

**L
A
M
P
I
R
A
N**

Kuesioner Penelitian

Kepada Yth

Sdr/i

Ditempat

Saya mohon kesediaan anda untuk menjawab pertanyaan maupun pernyataan pada lembar kuesioner mengenai “Pengaruh Merek dan Negara Asal Terhadap Sikap Konsumen dalam Memilih Produk Handphone Oppo”. Atas waktu dan kesediaan anda dalam mengisi kuesioner, saya mengucapkan banyak terima kasih.

1. Identitas Responden

Nama :

Jenis Kelamin :

Prodi :

2. Petunjuk Pengisian

Pada setiap pernyataan berilah (√) tepat pada kolom tersedia sesuai dengan penilaian anda

Keterangan Jawaban:

5 : Sangat Setuju

4 : Setuju

3 : Ragu-ragu

2: Tidak Setuju

1: Sangat Tidak Setuju

Palopo, Mei 2022

A. Saptilia Jiwardani

B.

Merek (X1)

No	Pernyataan	STS	TS	R R	S	SS
1	Saya memilih smartphone merek oppo karena memiliki berbagai macam fitur.					
2	Saya memilih smartphone merek oppo karena memiliki harga jual stabil.					
3	Saya memilih smartphone merek oppo karena reputasi merek yang positif.					
4	Saya memilih produk smartphone merek oppo karena tampilannya yang baik.					
5	Saya memilih smartphone merek oppo karena perusahaanya memberikan garansi kepada produknya.					

Negara Asal (X2)

No	Pernyataan	STS	TS	R R	S	SS
1	Menurut saya produk negara asal smartphone merek oppo dapat diandalkan.					
2	Menurut saya tingkat industrialisasi di negara asal produk smartphone merek oppo sangat tinggi.					
3	Menurut saya negara asal produk smartphone merek oppo memiliki keahlian teknis yang tinggi					
4	Menurut saya negara asal produk smartphone merek oppo memiliki kualitas produk yang tergolong baik.					
5	Menurut saya negara asal produk smartphone merek oppo memiliki harga jual yang relatif murah.					

Sikap Konsumen (Y)

No	Pernyataan	STS	TS	R R	S	SS
1	Saya sudah mantap untuk membeli android smartphone merek oppo					
2	Saya mengetahui manfaat utama dari smartphone merek oppo					
3	Saya memiliki pengetahuan mengenai smartphone oppo merupakan merek terkenal					

4	Saya merasa senang menggunakan smartphone oppo dikarenakan telah menjawab kebutuhan saya dibidang komunikasi					
5	Saya memiliki pengetahuan mengenai smartphone oppo merupakan produk dari perusahaan yang memiliki reputasi tinggi					

Lampiran 2 : Hasil Perhitungan Kuisisioner

1. Merek (X1)

No.	x1.1	x2.1	x3.1	x4.1	x5.1	JML X1
1	5	4	5	3	5	22
2	4	4	4	4	4	20
3	4	4	5	4	4	21
4	5	4	4	4	5	22
5	4	4	4	4	4	20
6	5	3	5	4	4	21
7	4	4	4	4	4	20
8	4	4	4	3	4	19
9	4	4	5	5	5	23
10	5	5	5	5	5	25
11	5	5	5	5	5	25
12	4	5	5	3	4	21
13	3	5	3	3	4	18
14	4	5	4	4	4	21
15	3	5	3	4	4	19
16	4	5	4	5	4	22
17	5	5	4	3	4	21
18	3	5	4	4	3	19
19	4	5	3	5	4	21
20	4	5	4	4	4	21
21	4	5	4	3	4	20
22	4	5	4	4	4	21
23	4	5	5	4	4	22
24	5	5	5	4	4	23
25	4	5	4	4	5	22
26	5	5	5	5	4	24
27	5	5	5	5	4	24
28	4	5	4	5	4	22
29	4	5	4	4	4	21
30	4	5	4	5	4	22
31	4	5	5	5	4	23
32	4	5	5	4	4	22
33	4	5	4	3	4	20
34	4	5	5	4	4	22

