

## LAMPIRAN

### KUESIONER PENELITIAN

Kepada Bapak/Ibu/Sdr/I yang terhormat.

Yang bertanda tangan di bawah ini saya:

Nama : Finsensius Kosat  
Npm : 41180073  
Fakultas : Ekonomi Dan Bisnis  
Prodi : Manajemen

Sehubung dengan penelitian skripsi ini, maka saya meminta bantuan kepada Bapak/Ibu/Sdr/I untuk mengisi kuesioner terlampir guna kepentingan dalam penelitian skripsi yang berjudul: **“PENGARUH INOVASI DAN KEMAJUAN TEKNOLOGI TERHADAP KEPUTUSAN PEMBELIAN PRODUK HANDPHONE (VIVO) PADA TOKO PUTRA SULAWESI KOTA KEFAMENANU”**. Untuk itu data yang disampaikan oleh Bapak/Ibu/Sdr/I sangatlah penting untuk peneliti dan juga untuk kepentingan akademik sebagai syarat kelulusan stars satu (S1).

Atas kesediaan Bapak/Ibu/Sdr/I dalam pengisian kuesioner ini saya ucapkan terimakasih.

Kefamenanu,.....2023

Finsensius Kosat

### **A. Identitas Responden**

Isilah identitas Bapak/Ibu, saudara-saudari dibawah ini:

1. Nama :
2. Jenis Kelamin :
3. Umur :

### **B. Petunjuk Pengisian Kuesioner**

- a. Bacalah dengan cermat setiap pernyataan yang telah tersedia sebelum bapak/ibu memberikan jawaban.
- b. Berilah tanda ( $\surd$ ) pada kolom jawaban yang menunjukkan alternatif jawaban paling tepat pada lembar jawaban yan tersedia. Dengan ketentuan sebagai berikut:

Responden memilih salah satu jawaban yang dianggap benar atau sesuai dengan memberikan tanda ( $\surd$ ) pada jawaban tersebut.

Keterangan:

Skor penilaian:

1. Sangat Setuju : 4
2. Setuju : 3
3. Tidak Setuju : 2
4. Sangat Tidak Setuju : 1

### C. Daftar Pernyataan

#### 1. Keputusan Pembelian

| NO | PERNYATAAN   | SS<br>(4) | S<br>(3) | TS<br>(2) | STS<br>(1) |
|----|--|-----------|----------|-----------|------------|
| 1. | Informasi tentang <i>product handphone vivo</i> sangat detail          |           |          |           |            |
| 2. | Merek <i>handphone vivo</i> sangat bagus dan menarik                   |           |          |           |            |
| 3. | Merek <i>handphone vivo</i> sangat berkualitas dan harganya terjangkau |           |          |           |            |
| 3. | Saya sangat membutuhkan alat komunikasi ( <i>handphone vivo</i> )      |           |          |           |            |
| 4. | Saya membeli <i>handphone vivo</i> dari rekomendasi teman              |           |          |           |            |
| 5. | Saya merekomendasikan <i>handphone vivo</i> kepada teman dan keluarga  |           |          |           |            |

#### 2. Inovasi

| NO | PERNYATAAN  | SS<br>(4) | S<br>(3) | TS<br>(2) | STS<br>(1) |
|----|---|-----------|----------|-----------|------------|
| 1. | <i>Handphone Vivo</i> memiliki banyak fitur Menarik   |           |          |           |            |
| 2. | <i>Handphone vivo</i> selalu memiliki perubahan desain setiap tahunnya  |           |          |           |            |
| 3. | <i>Handphone Vivo</i> memiliki luas wilayah pemasaran yang besar  |           |          |           |            |
| 4. | Gaya dan rancangan produk <i>handphone vivo</i> disesuaikan dengan minat konsumen   |           |          |           |            |
| 5. | Produk <i>handphone vivo</i> memiliki aplikasi bawaan yang menarik  |           |          |           |            |
| 6. | Produk <i>Handphone vivo</i> sangat berkualitas   |           |          |           |            |
| 7. | Produk <i>handphone Vivo</i> terus mengalami perubahan sesuai dengan perkembangan dan disesuaikan dengan kebutuhan konsumen |           |          |           |            |

|    |   |  |  |  |  |
|----|---|--|--|--|--|
| 8  | Selalu ada merek terbaru dari produk <i>handphone</i> vivo setiap tahunnya          |  |  |  |  |
| 9. | Inovasi <i>handphone</i> vivo mampu bersaing dengan produk <i>handphone</i> lainnya |  |  |  |  |
| 10 | Inovasi <i>handphone</i> vivo selalu mengutamakan kebutuhan pasar (konsumen)        |  |  |  |  |
| 11 | Inovasi <i>handphone</i> vivo mengutamakan kualitas dan dengan harga yang murah     |  |  |  |  |
| 12 | <i>Handphone</i> vivo mampu bersaing di pasar secara kualitas dan harga             |  |  |  |  |

