LAMPIRAN

Lampiran I

Kuisoner Penelitian

Pengaruh Ulasan Konsumen, Kualitas Produk, dan citra merek terhadap keputusan pembelian smarthphone Redmi 13c pada shopee xiaomi official store

Perkenalkan nama saya Rendi Setiawan mahasiswa Institut Informatika Dan Bisnis Darmajaya (IIB Darmajaya), Fakultas Ekonomi dan Bisnis, Program Studi Manajemen. Saat ini saya sedang menyusun sebuah laporan akhir sebagai salah satu atau syarat untuk memperoleh gelar Sarjana denga judul “Pengaruh Ulasan Konsumen, Kualitas Produk, dan citra merek terhadap keputusan pembelian smarthphone Redmi 13c pada shopee xiaomi official store”. Besar harapan saya kiranya Bapak/Ibu bersedia mengisi kuisioner ini dengan sejujur-jujurnya dan tanpa paksaan dari pihak manapun. Atas kesediaan dan partisipasi Ibu/saudari sekalian untuk mengisi kuisioner ini saya ucapkan banyak terima kasih.

BAGIAN I

Pernyataan pada bagian I merupakan pernyataan yang berhubungan dengan identitas responden. Berilah tanda centang pada salah satu kolom yang tersedia dari setiap pertanyaan

Identitas Responden

Isilah tanda √ pada jawaban yang anda pilih

1. Apakah anda membeli smartphone merek Redmi13C di Shopee Xiaomi official store.

☐ Ya ☐ Tidak

2. Usia

☐ 16-25 tahun ☐ 46-55 tahun

☐ 26-35 tahun ☐ 56-65 tahun

☐ 36-45 tahun ☐ 65 tahun ke atas

3. Jenis Kelamin

☐ Laki – laki ☐ Perempuan

4. Pekerjaan

☐ Pelajar/Mahasiswa ☐ Freelancer

☐ Ibu rumah tanngga ☐ Guru/Dosen

☐ Wiraswasta ☐ Lainnya

☐ Pns/Bumn

5. Domisili

☐ Jawa Barat ☐ Yogyakarta

☐ Jawa Tengah ☐ Bali

☐ Jakarta ☐ Banten

☐ Sumatra Utara ☐ Riau

☐ Jawa Timur ☐ Daerah lainnya

☐ Lampung

6. Penghasilan

☐ Rp.1.000.000-Rp.3.000.000

☐ Rp.3.000.000-Rp.5.000.000

☐ Rp.5.000.000-Rp.7.000.000

7. Konsumsi smartphone sebulan

☐ <Rp.100.000 ☐ Rp.1.500.000-Rp.2.000.000

☐ Rp.100.000-Rp.500.000 ☐ Rp.2.000.000-Rp.2.500.000

☐ Rp.500.000-Rp.1.000.000 ☐ >Rp.3.000.000

☐ Rp.1.000.000-Rp1.500.000

8. Jarak Pemakaian

☐ < 3 bulan ☐ 7-10 bulan

☐ 3-6 bulan ☐ >10 bulan

BAGIAN II

1. Bacalah dengan teliti pernyataan dalam kuisoner ini.
2. Berilah tanda centang pada kotak jawaban yang menurut anda paling benar
3. Setiap pernyataan hanya membutuhkan satu jawaban saja.

Kode	Arti	Nilai
SS	Sangat Setuju	Skor 5
S	Setuju	Skor 4
N	Netral	Skor 3
TS	Tidak Setuju	Skor 2
STS	Sangat Tidak Setuju	Skor 1

Daftar Pernyataan

a. Ulasan Konsumen (X1)

No	Pertanyaan	Tanggapan				
		STS	TS	N	S	SS
		1	2	3	4	5
Perceived Usefulness (Manfaat yang dirasakan)						
1	Menurut saya ulasan pada aplikasi Shopee memberikan informasi mengenai kelebihan dan kekurangan produk Redmi 13C yang diulas .					
2	Menurut saya ulasan pada aplikasi Shopee membantu menentukan pembelian Smartphone Redmi 13C					
Source credibility (kredibilitas sumber)						
3	Saya akan membeli secara online melalui aplikasi Shopee setelah saya melihat ulasan yang diberikan konsumen sebelumnya.					
4	Saya percaya ulasan yang diberikan konsumen aplikasi Shopee jujur.					
Argument quality (kualitas argumen)						
5	Menurut saya ulasan konsumen pada aplikasi Shopee sesuai dengan realita sebenarnya					
6	Saya merasa ulasan dari konsumen pada aplikasi Shopee tidak dibuat buat.					
Valance (valensi)						
7	Menurut saya ulasan di aplikasi Shopee memberikan informasi yang benar terhadap produk Redmi 13c.					

8	Ulasan produk Redmi 13c pada aplikasi Shopee banyak yang bernada positif					
Volume of riview (jumlah ulasan)						
9	Saya merasa jumlah ulasan yang tersedia membuat saya merasa yakin untuk membeli produk Redmi 13C.					
10	Saya merasa Semakin banyak jumlah ulasan positif, semakin baik reputasi produk Redmi 13C.					

b. Kualitas Produk (X2)

