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APPENDIX

Appendix 1

BIOGRAPHY

Personal Identity

Full Name : AGUS SALIM
Place, Date of Birth : MANGKUTANA, 11 JULY 2002
Gender : MALE
Address : BTP RUKO INSIGNIA, MAKASSAR
E-mail: : agus95.70@gmail.com

Educational Background

- 2006-2008 : TK TUNAS MELATI YAMRA MERAUKE
- 2008-2014 : SD MI YAMRA MERAUKE
- 2014-2017 : SMP NEGERI 2 MERAUKE
- 2017-2020 : SMA IT WAHDAH ISLAMİYAH MAKASSAR

Training and Courses

- Basic Learning Skill, Character, and Creativity (BALANCE) Universitas Hasanuddin (2020)
- Vrije Universiteit Amsterdam : Introduction to Business and International Management Introduction to Business and International Management / New Venture Creation in the Amsterdam Entrepreneurial System.

Appendix 2

RESEARCH QUESTIONNAIRE

"The Influence of Brand Personality on Consumer Purchase Decision (Case Study of iPhone Consumers in Makassar City)"

Assalamualaikum Warahmatullahi Wabarakatuh.

Responden yang saya hormati, perkenalkan saya AGUS SALIM, mahasiswa S1 Program Studi Manajemen Fakultas Ilmu Ekonomi dan Bisnis Universitas Hasanuddin yang sedang mengerjakan penelitian untuk keperluan Tugas Akhir/Skripsi. Saya mengharapkan kebersediaan Anda untuk berpartisipasi dalam penelitian ini.

Diharapkan responden dapat mengisi kuisisioner ini dengan jujur, objektif, dan akurat berdasarkan pendapat atau keadaan sebenarnya. Seluruh data yang Anda berikan terjamin kerahasiaannya dan hanya digunakan demi kepentingan penelitian ini. Oleh karena itu, saya mohon agar Anda dapat meluangkan waktu 3-5 menit untuk mengisi kuisisioner ini. Akhir kata, saya ucapkan terima kasih atas bantuan dan kesediaan Anda untuk mengisi kuisisioner ini.

Petunjuk Pengisian:

1. Bacalah sejumlah pertanyaan/pernyataan di bawah ini dengan teliti.
2. Anda dimohon untuk memberikan jawaban sesuai dengan keadaan Anda secara objektif dengan memilih salah satu kriteria untuk setiap pernyataan yang menurut Anda paling tepat.
3. Skor yang diberikan tidak mengandung nilai jawaban benar-salah melainkan menunjukkan kesesuaian penilaian Anda terhadap isi setiap pernyataan.
4. Dimohon dalam memberikan penilaian tidak ada pernyataan yang terlewatkan
5. Tujuan dari penelitian ini adalah untuk mengetahui seberapa berpengaruhnya brand personality iPhone terhadap keputusan pembelian konsumennya. Identitas dari Anda akan dirahasiakan dan hanya diketahui oleh peneliti. Hasil penilaian ini tidak akan ada pengaruhnya terhadap Anda sebagai konsumen.

Respondent Identity

Nama :

Berilah Tanda [X] pada kolom yang telah disediakan yang sesuai dengan pilihan anda

I. Jenis Kelamin

a. Perempuan

b. Laki-Laki

II. Domisili

Biringkanaya

Bontoala

Makassar

Mamajang

Manggala

Mariso

Panakkukang

Rappocini

Tallo

Tamalanrea

Tamalate

Ujung Pandang

Wajo

III. Daftar Pertanyaan

Berilah tanda (√) pada jawaban yang dianggap paling sesuai dengan jawaban saudara/i sesuai dengan petunjuk yang ada dibawah.

Keterangan:

SS = Sangat Setuju

S = Setuju

N = Netral

TS = Tidak Setuju

STS = Sangat Tidak Setuju

1. Sincerity (X1)

No	Daftar Pertanyaan	SS	S	N	TS	STS
1.	Deskripsi produk yang ditampilkan iPhone pada iklannya sangat jujur dan sesuai					
2.	Iklan pada produk iPhone menggunakan bahasa yang sopan dan mudah dimengerti					
3.	Produk iPhone merupakan merek unggul dan terpercaya					

2. Excitement (X2)

No	Daftar Pertanyaan	SS	S	N	TS	STS
1.	Inovasi yang ditawarkan produk iPhone membuat saya menjadi tertarik					
2.	Produk iPhone membuat saya senang dengan fitur dan desain yang dihadirkan					

