

## LAMPIRAN 1

Kuesioner: “Pengaruh *Persepsi Negara Asal, Pengetahuan Produk, Keterlibatan produk Terhadap Keputusan Pembelian*”

Petunjuk Pengisian:

1. Bacalah setiap pertanyaan dengan seksama sebelum menjawab.
2. Anda hanya dapat memberikan satu jawaban di setiap pertanyaan.
3. Isilah kuesioner dengan memberi tanda (√) pada kolom yang tersedia dan pilih sesuai dengan keadaan yang sebenarnya.

### **Identitas Responden**

Umur : \_\_\_\_\_

Jenis Kelamin : \_\_\_\_\_

Domisili : \_\_\_\_\_

Keterangan:

STS: Sangat Tidak Setuju

TS: Tidak Setuju

N: Netral

S: Setuju

SS: Sangat Setuju

No.	Pernyataan	STS	TS	N	S	SS
1	Menurut saya tingkat pertumbuhan ekonomi di Korea Selatan tinggi					
2	Menurut saya tingkat politik demokrasi di korea selatan tingi					
3	Menurut saya tingkat industrialisasi di Korea Selatan tinggi					
4	Menurut saya taraf hidup di Korea Selatan tinggi					
5	Menurut saya Korea Selatan memiliki keahlian teknis yang tinggi					
6	Menurut saya kualitas produk dari Korea Selatan tergolong baik					
7	Saya merasa bangga memiliki produk asal Korea Selatan					
8	Menurut saya produk asal Korea Selatan dapat dihandalkan					

No.	Pernyataan	STS	TS	N	S	SS
9	Saya mengetahui produk <i>smartphone</i> Samsung dengan baik					
10	Saya tertarik untuk mencari informasi tentang produk <i>smartphone</i> Samsung					
11	Saya memiliki banyak informasi tentang <i>smartphone</i> Samsung					
12	Saya rasa <i>smartphone</i> Samsung dapat dibedakan dengan mudah dibandingkan dari					
13	Setelah mencari informasi tentang <i>smartphone</i> Samsung, saya dapat mengetahui tentang					
14	Saya menginginkan produk <i>Smartphone</i> dari Samsung					
15	<i>Smartphone</i> Samsung sangat penting artinya bagi saya					
16	<i>Smartphone</i> Samsung sangat berharga bagi saya					
17	<i>Smartphone</i> Samsung memang layak untuk saya					
18	Smartphone Samsung adalah produk yang saya butuhkan					
19	Saya akan menjaga <i>Smartphone</i> Samsung saya dan memikirkannya secara berulang-ulang					
20	Saya akan mencari informasi tentang <i>Smartphone</i> Samsung					
21	<i>Smartphone</i> Samsung sangat membantu bagi saya dalam mencari informasi					
22	Saya akan menyaksikan iklan dan laporan mengenai <i>Smartphone</i> Samsung					
23	Saya akan memberikan jawaban dan perasaan saya mengenai <i>Smartphone</i> Samsung					
24	Saya telah memiliki informasi utama mengenai <i>Smartphone</i> Samsung (Harga, Negara tempat					
25	Saya akan membeli produk ini					
26	Saya akan merekomendasikan untuk membeli <i>Smartphone</i> Samsung kepada orang lain					

