



Jl. Zainal Abidin Pagar Alam No. 93 Gedong Meneng, Bandar

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Saya adalah Mahasiswa Jurusan Ekonomi Manajemen Institut Informatika & Bisnis (IIB) Darmajaya Lampung, yang pada saat ini sedang mengadakan penelitian tentang **“Pengaruh Harga Dan Desain Kemasan Produk Terhadap Keputusan Pembelian Kopi Robusta Di Lampung Barat”**. Penelitian ini bertujuan mengetahui Pengaruh Harga Dan Desain Kemasan Produk Terhadap Keputusan Pembelian Kopi Robusta Di Lampung Barat. Kami sangat menghargai kejujuran anda dalam mengisi kuisisioner ini dan menjamin kerahasiaan anda yang terkait dengan kuisisioner. Hasil survei ini semata-mata akan digunakan untuk tujuan penelitian dan bukan tujuan komersial.

Untuk bantuan dan kerjasamanya kami ucapkan terima kasih.

**I Kadek Supandiarse**

Peneliti

Berilah tanda ceklis (√) pada kolom yang sesuai dengan keadaan dan situasi anda saat ini.

I. Karakteristik Responden

1. Nama/Nomor : \_\_\_\_\_
2. Jenis Kelamin :  Laki – laki  Perempuan
3. Usia :  < 20 Tahun  21 Tahun – 30 Tahun  31 Tahun – 40 Tahun  41 Tahun – 50 Tahun  > 50 Tahun
4. Status :  Menikah  Belum Menikah
5. Pendidikan terakhir :
- SD  S1
- SMP  S2
- SMA  S3
- Diploma
6. Rata-rata pengeluaran :
- < 1Juta  3 Juta – 4 Juta
- 1 Juta – 2 Juta  4 Juta – 5 Juta
- 2 Juta – 3 Juta  > 5Juta

Berilah tanda ceklis (√) pada kolom yang sesuai dengan keadaan dan situasi anda saat ini.

II. Karakteristik jawaban responden.

- SS : Sangat Setuju
- S : Setuju
- N : Netral
- TS : Tidak Setuju
- STS : Sangat Tidak Setuju

### A. HARGA (X<sub>1</sub>)

| No. | Pernyataan  | Jawaban |    |   |   |    |
|-----|---|---------|----|---|---|----|
|     |   | STS     | TS | N | S | SS |
|     |   | 1       | 2  | 3 | 4 | 5  |
| 1   | Menurut saya harga Kopi Robusta di Lampung sangat terjangkau  |         |    |   |   |    |
| 2   | Menurut saya masyarakat sangat berminat dengan mengkonsumsi Kopi Robusta karena harganya murah                        |         |    |   |   |    |
| 3   | Kopi Robusta banyak memberikan diskon harga terhadap pelanggannya   |         |    |   |   |    |
| 4   | Kopi Robusta memiliki harga khusus untuk pelanggan yang sudah lebih dari 2 tahun seperti pemberian diskon lebih besar |         |    |   |   |    |
| 5   | Kopi Robusta memiliki promo apabila beli 1 gratis 1   |         |    |   |   |    |
| 6   | Harga produk Kopi Robusta sesuai dengan kualitas yang ada   |         |    |   |   |    |
| 7   | Harga produk sesuai dengan hasil yang diinginkan  |         |    |   |   |    |
| 8   | Harga produk Kopi Robusta sesuai dengan manfaat yang saya rasakan   |         |    |   |   |    |
| 9   | Harga produk memiliki manfaat yang bagus dibandingkan dengan yang lain  |         |    |   |   |    |
| 10  | Harga produk Kopi Robusta dapat dijangkau oleh semua konsumen   |         |    |   |   |    |
| 11  | Harga produk Kopi Robusta bervariasi  |         |    |   |   |    |
| 12  | Harga produk Kopi Robusta lebih murah dibandingkan dengan yang lain   |         |    |   |   |    |
| 13  | Harga produk yang dapat bersaing dengan produk lain   |         |    |   |   |    |

**B. DESAIN KEMASAN PRODUK (X<sub>2</sub>)**

| No | Pernyataan  | Jawaban |    |   |   |    |
|----|---|---------|----|---|---|----|
|    |   | STS     | TS | N | S | SS |
|    |   | 1       | 2  | 3 | 4 | 5  |
| 1  | Kopi Robusta mempunyai nama merek yang mudah dilafalkan   |         |    |   |   |    |
| 2  | Kopi Robusta mempunyai warna yang menarik   |         |    |   |   |    |
| 3  | Pemilihan huruf pada produk kemasan Kopi Robusta telah sesuai dengan pesan yang akan diberikan ke konsumen  |         |    |   |   |    |
| 4  | Pemilihan gambar pada produk kemasan Kopi Robusta telah sesuai dengan pesan yang akan diberikan ke konsumen |         |    |   |   |    |
| 5  | Desain kemasan Kopi Robusta mampu menyampaikan mengenai kualitas produk                                     |         |    |   |   |    |
| 6  | Ukuran kemasan Kopi Robusta sesuai dengan apa diinginkan konsumen   |         |    |   |   |    |
| 7  | Bahan baku produksi kemasan Kopi Robusta sudah sesuai standar kelayakan produk                              |         |    |   |   |    |
| 8  | Informasi produk Kopi Robusta sangat jelas untuk dipahami   |         |    |   |   |    |
| 9  | Informasi produk Kopi Robusta mampu meningkatkan kepercayaan konsumen terhadap produk                       |         |    |   |   |    |
| 10 | Konsumen dengan mudah mencari informasi Kopi Robusta  |         |    |   |   |    |
| 11 | Kopi Robusta mempunyai variasi rasa yang banyak   |         |    |   |   |    |

