

LAMPIRAN

Lampiran 1

Pra Survey Pengguna Smartphone Samsung di Bandar Lampung 2017

No	Nama	Pekerjaan	Tipe Merek Samsung	Kualitas yang di persepsikan dalam minat beli
1	Eka Puspita	Staf Kantor	Samsung J1	Semartphone samsung kualitas produk nya bagus, teknologi nya canggih, tampilan produk nya bagus.
2	Mardiana Wahab	Mahasiswa	Samsung Galaxy Grand Prime Plus	Tampilan bagus, kamera bagus, bren terkenal.
3	Patricia Devi	Mahasiswa	Samsung A3	Spesifikasi bagus, teknologi canggih.
4	Desi	Guru	Samsung Galaxy J5 Prime	Kualitas bagus dan merek terkenal produk dari korea.
5	Risky Putri Ayu	Perawat	Samsung Galaxy J7 Prime	Desain bagus, fiturnya bagus, kualitas bagus.
6	Febriyanti Setianingsih	Pelajar	Samsung Galaxy Grand Prime Plus	Kamera bagus, batrai tahan lama, teknologi canggih.
7	Aprizal	Sales	Samsung Galaxy J1 Mini	Negara nya terkenal, produk berkualitas, nyaman digunakan.
8	Avdio Fa'dan Nuron	Karyawan	Samsung Galaxy J3	Citra negara korea bagus, produk nya tahan lama.
9	Cila	Wirasuwasta	Samsung Galaxy J1 Ace	Dari pengalaman masalalu kualitas produk nya bagus dan negara nya maju.
10	Dyyan	Mahasiswa	Samsung Galaxy Grand	Kualitas terbaik, bren terkenal, tampilannya menarik.

			Prime Plus	
11	Daina Sari	Mahasiswa	Samsung Galaxy J3	Kualitas bagus, teknologi nya canggih, brend terkenal.
12	Eja Apriyanto	Wirasuwasta	Samsung Galaxy J5 Prime	Kamera bagus, fitur lengkap dan bren terkenal.
13	Elvina	Staff atministrasi	Samsung Galaxy Note 5	Nyaman digunakan, tidak mudah rusak, tahan lama dan merek terkenal.
14	Endah Dimasri	Mahasiswa	Samsung J3	Kualitas produk bagus, kamera nya jernih, batre nya tahan lama dan berasal dari negara maju.
15	Hany Puspa nirmala	Mahasiswa	Samsung Galaxy Ace 4	Fitur lengkap dan kamera bagus.
16	Hando Prasetyo	Karyawan	Samsung S7	Teknologi canggih dan brend terkenal.
17	Husna Azizah	Guru	Samsung Galaxy J5 Prime	Kamera nya bagus, smartphone tahan lama dan tidak mudah rusak.
18	Anggi Zanjaya	Pelajar	Samsung J1	Kualitas bagus, kapasitas ram nya memadai dan tidak lemot.
19	Ita Reziana	Mahasiswa	Samsung Galaxy V Plus	Brend terkenal, fiturnya menarik.
20	Leni Maria Hotmauli	Mahasiswa	Samsung Galaxy J5 Prime	Bentuk smartphone lebih elegan, teknologi canggih dari smartphone negara lain.

Sumber: Pra Survey kepada pengguna Smartphone Samsung di Bandar Lampung Maret 2017

Bandar Lampung,.....2017

Hal : Mohon Bantuan Pengisian Kueisioner

Kepada Yth.

Saudara/i

Di

Tempat

Dengan hormat,

Bersama ini saya sampaikan bahwa saya bermaksud mengadakan penelitian di Bandar Lampung pada Konsumen yang menggunakan smartphone merek Samsung. Penelitian ini dilaksanakan dalam rangka penulisan skripsi sebagai salah satu syarat dalam penyelesaian studi pada program Sarjana IIB Darmajaya. Konsentrasi peneliti adalah Manajemen Pemasaran, tentang. **“PENGARUH *PERCEIVED QUALITY* DAN *NEGARA ASAL* TERHADAP MINAT BELI SMARTPHONE SAMSUNG DI BANDAR LAMPUNG”**. Sehubungan dengan maksud diatas, saya sangat mengharapkan bantuan Saudara/i untuk bersedia mengisi instrument penelitian ini sesuai dengan pendapat dan pengalaman yang dimiliki. Instrument ini dirancang sedemikian rupa sehingga tidak seorangpun dapat menelusuri sumber informasinya. Oleh karena itu Saudara diharapkan dapat memberikan jawaban sejujur-jujurnya sesuai dengan keadaan sesungguhnya, dan jawaban tersebut tidak berpengaruh terhadap kondisi saudara.

Bantuan dan partisipasi Saudara merupakan sumbangan yang sangat berharga bagi terselenggaranya penelitian ilmiah ini. Dan untuk itu semua partisipasinya saya ucapkan terima kasih.

Hormat Saya

Dian Purnamasari

Lampiran 2

Perceived Quality (X1)

No	Pernyataan	Skala Pilihan				
		SS	S	RR	TS	STS
1	Smartphone Samsung memiliki model elegan.					
2	Reputasi merek Smartphone Samsung bagus.					
3	Harga Smartphone Samsung sesuai dengan kualitasnya.					
4	Teknologi Smartphone Samsung canggih .					

Negara Asal (X2)

No	Pernyataan	Skala Pilihan				
		SS	S	RR	TS	STS
1	Negara asal smartphone sebagai negara yang inovatif dalam memproduksi.					
2	Negara asal smartphone berinovasi mengeluarkan produk dengan tampilan yang berbeda.					
3	Negara asal merek sebagai negara asal yang memiliki teknologi tinggi					
4	Negara asal merek dapat bersaing dengan produk smartphone negara lain.					
5	Desain produk smartphone diproduksi negara asal disesuaikan dengan keinginan konsumen.					
6	Negara asal smartphone sebagai negara yang baik dalam desain produk.					
7	Negara asal smartphone Sebagai negara Yang memiliki tenaga kerja yang kreatif dalam memproduksi					