## LAMPIRAN 2

### *Pre- test Validitas Citra Negara Asal*

Correlations

		VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	VAR00007	VAR00008
VAR00001	Pearson Correlation	1	.644**	.619**	.366*	.718**	.679**	.264	.483**
	Sig. (2-tailed)		.000	.000	.047	.000	.000	.159	.007
	N	30	30	30	30	30	30	30	30
VAR00002	Pearson Correlation	.644**	1	.481**	.207	.462*	.488**	.278	.253
	Sig. (2-tailed)	.000		.007	.271	.010	.006	.138	.177
	N	30	30	30	30	30	30	30	30
VAR00003	Pearson Correlation	.619**	.481**	1	.778**	.661**	.740**	.506**	.575**
	Sig. (2-tailed)	.000	.007		.000	.000	.000	.004	.001
	N	30	30	30	30	30	30	30	30
VAR00004	Pearson Correlation	.366*	.207	.778**	1	.480**	.655**	.598**	.634**
	Sig. (2-tailed)	.047	.271	.000		.007	.000	.000	.000
	N	30	30	30	30	30	30	30	30
VAR00005	Pearson Correlation	.718**	.462*	.661**	.480**	1	.706**	.287	.624**
	Sig. (2-tailed)	.000	.010	.000	.007		.000	.124	.000
	N	30	30	30	30	30	30	30	30
VAR00006	Pearson Correlation	.679**	.488**	.740**	.655**	.706**	1	.543**	.662**
	Sig. (2-tailed)	.000	.006	.000	.000	.000		.002	.000
	N	30	30	30	30	30	30	30	30
VAR00007	Pearson Correlation	.264	.278	.506**	.598**	.287	.543**	1	.555**
	Sig. (2-tailed)	.159	.138	.004	.000	.124	.002		.001
	N	30	30	30	30	30	30	30	30
VAR00008	Pearson Correlation	.483**	.253	.575**	.634**	.624**	.662**	.555**	1
	Sig. (2-tailed)	.007	.177	.001	.000	.000	.000	.001	
	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).

### *Pre- test Reliabilitas Citra Negara Asal*

#### Reliability Statistics

Cronbach's Alpha	N of Items
.899	8

**Pre- test VALIDITAS PENGETAHUAN PRODUK****Correlations**

		VAR00001	VAR00002	VAR00003	VAR00004	VAR00005
VAR00001	Pearson Correlation	1	.697**	.844**	.704**	.680**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	30	30	30	30	30
VAR00002	Pearson Correlation	.697**	1	.715**	.631**	.651**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
VAR00003	Pearson Correlation	.844**	.715**	1	.654**	.692**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
VAR00004	Pearson Correlation	.704**	.631**	.654**	1	.633**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
VAR00005	Pearson Correlation	.680**	.651**	.692**	.633**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

**Pre- test RELIABILITAS PENGETAHUAN PRODUK****Reliability Statistics**

Cronbach's Alpha	N of Items
.917	5

**Pre- test VALIDITAS KETERLIBATAN MEREK****Correlations**

		VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	VAR00007
VAR00001	Pearson Correlation	1	.639**	.825**	.660**	.526**	.732**	.539**
	Sig. (2-tailed)		.000	.000	.000	.003	.000	.002
	N	30	30	30	30	30	30	30
VAR00002	Pearson Correlation	.639**	1	.759**	.856**	.728**	.707**	.603**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30
VAR00003	Pearson Correlation	.825**	.759**	1	.737**	.680**	.790**	.744**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30	30
VAR00004	Pearson Correlation	.660**	.856**	.737**	1	.622**	.560**	.550**
	Sig. (2-tailed)	.000	.000	.000		.000	.001	.002
	N	30	30	30	30	30	30	30
VAR00005	Pearson Correlation	.526**	.728**	.680**	.622**	1	.707**	.781**
	Sig. (2-tailed)	.003	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30
VAR00006	Pearson Correlation	.732**	.707**	.790**	.560**	.707**	1	.709**
	Sig. (2-tailed)	.000	.000	.000	.001	.000		.000
	N	30	30	30	30	30	30	30
VAR00007	Pearson Correlation	.539**	.603**	.744**	.550**	.781**	.709**	1
	Sig. (2-tailed)	.002	.000	.000	.002	.000	.000	
	N	30	30	30	30	30	30	30

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

**Pre- test RELIABILITAS KETERLIBATAN MEREK****Reliability Statistics**

Cronbach's Alpha	N of Items
.938	7

**Pre- test VALIDITAS MINAT PENCARIAN INFORMASI****Correlations**

		VAR00001	VAR00002	VAR00003	VAR00004
VAR00001	Pearson Correlation	1	.546**	.733**	.680**
	Sig. (2-tailed)		.002	.000	.000
	N	30	30	30	30
VAR00002	Pearson Correlation	.546**	1	.512**	.529**
	Sig. (2-tailed)	.002		.004	.003
	N	30	30	30	30
VAR00003	Pearson Correlation	.733**	.512**	1	.468**
	Sig. (2-tailed)	.000	.004		.009
	N	30	30	30	30
VAR00004	Pearson Correlation	.680**	.529**	.468**	1
	Sig. (2-tailed)	.000	.003	.009	
	N	30	30	30	30