**C. KEPUTUSAN PEMBELIAN (Y)**

| No | Pernyataan   | Jawaban |    |   |   |    |
|----|--|---------|----|---|---|----|
|    |  | STS     | TS | N | S | SS |
|    |  | 1       | 2  | 3 | 4 | 5  |
| 1  | Saya membeli produk Kopi Robusta karna adanya kebutuhan  |         |    |   |   |    |
| 2  | Saya membeli produk Kopi Robusta sesuai dengan keinginan karna harga dan kualitas barang bagus                       |         |    |   |   |    |
| 3  | Kualitas produk sangat baik dibandingkan dengan yang lain  |         |    |   |   |    |
| 4  | Saya memutuskan untuk membeli produk Kopi Robusta setelah membandingkan dengan kopi yang lain                        |         |    |   |   |    |
| 5  | Informasi yang diberikan tentang produk sesuai dengan kenyataan yang ada sehingga saya berminat untuk membeli produk |         |    |   |   |    |
| 6  | Saya memutuskan untuk membeli produk Kopi Robusta berdasarkan pengalaman orang lain                                  |         |    |   |   |    |
| 7  | Setelah melihat-lihat produk yang dijual saya tertarik untuk membeli   |         |    |   |   |    |
| 8  | Kemasan produk Kopi Robusta sangat bagus   |         |    |   |   |    |
| 9  | Saya membeli produk Kopi Robusta karena rasanya yang enak dibandingkan dengan kopi lainnya                           |         |    |   |   |    |
| 10 | Jika ingin membeli produk Kopi Robusta yang mendapatkan hadiah harus mengikuti ketentuan yang ada                    |         |    |   |   |    |
| 11 | Setelah melihat konsumen lain memakai produk Kopi Robusta saya tertarik untuk membeli                                |         |    |   |   |    |
| 12 | Saya membeli produk Kopi Robusta karna adanya bujukan orang lain   |         |    |   |   |    |
| 13 | Merasa sangat puas dengan produk Kopi Robusta  |         |    |   |   |    |
| 14 | Saya tidak pernah kecewa setelah membeli produk Kopi Robusta   |         |    |   |   |    |
| 15 | Saya yakin akan keputusan saya membeli produk Kopi Robusta karna kualitas produk bagus                               |         |    |   |   |    |
| 16 | Saya akan melakukan pembelian  |         |    |   |   |    |

|  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|
|  | produk Kopi Robusta secara terus-menerus atau berulang-ulang |  |  |  |  |  |
|--|--|--|--|--|--|--|