8	Negara asal smartphone membuat produk dengan tampilan yang menarik.					
9	Negara asal produk smartphone Sebagai negara yang memiliki tenaga kerja yang berkualitas tinggi					
10	Negara asal dari suatu produk mewakili kualitas dari produk smartphone itu sendiri.					
11	Negara asal produk smartphone sebagai negara yang memiliki reputasi baik (terhormat).					
12	Negara asal smartphone memiliki gengsi yang tinggi					
13	Citra negara asal smartphone memiliki citra yang bagus dibenak konsumen.					
14	Negara asal merek sebagai negara maju					

Minat Beli (Y)

No	Pernyataan	Skala Pilihan				
		SS	S	RR	TS	STS
1	saya tertarik mencari informasi mengenai tipe produk Samsung terbaru.					
2	Situs internet memberikan informasi Smartphone Samsung yang ditawarkan berkualitas.					
3	Smartphone samsung memiliki kualitas yang berbeda dengan smartphone lain.					
4	Smartphone samsung memberikan harga yang berbeda dengan pesaing.					
5	Smartphone Samsung selalu berinovasi mengeluarkan produk terbaru membuat saya tertarik untuk mencoba.					
6	Saya ingin menggunakan smartphone Samsung karna fiturnya lengkap.					

7	Saya ingin mengetahui teknologi Smartphone Samsung.					
8	Saya ingin mengetahui smartphone dari citra mereknya					
9	Saya ingin membeli Smartphone Samsung karna dari spesifikasinya.					
10	Saya ingin membeli Smartphone samsung karna lagi promosi.					

Lampiran 3

Jawaban Variabel X1

N0	X1.1	X1.2	X1.3	X1.4	Total X1
1	4	4	4	3	15
2	4	5	5	5	19
3	5	5	5	5	20
4	4	4	4	3	15
5	3	4	4	3	14
6	3	5	4	3	15
7	4	3	4	2	13
8	4	4	4	5	17
9	3	4	5	4	16
10	5	4	3	4	16
11	4	5	4	4	17
12	4	3	4	4	15
13	5	4	5	5	19
14	3	4	4	3	14
15	4	5	5	4	18
16	3	4	4	3	14
17	4	5	4	3	16
18	4	5	5	3	17
19	5	4	5	5	19
20	4	5	5	5	19
21	5	4	4	5	18

22	3	5	4	4	16
23	4	3	4	4	15
24	4	5	5	4	18
25	4	5	4	3	16
26	5	5	5	5	20
27	4	5	5	4	18
28	4	4	5	4	17
29	3	4	4	5	16
30	3	4	3	4	14
31	4	3	2	4	13
32	4	2	3	1	10
33	5	4	4	4	17
34	5	5	4	2	16
35	4	3	4	3	14
36	5	2	4	3	14
37	5	4	4	4	17
38	5	4	4	4	17
39	4	4	3	4	15
40	4	4	3	3	14
41	5	4	4	3	16
42	4	2	4	4	14
43	4	3	3	3	13
44	5	3	3	3	14
45	5	3	2	4	14
46	4	3	3	4	14

47	5	4	5	4	18
48	5	3	5	4	17
49	5	4	4	4	17
50	5	2	3	3	13
51	5	4	3	3	15
52	5	4	5	4	18
53	4	3	4	3	14
54	4	4	3	4	15
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56	4	4	5	5	18
57	4	5	5	4	18
58	5	2	4	3	14
59	4	4	4	5	17
60	5	4	3	5	17
61	5	4	5	4	18
62	4	4	5	3	16
63	4	3	3	4	14
64	5	4	5	4	18
65	4	3	5	4	16
67	4	4	4	4	16
66	5	5	4	3	17
68	4	2	4	3	13
69	5	5	4	4	18
70	4	3	4	3	14
71	5	4	3	2	14

72	3	2	3	3	11
73	5	4	4	3	16
74	5	3	5	2	15
75	4	4	3	4	15
76	5	4	5	4	18
77	4	4	4	4	16
78	5	5	4	4	18
79	4	2	4	2	12
80	5	3	4	3	15
81	5	5	4	4	18
82	4	4	3	3	14
83	5	5	5	5	20
84	5	3	4	4	16
85	4	2	3	4	13
86	4	4	5	4	17
87	4	2	2	3	11
88	5	2	4	4	15
89	5	3	3	4	15
90	5	4	4	4	17
91	4	4	4	3	15
92	5	4	5	3	17
93	5	4	5	5	19
94	4	2	4	2	12
95	5	3	4	2	14
96	5	4	2	2	13

Jawaban Variabel X2

N0	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	Total X2
1	4	4	4	4	4	4	4	3	4	4	4	4	4	4	55
2	3	4	3	5	4	3	5	4	5	4	4	3	5	5	57
3	5	5	5	5	5	5	5	5	5	5	5	4	4	5	68
4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	55
5	4	5	3	4	5	4	5	3	4	4	3	5	4	4	57
6	3	4	3	3	3	3	4	3	3	3	3	3	3	5	46
7	3	4	4	3	4	4	4	3	4	3	4	4	3	3	50
8	4	5	5	5	3	4	4	4	4	4	3	4	3	4	56
9	3	3	4	3	3	3	4	4	4	3	5	3	4	4	50
10	3	3	2	5	2	3	3	3	3	2	3	2	3	4	41
11	5	5	5	5	4	5	5	5	4	5	4	4	5	5	66
12	5	5	4	3	3	4	4	4	4	3	4	4	3	3	53
13	4	4	3	4	3	4	3	3	4	4	3	3	4	4	50
14	4	3	4	4	3	3	4	5	4	4	4	3	4	4	53
15	5	4	5	4	3	4	4	4	4	4	3	4	4	5	57

16	4	5	4	5	4	4	4	4	4	5	4	4	4	4	59
17	4	5	5	5	4	4	4	5	4	4	4	3	4	5	60
18	4	4	3	5	4	3	3	4	4	4	3	4	3	5	53
19	4	5	4	5	5	4	4	4	4	5	5	4	5	4	62
20	3	4	3	4	4	3	3	3	4	4	3	3	3	2	46
21	3	3	3	4	3	3	3	3	3	3	3	3	3	4	44
22	5	5	5	5	4	5	5	5	4	5	4	2	5	5	64
23	4	4	4	4	4	4	4	4	3	4	3	3	3	3	51
24	5	5	5	4	4	4	4	4	4	4	4	3	4	5	59
25	3	5	3	5	5	4	4	4	3	4	2	3	4	5	54
26	4	4	4	3	2	2	4	4	4	4	4	4	4	3	50
27	4	4	5	5	5	4	5	5	4	5	5	4	5	5	65
28	4	5	4	4	5	4	5	5	4	4	5	5	5	4	63
29	4	4	5	4	5	4	4	4	4	4	5	3	4	4	58
30	5	5	5	3	3	3	3	3	4	1	1	1	1	4	42
31	4	4	5	5	4	5	3	4	5	3	4	4	3	4	57
32	3	4	4	5	4	3	3	3	3	4	2	3	4	5	50
33	4	3	4	4	4	4	3	4	4	3	4	3	4	4	52

