LAMPIRAN

Lampiran 1

Hasil Olah Kuesioner (Skala Data Ordinal)

NO.	KARAKTERISTIK RESPONDEN				DESAIN PRODUK						KEPUTUSAN PEMBELIAN			
					1		2	3	4	5	1	2	3	4
	1	2	3	4	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q 10
1	B	A	A	D	1	2	2	1	2	4	3	1	2	3
2	B	A	A	B	5	4	4	5	5	3	4	4	3	5
3	B	A	B	A	2	1	1	2	2	1	2	4	1	2
4	B	A	B	C	4	4	3	4	4	5	3	3	4	4
5	B	A	B	A	3	1	1	2	2	1	1	1	1	3
6	B	A	B	A	2	1	1	2	3	2	2	1	3	3
7	B	A	B	D	5	3	4	4	4	4	4	4	4	4
8	B	A	A	A	4	1	4	3	4	4	3	3	4	4
9	B	A	A	A	2	1	1	4	4	2	1	3	5	3
10	B	A	A	A	2	2	2	2	2	2	2	2	1	2
11	B	A	A	C	5	4	4	4	4	3	4	4	4	4
12	B	B	A	A	4	4	4	4	4	4	4	4	4	4
13	B	B	A	A	1	1	1	2	2	4	2	2	2	3
14	B	B	A	B	3	3	4	4	4	4	4	4	3	4
15	B	B	A	C	2	1	1	3	2	2	1	1	1	3
16	B	B	A	A	5	4	4	5	5	4	5	5	5	5
17	B	A	A	C	2	1	1	2	2	1	1	3	2	1
18	B	A	C	D	2	1	2	4	2	4	2	1	1	2
19	B	A	A	A	3	4	2	1	1	5	3	1	3	3
20	B	A	B	D	4	4	2	4	4	4	4	2	4	4
21	B	A	C	A	4	2	3	5	4	4	4	2	4	3
22	B	A	C	A	4	1	3	4	3	5	4	1	1	2
23	B	A	B	A	2	1	1	1	2	2	2	3	1	2
24	B	A	B	B	4	3	4	5	1	3	3	3	3	3
25	B	A	C	C	5	4	4	5	5	4	5	5	5	5
26	B	A	C	A	1	1	3	3	3	3	3	1	3	3
27	B	C	B	B	2	2	2	4	5	4	3	3	5	2
28	B	A	B	A	4	3	3	4	4	4	4	3	4	4
29	B	B	B	A	2	1	1	1	2	5	1	1	1	2
30	B	C	A	A	4	4	3	4	4	3	4	3	4	4
31	B	C	A	B	3	1	3	1	1	3	3	1	2	3
32	B	B	A	A	5	4	4	5	5	4	5	5	5	5
33	B	B	A	A	2	4	1	3	3	4	3	3	3	3
34	B	C	A	C	4	3	4	4	4	3	4	4	4	3
35	B	C	A	A	2	1	1	1	5	5	3	2	5	1