No	**Pertanyaan**	**Tanggapan**				
		STS	**TS**	**N**	**S**	**SS**
		1	2	3	4	5
Bentuk (Form)						
1	Menurut saya Redmi 13C memiliki desain yang jelas berbeda dibandingkan dengan produk smartphone lainnya.					
2	Menurut saya desain smartphone Redmi 13C sesuai dengan kebutuhan dan selera saya.					
Ciri-ciri produk (Features)						
3	Menurut saya Redmi 13C memiliki fitur tambahan yang berguna untuk meningkatkan fungsi dasar smartphone.					
4	Menurut Saya tampilan kamera Redmi 13C menarik perhatian					
Kinerja (Performance)						
5	Menurut saya Smartphone Redmi 13C memiliki kinerja yang cepat saat digunakan untuk menjalankan aplikasi.					
6	Menurut saya Daya tahan baterai pada smartphone Redmi 13C sangat memadai untuk penggunaan sehari-hari.					
Ketetapan/kesesuaian (Conformance)						
7	Menurut saya Redmi 13C sesuai dengan spesifikasi yang diharapkan pengguna.					
8	Menurut saya Smartphone Redmi 13C sesuai dengan spesifikasi yang dijanjikan dalam deskripsi produk.					
Ketahanan (Durabillity)						
9	Menurut saya Redmi 13C dapat digunakan dalam waktu yang lama tanpa mengalami kerusakan.					
10	Menurut saya Smartphone Redmi 13C dapat digunakan lebih dari 2 tahun.					
Kehandalan (Reliabillity)						
11	Menurut saya Redmi 13C selalu berfungsi dengan baik setiap kali digunakan dalam kondisi aplikasi yang berlebih.					
12	Menurut saya Redmi 13C dapat digunakan tanpa sering mengalami gangguan atau kerusakan teknis.					
fungsinya						
13	Menurut saya Redmi 13C selalu berfungsi dengan baik setiap kali digunakan, meskipun dalam berbagai kondisi dan periode waktu yang berbeda.					
14	Menurut saya Kapasitas baterai pada smartphone Redmi 13C memadai untuk penggunaan sehari-hari.					
Kemudahan perbaikan (repaibility)						
15	Menurut saya Redmi 13C mudah diperbaiki jika mengalami					
	kerusakan.					

16	Menurut saya Redmi 13C tidak cepat panas jika digunakan dalam jangka panjang.					
Gaya (style)						
17	Menurut saya Redmi 13C memiliki desain yang menarik dan odern sesuai dengan selera konsumen.					
18	Menurut saya Redmi 13C memiliki kombinasi warna yang elegan.					

c. Citra Merek(X3)

No	**Pertanyaan**	**Tanggapan**				
		STS	**TS**	**N**	**S**	**SS**
		1	**2**	**3**	**4**	**5**
Citra pembuat (Corporate Image)						
1	Saya merasa perusahaan yang memproduksi Redmi 13C memiliki reputasi yang baik di mata masyarakat.					
2	Saya Merasa Redmi memiliki nama baik sebagai produsen Smartphone.					
Citra produk atau konsumen (Product Image)						
3	Saya merasa produk Redmi 13C memiliki atribut produk yang menarik.					
4	Saya merasa produk Redmi 13C memiliki jaminan kualitas produk yang baik					
Citra pemakai (User Image)						
5	Saya merasa Redmi 13C membuat saya tampil gaya					
6	Saya merasa gaya hidup pemakai produk Redmi adalah gaya hidup yang modern.					

d. Keputusan Pembelian (Y)

No	**Pertanyaan**	**Tanggapan**				
		STS		**N**	**S**	**SS**
		1		3	4	5
Kemantapan pada sebuah produk						
1	Saya tetap memilih smartphone Redmi 13C meskipun ada produk pesaing yang ditawarkan.					
2	Saya selalu memilih produk Redmi sebagai prioritas utama saat mencari smartphone.					
Kebiasaan dalam membeli produk						
3	Saya cenderung membeli smartphone dari merek yang sama karena telah sesuai dengan kebutuhan saya.					
4	Saya selalu mencari informasi sebelum memutuskan pembelian produk.					
Memberikan rekomendasi kepada orang lain						
5	Saya berbagi pengalaman positif menggunakan smartphone Redmi 13C di media sosial atau Ulasan Shopee.					
6	Saya merekomendasikan smartphone Redmi 13C kepada teman atau keluarga.					

Melakukan pembelian ulang						
7	Saya bersedia membeli ulang produk smartphone Redmi di Shopee Official Store jika membutuhkan smartphone baru.					
8	Saya merasa puas dengan Redmi 13C sehingga tertarik membeli model lainnya di lain waktu.					

BAGIAN III

Hasil Frequensi identitas responden

Jenis Kelamin					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki – Laki	43	43.0	43.0	43.0
	Perempuan	57	57.0	57.0	100.0
	Total	100	100.0	100.0	

Usia					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16 - 25 tahun	65	65.0	65.0	65.0
	26 - 35 tahun	28	28.0	28.0	28.0
	36 - 45 tahun	10	10.0	10.0	10.0
	36 - 45 tahun	2	2.0	2.0	2.0
	56 - 65 tahun	0	0.0	0.0	100.0
	65 tahun ke atas	0	0.0	0.0	
	Total	100	100.0	100.0	

Domisili					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Jawa Barat	25	25.0	25.0	25.0
	Jawa Tengah	13	13.0	13.0	13.0
	Jakarta	10	10.0	10.0	10.0
	Sumatra Utara	10	10.0	10.0	10.0
	Jawa Timur	9	9.0	9.0	9.0
	Lampung	6	6.0	6.0	6.0
	Yogyakarta	6	6.0	6.0	6.0

	Bali	3	3.0	3.0	3.0
	Banten	3	3.0	3.0	3.0
	Riau	3	3.0	3.0	3.0
	Daerah lainnya	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Pekerjaan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/Mahasiswa	45	45.0	45.0	45.0
	Ibu rumah tanngga	15	15.0	15.0	15.0
	Wiraswasta	10	10.0	10.0	10.0
	Pns/Bumn	8	8.0		8.0
	Freelancer	8	8.0	8.0	8.0
	Guru/Dosen	3	3.0	3.0	3.0
	Lainnya	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

Penghasilan Perbulan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rp.1.000.000-Rp.3.000.000	67	67.0	67.0	67.0
	Rp.3.000.000-Rp.5.000.000	21	21.0	21.0	21.0
	Rp.5.000.000-Rp.7.000.000	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

