

LAMPIRAN

Lampiran 1 Kuesioner *Design Packaging*

NO.	Pertanyaan	Opsional Jawaban				
		SS	S	N	TS	STS
1	Saya dapat menerima bentuk dari parfum HMNS					
2	Saya dapat membedakan parfum HMNS hanya dengan melihat gaya design dari produk HMNS					
3	Saya merasa terbantu dengan variasi design dari produk HMNS					
4	Saya mendapatkan informasi pembaharuan mengenai produk produk HMNS					

Lampiran 2 Kuesioner Kualitas Packaging

NO.	Pertanyaan	Opsional Jawaban				
		SS	S	N	TS	STS
1	Botol parfum yang saya beli tidak pecah ketika terbentur					
2	Botol parfum yang saya beli aman dari tekanan					
3	Botol parfum yang saya beli aman dari perubahan suhu					
4	Produk yang saya beli dapat terlindungi dengan baik dari resiko goresan					
5	Produk yang saya beli dapat terlindungi dengan baik dari resiko kelembaban					
6	Produk HMNS menarik perhatian saya karena <i>design dan</i> kualitas kemasan yang menarik					
7	Kemasan HMNS dapat dengan mudah memberikan informasi mengenai isi produk					
8	Saya mendapat kesan yang positif ketika melihat kualitas packaging yang diberikan oleh HMNS					
9	Parfum HMNS yang saya beli mudah disimpan karena mudah dibuka dan ditutup kembali					
10	Parfum HMNS yang Saya beli mudah dikemas kembali saat akan dibawa pergi					
11	Parfum HMNS mudah di ingat hanya dengan sekali melihat					
12	Parfum HMNS memiliki daya tarik tersendiri sehingga saya merasa puas saat membeli parfum HMNS					

Lampiran 3 Kuesioner Keputusan Pembelian

NO.	Pertanyaan	Opsional Jawaban				
		SS	S	N	TS	STS
1	Saya memutuskan untuk membeli parfum HMNS karna yakin dengan kualitas yang diberikan oleh parfum HMNS					
2	sebelum membeli saya mencari informasi mengenai parfum HMNS					
3	Setelah melihat konsumen lain banyak yang menggunakan parfum HMNS , saya tertarik untuk membeli parfum HMNS.					
4	Saya menggunakan Parfum HMNS atas informasi yang diberikan oleh teman saya					
5	Parfum HMNS sesuai dengan harapan saya sehingga saya akan membeli parfum HMNS lagi					

Lampiran 4 Tabulasi data Uji Validitas dan Reliabilitas Variabel *Design Packaging* (X1)

No.	1	2	3	4
1	4	5	4	5
2	4	4	5	5
3	4	4	5	5
4	4	3	3	4
5	4	4	5	5
6	4	4	4	4
7	3	5	3	4
8	4	4	4	5
9	4	4	4	5
10	3	5	5	5
11	4	4	4	4
12	4	2	3	5
13	5	5	5	5
14	4	4	4	3
15	4	5	5	4
16	5	4	5	5
17	5	4	5	5
18	3	4	4	4
19	4	5	5	4
20	4	4	5	5
21	4	4	5	4
22	4	4	4	3
23	4	4	4	5
24	5	4	4	5
25	4	5	5	5
26	4	3	4	4

27	4	5	5	5
28	4	4	4	4
29	4	3	4	4
30	5	5	5	5

Lampiran 5 Tabulasi data *Uji Validitas dan reliabilitas* Variabel Kualitas Packaging (X2)

No. item	1	2	3	4	5	6	7	8	9	10	11	12
1	5	4	3	5	5	5	5	4	3	4	5	4
2	4	5	3	4	4	4	4	3	4	5	5	5
3	1	4	2	5	4	3	4	5	5	4	5	5
4	3	4	4	4	5	5	3	4	4	4	3	3
5	4	5	5	5	4	5	5	5	4	4	5	5
6	4	3	5	4	5	4	5	5	4	4	5	4
7	4	5	4	3	5	3	4	3	4	4	4	3
8	4	4	4	4	4	4	4	3	4	3	2	3
9	4	4	4	4	5	4	4	4	4	4	4	3
10	5	5	5	3	5	5	5	5	5	5	5	5
11	4	4	4	4	4	4	4	4	4	4	4	4
12	2	2	2	4	4	4	3	2	4	4	2	3
13	5	5	1	5	5	5	5	5	5	4	5	5
14	4	4	4	4	4	4	3	4	4	4	4	4
15	5	5	5	4	5	5	5	5	5	3	3	3
16	5	5	5	5	4	5	5	5	5	5	5	5
17	5	5	5	5	5	5	4	5	5	5	5	5
18	4	4	4	3	4	4	4	4	4	4	3	3
19	5	4	5	4	4	5	5	4	5	5	4	5
20	4	4	5	4	5	4	4	5	5	5	5	5
21	4	5	4	4	5	1	4	4	5	2	5	3
22	4	5	5	4	5	4	4	5	3	4	4	4
23	4	4	4	4	4	5	4	4	4	5	4	4
24	4	5	5	5	4	3	4	5	5	4	4	4
25	5	4	5	4	4	4	5	5	3	4	5	5
26	3	3	4	4	4	4	3	4	3	3	4	4
27	5	5	5	4	5	5	5	4	4	5	5	5
28	4	4	5	4	4	5	3	4	4	5	3	4
29	3	3	4	4	4	4	4	4	4	4	4	4
30	5	5	5	5	5	5	5	5	5	5	5	5

Lampiran 6 Tabulasi data *Uji Validitas dan reliabilitas* Variabel Keputusan Pembelian (Y)

No. Aitem	1	2	3	4	5
1	4	5	4	3	4
2	5	5	4	4	5
3	4	3	5	4	5
4	4	5	4	3	4

5	5	4	5	4	5
6	5	4	5	4	4
7	4	4	4	5	4
8	2	3	4	4	3
9	4	4	2	3	3
10	4	4	5	5	5
11	4	4	4	4	4
12	4	2	3	2	3
13	5	5	5	5	5
14	4	4	3	4	3
15	3	4	4	4	4
16	5	5	5	5	5
17	5	5	5	3	5
18	3	4	3	5	4
19	5	5	4	4	4
20	5	4	4	5	5
21	5	4	5	4	3
22	4	4	3	3	3
23	4	4	4	5	5
24	5	5	3	4	5
25	5	4	4	5	5
26	4	4	4	4	3
27	5	5	4	4	5
28	4	5	4	4	4
29	3	4	4	4	4
30	5	5	5	5	5

