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**Appendix 1: Biodata**

**BIODATA**

**Personal Identity**

Name : Muhammad Sarwan MA

Place, date of birth : Ujung Pandang, July 3, 1999

Female gender : Male

Home Address : Jalan Barukang Raya No.50, Makassar

Home Phone and

Mobile : - / 085322251977

E-mail address : Muhammadsarwan3@gmail.com

**Educational Background**

A. Formal Education
   1. 2003–2005: TK Hang Tuah Makassar
   2. 2005–2011: SD Negeri Hang Tuah Makasssar
   3. 2011–2014: SMP Islam Athirah Makassar
   4. 2014–2017: SMA Negeri 1 Makassar
   5. 2018–2022: S1 Manajemen Universitas Hasanuddin

B. Non Formal Education
   1. Hasanuddin University Basic Character Study Skill Training
   2. Humber Virtual Global Summer School 2021

**Achievement History**

A. Academic Achievements

**Experience**

A. Organization
   1. Member of the 2018 Hasanuddin University Indonesian Young Entrepreneurs Association

B. Work

Thus this biodata is actually made.

Makassar, August 2021

Muhammad Sarwan MA

**Appendix 2: Research Questionnaire**

## RESEARCH QUESTIONNAIRE

Subject: Submission of Statement for Research

**To:**

Dear responders

I am a student at the Faculty of Economics, Hasanuddin University Makassar who is conducting research on "The Influence of Product Quality, Brand Image and life style on Customer Buying Decision of Apple Iphone”

In connection with this, I really hope that you are willing to help me to fill out the questionnaire below. The opinions of you (i) are very significant data in determining the success of this study. For the participation in filling out this questionnaire I thank you for your attention and cooperation.

Best Regards,

**Muhammad Sarwan MA**

Researcher

**A. RESPONDENT IDENTITY**

Name :

Gender :

a. Men

b. Woman

Age :

Batch :

a. 2018

b. 2019

c. 2020

Department :

a. Management

b. Accounting

c. Economics

**B. RESPONDENT ASSESSMENT**

Please give an answer and mark (X) on the number provided according to the assessment in assessing each statement item.

1 = Strongly Disagree (STS) 3 = Netral (N) 5 = Strongly agree (SS)

2 = Disagree (TS) 4 = Agree (S)

**A. Product Quality (Variable X1)**

| No | Question | STS | TS | N | S | SS |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| **Durability** | | | | | | |
| **1** | Apple iPhone have good durability. | | | | | |
| **2** | Apple iPhone perform in long-term | | | | | |
| **3** | Apple iPhone has a secure system | | | | | |
| **Realibility** | | | | | | |
| **4** | Apple iPhone has good product reliability | | | | | |
| **5** | Apple iPhone are not easily damaged. | | | | | |
| **6** | Apple iPhone is made with good quality materials | | | | | |
| **Accuracy** | | | | | | |
| **7** | Apple iPhone has accurate features. | | | | | |
| **8** | Apple iPhone has interesting features | | | | | |
| **9** | The information generated by the iPhone system is accurate | | | | | |
| **Ease of operation** | | | | | | |
| **10** | Apple iPhone easy to operateas | | | | | |
| **11** | Apple iPhone has clear user instructions | | | | | |
| **12** | Apple iPhone features are easy to understand | | | | | |
| **Repair** | | | | | | |
| **13** | Apple iPhone has a guaranteed smartphone repair warranty | | | | | |
| **14** | Apple iPhone service center is easy to find | | | | | |
| **15** | Apple iPhone always offer adequate after sales service. | | | | | |

**B. Brand Image (Variable X2)**

| No | Question | STS | TS | N | S | SS |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| **Favourability of brand associations** | | | | | | |
| **1** | I feel proud when using an iPhone brand smartphone | | | | | |
| **2** | iPhone smartphone brand is a brand that is easy to remember | | | | | |
| **3** | iPhone brand is a brand that is easy to pronounce | | | | | |
| **Strenght of brand association** | | | | | | |
| **4** | iPhone brand has a good reputation | | | | | |
| **5** | iPhone brand smartphone has an attractive appearance | | | | | |
| **6** | iPhone brand smartphone has advanced technology | | | | | |
| **Uniqueness of brand association** | | | | | | |
| **7** | iPhone brand smartphone has a unique color | | | | | |
| **8** | iPhone brand smartphone has its own distinctive design | | | | | |
| **9** | iPhone smartphone brand has unique modern design innovation | | | | | |