Konsumsi untuk smartphone perbulan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<Rp.100.000	62	62.0	62.0	62.0
	Rp.100.000-Rp.500.000	27	27.0	27.0	27.0
	Rp.500.000-Rp.1.000.000	7	7.0	7.0	7.0
	Rp.1.000.000-Rp1.500.000	1	1.0	1.0	1.0
	Rp.1.500.000-Rp.2.000.000	1	1.0	1.0	1.0
	Rp.2.000.000-Rp.2.500.000	1	1.0	1.0	1.0
	>Rp.3.000.000	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Jarak penggunaan Smartphone					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 3 bulan	40	40.0	40.0	40.0
	3-6 bulan	27	27.0	27.0	27.0
	7-10 bulan	23	23.0	23.0	23.0
	>10 bulan	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

BAGIAN IV

HASIL JAWABAN RESPONDEN PERVARIABEL

1. Ulasan Konsumen (X1)

X1_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	16	16.0	16.0	16.0
	2	7	7.0	7.0	23.0
	3	11	11.0	11.0	34.0
	4	30	30.0	30.0	64.0
	5	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

X1_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	13.0	13.0	13.0
	2	5	5.0	5.0	18.0
	3	8	8.0	8.0	26.0
	4	38	38.0	38.0	64.0
	5	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

X1_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	15.0	15.0	15.0
	2	5	5.0	5.0	20.0
	3	10	10.0	10.0	30.0
	4	35	35.0	35.0	65.0
	5	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

X1_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	15.0	15.0	15.0
	2	8	8.0	8.0	23.0
	3	10	10.0	10.0	33.0
	4	29	29.0	29.0	62.0
	5	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

X1_5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	13.0	13.0	13.0
	2	9	9.0	9.0	22.0
	3	11	11.0	11.0	33.0
	4	31	31.0	31.0	64.0
	5	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

X1_6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	11.0	11.0	11.0
	2	12	12.0	12.0	23.0
	3	10	10.0	10.0	33.0
	4	33	33.0	33.0	66.0
	5	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

X1_7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	15.0	15.0	15.0
	2	3	3.0	3.0	18.0
	3	17	17.0	17.0	35.0
	4	28	28.0	28.0	63.0
	5	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

X1_8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	16	16.0	16.0	16.0
	2	9	9.0	9.0	25.0
	3	8	8.0	8.0	33.0
	4	28	28.0	28.0	61.0
	5	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

X1_9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	15.0	15.0	15.0
	2	9	9.0	9.0	24.0
	3	11	11.0	11.0	35.0
	4	30	30.0	30.0	65.0
	5	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

X1_10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	13.0	13.0	13.0
	2	7	7.0	7.0	20.0
	3	17	17.0	17.0	37.0
	4	27	27.0	27.0	64.0
	5	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

2. Kualitas Produk (X2)

X2_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	15.0	15.0	15.0
	2	8	8.0	8.0	23.0
	3	10	10.0	10.0	33.0
	4	35	35.0	35.0	68.0
	5	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

X2_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	12.0	12.0	12.0
	2	4	4.0	4.0	16.0
	3	9	9.0	9.0	25.0
	4	35	35.0	35.0	60.0
	5	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

X2_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	13.0	13.0	13.0
	2	8	8.0	8.0	21.0
	3	11	11.0	11.0	32.0
	4	27	27.0	27.0	59.0
	5	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

X2_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	18	18.0	18.0	18.0
	2	1	1.0	1.0	19.0
	3	15	15.0	15.0	34.0
	4	30	30.0	30.0	64.0
	5	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

X2_5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	16	16.0	16.0	16.0
	2	7	7.0	7.0	23.0
	3	12	12.0	12.0	35.0
	4	29	29.0	29.0	64.0
	5	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

X2_6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	17	17.0	17.0	17.0
	2	5	5.0	5.0	22.0
	3	13	13.0	13.0	35.0
	4	30	30.0	30.0	65.0
	5	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

X2_7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	16	16.0	16.0	16.0
	2	9	9.0	9.0	25.0
	3	13	13.0	13.0	38.0
	4	24	24.0	24.0	62.0
	5	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

X2_8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	16	16.0	16.0	16.0
	2	10	10.0	10.0	26.0
	3	8	8.0	8.0	34.0
	4	30	30.0	30.0	64.0
	5	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

X2_9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	20	20.0	20.0	20.0
	2	7	7.0	7.0	27.0
	3	9	9.0	9.0	36.0
	4	30	30.0	30.0	66.0
	5	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

X2_10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	15.0	15.0	15.0
	2	6	6.0	6.0	21.0
	3	16	16.0	16.0	37.0
	4	28	28.0	28.0	65.0
	5	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

X2_11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	13.0	13.0	13.0
	2	4	4.0	4.0	17.0
	3	16	16.0	16.0	33.0
	4	32	32.0	32.0	65.0
	5	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

X2_12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	15.0	15.0	15.0
	2	5	5.0	5.0	20.0
	3	15	15.0	15.0	35.0
	4	24	24.0	24.0	59.0
	5	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

X2_13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	17	17.0	17.0	17.0
	2	8	8.0	8.0	25.0
	3	16	16.0	16.0	41.0
	4	26	26.0	26.0	67.0
	5	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

X2_14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	17	17.0	17.0	17.0
	2	5	5.0	5.0	22.0
	3	13	13.0	13.0	35.0
	4	30	30.0	30.0	65.0
	5	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

X2_15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	20	20.0	20.0	20.0
	2	7	7.0	7.0	27.0
	3	9	9.0	9.0	36.0
	4	30	30.0	30.0	66.0
	5	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

X2_16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	20	20.0	20.0	20.0
	2	5	5.0	5.0	25.0
	3	16	16.0	16.0	41.0
	4	23	23.0	23.0	64.0
	5	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

X2_17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	13.0	13.0	13.0
	2	2	2.0	2.0	15.0
	3	14	14.0	14.0	29.0
	4	39	39.0	39.0	68.0
	5	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

