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# LAMPIRAN

**Lampiran 1**  
**Kuesioner Penelitian**

**PENGARUH CITRA MEREK, DESAIN PRODUK DAN  
KUALITAS PELAYANAN TERHADAP KEPUTUSAN  
PEMBELIAN PRODUK NEVADA DI  
PT MATAHARI DEPARTMENT  
STORE TBK**

Kepada Yth :  
Bapak/Ibu/Saudara/i/Responden  
Di tempat

Dengan hormat,

Perkenalkan, saya Muhammad Riki Yadi Mahasiswa Program Studi Manajemen. Dalam rangka menyelesaikan Pendidikan Strata 1 Program Studi Sarjana Manajemen Program Sarjana Fakultas Ekonomi dan Bisnis Universitas Binaniaga Indonesia. Saat ini saya sedang melakukan penelitian dalam bentuk penulisan akhir skripsi yang berjudul : **“Pengaruh Citra Merek, Desain Produk, dan Kualitas Pelayanan Terhadap Keputusan Pembelian Produk Nevada di PT Matahari Department Store Tbk”**. Terkait dengan hal tersebut, saya mohon kesediaan Bapak/Ibu/Saudara/i/Responden meluangkan sedikit waktunya untuk mengisi Kuesioner penelitian ini.

Kuesioner ini adalah salah satu sarana untuk memperoleh data yang diperlukan untuk penelitian skripsi. Penelitian ini semata-mata bertujuan untuk keperluan akademik dan penelitian ilmiah khususnya ilmu manajemen. Sehingga data penelitian akan dijamin kerahasiaannya dan saya mengharapkan informasi serta jawaban yang sesungguhnya dari Bapak/Ibu/Saudara/i/Responden.

Atas waktu dan perhatiannya saya ucapkan terima kasih.

Hormat saya

Muhammad Riki Yadi  
S1-0218.248

**A. PETUNJUK PENGISIAN**

1. Pernyataan yang diajukan murni untuk kepentingan ilmiah, yaitu penelitian skripsi dengan judul seperti yang tertera diatas.
2. Mohon kuesioner ini diisi secara lengkap dari seluruh pernyataan yang telah disediakan.
3. Adapun responden dapat memilih 1 dari jawaban yang sesuai berikut ini:
  - a. Sangat Setuju (SS) = 5
  - b. Setuju (S) = 4
  - c. Netral (N) = 3
  - d. Tidak Setuju (TS) = 2
  - e. Sangat Tidak Setuju (STS) = 1

**B. IDENTITAS RESPONDEN**

Sebelum menjawab pernyataan dalam kuesioner ini, mohon Bapak/Ibu/Saudara/i/Responden untuk mengisi data diri terlebih dahulu. (Data yang diberikan akan dijamin kerahasiannya).

1. Jenis Kelamin
  - a. Laki-laki
  - b. Perempuan
2. Domisili anda saat ini :
  - a. Bogor
  - b. Jabetabek
  - c. Kota lain
3. Usia anda saat ini :
  - a. 18 – 20 tahun
  - b. 21 – 30 tahun
  - c. 31 – 40 tahun
  - d. 41 > tahun
4. Pendidikan terakhir
  - a. SMA/Sederajat
  - b. Akademi
  - c. Sarjana
  - d. Pasca Sarjana
5. Berapa kali anda dalam sebulan belanja Produk Nevada ke PT Matahari Department Store Tbk Cibinong City Mall Bogor.
  - a. 1 kali
  - b. 2 – 3 kali
  - c. Lebih dari 3 kali
6. Apa pekerjaan anda saat ini :
  - a. Pelajar/Mahasiswa
  - b. Pegawai Swasta
  - c. Pegawai Negeri
  - d. Pekerjaan lainnya

7. Pendapatan anda saat ini :
- < Rp. 1.000.000
  - Rp. 1.000.000 – Rp. 3.000.000
  - Rp. 3.100.000 – Rp. 5000.000
  - > Rp. 5.000.000

### PERNYATAAN

#### 1. VARIABEL CITRA MEREK (X<sub>1</sub>)

No	Pernyataan	SS	S	N	TS	STS
<b>Kekuatan (<i>Strenghtness</i>)</b>						
1	Produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall memiliki reputasi yang baik.					
2	Produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor memiliki kualitas yang baik.					
3	Produk Nevada di PT Matahari Depatment Store Tbk Cibinong City Mall Bogor memberikan rasa percaya diri ketika menggunakannya.					
<b>Keunikan (<i>Uniueness</i>)</b>						
4	Produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor memiliki variasi produk yang beragam.					
5	Produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor memiliki nama yang unik.					
6	Produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor memiliki variasi produk yang unik dan berbeda dengan produk sejenis lainnya.					
<b>Kehandalan (<i>Favorable</i>)</b>						
7	Nama merek produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor sudah dikenal.					
8	Nama merek produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor mudah diingat.					

