

## Lampiran 1



### PENGANTAR KUESIONER

No. Responden

Kepada Yth.

Ibu/Saudari

Di tempat

Dengan hormat,

Dalam rangka penyelesaian penelitian untuk keperluan skripsi yang berjudul:

**“Pengaruh Inovasi Dan *Brand Image* Terhadap Keputusan  
Pembelian Produk Kosmetik Lip Cream After Beaute Di  
Bandar Lampung”**

Kuisisioner ini dibuat semata – mata untuk kepentingan peneliti dan kajian ilmiah, sehingga mohon kesediaan Ibu/Saudari untuk mengisi kuisisioner ini dengan sebenar – benarnya, akan sangat membantu obyektifitas hasil penelitian yang dilakukan. Demikian permohonan ini diajukan, atas perhatian dan partisipasinya saya mengucapkan terima kasih.

**Hormat saya,**

**Pramitha Rahman**

## KUESIONER PENELITIAN

Pertanyaan ini berguna dalam rangka penelitian skripsi yang berjudul :

### PENGARUH INOVASI PRODUK DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN PRODUK KOSMETIK LIP CREAM AFTER BEAUTE DI KOTA BANDAR LAMPUNG

Petunjuk pengisian daftar pertanyaan:

1. Jawablah pertanyaan/ Pernyataan dibawah ini dengan benar dan jujur
2. Pertanyaan/ Pernyataan harus dijawab semua jangan sampai ada yang terlewatkan, agar data dapat sepenuhnya di olah oleh peneliti.

#### BAGIAN I

##### *Screening Question*

1. Apakah anda pernah membeli produk *Lip cream After Beaute*?
  - Pernah
  - Tidak Pernah (cukup mengisi kuesioner sampai disini)

#### BAGIAN II

##### *Identitas Responden*

Isilah berdasarkan data diri Saudara/i dengan memberi tanda (√) pada jawaban yang telah disediakan

1. Nama :

.....

2. Usia

- 17-20 tahun       26-30 tahun
- 21-25 tahun

3. Pekerjaan

- Pegawai Negeri Sipil       Karyawan Swasta       Mahasiswa
- Make-Up Artist (MUA)       Wiraswasta       Lainnya

4. Pendapat Perbulan

- <Rp.1.000.000
- Rp.1.000.000 – Rp.2.500.000
- Rp.2.500.000 – Rp.4.500.000
- >Rp. 4.500.000

Jumlah pembelian produk Produk *Lip cream After Beaute* ?

- 1 kali
- 2 kali
- 3 kali
- > 3 kali

**BAGIAN III**

**Petunjuk Pengisian Kuesioner :**

1. Pilihlah jawaban pertanyaan dibawah ini yang sesuai dengan kondisi sebenarnya.
2. Saudara dapat memberikan tanda (√) pada kolom yang telah disediakan sebagai jawaban yang menurut anda paling sesuai.
3. Pilihlah salah satu jawaban yang menurut anda paling tepat pada kolom jawaban dengan ketentuan sebagai berikut:
  - 1) Sangat Setuju (SS)
  - 2) Setuju (S)
  - 3) Netral (N)
  - 4) Tidak Setuju (TS)
  - 5) Sangat Tidak Setuju (STS)

<b>Inovasi Produk (X<sub>1</sub>)</b>						
<b>NO</b>	<b>PERNYATAAN</b>	<b>SS</b>	<b>S</b>	<b>N</b>	<b>TS</b>	<b>STS</b>
	<b>Fitur produk</b>					
1.	Produk lip cream after beaute terbuat dari bahan yang mampu menjaga kelembapan bibir					
2.	Produk lip cream after beaute memiliki aroma khas yang berbeda dari produk sejenis lainnya.					
3.	Produk lip cream after beaute berformulasi semi transfer-proof sehingga mudah dihapus					
	<b>Kualitas Produk</b>					
4.	Produk lip cream after beaute sangat mudah di digunakan dibibir					
5.	Produk lip cream after beaute memiliki daya tahan yang baik					
6.	Produk lip cream after beaute bila dipakai tidak cepat luntur					
	<b>Desain Produk</b>					
7.	Produk lip cream after beaute memiliki model produk yang cukup praktis					
8.	Produk lip cream after beaute desain dan kombinasi warnanya sangat serasi					
9.	Produk lip cream after beaute memiliki ukuran yang sesuai dengan yang saya inginkan					

<i>Brand Image (X2)</i>						
NO	PERNYATAAN	SS	S	N	TS	STS
	<b>Pengenalan (<i>Recognition</i>)</b>					
1.	Saya mengetahui produk kosmetik lip cream After Beaute dengan baik.					
2.	Logo produk lip cream after beaute mudah untuk di kenali					
3.	Packaging pada produk lip cream after beaute mudah untuk dikenali.					
	<b>Reputasi (<i>Reputation</i>)</b>					
4.	Produk lip cream after beaute populer					
5.	Produk lip cream after beaute merupakan produk yang aman untuk di gunakan.					
6.	Produk lip cream after beaute memiliki produk yang berkualitas					
	<b>Daya tarik (<i>Affinity</i>)</b>					
7.	Produk lip cream after beaute memiliki harga yang terjangkau.					
8.	Produk lip cream After Beaute menawarkan keberagaman variasi warna yang memunculkan banyak pilihan					
9.	Kemasan produk after beaute terkesan mewah menarik perhatian saya.					
	<b>Kesetiaan (<i>Loyalty</i>)</b>					
10.	Saya akan terus menggunakan produk lip cream after beaute.					
11.	Saya akan merekomendasikan produk lip cream after beaute kepada orang lain.					
12.	Saya menganggarkan biaya per bulan untuk membeli ulang produk ini.					

