

Lampiran

KUESIONER PENELITIAN

(Faktor yang memengaruhi keputusan pembelian ponsel OPPO)

a. Identitas responden

Nama :

Usia :

Jenis Kelamin :

Pekerjaan :

Pendapatan/uang saku:

b. Petunjuk pengisian kuesioner

Beri tanda ☒ pada kolom yang tersedia pada tabel, pilihlah jawaban yang sesuai dengan pendapat anda

SS : Sangat Setuju : bobot/skor 5

S : Setuju : bobot/skor 4

R : Ragu-ragu : bobot/skor 3

TS : Tidak Setuju : bobot/skor 2

STS : Sangat Tidak Setuju : bobot/skor 1

Pernyataan	Jawaban				
Variabel Promosi (X1)	SS	S	R	TS	STS
	5	4	3	2	1
1. Menurut saya, iklan OPPO disajikan dengan menarik dan mudah dipahami					
2. promo yang menarik dari OPPO membuat saya mempertimbangkan untuk membeli					
3. Saya menilai merek ponsel OPPO memiliki citra yang positif di masyarakat.					
4. Adanya bonus aksesoris saat membeli ponsel OPPO, menjadi pertimbangan saya untuk membeli					
5. Penjual bersikap ramah dan sopan saat menawarkan produk ponsel memengaruhi saya untuk membeli OPPO					

6. Saya sering melihat OPPO menjadi sponsor sebuah acara yang meningkatkan kepercayaan saya terhadap merek ini.					
7. Saya melihat iklan OPPO muncul secara rutin di media sosial, televisi, atau internet.					
Variabel Harga (X2)	SS	S	R	TS	STS
	5	4	3	2	1
1. Harga ponsel OPPO yang saya beli sesuai dengan pendapatan saya					
2. Saya merasa harga ponsel OPPO sesuai dengan kualitas dan fitur yang saya dapatkan					
3. OPPO memiliki berbagai pilihan produk sesuai dengan anggaran yang ada					
4. Saya puas karena harga ponsel OPPO sesuai dengan kenyamanan dan kemudahan penggunaan yang saya rasakan					
5. Harga ponsel OPPO yang saya beli sesuai dengan harapan saya					
6. Kualitas material dan performa ponsel OPPO sesuai dengan harganya.					
7. Saya menilai harga ponsel OPPO masih terjangkau dibanding merek lain dengan fitur serupa					
Variabel Kualitas Produk (X3)	SS	S	R	TS	STS
	5	4	3	2	1
1. Ponsel OPPO memiliki kecepatan kinerja yang baik dan responsif saat digunakan.					
2. Saya percaya bahwa ponsel OPPO akan awet untuk penggunaan jangka panjang					
3. Kamera ponsel OPPO menghasilkan foto dan video dengan kualitas yang baik dikelasnya					
4. Desain ponsel OPPO terlihat modern dan menarik secara visual yang menjadi pertimbangan saya untuk membeli					
5. OPPO memiliki pusat layanan yang mudah dijangkau di daerah saya					
6. Saya dapat mengandalkan ponsel OPPO untuk aktivitas sehari-hari tanpa masalah					
Variabel Tingkat Pendapatan (X4)	SS	S	R	TS	STS
	5	4	3	2	1
1. Pendapatan saya cukup untuk memenuhi kebutuhan pokok setiap bulan					
2. Saya membuat anggaran khusus dari pendapatan untuk membeli produk OPPO					
3. Saya mampu membeli ponsel OPPO karena harga produknya sesuai dengan pendapatan saya.					
4. Pendapatan saya memungkinkan saya untuk membeli ponsel OPPO dengan spesifikasi yang saya inginkan					

5. Saya hanya membeli produk OPPO jika harga sesuai dengan kemampuan finansial saya.					
6. Saya membeli ponsel OPPO menggunakan sisa pendapatan setelah memenuhi kebutuhan utama					
Variabel Keputusan Pembelian (Y)	SS	S	R	TS	STS
	5	4	3	2	1
1. Sebelum membeli OPPO saya menyadari bahwa saya membutuhkan ponsel baru untuk mendukung aktivitas saya					
2. Saya mencari informasi tentang ponsel OPPO sebelum saya memutuskan untuk membelinya.					
3. Sebelum membeli OPPO, saya membandingkan spesifikasi dan harga OPPO dengan merek lain.					
4. Saya mempertimbangkan fitur, harga, dan kualitas saat memilih ponsel OPPO.					
5. Saya puas dengan performa ponsel OPPO yang saya beli					
6. Saya memilih OPPO karena sesuai dengan kriteria yang saya butuhkan					
7. Saya yakin bahwa ponsel OPPO adalah pilihan terbaik bagi saya dibandingkan merek lain					

