelamin	Usia	Pendapatan (Juta/Bulan)	Lama Penggunaan Ponsel
30	Leon Nathanniel	Taman Pondok Jati, Taman, Geluran, Sepanjang	Laki-laki	22 Tahun	< Rp. 1.000.000	> 3 Tahun
31	Christian Rio	Jl. Manggis VII M626 PCI	Laki-laki	21 Tahun	< Rp. 1.000.000	< 1 Tahun
32	yohanes	Menganti, gresik	Laki-laki	24 Tahun	Rp. 1.000.000 – < Rp.5.000.000	> 3 Tahun
33	Kasim hardiansah	Banyu Urip Lor	Laki-laki	28 Tahun	Rp. 5.000.000 – Rp. 10.000;000	1 - 3 Tahun
34	fira	surabaya	Perempuan	21 Tahun	Rp. 1.000.000 – < Rp.5.000.000	> 3 Tahun
35	sifa	Manukan wetam, Surabaya	Perempuan	22 Tahun	< Rp. 1.000.000	> 3 Tahun
36	Jenifer	Surabaya	Perempuan	28 Tahun	Rp. 5.000.000 – Rp. 10.000;000	1 - 3 Tahun
37	Anggita Wulandari	Malang	Perempuan	22 Tahun	< Rp. 1.000.000	> 3 Tahun
38	Nana	Sidoarjo	Perempuan	25 Tahun	Rp. 5.000.000 – Rp. 10.000;000	> 3 Tahun
39	Selly	Sambikerep, Surabaya	Perempuan	22 Tahun	Rp. 1.000.000 – < Rp.5.000.000	> 3 Tahun
40	Dhea	Surabaya	Perempuan	20 Tahun	Rp. 1.000.000 – < Rp.5.000.000	> 3 Tahun
41	Ilham Nafala	Tembak Sarioso	Laki-laki	20 Tahun	< Rp. 1.000.000	> 3 Tahun
42	Erlinda	Gubeng	Perempuan	25 Tahun	Rp. 5.000.000 – Rp. 10.000;000	1 - 3 Tahun
43	Nissa	Surabaya	Perempuan	21 Tahun	Rp. 1.000.000 – < Rp.5.000.000	> 3 Tahun
44	Zella	Malang	Perempuan	22 Tahun	< Rp. 1.000.000	> 3 Tahun
45	Arvino	Jl. Amir Mahmud 18	Laki-laki	24 Tahun	Rp. 1.000.000 – < Rp.5.000.000	1 - 3 Tahun
46	Aiman	sidoarjo,sedati	Laki-laki	21 Tahun	< Rp. 1.000.000	> 3 Tahun
47	Al	Surabaya	Perempuan	22 Tahun	< Rp. 1.000.000	< 1 Tahun

No.	Nama	Alamat	Jenis Kelamin	Usia	Pendapatan (Juta/Bulan)	Lama Penggunaan Ponsel
48	Ariana	Surabaya	Perempuan	22 Tahun	< Rp. 1.000.000	< 1 Tahun
49	alisyah	Tambaksari, Surabaya	Perempuan	23 Tahun	Rp. 1.000.000 – < Rp.5.000.000	1 - 3 Tahun
50	puji ira	surabaya wonocolo	Perempuan	24 Tahun	Rp. 1.000.000 – < Rp.5.000.000	> 3 Tahun
51	Dafa Alif Maulana	Griya Samudra Asri Blok F2 No. 20 Kecamatan Taman Kabupaten Sidoarjo	Laki-laki	21 Tahun	< Rp. 1.000.000	> 3 Tahun
52	Divia	Surabaya	Perempuan	20 Tahun	< Rp. 1.000.000	> 3 Tahun
53	rikha	Surabaya	Perempuan	22 Tahun	< Rp. 1.000.000	1 - 3 Tahun
54	Salsa	Sawahan, Surabaya	Perempuan	21 Tahun	< Rp. 1.000.000	< 1 Tahun
55	Putri	Jl karangan VII. 25	Perempuan	22 Tahun	Rp. 1.000.000 – < Rp.5.000.000	> 3 Tahun
56	Sasa	Jl. Prada Indah no.129 Surabaya	Perempuan	22 Tahun	Rp. 1.000.000 – < Rp.5.000.000	> 3 Tahun
57	Ananda cahya putri	Surabaya	Perempuan	21 Tahun	Rp. 1.000.000 – < Rp.5.000.000	> 3 Tahun
58	Drian	Menganti Gresik	Laki-laki	22 Tahun	Rp. 1.000.000 – < Rp.5.000.000	> 3 Tahun
59	Aryo Nata Mulyadi	Dukuh Pakis 5C / 4 Surabaya	Laki-laki	21 Tahun	Rp. 1.000.000 – < Rp.5.000.000	> 3 Tahun
60	Adiyatma F.M	Jl.Botoputih 2 no 79	Laki-laki	21 Tahun	Rp. 1.000.000 – < Rp.5.000.000	> 3 Tahun
61	Lily Harlina Putri	Istana Mentari D4 21/23 Sidoarjo	Perempuan	28 Tahun	Rp. 5.000.000 – Rp. 10.000;000	> 3 Tahun
62	Fanny setiawan	Bronggalan sawah timur 2	Laki-laki	22 Tahun	Rp. 1.000.000 – < Rp.5.000.000	< 1 Tahun
63	Wulan Cahyani	Bogorami timur 1/20	Perempuan	21 Tahun	< Rp. 1.000.000	> 3 Tahun

No.	Nama	Alamat	Jenis Kelamin	Usia	Pendapatan (Juta/Bulan)	Lama Penggunaan Ponsel
64	Abdurrahman Saleh	Jl. Krikilan Rt 12/Rw 05 Kab Gresik	Laki-laki	22 Tahun	Rp. 1.000.000 – < Rp.5.000.000	> 3 Tahun
65	fahmiwahid naimsyah	jl gembili II no.24 wonokromo surabaya	Laki-laki	22 Tahun	Rp. 1.000.000 – < Rp.5.000.000	> 3 Tahun
66	Angel Tehupuring	Jln gersikan	Perempuan	22 Tahun	Rp. 1.000.000 – < Rp.5.000.000	1 - 3 Tahun
67	Ananda Cahya Regita	Jl.nginden 2 no.129A Sukolilo Surabaya	Perempuan	22 Tahun	Rp. 1.000.000 – < Rp.5.000.000	> 3 Tahun
68	Annisa Putri Cahyanti	Jetis kulon Pertolongan no. 8A	Perempuan	21 Tahun	< Rp. 1.000.000	> 3 Tahun
69	Ferdian Yudhistira	Jl.Ngaglik 1/9	Laki-laki	20 Tahun	< Rp. 1.000.000	> 3 Tahun
70	Nanda Regita	Jl. Nginden II no 129A Sukolilo Surabaya	Perempuan	25 Tahun	Rp. 5.000.000 – Rp. 10.000;000	> 3 Tahun
71	Bayu Syahputra	jalan bogen 1 no. 23	Laki-laki	21 Tahun	< Rp. 1.000.000	1 - 3 Tahun
72	Montana Effendi	Jl. Satelit Utara	Laki-laki	36 Tahun	Rp. 5.000.000 – Rp. 10.000;000	1 - 3 Tahun
73	Sanny Shadrina	pakis 3/32	Perempuan	29 Tahun	Rp. 5.000.000 – Rp. 10.000;000	> 3 Tahun
74	Christian T.	Candi Lontar tengah I/43	Laki-laki	33 Tahun	Rp. 5.000.000 – Rp. 10.000;000	1 - 3 Tahun
75	Riefky hari	Dukuh bulu gg anyar	Laki-laki	25 Tahun	Rp. 1.000.000 – < Rp.5.000.000	> 3 Tahun
76	jesselyn	Graha Suryanata	Perempuan	21 Tahun	Rp. 1.000.000 – < Rp.5.000.000	< 1 tahun
77	Marijono suherman	Dsn dukuh pakis	Laki-laki	37 Tahun	Rp. 5.000.000 – Rp. 10.000;000	1 - 3 Tahun
78	Nur Fitriyah	Jl Jemursari Utara V	Perempuan	21 Tahun	< Rp. 1.000.000	1 - 3 Tahun
79	Moch Rafly Putra	Wonorejo Permai Utara	Laki-laki	21 Tahun	< Rp. 1.000.000	< 1 tahun