**C. Lifestyle (Variable X3)**

| No | Question | STS | TS | N | S | SS |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| **Activities** | | | | | | |
| **1** | iPhone smartphone has an important role in my daily activities | | | | | |
| **2** | iPhone smartphones make it easier for me to complete tasks or work | | | | | |
| **3** | iPhone smartphones make me comfortable in social relations. | | | | | |
| **Interests** | | | | | | |
| **4** | iPhone smartphones are more attractive than other smartphones. | | | | | |
| **5** | iPhone smartphone support my education. | | | | | |
| **6** | iPhone smartphones are the current trend | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| **Opinions** | | | | | | |
| **7** | iPhone can increase my confidence | | | | | |
| **8** | iPhone smartphones are easier to use than other smartphones | | | | | |
| **9** | iPhone smartphones technology provide appropriate satisfaction | | | | | |

**D. Buying Decision (Variable Y)**

| **No** | **Question** | **STS** | **TS** | **N** | **S** | **SS** |
|---|---|---|---|---|---|---|
| | | **1** | **2** | **3** | **4** | **5** |
| **Problem identification** | | | | | | |
| **1** | iPhone smartphone fulfill my telecommunication needs | | | | | |
| **2** | iPhone smartphone features help me complete my task | | | | | |
| **3** | iPhone smartphone provided quality that supports the satisfaction that I need | | | | | |
| **Information search** | | | | | | |
| **4** | iPhone product quality information is easy to find on the internet | | | | | |
| **5** | iPhone smartphone have several advantages and disadvantages | | | | | |
| **6** | iPhone users reviews are very useful in providing information | | | | | |
| **Alternative evaluation** | | | | | | |
| **7** | Evaluate several existing smartphone brands other than iPhone | | | | | |
| **8** | Find out several smartphone price in some stores | | | | | |
| **9** | Compared the performance of several smartphones including the iPhone | | | | | |
| **Purchase decision** | | | | | | |
| **10** | Decided to buy an iphone smartphone after compare with other brand | | | | | |
| **11** | iPhone smartphone have superior quality | | | | | |
| **12** | iPhone smartphone quality as what I expected | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| **13** | iPhone smartphone quality as advertised | | | | | |
| **Post-purchase behavior** | | | | | | |
| **14** | iPhone smartphone quality satisfied me | | | | | |
| **15** | iPhone is worth the price | | | | | |
| **16** | I will recommend iPhone to others | | | | | |

## Appendix 3: Research Data

1. Deskripsi Variabel Buying Decision (Y) Beserta Skor Variabelnya

| Variabel | Pernyataan | Jawaban | | | | | Skor Total | |
|---|---|---|---|---|---|---|---|---|
| | | SS | S | N | TS | STS | | |
| | | F (%) | F (%) | F (%) | F (%) | F (%) | | |
| Buying Decision (Y) | iPhone smartphone fulfill my telecommunication needs | 69% | 30% | 1% | 0% | 0% | 468 | **1.361** |
| | iPhone smartphone features help me complete my task | 40% | 53% | 7% | 0% | 0% | 433 | |
| | iPhone smartphone provided quality that supports the satisfaction that I need | 61% | 38% | 1% | 0% | 0% | 460 | |
| | iPhone product quality information is easy to find on the internet | 57% | 40% | 3% | 0% | 0% | 454 | **1.347** |
| | iPhone smartphone have several advantages and disadvantages | 53% | 42% | 5% | 0% | 0% | 448 | |
| | iPhone users reviews are very useful in providing information | 53% | 39% | 8% | 0% | 0% | 445 | |
| | Evaluate several existing smartphone brands other than iPhone | 53% | 41% | 6% | 0% | 0% | 447 | **1.336** |
| | Find out several smartphone price in some stores | 50% | 39% | 11% | 0% | 0% | 439 | |
| | Compared the performance of several smartphones | 54% | 42% | 4% | 0% | 0% | 450 | |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | including the iPhone | | | | | | | |
| | Decided to buy an iphone smartphone after compare with other brand | 59% | 40% | 1% | 0% | 0% | 458 | **1.843** |
| | iPhone smartphone have superior quality | 64% | 35% | 1% | 0% | 0% | 463 | |
| | iPhone smartphone quality as what I expected | 67% | 32% | 1% | 0% | 0% | 466 | |
| | iPhone smartphone quality as advertised | 58% | 40% | 2% | 0% | 0% | 456 | |
| | iPhone smartphone quality satisfied me | 63% | 36% | 1% | 0% | 0% | 462 | **1.383** |
| | iPhone is worth the price | 65% | 32% | 2% | 0% | 1% | 460 | |
| | I will recommend iPhone to others | 65% | 31% | 4% | 0% | 0% | 461 | |
| Total | | | | | | | 7270 | |
| Rata-Rata | | | | | | | 454.38 | |

