

**Lampiran**  
**Kuesioner Penelitian**

**I. Identitas Responden**

1. Nama Lengkap : .....
2. NPM : .....
3. Jenis Kelamin :  Laki-laki  Perempuan
4. Usia : .....
5. Fakultas/Jurusan : .....

**II. Petunjuk Pengisian Kuesioner**

1. Isilah kolom identitas yang telah disediakan sesuai dengan identitas teman-teman dengan benar.
2. Sebelum mengisi jawaban dari pertanyaan-pertanyaan diharapkan membaca terlebih dahulu
3. Berilah tanda *checklist* (√) pada tempat yang telah tersedia sesuai dengan jawaban teman-teman.
4. Setiap pertanyaan dibutuhkan hanya satu jawaban.
5. Mohon teman-teman memberikan jawaban yang sebenar-benarnya.
6. Terdapat lima pilihan alternatif jawaban yaitu:

Simbol	Keterangan
SS	Sangat Setuju
S	Setuju
N	Netral/ ragu-ragu
TS	Tidak Setuju
STS	Sangat Tidak Setuju

7. Atas partisipasi teman-teman diucapkan limpah terima kasih.

**A. Tanggapan untuk variabel Harga (X1)**

No	Pernyataan	SS	S	N	TS	STS
	Indikator Harga					
1	Harga produk smartphone oppo dapat dijangkau oleh semua konsumen					
2	Harga produk smartphone oppo sesuai dengan hasil dan kualitas yang ada					
3	Harga produk smartphone oppo dapat bersaing dengan merek smartphone lain					

**B. Tanggapan untuk variabel Iklan (X2)**

No	Pernyataan	SS	S	N	TS	STS
1	Produk smartphone oppo melakukan penjualan melalui instgram, facebook dll					
2	Adanya iklan produk smartphone oppo di media sosial menarik minat saya untuk membeli					
3	Banyaknya produk smartphone oppo yang ditawarkan menimbulkan keinginan saya untuk membeli					

**C. Tanggapan untuk variabel kualitas produk (X3)**

No	Pertanyaan	SS	S	N	TS	STS
1	Smartphone oppo mengeluarkan beberapa variasi dan tipe smartphone oppo yang berbeda					
2	Smartphone oppo mengeluarkan smartphone dengan kualitas yang lebih baik					
3	Smartphone oppo memberikan produk yang baik dari segi kecangihan, daya tahan, design produknya.					

**D. Tanggapan untuk variabel keputusan pembelian smartphone oppo (Y)**

No	Pertanyaan	SS	S	N	TS	STS
1	Saya membeli smartphone oppo sesuai dengan keinginan, karna dari iklan, harga, dan kualitas barang bagus.					
2	Informasi tentang produk smartphone oppo sesuai dengan apa yang diinginkan sehingga saya berminat membeli					
3	Saya membeli smartphone oppo setelah membandingkan dengan produk smartphone yang lain.					

Kefamenanu,.....2022

Responden,  

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## LAMPIRAN

### Hasil Uji Validitas dan Reabilitas Data

X1 (Harga)

#### Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded <sup>a</sup>	0	.0
	Total	60	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.830	3

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	6.9333	.741	.715	.567
X1.2	7.7000	.688	.737	.328
X1.3	7.5667	.589	.419	.303

X2 (Iklan)

#### Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded <sup>a</sup>	0	.0
	Total	60	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.841	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	6.8333	.751	.790	.567
X2.2	7.0167	.864	.981	.366
X2.3	6.3833	.918	.465	.539

X3( Kualitas produk)

**Case Processing Summary**

		N	%
Cases	Valid	60	100.0
	Excluded <sup>a</sup>	0	.0
	Total	60	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.838	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	7.6833	1.712	.414	.206

X3.2	6.6333	2.168	.418	.833
X3.3	7.3500	1.418	.558	.886

Y( Keputusan pembelian)

#### Case Processing Summary

		N	%
Cases	Valid	60	100.0
	Excluded <sup>a</sup>	0	.0
	Total	60	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.964	3