No.	Nama	Alamat	Jenis Kelamin	Usia	Pendapatan (Juta/Bulan)	Lama Penggunaan Ponsel
80	Lukas william	Ngagel Tirto I	Laki-laki	21 Tahun	< Rp. 1.000.000	1 - 3 Tahun
81	Caca	Wonocolo VII	Perempuan	21 Tahun	< Rp. 1.000.000	1 - 3 Tahun
82	Kresna prayogo	Jagir sidomukti II	Laki-laki	23 Tahun	Rp. 1.000.000 – < Rp.5.000.000	< 1 tahun
83	Yogi Bachtiar Ridho	Medokan Asri Utara V	Laki-laki	20 Tahun	< Rp. 1.000.000	1 - 3 Tahun
84	Agus Hariwibowo	Jl. Ngagel Mulyo	Laki-laki	27 Tahun	Rp. 1.000.000 – < Rp.5.000.000	1 - 3 Tahun
85	Putra Ari Wibowo	Jemur Sari selatan XI	Laki-laki	22 Tahun	< Rp. 1.000.000	1 - 3 Tahun
86	wanda	dukuh pakis 3/32	Perempuan	22 Tahun	Rp. 1.000.000 – < Rp.5.000.000	< 1 tahun
87	beni	Kertajaya timur	Laki-laki	21 Tahun	Rp. 1.000.000 – < Rp.5.000.000	1 - 3 Tahun
88	Gilang	Kendang sari gg. Sdinpres	Laki-laki	21 Tahun	< Rp. 1.000.000	< 1 tahun
89	Freya audrey princia	Perumahan Graha indah Gayung kebonsari	Perempuan	21 Tahun	< Rp. 1.000.000	1 - 3 Tahun
90	Rita Claudia Putri	jl. Baruk barat I	Perempuan	21 Tahun	< Rp. 1.000.000	1 - 3 Tahun
91	Rio Fadrian Achmad	Jl. Wonorejo Indah Timur I A 33	Laki-laki	21 Tahun	Rp. 1.000.000 – < Rp.5.000.000	1 - 3 Tahun
92	Siti Afifah	Green Lake blok B No.27	Perempuan	21 Tahun	Rp. 1.000.000 – < Rp.5.000.000	< 1 tahun
93	Gebby Karina	Karangpilang	Perempuan	21 Tahun	< Rp. 1.000.000	1 - 3 Tahun
94	Adam Arjuna	Karang Asem IV No.144	Laki-laki	22 Tahun	< Rp. 1.000.000	< 1 tahun
95	alan	Mulyosari Tengah VII No.22	Laki-laki	23 Tahun	Rp. 1.000.000 – < Rp.5.000.000	< 1 tahun
96	Sutrisno	Tenggurung Baru No.199	Laki-laki	26 Tahun	Rp. 1.000.000 – < Rp.5.000.000	1 - 3 Tahun
97	Muh. Budi Arianito	Petemon II A No. 83	Laki-laki	27 Tahun	Rp. 1.000.000 – < Rp.5.000.000	< 1 tahun

No.	Nama	Alamat	Jenis Kelamin	Usia	Pendapatan (Juta/Bulan)	Lama Penggunaan Ponsel
98	jeje	Jl Sambisari I gg. Srikaya	Perempuan	21 Tahun	< Rp. 1.000.000	1 - 3 Tahun
99	Yenny astuti	Brigiend Katamso, belahan	Perempuan	29 Tahun	Rp. 5.000.000 – Rp. 10.000;000	< 1 tahun
100	Windy Aulia	Taman Pd. indah Blok II No. 12	Perempuan	21 Tahun	< Rp. 1.000.000	< 1 tahun
101	Suherman	Kedung Klintar VII No.44	Laki-laki	22 Tahun	Rp. 1.000.000 – < Rp.5.000.000	1 - 3 Tahun
102	Diky Achmad	Wonokusumo kidul Blok A No. 2	Laki-laki	21 Tahun	< Rp. 1.000.000	1 - 3 Tahun
103	Yeni indriani	Zara Residence	Perempuan	25 Tahun	Rp. 5.000.000 – Rp. 10.000;000	< 1 tahun
104	Jesselyn Clarista V.	Villa Bukit Regency I	Perempuan	27 Tahun	Rp. 5.000.000 – Rp. 10.000;000	1 - 3 Tahun
105	Yusuf Saqafi	jl jambangan I A/33	Laki-laki	23 Tahun	Rp. 1.000.000 – < Rp.5.000.000	1 - 3 Tahun

LAMPIRAN 3. Rekap Jawaban Responden Variabel Kualitas Produk (X₁)

Responden	X1.1	X1.2	X1.3	X1.4	X1.5	Total
1	5	4	4	5	5	23
2	4	5	5	5	3	22
3	5	4	2	2	2	15
4	3	5	5	4	1	18
5	4	5	5	5	5	24
6	4	4	3	2	4	17
7	5	5	5	5	5	25
8	4	5	4	3	3	19
9	3	3	3	2	4	15
10	5	5	5	5	5	25
11	5	5	4	5	4	23
12	4	5	4	4	4	21
13	1	1	2	1	1	6
14	5	5	5	3	5	23
15	4	4	3	4	5	20
16	3	4	4	4	4	19
17	4	4	4	3	3	18
18	4	4	4	4	3	19
19	5	4	5	5	4	23
20	4	4	4	4	4	20
21	4	5	5	5	4	23
22	4	5	4	4	4	21
23	5	5	5	4	4	23
24	3	4	5	3	5	20
25	4	4	4	3	3	18
26	4	3	5	4	3	19
27	4	3	3	4	4	18
28	5	4	3	3	4	19
29	3	4	4	5	3	19
30	5	5	4	5	3	22
31	5	5	1	2	3	16
32	3	3	4	4	2	16
33	4	4	5	2	4	19
34	4	5	4	5	4	22

Responden	X1.1	X1.2	X1.3	X1.4	X1.5	Total
35	5	4	4	4	5	22
36	5	5	5	5	5	25
37	4	4	3	5	3	19
38	4	5	3	3	5	20
39	3	4	2	5	4	18
40	5	5	5	4	5	24
41	4	4	4	4	3	19
42	3	4	5	5	4	21
43	4	4	4	4	4	20
44	5	4	4	5	4	22
45	4	4	3	4	3	18
46	3	4	4	4	4	19
47	3	3	3	4	3	16
48	4	4	4	5	4	21
49	4	4	4	4	4	20
50	5	4	3	4	3	19
51	2	4	3	2	4	15
52	4	4	4	5	5	22
53	4	4	4	4	4	20
54	4	4	4	4	5	21
55	5	5	5	5	5	25
56	2	4	4	4	4	18
57	3	3	3	3	4	16
58	3	4	4	3	4	18
59	5	5	5	5	5	25
60	2	2	3	3	3	13
61	3	3	3	4	4	17
62	3	4	3	3	4	17
63	4	4	4	4	4	20
64	4	3	3	3	3	16
65	4	4	3	4	4	19
66	1	1	1	1	1	5
67	1	4	4	5	5	19
68	3	3	3	3	3	15
69	4	4	4	2	3	17