X2_18

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	11.0	11.0	11.0
	2	5	5.0	5.0	16.0
	3	16	16.0	16.0	32.0
	4	30	30.0	30.0	62.0
	5	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

3. Citra Merek (X3)

X3_1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	14	14.0	14.0	14.0
	2	7	7.0	7.0	21.0
	3	13	13.0	13.0	34.0
	4	31	31.0	31.0	65.0
	5	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

X3_2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	22	22.0	22.0	22.0
	2	7	7.0	7.0	29.0
	3	9	9.0	9.0	38.0
	4	26	26.0	26.0	64.0
	5	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

X3_3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	19	19.0	19.0	19.0
	2	6	6.0	6.0	25.0
	3	14	14.0	14.0	39.0
	4	28	28.0	28.0	67.0
	5	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

X3_4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	17	17.0	17.0	17.0
	2	7	7.0	7.0	24.0
	3	12	12.0	12.0	36.0
	4	26	26.0	26.0	62.0
	5	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

X3_5

		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	1	16	16.0	16.0	16.0
	2	8	8.0	8.0	24.0
	3	10	10.0	10.0	34.0
	4	31	31.0	31.0	65.0
	5	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

X3_6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	14	14.0	14.0	14.0
	2	14	14.0	14.0	28.0
	3	13	13.0	13.0	41.0
	4	25	25.0	25.0	66.0
	5	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

4. Keputusan Pembelian (Y)

Y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	11.0	11.0	11.0
	2	11	11.0	11.0	22.0
	3	10	10.0	10.0	32.0
	4	33	33.0	33.0	65.0
	5	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

Y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	13.0	13.0	13.0
	2	6	6.0	6.0	19.0
	3	12	12.0	12.0	31.0
	4	34	34.0	34.0	65.0
	5	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

Y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	12.0	12.0	12.0
	2	6	6.0	6.0	18.0
	3	12	12.0	12.0	30.0
	4	34	34.0	34.0	64.0
	5	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

Y4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	13.0	13.0	13.0
	2	7	7.0	7.0	20.0
	3	16	16.0	16.0	36.0
	4	26	26.0	26.0	62.0
	5	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

Y5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	10.0	10.0	10.0
	2	6	6.0	6.0	16.0
	3	20	20.0	20.0	36.0
	4	28	28.0	28.0	64.0
	5	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

Y6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	14	14.0	14.0	14.0
	2	12	12.0	12.0	26.0
	3	13	13.0	13.0	39.0
	4	26	26.0	26.0	65.0
	5	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

Y7

		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	1	13	13.0	13.0	13.0
	2	9	9.0	9.0	22.0
	3	13	13.0	13.0	35.0
	4	30	30.0	30.0	65.0
	5	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

Y8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	8.0	8.0	8.0
	2	6	6.0	6.0	14.0
	3	18	18.0	18.0	32.0
	4	35	35.0	35.0	67.0
	5	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

Lampiran II

Hasil Jawaban Responden Ulasan Konsumen

X1_1	X1_2	X1_3	X1_4	X1_5	X1_6	X1_7	X1_8	X1_9	X1_10
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5	4	4	4	4	5	5	5	5	3
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5	4	4	5	4	4	5	5	5	4
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Hasil Jawaban Kualitas Produk

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Hasil Jawaban Citra Merek

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4	2	1	2	3	2
4	4	2	3	1	4
3	1	3	3	3	2
2	1	1	1	1	2
2	3	3	3	2	2
1	1	1	1	1	2
2	1	2	2	2	2
1	3	1	1	1	1
1	1	1	3	1	2
3	1	1	2	1	1
1	1	1	2	2	1
3	4	3	3	2	4
2	1	1	1	2	1
1	1	1	2	3	4
3	2	2	3	2	2
1	1	1	3	1	3
1	3	2	1	3	4
4	1	3	1	1	3
3	3	2	3	3	3
3	3	2	2	3	3
2	2	4	2	4	3
3	3	3	2	3	2
4	1	4	4	4	4
2	2	2	1	2	3
2	2	2	3	3	3
2	1	2	2	2	2
3	3	4	5	5	4
3	2	2	2	2	2
2	2	2	2	2	2
4	3	4	3	4	2

1	4	3	4	1	1
4	4	4	4	4	4
3	5	4	3	2	1
5	5	5	5	4	3
3	2	3	2	4	2
3	4	3	2	3	4
4	4	4	3	3	3
4	5	4	5	5	4
3	4	3	3	3	3
3	3	4	3	4	2
2	4	4	4	3	4
3	4	5	3	4	3
2	5	4	5	3	3
4	1	3	3	3	4
4	4	4	4	4	4
3	3	3	3	3	3
3	2	2	3	3	3
3	2	2	3	3	2
1	1	3	1	1	3
4	5	3	3	3	4

Hasil Jawaban Keputusan Pembelian

4	4	2	3	3	2	2	3
4	5	5	5	5	4	5	5
5	5	5	4	5	5	4	5
4	3	4	5	4	4	4	5
5	4	4	5	5	4	5	5
4	5	5	4	5	4	5	5
4	5	5	5	4	4	5	5
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4	3	4	3	4	3	3	3
4	5	5	3	3	4	5	3
4	4	5	5	4	4	4	5
5	4	5	4	5	5	5	5
4	4	4	5	3	5	5	4
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2	2	3	2	3	2	2	3
1	3	3	1	2	1	3	4

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4	4	4	4	4	4	4	4
2	3	3	2	2	2	3	2
3	3	3	3	2	3	3	3
1	1	4	1	2	1	1	2
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1	4	1	1	4	4	4	4
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4	3	4	4	3	4	3	3
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3	4	4	4	4	2	3	4
1	4	2	3	2	1	3	4
3	2	2	4	4	4	4	1
3	2	1	3	3	1	1	3
2	4	4	4	4	1	1	2
2	1	2	1	1	2	1	2
4	4	4	4	1	1	1	1
1	2	1	2	2	1	2	4
4	1	3	3	3	3	4	4
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2	3	3	3	3	3	3	2
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2	2	2	2	3	2	3	2
3	1	3	3	3	3	2	1
3	1	3	1	1	3	3	1
1	2	1	4	4	4	2	4
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3	3	3	4	4	4	4	4
2	1	2	1	1	3	3	3