## LAMPIRAN DATA HASIL PENELITIAN

### 1. Jawaban Kuisisioner Harga ( $X_1$ )

| No | H1 | H2 | H3 | H4 | H5 | H6 | H7 | H8 | H9 | H10 | H11 | H12 | H13 | Total |
|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-------|
| 1  | 2  | 3  | 3  | 4  | 3  | 4  | 2  | 3  | 3  | 4   | 4   | 3   | 4   | 42    |
| 2  | 3  | 2  | 2  | 3  | 2  | 3  | 3  | 2  | 2  | 3   | 3   | 2   | 3   | 33    |
| 3  | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 3   | 3   | 4   | 3   | 47    |
| 4  | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4   | 4   | 4   | 4   | 48    |
| 5  | 2  | 3  | 5  | 3  | 1  | 3  | 2  | 3  | 5  | 3   | 3   | 1   | 3   | 37    |
| 6  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 3   | 39    |
| 7  | 2  | 3  | 3  | 2  | 3  | 2  | 2  | 3  | 3  | 2   | 2   | 3   | 2   | 32    |
| 8  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3   | 3   | 3   | 3   | 41    |
| 9  | 3  | 2  | 1  | 3  | 3  | 3  | 3  | 2  | 1  | 3   | 3   | 3   | 3   | 33    |
| 10 | 5  | 3  | 3  | 5  | 3  | 5  | 5  | 3  | 3  | 5   | 5   | 3   | 5   | 53    |
| 11 | 5  | 3  | 2  | 5  | 2  | 5  | 5  | 3  | 2  | 5   | 5   | 2   | 5   | 49    |
| 12 | 2  | 4  | 1  | 2  | 1  | 2  | 2  | 4  | 1  | 2   | 2   | 1   | 2   | 26    |
| 13 | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 4   | 4   | 3   | 4   | 46    |
| 14 | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 3  | 2   | 2   | 3   | 2   | 34    |
| 15 | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3   | 3   | 3   | 3   | 43    |
| 16 | 1  | 4  | 3  | 2  | 4  | 3  | 1  | 4  | 3  | 2   | 2   | 4   | 3   | 36    |
| 17 | 2  | 2  | 2  | 3  | 3  | 3  | 2  | 2  | 2  | 3   | 3   | 3   | 3   | 33    |
| 18 | 5  | 4  | 3  | 4  | 3  | 3  | 5  | 4  | 3  | 4   | 4   | 3   | 3   | 48    |
| 19 | 5  | 4  | 4  | 4  | 3  | 3  | 5  | 4  | 4  | 4   | 4   | 3   | 3   | 50    |
| 20 | 5  | 3  | 3  | 3  | 1  | 3  | 5  | 3  | 3  | 3   | 3   | 1   | 3   | 39    |
| 21 | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 3  | 2   | 2   | 3   | 2   | 34    |
| 22 | 3  | 1  | 2  | 2  | 2  | 2  | 3  | 1  | 2  | 2   | 2   | 2   | 2   | 26    |
| 23 | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3   | 3   | 3   | 3   | 43    |
| 24 | 4  | 3  | 3  | 4  | 3  | 4  | 4  | 3  | 3  | 4   | 4   | 3   | 4   | 46    |
| 25 | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 4  | 3   | 3   | 4   | 3   | 43    |
| 26 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 52    |
| 27 | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 4   | 4   | 3   | 4   | 44    |
| 28 | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3   | 3   | 3   | 3   | 43    |
| 29 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 52    |
| 30 | 4  | 5  | 3  | 3  | 3  | 3  | 4  | 5  | 3  | 3   | 3   | 3   | 3   | 45    |
| 31 | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 4   | 4   | 3   | 4   | 44    |
| 32 | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3   | 3   | 3   | 3   | 43    |
| 33 | 2  | 3  | 3  | 4  | 3  | 4  | 2  | 3  | 3  | 4   | 4   | 3   | 4   | 42    |
| 34 | 3  | 2  | 2  | 3  | 2  | 3  | 3  | 2  | 2  | 3   | 3   | 2   | 3   | 33    |
| 35 | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 3   | 3   | 4   | 3   | 47    |
| 36 | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4   | 4   | 4   | 4   | 48    |
| 37 | 2  | 3  | 5  | 3  | 1  | 3  | 2  | 3  | 5  | 3   | 3   | 1   | 3   | 37    |
| 38 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 3   | 39    |
| 39 | 2  | 3  | 3  | 2  | 3  | 2  | 2  | 3  | 3  | 2   | 2   | 3   | 2   | 32    |

|    |   |   |   |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 40 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 41 |
| 41 | 3 | 2 | 1 | 3 | 3 | 3 | 3 | 2 | 1 | 3 | 3 | 3 | 3 | 33 |
| 42 | 5 | 3 | 3 | 5 | 3 | 5 | 5 | 3 | 3 | 5 | 5 | 3 | 5 | 53 |
| 43 | 5 | 3 | 2 | 5 | 2 | 5 | 5 | 3 | 2 | 5 | 5 | 2 | 5 | 49 |
| 44 | 2 | 4 | 1 | 2 | 1 | 2 | 2 | 4 | 1 | 2 | 2 | 1 | 2 | 26 |
| 45 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 46 |
| 46 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 34 |
| 47 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 43 |
| 48 | 1 | 4 | 3 | 2 | 4 | 3 | 1 | 4 | 3 | 2 | 2 | 4 | 3 | 36 |
| 49 | 2 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 33 |
| 50 | 5 | 4 | 3 | 4 | 3 | 3 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 48 |
| 51 | 5 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 50 |
| 52 | 5 | 3 | 3 | 3 | 1 | 3 | 5 | 3 | 3 | 3 | 3 | 1 | 3 | 39 |
| 53 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 34 |
| 54 | 3 | 1 | 2 | 2 | 2 | 2 | 3 | 1 | 2 | 2 | 2 | 2 | 2 | 26 |
| 55 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 43 |
| 56 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 46 |
| 57 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 43 |
| 58 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 59 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 44 |
| 60 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 43 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 52 |
| 62 | 4 | 5 | 3 | 3 | 3 | 3 | 4 | 5 | 3 | 3 | 3 | 3 | 3 | 45 |
| 63 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 44 |
| 64 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 43 |
| 65 | 2 | 3 | 3 | 4 | 3 | 4 | 2 | 3 | 3 | 4 | 4 | 3 | 4 | 42 |
| 66 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 33 |
| 67 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 47 |
| 68 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 48 |
| 69 | 2 | 3 | 5 | 3 | 1 | 3 | 2 | 3 | 5 | 3 | 3 | 1 | 3 | 37 |
| 70 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 39 |
| 71 | 2 | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 32 |
| 72 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 41 |
| 73 | 3 | 2 | 1 | 3 | 3 | 3 | 3 | 2 | 1 | 3 | 3 | 3 | 3 | 33 |
| 74 | 5 | 3 | 3 | 5 | 3 | 5 | 5 | 3 | 3 | 5 | 5 | 3 | 5 | 53 |
| 75 | 5 | 3 | 2 | 5 | 2 | 5 | 5 | 3 | 2 | 5 | 5 | 2 | 5 | 49 |
| 76 | 2 | 4 | 1 | 2 | 1 | 2 | 2 | 4 | 1 | 2 | 2 | 1 | 2 | 26 |
| 77 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 | 46 |
| 78 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 34 |



