

LAMPIRAN 1

SK PEMBIMBING

LAMPIRAN 2

KUISIONER PENELITIAN

LAMPIRAN 3

DATA ORDINAL DAN INTERVAL

VARIABEL X & Y

LAMPIRAN 4

OUTPUT SPSS 22

Validitas, Reliabilitas, Korelasi dan Regresi

Validitas Atribut Produk

Correlations							
	P1	P2	P3	P4	P5	P6	TOTAL
Pearson Correlation	1	,582**	,280	,348	,192	,537**	,760**
Sig. (2-tailed)		,001	,134	,059	,310	,002	,000
N	30	30	30	30	30	30	30
Pearson Correlation	,582**	1	,469**	,568**	,174	,267	,840**
Sig. (2-tailed)	,001		,009	,001	,357	,155	,000
N	30	30	30	30	30	30	30
Pearson Correlation	,280	,469**	1	,231	,145	,083	,608**
Sig. (2-tailed)	,134	,009		,218	,444	,662	,000
N	30	30	30	30	30	30	30
Pearson Correlation	,348	,568**	,231	1	,070	,178	,620**
Sig. (2-tailed)	,059	,001	,218		,712	,346	,000
N	30	30	30	30	30	30	30
Pearson Correlation	,192	,174	,145	,070	1	,405*	,433*
Sig. (2-tailed)	,310	,357	,444	,712		,027	,017
N	30	30	30	30	30	30	30
Pearson Correlation	,537**	,267	,083	,178	,405*	1	,594**
Sig. (2-tailed)	,002	,155	,662	,346	,027		,001
N	30	30	30	30	30	30	30
Pearson Correlation	,760**	,840**	,608**	,620**	,433*	,594**	1
Sig. (2-tailed)	,000	,000	,000	,000	,017	,001	
N	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).

Validitas Keputusan Pembelian

Correlations

		P7	P8	P9	P10	P11	P12	P13	P14	TOTAL
P7	Pearson Correlation	1	,408*	,194	,212	,135	,308	,149	,275	,555**
	Sig. (2-tailed)		,025	,305	,261	,476	,097	,433	,141	,001
	N	30	30	30	30	30	30	30	30	30
P8	Pearson Correlation	,408*	1	,184	,060	,214	,033	,244	,029	,453*
	Sig. (2-tailed)	,025		,329	,754	,255	,864	,194	,879	,012
	N	30	30	30	30	30	30	30	30	30
P9	Pearson Correlation	,194	,184	1	,192	,110	,299	-,055	,000	,433*
	Sig. (2-tailed)	,305	,329		,310	,562	,109	,773	1,000	,017
	N	30	30	30	30	30	30	30	30	30
P10	Pearson Correlation	,212	,060	,192	1	,234	,464**	-,040	,317	,558**
	Sig. (2-tailed)	,261	,754	,310		,213	,010	,834	,088	,001
	N	30	30	30	30	30	30	30	30	30
P11	Pearson Correlation	,135	,214	,110	,234	1	,542**	,230	,521*	,647**
	Sig. (2-tailed)	,476	,255	,562	,213		,002	,221	,003	,000
	N	30	30	30	30	30	30	30	30	30
P12	Pearson Correlation	,308	,033	,299	,464**	,542**	1	,212	,650*	,761**
	Sig. (2-tailed)	,097	,864	,109	,010	,002		,260	,000	,000
	N	30	30	30	30	30	30	30	30	30
P13	Pearson Correlation	,149	,244	-,055	-,040	,230	,212	1	,598*	,493**
	Sig. (2-tailed)	,433	,194	,773	,834	,221	,260		,000	,006
	N	30	30	30	30	30	30	30	30	30
P14	Pearson Correlation	,275	,029	,000	,317	,521**	,650**	,598**	1	,725**
	Sig. (2-tailed)	,141	,879	1,000	,088	,003	,000	,000		,000
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,555**	,453*	,433*	,558**	,647**	,761**	,493**	,725*	1
	Sig. (2-tailed)	,001	,012	,017	,001	,000	,000	,006	,000	
	N	30	30	30	30	30	30	30	30	30

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

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

Reliabilitas Atribut Produk

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,727	6

Reliabilitas Keputusan Pembelian

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

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

Reliability Statistics

Cronbach's Alpha	N of Items
,707	8

Regresi

Correlations

		Keputusan_Pembelian	Atribut_Produk
Pearson	Keputusan_Pembelian	1,000	,682
Correlation	Atribut_Produk	,682	1,000
Sig. (1-tailed)	Keputusan_Pembelian	.	,000
	Atribut_Produk	,000	.
N	Keputusan_Pembelian	74	74
	Atribut_Produk	74	74

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Atribut_Produk ^b	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,682 ^a	,465	,457	2,67674	1,282

a. Predictors: (Constant), Atribut_Produk

b. Dependent Variable: Keputusan_Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	447,919	1	447,919	62,516	,000 ^b
	Residual	515,874	72	7,165		
	Total	963,793	73			

a. Dependent Variable: Keputusan_Pembelian

b. Predictors: (Constant), Atribut_Produk

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,851	1,852		1,540	,128
	Atribut_Produk	,786	,099	,682	7,907	,000

a. Dependent Variable: Keputusan Pembelian

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9,4305	24,0630	17,2831	2,47707	74
Std. Predicted Value	-3,170	2,737	,000	1,000	74
Standard Error of Predicted Value	,311	1,041	,411	,158	74
Adjusted Predicted Value	8,5806	23,8085	17,2673	2,50796	74
Residual	-7,46738	9,70580	,00000	2,65834	74
Std. Residual	-2,790	3,626	,000	,993	74
Stud. Residual	-2,814	3,699	,003	1,008	74
Deleted Residual	-7,59714	10,09810	,01579	2,74175	74
Stud. Deleted Residual	-2,962	4,081	,008	1,039	74
Mahal. Distance	,000	10,050	,986	1,961	74
Cook's Distance	,000	,333	,016	,050	74
Centered Leverage Value	,000	,138	,014	,027	74

a. Dependent Variable: Keputusan_Pembelian

LAMPIRAN 5

CATATAN PEMBIMBING

LAMPIRAN 6

RIWAYAT HIDUP PENULIS

RIWAYAT HIDUP PENULIS



Data Pribadi

Nama : Birza Hutama Akbari
Tempat, Tanggal Lahir : Bandung, 30 Juni 1992
Alamat : Jl. Embah Malim No.151B, RT 02 RW 18 Kel.
Babakan Sari, Kec. Kiaracondong. Kota Bandung
Jenis Kelamin : Pria
Agama : Islam
Status : Belum menikah
No. Hp : 085722177123
Email : birzahutama@gmail.com

Pendidikan Formal

Tahun	Nama Sekolah
1997-2003	SDN Babakan Surabaya 7
2004-2007	SMPN 14 Bandung
2007-2010	SMAN 1 Bandung
2010-2016	Universitas Pendidikan Indonesia

Pengalaman Organisasi

Organisasi	Jabatan	Tahun
IMAGE UPI	Manajer Kewirus	2012 - 2013

LAMPIRAN 7

GAMBAR PRODUK HTC ONE M8