1	2	1	2	2	1	2	2
3	4	4	4	3	4	3	3
2	2	3	2	3	3	2	3
2	2	2	3	3	2	3	3
3	2	2	2	4	2	2	3
4	4	4	4	4	3	3	3
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3	3	4	4	4	5	4	3
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3	3	4	3	3	4	4	4
2	4	2	3	3	3	3	2
3	1	2	3	2	2	1	1
4	4	3	4	4	4	4	4
2	2	3	2	2	2	1	2
3	2	3	3	3	4	4	5
4	4	3	4	4	4	5	4
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2	2	2	3	2	3	2	2
2	3	2	2	3	3	3	3
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2	2	3	3	3	3	3	2
3	3	2	2	3	2	3	2
3	4	4	3	4	2	3	1
3	2	2	4	2	3	3	2
2	2	2	2	2	2	2	2
3	3	3	3	3	3	2	2
4	4	4	4	4	4	4	4
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4	4	4	3	3	3	3	4
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3	4	2	4	4	4	4	3
4	3	3	2	2	3	3	2
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3	3	3	3	3	3	3	3
1	3	3	4	4	2	3	3
4	4	4	4	2	2	3	2
4	4	4	4	4	4	4	1
2	4	4	4	4	3	3	2

Lampiran III

Uji Hasil Validitas

Ulasan Konsumen (X1)

Correlations												
		X1_1	X1_2	X1_3	X1_4	X1_5	X1_6	X1_7	X1_8	X1_9	X1_10	Total
X1_1	Pearson Correlation	1	.436**	.357**	.337**	.412**	.450**	.567**	.381**	.326**	.239*	.636**
	Sig. (2-tailed)		.000	.000	.001	.000	.000	.000	.000	.001	.017	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X1_2	Pearson Correlation	.436**	1	.496**	.230*	.363**	.315**	.294**	.313**	.454**	.380**	.590**
	Sig. (2-tailed)	.000		.000	.022	.000	.001	.003	.002	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X1_3	Pearson Correlation	.357**	.496**	1	.401**	.481**	.413**	.392**	.458**	.541**	.462**	.704**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X1_4	Pearson Correlation	.337**	.230*	.401**	1	.569**	.492**	.494**	.441**	.447**	.496**	.703**
	Sig. (2-tailed)	.001	.022	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X1_5	Pearson Correlation	.412**	.363**	.481**	.569**	1	.612**	.476**	.644**	.590**	.554**	.808**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100

X1_6	Pearson Correlation	.450**	.315**	.413**	.492**	.612**	1	.489**	.611**	.547**	.392**	.759**
	Sig. (2-tailed)	.000	.001	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X1_7	Pearson Correlation	.567**	.294**	.392**	.494**	.476**	.489**	1	.587**	.425**	.228*	.707**
	Sig. (2-tailed)	.000	.003	.000	.000	.000	.000		.000	.000	.022	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X1_8	Pearson Correlation	.381**	.313**	.458**	.441**	.644**	.611**	.587**	1	.555**	.385**	.769**
	Sig. (2-tailed)	.000	.002	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X1_9	Pearson Correlation	.326**	.454**	.541**	.447**	.590**	.547**	.425**	.555**	1	.394**	.751**
	Sig. (2-tailed)	.001	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
X1_10	Pearson Correlation	.239*	.380**	.462**	.496**	.554**	.392**	.228*	.385**	.394**	1	.631**
	Sig. (2-tailed)	.017	.000	.000	.000	.000	.000	.022	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100
Total	Pearson Correlation	.636**	.590**	.704**	.703**	.808**	.759**	.707**	.769**	.751**	.631**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	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 (X2)

Correlations

		X2_1	X2_2	X2_3	X2_4	X2_5	X2_6	X2_7	X2_8	X2_9	X2_10	X2_11	X2_12	X2_13	X2_14	X2_15	X2_16	X2_17	X2_18	Total
X2_1	Pearson Correlation	1	.483**	.261**	.422**	.504**	.463**	.385**	.439**	.364**	.476**	.336**	.337**	.392**	.344**	.464**	.416**	.364**	.441**	.673**
	Sig. (2-tailed)		.000	.009	.000	.000	.000	.000	.000	.000	.000	.001	.001	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2_2	Pearson Correlation	.483**	1	.294**	.382**	.357**	.349**	.354**	.422**	.294**	.508**	.239*	.297**	.464**	.191	.457**	.427**	.189	.285**	.599**
	Sig. (2-tailed)	.000		.003	.000	.000	.000	.000	.000	.003	.000	.017	.003	.000	.057	.000	.000	.060	.004	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2_3	Pearson Correlation	.261**	.294**	1	.481**	.350**	.396**	.371**	.345**	.416**	.469**	.416**	.251*	.297**	.352**	.395**	.379**	.411**	.455**	.623**
	Sig. (2-tailed)	.009	.003		.000	.000	.000	.000	.000	.000	.000	.000	.012	.003	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2_4	Pearson Correlation	.422**	.382**	.481**	1	.502**	.467**	.539**	.283**	.572**	.506**	.252*	.287**	.415**	.530**	.548**	.541**	.413**	.432**	.741**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.004	.000	.000	.012	.004	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2_5	Pearson Correlation	.504**	.357**	.350**	.502**	1	.421**	.389**	.358**	.370**	.472**	.290**	.171	.359**	.365**	.492**	.368**	.345**	.329**	.643**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.003	.089	.000	.000	.000	.000	.000	.001	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2_6	Pearson Correlation	.463**	.349**	.396**	.467**	.421**	1	.527**	.194	.480**	.476**	.280**	.418**	.331**	.283**	.339**	.317**	.264**	.383**	.631**

