

**LAMPIRAN 1**  
**KUESIONER PENELITIAN**

**ANALISIS PENGARUH GAYA HIDUP, DAYA TARIK PRODUK DAN *BRAND IMAGE* TERHADAP KEPUTUSAN PEMBELIAN *SMARTPHONE I-PHONE***  
**(Studi Kasus pada Mahasiswa di Universita Timor Kefamenanu)**

Sebelum menjawab pertanyaan ini perkenalkan saya Nama Oktaviana Rouk Almeida Falcao, Npm 41190038 Mahasiswa dari Universitas Timor Prodi Manajemen Fakultas Ekonomi dan Bisnis, Izin untuk melakukan penelitian ini dalam rangka memenuhi tugas akhir

Sebelum menjawab pertanyaan dalam kuesioner ini. Mohon kesediaan Bapak/Ibu/Saudara/Saudari untuk mengisi data berikut terlebih dahulu. (Jawaban yang Bapak/Ibu/Saudara/Saudari berikan akan diperlakukan secara rahasia).

**A. Petunjuk Pengisian Kuesioner**

Responden dapat memberikan jawaban dengan **tanda silang (X)** pada salah satu pilihan jawaban yang tersedia. Hanya satu jawaban saja yang dimungkinkan untuk setiap pertanyaan.

Pada masing-masing pertanyaan terdapat lima alternatif jawaban yang mengacu pada teknik skala Likert, yaitu:

- |                              |     |
|------------------------------|-----|
| 1. Sangat Setuju (SS)        | = 4 |
| 1. Setuju (S)                | = 3 |
| 2. Tidak Setuju (TS)         | = 2 |
| 3. Sangat Tidak Setuju (STS) | = 1 |

**B. Identitas Responden**

Nama :  
Umur :  
Jenis Kelamin :

## KUESIONER

### Variabel Keputusan Pembelian

| No | Pertanyaan   | SS | S | TS | STS |
|----|--|----|---|----|-----|
| 1  | Saya membeli <i>Smartphone I-Phone</i> karena mendapatkan informasi yang banyak tentang kelebihanannya |    |   |    |     |
| 2  | <i>Smartphone I-Phone</i> adalah merek yang paling saya sukai sehingga saya putuskan untuk membeli     |    |   |    |     |
| 3  | Saya membeli <i>Smartphone I-Phone</i> karena sesuai dengan kebutuhan dan keinginan saya               |    |   |    |     |
| 4  | Saya membeli <i>Smartphone I-Phone</i> karena mendapat rekomendasi dari orang lain                     |    |   |    |     |

### Variabel Gaya Hidup

| No | Pertanyaan  | SS | S | TS | STS |
|----|---|----|---|----|-----|
| 1  | <i>I-Phone</i> sangat membantu dalam pekerjaan                            |    |   |    |     |
| 2  | <i>I-Phone</i> lebih menarik dibandingkan <i>Smartphone</i> lainnya       |    |   |    |     |
| 3  | <i>I-Phone</i> mempunyai ciri khas tersendiri                             |    |   |    |     |
| 4  | Saya membeli <i>I-Phone</i> sudah sesuai dengan selera dan keinginan saya |    |   |    |     |

### Variabel Daya Tarik

| No | Pertanyaan   | SS | S | TS | STS |
|----|--|----|---|----|-----|
| 1  | <i>I-Phone</i> memiliki harga yang sesuai dengan manfaat yang diberikan                  |    |   |    |     |
| 2  | <i>I-Phone</i> merupakan smartphone yang mempunyai daya tahan kuat dan tidak mudah rusak |    |   |    |     |
| 3  | <i>I-Phone</i> memiliki fitur sesuai dengan kebutuhan sehari-hari                        |    |   |    |     |