### 3. Kemajuan Teknologi

| NO | PERNYATAAN  | SS<br>(4) | S<br>(3) | TS<br>(2) | STS<br>(1) |
|----|---|-----------|----------|-----------|------------|
| 1. | <i>Handphone</i> Vivo dengan segala inovasinya dapat menambah pengetahuan bagi para penggunanya                           |           |          |           |            |
| 2. | <i>Handphone</i> vivo memiliki inovasi yang mengutamakan kualitas   |           |          |           |            |
| 3. | <i>Handphone</i> Vivo memiliki fitur/aplikasi bawaan yang dapat menambah keterampilan/ <i>skill</i> pada para penggunanya |           |          |           |            |
| 4. | <i>Handphone</i> Vivo memiliki fitur yang menarik   |           |          |           |            |
| 5. | <i>Handphone</i> Vivo dengan desain aplikasinya memiliki kecepatan dalam performanya (Loading secara cepat)               |           |          |           |            |
| 6. | <i>Handphone</i> Vivo memiliki kapasitas penyimpanan yang besar   |           |          |           |            |

### Tabulasi Data

| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 | X1.11 | X1.12 | Total<br>X1 |
|------|------|------|------|------|------|------|------|------|-------|-------|-------|-------------|
| 3    | 4    | 3    | 4    | 4    | 4    | 4    | 4    | 4    | 4     | 3     | 4     | 45          |
| 2    | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 2    | 2     | 2     | 2     | 24          |
| 2    | 2    | 2    | 2    | 2    | 2    | 2    | 3    | 2    | 2     | 2     | 2     | 25          |
| 2    | 2    | 2    | 2    | 2    | 2    | 3    | 2    | 2    | 2     | 2     | 2     | 25          |
| 2    | 2    | 2    | 3    | 3    | 2    | 2    | 3    | 3    | 2     | 2     | 2     | 28          |
| 3    | 2    | 2    | 3    | 3    | 3    | 2    | 3    | 2    | 4     | 3     | 2     | 32          |
| 3    | 4    | 3    | 4    | 3    | 4    | 3    | 3    | 4    | 3     | 4     | 4     | 42          |
| 2    | 2    | 2    | 2    | 2    | 2    | 3    | 3    | 4    | 3     | 2     | 2     | 29          |
| 2    | 2    | 2    | 4    | 3    | 2    | 4    | 3    | 3    | 3     | 2     | 3     | 33          |
| 2    | 2    | 2    | 3    | 3    | 2    | 3    | 2    | 3    | 2     | 2     | 4     | 30          |
| 4    | 4    | 4    | 4    | 3    | 4    | 3    | 3    | 4    | 4     | 4     | 3     | 44          |
| 4    | 4    | 4    | 3    | 4    | 3    | 3    | 3    | 3    | 3     | 4     | 3     | 41          |
| 2    | 2    | 2    | 2    | 3    | 3    | 2    | 2    | 3    | 3     | 2     | 3     | 29          |
| 4    | 3    | 3    | 4    | 3    | 3    | 2    | 3    | 4    | 3     | 4     | 2     | 38          |
| 2    | 2    | 2    | 3    | 2    | 3    | 2    | 3    | 3    | 3     | 2     | 3     | 30          |
| 2    | 2    | 3    | 2    | 2    | 3    | 2    | 3    | 3    | 4     | 2     | 3     | 31          |
| 4    | 4    | 3    | 4    | 3    | 4    | 3    | 3    | 3    | 3     | 4     | 4     | 42          |
| 2    | 2    | 4    | 3    | 2    | 3    | 2    | 3    | 2    | 3     | 2     | 3     | 31          |
| 2    | 2    | 3    | 2    | 3    | 3    | 2    | 3    | 3    | 4     | 2     | 2     | 31          |
| 2    | 2    | 2    | 3    | 2    | 3    | 2    | 3    | 3    | 3     | 2     | 3     | 30          |
| 2    | 3    | 3    | 3    | 3    | 2    | 2    | 3    | 3    | 3     | 2     | 4     | 33          |
| 4    | 3    | 4    | 4    | 3    | 3    | 3    | 3    | 4    | 4     | 4     | 4     | 43          |
| 4    | 4    | 3    | 3    | 3    | 4    | 3    | 4    | 3    | 3     | 4     | 3     | 41          |
| 2    | 3    | 4    | 3    | 2    | 3    | 2    | 3    | 3    | 3     | 2     | 2     | 32          |
| 4    | 3    | 4    | 3    | 4    | 3    | 3    | 3    | 4    | 3     | 4     | 4     | 42          |
| 3    | 3    | 3    | 3    | 2    | 3    | 3    | 4    | 3    | 4     | 2     | 3     | 36          |
| 3    | 3    | 4    | 3    | 3    | 4    | 2    | 3    | 2    | 3     | 3     | 3     | 36          |
| 2    | 4    | 3    | 3    | 2    | 3    | 3    | 3    | 3    | 3     | 2     | 2     | 33          |
| 3    | 3    | 4    | 3    | 3    | 3    | 4    | 3    | 3    | 3     | 4     | 4     | 40          |
| 4    | 3    | 3    | 3    | 4    | 4    | 4    | 3    | 3    | 3     | 4     | 3     | 41          |
| 3    | 4    | 3    | 3    | 3    | 3    | 4    | 3    | 3    | 3     | 4     | 4     | 40          |
| 4    | 3    | 4    | 3    | 4    | 3    | 4    | 3    | 4    | 4     | 4     | 3     | 43          |
| 3    | 2    | 3    | 4    | 3    | 3    | 2    | 2    | 3    | 3     | 2     | 3     | 33          |
| 4    | 3    | 4    | 3    | 3    | 3    | 3    | 3    | 3    | 3     | 4     | 4     | 40          |
| 3    | 4    | 3    | 4    | 3    | 3    | 3    | 3    | 3    | 3     | 4     | 3     | 39          |
| 3    | 4    | 3    | 3    | 4    | 3    | 3    | 4    | 3    | 3     | 4     | 3     | 40          |
| 3    | 4    | 3    | 3    | 3    | 3    | 4    | 4    | 4    | 3     | 4     | 3     | 41          |