Hasil output SPSS

		Correlations							
		P1	P2	P3	P4	P5	P6	P7	TOTAL
P1	Pearson Correlation	1	.376*	.561**	.270	.569**	.215	.309	.741**
	Sig. (2-tailed)		.041	.001	.149	.001	.253	.096	.000
	N	30	30	30	30	30	30	30	30
P2	Pearson Correlation	.376*	1	.264	.337	.257	.233	.199	.625**
	Sig. (2-tailed)	.041		.159	.068	.170	.216	.291	.000
	N	30	30	30	30	30	30	30	30
P3	Pearson Correlation	.561**	.264	1	.331	.520**	.102	.264	.677**
	Sig. (2-tailed)	.001	.159		.074	.003	.591	.158	.000
	N	30	30	30	30	30	30	30	30
P4	Pearson Correlation	.270	.337	.331	1	.010	-.081	.368*	.539**
	Sig. (2-tailed)	.149	.068	.074		.958	.671	.045	.002
	N	30	30	30	30	30	30	30	30
P5	Pearson Correlation	.569**	.257	.520**	.010	1	.094	.142	.578**
	Sig. (2-tailed)	.001	.170	.003	.958		.620	.455	.001
	N	30	30	30	30	30	30	30	30
P6	Pearson Correlation	.215	.233	.102	-.081	.094	1	.424*	.487**
	Sig. (2-tailed)	.253	.216	.591	.671	.620		.019	.006
	N	30	30	30	30	30	30	30	30
P7	Pearson Correlation	.309	.199	.264	.368*	.142	.424*	1	.651**
	Sig. (2-tailed)	.096	.291	.158	.045	.455	.019		.000
	N	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.741**	.625**	.677**	.539**	.578**	.487**	.651**	1
	Sig. (2-tailed)	.000	.000	.000	.002	.001	.006	.000	
	N	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).

Correlations

		P1	P2	P3	P4	P5	P6	P7	TOTAL
P1	Pearson Correlation	1	.220	.222	.269	.670**	.395*	.480**	.747**
	Sig. (2-tailed)		.243	.238	.151	.000	.031	.007	.000
	N	30	30	30	30	30	30	30	30
P2	Pearson Correlation	.220	1	.306	.272	.094	.538**	.251	.614**
	Sig. (2-tailed)	.243		.100	.146	.620	.002	.181	.000
	N	30	30	30	30	30	30	30	30
P3	Pearson Correlation	.222	.306	1	.302	.100	.266	-.084	.504**
	Sig. (2-tailed)	.238	.100		.105	.599	.156	.658	.004
	N	30	30	30	30	30	30	30	30
P4	Pearson Correlation	.269	.272	.302	1	.179	.586**	.256	.617**
	Sig. (2-tailed)	.151	.146	.105		.344	.001	.172	.000
	N	30	30	30	30	30	30	30	30
P5	Pearson Correlation	.670**	.094	.100	.179	1	.246	.175	.578**
	Sig. (2-tailed)	.000	.620	.599	.344		.190	.356	.001
	N	30	30	30	30	30	30	30	30
P6	Pearson Correlation	.395*	.538**	.266	.586**	.246	1	.421*	.778**
	Sig. (2-tailed)	.031	.002	.156	.001	.190		.020	.000
	N	30	30	30	30	30	30	30	30
P7	Pearson Correlation	.480**	.251	-.084	.256	.175	.421*	1	.552**
	Sig. (2-tailed)	.007	.181	.658	.172	.356	.020		.002
	N	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.747**	.614**	.504**	.617**	.578**	.778**	.552**	1
	Sig. (2-tailed)	.000	.000	.004	.000	.001	.000	.002	
	N	30	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).