9	Menimbulkan kebanggaan saat menggunakan Produk Nevada PT Matahari Department Store Tbk Cibinong City Mall Bogor.					
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## 2. VARIABEL DESAIN PRODUK (X<sub>2</sub>)

No	Pernyataan	SS	S	N	TS	STS
<b>Kesesuaian Produk</b>						
10	Produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor sudah sesuai dengan kebutuhan konsumen.					
11	Desain produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor sesuai dengan perkembangan zaman.					
12	Produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor sudah sesuai dengan kebutuhan dalam beraktifitas.					
<b>Keragaman Model Produk</b>						
13	Produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor memiliki warna yang beragam.					
14	Produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor memiliki variasi desain yang beragam.					
15	Produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor memiliki model yang beragam					
<b>Kemudahan Perbaikan</b>						
16	Produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor sudah terjamin kualitasnya.					
17	Produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor tidak cepat rusak walaupun sering dipakai untuk beraktifitas.					
18	Produk Nevada di PT Matahari Department Store Tbk Cibinong City					

	Mall Bogor memberikan 7 hari jaminan pengembalian/penukaran dalam pembelian produknya.					
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### 3. VARIABEL KUALITAS PELAYANAN (X<sub>3</sub>)

No	Pernyataan	SS	S	N	TS	STS
<b>Keandalan (Reliability)</b>						
19	Ketepatan waktu buka dan tutup jam operasional store pelayanan di PT Matahari Department Store Tbk Cibinong City Mall Bogor sudah sesuai.					
20	Prosedur pelayanan produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor ramah.					
21	Prosedur pelayanan produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor cepat dan tepat.					
<b>Daya Tanggap (Responsiveness)</b>						
22	Pelayanan yang diberikan karyawan produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor cukup baik dan memuaskan pelanggan.					
23	Pemberian informasi produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor sangat jelas dan mudah dipahami oleh pelanggan.					
24	Kemampuan karyawan produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor cepat dan tanggap dalam menyelesaikan keluhan pelanggan.					
<b>Jaminan (Assurance)</b>						
25	Pengetahuan dan kemampuan karyawan produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor dalam melayani pelanggan sudah cukup baik.					
26	Komunikasi karyawan dan pelanggan produk Nevada di PT Matahari					



	Department Store Tbk Cibinong City Mall Bogor sudah efektif.					
27	Pelayanan dan informasi yang diberikan karyawan produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor sudah sesuai SOP Perusahaan.					
<b>Empati (<i>Empathy</i>)</b>						
28	Pemberian perhatian pada pelanggan dengan setulus hati dari karyawan produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor sudah cukup baik.					
29	Kesungguhan karyawan dalam melayani keluhan pelanggan produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor sudah cukup baik.					
30	Setiap keluhan dan masukan dari pelanggan pada karyawan produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor selalu didengarkan dengan baik.					
<b>Produk – produk Fisik (<i>Tangibles</i>)</b>						
31	Kerapihan, kebersihan dan penampilan karyawan produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor sudah sesuai dengan standar yang berlaku.					
32	Kerapihan dan kebersihan produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor sudah cukup baik.					
33	Penataan interior dan eksterior ruangan produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor sudah cukup baik.					

#### 4. VARIABEL KEPUTUSAN PEMBELIAN (Y)

No	Pernyataan	SS	S	N	TS	STS
<b>Tujuan Pembelian Sebuah Produk</b>						
34	Saya membeli produk Nevada di PT Matahari Department Store Tbk					