3.	iPhone selalu mendengarkan konsumen, berkembang lebih baik, dan kualitas yang terus meningkat					
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3. Competence (X3)

No	Daftar Pertanyaan	SS	S	N	TS	STS
1.	Saya merasa kualitas produk yang ditawarkan iPhone sangat baik					
2.	Saya yakin dengan sejarah produk iPhone yang baik dan dapat dipercaya					
3.	Ketika produk iPhone bermasalah mudah bagi saya untuk menemukan service center					

4. Sophistication (X4)

No	Daftar Pertanyaan	SS	S	N	TS	STS
1.	Produk iPhone memiliki desain yang mengedepankan estetika					
2.	Produk iPhone memiliki kualitas premium yang membuat saya merasa bergengsi ketika memakainya					

5. Ruggedness (X5)

No	Daftar Pertanyaan	SS	S	N	TS	STS
1.	Saya menggunakan iPhone karena percaya bahwa produk tersebut dapat					

	bertahan lama/awet					
2.	Produk iPhone menawarkan desain dan fitur yang mudah digunakan					

6. Purchase Decision (Y)

No	Daftar Pertanyaan	SS	S	N	TS	STS
1.	Saya merasa harga yang ditawarkan iPhone sesuai dengan nilai yang didapat					
2.	Saya yakin iPhone dapat menunjang kegiatan saya setiap harinya					
3.	Inovasi dan fitur yang ada pada iPhone selalu unggul dibanding kompetitor lainnya					

Appendix 3

DATA TABULATION

Respondents Answers Regarding Sincerity

Respondent	X1.1	X1.2	X1.3	Total X1
1	4	3	3	10
2	5	5	5	15
3	5	3	5	13
4	5	5	5	15
5	3	3	2	8
6	2	3	3	8
7	3	3	3	9
8	5	5	5	15
9	3	5	5	13
10	3	5	5	13
11	3	3	3	9
12	5	4	5	14
13	4	3	5	12
14	3	2	2	7
15	3	5	5	13
16	4	4	4	12
17	4	2	3	9
18	5	3	3	11
19	2	4	4	10
20	2	4	4	10
21	4	4	4	12
22	3	3	4	10
23	3	3	3	9
24	2	4	5	11
25	3	3	3	9
26	3	2	5	10
27	4	3	2	9
28	4	3	4	11
29	3	4	5	12
30	3	5	3	11
31	3	4	3	10
32	3	3	3	9
33	5	5	5	15
34	5	5	4	14
35	3	5	4	12
36	5	5	5	15
37	4	4	4	12

38	2	2	4	8
39	3	3	3	9
40	5	5	5	15
41	2	2	2	6
42	3	3	5	11
43	4	3	2	9
44	5	5	5	15
45	4	4	4	12
46	5	5	5	15
47	4	4	4	12
48	2	2	2	6
49	3	3	3	9
50	2	2	2	6
51	4	4	5	13
52	4	4	3	11
53	3	3	3	9
54	5	5	3	13
55	5	5	5	15
56	5	4	3	12
57	4	4	4	12
58	3	3	3	9
59	2	2	2	6
60	2	2	4	8
61	4	5	4	13
62	3	3	3	9
63	3	3	3	9
64	3	4	2	9
65	3	3	3	9
66	4	4	4	12
67	3	4	3	10
68	3	5	4	12
69	5	2	4	11
70	4	4	4	12
71	3	3	3	9
72	4	4	4	12
73	2	2	3	7
74	5	4	5	14
75	3	3	3	9
76	4	4	4	12
77	4	5	5	14
78	2	2	2	6
79	3	3	3	9
80	2	2	3	7

81	4	4	4	12
82	3	3	3	9
83	4	5	4	13
84	5	5	5	15
85	3	3	3	9
86	4	4	4	12
87	5	5	5	15
88	5	5	5	15
89	5	5	5	15
90	5	5	5	15
91	4	4	4	12
92	3	3	3	9
93	5	5	5	15
94	5	3	5	13
95	4	3	4	11
96	4	4	4	12
97	5	5	5	15
98	3	4	5	12
99	4	4	2	10
100	5	5	5	15
101	2	2	2	6
102	3	4	3	10
103	4	4	4	12
104	5	2	2	9
105	4	4	5	13
106	5	5	5	15
107	2	5	3	10
108	5	4	4	13
109	3	2	5	10
110	5	4	3	12
111	3	3	3	9
112	2	2	2	6
113	4	4	5	13
114	5	4	4	13
115	4	3	5	12
116	4	2	5	11
117	4	4	4	12
118	2	2	2	6
119	5	5	5	15
120	3	3	3	9