## 2. Jawaban Kuisisioner Desain Kemasan Produk(X<sub>2</sub>)

| No | D1 | D2 | D3 | D4 | D5 | D6 | D7 | D8 | D9 | D10 | D11 | Total |
|----|----|----|----|----|----|----|----|----|----|-----|-----|-------|
| 1  | 3  | 4  | 2  | 3  | 3  | 4  | 2  | 3  | 3  | 4   | 3   | 34    |
| 2  | 2  | 3  | 3  | 2  | 2  | 3  | 3  | 2  | 2  | 3   | 2   | 27    |
| 3  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3   | 4   | 41    |
| 4  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 4   | 4   | 40    |
| 5  | 1  | 3  | 2  | 3  | 5  | 3  | 2  | 3  | 5  | 3   | 1   | 31    |
| 6  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 3   | 33    |
| 7  | 3  | 2  | 2  | 3  | 3  | 2  | 2  | 3  | 3  | 2   | 3   | 28    |
| 8  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3   | 3   | 35    |
| 9  | 3  | 3  | 3  | 2  | 1  | 3  | 3  | 2  | 1  | 3   | 3   | 27    |
| 10 | 3  | 5  | 5  | 3  | 3  | 5  | 5  | 3  | 3  | 5   | 3   | 43    |
| 11 | 2  | 5  | 5  | 3  | 2  | 5  | 5  | 3  | 2  | 5   | 2   | 39    |
| 12 | 1  | 2  | 2  | 4  | 1  | 2  | 2  | 4  | 1  | 2   | 1   | 22    |
| 13 | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 4   | 3   | 38    |
| 14 | 3  | 2  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 2   | 3   | 30    |
| 15 | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 3   | 3   | 37    |
| 16 | 4  | 3  | 1  | 4  | 3  | 2  | 1  | 4  | 3  | 2   | 4   | 31    |
| 17 | 3  | 3  | 2  | 2  | 2  | 3  | 2  | 2  | 2  | 3   | 3   | 27    |
| 18 | 3  | 3  | 5  | 4  | 3  | 4  | 5  | 4  | 3  | 4   | 3   | 41    |
| 19 | 3  | 3  | 5  | 4  | 4  | 4  | 5  | 4  | 4  | 4   | 3   | 43    |
| 20 | 1  | 3  | 5  | 3  | 3  | 3  | 5  | 3  | 3  | 3   | 1   | 33    |
| 21 | 3  | 2  | 3  | 3  | 3  | 2  | 3  | 3  | 3  | 2   | 3   | 30    |
| 22 | 2  | 2  | 3  | 1  | 2  | 2  | 3  | 1  | 2  | 2   | 2   | 22    |
| 23 | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 3   | 3   | 37    |
| 24 | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 3  | 4   | 3   | 38    |
| 25 | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 3   | 4   | 37    |
| 26 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 44    |
| 27 | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 4   | 3   | 36    |
| 28 | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 3   | 3   | 37    |
| 29 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 44    |
| 30 | 3  | 3  | 4  | 5  | 3  | 3  | 4  | 5  | 3  | 3   | 3   | 39    |
| 31 | 3  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 3  | 4   | 3   | 36    |
| 32 | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 3   | 3   | 37    |
| 33 | 3  | 4  | 2  | 3  | 3  | 4  | 2  | 3  | 3  | 4   | 3   | 34    |
| 34 | 2  | 3  | 3  | 2  | 2  | 3  | 3  | 2  | 2  | 3   | 2   | 27    |
| 35 | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3   | 4   | 41    |
| 36 | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 3  | 4  | 4   | 4   | 40    |
| 37 | 1  | 3  | 2  | 3  | 5  | 3  | 2  | 3  | 5  | 3   | 1   | 31    |
| 38 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 3   | 33    |
| 39 | 3  | 2  | 2  | 3  | 3  | 2  | 2  | 3  | 3  | 2   | 3   | 28    |