	Cibinong City Mall Bogor sesuai dengan kebutuhan.					
35	Adanya faktor lingkungan untuk mencoba produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor.					
36	Saya memilih produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor karena berbeda dengan produk sejenis lainnya.					
<b>Pencarian Informasi</b>						
37	Adanya kebutuhan akan produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor yang membuat saya berusaha mencari informasi mengenai produk tersebut.					
38	Saya mencari informasi kepada teman dan saudara yang telah membeli dan menggunakan produk Nevada.					
39	Saya melihat promosi produk Nevada di Sosmed sehingga saya berusaha mencari informasi mengenai produk tersebut.					
<b>Kebiasaan Dalam Membeli Produk</b>						
40	Keputusan pembelian produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor dilakukan karena adanya promosi penjualan dari produk tersebut.					
41	Jika produk sesuai dengan kebutuhan maka saya mengevaluasi promosi penjualan produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor dengan cara membandingkan dengan produk sejenis lainnya.					
42	Saya membeli produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor karena sudah tidak ragu dengan kualitasnya.					
<b>Memberikan Rekomendasi Kepada Orang lain</b>						
43	Saya merekomendasikan kepada teman atau keluarga saya untuk membeli produk Nevada di PT Matahari Department Store Tbk					

	Cibinong City Mall Bogor karena sudah terjamin kualitasnya.					
44	Saya merekomendasikan kepada teman atau keluarga saya untuk membeli produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor untuk mengadakan acara.					
45	Saya merekomendasikan kepada teman atau keluarga saya untuk membeli produk Nevada di PT Matahari Department store Tbk Cibinong City Mall Bogor karena variasi model produknya.					
<b>Melakukan Pembelian Ulang</b>						
46	Karena saya merasa puas dengan produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor.					
47	Karena sesuai dengan kebutuhan saya melakukan pembelian ulang produk Nevada di PT Matahari Department Store Tbk Cibinong City Mall Bogor.					
48	Saya membeli produk Nevada karena memiliki kelebihan dibandingkan produk dari perusahaan lain dengan produk sejenis.					

## Lampiran 2 Hasil Uji Validitas

### A. Variabel Citra Merek (X<sub>1</sub>)

		Correlations									
		CM1	CM2	CM3	CM4	CM5	CM6	CM7	CM8	CM9	TOTAL
CM1	Pearson Correlation	1	.591**	.782**	.202	.549**	.535**	.422 <sup>†</sup>	.432 <sup>†</sup>	.375 <sup>†</sup>	.730**
	Sig. (2-tailed)		.001	.000	.285	.002	.002	.020	.017	.041	.000
	N	30	30	30	30	30	30	30	30	30	30
CM2	Pearson Correlation	.591**	1	.667**	.402 <sup>†</sup>	.502**	.486**	.383 <sup>†</sup>	.318	.450 <sup>†</sup>	.717**
	Sig. (2-tailed)	.001		.000	.028	.005	.006	.036	.087	.013	.000
	N	30	30	30	30	30	30	30	30	30	30
CM3	Pearson Correlation	.782**	.667**	1	.441 <sup>†</sup>	.528**	.506**	.484**	.534**	.464**	.804**
	Sig. (2-tailed)	.000	.000		.015	.003	.004	.007	.002	.010	.000
	N	30	30	30	30	30	30	30	30	30	30
CM4	Pearson Correlation	.202	.402 <sup>†</sup>	.441 <sup>†</sup>	1	.648**	.402 <sup>†</sup>	.450 <sup>†</sup>	.401 <sup>†</sup>	.369 <sup>†</sup>	.637**
	Sig. (2-tailed)	.285	.028	.015		.000	.028	.013	.028	.045	.000
	N	30	30	30	30	30	30	30	30	30	30
CM5	Pearson Correlation	.549**	.502**	.528**	.648**	1	.813**	.583**	.315	.495**	.818**
	Sig. (2-tailed)	.002	.005	.003	.000		.000	.001	.090	.005	.000
	N	30	30	30	30	30	30	30	30	30	30
CM6	Pearson Correlation	.535**	.486**	.506**	.402 <sup>†</sup>	.813**	1	.617**	.322	.613**	.806**
	Sig. (2-tailed)	.002	.006	.004	.028	.000		.000	.083	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
CM7	Pearson Correlation	.422 <sup>†</sup>	.383 <sup>†</sup>	.484**	.450 <sup>†</sup>	.583**	.617**	1	.701**	.620**	.792**
	Sig. (2-tailed)	.020	.036	.007	.013	.001	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
CM8	Pearson Correlation	.432 <sup>†</sup>	.318	.534**	.401 <sup>†</sup>	.315	.322	.701**	1	.313	.635**
	Sig. (2-tailed)	.017	.087	.002	.028	.090	.083	.000		.092	.000
	N	30	30	30	30	30	30	30	30	30	30
CM9	Pearson Correlation	.375 <sup>†</sup>	.450 <sup>†</sup>	.464**	.369 <sup>†</sup>	.495**	.613**	.620**	.313	1	.723**
	Sig. (2-tailed)	.041	.013	.010	.045	.005	.000	.000	.092		.000
	N	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.730**	.717**	.804**	.637**	.818**	.806**	.792**	.635**	.723**	1
	Sig. (2-tailed)	.000	.000	.000	.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).