Lampiran 7 Hasil Uji Validitas dan reliabilitas variabel Design Packaging (X1)

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
.608	4

Item Statistics

	Mean	Std. Deviation	N
X1.1	4.07	.521	30
X1.2	4.13	.730	30
X1.3	4.37	.669	30
X1.4	4.50	.630	30

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	13.00	2.345	.259	.619
X1.2	12.93	1.857	.321	.600
X1.3	12.70	1.528	.638	.321
X1.4	12.57	1.978	.370	.551

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.07	3.030	1.741	4

Lampiran 8 Hasil Uji Validitas dan reliabilitas variabel Kualitas Packaging (X2)

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
.825	12

Item Statistics

	Mean	Std. Deviation	N
X2.1	4.07	.944	30
X2.2	4.27	.785	30
X2.3	4.17	1.053	30
X2.4	4.17	.592	30
X2.5	4.47	.507	30
X2.6	4.23	.898	30
X2.7	4.20	.714	30
X2.8	4.27	.785	30
X2.9	4.23	.679	30
X2.10	4.17	.747	30
X2.11	4.20	.925	30
X2.12	4.13	.819	30

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	46.50	24.810	.630	.798
X2.2	46.30	26.424	.569	.805
X2.3	46.40	27.007	.321	.831
X2.4	46.40	29.352	.301	.824
X2.5	46.10	29.817	.281	.825
X2.6	46.33	27.471	.357	.824
X2.7	46.37	26.240	.667	.799
X2.8	46.30	25.734	.663	.797
X2.9	46.33	28.920	.309	.825
X2.10	46.40	27.490	.458	.814
X2.11	46.37	25.275	.592	.802
X2.12	46.43	25.495	.661	.797

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
50.57	31.633	5.624	12

Lampiran 9 Hasil Uji Validitas dan reliabilitas variabel Keputusan Prmbelian (Y)

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
.756	5

Item Statistics

	Mean	Std. Deviation	N
Y.1	4.27	.785	30
Y.2	4.23	.728	30
Y.3	4.07	.785	30
Y.4	4.07	.785	30
Y.5	4.20	.805	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	16.57	5.220	.509	.718
Y.2	16.60	5.559	.458	.734
Y.3	16.77	5.220	.509	.718
Y.4	16.77	5.495	.421	.749
Y.5	16.63	4.516	.730	.631

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.83	7.661	2.768	5

Lampiran 10 Tabulasi data Variabel Design Packaging

No.	1	2	3	4	TOTAL
1	4	4	4	5	17
2	5	4	4	5	18
3	5	5	5	5	20
4	4	5	5	4	18
5	4	4	4	5	17
6	4	4	4	5	17
7	5	5	5	4	19
8	4	5	5	4	18
9	4	4	4	4	16
10	5	5	5	4	19
11	4	5	5	4	18
12	5	5	4	5	19
13	4	4	4	5	17
14	5	5	5	4	19
15	4	4	4	5	17
16	4	5	5	4	18
17	5	4	4	4	17
18	4	5	5	4	18
19	4	4	5	5	18
20	4	5	5	4	18
21	4	5	5	4	18
22	3	4	3	4	14
23	4	5	5	4	18
24	3	4	5	5	17
25	5	3	4	4	16
26	4	4	4	5	17
27	3	4	4	3	14
28	4	5	5	4	18
29	4	3	3	3	13
30	5	4	4	4	17
31	5	4	4	5	18
32	5	5	5	5	20
33	5	3	3	4	15
34	4	5	5	5	19
35	5	5	5	4	19
36	5	5	4	4	18
37	5	3	4	5	17
38	5	5	5	4	19
39	4	4	4	4	16
40	5	4	4	4	17
41	5	4	4	5	18
42	5	3	3	5	16

43	5	3	3	4	15
44	4	5	5	3	17
45	4	4	4	4	16
46	5	4	4	5	18
47	5	4	4	4	17
48	5	5	5	5	20
49	5	5	5	4	19
50	5	4	4	4	17
51	5	4	4	4	17
52	5	5	5	5	20
53	5	5	4	4	18
54	4	4	5	5	18
55	5	4	5	4	18
56	5	4	4	4	17
57	5	4	4	4	17
58	5	4	4	4	17
59	4	4	4	4	16
60	5	4	3	4	16
61	5	4	4	4	17
62	5	4	3	5	17
63	5	4	5	5	19
64	4	4	3	4	15
65	4	4	3	4	15
66	4	4	5	5	18
67	4	5	4	4	17
68	5	4	5	5	19
69	4	4	5	5	18
70	4	4	4	4	16
71	4	5	5	5	19
72	4	5	3	4	16
73	4	5	5	4	18
74	5	4	5	5	19
75	4	5	5	4	18
76	4	5	5	4	18
77	4	5	5	4	18
78	5	5	5	5	20
79	5	4	5	5	19
80	5	4	5	5	19
81	4	5	5	5	19
82	5	4	4	5	18
83	4	5	5	5	19
84	4	4	5	5	18
85	4	5	5	4	18
86	4	5	5	5	19
87	5	3	5	4	17
88	5	5	5	4	19

89	4	5	5	4	18
90	5	5	5	5	20
91	5	5	5	4	19
92	4	4	5	5	18
93	4	5	5	4	18
94	5	4	4	4	17
95	5	4	4	4	17
96	4	4	4	4	16
97	5	5	5	4	19
98	4	4	4	4	16
99	4	4	4	4	16
100	5	4	4	4	17
101	5	3	3	4	15
102	5	4	4	4	17
103	5	4	4	5	18
104	5	4	4	5	18
105	5	4	4	4	17
106	5	4	4	4	17
107	4	5	4	4	17
108	5	4	5	5	19
109	5	4	4	5	18
110	4	4	4	4	16
111	4	5	5	5	19
112	5	5	5	3	18
113	3	4	3	4	14
114	5	5	5	4	19
115	5	4	4	4	17
116	5	4	4	4	17
117	4	4	4	4	16
118	5	3	3	4	15
119	5	3	3	4	15
120	4	5	5	4	18
121	4	5	5	4	18
122	4	5	5	4	18
123	4	5	5	4	18
124	5	4	4	4	17
125	4	5	5	4	18
126	4	5	5	4	18
127	4	5	5	4	18
128	5	5	5	5	20
129	4	5	5	4	18
130	4	4	4	4	16
131	5	5	5	5	20
132	3	3	3	4	13
133	4	3	3	4	14
134	3	3	3	3	12