|   |   |   |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|---|---|---|----|
| 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 43 |
| 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 38 |
| 3 | 4 | 3 | 3 | 2 | 2 | 4 | 4 | 4 | 3 | 3 | 2 | 37 |
| 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 40 |
| 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 2 | 3 | 3 | 3 | 39 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 40 |
| 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 41 |
| 3 | 3 | 3 | 3 | 2 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 37 |
| 4 | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 4 | 34 |
| 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 41 |
| 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 40 |
| 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 33 |
| 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 39 |
| 3 | 2 | 3 | 3 | 3 | 4 | 4 | 3 | 2 | 3 | 2 | 2 | 34 |
| 4 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 41 |
| 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 39 |
| 3 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 2 | 2 | 3 | 34 |
| 3 | 3 | 3 | 3 | 2 | 3 | 4 | 2 | 3 | 2 | 2 | 3 | 33 |
| 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 36 |
| 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 32 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 34 |
| 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 34 |
| 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 33 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 39 |
| 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 40 |
| 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 34 |
| 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 37 |
| 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 33 |

| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | Total X2 |
|------|------|------|------|------|------|----------|
| 3    | 3    | 3    | 4    | 3    | 3    | 19       |
| 3    | 3    | 3    | 3    | 3    | 3    | 18       |
| 3    | 3    | 3    | 3    | 3    | 3    | 18       |
| 2    | 3    | 2    | 3    | 3    | 2    | 15       |
| 3    | 4    | 4    | 3    | 3    | 3    | 20       |
| 3    | 3    | 3    | 3    | 2    | 2    | 16       |
| 4    | 3    | 4    | 4    | 3    | 3    | 21       |
| 3    | 3    | 4    | 3    | 3    | 3    | 19       |
| 3    | 4    | 3    | 4    | 3    | 3    | 20       |
| 4    | 4    | 4    | 3    | 3    | 3    | 21       |
| 3    | 3    | 3    | 4    | 3    | 3    | 19       |
| 3    | 3    | 3    | 3    | 3    | 3    | 18       |
| 2    | 2    | 3    | 3    | 2    | 3    | 15       |
| 3    | 3    | 3    | 3    | 3    | 3    | 18       |
| 3    | 3    | 3    | 3    | 3    | 3    | 18       |
| 2    | 3    | 2    | 3    | 3    | 2    | 15       |
| 3    | 4    | 3    | 4    | 3    | 3    | 20       |
| 3    | 3    | 3    | 3    | 4    | 3    | 19       |
| 4    | 4    | 3    | 4    | 3    | 3    | 21       |
| 3    | 3    | 3    | 3    | 3    | 3    | 18       |
| 3    | 3    | 3    | 3    | 3    | 3    | 18       |
| 3    | 3    | 3    | 3    | 3    | 3    | 18       |
| 4    | 4    | 3    | 3    | 4    | 3    | 21       |
| 3    | 3    | 3    | 3    | 3    | 3    | 18       |
| 3    | 3    | 4    | 3    | 3    | 3    | 19       |
| 3    | 3    | 4    | 4    | 3    | 3    | 20       |
| 3    | 3    | 4    | 4    | 3    | 3    | 20       |
| 4    | 4    | 3    | 4    | 3    | 3    | 21       |
| 3    | 3    | 3    | 3    | 4    | 4    | 20       |
| 3    | 3    | 3    | 3    | 3    | 3    | 18       |
| 2    | 2    | 3    | 3    | 3    | 2    | 15       |
| 3    | 3    | 4    | 3    | 3    | 3    | 19       |
| 3    | 3    | 3    | 4    | 4    | 3    | 20       |
| 4    | 4    | 3    | 3    | 3    | 3    | 20       |
| 3    | 4    | 3    | 4    | 4    | 3    | 21       |
| 3    | 3    | 4    | 3    | 3    | 3    | 19       |
| 3    | 4    | 3    | 3    | 3    | 4    | 20       |
| 3    | 4    | 2    | 4    | 3    | 2    | 18       |
| 3    | 3    | 3    | 3    | 3    | 3    | 18       |
| 3    | 3    | 3    | 3    | 3    | 2    | 17       |

