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APPENDIX

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APPENDIX 1: Research Questionnaire

The criteria for respondents are as follows:

1. Respondents are expected to be students of the Faculty of Economics and Business, Hasanuddin University class of 2016- 2018.
2. Respondents are expected to have used or are currently using an Apple brand smartphone (iPhone).

Give a response by selecting one of the response scales in the column that matches your perception of the question. The response scale in question is as follows:

SA (Strongly Agree): 5

A (Agree): 4

N (Neutral): 3

DS (Disagree): 2

SDS (Strongly Disagree): 1

Respondent Identity:

1. Name:
2. Periods:

   - ☐ 2016
   - ☐ 2017
   - ☐ 2018

3. Major:

   Economics

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- Management
- Accounting

4. How long have you been using the iPhone?
   a. 1-6 months
   b. 6-18 months
   c. 18-24 months
   d. > 24 months

QUESTIONARY TABLE

Corporate Image	SA	A	N	DS	SDA
Apple has a characteristic or symbol that is easily recognized by the public					
Apple is a smartphone brand that is well known to many people					
Apple is a smartphone company with maximum service to customers					
A store or branch that sells iPhones is very easy to find					
Stores or branches that sell Appel products offer a complete variety and types of products					

User Image	SA	A	N	DS	SDA
I feel the iPhone can increase user confidence					
I feel the iPhone has a classy feel to its users					
I feel the features provided by the iPhone make it easier for users					
The variations and types offered by the iPhone make users more interested in trying					
I feel that iPhone can increase the perspective of social strata for its users					

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Product Image	SA	A	N	DS	SDA
The quality of the iPhone is in accordance with the price offered					
iPhone provides many variations for each type of product (model, color, capacity)					
IPhone products keep up with the times					
The Iphone smartphone has specifications to my liking compared to smartphones from other brands.					
Iphone is a smartphone that has good resistance.					

Purchasing Decision	SA	A	N	DS	SDA
I bought the iPhone because the price and product quality are balanced.					
I have a desire to buy an iPhone with a new model and design.					
I prefer iPhone over smartphones from other brands.					
I bought the iPhone because it was recommended by my friends or relatives.					
I bought an iPhone because it fulfills a need					

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APPENDIX 2: TEST RESULTS
Uji Validitas

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	TOTAL.X1
X1.1	Pearson Correlation	1	.441**	.277**	.111	.140*	.536**
	Sig. (2-tailed)		.000	.000	.054	.015	.000
	N	300	300	300	300	300	300
X1.2	Pearson Correlation	.441**	1	.222**	.089	.090	.496**
	Sig. (2-tailed)	.000		.000	.125	.119	.000
	N	300	300	300	300	300	300
X1.3	Pearson Correlation	.277**	.222**	1	.284**	.435**	.722**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	300	300	300	300	300	300
X1.4	Pearson Correlation	.111	.089	.284**	1	.450**	.661**
	Sig. (2-tailed)	.015	.119	.000	.000		.000
	N	300	300	300	300	300	300
TOTAL.X1	Pearson Correlation	.536**	.496**	.722**	.661**	.732**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	300	300	300	300	300	300

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

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

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	39.74	15.832	.441	.743
X1.2	39.82	15.947	.393	.748
X1.3	40.23	14.019	.624	.700
X1.4	40.21	13.633	.626	.694
TOTAL.X1	22.24	4.471	1.000	.631

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Correlations

	X2.1	X2.2	X2.3	X2.4	X2.5	TOTAL.X2

X2.1	Pearson Correlation	1	.685**	.287**	.325**	.494**	.789**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	300	300	300	300	300	300
X2.2	Pearson Correlation	.685**	1	.300**	.297**	.464**	.766**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	300	300	300	300	300	300
X2.3	Pearson Correlation	.287**	.300**	1	.341**	.248**	.593**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	300	300	300	300	300	300
X2.4	Pearson Correlation	.325**	.297**	.341**	1	.407**	.664**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	300	300	300	300	300	300
X2.5	Pearson Correlation	.494**	.464**	.248**	.407**	1	.750**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	300	300	300	300	300	300
TOTAL.X2	Pearson Correlation	.789**	.766**	.593**	.664**	.750**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	300	300	300	300	300	300

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

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	38.08	21.456	.723	.733
X2.2	38.08	22.130	.703	.743
X2.3	38.14	23.412	.499	.770
X2.4	38.10	22.652	.575	.758
X2.5	38.31	21.546	.670	.739
TOTAL.X2	21.19	6.783	1.000	.759

Correlations

	X3.1	X3.2	X3.3	X3.4	X3.5	TOTAL.X3
Pearson Correlation	1	.380**	.243**	.263**	.268**	.677**