Responden	X1.1	X1.2	X1.3	X1.4	X1.5	Total
70	3	4	3	4	5	19
71	3	3	3	2	1	12
72	4	4	4	4	3	19
73	3	3	3	3	3	15
74	3	3	3	3	3	15
75	3	4	3	4	5	19
76	3	3	3	2	1	12
77	4	4	4	4	3	19
78	4	4	3	5	3	19
79	4	5	3	3	5	20
80	3	4	2	5	4	18
81	5	5	5	4	5	24
82	4	4	4	4	3	19
83	3	4	5	5	4	21
84	4	4	4	4	4	20
85	5	4	4	5	4	22
86	4	4	3	4	3	18
87	3	4	4	4	4	19
88	3	3	3	4	3	16
89	5	4	2	2	2	15
90	3	5	5	4	1	18
91	4	5	5	5	5	24
92	4	4	3	2	4	17
93	5	5	5	5	5	25
94	4	5	4	3	3	19
95	3	3	3	2	4	15
96	5	5	5	5	5	25
97	5	5	4	5	4	23
98	4	5	4	4	4	21
99	1	1	2	1	1	6
100	5	5	5	3	5	23
101	4	4	3	4	5	20
102	3	4	4	4	4	19
103	4	5	4	3	3	19
104	3	3	3	2	4	15

Responden	X1.1	X1.2	X1.3	X1.4	X1.5	Total
105	5	5	5	5	5	25

LAMPIRAN 4. Rekap Jawaban Responden Variabel Harga (X₂)

Responden	X2.1	X2.2	X2.3	X2.4	X2.5	Total
1	5	5	5	5	5	25
2	5	5	5	3	5	23
3	5	1	5	5	5	21
4	5	1	5	5	3	19
5	5	1	4	5	1	16
6	3	2	5	5	4	19
7	5	5	5	5	5	25
8	5	1	4	4	4	18
9	3	3	4	3	2	15
10	5	5	5	5	5	25
11	5	3	5	4	3	20
12	5	3	4	5	2	19
13	1	4	1	1	4	11
14	5	1	5	4	1	16
15	2	4	3	1	3	13
16	5	2	2	4	4	17
17	5	2	4	2	4	17
18	4	3	4	4	2	17
19	4	5	4	5	5	23
20	5	4	4	5	5	23
21	5	4	5	5	4	23
22	4	2	4	3	1	14
23	5	5	4	4	4	22
24	5	3	4	5	4	21
25	4	4	4	3	3	18
26	5	4	4	3	4	20
27	3	4	4	3	4	18
28	5	3	4	5	3	20
29	4	1	5	2	2	14
30	5	1	5	5	1	17
31	5	5	5	2	2	19
32	3	2	3	3	2	13
33	5	2	4	3	2	16
34	5	5	5	5	5	25

Responden	X2.1	X2.2	X2.3	X2.4	X2.5	Total
35	5	4	5	5	5	24
36	4	4	4	4	4	20
37	4	2	3	3	2	14
38	5	3	3	1	4	16
39	5	1	5	3	4	18
40	5	5	5	5	5	25
41	4	2	4	3	2	15
42	5	3	4	5	5	22
43	4	4	4	4	4	20
44	5	2	4	4	2	17
45	4	2	4	4	3	17
46	4	3	4	3	4	18
47	4	2	3	3	3	15
48	5	1	4	5	2	17
49	4	2	4	3	3	16
50	5	4	4	4	4	21
51	4	1	3	2	3	13
52	4	2	4	4	2	16
53	5	1	5	5	5	21
54	5	2	4	5	3	19
55	5	5	5	5	5	25
56	4	2	4	4	4	18
57	3	2	3	4	3	15
58	4	2	4	5	2	17
59	5	1	5	5	1	17
60	5	1	5	5	5	21
61	4	2	4	3	3	16
62	4	2	3	3	4	16
63	4	2	4	4	2	16
64	4	2	4	3	3	16
65	4	4	4	4	4	20
66	1	1	1	1	5	9
67	5	2	5	5	5	22
68	3	3	3	3	3	15
69	4	2	4	2	3	15

Responden	X2.1	X2.2	X2.3	X2.4	X2.5	Total
70	4	3	5	3	2	17
71	5	3	4	3	3	18
72	4	4	5	4	3	20
73	3	3	3	3	3	15
74	3	3	3	3	3	15
75	4	3	5	3	2	17
76	5	3	4	3	3	18
77	4	4	5	4	3	20
78	4	2	3	3	2	14
79	5	3	3	1	4	16
80	5	1	5	3	4	18
81	5	5	5	5	5	25
82	4	2	4	3	2	15
83	5	3	4	5	5	22
84	4	4	4	4	4	20
85	5	2	4	4	2	17
86	4	2	4	4	3	17
87	4	3	4	3	4	18
88	4	2	3	3	3	15
89	5	1	5	5	5	21
90	5	1	5	5	3	19
91	5	1	4	5	1	16
92	3	2	5	5	4	19
93	5	5	5	5	5	25
94	5	1	4	4	4	18
95	3	3	4	3	2	15
96	5	5	5	5	5	25
97	5	3	5	4	3	20
98	5	3	4	5	2	19
99	1	4	1	1	4	11
100	5	1	5	4	1	16
101	2	4	3	1	3	13
102	5	2	2	4	4	17
103	5	1	4	4	4	18
104	3	3	4	3	2	15

Responden	X2.1	X2.2	X2.3	X2.4	X2.5	Total
105	5	5	5	5	5	25

LAMPIRAN 5. Rekap Jawaban Responden Variabel Distribusi (X₃)

Responden	X3.1	X3.2	X3.3	X3.4	X3.5	Total
1	5	4	4	5	5	23
2	5	5	5	5	5	25
3	5	5	5	5	4	24
4	5	5	5	5	5	25
5	5	5	5	5	5	25
6	5	5	5	5	1	21
7	5	5	5	5	5	25
8	4	4	5	5	5	23
9	4	4	4	4	4	20
10	5	5	5	5	5	25
11	5	5	5	5	5	25
12	5	5	5	5	5	25
13	1	1	1	1	1	5
14	2	3	2	5	3	15
15	5	5	4	4	5	23
16	5	2	3	3	5	18
17	5	5	4	4	4	22
18	5	5	5	5	2	22
19	4	5	4	5	4	22
20	4	5	5	5	5	24
21	5	5	4	5	4	23
22	4	4	4	4	4	20
23	4	5	4	4	4	21
24	5	5	3	4	4	21
25	3	3	3	3	4	16
26	5	5	4	5	4	23
27	3	4	4	3	3	17
28	5	5	4	4	5	23
29	4	4	5	5	5	23
30	5	3	3	5	4	20
31	5	5	5	5	5	25
32	4	4	4	4	4	20
33	3	4	3	4	4	18
34	4	5	5	5	4	23

