

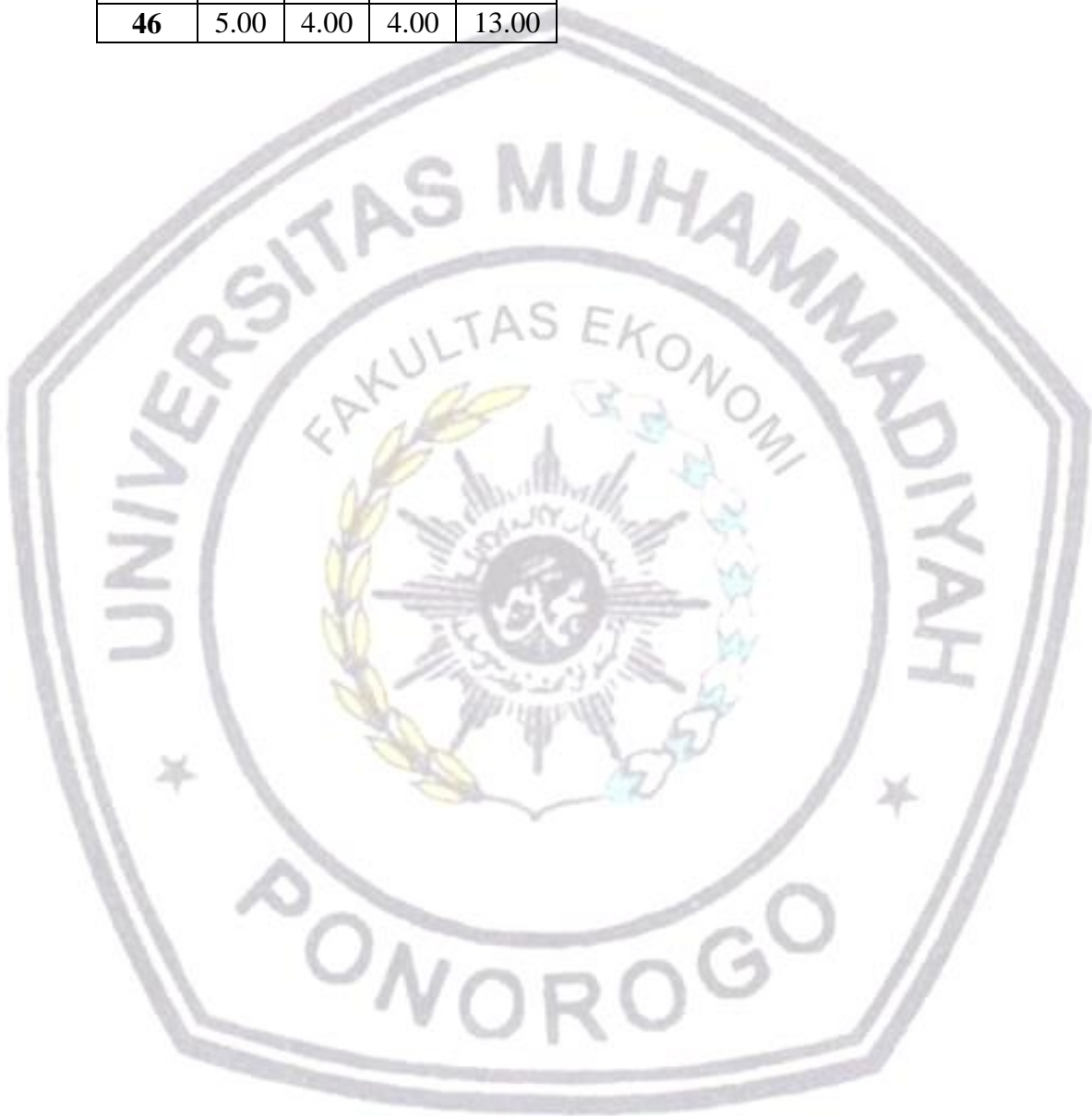


LAMPIRAN

LAMPIRAN B

Resp	X1.1	X1.2	X1.3	X1
1	5.00	5.00	4.00	14.00
2	4.00	4.00	5.00	13.00
3	5.00	5.00	5.00	15.00
4	3.00	3.00	4.00	10.00
5	4.00	4.00	5.00	13.00
6	5.00	5.00	4.00	14.00
7	4.00	4.00	4.00	12.00
8	4.00	4.00	5.00	13.00
9	4.00	4.00	4.00	12.00
10	4.00	4.00	5.00	13.00
11	4.00	4.00	4.00	12.00
12	5.00	4.00	5.00	14.00
13	5.00	5.00	5.00	15.00
14	4.00	4.00	4.00	12.00
15	5.00	4.00	4.00	13.00
16	5.00	5.00	5.00	15.00
17	4.00	4.00	5.00	13.00
18	4.00	4.00	4.00	12.00
19	5.00	5.00	4.00	14.00
20	3.00	3.00	4.00	10.00
21	5.00	5.00	5.00	15.00
22	5.00	4.00	4.00	13.00
23	4.00	5.00	5.00	14.00
24	5.00	5.00	5.00	15.00
25	4.00	5.00	4.00	13.00
26	4.00	5.00	5.00	14.00
27	5.00	5.00	5.00	15.00
28	3.00	3.00	4.00	10.00
29	4.00	5.00	4.00	13.00
30	4.00	4.00	4.00	12.00
31	5.00	4.00	5.00	14.00
32	4.00	5.00	4.00	13.00
33	4.00	4.00	4.00	12.00
34	5.00	4.00	5.00	14.00
35	5.00	5.00	5.00	15.00
36	4.00	4.00	4.00	12.00
37	5.00	4.00	4.00	13.00
38	5.00	5.00	5.00	15.00

39	4.00	4.00	5.00	13.00
40	4.00	4.00	4.00	12.00
41	4.00	3.00	4.00	11.00
42	3.00	3.00	4.00	10.00
43	4.00	4.00	4.00	12.00
44	4.00	4.00	5.00	13.00
45	3.00	3.00	5.00	11.00
46	5.00	4.00	4.00	13.00



Resp	X2.1	X2.2	X2.3	X2
1	4.00	4.00	3.00	11.00
2	3.00	2.00	3.00	8.00
3	3.00	3.00	4.00	10.00
4	3.00	3.00	3.00	9.00
5	4.00	4.00	3.00	11.00
6	3.00	3.00	3.00	9.00
7	4.00	3.00	4.00	11.00
8	3.00	2.00	3.00	8.00
9	4.00	3.00	3.00	10.00
10	3.00	3.00	3.00	9.00
11	3.00	3.00	3.00	9.00
12	3.00	3.00	3.00	9.00
13	4.00	3.00	4.00	11.00
14	3.00	3.00	3.00	9.00
15	3.00	3.00	3.00	9.00
16	4.00	3.00	3.00	10.00
17	3.00	3.00	4.00	10.00
18	3.00	3.00	3.00	9.00