### Variabel Brand Image

| No | Pertanyaan   | SS | S | TS | STS |
|----|--|----|---|----|-----|
| 1  | Saya memakai <i>I-Phone</i> karena memberi kesan percaya diri menggunakan merek terkenal |    |   |    |     |
| 2  | Saya memakai <i>I-Phone</i> karena memberi kesan modern dengan fitur yang canggih        |    |   |    |     |
| 3  | Saya memakai <i>I-Phone</i> karena memberi kesan modern                                  |    |   |    |     |
| 4  | Merek <i>smartphone I-Phone</i> meningkatkan percaya diri terhadap penggunaanya          |    |   |    |     |
| 5  | <i>I-Phone</i> memiliki citra yang baik  |    |   |    |     |



### LAMPIRAN 3

#### Hasil Uji Validitas dan Reliabilitas

##### 1. Variabel Gaya Hidup (X<sub>1</sub>)

|       |                     | Correlations |        |        |        |        |
|-------|---------------------|--------------|--------|--------|--------|--------|
|       |                     | X1.1         | X1.2   | X1.3   | X1.4   | Total  |
| X1.1  | Pearson Correlation | 1            | .706** | .616** | .572** | .853** |
|       | Sig. (2-tailed)     |              | .000   | .000   | .000   | .000   |
|       | N                   | 80           | 80     | 80     | 80     | 80     |
| X1.2  | Pearson Correlation | .706**       | 1      | .623** | .639** | .873** |
|       | Sig. (2-tailed)     | .000         |        | .000   | .000   | .000   |
|       | N                   | 80           | 80     | 80     | 80     | 80     |
| X1.3  | Pearson Correlation | .616**       | .623** | 1      | .743** | .857** |
|       | Sig. (2-tailed)     | .000         | .000   |        | .000   | .000   |
|       | N                   | 80           | 80     | 80     | 80     | 80     |
| X1.4  | Pearson Correlation | .572**       | .639** | .743** | 1      | .850** |
|       | Sig. (2-tailed)     | .000         | .000   | .000   |        | .000   |
|       | N                   | 80           | 80     | 80     | 80     | 80     |
| Total | Pearson Correlation | .853**       | .873** | .857** | .850** | 1      |
|       | Sig. (2-tailed)     | .000         | .000   | .000   | .000   |        |
|       | N                   | 80           | 80     | 80     | 80     | 80     |

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

##### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .879             | 4          |

## 2. Variabel Daya Tarik Produk (X<sub>2</sub>)

|       |                     | X2.1   | X2.2   | X2.3   | Total  |
|-------|---------------------|--------|--------|--------|--------|
| X2.1  | Pearson Correlation | 1      | .561** | .573** | .840** |
|       | Sig. (2-tailed)     |        | .000   | .000   | .000   |
|       | N                   | 80     | 80     | 80     | 80     |
| X2.2  | Pearson Correlation | .561** | 1      | .644** | .855** |
|       | Sig. (2-tailed)     | .000   |        | .000   | .000   |
|       | N                   | 80     | 80     | 80     | 80     |
| X2.3  | Pearson Correlation | .573** | .644** | 1      | .865** |
|       | Sig. (2-tailed)     | .000   | .000   |        | .000   |
|       | N                   | 80     | 80     | 80     | 80     |
| Total | Pearson Correlation | .840** | .855** | .865** | 1      |
|       | Sig. (2-tailed)     | .000   | .000   | .000   |        |
|       | N                   | 80     | 80     | 80     | 80     |

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

### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .813             | 3          |

## 3. Variabel Brand Image (X<sub>3</sub>)

|      |                     | X3.1   | X3.2   | X3.3   | X3.4   | X3.5   | Total  |
|------|---------------------|--------|--------|--------|--------|--------|--------|
| X3.1 | Pearson Correlation | 1      | .618** | .459** | .421** | .356** | .720** |
|      | Sig. (2-tailed)     |        | .000   | .000   | .000   | .001   | .000   |
|      | N                   | 80     | 80     | 80     | 80     | 80     | 80     |
| X3.2 | Pearson Correlation | .618** | 1      | .683** | .603** | .552** | .870** |
|      | Sig. (2-tailed)     | .000   |        | .000   | .000   | .000   | .000   |
|      | N                   | 80     | 80     | 80     | 80     | 80     | 80     |
| X3.3 | Pearson Correlation | .459** | .683** | 1      | .666** | .415** | .799** |
|      | Sig. (2-tailed)     | .000   | .000   |        | .000   | .000   | .000   |