Correlations

		P1	P2	P3	P4	P5	P6	P7	TOTAL
P1	Pearson Correlation	1	.068	.468**	.122	.125	.638**	.516**	.627**
	Sig. (2-tailed)		.723	.009	.520	.511	.000	.004	.000
	N	30	30	30	30	30	30	30	30
P2	Pearson Correlation	.068	1	.144	.036	.400*	.330	.358	.555**
	Sig. (2-tailed)	.723		.447	.851	.029	.075	.052	.001
	N	30	30	30	30	30	30	30	30
P3	Pearson Correlation	.468**	.144	1	.098	.243	.405*	.512**	.652**
	Sig. (2-tailed)	.009	.447		.606	.196	.026	.004	.000
	N	30	30	30	30	30	30	30	30
P4	Pearson Correlation	.122	.036	.098	1	.004	.306	.108	.402*
	Sig. (2-tailed)	.520	.851	.606		.982	.101	.569	.028
	N	30	30	30	30	30	30	30	30
P5	Pearson Correlation	.125	.400*	.243	.004	1	.336	.268	.600**
	Sig. (2-tailed)	.511	.029	.196	.982		.070	.152	.000
	N	30	30	30	30	30	30	30	30
P6	Pearson Correlation	.638**	.330	.405*	.306	.336	1	.447*	.773**
	Sig. (2-tailed)	.000	.075	.026	.101	.070		.013	.000
	N	30	30	30	30	30	30	30	30
P7	Pearson Correlation	.516**	.358	.512**	.108	.268	.447*	1	.719**
	Sig. (2-tailed)	.004	.052	.004	.569	.152	.013		.000
	N	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.627**	.555**	.652**	.402*	.600**	.773**	.719**	1
	Sig. (2-tailed)	.000	.001	.000	.028	.000	.000	.000	
	N	30	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).

Correlations

		P1	P2	P3	P4	P5	P6	TOTAL
P1	Pearson Correlation	1	.312	.543**	.314	.546**	.378*	.779**
	Sig. (2-tailed)		.093	.002	.091	.002	.040	.000
	N	30	30	30	30	30	30	30
P2	Pearson Correlation	.312	1	.217	.289	.119	.365*	.577**
	Sig. (2-tailed)	.093		.249	.121	.531	.047	.001
	N	30	30	30	30	30	30	30
P3	Pearson Correlation	.543**	.217	1	.211	.289	.338	.671**
	Sig. (2-tailed)	.002	.249		.262	.122	.067	.000
	N	30	30	30	30	30	30	30
P4	Pearson Correlation	.314	.289	.211	1	.238	.410*	.627**
	Sig. (2-tailed)	.091	.121	.262		.205	.024	.000
	N	30	30	30	30	30	30	30
P5	Pearson Correlation	.546**	.119	.289	.238	1	.159	.580**
	Sig. (2-tailed)	.002	.531	.122	.205		.400	.001
	N	30	30	30	30	30	30	30
P6	Pearson Correlation	.378*	.365*	.338	.410*	.159	1	.695**
	Sig. (2-tailed)	.040	.047	.067	.024	.400		.000
	N	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.779**	.577**	.671**	.627**	.580**	.695**	1
	Sig. (2-tailed)	.000	.001	.000	.000	.001	.000	
	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).



Correlations

		P1	P2	P3	P4	P5	P6	TOTAL
P1	Pearson Correlation	1	.461*	.343	.197	.362*	.190	.680**
	Sig. (2-tailed)		.010	.063	.296	.049	.315	.000
	N	30	30	30	30	30	30	30
P2	Pearson Correlation	.461*	1	.381*	.240	.227	.320	.676**
	Sig. (2-tailed)	.010		.038	.201	.227	.085	.000
	N	30	30	30	30	30	30	30
P3	Pearson Correlation	.343	.381*	1	.411*	.231	.248	.657**
	Sig. (2-tailed)	.063	.038		.024	.219	.187	.000
	N	30	30	30	30	30	30	30
P4	Pearson Correlation	.197	.240	.411*	1	.535**	.182	.651**
	Sig. (2-tailed)	.296	.201	.024		.002	.335	.000
	N	30	30	30	30	30	30	30
P5	Pearson Correlation	.362*	.227	.231	.535**	1	.171	.665**
	Sig. (2-tailed)	.049	.227	.219	.002		.367	.000
	N	30	30	30	30	30	30	30
P6	Pearson Correlation	.190	.320	.248	.182	.171	1	.541**
	Sig. (2-tailed)	.315	.085	.187	.335	.367		.002
	N	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.680**	.676**	.657**	.651**	.665**	.541**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.002	
	N	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).