19	4.00	3.00	4.00	11.00
20	3.00	3.00	2.00	8.00
21	4.00	4.00	4.00	12.00
22	4.00	4.00	3.00	11.00
23	4.00	4.00	4.00	12.00
24	2.00	4.00	4.00	10.00
25	4.00	2.00	4.00	10.00
26	4.00	4.00	3.00	11.00
27	4.00	4.00	4.00	12.00
28	4.00	4.00	3.00	11.00
29	4.00	4.00	3.00	11.00
30	4.00	4.00	3.00	11.00
31	5.00	5.00	4.00	14.00
32	4.00	3.00	3.00	10.00
33	4.00	3.00	3.00	10.00
34	4.00	3.00	3.00	10.00
35	3.00	3.00	3.00	9.00
36	4.00	3.00	3.00	10.00
37	3.00	3.00	4.00	10.00
38	4.00	3.00	4.00	11.00
39	4.00	3.00	3.00	10.00

40	4.00	3.00	3.00	10.00
41	4.00	3.00	3.00	10.00
42	3.00	2.00	3.00	8.00
43	4.00	4.00	3.00	11.00
44	4.00	4.00	3.00	11.00
45	3.00	3.00	4.00	10.00
46	3.00	4.00	4.00	11.00



Resp	X3.1	X3.2	X3.3	X3
1	3.00	3.00	4.00	10.00
2	4.00	4.00	3.00	11.00
3	3.00	4.00	4.00	11.00
4	3.00	3.00	3.00	9.00
5	3.00	4.00	4.00	11.00
6	3.00	4.00	3.00	10.00
7	4.00	4.00	4.00	12.00
8	3.00	4.00	4.00	11.00
9	4.00	4.00	3.00	11.00
10	4.00	4.00	3.00	11.00
11	3.00	3.00	4.00	10.00
12	3.00	3.00	4.00	10.00
13	4.00	4.00	4.00	12.00
14	3.00	3.00	4.00	10.00
15	3.00	3.00	4.00	10.00
16	3.00	4.00	4.00	11.00
17	4.00	5.00	4.00	13.00
18	4.00	4.00	3.00	11.00
19	4.00	3.00	4.00	11.00
20	3.00	2.00	3.00	8.00
21	4.00	3.00	4.00	11.00
22	4.00	4.00	4.00	12.00
23	4.00	4.00	4.00	12.00
24	4.00	3.00	4.00	11.00
25	3.00	3.00	4.00	10.00
26	3.00	3.00	3.00	9.00
27	4.00	3.00	4.00	11.00
28	3.00	3.00	3.00	9.00
29	4.00	4.00	4.00	12.00
30	4.00	5.00	4.00	13.00
31	4.00	4.00	4.00	12.00
32	5.00	4.00	4.00	13.00
33	4.00	5.00	4.00	13.00
34	4.00	4.00	3.00	11.00
35	3.00	4.00	3.00	10.00
36	4.00	5.00	4.00	13.00
37	4.00	4.00	3.00	11.00
38	4.00	4.00	3.00	11.00
39	3.00	3.00	3.00	9.00