135	4	4	4	5	17
136	4	4	5	3	16
137	3	3	4	3	13

Lampiran 11 Tabulasi data Variabel Kualitas Packaging

No.	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
1	4	4	4	4	4	4	4	4	4	4	4	4	48
2	4	5	4	5	4	5	4	4	5	5	4	5	54
3	5	5	5	5	5	5	5	5	5	5	5	5	60
4	5	4	5	5	4	5	4	5	5	4	5	5	56
5	5	4	5	4	5	5	5	4	5	4	5	4	55
6	4	4	5	4	5	5	4	5	4	5	4	4	53
7	5	5	5	5	4	5	5	5	5	5	4	5	58
8	4	5	4	5	4	5	5	4	4	5	5	4	54
9	5	4	5	4	5	5	4	5	4	5	5	4	55
10	5	5	5	5	5	5	5	5	5	5	4	5	59
11	5	4	4	5	4	5	4	5	4	5	4	5	54
12	5	5	4	5	5	4	5	5	5	5	5	5	58
13	4	5	4	5	4	5	5	4	4	5	4	5	54
14	5	5	5	5	5	5	5	5	5	5	5	5	60
15	5	5	4	5	4	4	5	4	5	5	4	4	54
16	4	5	4	5	4	5	4	5	4	4	5	4	53
17	3	5	4	4	5	4	5	4	3	4	5	4	50
18	4	5	4	4	5	4	5	4	5	4	5	4	53
19	3	3	4	5	4	5	5	5	3	3	4	5	49
20	5	5	4	5	4	5	4	5	4	4	4	5	54
21	4	5	4	5	5	4	4	5	5	4	4	5	54
22	3	3	3	4	3	4	4	3	3	3	5	5	43
23	5	4	4	5	5	4	4	4	5	5	4	4	53
24	4	3	4	5	4	4	5	4	5	3	3	3	47
25	2	4	4	5	5	4	3	3	5	5	5	5	50
26	4	5	4	5	4	5	4	5	5	4	4	5	54

27	4	4	4	4	3	5	4	5	5	5	3	5	51
28	4	5	4	5	4	5	4	4	5	5	5	4	54
29	3	5	5	3	4	3	4	4	4	5	4	5	49
30	4	5	4	4	5	5	4	4	4	5	5	5	54
31	4	5	5	3	5	5	4	4	4	4	4	4	51
32	5	5	4	5	5	5	3	3	5	5	4	3	52
33	4	5	4	5	5	5	3	3	3	5	4	4	50
34	4	4	5	5	3	5	4	4	5	4	2	4	49
35	4	5	4	3	4	5	4	5	5	5	4	5	53
36	5	5	3	4	4	5	4	5	4	4	5	5	53
37	5	4	5	3	4	5	5	4	4	5	5	4	53
38	4	5	3	3	5	4	4	5	5	4	4	4	50
39	5	3	4	5	4	3	4	4	5	4	4	5	50
40	3	5	4	5	4	5	4	4	5	5	4	4	52
41	3	5	4	4	5	4	3	4	5	4	4	5	50
42	4	5	4	5	5	4	5	4	4	5	5	5	55
43	5	4	4	4	4	4	4	4	5	4	4	5	51
44	4	5	4	3	4	5	4	5	4	5	4	5	52
45	3	5	4	4	5	4	5	3	4	4	5	4	50
46	3	5	4	4	5	4	5	3	4	5	4	4	50
47	5	2	4	5	4	4	5	3	3	5	4	4	48
48	4	5	4	4	5	4	5	5	4	5	4	4	53
49	4	5	4	5	5	4	3	4	4	5	5	5	53
50	4	5	4	5	5	4	5	3	5	5	4	4	53
51	3	5	4	3	5	3	4	5	5	4	4	5	50
52	4	5	3	4	5	4	5	4	5	4	5	5	53
53	4	5	5	4	5	5	4	5	4	4	5	5	55
54	5	4	4	5	4	5	5	5	4	4	5	4	54
55	3	5	4	4	4	5	3	4	5	4	3	5	49

56	3	5	4	5	3	4	5	5	3	4	5	5	51
57	4	5	4	3	4	5	4	4	5	3	4	4	49
58	3	5	4	4	5	4	4	5	3	4	5	5	51
59	3	5	4	4	5	4	5	4	5	4	3	4	50
60	3	5	4	4	5	3	4	4	5	4	5	5	51
61	3	5	4	5	3	4	5	4	5	3	5	4	50
62	4	5	4	3	4	5	4	5	3	5	4	4	50
63	4	5	4	5	4	5	4	5	4	5	4	5	54
64	4	4	4	4	4	4	4	4	4	4	4	4	48
65	3	5	4	5	3	4	5	4	5	5	3	4	50
66	4	4	4	4	4	5	5	5	4	5	5	4	53
67	5	5	4	4	5	5	4	5	5	5	5	5	57
68	4	5	5	4	5	4	5	4	5	4	4	5	54
69	4	4	4	4	4	4	4	4	4	4	4	4	48
70	5	4	4	5	4	5	4	4	5	4	4	5	53
71	5	4	4	4	5	4	5	4	5	4	5	4	53
72	5	4	5	4	5	4	5	5	4	4	5	5	55
73	4	4	5	4	5	4	5	4	5	5	4	5	54
74	5	4	5	5	4	5	4	5	5	4	5	5	56
75	5	4	5	4	5	4	5	4	5	5	4	5	55
76	5	4	5	4	5	4	5	4	5	4	5	4	54
77	5	4	5	4	4	5	5	4	5	4	5	4	54
78	5	2	4	4	5	5	5	3	4	4	5	5	51
79	4	5	4	5	5	5	5	4	4	3	5	3	52
80	4	4	4	5	4	5	5	4	3	5	5	4	52
81	4	5	4	5	4	5	4	5	5	5	4	5	55
82	4	5	4	5	4	5	5	4	4	5	4	4	53
83	5	4	5	4	5	4	4	5	5	4	5	5	55
84	4	5	4	5	4	5	4	5	5	4	5	4	54