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.935	.932		1.004	.318
	promosi	-.020	.049	-.064	-.401	.689
	harga	.066	.056	.243	1.177	.242
	kualitas	-.090	.061	-.343	-1.466	.146
	tingkat pendapatan	.037	.053	.132	.702	.484

a. Dependent Variable: abs_res

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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	dibawah 20	11	11.5	11.5	11.5
	20 sampai 30	61	63.5	63.5	75.0
	dias 30	24	25.0	25.0	100.0
	Total	96	100.0	100.0	

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.001	1.483		2.024	.046
	PROMOSI	.257	.079	.231	3.265	.002
	HARGA	.350	.089	.359	3.945	.000
	KUALITAS PRODUK	.217	.098	.229	2.222	.029
	TINGKAT PENDAPATAN	.179	.084	.177	2.132	.036

a. Dependent Variable: KEPUTUSAN PEMBELIAN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	721.684	4	180.421	97.569	.000 ^b
	Residual	168.274	91	1.849		
	Total	889.958	95			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), TINGKAT PENDAPATAN, PROMOSI, HARGA, KUALITAS PRODUK

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.901 ^a	.811	.803	1.360

a. Predictors: (Constant), TINGKAT PENDAPATAN, PROMOSI, HARGA, KUALITAS PRODUK

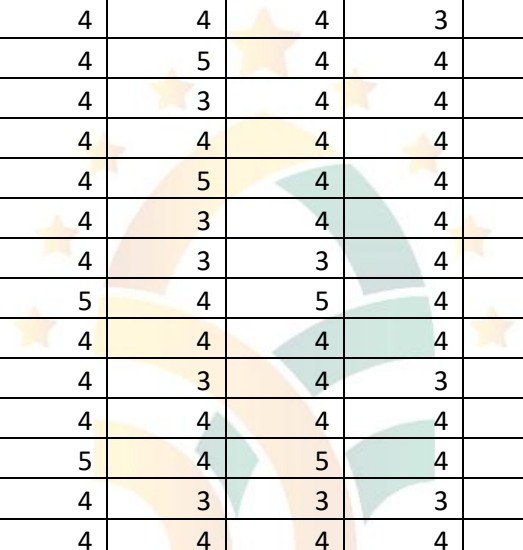
b. Dependent Variable: KEPUTUSAN PEMBELIAN

Data Mentah

no	PROMOSI (X1)							total
	p1	p2	p3	p4	p5	p6	p7	
1	4	4	4	5	4	5	5	31
2	5	4	4	2	5	5	5	30
3	5	5	4	4	4	4	5	31
4	4	5	4	2	5	5	4	29
5	4	5	4	4	4	5	4	30
6	4	3	4	4	4	3	4	26
7	4	4	5	4	5	2	2	26
8	4	3	4	3	5	3	5	27
9	4	5	5	5	4	4	5	32
10	5	5	4	5	4	4	4	31
11	4	4	4	4	4	4	4	28
12	5	4	5	4	4	5	4	31
13	4	3	3	4	4	4	3	25
14	4	4	4	4	4	4	4	28
15	5	4	3	4	3	4	3	26
16	4	4	4	3	4	4	4	27
17	4	4	4	5	4	4	4	29
18	4	4	4	4	4	4	4	28
19	3	4	4	4	3	4	3	25
20	4	5	4	4	3	4	4	28
21	4	4	4	4	3	4	4	27
22	4	4	4	3	3	3	4	25
23	5	5	4	4	4	4	5	31
24	4	3	4	4	3	4	4	26
25	4	4	4	4	5	4	4	29
26	4	4	3	2	3	4	4	24
27	4	4	4	4	3	4	4	27
28	4	5	4	4	4	4	4	29