2. Deskripsi Variabel Product Quality (X1) Beserta Skor Variabelnya

| Variabel | Pernyataan | Jawaban | | | | | Skor Total | |
|---|---|---|---|---|---|---|---|---|
| | | SS | S | N | TS | STS | | |
| | | F (%) | F (%) | F (%) | F (%) | F (%) | | |
| Product Quality (X1) | Apple iPhone have good durability. | 49% | 47% | 4% | 0% | 0% | 445 | **1.357** |
| | Apple iPhone perform in long-term | 53% | 44% | 3% | 0% | 0% | 450 | |
| | Apple iPhone has a secure system | 63% | 36% | 1% | 0% | 0% | 462 | |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Apple iPhone has good product reliability | 59% | 35% | 6% | 0% | 0% | 453 | **1.364** |
| | Apple iPhone are not easily damaged. | 47% | 42% | 11% | 0% | 0% | 436 | |
| | Apple iPhone is made with good quality materials | 75% | 25% | 0% | 0% | 0% | 475 | |
| | Apple iPhone has accurate features. | 55% | 39% | 6% | 0% | 0% | 449 | **1.356** |
| | Apple iPhone has interesting features | 63% | 36% | 1% | 0% | 0% | 462 | |
| | The information generated by the iPhone system is accurate | 54% | 37% | 9% | 0% | 0% | 445 | |
| | Apple iPhone easy to operateas | 59% | 40% | 1% | 0% | 0% | 458 | **1.362** |
| | Apple iPhone has clear user instructions | 59% | 36% | 5% | 0% | 0% | 454 | |
| | Apple iPhone features are easy to understand | 54% | 42% | 4% | 0% | 0% | 450 | |
| | Apple iPhone has a guaranteed smartphone repair warranty | 65% | 35% | 0% | 0% | 0% | 465 | **1.321** |
| | Apple iPhone service center is easy to find | 45% | 40% | 11% | 4% | 0% | 426 | |
| | Apple iPhone always offer adequate after sales service. | 48% | 37% | 12% | 3% | 0% | 430 | |
| Total | | | | | | | 6760 | |
| Rata-Rata | | | | | | | 450.67 | |

3. Deskripsi Variabel Brand Image (X2) Beserta Skor Variabelnya

| Variabel | Pernyataan | Jawaban | | | | | Skor Total | |
|---|---|---|---|---|---|---|---|---|
| | | SS | S | N | TS | STS | | |
| | | F (%) | F (%) | F (%) | F (%) | F (%) | | |
| Brand Image (X2) | I feel proud when using an iPhone brand smartphone | 49% | 43% | 8% | 0% | 0% | 441 | **1.332** |
| | iPhone smartphone brand is a brand that is easy to remember | 59% | 39% | 2% | 0% | 0% | 457 | |
| | iPhone brand is a brand that is easy to pronounce | 48% | 38% | 14% | 0% | 0% | 434 | |
| | iPhone brand has a good reputation | 71% | 28% | 1% | 0% | 0% | 470 | **1.401** |
| | iPhone brand smartphone has an attractive appearance | 67% | 32% | 1% | 0% | 0% | 466 | |
| | iPhone brand smartphone has advanced technology | 66% | 33% | 1% | 0% | 0% | 465 | |
| | iPhone brand smartphone has a unique color | 68% | 31% | 1% | 0% | 0% | 467 | **1.398** |
| | iPhone brand smartphone has its own distinctive design | 70% | 28% | 2% | 0% | 0% | 468 | |
| | iPhone smartphone brand has unique modern design innovation | 64% | 35% | 1% | 0% | 0% | 463 | |
| Total | | | | | | | 4131 | |
| Rata-Rata | | | | | | | 459 | |