|       |                     |        |        |        |        |        |        |
|-------|---------------------|--------|--------|--------|--------|--------|--------|
|       | N                   | 80     | 80     | 80     | 80     | 80     | 80     |
|       | Pearson Correlation | .421** | .603** | .666** | 1      | .641** | .833** |
| X3.4  | Sig. (2-tailed)     | .000   | .000   | .000   |        | .000   | .000   |
|       | N                   | 80     | 80     | 80     | 80     | 80     | 80     |
|       | Pearson Correlation | .356** | .552** | .415** | .641** | 1      | .756** |
| X3.5  | Sig. (2-tailed)     | .001   | .000   | .000   | .000   |        | .000   |
|       | N                   | 80     | 80     | 80     | 80     | 80     | 80     |
|       | Pearson Correlation | .720** | .870** | .799** | .833** | .756** | 1      |
| Total | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |        |
|       | N                   | 80     | 80     | 80     | 80     | 80     | 80     |

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

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .853             | 5          |

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

##### Correlations

|       | Y.1                 | Y.2    | Y.3    | Y.4    | Total  |        |
|-------|---------------------|--------|--------|--------|--------|--------|
|       | Pearson Correlation | 1      | .430** | .506** | .458** | .718** |
| Y.1   | Sig. (2-tailed)     |        | .000   | .000   | .000   | .000   |
|       | N                   | 80     | 80     | 80     | 80     | 80     |
|       | Pearson Correlation | .430** | 1      | .572** | .685** | .822** |
| Y.2   | Sig. (2-tailed)     | .000   |        | .000   | .000   | .000   |
|       | N                   | 80     | 80     | 80     | 80     | 80     |
|       | Pearson Correlation | .506** | .572** | 1      | .645** | .843** |
| Y.3   | Sig. (2-tailed)     | .000   | .000   |        | .000   | .000   |
|       | N                   | 80     | 80     | 80     | 80     | 80     |
|       | Pearson Correlation | .458** | .685** | .645** | 1      | .870** |
| Y.4   | Sig. (2-tailed)     | .000   | .000   | .000   |        | .000   |
|       | N                   | 80     | 80     | 80     | 80     | 80     |
| Total | Pearson Correlation | .718** | .822** | .843** | .870** | 1      |
|       | Sig. (2-tailed)     | .000   | .000   | .000   | .000   |        |

|   |    |    |    |    |    |
|---|----|----|----|----|----|
| N | 80 | 80 | 80 | 80 | 80 |
|---|----|----|----|----|----|

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

**Reliability Statistics**

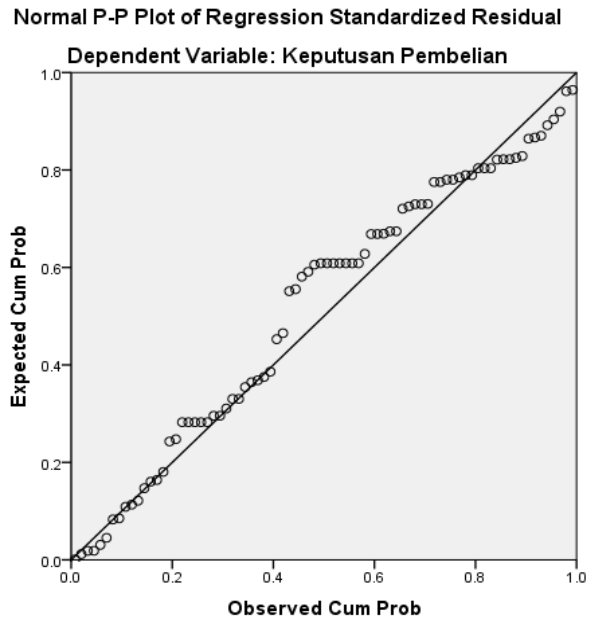
| Cronbach's Alpha | N of Items |
|------------------|------------|
| .831             | 4          |