Keputusan Pembelian (Y)						
NO	PERNYATAAN	SS	S	N	TS	STS
	<b>Pilihan Produk</b>					
1.	Lip cream after beaute memiliki produk yang sesuai dengan apa yang saya butuhkan .					
2.	Saya memutuskan pembelian produk lip cream After Beaute karena memiliki banyak varian warna produk.					
3.	Saya percaya produk lip cream after beaute memiliki kualitas yang baik dibandingkan merek lainnya.					
	<b>Pilihan Merek</b>					
4.	Saya menggunakan produk lip cream after beaute karena produk tersebut merupakan produk kecantikan yang sedang populer saat ini.					
5.	Saya melakukan keputusan pembelian karena saya percaya lip cream after beaute aman untuk saya gunakan.					
6.	Saya menggunakan lip cream after beaute karena saya percaya memiliki manfaat yang membuat bibir saya lebih sehat dibandingkan merek lainnya					
	<b>Pilihan Penyalur</b>					
7.	Saya melakukan keputusan pembelian produk lip cream after beaute pada penyalur yang menjual produk lipcream after beaute resmi.					
8.	Saya melakukan keputusan pembelian produk lip cream after beaute setelah memilih penyalur yang menjual dengan harga yang lebih murah.					
9.	Saya melakukan keputusan pembelian pada produk lip cream after beaute karena sangat mudah untuk didapat.					
	<b>Waktu Pembelian</b>					
10.	Saya melakukan keputusan pembelian produk lip cream after beaute pada saat ada potongan harga.					
11.	Saya melakukan keputusan pembelian produk lip cream after beaute sesuai dengan jam oprasional store.					
12.	Saya melakukan keputusan pembelian disaat produk lip cream after beaute yang saya gunakan sudah habis.					
	<b>Jumlah Pembelian</b>					
13.	Saya melakukan keputusan pembelian lip cream after beaute sesuai dengan jumlah produk yang saya inginkan .					
14.	Saya melakukan keputusan pembelian lip cream after beaute sesuai dengan yang di butuhkan oleh bibir saya .					

15.	Saya melakukan jumlah pembelian yang cukup banyak apabila saya sudah merasa cocok pada produk lip cream after beaute					
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**Lampiran 2**  
**Hasil Jawaban Responden**  
**Inovasi Produk (X1)**

No	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9
1	5	4	5	5	5	4	5	4	5
2	5	5	4	5	4	5	4	4	4
3	4	4	4	4	4	5	5	5	5
4	3	5	4	5	5	5	5	5	5
5	4	5	5	5	4	5	5	5	3
6	5	4	4	4	5	5	4	4	5
7	3	4	2	3	2	2	4	4	3
8	5	5	5	5	4	4	4	4	5
9	4	4	5	5	5	5	5	5	5
10	4	4	5	3	4	4	4	3	5
11	5	5	5	5	5	5	5	5	5
12	3	4	5	3	4	3	5	4	3
13	5	5	5	5	5	5	4	4	3
14	4	5	4	5	5	4	5	4	4
15	3	3	3	3	3	4	4	3	3
16	5	5	5	5	5	5	5	5	5
17	4	4	4	4	3	3	3	3	4
18	4	4	5	5	4	4	5	5	4
19	4	5	5	4	4	4	5	5	4
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22	4	3	4	5	4	3	4	4	3
23	4	3	5	5	4	4	4	5	5
24	3	3	3	3	3	3	4	3	3
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26	3	4	3	4	3	4	3	3	3
27	5	5	5	5	5	5	5	5	5
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29	1	3	5	5	5	4	5	4	4
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31	4	5	5	5	4	4	5	5	4
32	4	4	4	4	4	3	3	5	3
33	4	3	3	4	4	4	4	4	3
34	4	4	5	5	4	4	4	4	4
35	5	5	2	5	4	4	4	4	4
36	4	3	3	4	3	3	3	3	3
37	5	5	4	4	4	5	4	5	4
38	5	4	4	5	4	4	4	5	4
39	5	5	5	5	4	4	5	4	5
40	5	5	4	5	5	4	4	4	5



41	5	5	5	5	5	4	5	4	5
42	3	3	3	1	4	3	2	3	2
43	3	3	3	3	3	3	3	4	4
44	3	4	4	4	4	4	3	3	3
45	4	3	3	5	4	4	5	5	5
46	5	4	4	3	5	4	4	3	4
47	5	5	5	5	5	5	5	5	5
48	4	5	4	5	3	3	5	5	5
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54	3	4	4	5	3	3	5	5	4
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62	4	4	4	3	3	3	4	5	3
63	4	4	2	5	5	5	4	5	3
64	5	5	5	5	5	5	5	5	5
65	4	4	4	4	5	4	3	5	5
66	4	5	5	5	4	4	4	4	5
67	4	4	4	4	4	4	4	4	4
68	3	4	3	5	4	4	5	5	5
69	4	4	3	5	4	4	4	5	5
70	3	3	3	3	3	3	3	3	3
71	5	5	5	5	5	5	5	5	5
72	3	3	4	4	3	3	3	3	3
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84	5	5	3	5	5	5	5	5	5
85	4	5	5	5	4	4	5	5	4
86	4	3	3	4	4	5	4	4	3
87	5	4	4	3	5	5	4	3	4