	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.053	.000	.000	.005	.000	.001	.004	.001	.001	.008	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2_7	Pearson Correlation	.385**	.354**	.371**	.539**	.389**	.527**	1	.393**	.660**	.640**	.284**	.257**	.425**	.554**	.466**	.531**	.320**	.318**	.729**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.004	.010	.000	.000	.000	.000	.001	.001	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2_8	Pearson Correlation	.439**	.422**	.345**	.283**	.358**	.194	.393**	1	.416**	.481**	.369**	.291**	.570**	.260**	.402**	.379**	.263**	.386**	.617**
	Sig. (2-tailed)	.000	.000	.000	.004	.000	.053	.000		.000	.000	.000	.003	.000	.009	.000	.000	.008	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2_9	Pearson Correlation	.364**	.294**	.416**	.572**	.370**	.480**	.660**	.416**	1	.571**	.191	.296**	.437**	.433**	.480**	.422**	.284**	.372**	.696**
	Sig. (2-tailed)	.000	.003	.000	.000	.000	.000	.000	.000		.000	.057	.003	.000	.000	.000	.000	.004	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2_10	Pearson Correlation	.476**	.508**	.469**	.506**	.472**	.476**	.640**	.481**	.571**	1	.424**	.361**	.497**	.414**	.489**	.566**	.366**	.416**	.783**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2_11	Pearson Correlation	.336**	.239*	.416**	.252*	.290**	.280**	.284**	.369**	.191	.424**	1	.265**	.277**	.258**	.156	.310**	.655**	.305**	.519**
	Sig. (2-tailed)	.001	.017	.000	.012	.003	.005	.004	.000	.057	.000		.008	.005	.010	.122	.002	.000	.002	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2_12	Pearson Correlation	.337**	.297**	.251*	.287**	.171	.418**	.257**	.291**	.296**	.361**	.265**	1	.394**	.194	.257**	.157	.188	.630**	.512**
	Sig. (2-tailed)	.001	.003	.012	.004	.089	.000	.010	.003	.003	.000	.008		.000	.053	.010	.119	.061	.000	.000

	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2_13	Pearson Correlation	.392**	.464**	.297**	.415**	.359**	.331**	.425**	.570**	.437**	.497**	.277**	.394**	1	.312**	.583**	.380**	.180	.381**	.655**
	Sig. (2-tailed)	.000	.000	.003	.000	.000	.001	.000	.000	.000	.000	.005	.000		.002	.000	.000	.074	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2_14	Pearson Correlation	.344**	.191	.352**	.530**	.365**	.283**	.554**	.260**	.433**	.414**	.258**	.194	.312**	1	.503**	.590**	.267**	.492**	.642**
	Sig. (2-tailed)	.000	.057	.000	.000	.000	.004	.000	.009	.000	.000	.010	.053	.002		.000	.000	.007	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2_15	Pearson Correlation	.464**	.457**	.395**	.548**	.492**	.339**	.466**	.402**	.480**	.489**	.156	.257**	.583**	.503**	1	.520**	.217*	.429**	.712**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.122	.010	.000	.000		.000	.030	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2_16	Pearson Correlation	.416**	.427**	.379**	.541**	.368**	.317**	.531**	.379**	.422**	.566**	.310**	.157	.380**	.590**	.520**	1	.348**	.374**	.695**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.001	.000	.000	.000	.000	.002	.119	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2_17	Pearson Correlation	.364**	.189	.411**	.413**	.345**	.264**	.320**	.263**	.284**	.366**	.655**	.188	.180	.267**	.217*	.348**	1	.369**	.534**
	Sig. (2-tailed)	.000	.060	.000	.000	.000	.008	.001	.008	.004	.000	.000	.061	.074	.007	.030	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
X2_18	Pearson Correlation	.441**	.285**	.455**	.432**	.329**	.383**	.318**	.386**	.372**	.416**	.305**	.630**	.381**	.492**	.429**	.374**	.369**	1	.666**
	Sig. (2-tailed)	.000	.004	.000	.000	.001	.000	.001	.000	.000	.000	.002	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Total	Pearson Correlation	.673**	.599**	.623**	.741**	.643**	.631**	.729**	.617**	.696**	.783**	.519**	.512**	.655**	.642**	.712**	.695**	.534**	.666**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	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

		X3_1	X3_2	X3_3	X3_4	X3_5	X3_6	Total
X3_1	Pearson Correlation	1	.378**	.520**	.353**	.491**	.425**	.669**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X3_2	Pearson Correlation	.378**	1	.632**	.672**	.547**	.404**	.802**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X3_3	Pearson Correlation	.520**	.632**	1	.629**	.551**	.570**	.848**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X3_4	Pearson Correlation	.353**	.672**	.629**	1	.526**	.506**	.806**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
X3_5	Pearson Correlation	.491**	.547**	.551**	.526**	1	.442**	.769**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
X3_6	Pearson Correlation	.425**	.404**	.570**	.506**	.442**	1	.719**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
Total	Pearson Correlation	.669**	.802**	.848**	.806**	.769**	.719**	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).

Keputusan Pembelian (Y)

Correlations										
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Total
Y1	Pearson Correlation	1	.500**	.619**	.641**	.499**	.575**	.531**	.325**	.773**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.001	.000
	N	100	100	100	100	100	100	100	100	100
Y2	Pearson Correlation	.500**	1	.607**	.557**	.541**	.438**	.546**	.450**	.764**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y3	Pearson Correlation	.619**	.607**	1	.505**	.380**	.405**	.418**	.341**	.702**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.001	.000
	N	100	100	100	100	100	100	100	100	100
Y4	Pearson Correlation	.641**	.557**	.505**	1	.679**	.529**	.575**	.408**	.807**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y5	Pearson Correlation	.499**	.541**	.380**	.679**	1	.558**	.619**	.487**	.782**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y6	Pearson Correlation	.575**	.438**	.405**	.529**	.558**	1	.623**	.463**	.757**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100
Y7	Pearson Correlation	.531**	.546**	.418**	.575**	.619**	.623**	1	.619**	.811**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100
Y8	Pearson Correlation	.325**	.450**	.341**	.408**	.487**	.463**	.619**	1	.675**
	Sig. (2-tailed)	.001	.000	.001	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100
Total	Pearson Correlation	.773**	.764**	.702**	.807**	.782**	.757**	.811**	.675**	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).										