35	4	5	4	4	4	21
36	5	5	5	5	5	25
37	5	5	5	5	5	25
38	4	5	4	4	4	21
39	4	5	5	4	4	22
40	4	5	5	3	5	22
41	4	5	5	5	5	24
42	5	5	5	5	5	25
43	5	4	5	5	5	24
44	4	5	5	4	4	22
45	4	5	5	5	5	24
46	4	5	5	5	5	24
47	4	4	5	4	4	21
48	4	5	5	5	5	24
49	5	4	5	5	5	24
50	5	4	5	5	5	24
51	4	5	5	4	4	22
52	4	4	5	5	5	23
53	4	5	5	5	5	24
54	4	5	4	4	4	21
55	4	5	5	4	4	22
56	3	4	5	4	4	20
57	5	5	4	5	5	24
58	4	5	5	4	4	22
59	5	4	4	4	4	21
60	3	5	5	4	4	21
61	5	5	4	5	5	24
62	5	5	5	5	4	24
63	4	5	4	4	4	21
64	4	5	5	5	5	24
65	4	4	5	4	4	21
66	4	4	5	4	4	21
67	5	5	5	4	4	23
68	4	5	5	4	4	22
69	4	4	5	3	5	21
70	4	5	5	4	5	23
71	4	5	5	3	4	21
72	4	4	5	4	5	22
73	4	5	5	5	5	24

74	4	5	5	5	5	24
75	4	5	4	4	4	21
76	4	5	5	4	4	22
77	3	4	5	4	3	19
78	5	5	4	5	5	24
79	4	5	5	4	3	21
80	5	4	4	4	4	21
81	3	5	5	4	4	21
82	5	5	4	5	5	24
83	5	4	5	5	4	23
84	4	5	4	4	4	21
85	4	5	5	5	5	24
86	4	4	5	4	4	21
87	4	4	5	4	4	21
88	5	5	5	4	4	23
89	4	5	4	4	4	21
90	4	4	4	3	5	20
91	4	5	4	4	5	22
91	4	5	4	3	4	20
93	4	5	4	4	5	22
94	4	5	4	4	5	22

2. Negara Asal (X2)

No.	X2.1	X2.2	X2.3	X2.4	X2.5	JML X2
1	4	4	4	5	3	20
2	4	4	4	4	4	20
3	4	4	5	4	3	20
4	5	4	5	5	4	23
5	4	4	4	4	5	21
6	4	4	4	4	4	20
7	4	5	5	4	4	22
8	4	4	5	4	5	22
9	5	5	5	5	5	25
10	5	5	5	4	5	24
11	5	4	5	5	5	24
12	5	4	5	5	5	24
13	4	5	5	4	4	22
14	4	5	5	5	5	24
15	4	5	5	5	5	24
16	4	5	4	4	4	21
17	4	5	5	4	4	22
18	5	4	4	4	3	20
19	5	5	4	5	5	24
20	4	5	5	4	3	21
21	5	4	4	4	4	21
22	3	5	5	4	4	21
23	5	5	4	5	5	24
24	5	4	5	5	4	23
25	4	5	5	4	4	22
26	4	5	5	5	5	24
27	4	4	5	4	4	21
28	4	4	5	4	4	21
29	5	5	5	4	4	23
30	4	5	5	4	4	22
31	4	4	5	3	5	21
32	4	5	4	4	5	22
33	4	5	4	3	4	20
34	4	4	4	4	5	21
35	4	5	4	4	5	22
36	4	5	4	4	4	21

5	5	4	5	5	5	24
38	4	5	4	4	4	21
39	4	5	5	4	4	22
40	3	4	5	4	3	19
41	5	5	4	5	5	24
42	4	3	5	4	3	19
43	5	4	4	4	4	21
44	5	5	5	4	4	23
45	5	5	4	5	5	24
46	5	4	5	5	4	23
47	4	5	4	4	4	21
48	4	5	5	5	5	24
49	4	4	5	4	4	21
50	4	4	5	4	4	21
51	5	5	5	4	4	23
52	5	5	5	4	4	23
53	4	4	5	3	5	21
54	4	5	5	4	5	23
55	5	5	5	3	4	22
56	4	4	5	4	5	22
57	4	5	4	4	5	22
58	4	5	4	4	4	21
59	5	4	5	5	5	24
60	4	5	5	4	4	22
61	5	4	5	3	5	22
62	4	4	5	4	4	21
63	4	4	5	4	4	21
64	5	4	5	5	5	24
65	4	5	4	5	4	22
66	5	5	5	5	5	25
67	2	5	5	5	5	22
68	2	5	5	5	5	22
69	4	5	5	3	4	21
70	3	5	5	5	4	22
71	4	5	4	4	4	21
72	4	5	5	4	4	22
73	4	5	4	5	4	22
74	5	5	4	4	4	22
75	3	5	4	4	3	19
76	4	5	5	5	4	23

77	4	5	4	4	4	21
78	4	5	4	5	4	22
79	4	5	4	4	4	21
80	4	5	5	5	4	23
81	3	5	5	4	4	21
82	4	5	4	4	5	22
83	5	5	5	3	4	22
84	5	5	5	5	4	24
85	4	5	4	3	4	20
86	4	5	4	4	4	21
87	4	5	4	4	4	21
88	4	5	5	5	4	23
89	4	5	5	4	4	22
90	4	5	4	3	4	20
91	4	5	5	4	4	22
92	4	5	4	4	4	21
93	5	5	5	5	5	25
94	5	5	5	5	5	25