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

**Pre- test RELIABILITAS MINAT PENCARIAN INFORMASI****Reliability Statistics**

Cronbach's Alpha	N of Items
.834	4

***Pre- test* VALIDITAS MINAT PEMBELIAN****Correlations**

		VAR00001	VAR00002
VAR00001	Pearson Correlation	1	.873**
	Sig. (2-tailed)		.000
	N	30	30
VAR00002	Pearson Correlation	.873**	1
	Sig. (2-tailed)	.000	
	N	30	30

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

***Pre- test* RELIABILITAS MINAT PEMBELIAN****Reliability Statistics**

Cronbach's Alpha	N of Items
.930	2

**LAMPIRAN 3**  
**DATA PENELITIAN**

<b>NO</b>	<b>JENIS KELAMIN</b>	<b>USIA</b>	<b>DOMISILI</b>	<b>NO</b>	<b>JENIS KELAMIN</b>	<b>USIA</b>	<b>DOMISILI</b>
1	Pria	20	Gedongtengen	36	Pria	20	Umbulharjo
2	Pria	21	Danurejan	37	Wanita	21	Umbulharjo
3	Wanita	21	Gondokusuma	38	Pria	21	Gondokusuma
4	Wanita	18	Condong catur	39	Pria	22	Depok
5	Pria	21	Gondomanan	40	Pria	25	Mantrijeron
6	Pria	21	Jetis	41	Pria	21	Wirobrajan
7	Wanita	22	Kotagede	42	Pria	21	Gondomanan
8	Pria	20	Pakualaman	43	Pria	30	Tegalrejo
9	Pria	21	Kraton	44	Pria	21	Godean
10	Pria	24	Caturtunggal	45	Pria	22	Mantrijeron
11	Pria	19	Umbulharjo	46	Pria	25	Wirobrajan
12	Wanita	21	Mergangsan	47	Wanita	22	Caturtunggal
13	Pria	18	Caturtunggal	48	Wanita	20	Umbulharjo
14	Pria	20	Ngampilan	49	Wanita	22	Umbulharjo
15	Wanita	21	Pakualaman	50	Pria	21	Caturtunggal
16	Pria	26	Wirobrajan	51	Pria	21	Umbulharjo
17	Wanita	21	Tegalrejo	52	Pria	19	Tegalrejo
18	Pria	24	Gondokusuma	53	Pria	22	Godean
19	Pria	23	Umbulharjo	54	Pria	23	Kasihan
20	Pria	22	Mantrijeron	55	Pria	19	Wirobrajan
21	Pria	23	Mantrijeron	56	Pria	25	Kotagede
22	Wanita	21	Wirobrajan	57	Pria	21	Kotagede
23	Wanita	21	Godean	58	Wanita	22	Jetis
24	Wanita	21	Depok	59	Pria	19	Depok
25	Wanita	22	Depok	60	Pria	21	Umbulharjo
26	Pria	22	Babarsari	61	Pria	19	Godean
27	Pria	21	Wirobrajan	62	Wanita	25	Godean
28	Wanita	21	Wirobrajan	63	Pria	21	Godean
29	Pria	22	Umbulharjo	64	Pria	23	Kasihan
30	Pria	22	Gondokusuma	65	Wanita	21	Kasihan
31	Pria	21	Umbulharjo	66	Pria	22	Condong catur
32	Pria	22	Gedongtengen	67	Wanita	18	Depok
33	Pria	22	Pakualaman	68	Pria	22	Kasihan
34	Pria	17	Pakualaman	69	Pria	21	Wirobrajan
35	Pria	25	Godean	70	Pria	21	Kasihan