40	4.00	4.00	3.00	11.00
41	4.00	3.00	3.00	10.00
42	3.00	3.00	3.00	9.00
43	4.00	4.00	4.00	12.00
44	4.00	4.00	5.00	13.00
45	3.00	3.00	5.00	11.00
46	5.00	4.00	4.00	13.00



Resp	Y.1	Y.2	Y.3	Y
1	5.00	4.00	4.00	13.00
2	4.00	5.00	5.00	14.00
3	5.00	4.00	5.00	14.00
4	4.00	4.00	4.00	12.00
5	4.00	4.00	5.00	13.00
6	5.00	5.00	4.00	14.00
7	4.00	5.00	4.00	13.00
8	4.00	5.00	5.00	14.00
9	4.00	4.00	5.00	13.00
10	4.00	4.00	5.00	13.00
11	4.00	4.00	4.00	12.00
12	5.00	4.00	5.00	14.00
13	5.00	4.00	5.00	14.00
14	4.00	5.00	4.00	13.00
15	5.00	5.00	4.00	14.00
16	5.00	5.00	5.00	15.00
17	4.00	4.00	5.00	13.00
18	4.00	4.00	4.00	12.00
19	4.00	4.00	4.00	12.00
20	3.00	3.00	3.00	9.00
21	4.00	4.00	4.00	12.00
22	5.00	4.00	4.00	13.00
23	4.00	4.00	5.00	13.00
24	3.00	4.00	4.00	11.00
25	3.00	4.00	4.00	11.00
26	3.00	4.00	4.00	11.00
27	4.00	4.00	4.00	12.00
28	3.00	3.00	3.00	9.00
29	4.00	4.00	3.00	11.00
30	4.00	4.00	4.00	12.00
31	4.00	4.00	4.00	12.00
32	4.00	4.00	4.00	12.00
33	5.00	4.00	4.00	13.00
34	4.00	4.00	4.00	12.00
35	3.00	4.00	4.00	11.00
36	5.00	4.00	4.00	13.00
37	4.00	4.00	4.00	12.00
38	4.00	4.00	4.00	12.00
39	3.00	3.00	3.00	9.00

40	4.00	4.00	4.00	12.00
41	4.00	3.00	4.00	11.00
42	4.00	3.00	3.00	10.00
43	4.00	4.00	4.00	12.00
44	4.00	4.00	5.00	13.00
45	3.00	3.00	5.00	11.00
46	5.00	4.00	4.00	13.00



LAMPIRAN C

Statistics

		Harga (X1)	Kualitas Produk (X2)	Citra Merk (X3)	Keputusan Pembelian (Y)
N	Valid	46	46	46	46
	Missing	0	0	0	0
Mean		12.9565	10.1522	10.9783	12.2609
Std. Deviation		1.44463	1.21046	1.27348	1.37331
Minimum		10.00	8.00	8.00	9.00
Maximum		15.00	14.00	13.00	15.00

Harga (X1)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10.00	4	8.7	8.7	8.7
	11.00	2	4.3	4.3	13.0
	12.00	10	21.7	21.7	34.8
	13.00	14	30.4	30.4	65.2
	14.00	8	17.4	17.4	82.6
	15.00	8	17.4	17.4	100.0
	Total	46	100.0	100.0	

Kualitas Produk (X2)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8.00	4	8.7	8.7	8.7
	9.00	9	19.6	19.6	28.3
	10.00	15	32.6	32.6	60.9
	11.00	14	30.4	30.4	91.3
	12.00	3	6.5	6.5	97.8
	14.00	1	2.2	2.2	100.0
	Total	46	100.0	100.0	

Citra Merk (X3)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8.00	1	2.2	2.2	2.2
	9.00	5	10.9	10.9	13.0
	10.00	9	19.6	19.6	32.6
	11.00	17	37.0	37.0	69.6
	12.00	7	15.2	15.2	84.8
	13.00	7	15.2	15.2	100.0
	Total	46	100.0	100.0	