36	B	B	A	A	4	4	1	4	1	2	4	4	3	3
37	B	B	B	A	5	2	4	4	4	4	4	4	1	4
38	B	B	B	A	4	3	3	1	4	5	3	3	4	4
39	B	A	B	A	3	1	2	4	3	4	1	1	2	3
40	B	A	B	C	3	2	3	3	1	3	3	3	3	3
41	B	A	B	A	4	4	2	4	4	4	4	4	4	4
42	B	A	B	A	4	3	3	5	4	3	4	4	4	3
43	B	A	B	C	1	1	3	3	5	5	2	2	5	2
44	B	A	B	A	3	1	1	4	1	1	1	1	1	3
45	B	A	B	A	4	2	3	3	4	5	3	2	4	2
46	B	B	A	A	4	3	3	5	3	3	4	3	1	3
47	B	B	A	A	1	2	1	4	2	4	2	2	2	3
48	B	B	B	A	4	3	3	1	4	3	4	3	4	4
49	B	B	A	A	2	1	1	3	2	4	1	2	2	2
50	B	B	B	B	5	4	4	5	5	3	4	4	5	5
51	B	B	B	A	2	2	2	4	2	2	2	1	1	2
52	B	B	B	A	1	1	2	2	3	4	3	2	2	3
53	B	B	B	A	4	3	3	4	4	3	4	3	4	3
54	B	B	A	C	3	1	1	2	5	1	3	1	5	2
55	B	A	A	A	4	4	4	4	4	4	4	4	4	4
56	B	A	A	A	1	3	3	3	1	4	3	3	3	3
57	B	B	A	D	5	3	3	5	5	3	4	3	3	2
58	B	A	A	C	4	4	2	2	4	4	1	2	4	4
59	B	B	A	A	4	1	3	1	4	4	3	4	4	3
60	B	B	A	C	1	2	2	3	3	4	3	2	3	3
61	B	B	A	D	2	4	2	2	2	2	1	2	1	2
62	B	B	B	B	4	4	2	4	4	4	2	1	3	4
63	B	A	B	A	4	3	3	1	5	3	3	3	4	4
64	B	A	C	C	1	2	3	4	5	4	4	3	5	3
65	B	A	C	A	2	1	2	3	1	2	3	2	2	3
66	B	A	B	A	4	3	3	4	4	4	4	3	4	4
67	B	A	A	D	3	1	1	1	2	3	2	2	2	2
68	B	A	A	A	4	2	3	4	4	4	3	4	3	3
69	B	A	A	A	4	3	4	1	4	4	3	3	4	4
70	B	A	A	A	2	1	1	2	3	1	1	3	2	3
71	B	B	C	C	4	2	2	2	4	4	2	2	4	4
72	B	B	C	A	5	1	1	4	4	4	3	4	4	2
73	B	C	C	A	2	3	3	1	3	3	3	3	3	3
74	B	C	B	B	1	2	2	2	2	1	2	3	2	4
75	B	B	B	C	4	1	3	4	4	4	3	2	1	4
76	B	A	B	A	4	2	3	1	4	3	4	3	5	3
77	B	A	B	C	5	1	1	4	4	4	3	4	4	2

78	B	A	A	D	1	3	2	3	1	4	3	3	3	3
79	B	A	A	A	5	2	2	4	5	4	5	5	5	3
80	B	C	A	D	4	4	2	2	4	2	2	2	4	4
81	B	C	A	A	4	3	3	3	4	4	3	4	2	3
82	B	C	A	A	3	2	2	4	2	1	1	1	1	2
83	B	B	A	A	4	3	3	4	4	3	4	3	4	3
84	B	B	B	B	3	2	3	4	3	4	2	2	3	2
85	B	B	B	C	1	1	1	1	1	1	1	1	1	1
86	B	B	B	A	4	1	3	5	4	3	3	4	3	3
87	B	A	B	C	4	4	2	5	5	4	1	3	5	4
88	B	A	A	D	3	2	3	3	3	4	3	2	3	3
89	B	A	A	A	4	2	4	4	4	5	5	3	4	4
90	B	A	B	A	4	4	3	4	4	4	4	2	3	2
91	B	A	A	A	4	4	1	1	3	2	1	1	3	2
92	B	A	B	A	1	2	2	4	5	4	2	1	5	4
93	B	A	B	A	4	3	3	1	4	4	3	3	4	3
94	B	A	B	B	3	2	3	4	3	2	2	2	3	2
95	B	A	B	C	4	1	3	4	4	3	3	4	4	3
96	B	A	A	A	4	1	4	1	4	4	1	3	4	4
97	B	A	A	C	2	2	1	2	2	1	4	3	2	3
98	B	A	A	D	4	3	3	4	4	4	4	3	3	4
99	B	A	A	A	4	2	2	4	4	2	2	2	4	3
100	B	A	A	A	4	3	3	5	4	4	1	4	3	4

Lampiran 2 Hasil Transformasi Data (Skala Data Interval)

Variabel X
(Desain Produk)

Succesive Interval

X1	X2	X3	X4	X5	X6	Total
1,000	1,964	1,928	1,000	1,860	3,249	11,001
4,294	3,463	3,809	4,085	4,309	2,323	22,284
1,859	1,000	1,000	1,793	1,860	1,000	8,511
3,083	3,463	2,722	2,923	3,122	4,559	19,873
2,333	1,000	1,000	1,793	1,860	1,000	8,986
1,859	1,000	1,000	1,793	2,367	1,769	9,788
4,294	2,564	3,809	2,923	3,122	3,249	19,961
3,083	1,000	3,809	2,203	3,122	3,249	16,465
1,859	1,000	1,000	2,923	3,122	1,769	11,673
1,859	1,964	1,928	1,793	1,860	1,769	11,172