Responden	X3.1	X3.2	X3.3	X3.4	X3.5	Total
35	4	5	5	5	4	23
36	5	4	5	4	5	23
37	5	5	4	4	5	23
38	3	3	3	3	4	16
39	5	5	5	5	5	25
40	5	5	5	4	4	23
41	4	2	2	2	2	12
42	5	5	4	4	5	23
43	4	4	4	4	4	20
44	5	5	5	4	5	24
45	5	5	5	3	5	23
46	4	4	4	4	4	20
47	4	4	4	4	4	20
48	5	2	2	4	4	17
49	5	4	4	4	1	18
50	5	3	3	4	3	18
51	5	5	4	3	4	21
52	5	5	5	5	5	25
53	5	4	5	5	5	24
54	5	5	4	4	5	23
55	5	5	5	5	5	25
56	5	5	5	5	5	25
57	3	3	3	3	4	16
58	5	4	4	4	4	21
59	5	5	5	5	5	25
60	3	2	2	3	3	13
61	5	4	4	4	4	21
62	4	4	3	4	3	18
63	5	5	5	5	5	25
64	2	3	2	2	2	11
65	4	4	4	4	4	20
66	1	1	1	1	1	5
67	4	5	5	5	5	24
68	3	3	3	3	3	15
69	4	4	4	4	4	20

Responden	X3.1	X3.2	X3.3	X3.4	X3.5	Total
70	5	3	3	4	3	18
71	5	5	5	3	4	22
72	4	4	4	3	4	19
73	3	3	3	3	3	15
74	3	3	3	3	3	15
75	5	3	3	4	3	18
76	5	5	5	3	4	22
77	4	4	4	3	4	19
78	5	5	4	4	5	23
79	3	3	3	3	4	16
80	5	5	5	5	5	25
81	5	5	5	4	4	23
82	4	2	2	2	2	12
83	5	5	4	4	5	23
84	4	4	4	4	4	20
85	5	5	5	4	5	24
86	5	5	5	3	5	23
87	4	4	4	4	4	20
88	4	4	4	4	4	20
89	5	5	5	5	4	24
90	5	5	5	5	5	25
91	5	5	5	5	5	25
92	5	5	5	5	1	21
93	5	5	5	5	5	25
94	4	4	5	5	5	23
95	4	4	4	4	4	20
96	5	5	5	5	5	25
97	5	5	5	5	5	25
98	5	5	5	5	5	25
99	1	1	1	1	1	5
100	2	3	2	5	3	15
101	5	5	4	4	5	23
102	5	2	3	3	5	18
103	4	4	5	5	5	23
104	4	4	4	4	4	20

Responden	X3.1	X3.2	X3.3	X3.4	X3.5	Total
105	5	5	5	5	5	25

LAMPIRAN 6. Rekap Jawaban Responden Variabel Promosi (X₄)

Responden	X4.1	X4.2	X4.3	X4.4	X4.5	Total
1	5	5	4	3	4	21
2	5	3	3	5	5	21
3	2	4	4	1	2	13
4	5	5	3	5	5	23
5	5	5	1	5	5	21
6	5	5	1	5	5	21
7	5	5	5	5	5	25
8	5	5	4	4	4	22
9	4	4	4	3	3	18
10	5	5	5	5	5	25
11	4	4	4	3	5	20
12	4	4	3	4	4	19
13	1	1	2	2	1	7
14	2	2	2	5	5	16
15	3	3	4	1	5	16
16	4	5	5	5	4	23
17	4	4	4	4	4	20
18	3	2	4	3	3	15
19	5	5	5	5	5	25
20	4	4	4	4	4	20
21	5	4	5	4	5	23
22	3	4	3	4	4	18
23	4	5	4	4	5	22
24	5	4	3	4	5	21
25	3	3	4	3	3	16
26	4	5	3	4	4	20
27	4	3	4	4	3	18
28	4	4	3	4	4	19
29	5	5	2	2	4	18
30	3	4	3	1	3	14
31	5	5	5	5	3	23
32	3	3	3	3	4	16
33	3	5	4	5	3	20
34	4	4	3	4	4	19

Responden	X4.1	X4.2	X4.3	X4.4	X4.5	Total
35	5	4	5	4	5	23
36	5	5	5	5	5	25
37	5	4	3	4	4	20
38	3	5	4	4	3	19
39	5	5	5	5	4	24
40	5	5	4	5	5	24
41	4	4	2	4	4	18
42	4	3	3	5	5	20
43	4	4	4	4	4	20
44	4	4	3	4	4	19
45	4	4	2	3	3	16
46	4	4	4	4	4	20
47	3	3	3	3	3	15
48	4	4	2	2	4	16
49	4	4	4	4	4	20
50	4	4	5	3	3	19
51	3	2	3	4	4	16
52	5	5	2	3	4	19
53	5	5	5	5	5	25
54	4	2	4	4	4	18
55	5	5	3	4	5	22
56	2	2	4	4	2	14
57	4	3	3	2	3	15
58	4	4	4	5	4	21
59	5	5	2	5	5	22
60	4	4	2	3	3	16
61	4	4	5	4	2	19
62	4	4	3	3	4	18
63	5	5	4	5	4	23
64	2	2	2	3	3	12
65	4	4	4	4	4	20
66	1	1	5	1	1	9
67	5	5	5	5	4	24
68	3	3	3	3	3	15
69	2	3	4	4	4	17

Responden	X4.1	X4.2	X4.3	X4.4	X4.5	Total
70	4	4	2	3	3	16
71	4	5	2	3	3	17
72	3	3	4	4	3	17
73	3	3	3	3	3	15
74	3	3	3	3	3	15
75	4	4	2	3	3	16
76	4	5	2	3	3	17
77	3	3	4	4	3	17
78	5	4	3	4	4	20
79	3	5	4	4	3	19
80	5	5	5	5	4	24
81	5	5	4	5	5	24
82	4	4	2	4	4	18
83	4	3	3	5	5	20
84	4	4	4	4	4	20
85	4	4	3	4	4	19
86	4	4	2	3	3	16
87	4	4	4	4	4	20
88	3	3	3	3	3	15
89	2	4	4	1	2	13
90	5	5	3	5	5	23
91	5	5	1	5	5	21
92	5	5	1	5	5	21
93	5	5	5	5	5	25
94	5	5	4	4	4	22
95	4	4	4	3	3	18
96	5	5	5	5	5	25
97	4	4	4	3	5	20
98	4	4	3	4	4	19
99	1	1	2	2	1	7
100	2	2	2	5	5	16
101	3	3	4	1	5	16
102	4	5	5	5	4	23
103	5	5	4	4	4	22
104	4	4	4	3	3	18

Responden	X4.1	X4.2	X4.3	X4.4	X4.5	Total
105	5	5	5	5	5	25

LAMPIRAN 7. Rekap Jawaban Responden Variabel Permintaan (Y)

Responden	Y1	Y2	Y3	Y4	Y5	Total
1	4	5	3	4	5	21
2	5	5	5	5	5	25
3	4	4	5	3	5	21
4	5	5	5	5	5	25
5	4	5	5	5	5	24
6	5	5	5	5	3	23
7	5	5	5	5	5	25
8	4	4	5	5	4	22
9	3	4	3	4	3	17
10	5	5	5	5	5	25
11	4	5	5	5	4	23
12	4	5	5	4	4	22
13	1	1	1	2	1	6
14	4	5	5	4	4	22
15	5	5	5	4	5	24
16	5	5	4	5	4	23
17	3	4	3	3	4	17
18	4	4	5	3	4	20
19	5	4	5	5	4	23
20	5	5	5	5	5	25
21	5	4	5	5	5	24
22	4	3	4	3	4	18
23	4	5	4	5	4	22
24	5	5	4	3	4	21
25	3	3	3	3	3	15
26	4	3	4	5	4	20
27	3	4	3	3	3	16
28	4	4	4	5	3	20
29	5	4	5	4	3	21
30	5	5	5	3	5	23
31	5	5	5	5	3	23
32	3	4	4	5	4	20
33	4	4	3	3	5	19
34	5	5	4	4	5	23