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	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	300	300	300	300	300	300
	Pearson Correlation	.380**	1	.326**	.256**	.216**	.660**
X3.2	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	300	300	300	300	300	300
	Pearson Correlation	.243**	.326**	1	.297**	.159**	.570**
X3.3	Sig. (2-tailed)	.000	.000		.000	.006	.000
	N	300	300	300	300	300	300
	Pearson Correlation	.263**	.256**	.297**	1	.302**	.649**
X3.4	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	300	300	300	300	300	300
	Pearson Correlation	.268**	.216**	.159**	.302**	1	.659**
X3.5	Sig. (2-tailed)	.000	.000	.006	.000		.000
	N	300	300	300	300	300	300
	Pearson Correlation	.677**	.660**	.570**	.649**	.659**	1
TOTAL.X3	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	300	300	300	300	300	300

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	38.67	18.223	.574	.715
X3.2	38.75	18.645	.562	.721
X3.3	38.45	19.786	.478	.741
X3.4	38.57	18.707	.548	.723
X3.5	38.95	17.770	.530	.716
TOTAL.X3	21.49	5.649	1.000	.641

Correlations

		X4.1	X4.2	X4.3	X4.4	X4.5	TOTAL.X4
	Pearson Correlation	1	.550**	.396**	.271**	.444**	.719**
X4.1	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	300	300	300	300	300	300
	Pearson Correlation	.550**	1	.407**	.367**	.532**	.780**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	300	300	300	300	300	300
	Pearson Correlation	.396**	.407**	1	.358**	.435**	.700**

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	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	300	300	300	300	300	300
	Pearson Correlation	.271**	.367**	.358**	1	.436**	.672**
X4.4	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	300	300	300	300	300	300
	Pearson Correlation	.444**	.532**	.435**	.436**	1	.788**
X4.5	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	300	300	300	300	300	300
	Pearson Correlation	.719**	.780**	.700**	.672**	.788**	1
TOTAL.X4	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	300	300	300	300	300	300

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

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X4.1	37.92	24.776	.646	.758
X4.2	38.07	24.068	.717	.746
X4.3	37.88	24.949	.625	.761
X4.4	38.06	24.796	.583	.763
X4.5	38.15	23.620	.721	.741
TOTAL.X4	21.12	7.464	1.000	.783

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	TOTAL.Y
	Pearson Correlation	1	.291**	.306**	.381**	.352**	.697**
Y.1	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	300	300	300	300	300	300
	Pearson Correlation	.291**	1	.198**	.222**	.246**	.582**
Y.2	Sig. (2-tailed)	.000		.001	.000	.000	.000
	N	300	300	300	300	300	300
	Pearson Correlation	.306**	.198**	1	.034	.431**	.535**
Y.3	Sig. (2-tailed)	.000	.001		.558	.000	.000
	N	300	300	300	300	300	300
	Pearson Correlation	.381**	.222**	.034	1	.264**	.698**
	Sig. (2-tailed)	.000	.000	.558		.000	.000
	N	300	300	300	300	300	300

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Y.5	Pearson Correlation	.352**	.246**	.431**	.264**	1	.685**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	300	300	300	300	300	300
TOTAL.Y	Pearson Correlation	.697**	.582**	.535**	.698**	.685**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	300	300	300	300	300	300

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

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	36.96	25.664	.620	.713
Y.2	37.10	26.298	.476	.730
Y.3	36.97	27.012	.434	.739
Y.4	37.91	22.655	.551	.698
Y.5	37.12	25.207	.594	.710
TOTAL.Y	20.67	7.686	1.000	.621

Uji Reliabilitas

X1

Reliability Statistics

Cronbach's Alpha	N of Items
.631	5

X2

Reliability Statistics

Cronbach's Alpha	N of Items
.759	5

X3

Reliability Statistics

ach's ha	N of Items
.641	5

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X4

Reliability Statistics

Cronbach's Alpha	N of Items
.783	5

Y

Reliability Statistics

Cronbach's Alpha	N of Items
.621	5

Deskriptif Statistik

Angkatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tahun 2016	65	21.7	21.7	21.7
	Tahun 2017	141	47.0	47.0	68.7
	Tahun 2018	94	31.3	31.3	100.0
	Total	300	100.0	100.0	

Jurusan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ilmu Ekonomi	106	35.3	35.3	35.3
	Manajemen	132	44.0	44.0	79.3
	Akuntansi	62	20.7	20.7	100.0
	Total	300	100.0	100.0	

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	Frequency	Percent	Valid Percent	Cumulative Percent

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Valid	1-6 bulan	36	12.0	12.0	12.0
	6-18 bulan	58	19.3	19.3	31.3
	18-24 bulan	61	20.3	20.3	51.7
	> 24 bulan	145	48.3	48.3	100.0
	Total	300	100.0	100.0	

Uji normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		293
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.89479326
Most Extreme Differences	Absolute	.056
	Positive	.041
	Negative	-.056
Kolmogorov-Smirnov Z		.959
Asymp. Sig. (2-tailed)		.317

a. Test distribution is Normal.

b. Calculated from data.