## Lampiran 4 Uji Asumsi Klasik

### 1. Uji Normalitas

#### a. Dengan menggunakan Metode grafik Normal of regression



#### b. Dengan menggunakan metode One Sample Kolmogorov Smirnof

| One-Sample Kolmogorov-Smirnov Test |                | Unstandardized Residual |
|------------------------------------|----------------|-------------------------|
| N                                  |                | 80                      |
| Normal Parameters <sup>a,b</sup>   | Mean           | 0E-7                    |
|                                    | Std. Deviation | 1.37164358              |
|                                    | Absolute       | .133                    |
| Most Extreme Differences           | Positive       | .067                    |
|                                    | Negative       | -.133                   |
| Kolmogorov-Smirnov Z               |                | 1.187                   |
| Asymp. Sig. (2-tailed)             |                | .119                    |

a. Test distribution is Normal.

b. Calculated from data.

## 2. Uji Multikolinearitas

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

| Model             | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|                   | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| (Constant)        | 4.377                       | 1.366      |                           | 3.204 | .002 |                         |       |
| 1 Gaya Hidup      | .226                        | .111       | .264                      | 2.044 | .044 | .456                    | 2.194 |
| Daya Tarik Produk | .224                        | .133       | .182                      | 1.687 | .096 | .652                    | 1.533 |
| Brand Image       | .246                        | .105       | .305                      | 2.349 | .021 | .450                    | 2.224 |

a. Dependent Variable: Keputusan Pembelian

## 3. Uji Autokorelasi

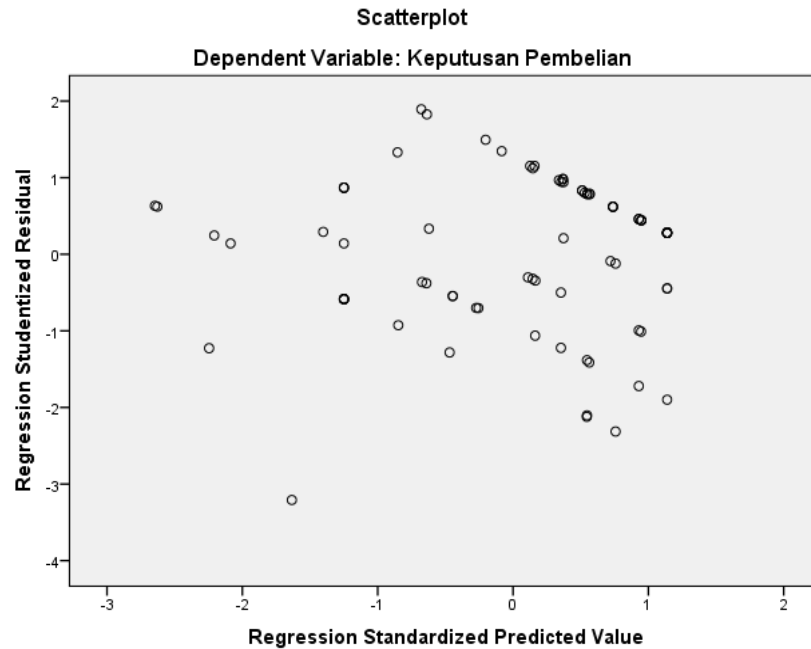
**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1     | .651 <sup>a</sup> | .424     | .401              | 1.39845                    | 2.250         |