34	3	4	4	4	4	2	4	4	5	4	3	3	4	5	53
35	4	3	4	3	3	4	4	3	4	3	4	4	3	4	50
36	3	4	3	3	3	4	4	4	4	4	4	4	4	4	52
37	3	4	3	4	5	3	5	4	4	3	3	3	3	4	51
38	4	5	5	5	5	5	5	5	5	5	5	5	5	4	68
39	4	5	4	4	4	4	4	4	3	4	3	4	3	5	55
40	4	3	4	4	3	3	3	3	3	3	3	3	4	4	47
41	5	3	4	4	4	4	5	4	3	3	3	3	4	4	53
42	4	4	4	4	5	5	4	4	5	5	5	4	4	5	62
43	4	4	5	4	5	3	5	5	4	4	5	3	3	4	58
44	4	3	3	4	4	3	3	3	4	4	4	3	4	5	51
45	3	4	4	3	3	4	3	4	4	4	4	4	4	4	52
46	3	3	3	4	4	4	3	3	4	4	4	3	3	3	48
47	5	5	5	5	5	5	4	5	4	4	5	4	4	4	64
48	4	4	3	3	3	4	4	3	3	3	3	3	4	4	48
49	4	3	4	5	4	5	5	4	5	5	5	4	4	5	62
50	3	3	3	3	4	3	3	3	3	3	3	3	3	3	43
51	4	3	3	4	4	3	3	3	4	4	3	3	3	4	48

52	5	5	4	5	5	4	5	4	5	4	5	4	4	4	63
53	4	4	4	5	5	4	4	4	3	4	5	3	4	4	57
54	4	4	4	4	4	3	4	4	4	4	4	4	4	4	55
55	4	4	4	4	4	4	4	3	3	4	4	4	3	4	53
56	5	5	4	4	5	5	4	5	5	4	5	5	5	5	66
57	3	4	5	4	3	4	4	4	1	2	3	4	3	4	48
58	3	3	4	5	4	5	5	5	5	5	3	3	4	4	58
59	4	5	4	3	5	4	3	5	4	3	4	5	4	5	58
60	4	5	4	3	3	4	5	3	5	3	4	3	3	4	53
61	5	5	4	5	4	5	4	5	4	5	5	4	4	4	63
62	4	3	4	3	5	3	3	3	4	4	3	4	3	3	49
63	5	3	4	3	2	3	4	3	4	3	2	3	4	4	47
64	5	4	5	5	4	4	5	4	5	4	5	5	5	5	65
65	4	3	3	4	5	5	5	5	4	4	4	4	4	4	58
67	4	4	4	5	3	3	3	3	4	4	4	4	5	2	52
66	4	5	4	4	4	4	5	3	3	4	4	5	4	3	56
68	4	2	4	4	3	4	4	3	4	4	4	4	4	2	50
69	3	3	3	3	3	3	4	4	3	3	3	4	3	3	45

70	4	4	3	3	4	4	4	3	4	3	4	3	3	4	50
71	5	5	4	4	4	4	4	5	4	5	3	5	5	4	61
72	4	3	4	5	3	5	5	4	3	4	3	3	5	4	55
73	3	4	2	4	4	3	4	4	3	4	3	3	2	4	47
74	4	4	3	4	3	4	3	4	5	4	3	4	3	3	51
75	4	4	5	4	4	4	5	5	4	5	4	3	4	4	59
76	4	4	4	4	4	4	4	4	4	4	4	4	4	4	56
77	4	4	4	4	4	5	3	5	3	3	4	4	4	4	55
78	2	5	5	5	2	3	3	3	5	5	5	5	4	5	57
79	5	5	4	4	3	3	2	2	1	1	5	4	3	4	46
80	3	4	4	4	4	3	4	4	4	4	3	3	3	5	52
81	3	4	4	3	4	3	4	4	3	3	4	4	5	5	53
82	5	4	4	4	4	4	4	5	3	4	3	4	3	5	56
83	4	3	4	3	4	3	4	4	5	5	5	5	5	5	59
84	4	5	4	5	4	4	4	5	4	4	4	5	5	4	61
85	4	4	4	4	3	3	3	5	3	4	3	5	3	3	51
86	3	4	4	4	4	4	3	4	3	3	3	4	3	3	49
87	5	5	5	4	3	4	5	5	4	3	3	3	4	5	58

88	5	5	4	4	4	4	4	4	5	3	5	4	3	4	58
89	4	4	5	4	3	4	4	4	5	5	5	3	4	5	59
90	3	4	3	4	4	3	3	4	3	3	3	4	3	2	46
91	4	4	4	4	4	4	3	4	4	4	3	3	3	3	51
92	4	4	4	4	3	3	3	3	3	3	3	3	4	4	48
93	5	4	5	5	5	4	5	5	5	5	4	5	4	5	66
94	4	5	4	4	3	3	4	3	4	4	5	4	3	5	55
95	2	4	3	5	4	4	5	4	4	3	1	5	4	3	51
96	3	4	5	5	4	4	3	5	4	2	3	4	4	5	55

Jawaban Variabel Y

N0	Y. 1	Y. 2	Y. 3	Y.4	Y. 5	Y.6	Y.7	Y.8	Y.9	Y.10	Total Y
1	5	5	5	5	4	5	5	5	4	5	48
2	4	4	4	4	4	4	4	4	3	4	39
3	4	5	3	4	4	4	4	4	5	5	42
4	5	4	4	3	3	4	3	5	4	3	38
5	3	3	3	3	3	4	3	3	4	5	34
6	5	4	4	4	4	3	5	4	4	5	42
7	5	5	5	5	4	5	3	4	5	5	46
8	4	3	4	4	5	5	5	4	5	3	42
9	5	4	4	4	5	5	5	5	5	3	45
10	4	5	3	4	4	4	3	3	5	3	38
11	4	4	5	4	5	3	4	4	5	4	42
12	5	4	5	4	3	5	4	4	4	5	43
13	4	4	4	3	3	4	4	5	5	4	40
14	3	3	4	4	5	5	5	4	5	5	43
15	5	4	5	4	4	5	5	5	4	4	45