Responden	Y1	Y2	Y3	Y4	Y5	Total
35	5	5	4	4	4	22
36	5	5	5	5	5	25
37	4	5	3	4	2	18
38	3	1	2	4	3	13
39	3	4	4	4	3	18
40	4	4	4	4	4	20
41	5	5	4	4	4	22
42	3	4	4	3	5	19
43	4	4	4	4	4	20
44	4	5	4	5	5	23
45	4	4	4	4	3	19
46	4	4	4	3	3	18
47	3	4	4	4	3	18
48	4	4	4	3	4	19
49	4	5	5	4	4	22
50	4	5	4	4	4	21
51	4	4	4	2	3	17
52	3	4	5	5	3	20
53	4	4	4	4	4	20
54	4	4	4	3	4	19
55	5	5	5	5	5	25
56	4	4	5	2	4	19
57	4	4	4	3	3	18
58	3	2	4	3	4	16
59	5	5	5	5	5	25
60	2	3	3	2	2	12
61	3	4	4	4	3	18
62	3	4	4	3	3	17
63	4	4	4	5	4	21
64	5	4	4	4	4	21
65	4	4	3	4	4	19
66	1	1	1	1	1	5
67	4	5	5	3	3	20
68	3	3	3	3	3	15
69	3	4	4	2	2	15

Responden	Y1	Y2	Y3	Y4	Y5	Total
70	5	5	4	4	5	23
71	4	5	4	2	3	18
72	5	4	4	3	3	19
73	3	3	3	3	3	15
74	3	3	3	3	3	15
75	5	5	4	4	5	23
76	4	5	4	2	3	18
77	5	4	3	3	3	18
78	4	5	3	4	2	18
79	3	1	2	4	3	13
80	3	4	4	4	3	18
81	4	4	4	4	4	20
82	5	5	4	4	4	22
83	3	4	4	3	5	19
84	4	4	4	4	4	20
85	4	5	4	5	5	23
86	4	4	4	4	3	19
87	4	4	4	3	3	18
88	3	4	4	4	3	18
89	4	4	5	3	5	21
90	5	5	5	5	5	25
91	4	5	5	5	5	24
92	5	5	5	5	3	23
93	5	5	5	5	5	25
94	4	4	5	5	4	22
95	3	4	3	4	3	17
96	5	5	5	5	5	25
97	4	5	5	5	4	23
98	4	5	5	4	4	22
99	1	1	1	2	1	6
100	4	5	5	4	4	22
101	5	5	5	4	5	24
102	5	5	4	5	4	23
103	4	4	5	5	4	22
104	3	4	3	4	3	17

Responden	Y1	Y2	Y3	Y4	Y5	Total
105	5	5	5	5	5	25

LAMPIRAN 8. Hasil Uji Validitas1. Variabel Kualitas Produk (X₁)

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	X1
X1.1	Pearson Correlation	1	.677**	.403**	.381**	.399**	.733**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	105	105	105	105	105	105
X1.2	Pearson Correlation	.677**	1	.594**	.522**	.502**	.841**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	105	105	105	105	105	105
X1.3	Pearson Correlation	.403**	.594**	1	.542**	.410**	.759**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	105	105	105	105	105	105
X1.4	Pearson Correlation	.381**	.522**	.542**	1	.472**	.773**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	105	105	105	105	105	105
X1.5	Pearson Correlation	.399**	.502**	.410**	.472**	1	.738**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	105	105	105	105	105	105
X1	Pearson Correlation	.733**	.841**	.759**	.773**	.738**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	105	105	105	105	105	105

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

2. Variabel Harga (X₂)

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	X2
X2.1	Pearson Correlation	1	-.041	.609**	.587**	.116	.639**
	Sig. (2-tailed)		.681	.000	.000	.239	.000
	N	105	105	105	105	105	105
X2.2	Pearson Correlation	-.041	1	.101	.042	.442**	.553**
	Sig. (2-tailed)	.681		.307	.671	.000	.000
	N	105	105	105	105	105	105
X2.3	Pearson Correlation	.609**	.101	1	.589**	.070	.673**
	Sig. (2-tailed)	.000	.307		.000	.481	.000
	N	105	105	105	105	105	105
X2.4	Pearson Correlation	.587**	.042	.589**	1	.195*	.722**
	Sig. (2-tailed)	.000	.671	.000		.046	.000
	N	105	105	105	105	105	105
X2.5	Pearson Correlation	.116	.442**	.070	.195*	1	.621**
	Sig. (2-tailed)	.239	.000	.481	.046		.000
	N	105	105	105	105	105	105
X2	Pearson Correlation	.639**	.553**	.673**	.722**	.621**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	105	105	105	105	105	105

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

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

3. Variabel Distribusi (X_3)

		Correlations					
		X3.1	X3.2	X3.3	X3.4	X3.5	X3
X3.1	Pearson Correlation	1	.687**	.701**	.579**	.557**	.825**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	105	105	105	105	105	105
X3.2	Pearson Correlation	.687**	1	.872**	.690**	.573**	.901**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	105	105	105	105	105	105
X3.3	Pearson Correlation	.701**	.872**	1	.711**	.624**	.921**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	105	105	105	105	105	105
X3.4	Pearson Correlation	.579**	.690**	.711**	1	.527**	.821**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	105	105	105	105	105	105
X3.5	Pearson Correlation	.557**	.573**	.624**	.527**	1	.780**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	105	105	105	105	105	105
X3	Pearson Correlation	.825**	.901**	.921**	.821**	.780**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	105	105	105	105	105	105

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

4. Variabel Promosi (X₄)

		Correlations					
		X4.1	X4.2	X4.3	X4.4	X4.5	X4
X4.1	Pearson Correlation	1	.779**	.122	.542**	.641**	.853**
	Sig. (2-tailed)		.000	.214	.000	.000	.000
	N	105	105	105	105	105	105
X4.2	Pearson Correlation	.779**	1	.162	.432**	.457**	.785**
	Sig. (2-tailed)	.000		.098	.000	.000	.000
	N	105	105	105	105	105	105
X4.3	Pearson Correlation	.122	.162	1	.169	.047	.433**
	Sig. (2-tailed)	.214	.098		.085	.636	.000
	N	105	105	105	105	105	105
X4.4	Pearson Correlation	.542**	.432**	.169	1	.587**	.765**
	Sig. (2-tailed)	.000	.000	.085		.000	.000
	N	105	105	105	105	105	105
X4.5	Pearson Correlation	.641**	.457**	.047	.587**	1	.751**
	Sig. (2-tailed)	.000	.000	.636	.000		.000
	N	105	105	105	105	105	105
X4	Pearson Correlation	.853**	.785**	.433**	.765**	.751**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	105	105	105	105	105	105

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

5. Variabel Permintaan (X_4)

		Correlations					
		Y1	Y2	Y3	Y4	Y5	Y
Y1	Pearson Correlation	1	.736**	.688**	.541**	.652**	.872**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	105	105	105	105	105	105
Y2	Pearson Correlation	.736**	1	.714**	.480**	.560**	.843**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	105	105	105	105	105	105
Y3	Pearson Correlation	.688**	.714**	1	.520**	.622**	.854**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	105	105	105	105	105	105
Y4	Pearson Correlation	.541**	.480**	.520**	1	.523**	.746**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	105	105	105	105	105	105
Y5	Pearson Correlation	.652**	.560**	.622**	.523**	1	.817**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	105	105	105	105	105	105
Y	Pearson Correlation	.872**	.843**	.854**	.746**	.817**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	105	105	105	105	105	105