a. Predictors: (Constant), Brand Image, Daya Tarik Produk, Gaya Hidup

b. Dependent Variable: Keputusan Pembelian

#### 4. Uji Heteroskedastisitas



#### 5. Uji Linearitas

##### a. Uji Linearitas Gaya Hidup ( $X_1$ ) terhadap Keputusan Pembelian (Y)

**ANOVA Table**

|                                  |                |                          | Sum of Squares | df | Mean Square | F      | Sig. |
|----------------------------------|----------------|--------------------------|----------------|----|-------------|--------|------|
| Keputusan Pembelian * Gaya Hidup |                | (Combined)               | 98.134         | 7  | 14.019      | 6.316  | .000 |
|                                  | Between Groups | Linearity                | 86.963         | 1  | 86.963      | 39.178 | .000 |
|                                  |                | Deviation from Linearity | 11.170         | 6  | 1.862       | .839   | .544 |
|                                  | Within Groups  |                          | 159.816        | 72 | 2.220       |        |      |
|                                  | Total          |                          | 257.950        | 79 |             |        |      |

**b. Uji Linearitas Daya Tarik Produk ( $X_2$ ) terhadap Keputusan Pembelian**

**(Y)**

**ANOVA Table**

|   |                |                          | Sum of Squares | df | Mean Square | F      | Sig. |
|---|----------------|--------------------------|----------------|----|-------------|--------|------|
| (Combined)                              |                |                          | 75.027         | 6  | 12.505      | 4.990  | .000 |
| Keputusan Pembelian * Daya Tarik Produk | Between Groups | Linearity                | 62.601         | 1  | 62.601      | 24.982 | .000 |
|   |                | Deviation from Linearity | 12.426         | 5  | 2.485       | .992   | .429 |
|   | Within Groups  |                          | 182.923        | 73 | 2.506       |        |      |
| Total                                   |                |                          | 257.950        | 79 |             |        |      |

**c. Uji Linearitas *Brand Image* ( $X_3$ ) terhadap Keputusan Pembelian (Y)**

**ANOVA Table**

|                                   |                |                          | Sum of Squares | df | Mean Square | F      | Sig. |
|-----------------------------------|----------------|--------------------------|----------------|----|-------------|--------|------|
| (Combined)                        |                |                          | 102.929        | 8  | 12.866      | 5.893  | .000 |
| Keputusan Pembelian * Brand Image | Between Groups | Linearity                | 90.991         | 1  | 90.991      | 41.674 | .000 |
|                                   |                | Deviation from Linearity | 11.938         | 7  | 1.705       | .781   | .605 |
|                                   | Within Groups  |                          | 155.021        | 71 | 2.183       |        |      |
| Total                             |                |                          | 257.950        | 79 |             |        |      |

## Lampiran 5

### Hasil Analisis Regresi Linear Sederhana

#### a. Pengaruh Kualitas Produk ( $X_1$ ) terhadap Keputusan Pembelian (Y)

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .581 <sup>a</sup> | .337     | .329              | 1.48059                    |

a. Predictors: (Constant), Gaya Hidup

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

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 86.963         | 1  | 86.963      | 39.671 | .000 <sup>b</sup> |
|       | Residual   | 170.987        | 78 | 2.192       |        |                   |
|       | Total      | 257.950        | 79 |             |        |                   |

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Gaya Hidup

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

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
|       |            | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant) | 7.284                       | 1.122      |                           | 6.490 | .000 |
|       | Gaya Hidup | .498                        | .079       | .581                      | 6.298 | .000 |

a. Dependent Variable: Keputusan Pembelian

**b. Pengaruh Daya Tarik Produk ( $X_2$ ) terhadap Keputusan Pembelian (Y)**

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .493 <sup>a</sup> | .243     | .233              | 1.58255                    |

a. Predictors: (Constant), Daya Tarik Produk

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

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 62.601         | 1  | 62.601      | 24.996 | .000 <sup>b</sup> |
|       | Residual   | 195.349        | 78 | 2.504       |        |                   |
|       | Total      | 257.950        | 79 |             |        |                   |

a. Dependent Variable: Keputusan Pembelian  
b. Predictors: (Constant), Daya Tarik Produk