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

		Correlations									
		DP1	DP2	DP3	DP4	DP5	DP6	DP7	DP8	DP9	TOTAL
DP1	Pearson Correlation	1	.775**	.674**	.710**	.666**	.777**	.770**	.791**	.464**	.884**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.010	.000
	N	30	30	30	30	30	30	30	30	30	30
DP2	Pearson Correlation	.775**	1	.796**	.701**	.711**	.689**	.791**	.706**	.668**	.913**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
DP3	Pearson Correlation	.674**	.796**	1	.593**	.537**	.522**	.559**	.550**	.585**	.780**
	Sig. (2-tailed)	.000	.000		.001	.002	.003	.001	.002	.001	.000
	N	30	30	30	30	30	30	30	30	30	30
DP4	Pearson Correlation	.710**	.701**	.593**	1	.743**	.830**	.792**	.567**	.548**	.854**
	Sig. (2-tailed)	.000	.000	.001		.000	.000	.000	.001	.002	.000
	N	30	30	30	30	30	30	30	30	30	30
DP5	Pearson Correlation	.666**	.711**	.537**	.743**	1	.639**	.741**	.601**	.605**	.822**
	Sig. (2-tailed)	.000	.000	.002	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
DP6	Pearson Correlation	.777**	.689**	.522**	.830**	.639**	1	.803**	.573**	.445*	.831**
	Sig. (2-tailed)	.000	.000	.003	.000	.000		.000	.001	.014	.000
	N	30	30	30	30	30	30	30	30	30	30
DP7	Pearson Correlation	.770**	.791**	.559**	.792**	.741**	.803**	1	.692**	.651**	.901**
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30
DP8	Pearson Correlation	.791**	.706**	.550**	.567**	.601**	.573**	.692**	1	.542**	.806**
	Sig. (2-tailed)	.000	.000	.002	.001	.000	.001	.000		.002	.000
	N	30	30	30	30	30	30	30	30	30	30
DP9	Pearson Correlation	.464**	.668**	.585**	.548**	.605**	.445*	.651**	.542**	1	.733**
	Sig. (2-tailed)	.010	.000	.001	.002	.000	.014	.000	.002		.000
	N	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.884**	.913**	.780**	.854**	.822**	.831**	.901**	.806**	.733**	1
	Sig. (2-tailed)	.000	.000	.000	.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).