29	4	4	3	4	4	4	4	27
30	4	3	4	3	3	4	4	25
31	4	3	3	2	2	3	3	20
32	5	4	5	4	4	4	4	30
33	4	4	5	4	4	4	4	29
34	4	3	4	4	3	4	4	26
35	4	5	4	4	4	4	4	29
36	5	5	4	5	4	4	4	31
37	4	5	4	4	4	5	4	30
38	4	4	4	4	4	4	4	28
39	4	3	4	3	3	3	3	23
40	4	4	4	3	4	4	3	26
41	4	3	4	4	3	4	3	25
42	4	4	4	4	4	4	4	28
43	4	4	4	5	4	4	3	28
44	4	3	4	2	3	3	4	23
45	4	3	3	4	3	3	4	24
46	5	4	5	4	4	4	4	30
47	4	4	5	4	4	4	4	29
48	3	4	4	4	3	2	3	23
49	4	4	4	4	4	4	4	28
50	4	3	4	2	4	3	3	23
51	3	4	4	4	3	2	3	23
52	5	4	4	4	4	4	4	29
53	5	4	4	3	4	4	4	28
54	4	3	4	3	4	4	4	26
55	4	3	4	4	4	4	4	27
56	4	4	5	4	4	4	5	30
57	4	5	4	4	4	4	4	29
58	4	3	4	3	4	3	3	24
59	5	5	4	5	4	4	5	32
60	4	3	3	4	3	4	3	24
61	4	5	4	4	4	4	5	30
62	4	3	4	4	4	4	4	27
63	4	5	5	4	4	4	4	30
64	5	4	5	4	5	4	4	31
65	4	3	3	4	3	3	3	23
66	5	5	4	5	4	5	5	33
67	3	4	3	3	2	3	4	22
68	5	5	4	4	5	4	5	32
69	4	4	2	4	3	3	4	24
70	4	4	4	3	4	4	3	26
71	5	4	4	5	4	3	4	29

72	4	3	4	4	4	4	4	27
73	5	4	4	5	4	4	5	31
74	4	3	4	4	3	4	4	26
75	4	4	4	4	4	4	4	28
76	5	4	4	4	5	4	4	30
77	3	4	4	4	3	4	3	25
78	4	4	5	4	4	4	4	29
79	4	3	4	4	3	5	3	26
80	5	4	5	5	4	4	5	32
81	4	4	4	4	4	5	4	29
82	5	5	5	4	5	4	4	32
83	4	4	4	4	4	3	4	27
84	5	4	4	5	4	4	5	31
85	4	4	4	3	4	4	4	27
86	4	4	4	4	4	4	4	28
87	5	4	4	5	4	4	4	30
88	4	5	4	3	4	4	4	28
89	4	3	4	3	3	4	4	25
90	4	4	5	4	5	4	4	30
91	3	4	4	4	4	4	4	27
92	4	4	4	3	4	3	4	26
93	4	5	4	4	4	4	5	30
94	5	4	5	4	5	4	4	31
95	4	3	4	3	3	3	3	23
96	4	5	4	4	4	4	4	29



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 SYEKH NURJATI CIREBON

	HARGA (X2)							
no	p1	p2	p3	p4	p5	p6	p7	total
1	4	5	4	5	4	4	5	31
2	4	5	4	4	4	5	4	30
3	5	4	4	4	4	4	4	29
4	4	4	4	4	5	5	4	30
5	4	5	4	4	4	5	4	30
6	4	4	4	4	3	4	4	27
7	3	4	3	4	2	4	5	25
8	3	4	4	4	2	4	5	26
9	5	5	5	4	4	5	4	32
10	5	4	4	4	4	4	4	29
11	4	5	4	5	5	4	5	32
12	5	5	4	4	5	4	4	31
13	4	4	4	3	3	4	3	25
14	5	5	5	4	5	5	4	33
15	3	4	4	3	3	4	3	24
16	5	4	4	4	4	4	4	29
17	5	4	4	5	4	4	4	30
18	5	4	5	4	5	5	5	33
19	4	3	4	4	4	3	4	26
20	4	4	3	4	5	4	5	29
21	4	3	4	4	4	3	4	26
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KUALITAS RPODUK (X3)						
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3	4	4	4	3	5	23
2	4	4	4	3	5	22
4	4	4	4	4	4	24
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TINGKAT PENDAPATAN (X4)						
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KEPUTUSAN PEMBELIAN (Y)							
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UNIVERSITAS ISLAM NEGERI SIBER
SYEKH NURJATI CIREBON