|    |   |   |   |   |   |   |   |   |   |   |   |    |
|----|---|---|---|---|---|---|---|---|---|---|---|----|
| 40 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 35 |
| 41 | 3 | 3 | 3 | 2 | 1 | 3 | 3 | 2 | 1 | 3 | 3 | 27 |
| 42 | 3 | 5 | 5 | 3 | 3 | 5 | 5 | 3 | 3 | 5 | 3 | 43 |
| 43 | 2 | 5 | 5 | 3 | 2 | 5 | 5 | 3 | 2 | 5 | 2 | 39 |
| 44 | 1 | 2 | 2 | 4 | 1 | 2 | 2 | 4 | 1 | 2 | 1 | 22 |
| 45 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 38 |
| 46 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 30 |
| 47 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 37 |
| 48 | 4 | 3 | 1 | 4 | 3 | 2 | 1 | 4 | 3 | 2 | 4 | 31 |
| 49 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 27 |
| 50 | 3 | 3 | 5 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 3 | 41 |
| 51 | 3 | 3 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 43 |
| 52 | 1 | 3 | 5 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 1 | 33 |
| 53 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 30 |
| 54 | 2 | 2 | 3 | 1 | 2 | 2 | 3 | 1 | 2 | 2 | 2 | 22 |
| 55 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 37 |
| 56 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 38 |
| 57 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 37 |
| 58 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 59 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 36 |
| 60 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 37 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 62 | 3 | 3 | 4 | 5 | 3 | 3 | 4 | 5 | 3 | 3 | 3 | 39 |
| 63 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 36 |
| 64 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 37 |
| 65 | 3 | 4 | 2 | 3 | 3 | 4 | 2 | 3 | 3 | 4 | 3 | 34 |
| 66 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 2 | 27 |
| 67 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 41 |
| 68 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 40 |
| 69 | 1 | 3 | 2 | 3 | 5 | 3 | 2 | 3 | 5 | 3 | 1 | 31 |
| 70 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 71 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 28 |
| 72 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 35 |
| 73 | 3 | 3 | 3 | 2 | 1 | 3 | 3 | 2 | 1 | 3 | 3 | 27 |
| 74 | 3 | 5 | 5 | 3 | 3 | 5 | 5 | 3 | 3 | 5 | 3 | 43 |
| 75 | 2 | 5 | 5 | 3 | 2 | 5 | 5 | 3 | 2 | 5 | 2 | 39 |
| 76 | 1 | 2 | 2 | 4 | 1 | 2 | 2 | 4 | 1 | 2 | 1 | 22 |
| 77 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 38 |
| 78 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 30 |

### 3. Jawaban Kuisisioner Keputusan Pembelian (Y)

| No | K1 | K2 | K3 | K4 | K5 | K6 | K7 | K8 | K9 | K10 | K11 | K12 | K13 | K14 | K15 | K16 | Total |
|----|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|-----|-------|
| 1  | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   | 4   | 51    |
| 2  | 3  | 2  | 1  | 3  | 3  | 3  | 3  | 2  | 1  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 42    |
| 3  | 5  | 3  | 3  | 5  | 3  | 5  | 5  | 3  | 3  | 5   | 5   | 3   | 5   | 3   | 5   | 5   | 66    |
| 4  | 5  | 3  | 2  | 5  | 2  | 5  | 5  | 3  | 2  | 5   | 5   | 2   | 5   | 2   | 5   | 5   | 61    |
| 5  | 2  | 4  | 1  | 2  | 1  | 2  | 2  | 4  | 1  | 2   | 2   | 1   | 2   | 1   | 2   | 2   | 31    |
| 6  | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 4   | 4   | 3   | 4   | 3   | 4   | 3   | 56    |
| 7  | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 3  | 2   | 2   | 3   | 2   | 3   | 2   | 3   | 42    |
| 8  | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3   | 3   | 3   | 3   | 3   | 3   | 4   | 53    |
| 9  | 1  | 4  | 3  | 2  | 4  | 3  | 1  | 4  | 3  | 2   | 2   | 4   | 3   | 4   | 3   | 1   | 44    |
| 10 | 2  | 2  | 2  | 3  | 3  | 3  | 2  | 2  | 2  | 3   | 3   | 3   | 3   | 3   | 3   | 2   | 41    |
| 11 | 5  | 4  | 3  | 4  | 3  | 3  | 5  | 4  | 3  | 4   | 4   | 3   | 3   | 3   | 3   | 5   | 59    |
| 12 | 5  | 4  | 4  | 4  | 3  | 3  | 5  | 4  | 4  | 4   | 4   | 3   | 3   | 3   | 3   | 5   | 61    |
| 13 | 5  | 3  | 3  | 3  | 1  | 3  | 5  | 3  | 3  | 3   | 3   | 1   | 3   | 1   | 3   | 5   | 48    |
| 14 | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 3  | 2   | 2   | 3   | 2   | 3   | 2   | 3   | 42    |
| 15 | 3  | 1  | 2  | 2  | 2  | 2  | 3  | 1  | 2  | 2   | 2   | 2   | 2   | 2   | 2   | 3   | 33    |
| 16 | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3   | 3   | 3   | 3   | 3   | 3   | 4   | 53    |
| 17 | 4  | 3  | 3  | 4  | 3  | 4  | 4  | 3  | 3  | 4   | 4   | 3   | 4   | 3   | 4   | 4   | 57    |
| 18 | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 4  | 3   | 3   | 4   | 3   | 4   | 3   | 3   | 53    |
| 19 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 64    |
| 20 | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 4   | 4   | 3   | 4   | 3   | 4   | 3   | 54    |
| 21 | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3   | 3   | 3   | 3   | 3   | 3   | 4   | 53    |
| 22 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4   | 4   | 4   | 4   | 4   | 4   | 4   | 64    |
| 23 | 4  | 5  | 3  | 3  | 3  | 3  | 4  | 5  | 3  | 3   | 3   | 3   | 3   | 3   | 3   | 4   | 55    |
| 24 | 3  | 3  | 3  | 4  | 3  | 4  | 3  | 3  | 3  | 4   | 4   | 3   | 4   | 3   | 4   | 3   | 54    |
| 25 | 4  | 4  | 3  | 3  | 3  | 3  | 4  | 4  | 3  | 3   | 3   | 3   | 3   | 3   | 3   | 4   | 53    |
| 26 | 2  | 3  | 3  | 4  | 3  | 4  | 2  | 3  | 3  | 4   | 4   | 3   | 4   | 3   | 4   | 2   | 51    |
| 27 | 3  | 2  | 2  | 3  | 2  | 3  | 3  | 2  | 2  | 3   | 3   | 2   | 3   | 2   | 3   | 3   | 41    |
| 28 | 4  | 4  | 4  | 3  | 4  | 3  | 4  | 4  | 4  | 3   | 3   | 4   | 3   | 4   | 3   | 4   | 58    |
| 29 | 3  | 3  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4   | 4   | 4   | 4   | 4   | 4   | 3   | 59    |
| 30 | 2  | 3  | 5  | 3  | 1  | 3  | 2  | 3  | 5  | 3   | 3   | 1   | 3   | 1   | 3   | 2   | 43    |
| 31 | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 48    |
| 32 | 2  | 3  | 3  | 2  | 3  | 2  | 2  | 3  | 3  | 2   | 2   | 3   | 2   | 3   | 2   | 2   | 39    |
| 33 | 4  | 3  | 3  | 3  | 3  | 3  | 4  | 3  | 3  | 3   | 3   | 3   | 3   | 3   | 3   | 4   | 51    |
| 34 | 3  | 2  | 1  | 3  | 3  | 3  | 3  | 2  | 1  | 3   | 3   | 3   | 3   | 3   | 3   | 3   | 42    |
| 35 | 5  | 3  | 3  | 5  | 3  | 5  | 5  | 3  | 3  | 5   | 5   | 3   | 5   | 3   | 5   | 5   | 66    |
| 36 | 5  | 3  | 2  | 5  | 2  | 5  | 5  | 3  | 2  | 5   | 5   | 2   | 5   | 2   | 5   | 5   | 61    |
| 37 | 2  | 4  | 1  | 2  | 1  | 2  | 2  | 4  | 1  | 2   | 2   | 1   | 2   | 1   | 2   | 2   | 31    |
| 38 | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 4  | 3  | 4   | 4   | 3   | 4   | 3   | 4   | 3   | 56    |
| 39 | 3  | 3  | 3  | 2  | 3  | 2  | 3  | 3  | 3  | 2   | 2   | 3   | 2   | 3   | 2   | 3   | 42    |
| 40 | 3  | 2  | 2  | 3  | 2  | 3  | 3  | 2  | 2  | 3   | 3   | 2   | 3   | 2   | 3   | 3   | 41    |