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90	4	4	5	5	4	5	4	4	4
91	5	5	5	5	5	4	5	5	5
92	4	5	4	5	3	4	5	5	5
93	4	4	4	4	4	3	4	4	4
94	3	3	3	3	3	4	3	3	3
95	5	5	5	5	5	5	5	5	5
96	4	4	3	4	3	5	4	4	3
97	5	5	4	5	5	4	5	5	5
98	4	4	4	4	4	4	3	5	3
99	4	4	4	5	4	5	4	4	4
100	4	3	4	4	4	5	5	5	5

**Brand Image (X2)**

No	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12
1	5	5	5	5	5	5	5	5	5	5	5	5
2	5	4	4	5	4	5	4	4	5	4	5	4
3	5	4	4	4	4	4	5	3	4	4	4	3
4	5	5	5	5	5	5	3	3	5	5	5	3
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6	4	5	5	3	5	5	5	5	4	5	5	4
7	3	2	2	3	4	3	3	4	3	1	3	2
8	4	5	4	4	5	5	4	5	4	4	5	4
9	4	4	5	5	5	5	3	5	5	4	4	5
10	4	5	3	5	3	4	5	5	5	5	4	4
11	5	5	5	5	5	5	5	5	5	5	5	5
12	3	3	3	3	3	3	3	3	3	3	3	3
13	3	5	5	5	5	4	4	4	4	5	5	5
14	4	5	5	5	5	5	5	5	5	5	5	5
15	3	3	5	2	4	3	3	3	4	3	5	4
16	5	5	5	5	5	5	5	5	5	5	5	5
17	3	3	3	3	4	4	4	3	3	3	3	3
18	4	4	5	5	4	4	5	3	4	3	3	3
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30	4	3	3	3	3	4	4	3	3	3	4	2
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38	4	4	5	4	5	5	4	5	5	5	4	4
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66	5	5	4	5	4	4	5	4	4	4	3	3
67	4	4	4	4	4	4	4	4	4	4	4	4

68	3	3	4	4	3	4	4	4	4	4	4	4	3
69	4	4	4	4	4	4	3	4	4	4	4	4	3
70	3	3	3	3	4	3	4	4	4	4	4	5	3
71	5	5	5	5	5	5	5	5	5	5	5	5	5
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75	4	4	5	4	4	5	4	4	4	5	4	5	4
76	5	5	5	5	5	5	5	5	5	5	5	5	5
77	5	5	5	5	5	5	5	5	5	5	5	5	5
78	5	4	5	5	5	4	4	4	4	5	5	4	5
79	4	4	5	4	5	5	5	5	5	5	4	4	4
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81	3	4	4	3	4	4	4	4	4	4	4	4	4
82	5	5	5	5	5	5	5	5	5	5	5	5	5
83	4	5	5	5	4	5	4	5	5	4	5	4	4
84	5	5	5	5	5	5	5	5	5	5	5	5	5
85	5	5	5	5	5	5	5	5	5	5	5	5	5
86	5	5	5	5	5	5	5	5	5	5	5	5	5
87	5	4	4	4	4	4	4	5	3	4	4	4	4
88	5	3	5	4	4	5	4	5	4	5	4	4	3
89	4	4	4	4	5	5	4	4	4	5	5	5	4
90	3	4	5	4	5	5	4	3	5	3	3	3	3
91	5	5	5	5	5	5	3	3	5	5	5	5	4
92	3	3	3	3	4	4	4	3	3	3	3	3	3
93	4	4	5	5	4	4	5	3	4	3	3	3	4
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96	5	5	5	5	5	5	5	5	5	5	5	5	5
97	3	4	4	3	4	3	4	3	5	3	4	4	5
98	5	4	5	4	5	3	4	3	5	3	4	4	3
99	5	4	4	5	4	5	4	3	5	4	5	5	4
100	4	4	5	4	5	3	5	3	5	3	4	4	4

### Keputusan Pembelian (Y)

No	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13	Y14	Y15
1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
2	4	5	5	5	4	4	5	4	5	3	5	4	5	5	4
3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	5	4	4	5	4	4	5	3	5	5	4	4	4	5	5
5	5	5	4	4	5	5	5	3	5	5	5	5	5	5	5

6	5	5	5	4	5	5	5	5	5	4	4	5	4	5	5
7	3	3	3	3	3	3	3	3	3	3	3	4	3	3	1
8	5	5	5	5	5	5	5	5	5	5	4	4	5	5	5
9	5	4	4	5	5	4	4	5	4	5	4	4	4	4	4
10	5	3	5	4	5	4	5	4	3	4	5	4	5	4	4
11	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
12	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
13	5	4	5	3	5	5	5	2	5	4	2	5	5	4	4
14	5	5	4	5	5	4	5	4	4	5	4	4	4	5	5
15	3	4	3	4	3	3	3	3	3	3	4	4	3	3	3
16	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
17	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
18	3	3	4	4	5	3	3	4	3	3	3	3	4	4	3
19	5	5	5	5	4	4	4	5	4	4	4	4	4	5	4
20	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4
21	5	5	4	5	5	5	4	5	5	5	5	5	5	5	5
22	3	3	4	4	3	3	3	4	4	4	4	3	4	4	4
23	5	4	5	4	4	4	4	3	4	4	5	4	4	5	4
24	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
25	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4
26	3	3	3	3	3	4	3	4	4	4	3	3	3	4	3
27	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
28	5	5	5	4	4	4	4	3	4	3	5	4	4	4	4
29	4	5	5	5	4	4	4	5	5	4	5	4	4	5	5
30	3	3	4	3	3	3	3	4	4	4	4	4	4	4	4
31	5	5	5	5	5	5	5	5	4	5	4	5	5	5	2
32	3	4	3	3	4	5	4	3	4	4	4	3	4	4	3
33	4	4	3	4	4	4	4	2	3	4	4	3	4	4	4
34	5	5	4	4	4	5	4	4	4	4	4	4	4	4	4
35	4	4	4	4	5	4	5	4	4	4	4	5	5	5	3
36	4	4	3	4	3	3	4	4	4	4	4	4	3	4	3
37	4	4	4	5	4	4	5	5	5	4	5	4	4	4	4
38	4	5	5	4	5	4	5	3	4	4	4	4	5	4	5
39	5	5	5	5	5	5	5	4	5	5	5	4	5	5	5
40	4	5	5	5	5	4	4	5	5	4	5	5	4	5	5
41	5	4	5	4	5	4	4	5	5	4	4	4	5	5	5
42	3	2	1	3	3	3	2	3	2	3	2	3	2	4	1
43	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
44	3	3	4	3	3	2	4	3	2	5	3	1	2	2	2
45	5	5	5	5	5	5	5	5	4	5	3	5	5	5	5
46	2	4	4	4	3	2	5	3	4	4	4	5	4	3	4