Lampiran Hasil Reabilitas

Reliability Statistics	
Cronbach's Alpha	N of Items
.889	10

Reliability Statistics	
Cronbach's Alpha	N of Items
.919	18

Reliability Statistics	
Cronbach's Alpha	N of Items
.863	6

Reliability Statistics	
Cronbach's Alpha	N of Items
.895	8

Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	4.87282380
Most Extreme Differences	Absolute	.040

	Positive	.040
	Negative	-.031
Test Statistic		.040
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 Hasil Uji Liniearitas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X1	Between Groups	(Combined)	2951.836	29	101.787	4.224	.000
		Linearity	1963.512	1	1963.512	81.478	.000
		Deviation from Linearity	988.324	28	35.297	1.465	.101
	Within Groups		1686.914	70	24.099		
	Total		4638.750	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X2	Between Groups	(Combined)	2380.726	39	61.044	1.622	.045
		Linearity	1160.707	1	1160.707	30.842	.000
		Deviation from Linearity	1220.019	38	32.106	.853	.696
	Within Groups		2258.024	60	37.634		
	Total		4638.750	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
		(Combined)	2850.633	23	123.941	5.268	.000

Y * x3	Between Groups	Linearity	1732.123	1	1732.123	73.620	.000
		Deviation from Linearity	1118.511	22	50.841	2.161	.070
	Within Groups		1788.117	76	23.528		
	Total		4638.750	99			

Lampiran Hasil Multikolonieritas

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.440	2.279		1.948	.054		
	Ulasan Konsumen	.292	.094	.344	3.093	.003	.427	2.344
	Kualitas Produk	.095	.046	.181	2.056	.042	.681	1.468
	Citra Merek	.342	.119	.293	2.873	.005	.509	1.965

a. Dependent Variable: Keputusan Pembelian

Hasil Uji Regresi Berganda

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.702[a]	.493	.477	4.948

a. Predictors: (Constant), Citra Merek, Kualitas Produk, Ulasan Konsumen

b. Dependent Variable: Keputusan Pembelian

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2288.053	3	762.684	31.147	.000[b]
	Residual	2350.697	96	24.486		
	Total	4638.750	99			

a. Dependent Variable: Keputusan Pembelian
b. Predictors: (Constant), Citra Merek, Kualitas Produk, Ulasan Konsumen

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.440	2.279		1.948	.054
	Ulasan Konsumen	.292	.094	.344	3.093	.003
	Kualitas Produk	.095	.046	.181	2.056	.042
	Citra Merek	.342	.119	.293	2.873	.005

a. Dependent Variable: Keputusan Pembelian

LAMPIRAN III

T tabel

Pr df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374
101	0.67693	1.28999	1.66008	1.98373	2.36384	2.62539	3.17289
102	0.67690	1.28991	1.65993	1.98350	2.36346	2.62489	3.17206
103	0.67688	1.28982	1.65978	1.98326	2.36310	2.62441	3.17125
104	0.67686	1.28974	1.65964	1.98304	2.36274	2.62393	3.17045
105	0.67683	1.28967	1.65950	1.98282	2.36239	2.62347	3.16967
106	0.67681	1.28959	1.65936	1.98260	2.36204	2.62301	3.16890
107	0.67679	1.28951	1.65922	1.98238	2.36170	2.62256	3.16815
108	0.67677	1.28944	1.65909	1.98217	2.36137	2.62212	3.16741
109	0.67675	1.28937	1.65895	1.98197	2.36105	2.62169	3.16669
110	0.67673	1.28930	1.65882	1.98177	2.36073	2.62126	3.16598
111	0.67671	1.28922	1.65870	1.98157	2.36041	2.62085	3.16528
112	0.67669	1.28916	1.65857	1.98137	2.36010	2.62044	3.16460
113	0.67667	1.28909	1.65845	1.98118	2.35980	2.62004	3.16392
114	0.67665	1.28902	1.65833	1.98099	2.35950	2.61964	3.16326
115	0.67663	1.28896	1.65821	1.98081	2.35921	2.61926	3.16262
116	0.67661	1.28889	1.65810	1.98063	2.35892	2.61888	3.16198
117	0.67659	1.28883	1.65798	1.98045	2.35864	2.61850	3.16135
118	0.67657	1.28877	1.65787	1.98027	2.35837	2.61814	3.16074
119	0.67656	1.28871	1.65776	1.98010	2.35809	2.61778	3.16013
120	0.67654	1.28865	1.65765	1.97993	2.35782	2.61742	3.15954