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

LAMPIRAN 9. Hasil Uji Realibilitas

1. Kualitas Produk (X_1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.822	5

2. Variabel Harga (X_2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.622	5

3. Variabel Distribusi (X_3)

Reliability Statistics	
Cronbach's Alpha	N of Items
.903	5

4. Variabel Promosi (X_4)

Reliability Statistics	
Cronbach's Alpha	N of Items
.759	5

5. Variabel Permintaan (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.882	5

LAMPIRAN 10. Hasil Koefisien Determinasi (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.817 ^a	.667	.654	2.322

a. Predictors: (Constant), X4, X3, X21, X1

LAMPIRAN 11. Hasil Uji-F

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1079.029	4	269.757	50.050	.000 ^b
	Residual	538.971	100	5.390		
	Total	1618.000	104			

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X3, X2, X1

LAMPIRAN 12. Hasil Uji-t

		Coefficients^a			
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	3.558	1.367		2.603
	X1	.614	.090	.592	6.851
	X2	-.202	.085	-.185	-2.383
	X3	.324	.074	.357	4.398
	X4	.086	.098	.081	.881

a. Dependent Variable: Y

LAMPIRAN 13. Dokumentasi Responden



LAMPIRAN 14. Kartu Bimbingan


UNIVERSITAS 17 AGUSTUS 1945 (UNTAS) SURABAYA
FAKULTAS EKONOMI DAN BISNIS
Kampus: Jl. Semolowaru 45 Surabaya 60118, Telp (031) 5931800 Pst 140&141 E-mail: feb@untag-sby.ac.id

SEMESTER
 Gasal / Genap
2024, 2025

KARTU BIMBINGAN SKRIPSI

Nama Mahasiswa / NBI : REZA AKBAR MAULIZA
 Nama Pembimbing : Dr. I Made Suparta, MM
 Judul Skripsi : Pengaruh Kualitas Produk, Harga, Distribusi dan Promosi Terhadap Pembeli Permintaan Ponsel Xiaomi di Surabaya



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

No.	HARI / TANGGAL	KONSENTRASI		PARAF
		BAB / HAL	KETERANGAN REVISI	
1	12-09-2024	Judul	Revisi + Aac	
2	20-09-2024	Bab I	Revisi	
3	02-10-2024	Bab I	Aac	
4	02-10-2024	Bab II, III	Revisi	
5	07-10-2024	Bab II, III	Revisi	
6	09-10-2024	Bab II, III	Aac	
7	05-12-2024	Bab IV, V	Revisi	
8	09-12-2024	Bab IV, V	Revisi	
9	10-12-2024	Bab IV, V	Aac	

Perpanjangan I _____
 Semester : _____
 Th. Ak. : _____
 Paraf Kajur : _____

Surabaya, 10-12-2024

Dr. I Made Suparta, MM
 (Nama dan tanda tangan Pembimbing)

LAMPIRAN 15. Jurnal dan Turnitin

eCo-Buss: Economics and Business

Vol.7, No.2, Desember 2024

Available online at: <https://jurnal.kdi.or.id/index.php/eb>**The Effect of Product Quality, Price, Distribution and Promotion on Demand for Xiaomi Smartphone in Surabaya****Reza Akbar Mauliza¹⁾, I Made Suparta^{2)*}**¹⁾mauliza031003@gmail.com²⁾madesuparta@untag-sby.ac.id^{1) 2)}Department of Development Economics, Universitas 17 Agustus 1945 Surabaya
Jalan Semolowaru 45 Surabaya, Indonesia

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ABSTRACT

Smartphone competition is getting tighter, companies are starting to create various labels or brands of their own products, one of the brands that has succeeded in attracting consumer attention is Xiaomi. This study aims to determine the effect of product quality, price, distribution and promotion on the demand for Xiaomi phones in Surabaya. This research is quantitative research using Accidental Sampling technique and uses primary data processed from the results of distributing questionnaires to 105 respondents who own Xiaomi as a research sample. The analysis techniques used include t-test, F-test, R^2 and multiple linear regression analysis with the SPSS 26 program. The results of this study indicate that partially the product quality variable has a positive and significant effect, partially the price variable has a negative and significant effect, partially the distribution has a positive and significant effect, and partially the promotion has a positive and insignificant effect. Simultaneously product quality, price, distribution and promotion have a significant effect on demand.

INTRODUCTION

Smartphone is a smart phone that is accompanied by advanced features with high capabilities like a computer to facilitate all human desires such as transportation, learning facilities, entertainment or games, work or business support and many more (Retalia et al., 2022). Smartphone competition is getting tighter, all the big companies are starting to create various labels or brands of their own products, one of the brands that has succeeded in attracting consumer attention is Xiaomi. Xiaomi is a company that was founded in 2010, the Chinese people began to recognize the company since 2011, and was only well-known by the Indonesian people in 2013 and started to sell very well in the market in 2014 (Zed & Kartini, 2023)

According to an open report from the research institute Canalyst, Xiaomi's mobile phone market share in Indonesia in the second quarter of 2024 was the highest in that year.

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Table 1. Largest smartphone vendors in Indonesia, Q2 2024

No.	Vendor	Market Share	YoY
1	Xiaomi	20%	48%
2	OPPO	19%	8%
3	Vivo	18%	18%
4	Samsung	18%	10%
5	Transsion	15%	25%

Source: (Canalyst, 2024).

Market share in Indonesia in the second quarter of 2024 was worth 20% with a growth rate of 48% and the most drastic among other vendors. Followed by OPPO in second place with a market share of 19% but with a fairly slow growth of 8%. Perhaps, this growth rate is the reason Xiaomi was able to overtake OPPO this year, where in the previous year OPPO occupied the top market share in Indonesia.

Table 2. Percentage Resident 5 Years Old Up in East Java Using Telephone Mobile (HP) in the Last 3 Months Detailed According to Regency /City and Gender, 2023

No.	City	Gender		Male and Female (%)
		Man (%)	Woman (%)	
1	Malang	90.48	88.79	89.63
2	Madiun	90.26	86.41	88.26
3	Surabaya	90.57	85.92	88.21
4	Kediri	89.54	85.98	87.75
5	Pasuruan	89.35	86.09	87.70

Source: (Badan Pusat Statistik Provinsi Jawa Timur, 2024).

On the other hand, according to BPS in 2024, the city of Surabaya has a population of 2,812,154 men and women over the age of 5, with 1,388,745 men and 1,423,409 women. Researchers have ranked the top 5 cities with the percentage of the largest number of male and female mobile phone users from the total. Among them, the first is Malang, followed by Madiun, Surabaya, Kediri and Pasuruan and Surabaya is in 3rd place with the most mobile phone users. The largest number of active male mobile phone users was recorded in Surabaya at 90.57%, slightly different from Malang at 90.48%. In fact, it is the 3rd city with the largest number of male and female mobile phone users after Madiun at 88.26% of the total.

Demand is the quantity of goods consumers are willing to buy at different prices (Besanko & Braeutigam, 2014). The quantity of goods demanded is significantly contingent upon the price of the goods, adhering to the Law of Demand. This relationship holds true when other demand-influencing factors remain unchanged. If any of these factors change, the Law of Demand may no longer hold true.

According to (Douglas & Callan, 1992), the demand function for a product reflects the relationship between all factors influencing demand and the desired quantity. These factors are categorized as controlled and uncontrolled variables. Controlled variables, such as price, product quality, promotion, and distribution channels, are strategic in nature.

The findings of the (David Bong et al., 2021) study are consistent with those of (Zed & Kartini, 2023), (Bayu et al., 2020) (Dewi & Elwisam, 2021), (Rohmah & Sukaris, 2024), and (Oktipianti et al., 2023) which demonstrate that the decision to buy Xiaomi smartphone is positively and significantly affected by the quality of the product. On the other side, a product's quality will raise its selling price.