|   |   |   |   |   |   |    |
|---|---|---|---|---|---|----|
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 3 | 3 | 4 | 3 | 3 | 3 | 19 |
| 3 | 3 | 3 | 2 | 3 | 2 | 16 |
| 2 | 2 | 2 | 3 | 3 | 3 | 15 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| 3 | 3 | 3 | 3 | 2 | 3 | 17 |
| 3 | 2 | 2 | 4 | 3 | 3 | 17 |
| 4 | 3 | 3 | 3 | 3 | 3 | 19 |
| 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 3 | 3 | 3 | 3 | 2 | 3 | 17 |
| 3 | 3 | 2 | 3 | 2 | 3 | 16 |
| 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 3 | 4 | 3 | 3 | 3 | 2 | 18 |
| 2 | 2 | 3 | 3 | 2 | 3 | 15 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 3 | 3 | 3 | 3 | 3 | 2 | 17 |
| 2 | 2 | 3 | 3 | 2 | 2 | 14 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 2 | 3 | 3 | 3 | 3 | 3 | 17 |
| 3 | 3 | 3 | 2 | 2 | 3 | 16 |
| 2 | 2 | 2 | 3 | 2 | 3 | 14 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |



| Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Total Y |
|-----|-----|-----|-----|-----|---------|
| 4   | 3   | 3   | 4   | 3   | 17      |
| 3   | 2   | 3   | 3   | 3   | 14      |
| 3   | 3   | 2   | 2   | 3   | 13      |
| 3   | 3   | 2   | 3   | 3   | 14      |
| 2   | 1   | 2   | 3   | 3   | 11      |
| 2   | 1   | 2   | 3   | 3   | 11      |
| 2   | 2   | 3   | 3   | 3   | 13      |
| 3   | 2   | 1   | 2   | 3   | 11      |
| 4   | 3   | 4   | 4   | 3   | 18      |
| 4   | 3   | 3   | 4   | 3   | 17      |
| 4   | 3   | 3   | 4   | 3   | 17      |
| 4   | 3   | 3   | 4   | 3   | 17      |
| 2   | 1   | 1   | 3   | 3   | 10      |
| 2   | 3   | 3   | 3   | 3   | 14      |
| 3   | 3   | 2   | 3   | 3   | 14      |
| 3   | 3   | 3   | 3   | 2   | 14      |
| 4   | 3   | 3   | 4   | 3   | 17      |
| 4   | 4   | 3   | 4   | 4   | 19      |
| 4   | 3   | 4   | 4   | 3   | 18      |
| 2   | 2   | 2   | 2   | 3   | 11      |
| 2   | 3   | 3   | 3   | 4   | 15      |
| 4   | 3   | 3   | 4   | 3   | 17      |
| 4   | 3   | 3   | 3   | 3   | 16      |
| 4   | 3   | 3   | 3   | 4   | 17      |
| 2   | 3   | 2   | 2   | 3   | 12      |
| 3   | 3   | 3   | 3   | 3   | 15      |
| 4   | 3   | 3   | 3   | 3   | 16      |
| 3   | 3   | 4   | 3   | 3   | 16      |
| 4   | 3   | 3   | 3   | 4   | 17      |
| 4   | 3   | 3   | 4   | 3   | 17      |
| 2   | 3   | 2   | 3   | 2   | 12      |
| 3   | 3   | 4   | 2   | 3   | 15      |
| 3   | 3   | 3   | 4   | 3   | 16      |
| 4   | 3   | 3   | 4   | 4   | 18      |
| 4   | 3   | 4   | 4   | 3   | 18      |
| 4   | 3   | 3   | 4   | 3   | 17      |
| 4   | 4   | 3   | 3   | 3   | 17      |
| 3   | 2   | 3   | 2   | 2   | 12      |
| 4   | 3   | 3   | 4   | 3   | 17      |
| 2   | 3   | 2   | 1   | 2   | 10      |