85	5	4	5	4	4	5	4	5	5	4	5	4	54
86	4	5	4	5	5	4	5	4	5	4	5	4	54
87	4	5	4	5	4	5	3	4	5	4	4	5	52
88	5	4	5	4	5	4	5	5	4	5	4	5	55
89	5	4	5	4	5	5	5	5	4	5	4	4	55
90	4	5	3	4	5	4	5	5	4	4	5	5	53
91	3	5	4	4	5	5	4	4	5	4	3	5	51
92	4	5	4	5	4	5	5	4	4	5	5	4	54
93	4	5	5	4	5	4	5	4	5	5	5	4	55
94	3	5	4	5	4	4	5	3	4	5	5	4	51
95	5	3	5	4	5	4	3	4	4	5	4	4	50
96	2	4	4	4	4	4	4	4	4	4	4	4	46
97	5	5	5	5	5	4	4	5	5	5	5	5	58
98	5	3	4	5	5	4	4	5	4	5	3	4	51
99	3	5	4	4	5	3	4	5	3	4	5	5	50
100	3	5	4	4	5	4	4	5	4	4	5	4	51
101	5	4	4	5	4	5	3	4	5	4	4	5	52
102	4	5	4	3	4	5	4	5	3	3	4	5	49
103	5	3	4	5	4	4	5	4	4	5	4	4	51
104	3	5	4	5	4	5	3	5	4	5	4	4	51
105	3	5	4	5	3	5	5	4	5	4	3	4	50
106	5	3	4	5	3	4	5	4	4	5	4	5	51
107	5	3	4	5	5	4	4	5	4	3	4	4	50
108	3	5	3	4	5	4	5	4	5	4	5	5	52
109	3	5	4	5	5	4	5	3	4	5	4	4	51
110	3	5	4	4	5	4	3	4	5	4	5	4	50
111	5	5	5	4	4	4	5	4	5	5	4	4	54
112	4	5	3	4	5	5	3	5	4	4	4	5	51
113	4	5	4	5	4	5	3	4	5	4	5	4	52

114	5	3	4	5	4	4	5	4	4	5	3	4	50
115	3	4	4	4	5	4	3	4	5	4	5	5	50
116	3	5	4	4	5	4	5	5	4	3	4	5	51
117	3	5	4	4	5	4	5	4	5	3	4	5	51
118	4	4	3	4	5	4	4	4	5	4	5	4	50
119	4	5	4	5	3	4	5	4	5	4	4	5	52
120	5	4	5	4	3	4	5	3	4	5	5	5	52
121	5	4	5	4	4	5	5	4	4	5	5	4	54
122	5	3	4	5	4	5	3	4	5	4	4	5	51
123	5	3	4	5	4	4	5	3	5	4	4	5	51
124	3	5	4	5	3	4	5	4	5	4	4	5	51
125	5	3	4	5	3	5	4	4	4	5	5	5	52
126	5	3	4	5	4	4	5	4	5	4	3	5	51
127	5	3	4	5	4	5	4	4	5	4	4	4	51
128	3	5	4	4	5	5	4	4	5	4	5	5	53
129	5	3	4	5	4	5	4	4	5	4	3	4	50
130	3	5	5	4	5	4	4	5	4	3	4	4	50
131	5	4	4	5	3	4	5	4	5	4	5	5	53
132	3	3	4	4	4	3	3	3	4	4	3	3	41
133	4	5	4	4	3	3	5	3	5	5	4	4	49
134	3	3	4	5	4	4	4	4	4	3	4	4	46
135	4	4	4	3	5	5	5	3	3	3	4	3	46
136	4	4	4	5	5	3	5	3	3	5	4	4	49
137	3	3	3	4	5	4	5	3	4	4	4	4	46

Lampiran 12 Tabulasi Data Variabel Keputusan Pembelian

No	1	2	3	4	5	Total
1	4	4	4	4	4	20
2	5	4	4	5	5	23
3	5	4	5	5	5	24
4	4	4	5	4	5	22
5	5	4	4	5	5	23
6	5	4	4	5	4	22
7	5	5	5	5	5	25
8	5	4	4	5	4	22
9	4	5	4	5	4	22
10	5	5	5	5	5	25
11	4	4	5	5	4	22
12	5	5	5	5	5	25
13	5	5	4	5	4	23
14	5	5	5	5	5	25
15	5	4	4	5	5	23
16	5	4	5	4	5	23
17	5	4	5	4	5	23
18	5	4	5	4	5	23
19	4	4	3	3	5	19
20	5	4	5	4	5	23
21	5	4	5	4	4	22
22	4	5	4	5	5	23
23	5	4	5	4	5	23
24	5	4	4	5	5	23
25	4	3	3	5	4	19
26	5	4	5	4	5	23
27	4	4	5	3	5	21
28	5	5	4	4	5	23
29	5	5	5	3	4	22
30	5	4	5	4	5	23
31	4	4	3	5	4	20
32	4	4	3	4	3	18
33	4	4	4	5	4	21
34	3	4	3	3	5	18
35	5	4	4	5	4	22
36	5	4	5	5	5	24
37	5	3	4	5	4	21
38	5	5	4	4	5	23
39	5	4	5	5	5	24
40	5	4	5	5	5	24
41	5	4	5	4	4	22
42	5	4	5	4	5	23
43	5	4	5	3	5	22
44	5	5	4	4	4	22