16	4	5	4	4	4	5	5	5	5	5	46
17	3	4	5	5	5	5	5	4	5	3	44
18	4	4	3	3	3	5	4	3	5	4	38
19	5	4	4	3	3	5	4	4	4	5	41
20	4	5	3	3	4	4	5	5	5	4	42
21	5	4	4	3	4	5	4	3	3	3	38
22	4	4	4	3	4	4	4	5	4	4	40
23	5	5	5	5	4	5	3	5	5	5	47
24	4	4	4	4	3	4	3	5	4	4	39
25	4	4	3	4	5	4	5	5	5	5	44
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27	5	5	4	4	3	4	4	4	5	4	42
28	3	4	3	4	3	3	3	4	5	5	37
29	5	5	4	4	3	4	4	4	4	5	42
30	3	4	3	4	4	3	3	3	3	3	33
31	4	4	5	5	4	3	4	4	2	4	39
32	4	4	3	4	4	2	3	3	4	4	35
33	4	5	5	4	3	3	3	4	4	3	38

34	5	5	3	3	3	2	3	4	5	4	37
35	4	4	3	4	3	2	3	3	4	2	32
36	5	5	3	4	3	3	3	5	4	3	38
37	4	4	3	4	3	4	4	5	5	4	40
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39	3	3	3	4	4	3	4	3	4	4	35
40	5	4	3	3	4	4	3	4	4	3	37
41	5	4	4	4	3	2	4	4	4	4	38
42	5	5	4	5	5	5	4	5	5	5	48
43	5	5	5	4	4	3	5	4	4	4	43
44	4	4	5	4	4	3	4	4	3	3	38
45	3	4	3	3	4	3	3	4	5	3	35
46	3	4	4	4	2	2	2	2	4	3	30
47	5	4	4	4	4	4	4	4	4	4	41
48	4	4	4	5	4	3	3	3	3	4	37
49	5	4	4	5	4	5	4	5	4	5	45
50	5	5	5	5	5	5	5	5	5	5	50
51	4	4	4	5	3	2	2	5	5	3	37

52	5	4	4	4	5	4	5	4	5	4	44
53	4	4	5	5	4	3	4	4	2	4	39
54	4	4	3	4	4	2	4	4	4	4	37
55	4	4	3	3	4	3	4	4	3	3	35
56	5	5	5	4	4	5	5	4	5	4	46
57	4	3	3	4	5	2	3	4	3	5	36
58	4	4	3	3	4	4	4	5	4	5	40
59	4	4	3	4	5	3	4	3	4	3	37
60	5	5	5	4	4	4	3	4	3	5	42
61	5	4	5	4	4	4	4	4	4	4	42
62	4	3	4	4	3	3	5	5	4	3	38
63	4	4	3	3	4	3	2	4	3	3	33
64	4	5	4	5	5	4	5	4	4	4	44
65	4	3	5	4	3	4	4	4	3	5	39
67	3	3	4	5	5	5	5	4	4	4	42
66	5	5	4	5	4	4	5	5	3	5	45
68	4	5	4	4	3	3	4	4	2	3	36
69	4	4	4	5	5	5	4	4	4	5	44

70	4	3	4	4	3	4	3	4	2	4	35
71	3	4	3	3	2	3	4	2	4	4	32
72	5	5	3	5	5	3	5	5	5	5	46
73	5	4	5	5	4	3	4	4	3	4	41
74	5	5	3	4	5	4	4	5	3	3	41
75	4	4	5	5	5	4	5	4	4	3	43
76	4	4	4	5	4	3	5	5	4	4	42
77	4	4	4	5	4	3	3	3	4	3	37
78	3	3	3	2	2	2	3	3	3	3	27
79	4	4	4	4	3	3	3	3	2	2	32
80	4	3	4	3	2	2	3	2	3	3	29
81	3	4	3	4	3	4	3	4	4	3	35
82	5	5	5	5	4	4	4	4	4	4	44
83	5	5	4	4	3	3	3	4	4	4	39
84	4	4	4	4	3	3	3	4	4	5	38
85	4	4	3	4	2	2	3	3	3	2	30
86	4	5	5	4	4	5	4	4	4	3	42
87	3	4	3	3	3	4	4	5	5	4	38

88	4	4	3	3	4	4	4	2	3	2	33
89	5	5	5	5	5	5	4	4	5	5	48
90	3	4	4	3	3	3	3	4	3	4	34
91	4	4	4	4	4	3	3	3	4	3	36
92	4	4	4	4	3	3	3	5	3	3	36
93	5	4	5	5	4	5	5	4	5	5	47
94	3	4	4	5	4	2	3	3	4	4	36
95	4	3	5	5	4	2	4	5	5	5	42
96	4	5	5	5	4	2	4	4	2	2	37

Lampiran 4

R tabel

Interval Kepercayaan			Interval Kepercayaan			Interval Kepercayaan		
n	95%	99%	n	95%	99%	n	95%	99%
3	0,997	0,999	26	0,388	0,496	55	0,266	0,345
4	0,950	0,990	27	0,381	0,487	60	0,254	0,330
5	0,878	0,959	28	0,374	0,478	65	0,244	0,317
6	0,811	0,917	29	0,367	0,470	70	0,235	0,306
7	0,754	0,874	30	0,361	0,463	75	0,227	0,296
8	0,707	0,874	31	0,355	0,456	80	0,220	0,286
9	0,666	0,798	32	0,349	0,449	85	0,213	0,278
10	0,632	0,765	33	0,344	0,442	90	0,207	0,270
11	0,602	0,735	34	0,339	0,436	95	0,202	0,263
12	0,576	0,708	35	0,334	0,430	100	0,195	0,256
13	0,553	0,684	36	0,329	0,424	125	0,176	0,230
14	0,532	0,661	37	0,325	0,418	150	0,157	0,210
15	0,514	0,641	38	0,320	0,413	175	0,148	0,194
16	0,497	0,623	39	0,316	0,408	200	0,138	0,181
17	0,482	0,606	40	0,312	0,403	300	0,113	0,148
18	0,468	0,590	41	0,308	0,396	400	0,098	0,128
19	0,456	0,575	42	0,304	0,393	500	0,088	0,115
20	0,444	0,561	43	0,301	0,389	600	0,080	0,105
21	0,433	0,549	44	0,297	0,384	700	0,074	0,097
22	0,423	0,537	45	0,294	0,380	800	0,070	0,091
23	0,413	0,526	46	0,291	0,276	900	0,065	0,086
24	0,404	0,515	47	0,288	0,372	000	0,062	0,081
25	0,396	0,505	48	0,284	0,368			
			49	0,281	0,364			
			50	0,297	0,361			