NO	JENIS KELAMIN	USIA	DOMISILI	NO	JENIS KELAMMI	USIA	DOMISILI
71	Pria	22	Condong catur	111	Wanita	17	Jetis
72	Pria	22	Godean	112	Wanita	23	Kotagede
73	Wanita	21	Pakualaman	113	Pria	20	Mantrijeron
74	Pria	28	Umbulharjo	114	Wanita	21	Kasihan
75	Wanita	24	Kasihan	115	Wanita	22	Mergangsan
76	Pria	21	Gedongtengen	116	Pria	21	Mergangsan
77	Wanita	21	Umbulharjo	117	Wanita	23	Mergangsan
78	Wanita	21	Depok	118	Wanita	21	Kasihan
79	Pria	22	Umbulharjo	119	Pria	23	Kasihan
80	Pria	20	Kasihan	120	Pria	24	Jetis
81	Pria	25	Godean	121	Wanita	29	Umbulharjo
82	Pria	23	Kotagede	122	Wanita	26	Condong catur
83	Pria	21	Depok	123	Wanita	22	Godean
84	Pria	22	Kasihan	124	Pria	21	Condong catur
85	Pria	21	Depok	125	Pria	31	Condong catur
86	Pria	20	Kraton	126	Pria	24	Kotagede
87	Pria	21	Mantrijeron	127	Pria	23	Jetis
88	Wanita	21	Kasihan	128	Pria	18	Danurejan
89	Wanita	21	Kasihan	129	Wanita	19	Danurejan
90	Wanita	21	Kasihan	130	Pria	20	Danurejan
91	Wanita	19	Umbulharjo				
92	Wanita	23	Umbulharjo				
93	Wanita	21	Umbulharjo				
94	Wanita	20	Umbulharjo				
95	Wanita	21	Jetis				
96	Pria	21	Gondomanan				
97	Pria	34	Jetis				
98	Wanita	21	Gedongtengen				
99	Wanita	22	Gedongtengen				
100	Pria	23	Kraton				
101	Wanita	22	Kraton				
102	Wanita	21	Kasihan				
103	Wanita	22	Umbulharjo				
104	Wanita	21	Kraton				
105	Wanita	20	Babarsari				
106	Wanita	21	Babarsari				
107	Pria	32	Babarsari				
108	Wanita	21	Kotagede				
109	Wanita	28	Ngampilan				
110	Wanita	23	Ngampilan				

## LAMPIRAN 4 UJI VALIDITAS

### VALIDITAS CITRA NEGARA ASAL (X1)

#### Correlations

	VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	VAR00007	VAR00008	VAR00009
VAR00001 Pearson Correlation	1	.195*	.286**	.067	.174*	.319**	.120	.257**	.509**
Sig. (2-tailed)		.027	.001	.448	.048	.000	.175	.003	.000
N	130	130	130	130	130	130	130	130	130
VAR00002 Pearson Correlation	.195*	1	.090	.104	.286**	.220*	.320**	.274**	.512**
Sig. (2-tailed)	.027		.306	.240	.001	.012	.000	.002	.000
N	130	130	130	130	130	130	130	130	130
VAR00003 Pearson Correlation	.286**	.090	1	.316**	.303**	.257**	.152	.301**	.580**
Sig. (2-tailed)	.001	.306		.000	.000	.003	.084	.000	.000
N	130	130	130	130	130	130	130	130	130
VAR00004 Pearson Correlation	.067	.104	.316**	1	.304**	.216*	.159	.151	.493**
Sig. (2-tailed)	.448	.240	.000		.000	.014	.071	.087	.000
N	130	130	130	130	130	130	130	130	130
VAR00005 Pearson Correlation	.174*	.286**	.303**	.304**	1	.348**	.109	.351**	.605**
Sig. (2-tailed)	.048	.001	.000	.000		.000	.216	.000	.000
N	130	130	130	130	130	130	130	130	130
VAR00006 Pearson Correlation	.319**	.220*	.257**	.216*	.348**	1	.279**	.436**	.665**
Sig. (2-tailed)	.000	.012	.003	.014	.000		.001	.000	.000
N	130	130	130	130	130	130	130	130	130
VAR00007 Pearson Correlation	.120	.320**	.152	.159	.109	.279**	1	.409**	.578**
Sig. (2-tailed)	.175	.000	.084	.071	.216	.001		.000	.000
N	130	130	130	130	130	130	130	130	130
VAR00008 Pearson Correlation	.257**	.274**	.301**	.151	.351**	.436**	.409**	1	.700**
Sig. (2-tailed)	.003	.002	.000	.087	.000	.000	.000		.000
N	130	130	130	130	130	130	130	130	130
VAR00009 Pearson Correlation	.509**	.512**	.580**	.493**	.605**	.665**	.578**	.700**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
N	130	130	130	130	130	130	130	130	130