Respondents Answers Regarding Excitement

Respondent	X2.2	X2.3	X2.4	Total X2
1	5	5	5	15
2	5	5	5	15
3	5	5	5	15
4	5	5	5	15
5	4	4	5	13
6	5	4	4	13
7	4	4	4	12
8	5	5	5	15
9	5	5	5	15
10	5	5	5	15
11	4	3	4	11
12	5	5	5	15
13	5	5	5	15
14	5	5	4	14
15	5	4	5	14
16	4	4	5	13
17	5	5	5	15
18	5	5	5	15
19	5	5	5	15
20	5	5	5	15
21	5	5	5	15
22	4	4	4	12
23	5	5	5	15
24	5	5	5	15
25	5	5	5	15
26	5	5	5	15
27	4	5	5	14
28	5	5	5	15
29	5	5	5	15
30	4	3	4	11
31	5	5	5	15
32	4	5	5	14
33	4	3	4	11
34	5	5	5	15
35	5	5	5	15
36	5	5	5	15
37	5	5	5	15
38	4	4	4	12
39	5	5	5	15
40	5	5	5	15
41	4	5	4	13

42	5	5	5	15
43	4	4	4	12
44	5	5	5	15
45	5	4	4	13
46	5	5	5	15
47	5	5	5	15
48	5	5	5	15
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55	5	5	5	15
56	5	5	5	15
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59	4	4	3	11
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61	5	5	5	15
62	5	5	5	15
63	5	5	5	15
64	5	5	5	15
65	5	5	5	15
66	5	5	5	15
67	4	4	4	12
68	5	5	5	15
69	4	4	4	12
70	5	5	5	15
71	5	5	5	15
72	4	5	5	14
73	4	4	4	12
74	5	5	5	15
75	5	5	5	15
76	5	5	5	15
77	5	5	5	15
78	4	4	4	12
79	5	5	5	15
80	4	4	4	12
81	5	5	5	15
82	5	5	5	15
83	5	5	5	15
84	4	4	4	12

85	5	5	5	15
86	5	5	5	15
87	5	5	5	15
88	5	5	5	15
89	5	5	5	15
90	5	5	5	15
91	4	4	4	12
92	5	5	5	15
93	5	5	5	15
94	5	5	5	15
95	5	5	5	15
96	5	5	5	15
97	5	5	5	15
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115	5	5	5	15
116	5	5	5	15
117	5	5	5	15
118	4	5	5	14
119	5	5	5	15
120	5	5	5	15

Respondents Answers Regarding Competence

Respondent	X3.1	X3.2	X3.3	Total X3
1	5	5	5	15
2	5	5	5	15
3	5	5	5	15

4	5	5	5	15
5	5	3	4	12
6	4	4	4	12
7	4	3	4	11
8	5	5	5	15
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10	5	5	5	15
11	4	4	3	11
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14	5	4	5	14
15	4	4	4	12
16	5	5	5	15
17	5	5	5	15
18	5	5	5	15
19	5	5	5	15
20	5	4	5	14
21	5	5	5	15
22	4	5	4	13
23	5	4	5	14
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25	5	5	5	15
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27	5	4	5	14
28	5	5	5	15
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39	5	5	5	15
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44	5	5	5	15
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89	5	5	5	15

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110	4	3	4	11
111	5	4	5	14
112	5	4	5	14
113	5	5	5	15
114	5	5	5	15
115	5	5	5	15
116	5	5	5	15
117	5	5	5	15
118	5	5	4	14
119	5	5	5	15
120	5	5	5	15

Respondents Answers Regarding Sophistication

Respondent	X4.1	X4.2	Total X4
1	5	5	10
2	5	5	10
3	4	5	9
4	5	5	10
5	5	3	8
6	4	4	8
7	4	3	7
8	5	5	10