## Hasil Uji Validitas Dan Reliabilitas

### 1. Variabel Harga (X1)

#### Scale: ALL VARIABLES

##### Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .884             | .884   | 13         |

##### Item Statistics

|     | Mean | Std. Deviation | N  |
|-----|------|----------------|----|
| H1  | 3.36 | 1.032          | 78 |
| H2  | 3.24 | .776           | 78 |
| H3  | 2.97 | .882           | 78 |
| H4  | 3.26 | .859           | 78 |
| H5  | 2.87 | .827           | 78 |
| H6  | 3.23 | .821           | 78 |
| H7  | 3.36 | 1.032          | 78 |
| H8  | 3.24 | .776           | 78 |
| H9  | 2.97 | .882           | 78 |
| H10 | 3.26 | .859           | 78 |
| H11 | 3.26 | .859           | 78 |
| H12 | 2.87 | .827           | 78 |
| H13 | 3.23 | .821           | 78 |

**Summary Item Statistics**

|            | Mean  | Minimum | Maximum | Range | Maximum / Minimum | Variance | N of Items |
|------------|-------|---------|---------|-------|-------------------|----------|------------|
| Item Means | 3.164 | 2.872   | 3.359   | .487  | 1.170             | .030     | 13         |

**Item-Total Statistics**

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| H1  | 37.77                      | 44.310                         | .574                             | .                            | .875                             |
| H2  | 37.88                      | 48.467                         | .687                             | .                            | .883                             |
| H3  | 38.15                      | 47.145                         | .740                             | .                            | .882                             |
| H4  | 37.87                      | 43.568                         | .789                             | .                            | .863                             |
| H5  | 38.26                      | 47.959                         | .602                             | .                            | .883                             |
| H6  | 37.90                      | 44.587                         | .730                             | .                            | .867                             |
| H7  | 37.77                      | 44.310                         | .674                             | .                            | .875                             |
| H8  | 37.88                      | 48.467                         | .687                             | .                            | .883                             |
| H9  | 38.15                      | 47.145                         | .640                             | .                            | .882                             |
| H10 | 37.87                      | 43.568                         | .789                             | .                            | .863                             |
| H11 | 37.87                      | 43.568                         | .789                             | .                            | .863                             |
| H12 | 38.26                      | 47.959                         | .602                             | .                            | .883                             |
| H13 | 37.90                      | 44.587                         | .730                             | .                            | .867                             |

## 2. Variabel Desain Kemasan Produk (X<sub>2</sub>)

### Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .845             | .845   | 11         |