### C. Variabel Kualitas Pelayanan (X3)

		Correlations															TOTAL
		KP1	KP2	KP3	KP4	KP5	KP6	KP7	KP8	KP9	KP10	KP11	KP12	KP13	KP14	KP15	
KP1	Pearson Correlation	1	.652**	.815**	.706**	.717**	.394*	.676**	.695**	.696**	.664**	.610**	.727**	.652**	.480**	.348	.768**
	Sig. (2-tailed)		.000	.000	.000	.000	.036	.000	.000	.000	.000	.000	.000	.000	.007	.060	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP2	Pearson Correlation	.652**	1	.760**	.880**	.827**	.768**	.789**	.682**	.742**	.827**	.830**	.733**	.880**	.625**	.426*	.887**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.019	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP3	Pearson Correlation	.815**	.760**	1	.817**	.827**	.581**	.849**	.746**	.742**	.768**	.766**	.788**	.760**	.692**	.618**	.897**
	Sig. (2-tailed)	.000	.000		.000	.000	.001	.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
KP4	Pearson Correlation	.706**	.880**	.817**	1	.816**	.613**	.788**	.737**	.861**	.878**	.809**	.737**	.880**	.786**	.603**	.923**
	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
KP5	Pearson Correlation	.717**	.827**	.827**	.816**	1	.760**	.800**	.756**	.810**	.767**	.822**	.801**	.827**	.607**	.504**	.905**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000	.005	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP6	Pearson Correlation	.384*	.768**	.581**	.613**	.760**	1	.617**	.620**	.518**	.699**	.806**	.529**	.706**	.631**	.553**	.756**
	Sig. (2-tailed)	.036	.000	.001	.000	.000		.000	.000	.003	.000	.000	.003	.000	.000	.002	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP7	Pearson Correlation	.676**	.789**	.849**	.788**	.800**	.617**	1	.841**	.777**	.860**	.806**	.811**	.728**	.671**	.517**	.895**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000	.003	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP8	Pearson Correlation	.695**	.682**	.746**	.737**	.756**	.620**	.841**	1	.862**	.881**	.752**	.781**	.682**	.667**	.523**	.870**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000	.003	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP9	Pearson Correlation	.696**	.742**	.742**	.861**	.810**	.518**	.777**	.862**	1	.810**	.728**	.790**	.742**	.693**	.503**	.873**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.003	.000	.000		.000	.000	.000	.000	.000	.005	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP10	Pearson Correlation	.664**	.827**	.768**	.878**	.767**	.699**	.860**	.881**	.810**	1	.883**	.801**	.827**	.805**	.567**	.933**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP11	Pearson Correlation	.610**	.830**	.768**	.809**	.822**	.806**	.806**	.752**	.728**	.883**	1	.814**	.893**	.839**	.620**	.928**
	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
KP12	Pearson Correlation	.727**	.733**	.788**	.737**	.801**	.529**	.811**	.781**	.790**	.801**	.814**	1	.843**	.581**	.488**	.874**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.003	.000	.000	.000	.000	.000		.000	.001	.006	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP13	Pearson Correlation	.652**	.880**	.760**	.880**	.827**	.706**	.728**	.682**	.742**	.827**	.893**	.843**	1	.692**	.618**	.911**
	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
KP14	Pearson Correlation	.480**	.625**	.692**	.706**	.607**	.631**	.671**	.667**	.693**	.805**	.839**	.581**	.692**	1	.738**	.809**
	Sig. (2-tailed)	.007	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.001	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KP15	Pearson Correlation	.348	.426*	.618**	.603**	.504**	.553**	.517**	.523**	.503**	.567**	.620**	.488**	.618**	.738**	1	.663**
	Sig. (2-tailed)	.060	.019	.000	.000	.005	.002	.003	.003	.005	.001	.000	.006	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.768**	.887**	.897**	.923**	.905**	.756**	.895**	.870**	.873**	.933**	.928**	.874**	.911**	.809**	.663**	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).