9	5	5	10
10	5	5	10
11	4	5	9
12	5	5	10
13	5	5	10
14	3	3	6
15	4	4	8
16	4	4	8
17	4	5	9
18	5	5	10
19	5	5	10
20	4	5	9
21	5	5	10
22	3	3	6
23	4	5	9
24	4	5	9
25	5	4	9
26	5	5	10
27	5	4	9
28	5	5	10
29	5	5	10
30	2	3	5
31	5	5	10
32	4	4	8
33	3	4	7
34	5	5	10
35	5	5	10
36	5	5	10
37	4	4	8
38	3	4	7
39	5	5	10
40	5	5	10
41	4	4	8
42	5	5	10
43	4	4	8
44	5	5	10
45	5	4	9
46	5	5	10
47	4	5	9
48	5	5	10
49	5	5	10
50	4	4	8
51	5	5	10

52	5	5	10
53	5	5	10
54	5	5	10
55	5	5	10
56	5	5	10
57	4	3	7
58	4	4	8
59	4	4	8
60	4	4	8
61	5	5	10
62	3	5	8
63	5	5	10
64	5	5	10
65	4	4	8
66	5	5	10
67	5	4	9
68	5	5	10
69	4	3	7
70	5	5	10
71	5	5	10
72	5	4	9
73	3	3	6
74	5	5	10
75	5	5	10
76	5	5	10
77	5	5	10
78	3	3	6
79	5	5	10
80	5	4	9
81	5	5	10
82	5	5	10
83	5	5	10
84	5	4	9
85	5	5	10
86	4	3	7
87	5	5	10
88	5	5	10
89	5	5	10
90	5	5	10
91	4	4	8
92	5	5	10
93	5	5	10
94	5	5	10

95	5	5	10
96	5	5	10
97	5	5	10
98	5	5	10
99	3	4	7
100	3	4	7
101	4	3	7
102	5	5	10
103	3	4	7
104	5	5	10
105	5	5	10
106	4	4	8
107	5	5	10
108	5	5	10
109	4	4	8
110	3	3	6
111	3	5	8
112	5	5	10
113	5	5	10
114	5	5	10
115	5	5	10
116	5	5	10
117	5	5	10
118	5	4	9
119	5	5	10
120	5	5	10

Respondents Answers Regarding Ruggedness

Respondent	X5.1	X5.2	Total X5
1	2	2	4
2	5	4	9
3	5	5	10
4	3	2	5
5	2	2	4
6	3	3	6
7	4	4	8
8	4	4	8
9	3	3	6
10	5	5	10
11	2	2	4
12	3	4	7
13	4	3	7

14	3	3	6
15	2	2	4
16	4	4	8
17	4	5	9
18	3	4	7
19	2	2	4
20	2	3	5
21	4	5	9
22	2	2	4
23	4	4	8
24	3	3	6
25	5	5	10
26	5	4	9
27	3	2	5
28	3	3	6
29	3	3	6
30	5	5	10
31	2	2	4
32	2	2	4
33	2	2	4
34	5	5	10
35	5	5	10
36	3	3	6
37	2	3	5
38	2	2	4
39	3	3	6
40	2	2	4
41	2	2	4
42	4	2	6
43	4	4	8
44	4	4	8
45	3	3	6
46	3	4	7
47	3	2	5
48	2	3	5
49	3	3	6
50	4	4	8
51	4	4	8
52	4	3	7
53	3	3	6
54	4	3	7
55	2	2	4
56	4	5	9

57	3	3	6
58	2	4	6
59	2	2	4
60	4	3	7
61	5	2	7
62	3	3	6
63	3	3	6
64	2	2	4
65	3	4	7
66	5	4	9
67	3	3	6
68	4	4	8
69	3	3	6
70	4	4	8
71	3	3	6
72	4	4	8
73	3	3	6
74	4	4	8
75	2	2	4
76	5	3	8
77	5	4	9
78	2	2	4
79	4	4	8
80	2	2	4
81	3	3	6
82	3	2	5
83	2	3	5
84	3	4	7
85	2	2	4
86	2	4	6
87	2	4	6
88	3	4	7
89	4	3	7
90	3	3	6
91	2	5	7
92	2	2	4
93	4	5	9
94	3	3	6
95	4	4	8
96	2	2	4
97	4	4	8
98	2	2	4
99	4	2	6

100	2	3	5
101	3	4	7
102	3	3	6
103	3	3	6
104	3	3	6
105	4	4	8
106	3	4	7
107	2	4	6
108	2	2	4
109	5	5	10
110	2	3	5
111	3	3	6
112	3	3	6
113	3	4	7
114	4	3	7
115	4	4	8
116	2	2	4
117	5	5	10
118	4	3	7
119	3	3	6
120	4	4	8