4. Deskripsi Variabel Lifestyle (X3) Beserta Skor Variabelnya

| Variabel | Pernyataan | Jawaban | | | | | Skor Total | |
|---|---|---|---|---|---|---|---|---|
| | | SS | S | N | TS | STS | | |
| | | F (%) | F (%) | F (%) | F (%) | F (%) | | |
| Lifestyle (X3) | iPhone smartphone has an important role in my daily activities | 62% | 36% | 2% | 0% | 0% | 460 | **1.339** |
| | iPhone smartphones make it easier for me to complete tasks or work | 42% | 50% | 8% | 0% | 0% | 434 | |
| | iPhone smartphones make me comfortable in social relations. | 48% | 49% | 3% | 0% | 0% | 445 | |
| | iPhone smartphones are more attractive than other smartphones. | 54% | 44% | 2% | 0% | 0% | 452 | **1.331** |
| | iPhone smartphone support my education. | 37% | 56% | 7% | 0% | 0% | 430 | |
| | iPhone smartphones are the current trend | 55% | 39% | 6% | 0% | 0% | 449 | |
| | iPhone can increase my confidence | 45% | 46% | 9% | 0% | 0% | 436 | **1.350** |
| | iPhone smartphones are easier to use than other smartphones | 53% | 44% | 3% | 0% | 0% | 450 | |
| | iPhone smartphones technology provide appropriate satisfaction | 65% | 34% | 1% | 0% | 0% | 464 | |
| Total | | | | | | | 4020 | |
| Rata-Rata | | | | | | | 446.67 | |

5. Uji Validitas

a. X1

**Correlations**

| | | VAR00001 | VAR00002 | VAR00003 | VAR00004 | VAR00005 | VAR00006 | VAR00007 | VAR00008 | VAR00009 | VAR00010 | VAR00011 | VAR00012 | VAR00013 | VAR00014 | VAR00015 | TotalX1 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| VAR00001 | Pearson Correlation | 1 | .832** | .556** | .263* | .359** | .293** | .085 | .142 | .207* | .235* | .198* | .198* | .247* | .028 | .099 | .440** |
| | Sig. (2-tailed) | | .000 | .000 | .008 | .000 | .003 | .402 | .160 | .039 | .019 | .048 | .049 | .013 | .781 | .327 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00002 | Pearson Correlation | .832** | 1 | .533** | .281** | .348** | .394** | .133 | .249* | .206* | .315** | .152 | .188 | .282** | .000 | .068 | .455** |
| | Sig. (2-tailed) | .000 | | .000 | .005 | .000 | .000 | .187 | .013 | .040 | .001 | .131 | .062 | .004 | 1.000 | .502 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00003 | Pearson Correlation | .556** | .533** | 1 | .493** | .433** | .571** | .378** | .452** | .427** | .387** | .453** | .379** | .485** | .291** | .234* | .663** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .003 | .019 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00004 | Pearson Correlation | .263** | .281** | .493** | 1 | .538** | .542** | .515** | .558** | .583** | .425** | .485** | .501** | .433** | .412** | .396** | .721** |
| | Sig. (2-tailed) | .008 | .005 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00005 | Pearson Correlation | .359** | .348** | .433** | .538** | 1 | .551** | .401** | .315** | .520** | .439** | .368** | .415** | .362** | .325** | .323** | .653** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 | .001 | .000 | .000 | .000 | .000 | .000 | .001 | .001 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00006 | Pearson Correlation | .293** | .394** | .571** | .542** | .551** | 1 | .503** | .571** | .468** | .517** | .450** | .422** | .545** | .243* | .276** | .684** |
| | Sig. (2-tailed) | .003 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .015 | .005 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00007 | Pearson Correlation | .085 | .133 | .378** | .515** | .401** | .503** | 1 | .768** | .703** | .531** | .656** | .673** | .488** | .453** | .462** | .754** |
| | Sig. (2-tailed) | .402 | .187 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00008 | Pearson Correlation | .142 | .249* | .452** | .558** | .315** | .571** | .768** | 1 | .699** | .618** | .587** | .585** | .610** | .462** | .459** | .774** |
| | Sig. (2-tailed) | .160 | .013 | .000 | .000 | .001 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00009 | Pearson Correlation | .207* | .206* | .427** | .583** | .520** | .468** | .703** | .699** | 1 | .533** | .588** | .599** | .537** | .517** | .434** | .785** |
| | Sig. (2-tailed) | .039 | .040 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00010 | Pearson Correlation | .235* | .315** | .387** | .425** | .439** | .517** | .531** | .618** | .533** | 1 | .616** | .644** | .584** | .432** | .456** | .741** |
| | Sig. (2-tailed) | .019 | .001 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00011 | Pearson Correlation | .198* | .152 | .453** | .485** | .368** | .450** | .656** | .587** | .588** | .616** | 1 | .708** | .636** | .586** | .529** | .782** |
| | Sig. (2-tailed) | .048 | .131 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00012 | Pearson Correlation | .198* | .188 | .379** | .501** | .415** | .422** | .673** | .585** | .599** | .644** | .708** | 1 | .602** | .517** | .548** | .779** |
| | Sig. (2-tailed) | .049 | .062 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00013 | Pearson Correlation | .247* | .282** | .485** | .433** | .362** | .545** | .488** | .610** | .537** | .584** | .636** | .602** | 1 | .444** | .383** | .724** |
| | Sig. (2-tailed) | .013 | .004 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00014 | Pearson Correlation | .028 | .000 | .291** | .412** | .325** | .243* | .453** | .462** | .517** | .432** | .586** | .517** | .444** | 1 | .752** | .669** |
| | Sig. (2-tailed) | .781 | 1.000 | .003 | .000 | .001 | .015 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00015 | Pearson Correlation | .099 | .068 | .234* | .396** | .323** | .276** | .462** | .459** | .434** | .456** | .529** | .548** | .383** | .752** | 1 | .663** |
| | Sig. (2-tailed) | .327 | .502 | .019 | .000 | .001 | .005 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| TotalX1 | Pearson Correlation | .440** | .455** | .663** | .721** | .653** | .684** | .754** | .774** | .785** | .741** | .782** | .779** | .724** | .669** | .663** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