4,294	3,463	3,809	2,923	3,122	2,323	19,934
3,083	3,463	3,809	2,923	3,122	3,249	19,649
1,000	1,000	1,000	1,793	1,860	3,249	9,901
2,333	2,564	3,809	2,923	3,122	3,249	18,001
1,859	1,000	1,000	2,203	1,860	1,769	9,691
4,294	3,463	3,809	4,085	4,309	3,249	23,210
1,859	1,000	1,000	1,793	1,860	1,000	8,511
1,859	1,000	1,928	2,923	1,860	3,249	12,818
2,333	3,463	1,928	1,000	1,000	4,559	14,284
3,083	3,463	1,928	2,923	3,122	3,249	17,768
3,083	1,964	2,722	4,085	3,122	3,249	18,225
3,083	1,000	2,722	2,923	2,367	4,559	16,655
1,859	1,000	1,000	1,000	1,860	1,769	8,488
3,083	2,564	3,809	4,085	1,000	2,323	16,864
4,294	3,463	3,809	4,085	4,309	3,249	23,210
1,000	1,000	2,722	2,203	2,367	2,323	11,615
1,859	1,964	1,928	2,923	4,309	3,249	16,232
3,083	2,564	2,722	2,923	3,122	3,249	17,663
1,859	1,000	1,000	1,000	1,860	4,559	11,278
3,083	3,463	2,722	2,923	3,122	2,323	17,636
2,333	1,000	2,722	1,000	1,000	2,323	10,379
4,294	3,463	3,809	4,085	4,309	3,249	23,210
1,859	3,463	1,000	2,203	2,367	3,249	14,141
3,083	2,564	3,809	2,923	3,122	2,323	17,824
1,859	1,000	1,000	1,000	4,309	4,559	13,727
3,083	3,463	1,000	2,923	1,000	1,769	13,239
4,294	1,964	3,809	2,923	3,122	3,249	19,361
3,083	2,564	2,722	1,000	3,122	4,559	17,050
2,333	1,000	1,928	2,923	2,367	3,249	13,801
2,333	1,964	2,722	2,203	1,000	2,323	12,546
3,083	3,463	1,928	2,923	3,122	3,249	17,768
3,083	2,564	2,722	4,085	3,122	2,323	17,899
1,000	1,000	2,722	2,203	4,309	4,559	15,794
2,333	1,000	1,000	2,923	1,000	1,000	9,257
3,083	1,964	2,722	2,203	3,122	4,559	17,653
3,083	2,564	2,722	4,085	2,367	2,323	17,144
1,000	1,964	1,000	2,923	1,860	3,249	11,996
3,083	2,564	2,722	1,000	3,122	2,323	14,814
1,859	1,000	1,000	2,203	1,860	3,249	11,170
4,294	3,463	3,809	4,085	4,309	2,323	22,284
1,859	1,964	1,928	2,923	1,860	1,769	12,303
1,000	1,000	1,928	1,793	2,367	3,249	11,337
3,083	2,564	2,722	2,923	3,122	2,323	16,737