Lampiran 5

t tabel

df	t.100	t.050	t.025	t.010	t.005
1	3.078	6.314	12.706	31.821	63.657
2	1.886	2.920	4.303	6.965	9.925
3	1.638	2.353	3.182	4.541	5.841
4	1.533	2.132	2.776	3.747	4.604
5	1.476	2.015	2.571	3.365	4.032
6	1.44	1.943	2.447	3.143	3.707
7	1.415	1.895	2.365	2.998	3.499
8	1.397	1.860	2.306	2.896	3.355
9	1.383	1.833	2.262	2.821	2.250
10	1.372	1.812	2.228	2.764	3.169
11	1.363	1.796	2.201	2.718	3.106
12	1.356	1.782	2.179	2.681	3.055
13	1.35	1.771	2.160	2.65	3.012
14	1.345	1.761	2.145	2.624	2.977
15	1.341	1.753	2.131	2.602	2.947
16	1.337	1.746	2.12	2.583	2.921
17	1.333	1.74	2.11	2.567	2.898
18	1.33	1.734	2.101	2.552	2.878
19	1.328	1.729	2.093	2.539	2.861
20	1.325	1.725	2.086	2.528	2.845
21	1.323	1.721	2.08	2.518	2.831
22	1.321	1.717	2.074	2.508	2.819
23	1.319	1.714	2.069	2.500	2.807
24	1.318	1.711	2.064	2.492	2.797
25	1.316	1.708	2.06	2.485	2.787
26	1.315	1.706	2.056	2.479	2.779
27	1.314	1.703	2.052	2.473	2.771
28	1.313	1.701	2.048	2.467	2.763
29	1.311	1.699	2.045	2.462	2.756
30	1.310	1.697	2.042	2.457	2.75
35	1.306	1.69	2.030	2.438	2.724
40	1.303	1.684	2.021	2.423	2.705
45	1.301	1.679	2.014	2.412	2.690
50	1.299	1.676	2.009	2.403	2.678
60	1.296	1.671	2.000	2.390	2.66
70	1.294	1.667	1.994	2.381	2.648
80	1.292	1.664	1.990	2.374	2.639
90	1.291	1.662	1.987	2.369	2.632
100	1.290	1.660	1.984	2.364	2.626
120	1.289	1.658	1.980	2.358	2.617
140	1.288	1.656	1.977	2.353	2.611
160	1.287	1.654	1.975	2.350	2.607
180	1.286	1.653	1.973	2.347	2.603
200	1.286	1.653	1.972	2.345	2.601
∞	1.282	1.645	1.960	2.326	2.576

Lampiran 6

F tabel

df untuk penyebut (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.90	1.86	1.83	1.80	1.78
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94	1.89	1.86	1.83	1.80	1.78
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.78
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.83	1.80	1.77
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93	1.89	1.86	1.82	1.80	1.77
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93	1.89	1.85	1.82	1.80	1.77
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93	1.89	1.85	1.82	1.79	1.77
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93	1.89	1.85	1.82	1.79	1.77
101	3.94	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.93	1.88	1.85	1.82	1.79	1.77
102	3.93	3.09	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.77
103	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
104	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.82	1.79	1.76
105	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.85	1.81	1.79	1.76
106	3.93	3.08	2.69	2.46	2.30	2.19	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
107	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.79	1.76
108	3.93	3.08	2.69	2.46	2.30	2.18	2.10	2.03	1.97	1.92	1.88	1.84	1.81	1.78	1.76
109	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
110	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
111	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.97	1.92	1.88	1.84	1.81	1.78	1.76
112	3.93	3.08	2.69	2.45	2.30	2.18	2.09	2.02	1.96	1.92	1.88	1.84	1.81	1.78	1.76
113	3.93	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.92	1.87	1.84	1.81	1.78	1.76
114	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
115	3.92	3.08	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
116	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.81	1.78	1.75
117	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
118	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.84	1.80	1.78	1.75
119	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
120	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.78	1.75
121	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
122	3.92	3.07	2.68	2.45	2.29	2.17	2.09	2.02	1.96	1.91	1.87	1.83	1.80	1.77	1.75
123	3.92	3.07	2.68	2.45	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
124	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
125	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.96	1.91	1.87	1.83	1.80	1.77	1.75
126	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.87	1.83	1.80	1.77	1.75
127	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
128	3.92	3.07	2.68	2.44	2.29	2.17	2.08	2.01	1.95	1.91	1.86	1.83	1.80	1.77	1.75
129	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
130	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
131	3.91	3.07	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.80	1.77	1.74
132	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
133	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
134	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.83	1.79	1.77	1.74
135	3.91	3.06	2.67	2.44	2.28	2.17	2.08	2.01	1.95	1.90	1.86	1.82	1.79	1.77	1.74

Lampiran 7

Karakteristik responden berdasarkan jenis kelamin

Jenis Kelamin				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Perempuan	50	52.1	52.1
	Laki-laki	46	47.9	100.0
	Total	96	100.0	100.0

Karakteristik responden berdasarkan usia

Usia				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19	1	1.0	1.0
	20	11	11.5	12.5
	21	22	22.9	35.4
	22	13	13.5	49.0
	23	9	9.4	58.3
	24	8	8.3	66.7
	25	9	9.4	76.0
	26	7	7.3	83.3
	27	4	4.2	87.5
	28	4	4.2	91.7
	29	3	3.1	94.8
	30	1	1.0	95.8
	33	1	1.0	96.9
	34	2	2.1	99.0
	35	1	1.0	100.0
	Total	96	100.0	100.0