|   |   |   |   |   |    |
|---|---|---|---|---|----|
| 4 | 3 | 3 | 4 | 3 | 17 |
| 4 | 4 | 3 | 4 | 3 | 18 |
| 4 | 3 | 3 | 3 | 4 | 17 |
| 4 | 3 | 2 | 3 | 3 | 15 |
| 4 | 3 | 3 | 3 | 3 | 16 |
| 3 | 3 | 3 | 4 | 3 | 16 |
| 4 | 3 | 2 | 4 | 2 | 15 |
| 2 | 3 | 2 | 2 | 3 | 12 |
| 2 | 2 | 3 | 2 | 3 | 12 |
| 3 | 3 | 3 | 2 | 3 | 14 |
| 3 | 3 | 3 | 4 | 3 | 16 |
| 2 | 3 | 3 | 3 | 3 | 14 |
| 4 | 2 | 1 | 4 | 2 | 13 |
| 4 | 3 | 2 | 4 | 3 | 16 |
| 4 | 3 | 3 | 4 | 4 | 18 |
| 4 | 3 | 2 | 4 | 3 | 16 |
| 4 | 2 | 3 | 4 | 2 | 15 |
| 4 | 3 | 3 | 4 | 3 | 17 |
| 2 | 2 | 3 | 3 | 2 | 12 |
| 4 | 3 | 3 | 2 | 3 | 15 |
| 4 | 3 | 3 | 4 | 3 | 17 |
| 2 | 3 | 2 | 3 | 3 | 13 |
| 4 | 2 | 3 | 3 | 3 | 15 |
| 4 | 3 | 2 | 2 | 2 | 13 |
| 3 | 3 | 1 | 3 | 3 | 13 |

## Uji Validitas Dan Realibilitas

**Correlations**

|                             | X1.1   | X1.2   | X1.3   | X1.4   | X1.5   | X1.6  | X1.7  | X1.8  | X1.9  | X1.1<br>0 | X1.1<br>1 | X1.1<br>2 | TOTAL<br>_X1 |
|-----------------------------|--------|--------|--------|--------|--------|-------|-------|-------|-------|-----------|-----------|-----------|--------------|
| X1.1 Pearson<br>Correlation | 1      | .968*  | .954*  | -.777* | .976*  | .488* | .364* | .301* | .280* | .307*     | .739*     | .365*     | .800**       |
| Sig. (2-<br>tailed)         |        | .000   | .000   | .000   | .000   | .000  | .003  | .015  | .024  | .013      | .000      | .003      | .000         |
| N                           | 74     | 74     | 74     | 74     | 74     | 65    | 65    | 65    | 65    | 65        | 65        | 65        | 65           |
| X1.2 Pearson<br>Correlation | .968*  | 1      | .957*  | -.794* | .984*  | .471* | .396* | .492* | .366* | .247*     | .654*     | .302*     | .761**       |
| Sig. (2-<br>tailed)         | .000   |        | .000   | .000   | .000   | .000  | .001  | .000  | .003  | .047      | .000      | .015      | .000         |
| N                           | 74     | 74     | 74     | 74     | 74     | 65    | 65    | 65    | 65    | 65        | 65        | 65        | 65           |
| X1.3 Pearson<br>Correlation | .954*  | .957*  | 1      | -.664* | .960*  | .363* | .218  | .243  | .198  | .308*     | .506*     | .315*     | .633**       |
| Sig. (2-<br>tailed)         | .000   | .000   |        | .000   | .000   | .003  | .081  | .051  | .114  | .013      | .000      | .011      | .000         |
| N                           | 74     | 74     | 74     | 74     | 74     | 65    | 65    | 65    | 65    | 65        | 65        | 65        | 65           |
| X1.4 Pearson<br>Correlation | -.777* | -.794* | -.664* | 1      | -.785* | .375* | .154  | .196  | .332* | .317*     | .476*     | .371*     | .632**       |
| Sig. (2-<br>tailed)         | .000   | .000   | .000   |        | .000   | .002  | .221  | .118  | .007  | .010      | .000      | .002      | .000         |
| N                           | 74     | 74     | 74     | 74     | 74     | 65    | 65    | 65    | 65    | 65        | 65        | 65        | 65           |
| X1.5 Pearson<br>Correlation | .976*  | .984*  | .960*  | -.785* | 1      | .381* | .246* | .218  | .218  | .239      | .602*     | .311*     | .632**       |
| Sig. (2-<br>tailed)         | .000   | .000   | .000   | .000   |        | .002  | .048  | .081  | .081  | .055      | .000      | .012      | .000         |
| N                           | 74     | 74     | 74     | 74     | 74     | 65    | 65    | 65    | 65    | 65        | 65        | 65        | 65           |