Keputusan Pembelian (Y)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9.00	3	6.5	6.5	6.5
	10.00	1	2.2	2.2	8.7
	11.00	7	15.2	15.2	23.9
	12.00	14	30.4	30.4	54.3
	13.00	13	28.3	28.3	82.6
	14.00	7	15.2	15.2	97.8
	15.00	1	2.2	2.2	100.0
	Total	46	100.0	100.0	

LAMPIRAN D

Frequency Table

Tabel 4.8
Jawaban Responden Kuosiner Harga (X1)

No	Pernyataan	Skor					Σ Skor	Σ Resp	Rata-Rata
		STS	TS	N	S	SS			
1	Harga laptop Acer lebih murah	0	0	5	23	18	197	46	4,28
		0	0	10,9%	50%	39,1%			
2	Harga laptop acer telah sesuai dengan kualitas yang ditawarkan	0	0	6	24	16	194	46	4,22
		0	0	13%	52,2%	34,8%			
3	Harga laptop acer sesuai dengan manfaat	0	0	0	25	21	205	46	4,46
		0	0	0	54,3%	46,7%			

Sumber : data primer diolah 2016

Jawaban Responden Kuosiner Kualitas Produk (X2)

No	Pernyataan	Skor					Σ Skor	Σ Resp	Rata-Rata
		STS	TS	N	S	SS			
1	Laptop acer memiliki penampilan yang sangat bagus	0	1	18	26	1	165	46	3,59
		0	2,2%	39,2%	56,5%	2,2%			
2	Laptop acer memiliki bentuk desain yang sangat bagus dan menarik	0	4	27	14	1	150	46	3,26
		0	8,7%	58,7%	30,4%	2,2%			
3	Laptop acer memiliki bentuk desain yang sangat bagus dan menarik	0	1	30	15	0	152	46	3,30
		0	2,2%	65,2%	32,6%	0			

Sumber : data primer diolah 2016

Jawaban Responden Kuosiner Citra Merk (X3)

No	Pernyataan	Skor					Σ Skor	Σ Resp	Rata-Rata
		STS	TS	N	S	SS			
1	Laptop acer merupakan merek unggulan	0	0	19	25	2	167	46	3,63
		0	0	41,3%	54,3%	4,3%			
2	Laptop acer merupakan perusahaan yang memproduksi laptop dengan kekuatan merek yang tinggi	0	1	17	24	4	169	46	3,67
		0	2,2%	37%	52,2%	8,7%			
3	Laptop acer memiliki logo yang unik	0	0	17	27	2	169	46	3,67
		0	0	37%	58,7%	4,3%			

Sumber : data primer diolah 2016

Jawaban Responden Keputusan Pembelian (Y)

No	Pernyataan	Skor					Σ Skor	Σ Resp	Rata-Rata
		STS	TS	N	S	SS			
1	Membeli laptop acer karena kebutuhan sekolah	0	0	8	27	11	187	46	4,07
		0	0	17,4%	58,7%	23,9%			
2	Membeli laptop acer karena puas menggunakan produk tersebut	0	0	6	33	7	185	46	4,02
		0	0	13%	71,7%	15,2%			
3	Membeli laptop acer karena sesuai dengan selera	0	0	5	28	13	192	46	4,17
		0	0	10,9%	60,9%	28,3%			

Sumber : data primer diolah 2016

LAMPIRAN E

Correlations

		X1.1	X1.2	X1.3	X1
X1.1	Pearson Correlation	1	.673**	.274	.858**
	Sig. (2-tailed)		.000	.066	.000
	N	46	46	46	46
X1.2	Pearson Correlation	.673**	1	.295*	.868**
	Sig. (2-tailed)	.000		.047	.000
	N	46	46	46	46
X1.3	Pearson Correlation	.274	.295*	1	.608**
	Sig. (2-tailed)	.066	.047		.000
	N	46	46	46	46
X1	Pearson Correlation	.858**	.868**	.608**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	46	46	46	46

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

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

Correlations

		X2.1	X2.2	X2.3	X2
X2.1	Pearson Correlation	1	.411**	.059	.724**
	Sig. (2-tailed)		.005	.698	.000
	N	46	46	46	46
X2.2	Pearson Correlation	.411**	1	.158	.799**
	Sig. (2-tailed)	.005		.295	.000
	N	46	46	46	46
X2.3	Pearson Correlation	.059	.158	1	.534**
	Sig. (2-tailed)	.698	.295		.000
	N	46	46	46	46
X2	Pearson Correlation	.724**	.799**	.534**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	46	46	46	46