2,333	1,000	1,000	1,793	4,309	1,000	11,436
3,083	3,463	3,809	2,923	3,122	3,249	19,649
1,000	2,564	2,722	2,203	1,000	3,249	12,738
4,294	2,564	2,722	4,085	4,309	2,323	20,298
3,083	3,463	1,928	1,793	3,122	3,249	16,637
3,083	1,000	2,722	1,000	3,122	3,249	14,175
1,000	1,964	1,928	2,203	2,367	3,249	12,711
1,859	3,463	1,928	1,793	1,860	1,769	12,672
3,083	3,463	1,928	2,923	3,122	3,249	17,768
3,083	2,564	2,722	1,000	4,309	2,323	16,001
1,000	1,964	2,722	2,923	4,309	3,249	16,168
1,859	1,000	1,928	2,203	1,000	1,769	9,759
3,083	2,564	2,722	2,923	3,122	3,249	17,663
2,333	1,000	1,000	1,000	1,860	2,323	9,516
3,083	1,964	2,722	2,923	3,122	3,249	17,063
3,083	2,564	3,809	1,000	3,122	3,249	16,826
1,859	1,000	1,000	1,793	2,367	1,000	9,019
3,083	1,964	1,928	1,793	3,122	3,249	15,138
4,294	1,000	1,000	2,923	3,122	3,249	15,588
1,859	2,564	2,722	1,000	2,367	2,323	12,835
1,000	1,964	1,928	1,793	1,860	1,000	9,545
3,083	1,000	2,722	2,923	3,122	3,249	16,099
3,083	1,964	2,722	1,000	3,122	2,323	14,214
4,294	1,000	1,000	2,923	3,122	3,249	15,588
1,000	2,564	1,928	2,203	1,000	3,249	11,944
4,294	1,964	1,928	2,923	4,309	3,249	18,668
3,083	3,463	1,928	1,793	3,122	1,769	15,158
3,083	2,564	2,722	2,203	3,122	3,249	16,943
2,333	1,964	1,928	2,923	1,860	1,000	12,009
3,083	2,564	2,722	2,923	3,122	2,323	16,737
2,333	1,964	2,722	2,923	2,367	3,249	15,559
1,000	1,000	1,000	1,000	1,000	1,000	6,000
3,083	1,000	2,722	4,085	3,122	2,323	16,334
3,083	3,463	1,928	4,085	4,309	3,249	20,117
2,333	1,964	2,722	2,203	2,367	3,249	14,839
3,083	1,964	3,809	2,923	3,122	4,559	19,460
3,083	3,463	2,722	2,923	3,122	3,249	18,562
3,083	3,463	1,000	1,000	2,367	1,769	12,683
1,000	1,964	1,928	2,923	4,309	3,249	15,373
3,083	2,564	2,722	1,000	3,122	3,249	15,740
2,333	1,964	2,722	2,923	2,367	1,769	14,080
3,083	1,000	2,722	2,923	3,122	2,323	15,173
3,083	1,000	3,809	1,000	3,122	3,249	15,262

1,859	1,964	1,000	1,793	1,860	1,000	9,475
3,083	2,564	2,722	2,923	3,122	3,249	17,663
3,083	1,964	1,928	2,923	3,122	1,769	14,789
3,083	2,564	2,722	4,085	3,122	3,249	18,825

Variabel Y
(Keputusan Pembelian)

Succesive Interval

X1	X2	X3	X4	Total
2,514	1,000	1,775	3,149	8,439
3,414	3,531	2,316	5,331	14,591
1,837	3,531	1,000	2,133	8,501
2,514	2,650	3,066	4,176	12,406
1,000	1,000	1,000	3,149	6,149
1,837	1,000	2,316	3,149	8,302
3,414	3,531	3,066	4,176	14,186
2,514	2,650	3,066	4,176	12,406
1,000	2,650	4,111	3,149	10,910
1,837	1,909	1,000	2,133	6,878
3,414	3,531	3,066	4,176	14,186
3,414	3,531	3,066	4,176	14,186
1,837	1,909	1,775	3,149	8,670
3,414	3,531	2,316	4,176	13,436
1,000	1,000	1,000	3,149	6,149
4,551	4,583	4,111	5,331	18,575
1,000	2,650	1,775	1,000	6,425
1,837	1,000	1,000	2,133	5,970
2,514	1,000	2,316	3,149	8,979
3,414	1,909	3,066	4,176	12,564
3,414	1,909	3,066	3,149	11,537
3,414	1,000	1,000	2,133	7,547
1,837	2,650	1,000	2,133	7,619
2,514	2,650	2,316	3,149	10,629
4,551	4,583	4,111	5,331	18,575
2,514	1,000	2,316	3,149	8,979
2,514	2,650	4,111	2,133	11,408
3,414	2,650	3,066	4,176	13,305
1,000	1,000	1,000	2,133	5,133
3,414	2,650	3,066	4,176	13,305
2,514	1,000	1,775	3,149	8,439
4,551	4,583	4,111	5,331	18,575
2,514	2,650	2,316	3,149	10,629