47	4	4	4	4	4	5	5	1	4	3	3	5	4	4	3
48	3	4	4	5	5	3	5	4	5	3	5	3	5	4	4
49	5	5	5	5	5	5	5	3	5	5	3	5	3	5	3
50	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
51	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
52	4	3	5	5	4	3	4	4	4	4	3	3	3	4	4
53	5	3	2	5	5	4	2	4	3	3	2	1	5	4	3
54	3	3	3	4	3	3	4	3	3	5	3	4	4	4	4
55	5	5	4	4	4	4	4	2	4	2	3	3	5	5	2
56	3	4	3	4	3	4	4	3	4	4	3	5	4	4	3
57	4	5	5	4	5	4	5	5	4	5	5	5	5	5	5
58	2	3	3	4	3	3	3	3	3	4	2	1	3	3	4
59	3	4	3	3	4	3	4	3	3	3	4	3	4	4	3
60	2	2	2	2	3	3	3	4	3	2	2	2	3	3	2
61	4	5	5	5	5	5	5	3	1	5	5	3	5	5	5
62	5	5	4	4	4	5	4	4	4	4	4	4	4	4	4
63	4	3	4	3	4	3	5	3	3	5	4	5	5	3	5
64	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
65	3	3	3	3	4	3	3	3	3	3	3	4	3	4	3
66	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4
67	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
68	4	4	3	4	3	3	3	3	3	5	4	4	4	4	3
69	4	4	4	4	4	3	4	4	4	4	4	3	4	4	3
70	4	3	3	4	4	4	3	3	4	4	4	4	4	4	4
71	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
72	4	3	3	3	3	3	3	3	3	3	4	4	4	4	3
73	4	3	3	3	4	3	4	4	4	3	4	4	3	3	3
74	5	4	4	4	5	5	5	5	5	5	5	5	5	5	4
75	5	5	4	4	5	4	4	2	3	2	3	4	3	4	2
76	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
77	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
78	4	3	5	4	5	4	5	5	5	4	5	4	4	4	5
79	5	5	3	4	4	4	4	3	5	5	5	4	4	4	4
80	3	4	5	5	5	4	5	4	5	4	5	3	5	5	5
81	4	4	4	4	3	4	3	4	4	3	4	4	4	4	4
82	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
83	4	5	5	4	5	4	5	5	5	5	4	5	4	4	4
84	5	5	5	5	5	5	5	1	5	5	5	5	5	5	5
85	5	5	5	5	5	5	5	5	4	5	4	5	5	5	3
86	4	4	3	4	4	4	4	3	3	4	4	3	4	4	4
87	2	4	4	4	3	2	5	3	4	4	4	5	4	3	4

88	2	3	3	4	3	3	3	3	3	4	2	1	3	3	4
89	4	3	4	3	4	3	5	3	3	5	4	5	5	3	5
90	5	5	4	4	4	5	4	4	4	4	4	4	4	4	4
91	4	4	4	4	4	5	5	1	4	3	3	5	4	4	3
92	3	4	4	5	5	3	5	4	5	3	5	3	5	4	4
93	3	4	3	3	4	3	4	3	3	3	4	3	4	4	3
94	4	3	4	5	3	4	3	4	3	4	4	3	3	3	4
95	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
96	3	4	3	4	3	4	4	3	4	4	3	5	4	4	3
97	4	5	5	4	5	4	5	5	4	5	5	5	5	5	5
98	3	4	3	3	4	5	4	3	4	4	4	3	4	4	3
99	5	5	3	4	4	4	4	3	5	5	5	4	4	4	4
100	4	5	5	4	5	4	5	5	5	5	4	5	4	4	4

### Lampiran 3

#### Hasil Data Karakteristik Responden

##### Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17-20 Tahun	16	16.0	16.0	16.0
	21-25 Tahun	70	70.0	70.0	86.0
	26-30 Tahun	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

##### Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Bekerja dan kuliah	1	1.0	1.0	1.0	
	Dancer, host , aktor	1	1.0	1.0	2.0	
	Honorer	1	1.0	1.0	3.0	
	karyawan swasta	3	3.0	3.0	6.0	
	Mahasiswa	60	60.0	60.0	66.0	
	Make-Up Artist (MUA)	7	7.0	7.0	73.0	
	Pegawai Negeri / Swasta	17	17.0	17.0	90.0	
	Pegawai toko	1	1.0	1.0	91.0	
	Pharmacy	1	1.0	1.0	92.0	
	Sales Promotion Girl	1	1.0	1.0	93.0	
	Siswa sma	1	1.0	1.0	94.0	
	Wiraswasta	6	6.0	6.0	100.0	
	Total		100	100.0	100.0	

