

## Lampiran 1. Biodata

### RIWAYAT HIDUP

Nama : Elsa Hana Misye Manuhutu  
Jenis Kelamin : Perempuan  
Tempat/Tanggal Lahir : Tual, 15 Januari 1997  
Status : Belum Menikah  
Alamat Rumah : Jl. Budi Utomo  
Alamat Email : [elsa.ee106@gmail.com](mailto:elsa.ee106@gmail.com)



#### Pendidikan Formal

Sekolah Dasar : SDN 1 Tual (2002 - 2008)  
SLTP/Sederajat : SMPN 1 Tual (2008 - 2011)  
SLTA/Sederajat : SMA Negeri 1 Tual (2011 - 2014)





## Lampiran 2. Kuesioner Penelitian Pengguna Smartphone Oppo

Identitas Responden:

1. Nama
2. Jenis Kelamin
3. Asal Kampus

INOVASI PRODUK						
No	Pernyataan	STS	TS	KS	S	SS
1	Smartphone Oppo memiliki kualitas produk yang baik					
2	Smartphone Oppo dapat digunakan lebih dari 2 tahun					
3	Smartphone Oppo memiliki banyak varian produk yang menarik					
4	Saya menyukai varian warna yang dikeluarkan smartphone Oppo					
5	Smartphone Oppo mempunyai desain kemasan yang baik					
6	Saya merasa smartphone Oppo memiliki keunikan dalam desain produknya dibandingkan smartphone merk lain					
Niat beli ulang						
7	Saya tertarik untuk membeli Kembali smartphone Oppo					
8	Kepuasan terhadap <i>smartphone</i> oppo mendorong saya melakukan pembelian ulang					
9	Saya menggunakan <i>smartphone</i> Oppo dan akan merekomendasikan kepada orang lain					
10	Saya mendorong teman atau keluarga untuk menggunakan <i>smartphone</i> Oppo					
11	Smartphone Oppo merupakan pilihan utama saya dalam melakukan pembelian ulang <i>smartphone</i>					
12	Smartphone Oppo memiliki keunikan dibandingkan dengan <i>smartphone</i> merk lain					
13	Saya selalu mencari tahu informasi terbaru dari produk Oppo					
14	Saya mencari tahu informasi mengenai <i>smartphone</i> Oppo di Internet					
Kepuasan konsumen						
15	Saya merasa puas dengan kapasitas RAM pada smartphone Oppo					

16	Saya merasa puas dengan kualitas kamera pada smartphone Oppo					
17	Saya puas dengan penyediaan charger pada kemasan smartphone Oppo					
18	Saya puas dengan desain Kemasan smartphone Oppo					
19	Smartphone Oppo memiliki kapasitas penyimpanan aplikasi yang besar					
20	Smartphone Oppo memiliki daya pengisian baterai yang cepat					
21	Smartphone Oppo memiliki system pengoperasionalan yang mudah					
22	Saya puas dengan Kelebihan dari kualitas smartphone Oppo					



### Lampiran 3. Tabulasi Data

NO	INOVASI PRODUK						X	Niat beli ulang								Y	Kepuasan konsumen								Z
	1	2	3	4	5	6		1	2	3	4	5	6	7	8		1	2	3	4	5	6	7	8	
1	5	5	5	5	5	30	5	5	4	4	4	4	4	4	36	5	5	4	4	4	4	4	38		
2	5	5	4	4	4	26	4	4	4	4	4	4	4	4	32	4	5	5	4	4	4	4	34		
3	3	4	4	4	4	23	5	4	4	4	4	4	5	4	35	4	5	4	5	5	4	4	36		
4	4	4	5	4	3	4	24	4	4	4	3	4	4	4	31	3	5	5	3	4	3	4	31		
5	5	5	5	5	4	28	5	4	5	5	3	5	5	3	37	5	5	5	4	5	5	5	39		
6	5	4	5	5	5	28	5	5	4	4	4	4	5	5	36	5	5	5	5	5	5	5	40		
7	4	5	5	5	4	28	3	3	3	2	1	4	5	3	24	4	5	4	4	5	4	4	34		
8	4	4	4	4	4	23	3	3	4	4	3	2	3	4	26	2	4	3	3	3	5	3	28		
9	4	3	5	3	3	21	3	3	3	3	2	3	4	3	24	4	5	5	3	5	4	3	32		
10	5	5	5	5	5	30	5	5	5	5	5	4	5	5	39	5	5	5	5	5	5	5	40		
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21	4	4	5	3	3	22	2	2	1	2	1	3	4	3	18	3	4	4	3	3	3	4	27		
22	4	5	5	5	4	27	4	4	4	4	4	4	5	4	33	5	5	5	5	5	4	4	38		
23	5	4	4	4	4	25	4	4	4	4	4	4	4	4	32	4	4	4	4	4	4	4	32		
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53	4	5	4	4	4	3	24	2	3	4	4	3	3	5	4	28	3	5	4	4	3	5	4	32	
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76	3	2	4	4	4	3	20	3	3	3	2	3	2	3	4	23	1	4	4	1	4	3	24		
77	4	4	4	4	4	4	24	4	4	4	4	4	4	4	31	4	3	4	3	4	4	4	30		
78	4	4	4	4	3	3	22	3	3	4	3	3	4	4	27	3	4	4	3	3	3	3	26		
79	4	5	5	4	4	4	26	4	5	4	4	4	4	5	35										