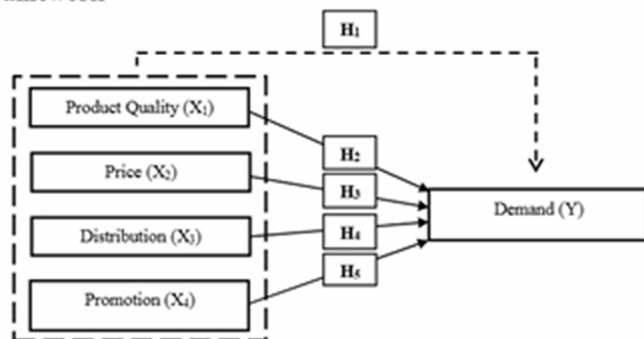
Price had a negative and negligible impact on purchase decisions, according to (Iriani & Aida, 2019) and (Mulyadhi et al., 2022). Nevertheless, a number of additional research, including those by (Murti & Yuliansyah, 2019) (Aloysius Ranga Aditya Nalendra et al., 2019) and (Merina, 2021) came to differing conclusions, concluding that the price variable significantly and positively influences Xiaomi smartphone purchases.

The findings of the study of support those of which demonstrate that distribution characteristics significantly and positively influence purchase decisions. The availability of the products that customers require can be ensured by effective distribution systems (Imron & Suwanto, 2022).

Determined by (David Bong et al., 2021), (Dewi & Elwisam, 2021), and (Oktipianti et al., 2023) research, the promotion variable significantly and positively influences on purchase decisions to buy Xiaomi devices. In contrast to the research by Pramudya, which demonstrated that the promotion had a positive but insignificant effect on purchase decisions, this is consistent with the findings of (Bayu et al., 2020).

Therefore, the problem in this study is: Is the demand for Xiaomi smartphones in Surabaya influenced by product quality, price, distribution, and promotion? Thus, the objective of this study is to analyze the effect of product quality, price, distribution, and promotion on the demand for Xiaomi smartphones in Surabaya.

Conceptual Framework



Notes:

- _____ = Partial effect
 - - - - - = Simultaneous effects

The research hypothesis can be written as:

- H_1 : Xiaomi demand (Y) in Surabaya is significantly affected by the product quality (X_1), prices (X_2), the distribution (X_3), and promotion (X_4) all at the same time.
 H_2 : The Xiaomi demand (Y) in Surabaya is significantly and positively affected by product's quality (X_1).
 H_3 : The Xiaomi demand (Y) in Surabaya is significantly and negatively affected by prices (X_2).
 H_4 : The Xiaomi demand (Y) in Surabaya is significantly and positively affected by distribution (X_3).
 H_5 : The Xiaomi demand (Y) in Surabaya is significantly and positively affected by promotion (X_4).

RESEARCH METHOD

This study uses quantitative research. The author conducted the research in Surabaya City. The research period began in September - December 2024. The author used primary data, which was obtained from respondents and research subjects through the distribution of tabular questionnaires processed using SPSS. The research population consisted of Xiaomi smartphone owners. Based on (Pasaribu et al., 2022), The sampling size with a large and unknown population can use the unknown population formula with replacement as follows:

$$n = \frac{Z^2 pq}{d^2} = \frac{1,96^2 0,5 (0,5)}{0,1^2} = \frac{0,9604}{0,01} = 96,04 \quad (1)$$

The Z-table at alpha 5% is 1.96 with p of 50% and q of 50%, and an error rate of 10% (d), then 96.04 respondents were obtained. Thus, the minimum number of respondents was 97. In this study, 105 samples were present as there are more responders and to strengthen the validity of the research findings. The questionnaire used to collect data was assessed on a five-point Likert scale.

Table 3. Indicators of variables

Variable	Indicators	Scale
Demand	Attractive features, affordable prices, ease of purchase, number of advertisements, and convenience	Likert scale
Product quality	Form, feature, performance, durability, repair availability, Style, and Design.	Likert scale
Price	Accessibility, and Conformity to quality.	Likert scale
Distribution	Product availability, distribution reach, and level of convenience	Likert scale
Promotion	Message content, promotion media, promotion time, and promotion frequency.	Likert scale

The research sampling technique is accidental sampling, anyone who happens to meet the researcher can be used as a sample using the incidental sampling technique, provided that the individual is considered suitable as a data source (Sugiyono, 2013). The statistical tests used in this study include the multiple linear regression method, partial significance test (t-test), simultaneity test (F-test), and multiple correlation (R^2).

RESULTS AND DISCUSSION

Validity Test

Table 4. Validity Test

Variables	Indicator	r count	r table	Sig value.	Information
Product Quality (X_1)	X1.1	0,733	0,1946	0,000	Valid
	X1.2	0,841	0,1946	0,000	Valid
	X1.3	0,759	0,1946	0,000	Valid
	X1.4	0,773	0,1946	0,000	Valid
	X1.5	0,738	0,1946	0,000	Valid
Price (X_2)	X2.1	0,639	0,1946	0,000	Valid
	X2.2	0,553	0,1946	0,000	Valid
	X2.3	0,673	0,1946	0,000	Valid
	X2.4	0,722	0,1946	0,000	Valid
	X2.5	0,621	0,1946	0,000	Valid
Distribution (X_3)	X3.1	0,825	0,1946	0,000	Valid
	X3.2	0,901	0,1946	0,000	Valid
	X3.3	0,921	0,1946	0,000	Valid
	X3.4	0,821	0,1946	0,000	Valid

Promotion (X ₄)	X3.5	0,780	0,1946	0,000	Valid
	X4.1	0,853	0,1946	0,000	Valid
	X4.2	0,785	0,1946	0,000	Valid
	X4.3	0,433	0,1946	0,000	Valid
	X4.4	0,765	0,1946	0,000	Valid
	X4.5	0,751	0,1946	0,000	Valid
Demand (Y)	Y1	0,872	0,1946	0,000	Valid
	Y2	0,843	0,1946	0,000	Valid
	Y3	0,854	0,1946	0,000	Valid
	Y4	0,746	0,1946	0,000	Valid
	Y5	0,817	0,1946	0,000	Valid

Source: SPSS-processed data

The validity test in Table 4 leads to a sig. value < 0,05 and a computed value of $r > r$ table, indicating that it is valid for all items in each statement of the product quality (X₁), pricing (X₂), distribution (X₃), promotion (X₄), and demand (Y) variables.

Reliability Test

Table 5. Case Processing Summary

Cases	N	%
Valid	105	100
Excluded	0	0
Total	105	100

Source: SPSS-processed data

Table 5 demonstrates that the N-value of 105 has an approximate value of 100%, indicating that there is no data that was missed during processing with 100% confidence.

Table 6. Reliability Test

Variables	Cronbach's Alpha	Critical Alpha	Information
Product Quality (X ₁)	0.822	0.60	Reliable
Price (X ₂)	0.622	0.60	Reliable
Distribution (X ₃)	0.903	0.60	Reliable
Promotion (X ₄)	0.759	0.60	Reliable
Demand (Y)	0.882	0.60	Reliable

Source: SPSS-processed data

Table 6 indicates that every statement pertaining to the product's quality (X₁), pricing (X₂), distributing (X₃), promoting (X₄), and demand (Y) results in a *cronbach's alpha* value more than 0,60, indicating each variable's reliability.