## D. Variabel Keputusan Pembelian (Y)

		Correlations																
		KPB1	KPB2	KPB3	KPB4	KPB5	KPB6	KPB7	KPB8	KPB9	KPB10	KPB11	KPB12	KPB13	KPB14	KPB15	TOTAL	
KPB1	Pearson Correlation	1	.513**	.332	.203	.457*	.330	.545**	.413*	.538**	.557**	.312	.462*	.591**	.527**	.421*	.609**	
	Sig. (2-tailed)		.004	.073	.283	.011	.075	.002	.023	.002	.001	.094	.010	.001	.003	.021	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KPB2	Pearson Correlation	.513**	1	.513**	.538**	.540**	.392*	.641**	.550**	.626**	.638**	.779**	.538**	.616**	.544**	.398*	.739**	
	Sig. (2-tailed)	.004		.004	.002	.002	.032	.000	.002	.000	.000	.000	.002	.000	.002	.029	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KPB3	Pearson Correlation	.332	.513**	1	.576**	.732**	.781**	.777**	.591**	.649**	.401*	.524**	.756**	.636**	.628**	.613**	.816**	
	Sig. (2-tailed)	.073	.004		.001	.000	.000	.000	.001	.000	.028	.003	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KPB4	Pearson Correlation	.203	.538**	.576**	1	.538**	.545**	.582**	.716**	.644**	.607**	.707**	.476**	.551**	.421*	.382*	.715**	
	Sig. (2-tailed)	.283	.002	.001		.002	.002	.001	.000	.000	.000	.000	.008	.002	.020	.037	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KPB5	Pearson Correlation	.457*	.540**	.732**	.538**	1	.797**	.751**	.559**	.677**	.491**	.489**	.782**	.599**	.708**	.650**	.838**	
	Sig. (2-tailed)	.011	.002	.000	.002		.000	.000	.001	.000	.006	.006	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KPB6	Pearson Correlation	.330	.392*	.781**	.545**	.797**	1	.805**	.568**	.619**	.374*	.491**	.810**	.651**	.738**	.664**	.826**	
	Sig. (2-tailed)	.075	.032	.000	.002	.000		.000	.001	.000	.042	.006	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KPB7	Pearson Correlation	.545**	.641**	.777**	.582**	.751**	.805**	1	.535**	.715**	.505**	.598**	.706**	.644**	.692**	.664**	.870**	
	Sig. (2-tailed)	.002	.000	.000	.001	.000	.000		.002	.000	.004	.001	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KPB8	Pearson Correlation	.413*	.550**	.591**	.716**	.559**	.568**	.535**	1	.650**	.592**	.594**	.571**	.571**	.505**	.302	.736**	
	Sig. (2-tailed)	.023	.002	.001	.000	.001	.001	.002		.000	.001	.001	.001	.001	.004	.104	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KPB9	Pearson Correlation	.538**	.626**	.649**	.644**	.677**	.619**	.715**	.850**	1	.793**	.594**	.644**	.644**	.571**	.504**	.835**	
	Sig. (2-tailed)	.002	.000	.000	.000	.000	.000	.000	.000		.000	.001	.000	.000	.001	.005	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KPB10	Pearson Correlation	.557**	.638**	.401*	.607**	.491**	.374*	.505**	.592**	.793**		1	.757**	.538**	.607**	.538**	.452*	.739**
	Sig. (2-tailed)	.001	.000	.028	.000	.006	.042	.004	.001	.000		.000	.002	.000	.003	.012	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KPB11	Pearson Correlation	.312	.779**	.524**	.707**	.489**	.491**	.588**	.594**	.594**	.757**	1	.641**	.641**	.637**	.434*	.771**	
	Sig. (2-tailed)	.094	.000	.003	.000	.006	.006	.001	.001	.001	.000		.000	.000	.000	.017	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KPB12	Pearson Correlation	.462*	.538**	.756**	.476**	.782**	.810**	.706**	.571**	.644**	.538**	.641**	1	.776**	.902**	.729**	.881**	
	Sig. (2-tailed)	.010	.002	.000	.008	.000	.000	.000	.001	.000	.002	.000		.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KPB13	Pearson Correlation	.591**	.616**	.636**	.551**	.599**	.651**	.644**	.571**	.644**	.607**	.641**	.776**	1	.764**	.591**	.835**	
	Sig. (2-tailed)	.001	.000	.000	.002	.000	.000	.000	.001	.000	.000	.000	.000		.000	.001	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KPB14	Pearson Correlation	.527**	.544**	.628**	.421*	.708**	.738**	.692**	.505**	.571**	.528**	.637**	.902**	.764**	1	.638**	.835**	
	Sig. (2-tailed)	.003	.002	.000	.020	.000	.000	.000	.004	.001	.003	.000	.000	.000		.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
KPB15	Pearson Correlation	.421*	.398*	.613**	.382*	.650**	.664**	.664**	.302	.504**	.452*	.434*	.729**	.591**	.638**	1	.722**	
	Sig. (2-tailed)	.021	.029	.000	.037	.000	.000	.000	.104	.005	.012	.017	.000	.001	.000		.000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.609**	.739**	.816**	.715**	.838**	.826**	.870**	.736**	.835**	.739**	.771**	.881**	.835**	.835**	.722**	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	30

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

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

### Lampiran 3 Hasil Uji Reliabilitas

#### A. Variabel Citra Merek (X<sub>1</sub>)

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.897	9

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
CM1	35.53	17.775	.650	.887
CM2	35.57	17.840	.634	.888
CM3	35.60	17.283	.742	.880
CM4	35.60	18.593	.546	.894
CM5	35.73	16.961	.757	.878
CM6	35.80	16.855	.737	.880
CM7	35.63	17.068	.722	.881
CM8	35.47	18.671	.547	.894
CM9	35.87	17.085	.622	.890

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

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.945	9

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
DP1	35.07	22.616	.848	.935
DP2	34.93	22.133	.883	.933
DP3	34.97	23.275	.714	.943



DP4	34.90	23.748	.817	.937
DP5	34.83	23.937	.778	.939
DP6	35.10	23.128	.781	.939
DP7	35.03	22.792	.871	.934
DP8	35.10	22.990	.746	.941
DP9	34.73	23.926	.660	.945