#### Item-Total Statistics

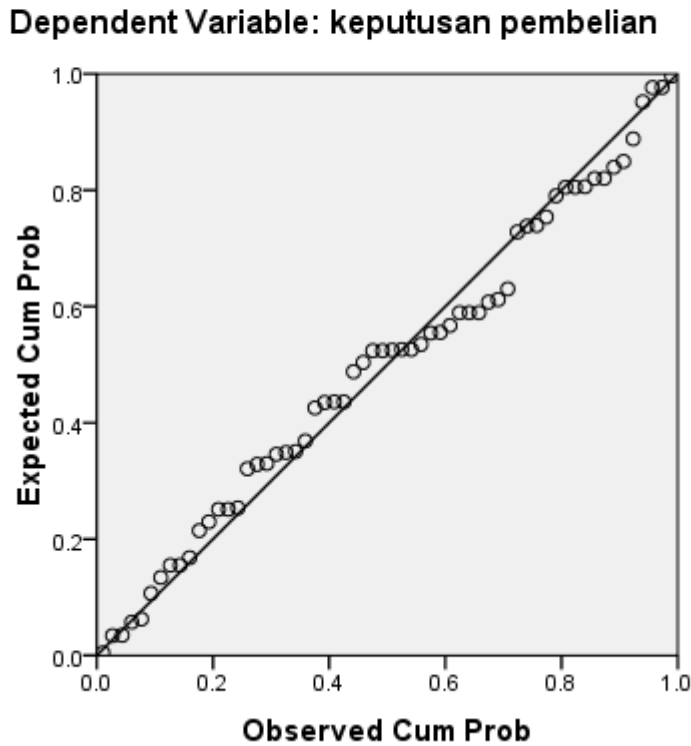
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	6.5000	2.153	.831	.821
Y1.2	7.3333	2.938	.362	.432
Y1.3	7.1000	2.193	.608	.039

Hasil uji asumsi klasik

1. Uji Normalitas

a. Dengan Menggunakan Metode Grafik *Normal of Regresion*

Normal P-P Plot of Regression Standardized Residual



a. Dengan Menggunakan Metode *One Sample Kolmogrof Smirnof*

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		60
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	1.21781888
Most Extreme Differences	Absolute	.085
	Positive	.085
	Negative	-.067
Kolmogorov-Smirnov Z		.660
Asymp. Sig. (2-tailed)		.777
a. Test distribution is Normal.		

## 1. Uji multikolinieritas

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

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
	1	(Constant)	1.406			1.644		3.855
	harga	2.003	.129	.002	4.025	.000	.653	1.532
	iklan	3.280	.137	.155	2.046	.000	.588	1.701
	kualitas produk	1.067	.098	.803	10.844	.000	.616	1.623

a. Dependent Variable: keputusan pembelian

## 1. Uji Autokorelasi

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.900 <sup>a</sup>	.811	.801	1.25001	.811	79.930	3	56	.000	1.892

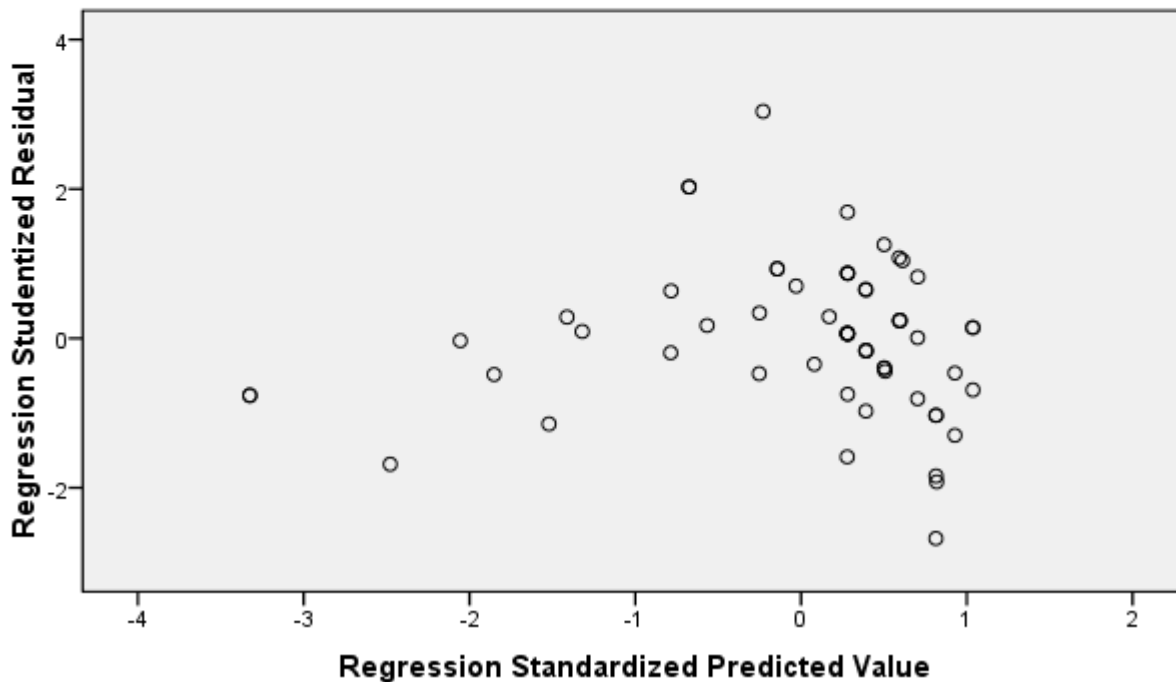
a. Predictors: (Constant), kualitas produk, harga, iklan