|       |                        |       |       |       |       |       |       |       |       |       |       |       |       |        |
|-------|------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
| X1.6  | Pearson<br>Correlation | .488* | .471* | .363* | .375* | .381* | 1     | .150  | .297* | .032  | .404* | .437* | .201  | .602** |
|       | Sig. (2-tailed)        | .000  | .000  | .003  | .002  | .002  |       | .234  | .016  | .802  | .001  | .000  | .108  | .000   |
|       | N                      | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65     |
| X1.7  | Pearson<br>Correlation | .364* | .396* | .218  | .154  | .246* | .150  | 1     | .229  | .334* | .043  | .380* | .282* | .516** |
|       | Sig. (2-tailed)        | .003  | .001  | .081  | .221  | .048  | .234  |       | .066  | .007  | .734  | .002  | .023  | .000   |
|       | N                      | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65     |
| X1.8  | Pearson<br>Correlation | .301* | .492* | .243  | .196  | .218  | .297* | .229  | 1     | .194  | .383* | .369* | .049  | .502** |
|       | Sig. (2-tailed)        | .015  | .000  | .051  | .118  | .081  | .016  | .066  |       | .121  | .002  | .002  | .696  | .000   |
|       | N                      | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65     |
| X1.9  | Pearson<br>Correlation | .280* | .366* | .198  | .332* | .218  | .032  | .334* | .194  | 1     | .312* | .437* | .241  | .520** |
|       | Sig. (2-tailed)        | .024  | .003  | .114  | .007  | .081  | .802  | .007  | .121  |       | .011  | .000  | .053  | .000   |
|       | N                      | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65     |
| X1.10 | Pearson<br>Correlation | .307* | .247* | .308* | .317* | .239  | .404* | .043  | .383* | .312* | 1     | .359* | .221  | .521** |
|       | Sig. (2-tailed)        | .013  | .047  | .013  | .010  | .055  | .001  | .734  | .002  | .011  |       | .003  | .077  | .000   |
|       | N                      | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65     |
| X1.11 | Pearson<br>Correlation | .739* | .654* | .506* | .476* | .602* | .437* | .380* | .369* | .437* | .359* | 1     | .364* | .863** |
|       | Sig. (2-tailed)        | .000  | .000  | .000  | .000  | .000  | .000  | .002  | .002  | .000  | .003  |       | .003  | .000   |

|                                      |       |       |       |       |       |       |       |       |       |       |       |       |        |    |
|--------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|----|
| N                                    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65     | 65 |
| X1.12 Pearson<br>Correlatio<br>n     | .365* | .302* | .315* | .371* | .311* | .201  | .282* | .049  | .241  | .221  | .364* | 1     | .534** |    |
| Sig. (2-<br>tailed)                  | .003  | .015  | .011  | .002  | .012  | .108  | .023  | .696  | .053  | .077  | .003  |       | .000   |    |
| N                                    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65     | 65 |
| TOTA Pearson<br>L_X1 Correlatio<br>n | .800* | .761* | .633* | .632* | .632* | .602* | .516* | .502* | .520* | .521* | .863* | .534* | 1      |    |
| Sig. (2-<br>tailed)                  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  | .000  |        |    |
| N                                    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65    | 65     | 65 |

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

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

#### Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .864             | 12         |

**Correlations**

|              |                     | X2.1   | X2.2   | X2.3   | X2.4   | X2.5   | X2.6   | TOTAL_X<br>2 |
|--------------|---------------------|--------|--------|--------|--------|--------|--------|--------------|
| X2.1         | Pearson Correlation | 1      | .695** | .378** | .290*  | .313*  | .335** | .812**       |
|              | Sig. (2-tailed)     |        | .000   | .002   | .019   | .011   | .006   | .000         |
|              | N                   | 65     | 65     | 65     | 65     | 65     | 65     | 65           |
| X2.2         | Pearson Correlation | .695** | 1      | .233   | .310*  | .382** | .178   | .763**       |
|              | Sig. (2-tailed)     | .000   |        | .061   | .012   | .002   | .155   | .000         |
|              | N                   | 65     | 65     | 65     | 65     | 65     | 65     | 65           |
| X2.3         | Pearson Correlation | .378** | .233   | 1      | .075   | .144   | .233   | .553**       |
|              | Sig. (2-tailed)     | .002   | .061   |        | .552   | .253   | .062   | .000         |
|              | N                   | 65     | 65     | 65     | 65     | 65     | 65     | 65           |
| X2.4         | Pearson Correlation | .290*  | .310*  | .075   | 1      | .270*  | .181   | .545**       |
|              | Sig. (2-tailed)     | .019   | .012   | .552   |        | .030   | .150   | .000         |
|              | N                   | 65     | 65     | 65     | 65     | 65     | 65     | 65           |
| X2.5         | Pearson Correlation | .313*  | .382** | .144   | .270*  | 1      | .198   | .591**       |
|              | Sig. (2-tailed)     | .011   | .002   | .253   | .030   |        | .114   | .000         |
|              | N                   | 65     | 65     | 65     | 65     | 65     | 65     | 65           |
| X2.6         | Pearson Correlation | .335** | .178   | .233   | .181   | .198   | 1      | .528**       |
|              | Sig. (2-tailed)     | .006   | .155   | .062   | .150   | .114   |        | .000         |
|              | N                   | 65     | 65     | 65     | 65     | 65     | 65     | 65           |
| TOTAL_X<br>2 | Pearson Correlation | .812** | .763** | .553** | .545** | .591** | .528** | 1            |
|              | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   | .000   |              |
|              | N                   | 65     | 65     | 65     | 65     | 65     | 65     | 65           |

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

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .708             | 6          |