##### Pendapatan Perbulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 1.000.000	56	56.0	56.0	56.0
	1.000.000 - 2.500.000	24	24.0	24.0	80.0
	2.500.000 - 4.500.000	16	16.0	16.0	96.0
	Lebih RP. 4.500.000	4	4.0	4.0	100.0
	Total		100	100.0	100.0

##### Jumlah Pembelian Produk Lipcream After Beaute

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Kali	53	53.0	53.0	53.0
	2 Kali	25	25.0	25.0	78.0
	3 Kali	6	6.0	6.0	84.0
	Lebih 3 Kali	16	16.0	16.0	100.0
	Total		100	100.0	100.0



## Lampiran 4

### Hasil Data Deskripsi Jawaban Responden Inovasi Produk (X1)

#### X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	3.00	20	20.0	20.0	21.0
	4.00	44	44.0	44.0	65.0
	5.00	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

#### X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	23	23.0	23.0	23.0
	4.00	41	41.0	41.0	64.0
	5.00	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

#### X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	2.00	7	7.0	7.0	9.0
	3.00	22	22.0	22.0	31.0
	4.00	37	37.0	37.0	68.0
	5.00	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

#### X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	3.00	15	15.0	15.0	16.0
	4.00	29	29.0	29.0	45.0
	5.00	55	55.0	55.0	100.0
	Total	100	100.0	100.0	

**X1.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	21	21.0	21.0	23.0
	4.00	41	41.0	41.0	64.0
	5.00	36	36.0	36.0	100.0
Total		100	100.0	100.0	

**X1.6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	22	22.0	22.0	23.0
	4.00	40	40.0	40.0	63.0
	5.00	37	37.0	37.0	100.0
Total		100	100.0	100.0	

**X1.7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	15	15.0	15.0	16.0
	4.00	40	40.0	40.0	56.0
	5.00	44	44.0	44.0	100.0
Total		100	100.0	100.0	

**X1.8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	21	21.0	21.0	21.0
	4.00	31	31.0	31.0	52.0
	5.00	48	48.0	48.0	100.0
Total		100	100.0	100.0	

**X1.9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	28	28.0	28.0	30.0
	4.00	26	26.0	26.0	56.0
	5.00	44	44.0	44.0	100.0
Total		100	100.0	100.0	

**Hasil Data Deskripsi Jawaban Responden *Brand Image* (X2)****X2.1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	2.00	1	1.0	1.0	4.0
	3.00	33	33.0	33.0	37.0
	4.00	30	30.0	30.0	67.0
	5.00	33	33.0	33.0	100.0
Total		100	100.0	100.0	

**X2.2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	5	5.0	5.0	6.0
	3.00	20	20.0	20.0	26.0
	4.00	34	34.0	34.0	60.0
	5.00	40	40.0	40.0	100.0
Total		100	100.0	100.0	

**X2.3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	4	4.0	4.0	4.0
	3.00	15	15.0	15.0	19.0
	4.00	28	28.0	28.0	47.0
	5.00	53	53.0	53.0	100.0
Total		100	100.0	100.0	

**X2.4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	7	7.0	7.0	8.0
	3.00	28	28.0	28.0	36.0
	4.00	28	28.0	28.0	64.0
	5.00	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

**X2.5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	1	1.0	1.0	2.0
	3.00	15	15.0	15.0	17.0
	4.00	33	33.0	33.0	50.0
	5.00	50	50.0	50.0	100.0
		Total	100	100.0	100.0

**X2.6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	22	22.0	22.0	25.0
	4.00	29	29.0	29.0	54.0
	5.00	46	46.0	46.0	100.0
		Total	100	100.0	100.0

**X2.7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	1	1.0	1.0	2.0
	3.00	26	26.0	26.0	28.0
	4.00	29	29.0	29.0	57.0
	5.00	43	43.0	43.0	100.0
		Total	100	100.0	100.0

**X2.8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	29	29.0	29.0	29.0
	4.00	28	28.0	28.0	57.0
	5.00	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

**X2.9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	19	19.0	19.0	19.0
	4.00	27	27.0	27.0	46.0
	5.00	54	54.0	54.0	100.0
	Total	100	100.0	100.0	

**X2.10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	4	4.0	4.0	5.0
	3.00	28	28.0	28.0	33.0
	4.00	28	28.0	28.0	61.0
	5.00	39	39.0	39.0	100.0
		Total	100	100.0	100.0

**X2.11**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	3	3.0	3.0	4.0
	3.00	24	24.0	24.0	28.0
	4.00	29	29.0	29.0	57.0
	5.00	43	43.0	43.0	100.0
		Total	100	100.0	100.0

**X2.12**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	2.00	6	6.0	6.0	9.0
	3.00	30	30.0	30.0	39.0
	4.00	29	29.0	29.0	68.0
	5.00	32	32.0	32.0	100.0
Total		100	100.0	100.0	

**Hasil Data Deskripsi Jawaban Responden Keputusan Pembelian (Y)****Y1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	5	5.0	5.0	5.0
	3.00	24	24.0	24.0	29.0
	4.00	31	31.0	31.0	60.0
	5.00	40	40.0	40.0	100.0
Total		100	100.0	100.0	

**Y2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	25	25.0	25.0	27.0
	4.00	31	31.0	31.0	58.0
	5.00	42	42.0	42.0	100.0
Total		100	100.0	100.0	

**Y3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	2	2.0	2.0	3.0
	3.00	27	27.0	27.0	30.0
	4.00	32	32.0	32.0	62.0
	5.00	38	38.0	38.0	100.0
Total		100	100.0	100.0	

**Y4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	20	20.0	20.0	21.0
	4.00	44	44.0	44.0	65.0
	5.00	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