F TABEL

Titik Persentase Distribusi F untuk Probabilita = 0,10

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
91	2.76	2.36	2.14	2.01	1.91	1.84	1.78	1.74	1.70	1.67	1.64	1.62	1.60	1.58	1.56
92	2.76	2.36	2.14	2.01	1.91	1.84	1.78	1.74	1.70	1.67	1.64	1.62	1.60	1.58	1.56
93	2.76	2.36	2.14	2.01	1.91	1.84	1.78	1.74	1.70	1.67	1.64	1.62	1.60	1.58	1.56
94	2.76	2.36	2.14	2.01	1.91	1.84	1.78	1.74	1.70	1.67	1.64	1.62	1.60	1.58	1.56
95	2.76	2.36	2.14	2.00	1.91	1.84	1.78	1.74	1.70	1.67	1.64	1.62	1.60	1.58	1.56
96	2.76	2.36	2.14	2.00	1.91	1.84	1.78	1.74	1.70	1.67	1.64	1.62	1.59	1.58	1.56
97	2.76	2.36	2.14	2.00	1.91	1.84	1.78	1.73	1.70	1.67	1.64	1.61	1.59	1.58	1.56
98	2.76	2.36	2.14	2.00	1.91	1.84	1.78	1.73	1.70	1.66	1.64	1.61	1.59	1.57	1.56
99	2.76	2.36	2.14	2.00	1.91	1.83	1.78	1.73	1.70	1.66	1.64	1.61	1.59	1.57	1.56
100	2.76	2.36	2.14	2.00	1.91	1.83	1.78	1.73	1.69	1.66	1.64	1.61	1.59	1.57	1.56
101	2.76	2.36	2.14	2.00	1.91	1.83	1.78	1.73	1.69	1.66	1.64	1.61	1.59	1.57	1.56
102	2.76	2.36	2.14	2.00	1.90	1.83	1.78	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.56
103	2.75	2.35	2.14	2.00	1.90	1.83	1.78	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.55
104	2.75	2.35	2.14	2.00	1.90	1.83	1.78	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.55
105	2.75	2.35	2.14	2.00	1.90	1.83	1.77	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.55
106	2.75	2.35	2.14	2.00	1.90	1.83	1.77	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.55
107	2.75	2.35	2.14	2.00	1.90	1.83	1.77	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.55
108	2.75	2.35	2.14	2.00	1.90	1.83	1.77	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.55
109	2.75	2.35	2.13	2.00	1.90	1.83	1.77	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.55
110	2.75	2.35	2.13	2.00	1.90	1.83	1.77	1.73	1.69	1.66	1.63	1.61	1.59	1.57	1.55
111	2.75	2.35	2.13	2.00	1.90	1.83	1.77	1.73	1.69	1.66	1.63	1.61	1.58	1.57	1.55
112	2.75	2.35	2.13	2.00	1.90	1.83	1.77	1.73	1.69	1.66	1.63	1.61	1.58	1.57	1.55
113	2.75	2.35	2.13	2.00	1.90	1.83	1.77	1.73	1.69	1.66	1.63	1.60	1.58	1.57	1.55
114	2.75	2.35	2.13	1.99	1.90	1.83	1.77	1.72	1.69	1.66	1.63	1.60	1.58	1.56	1.55
115	2.75	2.35	2.13	1.99	1.90	1.83	1.77	1.72	1.69	1.65	1.63	1.60	1.58	1.56	1.55
116	2.75	2.35	2.13	1.99	1.90	1.83	1.77	1.72	1.69	1.65	1.63	1.60	1.58	1.56	1.55
117	2.75	2.35	2.13	1.99	1.90	1.83	1.77	1.72	1.69	1.65	1.63	1.60	1.58	1.56	1.55
118	2.75	2.35	2.13	1.99	1.90	1.82	1.77	1.72	1.69	1.65	1.63	1.60	1.58	1.56	1.55
119	2.75	2.35	2.13	1.99	1.90	1.82	1.77	1.72	1.68	1.65	1.63	1.60	1.58	1.56	1.55
120	2.75	2.35	2.13	1.99	1.90	1.82	1.77	1.72	1.68	1.65	1.63	1.60	1.58	1.56	1.55
121	2.75	2.35	2.13	1.99	1.90	1.82	1.77	1.72	1.68	1.65	1.62	1.60	1.58	1.56	1.54
122	2.75	2.35	2.13	1.99	1.90	1.82	1.77	1.72	1.68	1.65	1.62	1.60	1.58	1.56	1.54
123	2.75	2.35	2.13	1.99	1.89	1.82	1.77	1.72	1.68	1.65	1.62	1.60	1.58	1.56	1.54
124	2.75	2.35	2.13	1.99	1.89	1.82	1.77	1.72	1.68	1.65	1.62	1.60	1.58	1.56	1.54
125	2.75	2.35	2.13	1.99	1.89	1.82	1.77	1.72	1.68	1.65	1.62	1.60	1.58	1.56	1.54
126	2.75	2.35	2.13	1.99	1.89	1.82	1.77	1.72	1.68	1.65	1.62	1.60	1.58	1.56	1.54
127	2.75	2.34	2.13	1.99	1.89	1.82	1.76	1.72	1.68	1.65	1.62	1.60	1.58	1.56	1.54
128	2.75	2.34	2.13	1.99	1.89	1.82	1.76	1.72	1.68	1.65	1.62	1.60	1.58	1.56	1.54
129	2.74	2.34	2.13	1.99	1.89	1.82	1.76	1.72	1.68	1.65	1.62	1.60	1.58	1.56	1.54
130	2.74	2.34	2.13	1.99	1.89	1.82	1.76	1.72	1.68	1.65	1.62	1.60	1.58	1.56	1.54
131	2.74	2.34	2.13	1.99	1.89	1.82	1.76	1.72	1.68	1.65	1.62	1.60	1.58	1.56	1.54

Titik Persentase Distribusi F untuk Probabilita = 0,10

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
132	2.74	2.34	2.13	1.99	1.89	1.82	1.76	1.72	1.68	1.65	1.62	1.60	1.58	1.56	1.54
133	2.74	2.34	2.13	1.99	1.89	1.82	1.76	1.72	1.68	1.65	1.62	1.60	1.57	1.56	1.54
134	2.74	2.34	2.13	1.99	1.89	1.82	1.76	1.72	1.68	1.65	1.62	1.60	1.57	1.56	1.54
135	2.74	2.34	2.12	1.99	1.89	1.82	1.76	1.72	1.68	1.65	1.62	1.60	1.57	1.56	1.54

Lampiran IV
Penyebaran kuisoner melalui komunitas Xiaomi