**Lampiran 4. Distribusi frekuensi**

		jenis_kelamin			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	27	27.3	27.3	27.3
	Wanita	72	72.7	72.7	100.0
	Total	99	100.0	100.0	

		kampus			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NAROTAMA	53	53.5	53.5	53.5
	UBAYA	13	13.1	13.1	66.7
	UKWMS	33	33.3	33.3	100.0
	Total	99	100.0	100.0	

# Lampiran 5. Hasil Output Spss

## 1. Uji Validitas

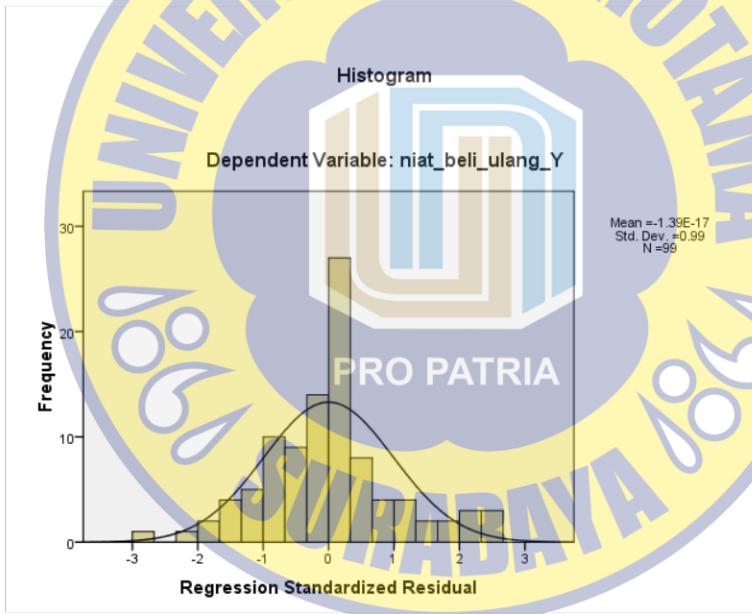
	X1	X2	X3	X4	X5	X6	X7	X8	M1	M2	M3	M4	M5	M6	M7	M8	TM8
X1 Pearson Correlation	1																
Sig. (2-tailed)	.597 <sup>*</sup>	.454 <sup>*</sup>	.460 <sup>*</sup>	.510 <sup>*</sup>	.382 <sup>*</sup>	.506 <sup>*</sup>	.382 <sup>*</sup>	.388 <sup>*</sup>	.448 <sup>*</sup>	.451 <sup>*</sup>	.425 <sup>*</sup>	.256 <sup>*</sup>	.385 <sup>*</sup>	.385 <sup>*</sup>	.131	.269 <sup>*</sup>	.642 <sup>*</sup>
N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99
X2 Pearson Correlation		1															
Sig. (2-tailed)	.479 <sup>*</sup>	.417 <sup>*</sup>	.314 <sup>*</sup>	.399 <sup>*</sup>	.374 <sup>*</sup>	.415 <sup>*</sup>	.374 <sup>*</sup>	.356 <sup>*</sup>	.328 <sup>*</sup>	.403 <sup>*</sup>	.371 <sup>*</sup>	.174 <sup>*</sup>	.300 <sup>*</sup>	.307 <sup>*</sup>	.177	.350 <sup>*</sup>	.562 <sup>*</sup>
N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99
X3 Pearson Correlation			1														
Sig. (2-tailed)	.454 <sup>*</sup>	.417 <sup>*</sup>	.495 <sup>*</sup>	.462 <sup>*</sup>	.400 <sup>*</sup>	.412 <sup>*</sup>	.365 <sup>*</sup>	.200 <sup>*</sup>	.203 <sup>*</sup>	.183	.263 <sup>*</sup>	.332 <sup>*</sup>	.347 <sup>*</sup>	.440 <sup>*</sup>	.596 <sup>*</sup>	.373 <sup>*</sup>	.170
N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99
X4 Pearson Correlation				1													
Sig. (2-tailed)	.460 <sup>*</sup>	.343 <sup>*</sup>	.495 <sup>*</sup>	.491 <sup>*</sup>	.484 <sup>*</sup>	.457 <sup>*</sup>	.467 <sup>*</sup>	.383 <sup>*</sup>	.335 <sup>*</sup>	.283 <sup>*</sup>	.419 <sup>*</sup>	.303 <sup>*</sup>	.398 <sup>*</sup>	.323 <sup>*</sup>	.487 <sup>*</sup>	.348 <sup>*</sup>	.221 <sup>*</sup>
N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99
X5 Pearson Correlation					1												
Sig. (2-tailed)	.410 <sup>*</sup>	.368 <sup>*</sup>	.483 <sup>*</sup>	.492 <sup>*</sup>	.429 <sup>*</sup>	.482 <sup>*</sup>	.473 <sup>*</sup>	.418 <sup>*</sup>	.419	.366 <sup>*</sup>	.478 <sup>*</sup>	.323 <sup>*</sup>	.409 <sup>*</sup>	.499 <sup>*</sup>	.499 <sup>*</sup>	.292 <sup>*</sup>	.368