Multiple Correlation (R²)

Table 7. Adjusted R²

Model	R Square	Adjusted R Square
1	0.667	0.654

Source: SPSS-processed data

The Adjusted R² value of 0,654 indicates that the product's quality variables (X₁), pricing (X₂), distributing (X₃), and promoting (X₄) have the capacity to explain demand (Y) by 0,654, or 65.4%, while more variables excluded in this research define the remaining 34.6%. The degree of variability that the variables that are independent demonstrates when interpreting the dependent variable is measured using R square.

Multiple Linear Regression Analysis**Table 8.** Multiple Linear Regression

Model	B	Sig.
(Constant)	3,558	0.011
X ₁	0.614	0.000
X ₂	-0.202	0.019
X ₃	0.324	0.000
X ₄	0.086	0.381

Source: SPSS-processed data

The following is the multiple-linear regression equation derived from the computation results in Table 8:

$$Y = 3,558 + 0,614 X_1 - 0,202 X_2 + 0,324 X_3 + 0,086 X_4 + e \quad (2)$$

The constant value of the Y variable shows the number 3.558. This number indicates the size of the Demand variable (Y), if the product's quality (X₁), pricing (X₂), distributing (X₃) and promoting (X₄) are each 0.

Product's quality (X₁) and demand (Y) are significant and positively correlated, as indicated by the product's quality coefficient of regression (X₁) with a value of 0,614. Whenever the product's quality variable (X₁) enhances by one unit, demand (Y) will increase by 0,614, assuming that each other variable in this research have a value of zero.

Price (X₂)'s regression coefficient value is -0,202, indicating a negative relationship between price (X₂) and demand (Y). Assuming that any additional variables in this research are a value of zero, demand (Y) will fall by -0,202 if the price variable (X₂) rises by one unit.

The distribution (X₃) with demand (Y) are positively correlated, as indicated by the regression coefficient value of 0,324. Demand (Y), assuming that each other factor in this research is equivalent to zero, will increase by 0,324 for each additional unit in income (X₃).

The promotion coefficient of regression (X₄) has a value of 0,086, indicating a positive link between promotion (X₄) and demand (Y). Demand (Y) will enhance by 0,086 if promotion (X₄) enhances for each additional unit, assuming that any additional research variables remain at zero.

F-test (Simultaneous)**Table 9.** F Test

Model	F	Sig.
Regression	50.050	0.000

Source: SPSS-processed data

Table 9. indicates that 0,000 < 0,05 is the significant value. This demonstrates that H_a is accepted and H₀ is rejected. in order for demand (Y) to be significantly impacted concurrently by the independent variables of the product's quality (X₁), the price (X₂), the distribution (X₃), and the promotion (X₄).

t-Test (Partial)

Table 10. t-test

Model	T	Sig.
(Constant)	2.603	0.011
X ₁	6.851	0.000
X ₂	-2.383	0.019
X ₃	4.398	0.000
X ₄	.881	0.381

Source: SPSS-processed data

Table 10. demonstrate that it may be concluded that the product quality variable (X₁) significantly affects demand (Y) because the sig. value for X₁ is $0.000 < 0.05$, H₀ is rejected and accepting H_a at a significance level of 5%.

Table 10. demonstrate that price variable (X₂) has a significant effect on demand (Y) because the sig. value for X₂ is $0.019 < 0.05$, rejecting H₀ and accepting H_a at a significance level of 5%.

Table 10. demonstrate that the distribution variable (X₃) has significant effects on demand (Y) because the sig. value for X₃ is $0.000 < 0.05$, rejecting H₀ and accepting H_a at a significance level of 5%.

Table 10. demonstrate that the promotion variable (X₄) has an insignificant effect on demand (Y), according to, where the sig value for X₄ is $0.381 > 0.05$, accepting H₀ and rejecting H_a at a significance level of 5%.

DISCUSSIONS

The Effect of Product's Quality on Demand

It is evident from the research results showing that the product's quality regression coefficient is 0,614, in a significance level of $0.000 < 0.05$. These figures show that the demand for Xiaomi phones is positive and significantly impacted by its product's quality. These results lend credence to the theory that "Product Quality (X₁) has a partial positive and significant effect on Xiaomi Demand (Y) in Surabaya." that H₂ asserts. The results presented align with previous studies by (David Bong et al., 2021) (Zed & Kartini, 2023), (Bayu et al., 2020)(Dewi & Elwisam, 2021), (Rohmah & Sukaris, 2024), and (Oktipianti et al., 2023), which found that The quality of the product has a major and positive affect on the choice of consumers to purchase Xiaomi smartphones.

The Effect of Pricing on Demand

The price regression coefficient, according to the study's findings, was -0,202 with a significance level of $0.019 < 0.05$. This data suggests that the demand for Xiaomi phones is significantly and negatively impacted by pricing. These findings support H₃, which claims that "Price (X₂) has a partial negative and significant effect on Xiaomi Demand (Y) in Surabaya." These findings are corroborated by research by (Iriani & Aida, 2019) which found that price significantly and negatively influences consumers' decisions to buy Xiaomi smartphones. These findings run counter to those of other researchers, including (Murti & Yuliansyah, 2019) (Aloysius Ranga Aditya Nalendra et al., 2019) and (Merina, 2021) who found price significantly and positively effects consumers' decisions to buy.

The Effect of Distribution on Demand

The results of the analysis revealed that the distribution of the coefficient of regression was 0,324 at a level of significance of $0,000 < 0,05$. This data suggests that the demand for Xiaomi phones is positively and significantly impacted by consumer income. These findings support H₄, which claims that "Distribution (X₃) has a partial positive and significant effect on Xiaomi Demand (Y) in Surabaya." These results agree with research carried out by (Sunarti & Chandra, 2019) (Wijayanti, 2022) and (Fadillah et al., 2024) which found that distribution had positively and significantly effect on the purchase decisions.

The Effect of Promotion on Demand

The promotion regression coefficient, as determined by the research results, is 0.086 at a significance level of $0.381 > 0.05$. This indicates that the demand is positively and insignificantly influenced by promotions. This finding does not support H₅, which states that "Promotion (X₄) has a positive and significant partial effect on Xiaomi Demand (Y) in Surabaya." This study supports (Pramudya & Lamidi, 2024) which shows that the promotion variable positively and insignificantly influences the decision to purchase, which supports this finding. Furthermore, this study contradicts the results of (David Bong et al., 2021), (Bayu et al., 2020) (Dewi & Elwisam, 2021), and (Oktipianti et al., 2023) who found that the promotion variable significantly and favorably influences buyer decisions.

CONCLUSION

Based on the analysis, the following conclusions may be reached: Xiaomi smartphone demand is significantly affected by product quality, pricing, distribution, and promotion. Product's quality has a significant and positive effect on demand for Xiaomi smartphones. Price has a significant and negative effect on demand for Xiaomi smartphones. Distribution has a significant and positive effect on the demand for Xiaomi smartphones. Promotion has a insignificant and positive effect on the demand for Xiaomi smartphones. The adjusted R² is 0,654, or 65.4%. This demonstrates that the factors of product quality, pricing, distribution, and promotion may explain 65.4% of the variable demand for Xiaomi smartphones, whereas the other 34.6% may be explained by other factors not included in this research.

RECOMMENDATIONS

The variables used in this study are just four, therefore other demand-related factors can be added in future research. As a result, it is expected to gives a more complete view of the factors influencing Xiaomi phone demand in addition to product quality, price, distribution, and promotion. The indicators utilized by researchers for the factors of product quality, price, distribution, promotion, and demand are still limited, and the questionnaire questions are still insufficient; therefore, further studies can add or modify the questions/statements in this study. This study included a population of 105 respondents. It is anticipated that future researchers might be enabled to do more research than those who are now doing so in order to produce findings that are more in line with the real circumstances.

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