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

Correlations

		X3.1	X3.2	X3.3	X3
X3.1	Pearson Correlation	1	.492**	.101	.752**
	Sig. (2-tailed)		.001	.504	.000
	N	46	46	46	46
X3.2	Pearson Correlation	.492**	1	.125	.801**
	Sig. (2-tailed)	.001		.407	.000
	N	46	46	46	46
X3.3	Pearson Correlation	.101	.125	1	.551**
	Sig. (2-tailed)	.504	.407		.000
	N	46	46	46	46
X3	Pearson Correlation	.752**	.801**	.551**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	46	46	46	46

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

Correlations

		Y.1	Y.2	Y.3	Y
Y.1	Pearson Correlation	1	.444**	.310*	.781**
	Sig. (2-tailed)		.002	.036	.000
	N	46	46	46	46
Y.2	Pearson Correlation	.444**	1	.397**	.776**
	Sig. (2-tailed)	.002		.006	.000
	N	46	46	46	46
Y.3	Pearson Correlation	.310*	.397**	1	.743**
	Sig. (2-tailed)	.036	.006		.000
	N	46	46	46	46
Y	Pearson Correlation	.781**	.776**	.743**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	46	46	46	46

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

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

LAMPIRAN F

X1

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.692	.679	3

Item Statistics

	Mean	Std. Deviation	N
X1.1	4.2826	.65534	46
X1.2	4.2174	.66376	46
X1.3	4.4565	.50361	46

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	8.6739	.891	.619	.459	.442
X1.2	8.7391	.864	.634	.466	.418
X1.3	8.5000	1.456	.311	.097	.805

X2

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.659	.443	3

Item Statistics

	Mean	Std. Deviation	N
X2.1	3.5870	.58027	46
X2.2	3.2609	.64755	46
X2.3	3.3043	.51075	46

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	6.5652	.785	.335	.169	.266
X2.2	6.8913	.632	.402	.187	.110
X2.3	6.8478	1.065	.132	.025	.580

X3

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.694	.485	3

Item Statistics

	Mean	Std. Deviation	N
X3.1	3.6304	.57189	46
X3.2	3.6739	.66848	46
X3.3	3.6739	.55993	46

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X3.1	7.3478	.854	.417	.243	.219
X3.2	7.3043	.705	.418	.247	.184
X3.3	7.3043	1.150	.132	.018	.654

Y

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.645	.651	3

Item Statistics

	Mean	Std. Deviation	N
Y.1	4.0652	.64643	46
Y.2	4.0217	.53703	46
Y.3	4.1739	.60752	46

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y.1	8.1957	.916	.446	.218	.565
Y.2	8.2391	1.030	.520	.271	.473
Y.3	8.0870	1.014	.411	.180	.608

LAMPIRAN G

Regression

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Citra Merk (X3), Harga (X1), Kualitas Produk (X2) ^a		Enter

a. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.676 ^a	.457	.418	1.04758

a. Predictors: (Constant), Citra Merk (X3), Harga (X1), Kualitas Produk (X2)

b. Dependent Variable: Keputusan Pembelian (Y)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.778	3	12.926	11.779	.000 ^a
	Residual	46.092	42	1.097		
	Total	84.870	45			

a. Predictors: (Constant), Citra Merk (X3), Harga (X1), Kualitas Produk (X2)

b. Dependent Variable: Keputusan Pembelian (Y)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.169	1.818		2.844	.007
	Harga (X1)	.439	.117	.462	3.756	.001

Kualitas Produk (X2)	.487	.150	.430	3.239	.002
Citra Merk (X3)	.578	.137	.536	4.226	.000

a. Dependent Variable: Keputusan Pembelian (Y)

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9.4050	13.5228	12.2609	.92830	46
Std. Predicted Value	-3.076	1.359	.000	1.000	46
Standard Error of Predicted Value	.157	.534	.298	.083	46
Adjusted Predicted Value	9.5363	13.6849	12.2692	.92527	46
Residual	-2.24553	1.75447	.00000	1.01206	46
Std. Residual	-2.144	1.675	.000	.966	46
Stud. Residual	-2.232	1.744	-.004	1.013	46
Deleted Residual	-2.47680	1.90144	-.00830	1.11340	46
Stud. Deleted Residual	-2.348	1.789	-.009	1.036	46
Mahal. Distance	.028	10.711	2.935	2.304	46
Cook's Distance	.000	.182	.025	.040	46
Centered Leverage Value	.001	.238	.065	.051	46

a. Dependent Variable: Keputusan Pembelian (Y)