Karakteristik responden berdasarkan Pendidikan Terakhir

Pendidikan Terakhir

	Frequency	Percent	Valid Percent	Cumulative Percent
SMA/SMK	52	54.2	54.2	54.2
Diploma	11	11.5	11.5	65.6
Valid S1	32	33.3	33.3	99.0
S2	1	1.0	1.0	100.0
Total	96	100.0	100.0	

Karakteristik responden berdasarkan Pekerjaan

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Mahasiswa	46	47.9	47.9	47.9
PNS	6	6.3	6.3	54.2
Pegawai Suwasta	32	33.3	33.3	87.5
Valid Wirausaha	8	8.3	8.3	95.8
Ibu Rumah Tangga	2	2.1	2.1	97.9
Belum Bekerja	2	2.1	2.1	100.0
Total	96	100.0	100.0	

Karakteristik responden berdasarkan Tipe Merek Smartphone Samsung

Tipe Merek Samsung

	Frequency	Percent	Valid Percent	Cumulative Percent
Samsung Galaxy V Plus	10	10.4	10.4	10.4
Samsung Galaxy Grend Prime Plus	18	18.8	18.8	29.2
Samsung A3	14	14.6	14.6	43.8
Valid Samsung Galaxy J5 Prime	23	24.0	24.0	67.7
Samsung Galaxy J7 Prime	12	12.5	12.5	80.2
Samsung Galaxy J3	11	11.5	11.5	91.7
Samsung Galaxy Ace J4	8	8.3	8.3	100.0
Total	96	100.0	100.0	

Lampiran 8

Hasil Jawaban Responden Variabel (X₁)

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
3	9	9.4	9.4	9.4
Valid 4	45	46.9	46.9	56.3
5	42	43.8	43.8	100.0
Total	96	100.0	100.0	

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	12	12.5	12.5	12.5
Valid 3	19	19.8	19.8	32.3
4	45	46.9	46.9	79.2
5	20	20.8	20.8	100.0
Total	96	100.0	100.0	

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.2	4.2	4.2
Valid 3	19	19.8	19.8	24.0
4	46	47.9	47.9	71.9
5	27	28.1	28.1	100.0
Total	96	100.0	100.0	

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
Valid 2	8	8.3	8.3	9.4
3	31	32.3	32.3	41.7
4	42	43.8	43.8	85.4
5	14	14.6	14.6	100.0
Total	96	100.0	100.0	

Hasil Jawaban Responden Variabel (X₂)

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.1	2.1	2.1
3	24	25.0	25.0	27.1
Valid 4	50	52.1	52.1	79.2
5	20	20.8	20.8	100.0
Total	96	100.0	100.0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	20	20.8	20.8	21.9
Valid 4	46	47.9	47.9	69.8
5	29	30.2	30.2	100.0
Total	96	100.0	100.0	

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.1	2.1	2.1
3	21	21.9	21.9	24.0
Valid 4	51	53.1	53.1	77.1
5	22	22.9	22.9	100.0
Total	96	100.0	100.0	

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
3	19	19.8	19.8	19.8
Valid 4	48	50.0	50.0	69.8
5	29	30.2	30.2	100.0
Total	96	100.0	100.0	

X2.5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.2	4.2	4.2
3	27	28.1	28.1	32.3
Valid 4	46	47.9	47.9	80.2
5	19	19.8	19.8	100.0
Total	96	100.0	100.0	

X2.6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.1	2.1	2.1
3	31	32.3	32.3	34.4
Valid 4	49	51.0	51.0	85.4
5	14	14.6	14.6	100.0
Total	96	100.0	100.0	

X2.7

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	27	28.1	28.1	29.2
Valid 4	45	46.9	46.9	76.0
5	23	24.0	24.0	100.0
Total	96	100.0	100.0	

X2.8

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	28	29.2	29.2	30.2
Valid 4	43	44.8	44.8	75.0
5	24	25.0	25.0	100.0
Total	96	100.0	100.0	

X2.9

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.1	2.1	2.1
3	24	25.0	25.0	27.1
Valid 4	52	54.2	54.2	81.3
5	18	18.8	18.8	100.0
Total	96	100.0	100.0	

X2.10

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.1	2.1	2.1
2	3	3.1	3.1	5.2
Valid 3	26	27.1	27.1	32.3
4	48	50.0	50.0	82.3
5	17	17.7	17.7	100.0
Total	96	100.0	100.0	

X2.11

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.1	2.1	2.1
2	3	3.1	3.1	5.2
Valid 3	35	36.5	36.5	41.7
4	34	35.4	35.4	77.1
5	22	22.9	22.9	100.0
Total	96	100.0	100.0	

X2.12

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	2	2.1	2.1	3.1
Valid 3	38	39.6	39.6	42.7
4	41	42.7	42.7	85.4
5	14	14.6	14.6	100.0
Total	96	100.0	100.0	

X2.13

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	1	1.0	1.0	2.1
Valid 3	33	34.4	34.4	36.5
4	46	47.9	47.9	84.4
5	15	15.6	15.6	100.0
Total	96	100.0	100.0	

X2.14

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.2	4.2	4.2
3	14	14.6	14.6	18.8
Valid 4	48	50.0	50.0	68.8
5	30	31.3	31.3	100.0
Total	96	100.0	100.0	

Hasil Jawaban Responden Variabel (Y)**Y1**

	Frequency	Percent	Valid Percent	Cumulative Percent
3	15	15.6	15.6	15.6
Valid 4	46	47.9	47.9	63.5
5	35	36.5	36.5	100.0
Total	96	100.0	100.0	

Y2

	Frequency	Percent	Valid Percent	Cumulative Percent
3	12	12.5	12.5	12.5
Valid 4	56	58.3	58.3	70.8
5	28	29.2	29.2	100.0
Total	96	100.0	100.0	

Y3

	Frequency	Percent	Valid Percent	Cumulative Percent
3	30	31.3	31.3	31.3
4	39	40.6	40.6	71.9
Valid 5	27	28.1	28.1	100.0
Total	96	100.0	100.0	

Y4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	19	19.8	19.8	20.8
Valid 4	49	51.0	51.0	71.9
5	27	28.1	28.1	100.0
Total	96	100.0	100.0	