b. Dependent Variable: keputusan pembelian

1. Uji Heteroskedastisitas

Scatterplot

Dependent Variable: keputusan pembelian



1. Uji linearitas

X1 terhadap Y

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
keputusan pembelian * harga	Between Groups	(Combined)	143.409	6	23.901	3.974	.002
		Linearity	109.950	1	109.950	18.281	.000
		Deviation from Linearity	33.458	5	6.692	1.113	.365
	Within Groups		318.774	53	6.015		
	Total		462.183	59			



X2 terhadap Y

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
keputusan pembelian * iklan	Between Groups	(Combined)	301.027	7	43.004	13.876	.000
		Linearity	174.963	1	174.963	56.455	.000
		Deviation from Linearity	126.064	6	21.011	6.779	.388
	Within Groups		161.156	52	3.099		
Total			462.183	59			

X3 terhadap Y

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
keputusan pembelian * kualitas produk	Between Groups	(Combined)	396.363	8	49.545	38.389	.000
		Linearity	367.287	1	367.287	284.586	.000
		Deviation from Linearity	29.076	7	4.154	3.218	.667
	Within Groups		65.821	51	1.291		
Total			462.183	59			

**Hasil Analisis Regresi Linear Sederhana**

X1 terhadap Y

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	harga <sup>a</sup>		. Enter

a. All requested variables entered.

b. Dependent Variable: keputusan pembelian

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.488 <sup>a</sup>	.238	.225	2.46434

a. Predictors: (Constant), harga

**ANOVA<sup>b</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	109.950	1	109.950	18.105	.000 <sup>a</sup>
	Residual	352.233	58	6.073		
	Total	462.183	59			

a. Predictors: (Constant), harga

b. Dependent Variable: keputusan pembelian

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.081	2.870		3.377	.708
	Harga	1.872	.205	.488	4.255	.000

a. Dependent Variable: keputusan pembelian

X2 terhadap Y

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	iklan <sup>a</sup>		. Enter

a. All requested variables entered.

b. Dependent Variable: keputusan pembelian

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.615 <sup>a</sup>	.379	.368	2.22533

a. Predictors: (Constant), iklan

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	174.963	1	174.963	35.331	.000 <sup>a</sup>
	Residual	287.220	58	4.952		
	Total	462.183	59			

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	174.963	1	174.963	35.331	.000 <sup>a</sup>
	Residual	287.220	58	4.952		
	Total	462.183	59			

a. Predictors: (Constant), iklan

b. Dependent Variable: keputusan pembelian

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.456	2.485		2.586	.560
	Iklan	1.112	.187	.615	5.944	.000

a. Dependent Variable: keputusan pembelian

X3 terhadap Y

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	kualitas produk <sup>a</sup>		. Enter

a. All requested variables entered.

b. Dependent Variable: keputusan pembelian

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.891 <sup>a</sup>	.795	.791	1.27912

a. Predictors: (Constant), kualitas produk

**ANOVA<sup>b</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	367.287	1	367.287	224.482	.000 <sup>a</sup>
	Residual	94.897	58	1.636		
	Total	462.183	59			

a. Predictors: (Constant), kualitas produk

ANOVA<sup>b</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	367.287	1	367.287	224.482	.000 <sup>a</sup>
	Residual	94.897	58	1.636		
	Total	462.183	59			

b. Dependent Variable: keputusan pembelian

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.045	.829		1.261	.212
	kualitas produk	1.184	.079	.891	14.983	.000

a. Dependent Variable: keputusan pembelian

## Hasil Analisis Regresi Linear Berganda

Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	kualitas produk, harga, iklan <sup>a</sup>		. Enter

a. All requested variables entered.

b. Dependent Variable: keputusan pembelian

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.900 <sup>a</sup>	.811	.801	1.25001	.811	79.930	3	56	.000	1.892

a. Predictors: (Constant), kualitas produk, harga, iklan

b. Dependent Variable: keputusan pembelian

ANOVA<sup>b</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	374.681	3	124.894	79.930	.000 <sup>a</sup>
	Residual	87.502	56	1.563		
	Total	462.183	59			

a. Predictors: (Constant), kualitas produk, harga, iklan

b. Dependent Variable: keputusan pembelian

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.406	1.644		3.855	.000		
	harga	2.003	.129	.002	4.025	.000	.653	1.532
	iklan	3.280	.137	.155	2.046	.000	.588	1.701
	kualitas produk	1.067	.098	.803	10.844	.000	.616	1.623

a. Dependent Variable: keputusan pembelian