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

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

b. X2

**Correlations**

| | | VAR00016 | VAR00017 | VAR00018 | VAR00019 | VAR00020 | VAR00021 | VAR00022 | VAR00023 | VAR00024 | TotalX2 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| VAR00016 | Pearson Correlation | 1 | .521** | .579** | .405** | .413** | .392** | .403** | .408** | .382** | .658** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00017 | Pearson Correlation | .521** | 1 | .438** | .629** | .621** | .638** | .641** | .636** | .525** | .786** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00018 | Pearson Correlation | .579** | .438** | 1 | .358** | .301** | .252* | .408** | .357** | .240* | .591** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .002 | .011 | .000 | .000 | .016 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00019 | Pearson Correlation | .405** | .629** | .358** | 1 | .919** | .859** | .769** | .756** | .700** | .869** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00020 | Pearson Correlation | .413** | .621** | .301** | .919** | 1 | .939** | .774** | .802** | .700** | .877** |
| | Sig. (2-tailed) | .000 | .000 | .002 | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00021 | Pearson Correlation | .392** | .638** | .252* | .859** | .939** | 1 | .837** | .824** | .721** | .873** |
| | Sig. (2-tailed) | .000 | .000 | .011 | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00022 | Pearson Correlation | .403** | .641** | .408** | .769** | .774** | .837** | 1 | .900** | .761** | .886** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00023 | Pearson Correlation | .408** | .636** | .357** | .756** | .802** | .824** | .900** | 1 | .790** | .882** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00024 | Pearson Correlation | .382** | .525** | .240* | .700** | .700** | .721** | .761** | .790** | 1 | .788** |
| | Sig. (2-tailed) | .000 | .000 | .016 | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| TotalX2 | Pearson Correlation | .658** | .786** | .591** | .869** | .877** | .873** | .886** | .882** | .788** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