Y5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.2	5.2	5.2
3	28	29.2	29.2	34.4
Valid 4	45	46.9	46.9	81.3
5	18	18.8	18.8	100.0
Total	96	100.0	100.0	

Y6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	14	14.6	14.6	14.6
3	29	30.2	30.2	44.8
Valid 4	30	31.3	31.3	76.0
5	23	24.0	24.0	100.0
Total	96	100.0	100.0	

Y7

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.1	3.1	3.1
3	31	32.3	32.3	35.4
Valid 4	40	41.7	41.7	77.1
5	22	22.9	22.9	100.0
Total	96	100.0	100.0	

Y8

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.2	4.2	4.2
3	16	16.7	16.7	20.8
Valid 4	50	52.1	52.1	72.9
5	26	27.1	27.1	100.0
Total	96	100.0	100.0	

Y9

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6.3	6.3	6.3
3	19	19.8	19.8	26.0
Valid 4	41	42.7	42.7	68.8
5	30	31.3	31.3	100.0
Total	96	100.0	100.0	

Y10

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.2	5.2	5.2
3	28	29.2	29.2	34.4
Valid 4	34	35.4	35.4	69.8
5	29	30.2	30.2	100.0
Total	96	100.0	100.0	

Lampiran 9

Uji Validitas Variabel X1

Correlations

		X1.1	X1.2	X1.3	X1.4	Perceived Quality
X1.1	Pearson Correlation	1	.050	.301	.452*	.669**
	Sig. (2-tailed)		.792	.105	.012	.000
	N	30	30	30	30	30
X1.2	Pearson Correlation	.050	1	.401*	.160	.555**
	Sig. (2-tailed)	.792		.028	.398	.001
	N	30	30	30	30	30
X1.3	Pearson Correlation	.301	.401*	1	.371*	.722**
	Sig. (2-tailed)	.105	.028		.044	.000
	N	30	30	30	30	30
X1.4	Pearson Correlation	.452*	.160	.371*	1	.778**
	Sig. (2-tailed)	.012	.398	.044		.000
	N	30	30	30	30	30
Perceived Quality	Pearson Correlation	.669**	.555**	.722**	.778**	1
	Sig. (2-tailed)	.000	.001	.000	.000	
	N	30	30	30	30	30

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

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

Uji Validitas Variabel 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	Negara Asal
X2.1	Pearson Correlation	1	.567**	.716**	.076	.097	.537**	.290	.450*	.389*	.260	.086	.079	.097	.253	.517**
	Sig. (2-tailed)		.001	.000	.691	.608	.002	.121	.013	.033	.166	.653	.680	.608	.178	.003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.567**	1	.451*	.271	.487**	.597**	.419*	.305	.296	.338	-.015	.253	.155	.217	.570**
	Sig. (2-tailed)	.001		.012	.148	.006	.001	.021	.101	.112	.067	.935	.178	.413	.249	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.716**	.451*	1	.052	.223	.515**	.414*	.589**	.412*	.308	.333	.046	.179	.250	.596**
	Sig. (2-tailed)	.000	.012		.785	.236	.004	.023	.001	.024	.098	.073	.808	.345	.183	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.076	.271	.052	1	.419*	.432*	.257	.453*	.151	.594**	.133	.085	.470**	.515**	.548**
	Sig. (2-tailed)	.691	.148	.785		.021	.017	.170	.012	.426	.001	.483	.656	.009	.004	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.097	.487**	.223	.419*	1	.585**	.535**	.347	.275	.571**	.376*	.382*	.474**	.246	.678**
	Sig. (2-tailed)	.608	.006	.236	.021		.001	.002	.060	.141	.001	.041	.037	.008	.191	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.537**	.597**	.515**	.432*	.585**	1	.542**	.436*	.228	.551**	.293	.245	.416*	.336	.739**
	Sig. (2-tailed)	.002	.001	.004	.017	.001		.002	.016	.225	.002	.116	.192	.022	.069	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	.290	.419*	.414*	.257	.535**	.542**	1	.632**	.440*	.581**	.558**	.458*	.710**	.380*	.799**
	Sig. (2-tailed)	.121	.021	.023	.170	.002	.002		.000	.015	.001	.001	.011	.000	.038	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.8	Pearson Correlation	.450*	.305	.589**	.453*	.347	.436*	.632**	1	.369*	.608**	.558**	.207	.610**	.432*	.778**

	Sig. (2-tailed)	.013	.101	.001	.012	.060	.016	.000		.045	.000	.001	.272	.000	.017	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.389*	.296	.412*	.151	.275	.228	.440*	.369*	1	.367*	.460*	.269	.356	.136	.544**
X2.9	Sig. (2-tailed)	.033	.112	.024	.426	.141	.225	.015	.045		.046	.011	.151	.054	.474	.002
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.260	.338	.308	.594**	.571**	.551**	.581**	.608**	.367*	1	.555**	.520**	.787**	.274	.828**
X2.10	Sig. (2-tailed)	.166	.067	.098	.001	.001	.002	.001	.000	.046		.001	.003	.000	.142	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.086	-.015	.333	.133	.376*	.293	.558**	.558**	.460*	.555**	1	.449*	.702**	.069	.638**
X2.11	Sig. (2-tailed)	.653	.935	.073	.483	.041	.116	.001	.001	.011	.001		.013	.000	.719	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.079	.253	.046	.085	.382*	.245	.458*	.207	.269	.520**	.449*	1	.428*	-.051	.500**
X2.12	Sig. (2-tailed)	.680	.178	.808	.656	.037	.192	.011	.272	.151	.003	.013		.018	.789	.005
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.097	.155	.179	.470**	.474**	.416*	.710**	.610**	.356	.787**	.702**	.428*	1	.393*	.772**
X2.13	Sig. (2-tailed)	.608	.413	.345	.009	.008	.022	.000	.000	.054	.000	.000	.018		.032	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.253	.217	.250	.515**	.246	.336	.380*	.432*	.136	.274	.069	-.051	.393*	1	.489**
X2.14	Sig. (2-tailed)	.178	.249	.183	.004	.191	.069	.038	.017	.474	.142	.719	.789	.032		.006
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.517**	.570**	.596**	.548**	.678**	.739**	.799**	.778**	.544**	.828**	.638**	.500**	.772**	.489**	1
Negara Asal	Sig. (2-tailed)	.003	.001	.001	.002	.000	.000	.000	.000	.002	.000	.000	.005	.000	.006	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