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

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

### VALIDITAS KETERLIBATAN PRODUK(X2)

#### Correlations

	VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006
VAR00001 Pearson Correlation	1	.684**	.691**	.346**	.556**	.841**
Sig. (2-tailed)		.000	.000	.000	.000	.000
N	130	130	130	130	130	130
VAR00002 Pearson Correlation	.684**	1	.637**	.369**	.469**	.809**
Sig. (2-tailed)	.000		.000	.000	.000	.000
N	130	130	130	130	130	130
VAR00003 Pearson Correlation	.691**	.637**	1	.386**	.543**	.840**
Sig. (2-tailed)	.000	.000		.000	.000	.000
N	130	130	130	130	130	130
VAR00004 Pearson Correlation	.346**	.369**	.386**	1	.439**	.648**
Sig. (2-tailed)	.000	.000	.000		.000	.000
N	130	130	130	130	130	130
VAR00005 Pearson Correlation	.556**	.469**	.543**	.439**	1	.766**
Sig. (2-tailed)	.000	.000	.000	.000		.000
N	130	130	130	130	130	130
VAR00006 Pearson Correlation	.841**	.809**	.840**	.648**	.766**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	

### VALIDITAS KETERLIBATAN PRODUK (X3)

#### Correlations

	VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	VAR00007	VAR00008
VAR00001 Pearson Correlation	1	.634**	.718**	.668**	.536**	.569**	.611**	.795**
Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
N	129	129	129	129	129	129	129	129
VAR00002 Pearson Correlation	.634**	1	.791**	.842**	.654**	.634**	.635**	.879**
Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
N	129	129	129	129	129	129	129	129
VAR00003 Pearson Correlation	.718**	.791**	1	.825**	.641**	.711**	.754**	.915**
Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
N	129	129	129	129	129	129	129	129
VAR00004 Pearson Correlation	.668**	.842**	.825**	1	.634**	.637**	.686**	.896**
Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
N	129	129	129	129	129	129	129	129
VAR00005 Pearson Correlation	.536**	.654**	.641**	.634**	1	.615**	.657**	.805**
Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
N	129	129	129	129	129	129	129	129
VAR00006 Pearson Correlation	.569**	.634**	.711**	.637**	.615**	1	.664**	.809**
Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
N	129	129	129	129	129	129	129	129
VAR00007 Pearson Correlation	.611**	.635**	.754**	.686**	.657**	.664**	1	.837**
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
N	129	129	129	129	129	129	129	129
VAR00008 Pearson Correlation	.795**	.879**	.915**	.896**	.805**	.809**	.837**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
N	129	129	129	129	129	129	129	129

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

### VALIDITAS MINAT BELI (Y-2)

#### Correlations

	VAR00001	VAR00002	VAR00003
VAR00001 Pearson Correlation	1	.431**	.854**
Sig. (2-tailed)		.000	.000
N	130	130	130
VAR00002 Pearson Correlation	.431**	1	.838**
Sig. (2-tailed)	.000		.000
N	130	130	130
VAR00003 Pearson Correlation	.854**	.838**	1
Sig. (2-tailed)	.000	.000	
N	130	130	130

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

## VALIDITAS MINAT PENCARIAN INFORMASI

### Correlations

		VAR00001	VAR00002	VAR00003
VAR00001	Pearson Correlation	1	.431**	.854**
	Sig. (2-tailed)		.000	.000
	N	130	130	130
VAR00002	Pearson Correlation	.431**	1	.838**
	Sig. (2-tailed)	.000		.000
	N	130	130	130
VAR00003	Pearson Correlation	.854**	.838**	1
	Sig. (2-tailed)	.000	.000	
	N	130	130	130