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

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

c. X3

**Correlations**

| | | VAR00025 | VAR00026 | VAR00027 | VAR00028 | VAR00029 | VAR00030 | VAR00031 | VAR00032 | VAR00033 | TotalX3 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| VAR00025 | Pearson Correlation | 1 | .445** | .545** | .625** | .351** | .485** | .513** | .645** | .665** | .732** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00026 | Pearson Correlation | .445** | 1 | .718** | .549** | .622** | .513** | .573** | .579** | .459** | .777** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00027 | Pearson Correlation | .545** | .718** | 1 | .523** | .503** | .562** | .586** | .664** | .548** | .797** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00028 | Pearson Correlation | .625** | .549** | .523** | 1 | .672** | .688** | .646** | .667** | .658** | .847** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00029 | Pearson Correlation | .351** | .622** | .503** | .672** | 1 | .592** | .507** | .455** | .399** | .726** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00030 | Pearson Correlation | .485** | .513** | .562** | .688** | .592** | 1 | .548** | .664** | .547** | .792** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00031 | Pearson Correlation | .513** | .573** | .586** | .646** | .507** | .548** | 1 | .757** | .560** | .808** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00032 | Pearson Correlation | .645** | .579** | .664** | .667** | .455** | .664** | .757** | 1 | .646** | .855** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00033 | Pearson Correlation | .665** | .459** | .548** | .658** | .399** | .547** | .560** | .646** | 1 | .760** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| TotalX3 | Pearson Correlation | .732** | .777** | .797** | .847** | .726** | .792** | .808** | .855** | .760** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

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

d. Y

**Correlations**

| | | VAR00034 | VAR00035 | VAR00036 | VAR00037 | VAR00038 | VAR00039 | VAR00040 | VAR00041 | VAR00042 | VAR00043 | VAR00044 | VAR00045 | VAR00046 | VAR00047 | VAR00048 | VAR00049 | TotalY |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| VAR00034 | Pearson Correlation | 1 | .395** | .732** | .638** | .568** | .431** | .508** | .348** | .571** | .622** | .700** | .710** | .610** | .805** | .525** | -.017 | .740** |
| | Sig. (2-tailed) | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .863 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00035 | Pearson Correlation | .395** | 1 | .496** | .425** | .511** | .473** | .370** | .421** | .420** | .352** | .338** | .378** | .452** | .380** | .216* | .026 | .560** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .001 | .000 | .000 | .000 | .031 | .800 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00036 | Pearson Correlation | .732** | .496** | 1 | .692** | .637** | .614** | .671** | .510** | .683** | .695** | .670** | .651** | .638** | .729** | .403** | .083 | .816** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .409 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00037 | Pearson Correlation | .638** | .425** | .692** | 1 | .733** | .753** | .670** | .557** | .752** | .690** | .679** | .705** | .766** | .731** | .416** | .098 | .856** |
| | Sig. (2-tailed) | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .333 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00038 | Pearson Correlation | .568** | .511** | .637** | .733** | 1 | .779** | .653** | .482** | .618** | .631** | .631** | .593** | .604** | .677** | .380** | .052 | .792** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .610 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00039 | Pearson Correlation | .431** | .473** | .614** | .753** | .779** | 1 | .770** | .543** | .777** | .699** | .674** | .643** | .726** | .654** | .347** | .154 | .843** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .126 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00040 | Pearson Correlation | .508** | .370** | .671** | .670** | .653** | .770** | 1 | .624** | .845** | .729** | .765** | .632** | .667** | .712** | .411** | .126 | .845** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .210 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00041 | Pearson Correlation | .348** | .421** | .510** | .557** | .482** | .543** | .624** | 1 | .579** | .558** | .453** | .456** | .584** | .492** | .318** | .110 | .677** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .001 | .274 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00042 | Pearson Correlation | .571** | .420** | .683** | .752** | .618** | .777** | .845** | .579** | 1 | .712** | .709** | .634** | .716** | .689** | .385** | .139 | .851** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 | .168 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00043 | Pearson Correlation | .622** | .352** | .695** | .690** | .631** | .699** | .729** | .558** | .712** | 1 | .831** | .816** | .783** | .811** | .530** | .091 | .868** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .371 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00044 | Pearson Correlation | .700** | .338** | .670** | .679** | .631** | .674** | .765** | .453** | .709** | .831** | 1 | .861** | .695** | .823** | .509** | -.050 | .848** |
| | Sig. (2-tailed) | .000 | .001 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 | .618 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00045 | Pearson Correlation | .710** | .378** | .651** | .705** | .593** | .643** | .632** | .456** | .634** | .816** | .861** | 1 | .833** | .843** | .557** | -.045 | .847** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .655 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00046 | Pearson Correlation | .610** | .452** | .638** | .766** | .604** | .726** | .667** | .584** | .716** | .783** | .695** | .833** | 1 | .713** | .455** | .094 | .859** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .352 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00047 | Pearson Correlation | .805** | .380** | .729** | .731** | .677** | .654** | .712** | .492** | .689** | .811** | .823** | .843** | .713** | 1 | .619** | .147 | .885** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 | .145 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00048 | Pearson Correlation | .525** | .216* | .403** | .416** | .380** | .347** | .411** | .318** | .385** | .530** | .509** | .557** | .455** | .619** | 1 | .236* | .593** |
| | Sig. (2-tailed) | .000 | .031 | .000 | .000 | .000 | .000 | .000 | .001 | .000 | .000 | .000 | .000 | .000 | .000 | | .018 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| VAR00049 | Pearson Correlation | -.017 | .026 | .083 | .098 | .052 | .154 | .126 | .110 | .139 | .091 | -.050 | -.045 | .094 | .147 | .236* | 1 | .171 |
| | Sig. (2-tailed) | .863 | .800 | .409 | .333 | .610 | .126 | .210 | .274 | .168 | .371 | .618 | .655 | .352 | .145 | .018 | | .090 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| TotalY | Pearson Correlation | .740** | .560** | .816** | .856** | .792** | .843** | .845** | .677** | .851** | .868** | .848** | .847** | .859** | .885** | .593** | .171 | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .090 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