### C. Variabel Kualitas Pelayanan (X<sub>3</sub>)

Reliability Statistics	
Cronbach's Alpha	N of Items
.974	15

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KP1	61.33	80.920	.728	.975
KP2	61.30	80.217	.868	.972
KP3	61.30	80.079	.879	.972
KP4	61.23	80.254	.910	.972
KP5	61.23	79.771	.888	.972
KP6	61.17	82.489	.721	.975
KP7	61.33	80.230	.878	.972
KP8	61.30	81.183	.850	.973
KP9	61.23	81.702	.855	.973
KP10	61.23	79.357	.921	.971
KP11	61.17	80.075	.916	.971
KP12	61.37	79.344	.852	.973
KP13	61.30	79.872	.896	.972
KP14	61.07	82.478	.782	.974
KP15	61.30	84.010	.619	.976

#### D. Variabel Keputusan Pembelian (Y)

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.954	15

<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
KPB1	59.73	70.961	.548	.956
KPB2	59.70	70.700	.703	.952
KPB3	59.80	67.269	.780	.951
KPB4	59.77	70.668	.674	.953
KPB5	59.83	67.109	.807	.950
KPB6	59.90	65.679	.786	.951
KPB7	59.77	66.875	.844	.949
KPB8	59.70	70.148	.696	.952
KPB9	59.70	68.907	.809	.950
KPB10	59.53	69.775	.698	.952
KPB11	59.80	68.993	.732	.952
KPB12	59.77	68.668	.862	.949
KPB13	59.77	69.220	.810	.950
KPB14	59.73	68.409	.807	.950
KPB15	59.50	69.983	.679	.953

**Lampiran 4**  
**Tabulasi Data Mentah**

NO	X1										X2									
	C M 1	C M 2	C M 3	C M 4	C M 5	C M 6	C M 7	C M 8	C M 9	T C M	D P 1	D P 2	D P 3	D P 4	D P 5	D P 6	D P 7	D P 8	D P 9	T D P
1	5	5	5	4	4	5	4	4	3	39	4	4	5	4	3	4	4	4	3	35
2	3	3	3	5	5	5	5	4	5	38	3	3	3	3	3	3	3	3	3	27
3	5	4	5	4	5	5	5	5	4	42	5	5	4	5	5	4	5	5	5	43
4	4	5	4	4	4	4	4	4	4	37	4	4	4	4	4	4	4	4	3	35
5	3	3	3	3	3	3	3	3	3	27	3	3	3	3	3	3	3	3	3	27
6	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	5	5	5	5	45
7	5	3	4	3	3	3	4	5	3	33	3	3	3	4	5	3	4	3	5	33
8	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	5	5	5	5	45
9	5	5	5	5	5	4	5	5	4	43	4	5	5	5	4	4	4	4	5	40
10	4	5	4	4	4	4	5	5	3	38	4	5	4	5	5	5	4	4	5	41
11	4	4	4	5	4	3	4	4	3	35	3	4	4	4	4	4	4	3	5	35
12	5	5	5	4	4	4	5	5	5	42	4	4	4	4	4	4	4	5	5	38
13	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	5	5	5	5	45
14	4	4	4	4	3	3	4	5	4	35	4	4	4	4	4	4	4	4	5	37
15	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	5	5	5	5	45
16	5	5	5	5	5	5	5	5	3	43	5	4	4	4	4	4	4	5	5	39
17	5	5	5	4	4	5	4	4	4	40	4	5	5	4	5	4	4	4	5	40
18	4	5	5	4	4	4	4	4	5	39	4	5	4	4	4	4	5	4	5	39
19	5	4	5	5	5	4	3	4	3	38	4	4	3	4	5	4	4	5	4	37
20	5	5	4	4	4	4	3	3	4	36	3	3	4	4	4	3	3	3	4	31
21	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	5	5	5	5	45
22	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	5	5	5	5	45
23	5	4	5	4	4	5	5	5	5	42	4	5	5	5	5	4	5	5	5	43
24	5	5	5	5	5	5	5	5	5	45	5	5	5	5	5	5	5	5	5	45
25	5	5	4	4	5	5	4	5	4	41	5	5	5	4	5	4	4	4	4	40
26	3	4	4	5	3	3	3	5	3	33	4	3	3	5	4	5	4	3	3	34
27	5	5	5	5	4	4	5	5	5	43	5	5	5	5	5	5	5	4	5	44
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NO	Y															
	K P B 1	K P B 2	K P B 3	K P B 4	K P B 5	K P B 6	K P B 7	K P B 8	K P B 9	K P B 1 0	K P B 1 1	K P B 1 2	K P B 1 3	K P B 1 4	K P B 1 5	T K P B
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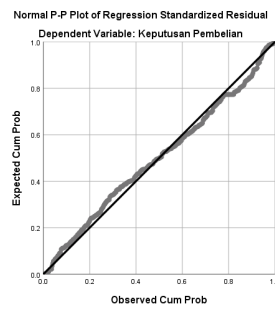
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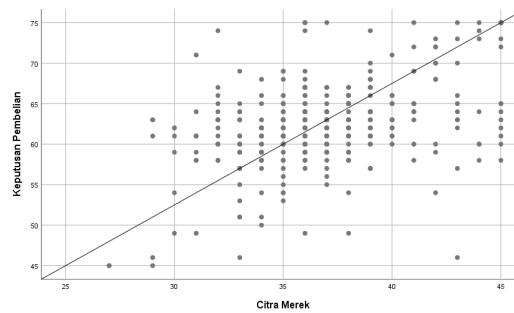
## Lampiran 5 Hasil Uji Asumsi Klasik