Uji Multikolinearitas

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.639	1.357		.471	.638					
	X1	.147	.066	.118	2.212	.028	.469	.129	.094	.636	1.572
	X2	.207	.048	.207	4.295	.000	.428	.245	.183	.782	1.279
		.532	.060	.480	8.872	.000	.642	.463	.379	.622	1.607

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X4	.052	.052	.053	.995	.321	.434	.059	.042	.632	1.583

a. Dependent Variable: Y

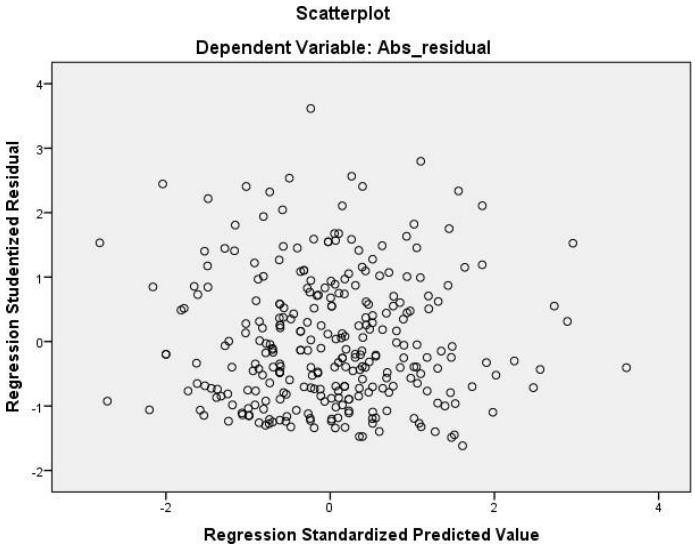
Uji Heteroskedastisitas

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.108	4	2.027	1.718	.146[b]
	Residual	339.720	288	1.180		
	Total	347.828	292			

a. Dependent Variable: Abs_residual

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



Uji Linearitas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X1	Between Groups	(Combined)	529.834	11	48.167	9.217	.000
		Linearity	439.051	1	439.051	84.015	.000
		Deviation from Linearity	90.783	10	9.078	1.737	.072
	ithin Groups		1468.466	281	5.226		
	otal		1998.300	292			

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ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X2	Between Groups	(Combined)	413.074	12	34.423	6.080	.000
		Linearity	366.843	1	366.843	64.796	.000
		Deviation from Linearity	46.231	11	4.203	.742	.697
	Within Groups		1585.227	280	5.662		
	Total		1998.300	292			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X3	Between Groups	(Combined)	922.383	12	76.865	20.004	.000
		Linearity	822.516	1	822.516	214.054	.000
		Deviation from Linearity	99.868	11	9.079	2.363	.008
	Within Groups		1075.917	280	3.843		
	Total		1998.300	292			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y *	Between Groups	(Combined)	501.688	14	35.835	6.656	.000
		Linearity	375.577	1	375.577	69.764	.000
		Deviation from Linearity	126.111	13	9.701	1.802	.043
	ithin Groups		1496.612	278	5.383		
	otal		1998.300	292			

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Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.639	1.357		.471	.638
	X1	.147	.066	.118	2.212	.028
	X2	.207	.048	.207	4.295	.000
	X3	.532	.060	.480	8.872	.000
	X4	.052	.052	.053	.995	.321

a. Dependent Variable: Y

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ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	949.950	4	237.487	65.242	.000[b]
	Residual	1048.351	288	3.640		
	Total	1998.300	292			

a. Dependent Variable: Y

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

Koefisien Determinasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.689[a]	.475	.468	1.908

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

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APPENDIX 3: PROFILE

Profile

Nama	: Fadel Fauzan Budiman
Tempat, Tanggal Lahir	: Ujung Pandang, 13 Agustus 1997
Jenis Kelamin	: Laki – laki
Alamat Rumah	: Bumi Permata Sudiang BLOK B.3/12 A
No Hp	087803527269
Email	: fadelfbudiman@gmail.com

Educational Background

Tahun 2002 - 2003	: TK ANGKASA III
Tahun 2003 – 2009	: SD. ANGKASA III
Tahun 2009 – 2012	: SMPN 25 MAKASSAR
Tahun 2012 – 2015	: SMAN 1 MAKASSAR

Course and Training

1. Basic character and study skill training Hasanuddin University (2016)
2. Immaj basic leadership training (2016)
3. Himpunan Mahasiswa Islam basic leadership training (2016)
4. SEMA FEB-UH intermediate leadership training (2019)
5. Summer School Utrecht in Utrecht University in Netherlands (2019)

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Organization Experience

- 2016-2020: Ikatan Mahasiswa Manajemen (IMMAJ) Faculty of Economics and Business, Universitas Hasanuddin
- 2016-2020: Himpunan mahasiswa Islam (Hmi) Faculty of Economics and Business, Universitas Hasanuddin
- 2018-2019: Senat Mahasiswa (SEMA) Faculty of Economics and Business, Universitas Hasanuddin
- 2019-2020: Majelis Permusyawaratan Mahasiswa (MAPERWA) Faculty Economics and Business, Universitas Hasanuddin

This profile is stated trutfully.

Makassar, 10 Agustus 2020

Fadel Fauzan Budiman

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