3,414	3,531	3,066	3,149	13,160
2,514	1,909	4,111	1,000	9,533
3,414	3,531	2,316	3,149	12,410
3,414	3,531	1,000	4,176	12,121
2,514	2,650	3,066	4,176	12,406
1,000	1,000	1,775	3,149	6,925
2,514	2,650	2,316	3,149	10,629
3,414	3,531	3,066	4,176	14,186
3,414	3,531	3,066	3,149	13,160
1,837	1,909	4,111	2,133	9,989
1,000	1,000	1,000	3,149	6,149
2,514	1,909	3,066	2,133	9,621
3,414	2,650	1,000	3,149	10,213
1,837	1,909	1,775	3,149	8,670
3,414	2,650	3,066	4,176	13,305
1,000	1,909	1,775	2,133	6,817
3,414	3,531	4,111	5,331	16,386
1,837	1,000	1,000	2,133	5,970
2,514	1,909	1,775	3,149	9,347
3,414	2,650	3,066	3,149	12,278
2,514	1,000	4,111	2,133	9,758
3,414	3,531	3,066	4,176	14,186
2,514	2,650	2,316	3,149	10,629
3,414	2,650	2,316	2,133	10,512
1,000	1,909	3,066	4,176	10,150
2,514	3,531	3,066	3,149	12,260
2,514	1,909	2,316	3,149	9,888
1,000	1,909	1,000	2,133	6,041
1,837	1,000	2,316	4,176	9,328
2,514	2,650	3,066	4,176	12,406
3,414	2,650	4,111	3,149	13,323
2,514	1,909	1,775	3,149	9,347
3,414	2,650	3,066	4,176	13,305
1,837	1,909	1,775	2,133	7,653
2,514	3,531	2,316	3,149	11,510
2,514	2,650	3,066	4,176	12,406
1,000	2,650	1,775	3,149	8,574
1,837	1,909	3,066	4,176	10,987
2,514	3,531	3,066	2,133	11,244
2,514	2,650	2,316	3,149	10,629
1,837	2,650	1,775	4,176	10,437
2,514	1,909	1,000	4,176	9,599
3,414	2,650	4,111	3,149	13,323

2,514	3,531	3,066	2,133	11,244
2,514	2,650	2,316	3,149	10,629
4,551	4,583	4,111	3,149	16,394
1,837	1,909	3,066	4,176	10,987
2,514	3,531	1,775	3,149	10,970
1,000	1,000	1,000	2,133	5,133
3,414	2,650	3,066	3,149	12,278
1,837	1,909	2,316	2,133	8,194
1,000	1,000	1,000	1,000	4,000
2,514	3,531	2,316	3,149	11,510
1,000	2,650	4,111	4,176	11,936
2,514	1,909	2,316	3,149	9,888
4,551	2,650	3,066	4,176	14,443
3,414	1,909	2,316	2,133	9,771
1,000	1,000	2,316	2,133	6,448
1,837	1,000	4,111	4,176	11,123
2,514	2,650	3,066	3,149	11,379
1,837	1,909	2,316	2,133	8,194
2,514	3,531	3,066	3,149	12,260
1,000	2,650	3,066	4,176	10,891
3,414	2,650	1,775	3,149	10,988
3,414	2,650	2,316	4,176	12,555
1,837	1,909	3,066	3,149	9,960
1,000	3,531	2,316	4,176	11,023

Lampiran 3
Uji Validitas dan Reliabilitas

Rekapitulasi Hasil Uji Validitas Variabel Desain Produk (X)

Item	r kolerasi	r kritis	Keterangan
1	0,626	0,239	valid
2	0,463	0,239	valid
3	0,633	0,239	valid
4	0,433	0,239	valid
5	0,580	0,239	valid
6	0,376	0,239	valid

Rekapitulasi Hasil Uji Validitas Variabel Keputusan Pembelian (Y)

Item	r kolerasi	r kritis	Keterangan
1	0,607	0,239	valid
2	0,617	0,239	valid
3	0,530	0,239	valid
4	0,518	0,239	valid

Hasil Uji Reliabilitas Kuisoner

Variabel	Koefisien Reliabilitas	Nilai Kritis	Keterangan
Desain Produk (X)	0,769	0,6	Reliabel
Keputusan Pembelian (Y)	0,763	0,6	Reliabel

Lampiran 4 SPSS

Reliabilitas Variable X

Reliability Statistics

Cronbach's Alpha	N of Items
.769	6

Reliabilitas Variable Y

Reliability Statistics

Cronbach's Alpha	N of Items
.763	4

Validitas Desain Produk (X)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q1	14,63	15,872	,626	,461	,704
Q2	15,51	17,929	,463	,253	,748
Q3	15,38	17,268	,633	,416	,710
Q4	14,70	17,162	,433	,208	,759
Q5	14,50	16,475	,580	,387	,717
Q6	14,53	18,797	,376	,234	,768

Validitas Keputusan Pembelian (Y)