3. Sikap Konsumen (Y)

No.	y1	y2	y3	y4	y5	JML Y
1	5	5	4	4	5	23
2	4	4	4	4	4	20
3	4	4	4	5	4	21
4	4	4	4	4	5	21
5	4	4	4	4	4	20
6	4	5	4	4	4	21
7	4	5	5	4	4	22
8	4	4	5	4	3	20
9	5	5	5	3	5	23
10	5	5	5	5	5	25
11	5	4	5	5	5	24
12	5	4	5	5	5	24
13	4	5	5	4	4	22
14	4	5	5	5	5	24
15	4	5	5	5	5	24
16	4	5	4	4	4	21
17	4	5	4	4	4	21
18	4	4	5	4	4	21
19	5	5	4	5	5	24
20	4	5	5	4	4	22
21	5	4	4	4	4	21
22	3	5	5	4	4	21
23	5	5	4	5	5	24
24	5	4	5	5	4	23
25	4	5	4	4	4	21
26	4	5	5	5	5	24
27	4	4	5	4	4	21
28	4	4	5	4	4	21
29	5	4	5	4	4	22
30	4	4	5	4	4	21
31	4	4	5	3	5	21
32	4	5	5	4	5	23
33	4	5	5	3	4	21
34	4	4	5	4	5	22
35	4	5	4	4	5	22

36	4	5	4	4	4	21
37	1	4	5	5	5	20
38	4	5	4	4	4	21
39	4	4	4	3	3	18
40	4	4	4	4	4	20
41	4	4	5	4	3	20
42	5	4	5	5	4	23
43	4	4	4	4	5	21
44	4	5	4	4	4	21
45	4	5	5	4	4	22
46	4	4	5	4	3	20
47	2	5	5	3	2	17
48	2	5	5	4	4	20
49	5	4	5	5	5	24
50	5	4	5	5	5	24
51	4	5	5	4	4	22
52	5	5	3	5	5	23
53	4	3	3	5	5	20
54	4	3	4	4	4	19
55	4	5	5	4	4	22
56	3	4	5	4	3	19
57	5	5	4	5	5	24
58	4	5	5	4	3	21
59	5	4	4	4	4	21
60	3	5	5	4	4	21
61	5	5	4	5	5	24
62	5	4	5	5	4	23
63	4	5	4	4	4	21
64	4	5	5	5	5	24
65	4	4	5	4	4	21
66	4	4	5	4	4	21
67	5	2	5	4	4	20
68	4	2	5	4	4	19
69	4	4	2	5	5	20
70	4	5	5	4	5	23
71	4	3	5	5	4	21
72	4	4	5	4	5	22
73	4	3	4	4	5	20
74	4	5	4	4	4	21

75	4	4	5	5	5	23
76	4	5	4	4	4	21
77	4	4	5	5	5	23
78	4	4	4	4	4	20
79	4	5	5	5	4	23
80	4	5	5	4	4	22
81	4	5	4	5	4	22
82	4	5	5	4	4	22
83	4	5	4	4	4	21
84	5	5	5	5	5	25
85	5	5	5	5	5	25
86	4	5	4	4	4	21
87	5	5	5	5	4	24
88	5	5	5	5	4	24
89	5	4	5	5	5	24
90	5	4	5	5	5	24
91	4	5	5	4	4	22
92	4	4	5	5	5	23
93	4	3	5	5	5	22
94	4	3	4	4	4	19

Lampiran 3 : Tabel Uji Validitas Variabel (X1)

		Correlations					
		x1.1	x1.2	x1.3	x1.4	x1.5	JumIH.x1
x1.1	Pearson Correlation	1	-.115	.168	.332**	.364**	.625**
	Sig. (2-tailed)		.270	.105	.001	.000	.000
	N	94	94	94	94	94	94
x1.2	Pearson Correlation	-.115	1	-.152	.129	-.004	.256*
	Sig. (2-tailed)	.270		.144	.216	.969	.013
	N	94	94	94	94	94	94
x1.3	Pearson Correlation	.168	-.152	1	.227*	.162	.507**
	Sig. (2-tailed)	.105	.144		.028	.119	.000
	N	94	94	94	94	94	94
x1.4	Pearson Correlation	.332**	.129	.227*	1	.380**	.764**
	Sig. (2-tailed)	.001	.216	.028		.000	.000
	N	94	94	94	94	94	94
x1.5	Pearson Correlation	.364**	-.004	.162	.380**	1	.668**
	Sig. (2-tailed)	.000	.969	.119	.000		.000
	N	94	94	94	94	94	94
JumIH.x1	Pearson Correlation	.625**	.256*	.507**	.764**	.668**	1
	Sig. (2-tailed)	.000	.013	.000	.000	.000	
	N	94	94	94	94	94	94