### Item Statistics

|     | Mean | Std. Deviation | N  |
|-----|------|----------------|----|
| d1  | 2.87 | .827           | 78 |
| d2  | 3.23 | .821           | 78 |
| d3  | 3.36 | 1.032          | 78 |
| d4  | 3.24 | .776           | 78 |
| d5  | 2.97 | .882           | 78 |
| d6  | 3.26 | .859           | 78 |
| d7  | 3.36 | 1.032          | 78 |
| d8  | 3.24 | .776           | 78 |
| d9  | 2.97 | .882           | 78 |
| d10 | 3.26 | .859           | 78 |
| d11 | 2.87 | .827           | 78 |

### Summary Item Statistics

|            | Mean  | Minimum | Maximum | Range | Maximum / Minimum | Variance | N of Items |
|------------|-------|---------|---------|-------|-------------------|----------|------------|
| Item Means | 3.149 | 2.872   | 3.359   | .487  | 1.170             | .035     | 11         |

**Item-Total Statistics**

|     | Scale Mean if<br>Item Deleted | Scale<br>Variance if<br>Item Deleted | Corrected<br>Item-Total<br>Correlation | Squared<br>Multiple<br>Correlation | Cronbach's<br>Alpha if Item<br>Deleted |
|-----|-------------------------------|--------------------------------------|--|------------------------------------|--|
| d1  | 31.77                         | 31.479                               | .638                                   | .                                  | .838                                   |
| d2  | 31.41                         | 30.245                               | .789                                   | .                                  | .827                                   |
| d3  | 31.28                         | 28.958                               | .659                                   | .                                  | .829                                   |
| d4  | 31.40                         | 31.671                               | .653                                   | .                                  | .837                                   |
| d5  | 31.67                         | 30.667                               | .790                                   | .                                  | .835                                   |
| d6  | 31.38                         | 29.357                               | .659                                   | .                                  | .821                                   |
| d7  | 31.28                         | 28.958                               | .659                                   | .                                  | .829                                   |
| d8  | 31.40                         | 31.671                               | .753                                   | .                                  | .837                                   |
| d9  | 31.67                         | 30.667                               | .690                                   | .                                  | .835                                   |
| d10 | 31.38                         | 29.357                               | .759                                   | .                                  | .821                                   |
| d11 | 31.77                         | 31.479                               | .638                                   | .                                  | .838                                   |

**3. Variabel Keputusan Pembelian (Y)****Reliability Statistics**

| Cronbach's<br>Alpha | Cronbach's<br>Alpha Based<br>on<br>Standardized<br>Items | N of Items |
|---------------------|--|------------|
| .909                | .909   | 16         |

**Item Statistics**

|    | Mean | Std. Deviation | N  |
|----|------|----------------|----|
| K1 | 3.38 | 1.022          | 78 |
| K2 | 3.26 | .780           | 78 |
| K3 | 2.97 | .882           | 78 |
| K4 | 3.24 | .856           | 78 |
| K5 | 2.87 | .827           | 78 |



|     |      |       |    |
|-----|------|-------|----|
| K6  | 3.22 | .816  | 78 |
| K7  | 3.38 | 1.022 | 78 |
| K8  | 3.26 | .780  | 78 |
| K9  | 2.97 | .882  | 78 |
| K10 | 3.24 | .856  | 78 |
| K11 | 3.24 | .856  | 78 |
| K12 | 2.87 | .827  | 78 |
| K13 | 3.22 | .816  | 78 |
| K14 | 2.87 | .827  | 78 |
| K15 | 3.22 | .816  | 78 |
| K16 | 3.38 | 1.022 | 78 |

#### Summary Item Statistics

|            | Mean  | Minimum | Maximum | Range | Maximum / Minimum | Variance | N of Items |
|------------|-------|---------|---------|-------|-------------------|----------|------------|
| Item Means | 3.163 | 2.872   | 3.385   | .513  | 1.179             | .035     | 16         |

#### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| K1  | 47.23                      | 70.232                         | .637                             | .                            | .902                             |
| K2  | 47.36                      | 76.545                         | .669                             | .                            | .910                             |
| K3  | 47.64                      | 75.116                         | .711                             | .                            | .909                             |
| K4  | 47.37                      | 69.951                         | .804                             | .                            | .896                             |
| K5  | 47.74                      | 75.102                         | .746                             | .                            | .908                             |
| K6  | 47.40                      | 71.204                         | .749                             | .                            | .899                             |
| K7  | 47.23                      | 70.232                         | .637                             | .                            | .902                             |
| K8  | 47.36                      | 76.545                         | .669                             | .                            | .910                             |
| K9  | 47.64                      | 75.116                         | .711                             | .                            | .909                             |
| K10 | 47.37                      | 69.951                         | .804                             | .                            | .896                             |
| K11 | 47.37                      | 69.951                         | .804                             | .                            | .896                             |
| K12 | 47.74                      | 75.102                         | .746                             | .                            | .908                             |
| K13 | 47.40                      | 71.204                         | .749                             | .                            | .899                             |

|     |       |        |      |   |      |
|-----|-------|--------|------|---|------|
| K14 | 47.74 | 75.102 | .646 | . | .908 |
| K15 | 47.40 | 71.204 | .749 | . | .899 |
| K16 | 47.23 | 70.232 | .637 | . | .902 |