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

## **LAMPIRAN 5 HASIL RELIABILITAS**

### **RELIABILITAS CITRA NEGARA ASAL**

#### **Reliability Statistics**

Cronbach's Alpha	N of Items
.720	8

### **RELIABILITAS KETERLIBATAN PRODUK**

#### **Reliability Statistics**

Cronbach's Alpha	N of Items
.840	5

### **RELIABILITAS KETERLIBATAN PRODUK**

#### **Reliability Statistics**

Cronbach's Alpha	N of Items
.934	7

### **RELIABILITAS MINAT PENCARIAN INFORMASI**

#### **Reliability Statistics**

Cronbach's Alpha	N of Items
.776	4

**RELIABILITAS MINAT BELI****Reliability Statistics**

Cronbach's Alpha	N of Items
.601	2

**LAMPIRAN 6**  
**KARAKTERISTIK RESPONDEN**

**USIA****USIA**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pria	78	60.0	60.0	60.0
Wanita	52	40.0	40.0	100.0
Total	130	100.0	100.0	

**JENIS KELAMIN**

**JENIS\_KELAMIN**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17	2	1.5	1.5	1.5
	18	4	3.1	3.1	4.6
	19	7	5.4	5.4	10.0
	20	11	8.5	8.5	18.5
	21	49	37.7	37.7	56.2
	22	25	19.2	19.2	75.4
	23	12	9.2	9.2	84.6
	24	5	3.8	3.8	88.5
	25	6	4.6	4.6	93.1
	26	2	1.5	1.5	94.6
	28	2	1.5	1.5	96.2
	29	1	.8	.8	96.9
	30	1	.8	.8	97.7
	31	1	.8	.8	98.5
	32	1	.8	.8	99.2
	34	1	.8	.8	100.0
	Total	130	100.0	100.0	

**DOMISILI****VAR00001**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Babarsari	4	3.1	3.1	3.1
	Caturtunggal	4	3.1	3.1	6.2
	Condong catur	6	4.6	4.6	10.8
	Danurejan	4	3.1	3.1	13.8
	Depok	8	6.2	6.2	20.0

Gedongtengen	5	3.8	3.8	23.8
Godean	10	7.7	7.7	31.5
Gondokusuman	4	3.1	3.1	34.6
Gondomanan	3	2.3	2.3	36.9
Jetis	7	5.4	5.4	42.3
Kasih	15	11.5	11.5	53.8
Kotagede	7	5.4	5.4	59.2
Kraton	5	3.8	3.8	63.1
Mantrijeron	6	4.6	4.6	67.7
Mergangsan	4	3.1	3.1	70.8
Ngampilan	3	2.3	2.3	73.1
Pakualaman	5	3.8	3.8	76.9
Tegalrejo	3	2.3	2.3	79.2
Umbulharjo	19	14.6	14.6	93.8
Wirobrajan	8	6.2	6.2	100.0
Total	130	100.0	100.0	

**LAMPIRAN 7**  
**STATISTIK DESKRIPTIF**

**CITRA NEGARA ASAL**

**Descriptive Statistics**



	N	Minimum	Maximum	Mean		Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic
CINEAS1	130	1.00	5.00	4.0462	.07396	.84323
CINEAS2	130	2.00	5.00	3.5231	.06572	.74932
CINEAS3	130	1.00	5.00	3.9308	.07737	.88211
CINEAS4	130	2.00	5.00	3.7846	.07565	.86252
CINEAS5	130	1.00	5.00	3.8154	.07470	.85167
CINEAS6	130	1.00	5.00	3.8077	.07882	.89872
CINEAS7	130	1.00	5.00	3.2308	.09172	1.04576
CINEAS8	130	1.00	5.00	3.5385	.08399	.95766
Valid N (listwise)	130					

## PENGETAHUAN PRODUK

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PENGEPROD1	130	1.00	5.00	3.8692	.89259
PENGEPROD2	130	1.00	5.00	3.6846	.87191
PENGEPROD3	130	1.00	5.00	3.4846	.93373
PENGEPROD4	130	1.00	5.00	3.9385	.87828
PENGEPROD5	130	1.00	5.00	3.6846	.85394
Valid N (listwise)	130				