45	5	3	5	5	5	23
46	5	4	5	3	4	21
47	5	4	5	5	5	24
48	5	4	5	4	4	22
49	5	4	4	5	4	22
50	5	4	5	5	4	23
51	5	3	4	5	4	21
52	5	3	4	5	4	21
53	5	4	5	5	4	23
54	4	4	5	4	4	21
55	5	4	5	4	4	22
56	5	4	5	4	4	22
57	5	4	5	4	4	22
58	5	4	5	4	5	23
59	5	4	5	4	5	23
60	5	4	4	5	5	23
61	5	4	5	3	4	21
62	5	4	5	3	4	21
63	5	5	4	4	5	23
64	4	5	5	5	5	24
65	5	4	5	5	4	23
66	4	4	4	4	4	20
67	4	5	4	5	5	23
68	5	4	5	4	5	23
69	4	4	4	4	4	20
70	5	5	5	4	5	24
71	5	4	4	5	4	22
72	4	4	5	4	5	22
73	5	5	4	4	5	23
74	4	5	5	4	5	23
75	5	4	5	4	5	23
76	4	5	4	5	4	22
77	4	5	4	5	4	22
78	4	4	5	4	4	21
79	5	4	5	3	4	21
80	5	3	4	5	4	21
81	4	4	5	4	5	22
82	5	4	5	4	5	23
83	4	5	4	4	4	21
84	4	4	5	4	5	22
85	5	4	5	4	5	23
86	5	4	5	5	4	23
87	5	4	5	4	4	22
88	4	5	4	4	5	22
89	4	5	4	5	5	23
90	3	5	4	5	5	22

91	5	4	5	4	5	23
92	5	4	5	5	4	23
93	4	5	5	4	5	23
94	5	4	5	4	4	22
95	5	4	5	4	4	22
96	4	4	4	4	4	20
97	5	5	5	5	5	25
98	5	4	4	5	5	23
99	5	4	4	5	5	23
100	5	3	4	5	4	21
101	5	4	5	4	4	22
102	5	3	5	4	4	21
103	5	3	4	5	4	21
104	5	4	5	4	4	22
105	5	3	4	5	4	21
106	5	4	5	4	4	22
107	5	4	5	5	5	24
108	5	3	4	5	4	21
109	5	4	5	3	4	21
110	5	4	4	5	5	23
111	5	3	4	4	5	21
112	5	4	5	3	5	22
113	5	4	5	5	5	24
114	5	3	4	5	4	21
115	5	3	4	5	4	21
116	4	5	4	3	5	21
117	5	4	5	4	5	23
118	5	4	5	4	3	21
119	5	4	5	4	4	22
120	4	5	3	4	4	20
121	3	5	5	4	4	21
122	5	4	3	4	5	21
123	5	4	5	4	4	22
124	5	4	5	3	4	21
125	4	5	4	5	4	22
126	4	5	3	4	5	21
127	5	3	4	5	5	22
128	5	3	4	4	5	21
129	4	4	5	4	5	22
130	5	4	5	4	5	23
131	4	5	4	4	2	19
132	4	4	4	4	4	20
133	4	5	5	4	3	21
134	5	5	3	5	5	23
135	4	5	5	5	3	22
136	4	5	5	3	3	20

137	4	3	5	5	5	22
-----	---	---	---	---	---	----

Lampiran 13 Uji Regresi Linier Berganda, Uji T, Uji F, Uji Koefisiensi determinasi (R²)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kualitas Packaging (X2), Design Packaging (X1) ^b	.	Enter

a. Dependent Variable: Keputusan Pembelian (Y)

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.525 ^a	.275	.264	1.146

a. Predictors: (Constant), Kualitas Packaging (X2), Design Packaging (X1)

b. Dependent Variable: Keputusan Pembelian (Y)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	66.876	2	33.438	25.448	.000 ^b
	Residual	176.073	134	1.314		
	Total	242.949	136			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Kualitas Packaging (X2), Design Packaging (X1)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.223	1.750		7.557	.000
	Design Packaging (X1)	-.344	.075	-.407	-4.596	.000
	Kualitas Packaging (X2)	.286	.040	.627	7.090	.000

a. Dependent Variable: Keputusan Pembelian (Y)

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	20.47	23.84	22.09	.701	137
Residual	-3.206	2.904	.000	1.138	137
Std. Predicted Value	-2.305	2.497	.000	1.000	137
Std. Residual	-2.797	2.534	.000	.993	137

a. Dependent Variable: Keputusan Pembelian (Y)

Lampiran 14 Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual		
N		137
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.13782763
Most Extreme Differences	Absolute	.059
	Positive	.056
	Negative	-.059
Test Statistic		.059
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Lampiran 15 Uji Heterokedastisitas

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Kualitas Packaging (X2), Design Packaging (X1) ^b	.	Enter

a. Dependent Variable: Keputusan Pembelian (Y)

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.525 ^a	.275	.264	1.146

a. Predictors: (Constant), Kualitas Packaging (X2), Design Packaging (X1)

b. Dependent Variable: Keputusan Pembelian (Y)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	66.876	2	33.438	25.448	.000 ^b
	Residual	176.073	134	1.314		
	Total	242.949	136			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Kualitas Packaging (X2), Design Packaging (X1)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.223	1.750		7.557	.000
	Design Packaging (X1)	-.344	.075	-.407	-4.596	.000
	Kualitas Packaging (X2)	.286	.040	.627	7.090	.000