**Y5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	25	25.0	25.0	25.0
	4.00	32	32.0	32.0	57.0
	5.00	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

**Y6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	28	28.0	28.0	31.0
	4.00	37	37.0	37.0	68.0
	5.00	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

**Y7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	20	20.0	20.0	22.0
	4.00	33	33.0	33.0	55.0
	5.00	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

**Y8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	2.00	4	4.0	4.0	7.0
	3.00	36	36.0	36.0	43.0
	4.00	27	27.0	27.0	70.0
	5.00	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

**Y9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	1.0	1.0	1.0
	2.00	2	2.0	2.0	3.0
	3.00	25	25.0	25.0	28.0
	4.00	37	37.0	37.0	65.0
	5.00	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

**Y10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	3.0	3.0	3.0
	3.00	22	22.0	22.0	25.0
	4.00	38	38.0	38.0	63.0
	5.00	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

**Y11**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	6	6.0	6.0	6.0
	3.00	20	20.0	20.0	26.0
	4.00	41	41.0	41.0	67.0
	5.00	33	33.0	33.0	100.0
	Total	100	100.0	100.0	



**Y12**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	4.0	4.0	4.0
	2.00	1	1.0	1.0	5.0
	3.00	23	23.0	23.0	28.0
	4.00	36	36.0	36.0	64.0
	5.00	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

**Y13**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	2	2.0	2.0	2.0
	3.00	18	18.0	18.0	20.0
	4.00	42	42.0	42.0	62.0
	5.00	38	38.0	38.0	100.0
	Total	100	100.0	100.0	

**Y14**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	1	1.0	1.0	1.0
	3.00	16	16.0	16.0	17.0
	4.00	46	46.0	46.0	63.0
	5.00	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

**Y15**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	2.00	5	5.0	5.0	7.0
	3.00	26	26.0	26.0	33.0
	4.00	36	36.0	36.0	69.0
	5.00	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

## Lampiran 5

### Hasil Pengujian Validitas

### Inovasi Produk (X1)

		Correlations										
		Inovasi Produk	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	Inovasi Produk	
Inovasi Produk	Pearson Correlation	1	.537**	.143	.403*	.407*	.473**	.058	.230	.466**	.611**	
	Sig. (2-tailed)		.002	.453	.027	.026	.008	.761	.221	.010	.000	
	N	30	30	30	30	30	30	30	30	30	30	
X1.2	Pearson Correlation	.537**	1	.113	.454*	.402*	.545**	.343	.477**	.340	.657**	
	Sig. (2-tailed)	.002		.552	.012	.028	.002	.064	.008	.066	.000	
	N	30	30	30	30	30	30	30	30	30	30	
X1.3	Pearson Correlation	.143	.113	1	.348	.427**	.287	.311	.234	.267	.525**	
	Sig. (2-tailed)	.453	.552		.059	.018	.124	.094	.212	.154	.003	
	N	30	30	30	30	30	30	30	30	30	30	
X1.4	Pearson Correlation	.403*	.454*	.348	1	.663**	.631**	.364*	.535**	.463**	.773**	
	Sig. (2-tailed)	.027	.012	.059		.000	.000	.049	.002	.010	.000	
	N	30	30	30	30	30	30	30	30	30	30	
X1.5	Pearson Correlation	.407*	.402*	.427**	.663**	1	.698**	.627**	.487**	.607**	.840**	
	Sig. (2-tailed)	.026	.028	.018	.000		.000	.000	.006	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	
X1.6	Pearson Correlation	.473**	.545**	.287	.631**	.698**	1	.401*	.463**	.577**	.807**	
	Sig. (2-tailed)	.008	.002	.124	.000	.000		.028	.010	.001	.000	
	N	30	30	30	30	30	30	30	30	30	30	
X1.7	Pearson Correlation	.058	.343	.311	.364*	.627**	.401*	1	.739**	.391*	.640**	
	Sig. (2-tailed)	.761	.064	.094	.048	.000	.028		.000	.033	.000	
	N	30	30	30	30	30	30	30	30	30	30	
X1.8	Pearson Correlation	.230	.477**	.234	.535**	.487**	.463**	.739**	1	.473**	.712**	
	Sig. (2-tailed)	.221	.008	.212	.002	.006	.010	.000		.008	.000	
	N	30	30	30	30	30	30	30	30	30	30	
X1.9	Pearson Correlation	.466**	.340	.267	.463**	.607**	.577**	.391*	.473**	1	.733**	
	Sig. (2-tailed)	.010	.066	.154	.010	.000	.001	.033	.008		.000	
	N	30	30	30	30	30	30	30	30	30	30	
Inovasi Produk	Pearson Correlation	.611**	.657**	.525**	.773**	.840**	.807**	.640**	.712**	.733**	1	
	Sig. (2-tailed)	.000	.000	.003	.000	.000	.000	.000	.000	.000		
	N	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).