## KETERIBATAN PRODUK

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
KETERLIPROD1	130	1.00	5.00	3.8923	.95841
KETERLIPROD2	130	1.00	5.00	3.0846	1.04202
KETERLIPROD3	130	1.00	5.00	3.4769	.96622
KETERLIPRO4	130	1.00	5.00	3.3308	1.07392
KETERLIPROD5	130	1.00	5.00	3.4077	1.09754
KETERLIPROD6	130	1.00	5.00	3.5154	.94200
KETERLIPROD7	130	1.00	5.00	3.6769	.88235
Valid N (listwise)	130				

### MINAT PENCARIAN INFORMASI

#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
MINPEIN1	130	1.00	5.00	3.8462	.94386
MINPEIN2	130	1.00	5.00	3.6692	1.03720
MINPEIN3	130	1.00	5.00	3.8846	.87723
MINPEIN4	130	1.00	5.00	3.7462	1.03663
Valid N (listwise)	130				

### MINAT BELI

#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
MINBEL1	130	2.00	5.00	3.9308	.91659
MINBEL2	130	2.00	5.00	3.9462	.87437
Valid N (listwise)	130				

## LAMPIRAN 8 REGRESI LINIER BERGANDA

### UJI F MINAT PENCARIAN INFORMASI

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	405.638	3	135.213	22.109	.000 <sup>b</sup>
	Residual	770.585	126	6.116		
	Total	1176.223	129			

a. Dependent Variable: MINPEIN

b. Predictors: (Constant), KETERLIPROD, CINEAS, PENGEPROD

### REGRESI PERSAMAAN PENCARIAN INFORMASI

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.831	1.692		3.447	.001
	CINEAS	.018	.058	.024	.307	.760
	PENGEPROD	.209	.089	.240	2.346	.021
	KETERLIPROD	.200	.049	.392	4.080	.000

a. Dependent Variable: MINPEIN

### R<sup>2</sup> MINAT PENCARIAN INFORMASI

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.587 <sup>a</sup>	.345	.329	2.47301

a. Predictors: (Constant), KETERLIPROD, CINEAS, PENGEPROD

b. Dependent Variable: MINPEIN

**UJI F MINAT BELI****ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73.719	3	24.573	13.927	.000 <sup>b</sup>
	Residual	222.312	126	1.764		
	Total	296.031	129			

a. Dependent Variable: MINBEL

b. Predictors: (Constant), KETERLIPROD, CINEAS, PENGEPROD

**REGRESI PERSAMAAN 2 MINAT BELI****Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.028	.909		4.433	.000
	CINEAS	.006	.031	.016	.191	.849
	PENGEPROD	.075	.048	.171	1.564	.120
	KETERLIPROD	.093	.026	.364	3.539	.001

a. Dependent Variable: MINBEL

**KOEFISIEN DETERMINASI (R<sup>2</sup>)****Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.499 <sup>a</sup>	.249	.231	1.32830

a. Predictors: (Constant), KETERLIPROD, CINEAS, PENGEPROD

b. Dependent Variable: MINBEL

**UJI F KEPUTUSAN PEMBELIAN**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	824.676	3	274.892	27.182	.000 <sup>b</sup>
	Residual	1274.255	126	10.113		
	Total	2098.931	129			

a. Dependent Variable: KEPUBEL

b. Predictors: (Constant), KETERLIPROD, CINEAS, PENGEPROD

**REGRESI PERSAMAAN 3 KEPUTUSAN PEMBELIAN****Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.859	2.175		4.532	.000
	CINEAS	.024	.075	.024	.318	.751
	PENGEPROD	.284	.115	.244	2.478	.015
	KETERLIPROD	.294	.063	.430	4.651	.000

a. Dependent Variable: KEPUBEL

**KOEFISIEN DETERMINASI (R<sup>2</sup>)****Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.627 <sup>a</sup>	.393	.378	3.18012

a. Predictors: (Constant), KETERLIPROD, CINEAS, PENGEPROD

b. Dependent Variable: KEPUBEL