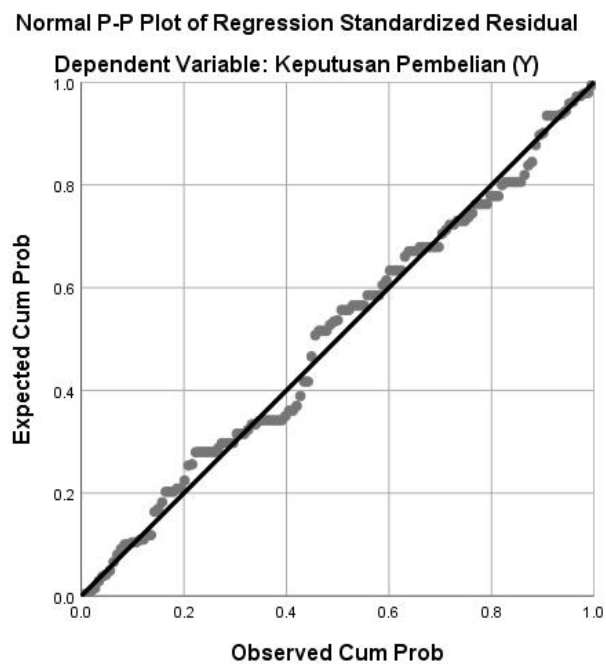
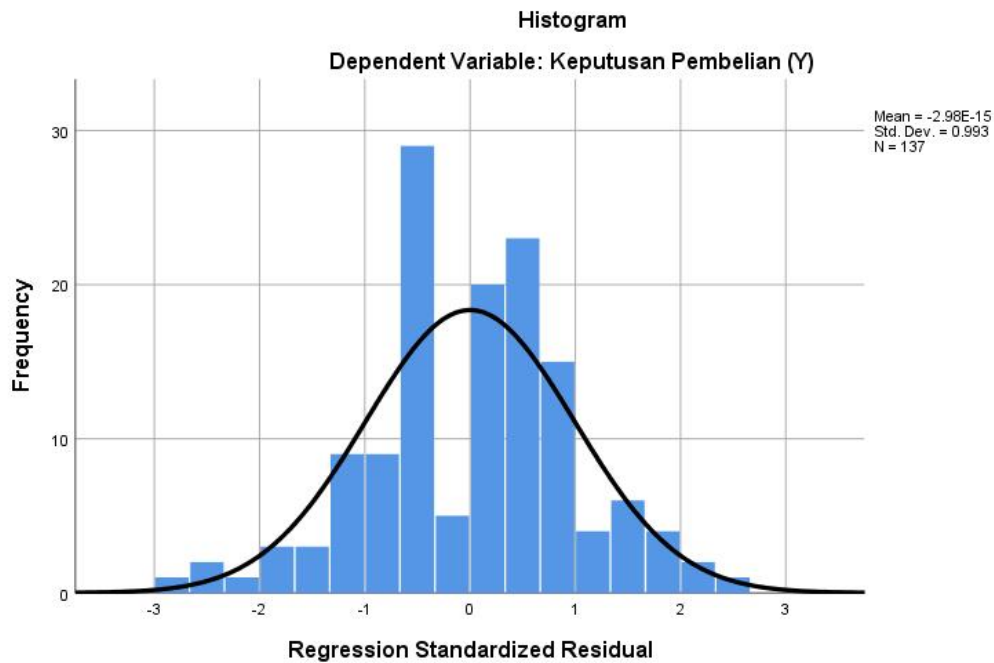
a. Dependent Variable: Keputusan Pembelian (Y)

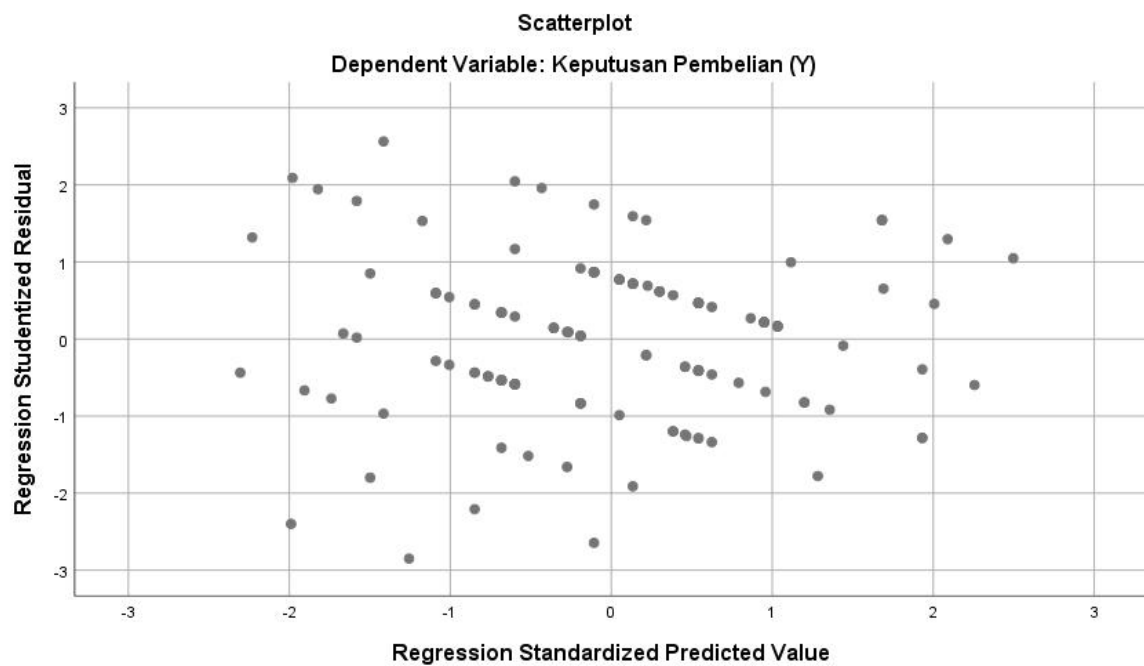
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	20.47	23.84	22.09	.701	137
Std. Predicted Value	-2.305	2.497	.000	1.000	137
Standard Error of Predicted Value	.103	.389	.160	.056	137
Adjusted Predicted Value	20.45	23.76	22.09	.702	137
Residual	-3.206	2.904	.000	1.138	137
Std. Residual	-2.797	2.534	.000	.993	137
Stud. Residual	-2.849	2.564	.000	1.006	137

Deleted Residual	-3.326	2.973	.001	1.169	137
Stud. Deleted Residual	-2.928	2.619	.000	1.014	137
Mahal. Distance	.097	14.641	1.985	2.390	137
Cook's Distance	.000	.123	.009	.018	137
Centered Leverage Value	.001	.108	.015	.018	137

a. Dependent Variable: Keputusan Pembelian (Y)





Lampiran 16 Uji Multikolinieritas

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kualitas Packaging (X2), Design Packaging (X1) ^b	.	Enter

a. Dependent Variable: Keputusan Pembelian (Y)

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.525 ^a	.275	.264	1.146

a. Predictors: (Constant), Kualitas Packaging (X2), Design Packaging (X1)

b. Dependent Variable: Keputusan Pembelian (Y)

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
-------	----------------	----	-------------	---	------