## Hasil Pengujian Validitas

### Brand Image (X1)

		Correlations												
		Brand Image	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	Brand Image
Brand Image	Pearson Correlation	1	.654**	.459*	.203	.411*	.460*	.399*	.575**	.249	.540**	.204	.319	.647**
	Sig. (2-tailed)		.000	.011	.281	.024	.011	.029	.001	.185	.002	.278	.085	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.654**	1	.551**	.457*	.509*	.562**	.473**	.600**	.505**	.352	.291	.392*	.751**
	Sig. (2-tailed)	.000		.002	.011	.004	.001	.008	.000	.004	.056	.119	.032	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.459*	.551**	1	.166	.547**	.531**	.184	.505**	.533**	.485**	.059	.225	.612**
	Sig. (2-tailed)	.011	.002		.382	.002	.003	.329	.004	.002	.007	.756	.231	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.203	.457*	.166	1	.482**	.349	.336	.380*	.523**	.150	.620**	.202	.571**
	Sig. (2-tailed)	.281	.011	.382		.007	.059	.069	.038	.003	.429	.000	.284	.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.411*	.509**	.547**	.482**	1	.739**	.357	.709**	.733**	.569**	.503**	.141	.780**
	Sig. (2-tailed)	.024	.004	.002	.007		.000	.053	.000	.000	.001	.005	.458	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.460*	.562**	.531**	.349	.739**	1	.431*	.710**	.696**	.526**	.282	.146	.757**
	Sig. (2-tailed)	.011	.001	.003	.059	.000		.018	.000	.000	.003	.131	.442	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	.399*	.473**	.184	.336	.357	.431*	1	.573**	.436*	.639**	.681**	.647**	.736**
	Sig. (2-tailed)	.029	.008	.329	.069	.053	.018		.001	.016	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.8	Pearson Correlation	.575**	.600**	.505**	.380*	.709**	.710**	.573**	1	.774**	.625**	.428*	.285	.839**
	Sig. (2-tailed)	.001	.000	.004	.038	.000	.000	.001		.000	.000	.018	.127	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.9	Pearson Correlation	.249	.505**	.533**	.523**	.732**	.696**	.436*	.774**	1	.581**	.465**	.245	.787**
	Sig. (2-tailed)	.185	.004	.002	.003	.000	.000	.016	.000		.001	.010	.192	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.10	Pearson Correlation	.540**	.352	.485*	.150	.569**	.526**	.639**	.625**	.581**	1	.475**	.562**	.771**
	Sig. (2-tailed)	.002	.056	.007	.429	.001	.003	.000	.000	.001		.008	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.11	Pearson Correlation	.204	.291	.059	.620**	.503**	.282	.681**	.428*	.465**	.475**	1	.559**	.658**
	Sig. (2-tailed)	.278	.119	.756	.000	.005	.131	.000	.018	.010	.008		.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.12	Pearson Correlation	.319	.392*	.225	.202	.141	.146	.647**	.285	.245	.562**	.559**	1	.570**
	Sig. (2-tailed)	.085	.032	.231	.284	.458	.442	.000	.127	.192	.001	.001		.001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
Brand Image	Pearson Correlation	.647**	.751**	.612**	.571**	.780**	.757**	.736**	.839**	.787**	.771**	.658**	.570**	1
	Sig. (2-tailed)	.000	.000	.000	.001	.000	.000	.000	.000	.000	.000	.000	.001	
	N	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).

## Hasil Pengujian Validitas Keputusan Pembelian (Y)

		Correlations															
		Keputusan Pembelian	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y11	Y12	Y13	Y14	Y15	Keputusan Pembelian
Keputusan Pembelian	Pearson Correlation	1	.768**	.768**	.690**	.826**	.846**	.881**	.376*	.680**	.719**	.571**	.758**	.719**	.769**	.743**	.888**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.041	.000	.000	.001	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y2	Pearson Correlation	.768**	1	.687**	.784**	.652**	.787**	.749**	.520**	.784**	.565**	.652**	.748**	.622**	.798**	.738**	.869**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.003	.000	.001	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y3	Pearson Correlation	.768**	.687**	1	.622**	.695**	.696**	.763**	.483**	.677**	.449**	.609**	.629**	.773**	.773**	.673**	.822**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.007	.000	.013	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y4	Pearson Correlation	.690**	.784**	.622**	1	.647**	.576**	.657**	.706**	.626**	.661**	.767**	.505**	.606**	.791**	.707**	.826**
	Sig. (2-tailed)	.000	.000	.000		.000	.001	.000	.000	.000	.000	.000	.004	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y5	Pearson Correlation	.826**	.652**	.695**	.647**	1	.809**	.814**	.492**	.597**	.679**	.435**	.709**	.792**	.698**	.673**	.840**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.006	.001	.000	.016	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y6	Pearson Correlation	.846**	.787**	.696**	.578**	.809**	1	.854**	.483**	.851**	.755**	.497**	.852**	.785**	.773**	.738**	.901**
	Sig. (2-tailed)	.000	.000	.000	.001	.000		.000	.007	.000	.000	.005	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y7	Pearson Correlation	.881**	.748**	.763**	.657**	.814**	.854**	1	.352	.757**	.679**	.534**	.766**	.800**	.775**	.753**	.889**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.056	.000	.000	.002	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y8	Pearson Correlation	.376*	.520**	.483**	.706**	.492**	.483**	.352	1	.471**	.566**	.529**	.373**	.448**	.600**	.522**	.638**
	Sig. (2-tailed)	.041	.003	.007	.000	.006	.007	.056		.009	.001	.003	.043	.013	.000	.003	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y9	Pearson Correlation	.690**	.784**	.677**	.628**	.597**	.851**	.757**	.471**	1	.715**	.508**	.746**	.720**	.847**	.798**	.859**
	Sig. (2-tailed)	.000	.000	.000	.000	.001	.000	.000	.009		.000	.004	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y10	Pearson Correlation	.719**	.565**	.449**	.661**	.679**	.755**	.679**	.715**	.715**	1	.479**	.645**	.843**	.738**	.764**	.805**
	Sig. (2-tailed)	.000	.001	.013	.000	.000	.000	.000	.001	.000	.000		.007	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y11	Pearson Correlation	.571**	.652**	.609**	.787**	.435**	.491**	.534**	.529**	.508**	.479**	1	.540**	.590**	.670**	.625**	.716**
	Sig. (2-tailed)	.001	.000	.000	.000	.016	.005	.002	.003	.004	.007		.002	.001	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y12	Pearson Correlation	.758**	.748**	.629**	.505**	.709**	.852**	.766**	.373**	.746**	.645**	.540**	1	.725**	.639**	.605**	.814**
	Sig. (2-tailed)	.000	.000	.000	.004	.000	.000	.000	.043	.000	.000	.002		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y13	Pearson Correlation	.719**	.622**	.773**	.608**	.792**	.765**	.800**	.448**	.720**	.643**	.590**	.725**	1	.717**	.700**	.848**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.013	.000	.000	.001	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y14	Pearson Correlation	.769**	.796**	.773**	.791**	.698**	.773**	.775**	.600**	.847**	.730**	.870**	.639**	.717**	1	.835**	.914**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y15	Pearson Correlation	.743**	.738**	.673**	.707**	.673**	.738**	.753**	.522**	.799**	.764**	.625**	.605**	.700**	.835**	1	.873**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.003	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.888**	.869**	.822**	.826**	.840**	.901**	.889**	.638**	.859**	.805**	.716**	.814**	.848**	.914**	.873**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	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).