Respondents Answers Regarding Purchase Decision

Respondent	Y.1	Y.2	Y.3	Total Y
1	5	5	5	15
2	5	5	5	15
3	5	5	5	15
4	5	5	5	15
5	5	5	5	15
6	4	5	5	14
7	5	4	3	12
8	5	5	5	15
9	5	5	5	15
10	5	5	5	15
11	5	4	5	14
12	5	5	5	15
13	5	5	5	15
14	5	5	5	15
15	5	4	4	13
16	5	5	5	15
17	5	5	5	15
18	5	5	5	15

19	5	5	5	15
20	5	5	5	15
21	5	5	5	15
22	5	5	5	15
23	5	5	5	15
24	5	5	5	15
25	5	5	5	15
26	5	5	5	15
27	5	5	5	15
28	5	5	5	15
29	5	5	5	15
30	4	4	4	12
31	5	5	5	15
32	5	5	5	15
33	4	5	4	13
34	5	5	5	15
35	5	5	5	15
36	5	5	5	15
37	5	5	5	15
38	5	5	5	15
39	5	5	5	15
40	5	5	5	15
41	4	5	5	14
42	5	5	5	15
43	4	4	4	12
44	5	5	5	15
45	5	5	5	15
46	5	5	5	15
47	5	5	5	15
48	5	5	5	15
49	5	5	5	15
50	5	5	5	15
51	5	5	5	15
52	5	5	5	15
53	5	5	5	15
54	5	5	5	15
55	5	5	5	15
56	5	5	5	15
57	5	4	5	14
58	5	5	5	15
59	5	3	4	12
60	5	5	5	15
61	5	5	5	15

62	5	5	5	15
63	5	5	5	15
64	5	5	5	15
65	5	5	5	15
66	5	5	5	15
67	5	5	5	15
68	5	5	5	15
69	4	5	5	14
70	5	5	5	15
71	5	5	5	15
72	4	5	5	14
73	4	4	4	12
74	5	5	5	15
75	5	5	5	15
76	5	5	5	15
77	5	5	5	15
78	5	4	5	14
79	5	5	5	15
80	5	5	5	15
81	5	5	5	15
82	5	5	5	15
83	5	5	5	15
84	4	5	5	14
85	5	5	5	15
86	5	5	5	15
87	5	5	5	15
88	5	5	5	15
89	5	5	5	15
90	5	5	5	15
91	4	5	5	14
92	5	5	5	15
93	5	5	5	15
94	5	5	5	15
95	5	5	5	15
96	5	5	5	15
97	5	5	5	15
98	5	5	5	15
99	4	4	5	13
100	5	5	5	15
101	4	3	5	12
102	5	5	5	15
103	5	5	5	15
104	5	5	5	15

105	5	5	5	15
106	5	5	5	15
107	5	5	5	15
108	5	5	5	15
109	5	5	5	15
110	5	5	4	14
111	5	5	5	15
112	5	4	5	14
113	5	5	5	15
114	5	5	5	15
115	5	5	5	15
116	5	5	5	15
117	5	5	5	15
118	5	5	5	15
119	5	5	5	15
120	5	5	5	15

Appendix 4

Validity Test Sincerity (X1)

		<i>Correlations</i>			
		<i>X1.1</i>	<i>X1.2</i>	<i>X1.3</i>	<i>Total.X1</i>
<i>X1.1</i>	<i>Pearson Correlation</i>	1	.567**	.540**	.832**
	<i>Sig. (2-tailed)</i>		0.000	0.000	0.000
	<i>N</i>	120	120	120	120
<i>X1.2</i>	<i>Pearson Correlation</i>	.567**	1	.588**	.853**
	<i>Sig. (2-tailed)</i>	0.000		0.000	0.000
	<i>N</i>	120	120	120	120
<i>X1.3</i>	<i>Pearson Correlation</i>	.540**	.588**	1	.843**
	<i>Sig. (2-tailed)</i>	0.000	0.000		0.000
	<i>N</i>	120	120	120	120
<i>Total.X1</i>	<i>Pearson Correlation</i>	.832**	.853**	.843**	1
	<i>Sig. (2-tailed)</i>	0.000	0.000	0.000	
	<i>N</i>	120	120	120	120

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

Validity Test Excitement (X2)