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q7	8,93	6,874	,607	,389	,681
Q8	9,11	6,947	,617	,399	,676
Q9	8,65	6,694	,530	,282	,731
Q10	8,68	8,341	,518	,269	,734

Koefisien Kolerasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.794[a]	.630	.626	1.796

a. Predictors: (Constant), X

Koefisien Regresi

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	537.856	1	537.856	166.811	.000[b]
	Residual	315.985	98	3.224		
	Total	853.841	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.455	.738		1.971	.052
	X	.615	.048	.794	12.916	.000

a. Dependent Variable: Y

PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI
UNIVERSITAS ISLAM BANDUNG

KUESIONER PENELITIAN

Kepada Yth :

Bapak/Ibu :
di
Bandung

Dengan hormat,

Sehubungan dengan persyaratan yang harus saya penuhi dalam rangka penyelesaian akhir dari studi yang saya lakukan, bersama ini saya dengan segala kerendahan hati memohon kepada Saudari agar meluangkan waktu sejenak untuk mengisi kuesioner yang saya lampirkan berikut ini.

Kesediaan Bapak/Ibu menjawab kuesioner dengan lengkap dan sesuai dengan kenyataan, sangat saya harapkan. Jawaban yang Bapak/Ibu berikan tidak akan mendapat penilaian benar atau salah.

Semua informasi yang Bapak/Ibu berikan akan saya jamin kerahasiaannya dan hanya digunakan untuk kepentingan ilmiah.

Mengingat keterbatasan waktu pada studi saya, sekali lagi saya memohon kepada Bapak/Ibu, apabila kuesioner yang telah Bapak/Ibu berikan jawabannya, dalam waktu yang tidak terlalu lama telah dapat saya terima.

Demikian atas partisipasi dan bantuan yang berharga dari Bapak/Ibu saya ucapkan terima kasih.

Hormat saya,

Olivia Oktaviani

IDENTITAS RESPONDEN

Berilah tanda (√) pada pernyataan di bawah ini :

Responden nomor	=	. . . . .	
Nama Responden	=	. . . . .	
Jenis kelamin	=	Pria ☐ Wanita ☐	
Usia	=	. . . . . th	
Pekerjaan	=	Pelajar/Mahasiswa Pengusaha/Wiraswasta Pegawai Negeri Pegawai Swasta	☐ ☐ ☐ ☐
Pendapatan	=	< Rp. 1.000.000 Rp. 1.000.000-2.000.000 RP. 2.000.000-3.000.000 >Rp. 3.000.000	☐ ☐ ☐ ☐

PEDOMAN KUESIONER

Petunjuk pengisian kuesioner :

a. Berikan tanda silang (√) pada kolom yang sesuai dengan pendapat anda.
b. Mohon dijawab tanpa pengaruh apapun dan peneliti menjamin kerahasiaan jawaban anda.
c. Keterangan SS = Sangat Setuju
   S = Setuju
   KS = Kurang Setuju
   TS = Tidak Setuju
   STS = Sangat Tidak Setuju

Desain produk (X)

No.	Pernyataan	SS	S	KS	TS	STS
1	Distro Flashy memiliki ukuran produk yang bervariasi.					
2	Distro Flashy memiliki model yang bervariasi.					
3	Distro Flashy memiliki fitur atau ciri khas.					
4	Distro Flashy memiliki mutu kesesesuaian dengan yang diharapkan konsumen.					
5	Distro Flashy memiliki daya tahan yang baik.					
6	Distro Flashy memiliki gaya yang menarik.					

Keputusan Pembelian (Y)

No.	Pernyataan	SS	S	RG	TS	STS
7	Konsumen memutuskan membeli produk distro Flashy.					
8	Konsumen memutuskan membeli produk dengan merek Flashy.					
9	Konsumen memutusakan membeli produk di distro Flashy.					
10	Konsumen menentukan waktu pembelian saat membeli produk (misalnya setiap bulan atau tahun).					

PEDOMAN WAWANCARA

PENGARUH DESAIN PRODUK TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN

(Studi Kasus Pada Distro Flashy Bandung)

1. Bagaimana pelaksanaan desain produk distro flashy?
2. Bagaimana tanggapan pelanggan tentang distro flashy?
3. Bagaimana tingkat keputusan pembelian di distro flashy?
4. Seberapa besar pengaruh desain produk terhadap keputusan pembelian pada konsumen distro flashy?