## Lampiran 6

### Hasil Pengujian Reliabilitas Inovasi Produk (X1)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.862	9

### Hasil Pengujian Reliabilitas Brand Image (X2)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.907	12

### Hasil Pengujian Reliabilitas Keputusan Pembelian (Y)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.968	15

**Lampiran 7**  
**Hasil Pengujian Normalitas**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Std. Deviation	4.95139282
Most Extreme Differences	Absolute	.080
	Positive	.073
	Negative	-.080
Test Statistic		.080
Asymp. Sig. (2-tailed)		.110 <sup>c</sup>

- a. Test distribution is Normal.  
b. Calculated from data.  
c. Lilliefors Significance Correction.

**Lampiran 8**  
**Hasil Pengujian Homogenitas**  
**Inovasi Produk (X1) Terhadap Pengambilan Keputusan (Y)**

**Test of Homogeneity of Variances**

		Levene Statistic	df1	df2	Sig.	
Keputusan Pembelian (Y) *	Based on Mean	1,556	18	80	,093	
	Inovasi Produk (X1)	Based on Median	1,016	18	80	,452
		Based on Median and with adjusted df	1,016	18	48,944	,460
		Based on trimmed mean	1,429	18	80	,141

**Hasil Pengujian Homogenitas**  
**Brand Image (X2) Terhadap Pengambilan Keputusan (Y)**

**Test of Homogeneity of Variances**

		Levene Statistic	df1	df2	Sig.	
Keputusan Pembelian (Y) *	Based on Mean	1,341	20	71	,183	
	Brand Image (X2)	Based on Median	,678	20	71	,835
		Based on Median and with adjusted df	,678	20	37,350	,822
		Based on trimmed mean	1,214	20	71	,269

**Lampiran 9**  
**Hasil Pengujian Linearitas**  
**Inovasi Produk (X1) Terhadap Pengambilan Keputusan (Y)**

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian (Y) * Inovasi Produk (X1)	Between Groups	(Combined)	7024,703	19	369,721	11,139	,000
		Linearity	6565,983	1	6565,983	197,820	,000
		Deviation from Linearity	458,721	18	25,484	,768	,730
	Within Groups		2655,337	80	33,192		
	Total		9680,040	99			

**Hasil Pengujian Linearitas**  
**Brand Image (X2) Terhadap Pengambilan Keputusan (Y)**

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian (Y) * Brand Image (X2)	Between Groups	(Combined)	7502,383	28	267,942	8,736	,000
		Linearity	6363,332	1	6363,332	207,469	,000
		Deviation from Linearity	1139,051	27	42,187	1,375	,144
	Within Groups		2177,657	71	30,671		
	Total		9680,040	99			

**Lampiran 9**  
**Hasil Pengujian multikolinieritas**

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

Model		Correlations			Collinearity Statistics	
		Zero-order	Partial	Part	Tolerance	VIF
1	Inovasi Produk (X1)	,824	,518	,303	,386	2,589
	Brand Image (X2)	,811	,470	,266	,386	2,589

a. Dependent Variable: Keputusan Pembelian (Y)

**Lampiran 10**  
**Hasil Pengujian Analisis Regresi Linier Berganda**

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,027	3,625		,559	,577
	Inovasi Produk (X1)	,920	,154	,488	5,963	,000
	Brand Image (X2)	,497	,095	,429	5,240	,000

a. Dependent Variable: Keputusan Pembelian (Y)

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,866 <sup>a</sup>	,749	,744	5,00218	1,940

a. Predictors: (Constant), Brand Image (X2), Inovasi Produk (X1)

b. Dependent Variable: Keputusan Pembelian (Y)

**Lampiran 11**  
**Hasil Uji T Inovasi Produk (X1) Terhadap Pengambilan Keputusan (Y)**

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,027	3,625		,559	,577
	Inovasi Produk (X1)	,920	,154	,488	5,963	,000
	Brand Image (X2)	,497	,095	,429	5,240	,000

a. Dependent Variable: Keputusan Pembelian (Y)

**Lampiran 12**  
**Hasil Uji F Inovasi Produk (X1) dan Brand Image (X2) Terhadap Pengambilan Keputusan (Y)**

		<b>ANOVA<sup>a</sup></b>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7252,927	2	3626,464	144,932	,000 <sup>b</sup>
	Residual	2427,113	97	25,022		
	Total	9680,040	99			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Brand Image (X2), Inovasi Produk (X1)