		Correlations			
		X2.1	X2.2	X2.3	Total.X2
X2.1	Pearson Correlation	1	.776**	.779**	.918**
	Sig. (2-tailed)		0.000	0.000	0.000
	N	120	120	120	120
X2.2	Pearson Correlation	.776**	1	.797**	.931**
	Sig. (2-tailed)	0.000		0.000	0.000
	N	120	120	120	120
X2.3	Pearson Correlation	.779**	.797**	1	.927**
	Sig. (2-tailed)	0.000	0.000		0.000
	N	120	120	120	120
Total.X2	Pearson Correlation	.918**	.931**	.927**	1
	Sig. (2-tailed)	0.000	0.000	0.000	
	N	120	120	120	120

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

Validity Test Competence (X3)

		Correlations			
		X3.1	X3.2	X3.3	Total.X3
X3.1	Pearson Correlation	1	.605**	.661**	.881**
	Sig. (2-tailed)		0.000	0.000	0.000
	N	120	120	120	120
X3.2	Pearson Correlation	.605**	1	.533**	.850**
	Sig. (2-tailed)	0.000		0.000	0.000
	N	120	120	120	120
X3.3	Pearson Correlation	.661**	.533**	1	.836**
	Sig. (2-tailed)	0.000	0.000		0.000
	N	120	120	120	120
Total.X3	Pearson Correlation	.881**	.850**	.836**	1
	Sig. (2-tailed)	0.000	0.000	0.000	
	N	120	120	120	120

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

Validity Test Sophistication (X4)

		Correlations		
		X4.1	X4.2	Total.X4
X4.1	Pearson Correlation	1	.666**	.918**
	Sig. (2-tailed)		0.000	0.000
	N	120	120	120
X4.2	Pearson Correlation	.666**	1	.907**
	Sig. (2-tailed)	0.000		0.000
	N	120	120	120
Total.X4	Pearson Correlation	.918**	.907**	1
	Sig. (2-tailed)	0.000	0.000	
	N	120	120	120

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

Validity Test Ruggedness (X5)

		Correlations		
		X5.1	X5.2	Total.X5
X5.1	Pearson Correlation	1	.650**	.911**
	Sig. (2-tailed)		0.000	0.000
	N	120	120	120
X5.2	Pearson Correlation	.650**	1	.906**
	Sig. (2-tailed)	0.000		0.000
	N	120	120	120
Total.X5	Pearson Correlation	.911**	.906**	1
	Sig. (2-tailed)	0.000	0.000	
	N	120	120	120

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

Validity Test Purchase Decision (Y)

		Correlations			
		Y.1	Y.2	Y.3	Total. Y
Y.1	Pearson Correlation	1	.346**	.294**	.689**
	Sig. (2-tailed)		0.000	0.001	0.000
	N	120	120	120	120
Y.2	Pearson Correlation	.346**	1	.535**	.844**
	Sig. (2-tailed)	0.000		0.000	0.000
	N	120	120	120	120
Y.3	Pearson Correlation	.294**	.535**	1	.776**
	Sig. (2-tailed)	0.001	0.000		0.000
	N	120	120	120	120
Total.Y	Pearson Correlation	.689**	.844**	.776**	1
	Sig. (2-tailed)	0.000	0.000	0.000	
	N	120	120	120	120

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

Reliability Test Sincerity (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
0,796	3

Reliability Test Excitement (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
0,915	3

Reliability Test Competence (X3)

Reliability Statistics	
Cronbach's Alpha	N of Items
0,814	3

Reliability Test Sophistication (X4)

Reliability Statistics	
Cronbach's Alpha	N of Items
0,798	2

Reliability Test Ruggedness (X5)

Reliability Statistics	
Cronbach's Alpha	N of Items
0,788	2

Reliability Test Consumer Satisfaction (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
0,658	3

Appendix 5

Multiple Linear Regression

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.746	0.511		17.113	<.001
	Total.X1	0.08	0.019	0.029	0.441	0,01
	Total.X2	0.267	0.071	0.463	3.792	0,04
	Total.X3	0.153	0.064	0.294	2.371	0,02
	Total.X4	0.132	0.055	0.053	2.279	0,05
	Total.X5	0.06	0.027	0.143	2.23	0,03

a. Dependent Variable: Total.Y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.614	5	7.723	31.244	<.001 ^b
	Residual	28.178	114	0.247		
	Total	66.792	119			

a. Dependent Variable: Total.Y

b. Predictors: (Constant), Total.X5, Total.X4, Total.X1, Total.X2, Total.X3

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 ^a	0.578	0.56	0.497

a. Predictors: (Constant), Total.X5, Total.X4, Total.X1, Total.X2, Total.X3