**Correlations**

|         |                     | Y.1    | Y.2    | Y.3    | Y.4    | Y.5    | TOTAL_Y |
|---------|---------------------|--------|--------|--------|--------|--------|---------|
| Y.1     | Pearson Correlation | 1      | .447** | .319** | .573** | .175   | .800**  |
|         | Sig. (2-tailed)     |        | .000   | .010   | .000   | .164   | .000    |
|         | N                   | 65     | 65     | 65     | 65     | 65     | 65      |
| Y.2     | Pearson Correlation | .447** | 1      | .347** | .230   | .243   | .651**  |
|         | Sig. (2-tailed)     | .000   |        | .005   | .065   | .051   | .000    |
|         | N                   | 65     | 65     | 65     | 65     | 65     | 65      |
| Y.3     | Pearson Correlation | .319** | .347** | 1      | .288*  | .242   | .656**  |
|         | Sig. (2-tailed)     | .010   | .005   |        | .020   | .052   | .000    |
|         | N                   | 65     | 65     | 65     | 65     | 65     | 65      |
| Y.4     | Pearson Correlation | .573** | .230   | .288*  | 1      | .178   | .727**  |
|         | Sig. (2-tailed)     | .000   | .065   | .020   |        | .157   | .000    |
|         | N                   | 65     | 65     | 65     | 65     | 65     | 65      |
| Y.5     | Pearson Correlation | .175   | .243   | .242   | .178   | 1      | .474**  |
|         | Sig. (2-tailed)     | .164   | .051   | .052   | .157   |        | .000    |
|         | N                   | 65     | 65     | 65     | 65     | 65     | 65      |
| TOTAL_Y | Pearson Correlation | .800** | .651** | .656** | .727** | .474** | 1       |
|         | Sig. (2-tailed)     | .000   | .000   | .000   | .000   | .000   |         |
|         | N                   | 65     | 65     | 65     | 65     | 65     | 65      |

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

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

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .692             | 5          |

## Uji Asumsi Klasik

### Uji Normalitas

#### One-Sample Kolmogorov-Smirnov Test

|                                |                | Unstandardized Residual |
|--------------------------------|----------------|-------------------------|
| N                              |                | 65                      |
| Normal Parameters <sup>a</sup> | Mean           | .0000000                |
|                                | Std. Deviation | 2.09068723              |
| Most Extreme Differences       | Absolute       | .143                    |
|                                | Positive       | .093                    |
|                                | Negative       | -.143                   |
| Kolmogorov-Smirnov Z           |                | 1.154                   |
| Asymp. Sig. (2-tailed)         |                | .139                    |

a. Test distribution is Normal.

### Uji Multikolienaritas

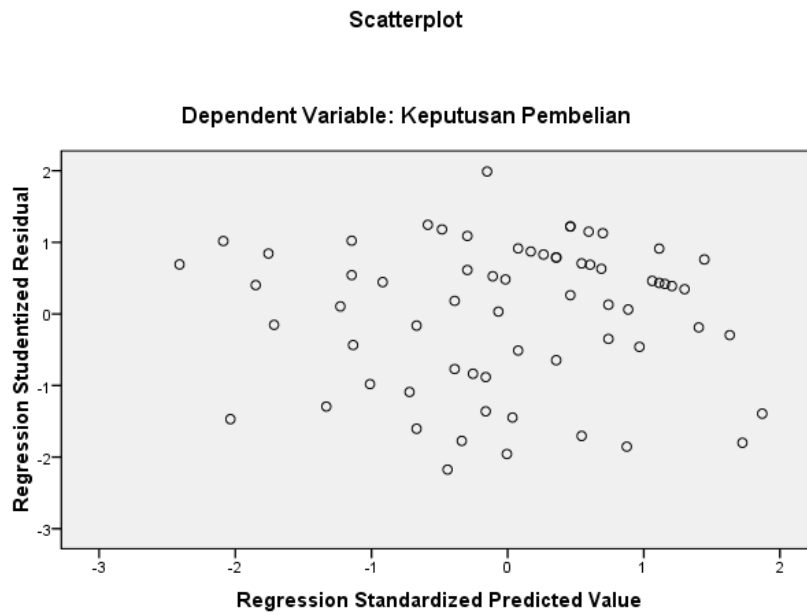
#### Coefficients<sup>a</sup>

| Model |                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|       |                    | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1     | (Constant)         | 4.041                       | 2.971      |                           | 1.360 | .179 |                         |       |
|       | Invovasi           | .092                        | .053       | .201                      | 1.734 | .088 | .982                    | 1.018 |
|       | Kemajuan Teknologi | .419                        | .138       | .351                      | 3.025 | .004 | .982                    | 1.018 |

a. Dependent Variable: Keputusan Pembelian



## Uji Heteroskedastisitas



## Uji Autokorelasi

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

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1     | .427 <sup>a</sup> | .182     | .156              | 2.124                      | 1.808         |