1	Regression	66.876	2	33.438	25.448	.000 ^b
	Residual	176.073	134	1.314		
	Total	242.949	136			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Kualitas Packaging (X2), Design Packaging (X1)

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics		
	B	Std. Error				Tolerance	VIF	
(Constant)		13.223	1.750			7.557	.000	
Design Packaging (X1)		-.344	.075	-.407		4.596	.000	.691 1.447
Kualitas Packaging (X2)		.286	.040	.627		7.090	.000	.691 1.447

a. Dependent Variable: Keputusan Pembelian (Y)

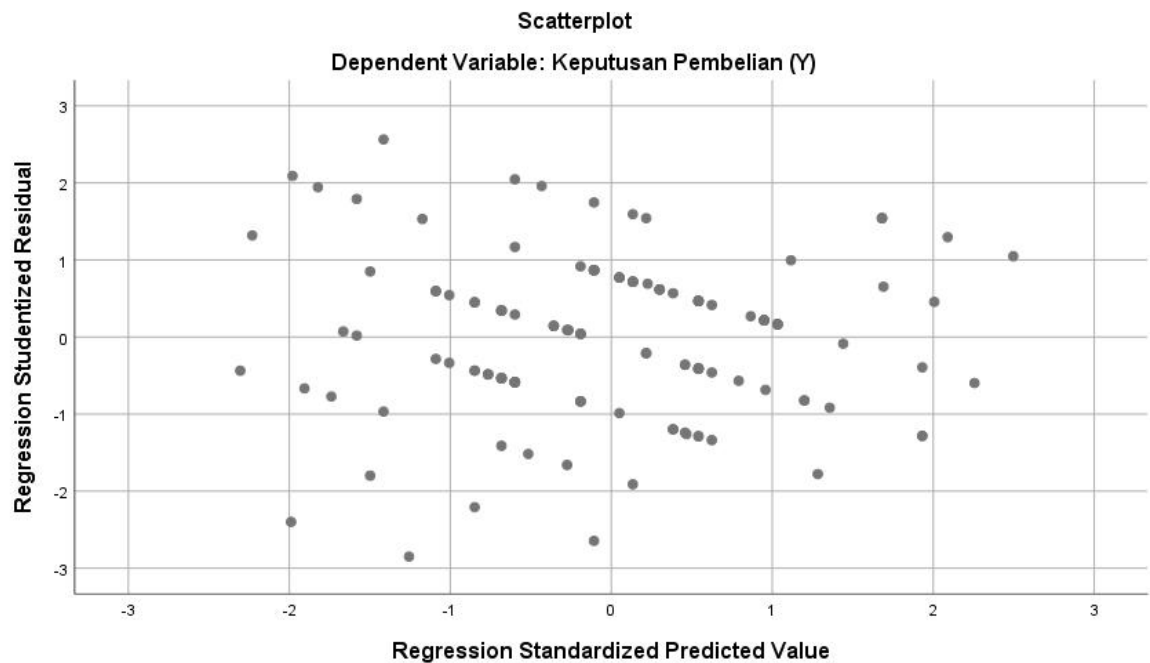
Collinearity Diagnostics ^a						
Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions	
					Design Packaging (X1)	Kualitas Packaging (X2)
1	1	2.994	1.000	.00	.00	.00
	2	.004	26.528	.24	.82	.02
	3	.001	46.476	.75	.18	.98

a. Dependent Variable: Keputusan Pembelian (Y)

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	20.47	23.84	22.09	.701	137
Std. Predicted Value	-2.305	2.497	.000	1.000	137
Standard Error of Predicted Value	.103	.389	.160	.056	137
Adjusted Predicted Value	20.45	23.76	22.09	.702	137
Residual	-3.206	2.904	.000	1.138	137
Std. Residual	-2.797	2.534	.000	.993	137
Stud. Residual	-2.849	2.564	.000	1.006	137
Deleted Residual	-3.326	2.973	.001	1.169	137
Stud. Deleted Residual	-2.928	2.619	.000	1.014	137

Mahal. Distance	.097	14.641	1.985	2.390	137
Cook's Distance	.000	.123	.009	.018	137
Centered Leverage Value	.001	.108	.015	.018	137

a. Dependent Variable: Keputusan Pembelian (Y)



Lampiran 17 Uji Linieritas

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kualitas Packaging (X2), Design Packaging (X1) ^b	.	Enter

a. Dependent Variable: Keputusan Pembelian (Y)

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.525 ^a	.275	.264	1.146

a. Predictors: (Constant), Kualitas Packaging (X2), Design Packaging (X1)

b. Dependent Variable: Keputusan Pembelian (Y)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	66.876	2	33.438	25.448	.000 ^b
	Residual	176.073	134	1.314		
	Total	242.949	136			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Kualitas Packaging (X2), Design Packaging (X1)

Coefficients^a

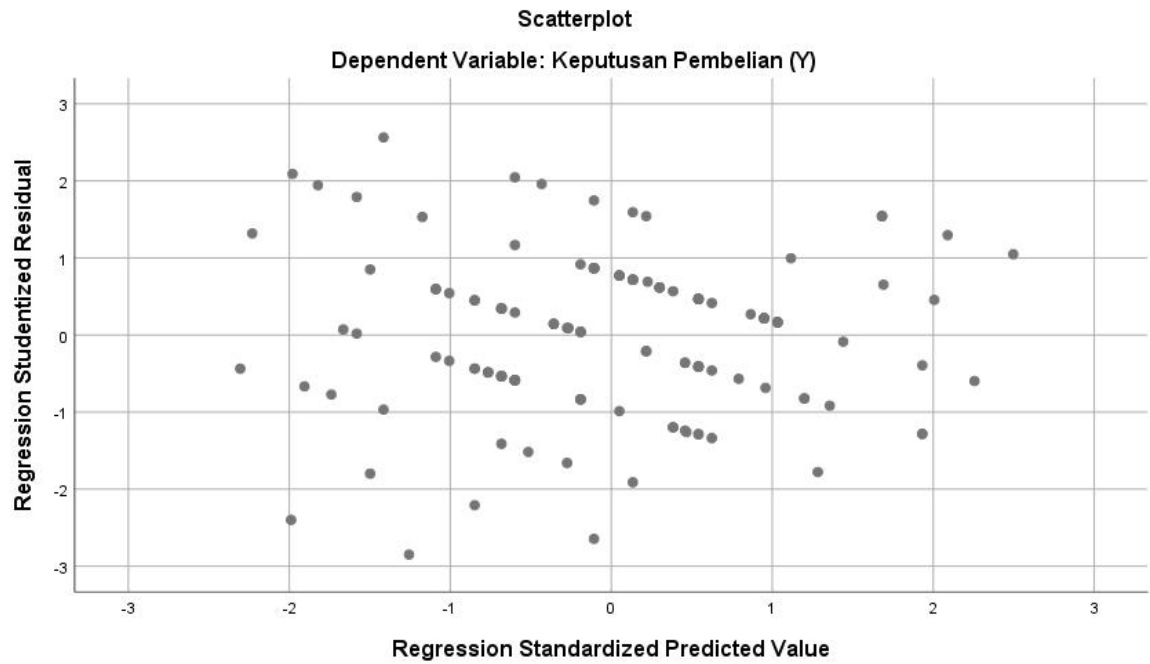
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.223	1.750		7.557	.000
	Design Packaging (X1)	-.344	.075	-.407	-4.596	.000
	Kualitas Packaging (X2)	.286	.040	.627	7.090	.000