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

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

Lampiran 4 : Tabel Uji Validitas Variabel (X2)

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	jumlah.X2
X2.1	Pearson Correlation	1	-.150	.016	.119	.191	.525**
	Sig. (2-tailed)		.148	.882	.253	.065	.000
	N	94	94	94	94	94	94
X2.2	Pearson Correlation	-.150	1	-.158	.045	.083	.276**
	Sig. (2-tailed)	.148		.127	.670	.428	.007
	N	94	94	94	94	94	94
X2.3	Pearson Correlation	.016	-.158	1	.115	.087	.374**
	Sig. (2-tailed)	.882	.127		.268	.407	.000
	N	94	94	94	94	94	94
X2.4	Pearson Correlation	.119	.045	.115	1	.272**	.643**
	Sig. (2-tailed)	.253	.670	.268		.008	.000
	N	94	94	94	94	94	94
X2.5	Pearson Correlation	.191	.083	.087	.272**	1	.667**
	Sig. (2-tailed)	.065	.428	.407	.008		.000
	N	94	94	94	94	94	94
jumlah.X2	Pearson Correlation	.525**	.276**	.374**	.643**	.667**	1
	Sig. (2-tailed)	.000	.007	.000	.000	.000	
	N	94	94	94	94	94	94

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

Lampiran 5 : Tabel Uji Validitas Variabel (Y)

		Correlations					
		y1	y2	y3	y4	y5	jumlah.y
y1	Pearson Correlation	1	-.046	-.074	.346**	.338**	.610**
	Sig. (2-tailed)		.658	.477	.001	.001	.000
	N	94	94	94	94	94	94
y2	Pearson Correlation	-.046	1	-.006	-.046	-.008	.388**
	Sig. (2-tailed)	.658		.954	.660	.942	.000
	N	94	94	94	94	94	94
y3	Pearson Correlation	-.074	-.006	1	.001	-.096	.289**
	Sig. (2-tailed)	.477	.954		.992	.356	.005
	N	94	94	94	94	94	94
y4	Pearson Correlation	.346**	-.046	.001	1	.516**	.663**
	Sig. (2-tailed)	.001	.660	.992		.000	.000
	N	94	94	94	94	94	94
y5	Pearson Correlation	.338**	-.008	-.096	.516**	1	.661**
	Sig. (2-tailed)	.001	.942	.356	.000		.000
	N	94	94	94	94	94	94
jumlah.y	Pearson Correlation	.610**	.388**	.289**	.663**	.661**	1
	Sig. (2-tailed)	.000	.000	.005	.000	.000	
	N	94	94	94	94	94	94

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

Lampiran 6 : Tabel Uji Realibilitas

Variabel X

Case Processing Summary

		N	%
Cases	Valid	94	100.0
	Excluded ^a	0	.0
	Total	94	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.719	6

Reliability Statistics

Cronbach's Alpha	N of Items
.766	6

Reliability Statistics

Cronbach's Alpha	N of Items
.710	6

Lampiran 7 : Hasil Regresi

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Jumlah.X2, Jumlah.X1 ^b	.	Enter

a. Dependent Variable: Jumlah.Y

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.337 ^a	.114	.082	3.934

a. Predictors: (Constant), Jumlah.X2, Jumlah.X1

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	113.021	2	56.511	3.652	.032 ^b
	Residual	881.962	57	15.473		
	Total	994.983	59			

a. Dependent Variable: Jumlah.Y

b. Predictors: (Constant), Jumlah.X2, Jumlah.X1

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
	(Constant)	27.043	3.907		6.922	.000
1	Jumlah.X1	.429	.164	.365	2.614	.000
	Jumlah.X2	.080	.142	.079	.566	.574

a. Dependent Variable: Jumlah.Y

Lampiran 8 : Hasil Descriptive dan Frekuensi

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
JumlH.x1	94	18	25	22.01	1.610
jumlah.X2	94	19	25	22.01	1.441
jumlah.y	94	17	25	21.76	1.657
Valid N (listwise)	94				

Jurusan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid EP	12	12.8	12.8	12.8
MNJ	47	50.0	50.0	62.8
AKT	35	37.2	37.2	100.0
Total	94	100.0	100.0	

JK

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid LK	38	40.4	40.4	40.4
Perempuan	56	59.6	59.6	100.0
Total	94	100.0	100.0	