a. Predictors: (Constant), Kemajuan Teknologi, Inovasi

b. Dependent Variable: Keputusan Pembelian

## Uji Linearitas

### ➤ Inovasi (X<sub>1</sub>) Terhadap Keputusan Pembelian (Y)

**ANOVA Table**

|                                    |                |                          | Sum of Squares | df | Mean Square | F     | Sig. |
|------------------------------------|----------------|--------------------------|----------------|----|-------------|-------|------|
| Keputusan Pembelian *<br>Inovovasi | Between Groups | (Combined)               | 116.560        | 18 | 6.476       | 1.321 | .220 |
|                                    |                | Linearity                | 20.958         | 1  | 20.958      | 4.276 | .044 |
|                                    |                | Deviation from Linearity | 95.601         | 17 | 5.624       | 1.147 | .343 |
|                                    |                | Within Groups            | 225.440        | 46 | 4.901       |       |      |
| Total                              |                |                          | 342.000        | 64 |             |       |      |

### ➤ Kemajuan Teknologi (X<sub>2</sub>) Terhadap Keputusan Pembelian (Y)

**ANOVA Table**

|   |                |                          | Sum of Squares | df | Mean Square | F      | Sig. |
|---|----------------|--------------------------|----------------|----|-------------|--------|------|
| Keputusan Pembelian *<br>Kemajuan Teknologi | Between Groups | (Combined)               | 85.783         | 8  | 10.723      | 2.344  | .030 |
|   |                | Linearity                | 48.694         | 1  | 48.694      | 10.643 | .002 |
|   |                | Deviation from Linearity | 37.090         | 7  | 5.299       | 1.158  | .341 |
|   |                | Within Groups            | 256.217        | 56 | 4.575       |        |      |
| Total                                       |                |                          | 342.000        | 64 |             |        |      |

## Analisis Regresi Sederhana

### ➤ Inovasi Terhadap Keputusan Pembelian

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

| Model | Variables Entered    | Variables Removed | Method  |
|-------|----------------------|-------------------|---------|
| 1     | Inovasi <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     | .577 <sup>a</sup> | .333     | .322              | .816                       |

a. Predictors: (Constant), Inovasi

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

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 20.958         | 1  | 20.958      | 31.438 | .000 <sup>a</sup> |
|       | Residual   | 41.999         | 63 | .667        |        |                   |
|       | Total      | 62.957         | 64 |             |        |                   |

a. Predictors: (Constant), Inovasi

b. Dependent Variable: Keputusan Pembelian

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

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
|       |            | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant) | 10.908                      | .737       |                           | 14.803 | .000 |
|       | Inovasi    | .113                        | .020       | .577                      | 5.607  | .000 |

a. Dependent Variable: Keputusan Pembelian

➤ **Kemajuan Teknologi Terhadap Keputusan Pembelian**

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

| Model | Variables Entered               | Variables Removed | Method  |
|-------|---------------------------------|-------------------|---------|
| 1     | Kemajuan Teknologi <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     | .879 <sup>a</sup> | .773     | .770              | .476                       |

a. Predictors: (Constant), Kemajuan Teknologi

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

| Model |            | Sum of Squares | df | Mean Square | F       | Sig.              |
|-------|------------|----------------|----|-------------|---------|-------------------|
| 1     | Regression | 48.694         | 1  | 48.694      | 215.074 | .000 <sup>a</sup> |
|       | Residual   | 14.263         | 63 | .226        |         |                   |
|       | Total      | 62.957         | 64 |             |         |                   |

a. Predictors: (Constant), Kemajuan Teknologi

b. Dependent Variable: Keputusan Pembelian

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

| Model |                    | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|--------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                    | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)         | 6.780                       | .564       |                           | 12.031 | .000 |
|       | Kemajuan Teknologi | .451                        | .031       | .879                      | 14.665 | .000 |

a. Dependent Variable: Keputusan Pembelian

## Analisis Berganda

### ➤ Inovasi dan Kemajuan Teknologi Terhadap Keputusan Pembelian

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

| Model | Variables Entered                           | Variables Removed | Method  |
|-------|---|-------------------|---------|
| 1     | Kemajuan Teknologi,<br>Inovasi <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     | .651 <sup>a</sup> | .424     | .405              | 1.168                      |

a. Predictors: (Constant), Kemajuan Teknologi, Inovasi

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

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 62.258         | 2  | 31.129      | 22.807 | .000 <sup>a</sup> |
|       | Residual   | 84.622         | 62 | 1.365       |        |                   |
|       | Total      | 146.880        | 64 |             |        |                   |

a. Predictors: (Constant), Kemajuan Teknologi, Inovasi

b. Dependent Variable: Keputusan Pembelian

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

| Model |                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                    | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)         | 4.041                       | 1.634      |                           | 2.473 | .016 |
|       | Inovasi            | .092                        | .029       | .307                      | 3.152 | .002 |
|       | Kemajuan Teknologi | .419                        | .076       | .535                      | 5.501 | .000 |

a. Dependent Variable: Keputusan Pembelian