a. Dependent Variable: Keputusan Pembelian (Y)

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	20.47	23.84	22.09	.701	137
Std. Predicted Value	-2.305	2.497	.000	1.000	137
Standard Error of Predicted Value	.103	.389	.160	.056	137
Adjusted Predicted Value	20.45	23.76	22.09	.702	137
Residual	-3.206	2.904	.000	1.138	137
Std. Residual	-2.797	2.534	.000	.993	137
Stud. Residual	-2.849	2.564	.000	1.006	137
Deleted Residual	-3.326	2.973	.001	1.169	137
Stud. Deleted Residual	-2.928	2.619	.000	1.014	137
Mahal. Distance	.097	14.641	1.985	2.390	137
Cook's Distance	.000	.123	.009	.018	137
Centered Leverage Value	.001	.108	.015	.018	137

a. Dependent Variable: Keputusan Pembelian (Y)



Case Processing Summary

	Included		Cases Excluded		Total	
	N	Percent	N	Percent	N	Percent
Unstandardized Residual *	137	100.0%	0	0.0%	137	100.0%
Unstandardized Predicted Value						

Report

Unstandardized Residual

Unstandardized Predicted

Value

	Mean	N	Std. Deviation
20.47141	-.4714103	1	.
20.52362	1.4763769	1	.
20.69273	-2.6927304	1	.
20.69896	2.3010352	1	.
20.75118	-.7511776	1	.
20.80962	2.1903751	1	.
20.86807	-.8680721	1	.
20.92028	.0797151	1	.
20.97873	1.0212679	2	1.41421356

21.03718	-.5371794	2	2.12132034
21.09563	.9043734	2	2.82842712
21.20629	-3.2062866	1	.
21.26473	1.7352661	1	.
21.32318	.3434855	3	.57735027
21.38163	.1183716	2	.70710678
21.49229	-.4922884	5	1.22474487
21.55074	-.5507357	3	.00000000
21.60918	-.2758496	9	.70710678
21.66763	.0823699	8	1.16496475
21.72608	-1.7260774	1	.
21.78452	2.2154754	1	.
21.83674	.1632626	3	.00000000
21.89518	-.8951847	2	1.41421356
21.90142	.0985809	1	.
21.95363	-.2393462	7	.75592895
22.01208	.5593494	7	1.61834719
22.12274	.3772608	4	1.00000000
22.18119	.4854802	6	1.36626010
22.23963	.4270330	3	1.15470054
22.24587	.7541319	1	.
22.29808	.7019191	3	.00000000
22.35653	-.6898615	3	1.15470054
22.40874	-.7420743	3	.57735027
22.41498	-1.4149754	1	.
22.46719	-.1814739	14	.72627304
22.52564	-.5256354	3	1.00000000
22.64253	-.6425299	1	.
22.69474	.3052573	1	.
22.75319	.2468100	4	.00000000
22.75942	-.7594244	1	.
22.81164	.1883628	4	.00000000
22.87008	1.1299156	1	.
22.92853	-.9285317	2	.00000000
22.98698	-1.9869789	1	.
23.03919	-1.0391917	1	.
23.09764	-.0976390	1	.
23.26675	1.7332538	3	.00000000
23.27298	.7270193	1	.
23.44209	-1.1087546	3	.57735027
23.49430	.5056993	1	.

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Unstandardized Residual *	Between Groups	(Combined)	91.906	52	1.767	1.764	.010
Unstandardized Predicted Value		Linearity	.000	1	.000	.000	1.000
		Deviation from Linearity	91.906	51	1.802	1.799	.008
	Within Groups		84.167	84	1.002		
	Total		176.073	136			

23.55275	1.4472520	1	.
23.66964	-.6696425	1	.
23.83875	1.1612502	1	.
Total	.0000000	137	1.13782763

Measures of Association

	R	R Squared	Eta	Eta Squared
Unstandardized Residual *	.000	.000	.722	.522
Unstandardized Predicted Value				

Lampiran 18 karakteristik responden

Jenis Kelamin	Jumlah Responden	Presentase (%)
Laki - laki	59	43.1%
Perempuan	78	56.9%
Total	137	100%

Usia	Jumlah Responden	Presentase (%)
17 - 24 Tahun	57	41.6%
24 - 32 Tahun	74	54.7%
33 - 40 Tahun	4	2.9%
> 40 Tahun	1	0.7%
total	137	100%

Pekerjaan	Jumlah Responden	Presentase (%)
Pelajar	6	4.4%
Mahasiswa	43	31.4%
Karyawan	64	46.7%
Wiraswasta	23	16.8%
Buruh Harian lepas	1	0.7%
total	137	100%

Alamat Domisili	Jumlah Responden	Presentase (%)
Jakarta Pusat	16	11.7%
Jakarta Barat	33	24.1%
Jakarta Selatan	25	18.2%
Jakarta Timur	39	28.5%
Jakarta Utara	24	17.5%
total	137	100%