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

| Model |                   | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|-------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                   | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)        | 7.930                       | 1.281      |                           | 6.188 | .000 |
|       | Daya Tarik Produk | .607                        | .121       | .493                      | 5.000 | .000 |

a. Dependent Variable: Keputusan Pembelian

**c. Pengaruh *Brand Image* ( $X_3$ ) Terhadap Keputusan Pembelian (Y)**

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .594 <sup>a</sup> | .353     | .344              | 1.46305                    |

a. Predictors: (Constant), Brand Image

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

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 90.991         | 1  | 90.991      | 42.509 | .000 <sup>b</sup> |

|          |         |    |       |  |  |
|----------|---------|----|-------|--|--|
| Residual | 166.959 | 78 | 2.141 |  |  |
| Total    | 257.950 | 79 |       |  |  |

a. Dependent Variable: Keputusan Pembelian  
b. Predictors: (Constant), Brand Image

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

| Model        | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|--------------|-----------------------------|------------|---------------------------|-------|------|
|              | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant) | 5.742                       | 1.319      |                           | 4.353 | .000 |
| Brand Image  | .480                        | .074       | .594                      | 6.520 | .000 |

a. Dependent Variable: Keputusan Pembelian

## Lampiran 6

### Hasil Analisis Regresi Linear Berganda Variabel Gaya Hidup ( $X_1$ ), Daya Tarik Produk ( $X_2$ ) dan *Brand Image* ( $X_3$ ) terhadap Keputusan Pembelian (Y)

**Model Summary**

| Model   | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|-------------------|----------|-------------------|----------------------------|
| 1   | .651 <sup>a</sup> | .424     | .401              | 1.39845                    |
| a. Predictors: (Constant), Brand Image, Daya Tarik Produk, Gaya Hidup |                   |          |                   |                            |

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

| Model   |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|---|------------|----------------|----|-------------|--------|-------------------|
| 1   | Regression | 109.319        | 3  | 36.440      | 18.633 | .000 <sup>b</sup> |
|   | Residual   | 148.631        | 76 | 1.956       |        |                   |
|   | Total      | 257.950        | 79 |             |        |                   |
| a. Dependent Variable: Keputusan Pembelian                            |            |                |    |             |        |                   |
| b. Predictors: (Constant), Brand Image, Daya Tarik Produk, Gaya Hidup |            |                |    |             |        |                   |

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

| Model                                      |                   | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|--|-------------------|-----------------------------|------------|---------------------------|-------|------|
|  |                   | B                           | Std. Error | Beta                      |       |      |
| 1  | (Constant)        | 4.377                       | 1.366      |                           | 3.204 | .002 |
|  | Gaya Hidup        | .226                        | .111       | .264                      | 2.044 | .044 |
|  | Daya Tarik Produk | .224                        | .133       | .182                      | 1.687 | .096 |
|  | Brand Image       | .246                        | .105       | .305                      | 2.349 | .021 |
| a. Dependent Variable: Keputusan Pembelian |                   |                             |            |                           |       |      |



**Lampiran 7**  
**Uji Sumbangan Efektif**

**Correlations**

|                     |                     | Keputusan Pembelian | Gaya Hidup | Daya Tarik Produk | Brand Image |
|---------------------|---------------------|---------------------|------------|-------------------|-------------|
| Pearson Correlation | Keputusan Pembelian | 1.000               | .581       | .493              | .594        |
|                     | Gaya Hidup          | .581                | 1.000      | .542              | .716        |
|                     | Daya Tarik Produk   | .493                | .542       | 1.000             | .551        |
|                     | Brand Image         | .594                | .716       | .551              | 1.000       |
| Sig. (1-tailed)     | Keputusan Pembelian | .                   | .000       | .000              | .000        |
|                     | Gaya Hidup          | .000                | .          | .000              | .000        |
|                     | Daya Tarik Produk   | .000                | .000       | .                 | .000        |
|                     | Brand Image         | .000                | .000       | .000              | .           |
| N                   | Keputusan Pembelian | 80                  | 80         | 80                | 80          |
|                     | Gaya Hidup          | 80                  | 80         | 80                | 80          |
|                     | Daya Tarik Produk   | 80                  | 80         | 80                | 80          |
|                     | Brand Image         | 80                  | 80         | 80                | 80          |