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

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

6. Uji Reliabilitas

a. X1

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .915 | 15 |

b. X2

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .920 | 9 |

c. X3

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|---|---|
| .923 | 9 |

d. Y

**Reliability Statistics**

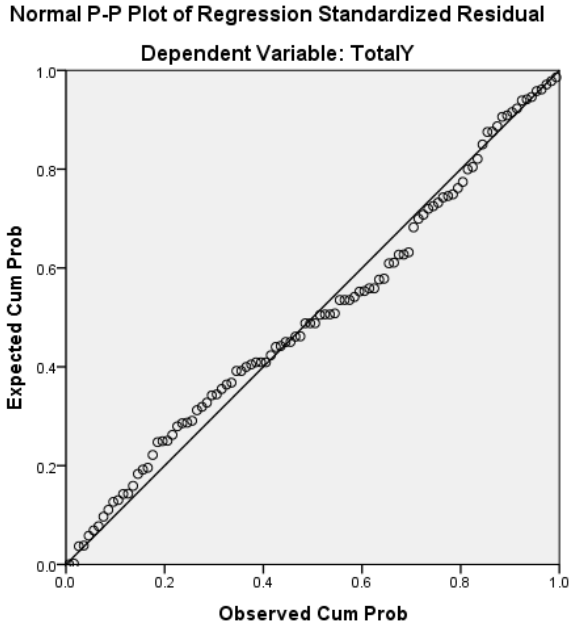
| Cronbach's Alpha | N of Items |
|---|---|
| .947 | 16 |

7. Tabel R

N-k = 100- 3 = 97 = 0.05:97

| | | | | | |
|---|---|---|---|---|---|
| **94** | 0.1689 | 0.2006 | 0.2371 | 0.2617 | 0.3307 |
| **95** | 0.1680 | 0.1996 | 0.2359 | 0.2604 | 0.3290 |
| **96** | 0.1671 | 0.1986 | 0.2347 | 0.2591 | 0.3274 |
| **97** | 0.1663 | 0.1975 | 0.2335 | 0.2578 | 0.3258 |
| **98** | 0.1654 | 0.1966 | 0.2324 | 0.2565 | 0.3242 |
| **99** | 0.1646 | 0.1956 | 0.2312 | 0.2552 | 0.3226 |
| **100** | 0.1638 | 0.1946 | 0.2301 | 0.2540 | 0.3211 |

8. Uji Normalitas




**One-Sample Kolmogorov-Smirnov Test**

| | | Unstandardized Residual |
|---|---|---|
| N | | 100 |
| Normal Parameters[a,b] | Mean | .0000000 |
| | Std. Deviation | 4.01147477 |
| Most Extreme Differences | Absolute | .070 |
| | Positive | .070 |
| | Negative | -.064 |
| Test Statistic | | .070 |
| Asymp. Sig. (2-tailed) | | .200[c,d] |