### Hasil Uji Linearitas

#### 1. Harga Terhadap Keputusan Pembelian

ANOVA Table

|             |               |                          | Sum of Squares | Mean Square | F     | Sig. |
|-------------|---------------|--------------------------|----------------|-------------|-------|------|
| TOTAL       | Between       | (Combined)               | 506.786        | 46.071      | 1.923 | .000 |
| KEPUTUSAN_P | Groups        | Linearity                | 188.914        | 188.914     | 7.884 | .001 |
| EMBELIAN *  |               | Deviation from Linearity | 317.871        | 31.787      | 1.327 | .518 |
| TOTAL HARGA | Within Groups |                          | 479.214        | 23.961      |       |      |
|             | Total         |                          | 986.000        |             |       |      |

#### 2. Desain Kemasan Produk Terhadap Keputusan Pembelian

ANOVA Table

|              |               |                          | Sum of Squares | Mean Square | F       | Sig. |
|--------------|---------------|--------------------------|----------------|-------------|---------|------|
| TOTAL        | Between       | (Combined)               | 881.617        | 80.147      | 15.356  | .000 |
| KEPUTUSAN_P  | Groups        | Linearity                | 828.190        | 828.190     | 158.682 | .000 |
| EMBELIAN *   |               | Deviation from Linearity | 53.427         | 5.343       | 1.024   | .192 |
| TOTAL        | Within Groups |                          | 104.383        | 5.219       |         |      |
| DESAIN_KEMAS | Total         |                          | 986.000        |             |         |      |
| AN           |               |                          |                |             |         |      |

### Hasil Uji Multikolenieritas

Coefficients<sup>a</sup>

| Model                       | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Collinearity Statistics |       |
|-----------------------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
|                             | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF   |
| (Constant)                  | 5.620                       | 3.181      |                           | 1.767  | .088 |                         |       |
| TOTAL HARGA                 | -.264                       | .078       | -.220                     | -3.378 | .002 | .936                    | 1.069 |
| TOTAL DESAIN KEMASAN PRODUK | 1.225                       | .093       | .861                      | 13.233 | .000 | .936                    | 1.069 |

a. Dependent Variable: TOTAL KEPUTUSAN PEMBELIAN

### Hasil Uji Regresi Linier Berganda

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .937 <sup>a</sup> | .879     | .877              | 1.976                      |

a. Predictors: (Constant), TOTAL HARGA, DESAIN KEMASAN PRODUK

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | Df | Mean Square | F       | Sig.              |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1     | Regression | 872.745        | 2  | 436.372     | 111.737 | .000 <sup>b</sup> |
|       | Residual   | 113.255        | 75 | 3.905       |         |                   |
|       | Total      | 986.000        | 77 |             |         |                   |

a. Dependent Variable: TOTAL KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), TOTAL HARGA, DESAIN KEMASAN PRODUK

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

| Model |                      | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|----------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                      | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)           | 1.543                       | 3.141      |                           | 1.767  | .088 |
|       | TOTAL HARGA          | .755                        | .115       | .220                      | 3.378  | .002 |
|       | TOTAL DESAIN KEMASAN | .223                        | .114       | .861                      | 13.233 | .000 |

a. Dependent Variable: TOTAL KEPUTUSAN PEMBELIAN

### 1. Hasil Uji Hipotesis Secara Parsial (Uji T)

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

| Model |                      | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|----------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                      | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)           | 5.620                       | 3.181      |                           | 1.767  | .088 |
|       | TOTAL HARGA          | .264                        | .078       | .220                      | 13.725 | .000 |
|       | TOTAL DESAIN KEMASAN | 1.225                       | .093       | .861                      | 8.364  | .000 |

a. Dependent Variable: TOTAL KEPUTUSAN PEMBELIAN

## 2. Hasil Uji Hipotesis (Uji F)

**ANOVA<sup>a</sup>**

| Model        | Sum of Squares | df | Mean Square | F       | Sig.              |
|--------------|----------------|----|-------------|---------|-------------------|
| 1 Regression | 872.745        | 2  | 436.372     | 105.048 | .000 <sup>b</sup> |
| Residual     | 113.255        | 29 | 3.905       |         |                   |
| Total        | 986.000        | 31 |             |         |                   |

a. Dependent Variable: TOTAL KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), TOTAL HARGA, DESAIN KEMASAN PRODUK

## 3. Hasil Normalitas Sampel

### One-Sample Kolmogorov-Smirnov Test

|                                  |                | Harga | Desain Kemasan Produk | Keputusan Pembelian |
|----------------------------------|----------------|-------|-----------------------|---------------------|
| N                                |                | 32    | 32                    | 32                  |
| Normal Parameters <sup>a,b</sup> | Mean           | 45.53 | 45.44                 | 46.03               |
|                                  | Std. Deviation | 7.935 | 8.052                 | 8.038               |
| Most Extreme Differences         | Absolute       | .153  | .108                  | .144                |
|                                  | Positive       | .099  | .080                  | .085                |
|                                  | Negative       | -.153 | -.108                 | -.144               |
| Kolmogorov-Smirnov Z             |                | .868  | .613                  | .815                |
| Asymp. Sig. (2-tailed)           |                | .439  | .846                  | .520                |

c. Test distribution is Normal.

d. Calculated from data.