Uji Validitas Variabel Y

Correlations

	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10	Minat Beli
Y.1 Pearson Correlation	1	.413 [*]	.502 ^{**}	.079	-.187	.350	.087	.287	-.119	.122	.500 ^{**}
Y.1 Sig. (2-tailed)		.023	.005	.678	.322	.058	.647	.124	.533	.522	.005
Y.1 N	30	30	30	30	30	30	30	30	30	30	30
Y.2 Pearson Correlation	.413 [*]	1	.076	.341	-.170	.000	-.101	.221	.182	.180	.388 [*]
Y.2 Sig. (2-tailed)	.023		.689	.065	.368	1.000	.596	.240	.335	.342	.034
Y.2 N	30	30	30	30	30	30	30	30	30	30	30
Y.3 Pearson Correlation	.502 ^{**}	.076	1	.517 ^{**}	.191	.457 [*]	.177	.325	.000	.114	.664 ^{**}
Y.3 Sig. (2-tailed)	.005	.689		.003	.313	.011	.348	.080	1.000	.550	.000
Y.3 N	30	30	30	30	30	30	30	30	30	30	30
Y.4 Pearson Correlation	.079	.341	.517 ^{**}	1	.410 [*]	.180	.088	.138	.231	.197	.603 ^{**}
Y.4 Sig. (2-tailed)	.678	.065	.003		.024	.341	.642	.467	.220	.297	.000
Y.4 N	30	30	30	30	30	30	30	30	30	30	30
Y.5 Pearson Correlation	-.187	-.170	.191	.410 [*]	1	.155	.557 ^{**}	.119	.268	-.235	.415 [*]
Y.5 Sig. (2-tailed)	.322	.368	.313	.024		.414	.001	.531	.152	.211	.022
Y.5 N	30	30	30	30	30	30	30	30	30	30	30
Y.6 Pearson Correlation	.350	.000	.457 [*]	.180	.155	1	.329	.136	.166	.040	.560 ^{**}
Y.6 Sig. (2-tailed)	.058	1.000	.011	.341	.414		.075	.474	.381	.836	.001
Y.6 N	30	30	30	30	30	30	30	30	30	30	30
Y.7 Pearson Correlation	.087	-.101	.177	.088	.557 ^{**}	.329	1	.344	.198	.029	.556 ^{**}
Y.7 Sig. (2-tailed)	.647	.596	.348	.642	.001	.075		.062	.295	.880	.001
Y.7 N	30	30	30	30	30	30	30	30	30	30	30
Y.8 Pearson Correlation	.287	.221	.325	.138	.119	.136	.344	1	.227	.154	.584 ^{**}

	Sig. (2-tailed)	.124	.240	.080	.467	.531	.474	.062		.228	.418	.001
	N	30	30	30	30	30	30	30	30	30	30	30
Y.9	Pearson Correlation	-.119	.182	.000	.231	.268	.166	.198	.227	1	.169	.445 ⁺
	Sig. (2-tailed)	.533	.335	1.000	.220	.152	.381	.295	.228		.371	.014
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.122	.180	.114	.197	-.235	.040	.029	.154	.169	1	.366 ⁺
Y.10	Sig. (2-tailed)	.522	.342	.550	.297	.211	.836	.880	.418	.371		.047
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.500 ^{**}	.388 ⁺	.664 ^{**}	.603 ^{**}	.415 ⁺	.560 ^{**}	.556 ^{**}	.584 ^{**}	.445 ⁺	.366 ⁺	1
Minat Beli	Sig. (2-tailed)	.005	.034	.000	.000	.022	.001	.001	.001	.014	.047	
	N	30	30	30	30	30	30	30	30	30	30	30

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

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

Lampiran 10

Uji Reliabilitas X1

Reliability Statistics

Cronbach's Alpha	N of Items
.614	4

Uji Reliabilitas X2

Reliability Statistics

Cronbach's Alpha	N of Items
.888	14

Uji Reliabilitas Y

Reliability Statistics

Cronbach's Alpha	N of Items
.677	10

Lampiran 11

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Perceived Quality	Negara Asal	Minat Beli
N		96	96	96
Normal Parameters ^{a,b}	Mean	15.73	54.47	39.60
	Std. Deviation	2.115	6.152	4.723
	Absolute	.111	.084	.100
Most Extreme Differences	Positive	.106	.084	.081
	Negative	-.111	-.046	-.100
Kolmogorov-Smirnov Z		1.092	.822	.982
Asymp. Sig. (2-tailed)		.184	.508	.289

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 12

Uji Homogenitas

Test of Homogeneity of Variances

Minat Beli

Levene Statistic	df1	df2	Sig.
1.734	9	85	.094

Test of Homogeneity of Variances

Minat Beli

Levene Statistic	df1	df2	Sig.
1.173	19	69	.306

Lampiran 13

Uji Linieritas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat Beli * Perceived Quality		(Combined)	218.385	10	21.839	.977	.470
	Between Groups	Linearity	90.131	1	90.131	4.031	.048
		Deviation from Linearity	128.255	9	14.251	.637	.762
	Within Groups		1900.573	85	22.360		
	Total		2118.958	95			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat Beli * Negara Asal		(Combined)	827.119	26	31.812	1.699	.042
	Between Groups	Linearity	193.807	1	193.807	10.352	.002
		Deviation from Linearity	633.312	25	25.332	1.353	.163
	Within Groups		1291.839	69	18.722		
	Total		2118.958	95			

Lampiran 14

Koefisien Determinasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.329 ^a	.108	.089	4.508

a. Predictors: (Constant), Negara Asal, Perceived Quality

Lampiran 15

Uji Regresi Linier Berganda

Uji t

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	23.797	4.775		4.984	.000
1	Perceived Quality	.298	.227	.133	1.311	.193
	Negara Asal	.204	.078	.266	2.611	.011

a. Dependent Variable: Minat Beli

Lampiran 16

Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	228.742	2	114.371	5.627	.005 ^b
1	Residual	1890.216	93	20.325		
	Total	2118.958	95			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Negara Asal, Perceived Quality