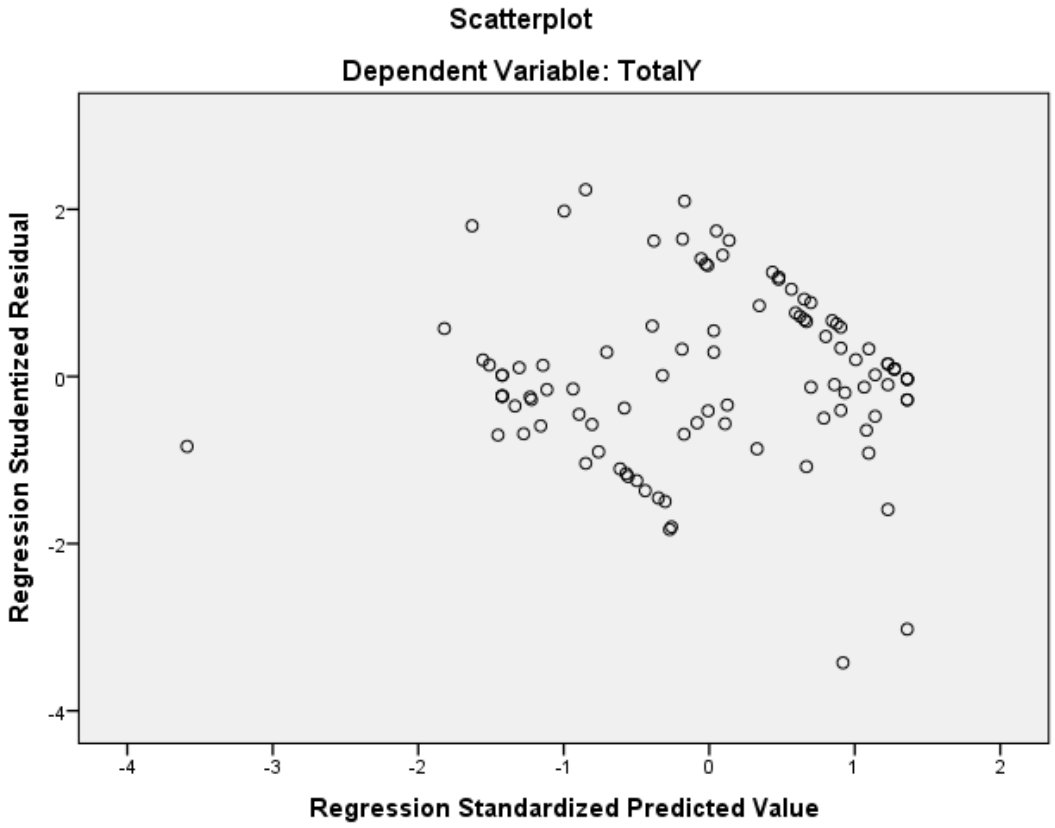
a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

9. Uji Heteroskedastisitas




10. Uji Regresi berganda, Uji parsial (Uji t) dan Uji Multikolinearitas

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 4.202 | 5.512 | | .762 | .448 | | |
| | TotalX1 | .241 | .073 | .217 | 3.302 | .001 | .845 | 1.183 |
| | TotalX2 | .480 | .147 | .272 | 3.275 | .001 | .529 | 1.889 |
| | TotalX3 | .806 | .137 | .485 | 5.901 | .000 | .542 | 1.845 |

a. Dependent Variable: TotalY

11. Tabel t

Ttabel (α/2 : n-k-1)= 0,05/2 : 100-3-1 = 0,025 : 96

| | | | | | |
|---|---|---|---|---|---|
| 94 | 1.293 | 1.665 | 1.986 | 2.373 | 2.637 |
| 95 | 1.293 | 1.665 | 1.988 | 2.372 | 2.637 |
| 96 | 1.292 | 1.664 | 1.988 | 2.372 | 2.636 |
| 97 | 1.292 | 1.664 | 1.988 | 2.371 | 2.635 |
| 98 | 1.292 | 1.664 | 1.987 | 2.371 | 2.635 |
| 99 | 1.292 | 1.664 | 1.987 | 2.370 | 2.634 |
| 100 | 1.292 | 1.664 | 1.987 | 2.370 | 2.633 |
| 101 | 1.292 | 1.663 | 1.986 | 2.369 | 2.633 |
| 102 | 1.292 | 1.663 | 1.986 | 2.369 | 2.632 |

12. Koefisien Determinasi

**Model Summary[b]**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .806[a] | .649 | .638 | 4.07367 |

a. Predictors: (Constant), TotalX3, TotalX1, TotalX2

b. Dependent Variable: TotalY