### A. Out Hasil Uji Normalitas

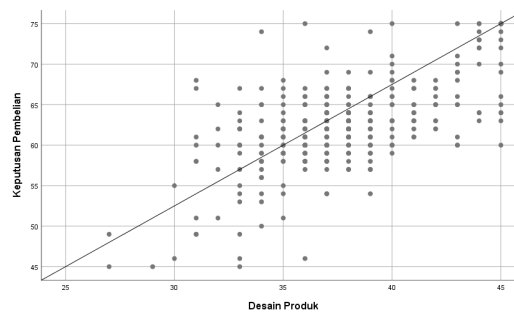


### B. Out Hasil Uji Linearitas

Uji Linearitas Variabel Citra Merek ( $X_1$ ) terhadap Keputusan Pembelian (Y)

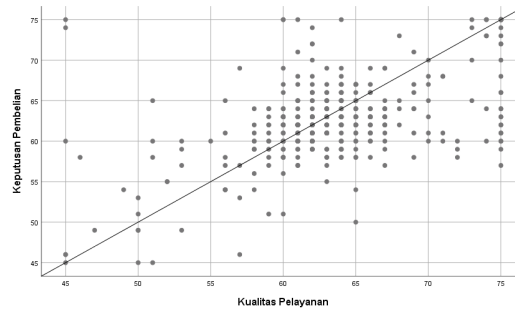


Uji Linearitas Variabel Desain Produk ( $X_2$ ) terhadap Keputusan Pembelian (Y)



Uji Linearitas Variabel Kualitas Pelayanan (X<sub>3</sub>) terhadap Keputusan Pembelian

(Y)

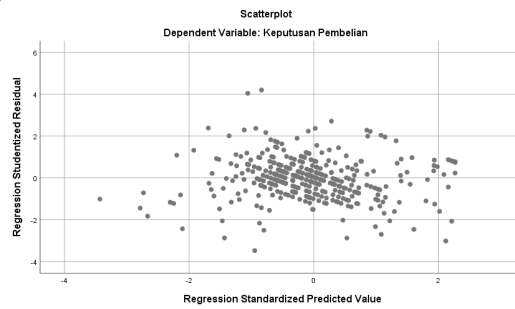


C. Out Hasil Uji Multikolinearitas

Collinearity Diagnostics <sup>a</sup>							
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Citra Merek	Desain Produk	Kualitas Pelayanan
1	1	3.986	1.000	.00	.00	.00	.00
	2	.005	26.994	.37	.78	.00	.08
	3	.005	29.115	.63	.11	.11	.48
	4	.004	32.466	.00	.12	.89	.44

a. Dependent Variable: Keputusan Pembelian

D. Out Hasil Uji Heteroskedastisitas



## Lampiran 6 Hasil Uji Hipotesis

### A. Output Hasil Uji Parsial

<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.980	2.401		5.823	.000
	Citra Merek	.222	.063	.153	3.518	.000
	Desain Produk	.731	.071	.474	10.243	.000
	Kualitas Pelayanan	.203	.040	.223	5.051	.000

a. Dependent Variable: Keputusan Pembelian

### B. Output Hasil Uji Signifikan Simultan

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6397.071	3	2132.357	144.558	.000 <sup>b</sup>
	Residual	5620.071	381	14.751		
	Total	12017.143	384			

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

### C. Output Hasil Uji Koefisien Determinasi (R<sup>2</sup>)

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.730 <sup>a</sup>	.532	.529	3.841

a. Predictors: (Constant), Kualitas Pelayanan, Citra Merek, Desain Produk