N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99
X6 Pearson Correlation						1											
Sig. (2-tailed)	.382 <sup>*</sup>	.336 <sup>*</sup>	.400 <sup>*</sup>	.491 <sup>*</sup>	.468 <sup>*</sup>	.433 <sup>*</sup>	.507 <sup>*</sup>	.564 <sup>*</sup>	.605 <sup>*</sup>	.626 <sup>*</sup>	.775	.346 <sup>*</sup>	.403 <sup>*</sup>	.563 <sup>*</sup>	.749	.404	.504
N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99
X7 Pearson Correlation							1										
Sig. (2-tailed)	.504 <sup>*</sup>	.419 <sup>*</sup>	.412 <sup>*</sup>	.484 <sup>*</sup>	.529 <sup>*</sup>	.543 <sup>*</sup>	.189 <sup>*</sup>	.761 <sup>*</sup>	.779 <sup>*</sup>	.742 <sup>*</sup>	.684 <sup>*</sup>	.427 <sup>*</sup>	.557 <sup>*</sup>	.546 <sup>*</sup>	.374 <sup>*</sup>	.318 <sup>*</sup>	.413 <sup>*</sup>
N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99
X8 Pearson Correlation								1									
Sig. (2-tailed)	.512 <sup>*</sup>	.410 <sup>*</sup>	.368 <sup>*</sup>	.483 <sup>*</sup>	.492 <sup>*</sup>	.607 <sup>*</sup>	.698 <sup>*</sup>	.686 <sup>*</sup>	.708 <sup>*</sup>	.705 <sup>*</sup>	.685 <sup>*</sup>	.418 <sup>*</sup>	.528 <sup>*</sup>	.483 <sup>*</sup>	.275 <sup>*</sup>	.265 <sup>*</sup>	.244 <sup>*</sup>
N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99
X9 Pearson Correlation									1								
Sig. (2-tailed)	.445 <sup>*</sup>	.339 <sup>*</sup>	.290 <sup>*</sup>	.492 <sup>*</sup>	.576 <sup>*</sup>	.584 <sup>*</sup>	.761 <sup>*</sup>	.762 <sup>*</sup>	.788 <sup>*</sup>	.608 <sup>*</sup>	.458 <sup>*</sup>	.601 <sup>*</sup>	.476 <sup>*</sup>	.364 <sup>*</sup>	.341 <sup>*</sup>	.498 <sup>*</sup>	.453 <sup>*</sup>
N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99
X10 Pearson Correlation										1							
Sig. (2-tailed)	.506 <sup>*</sup>	.388 <sup>*</sup>	.263 <sup>*</sup>	.389 <sup>*</sup>	.443 <sup>*</sup>	.395 <sup>*</sup>	.779 <sup>*</sup>	.794 <sup>*</sup>	.797 <sup>*</sup>	.174	.676	.403 <sup>*</sup>	.568 <sup>*</sup>	.547 <sup>*</sup>	.340 <sup>*</sup>	.190	.314
N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99
X11 Pearson Correlation																	
Sig. (2-tailed)	.382 <sup>*</sup>	.257 <sup>*</sup>	.183	.395 <sup>*</sup>	.460 <sup>*</sup>	.628 <sup>*</sup>	.742 <sup>*</sup>	.765 <sup>*</sup>	.768 <sup>*</sup>	.774 <sup>*</sup>	.1681 <sup>*</sup>	.390 <sup>*</sup>	.448 <sup>*</sup>	.477 <sup>*</sup>	.305 <sup>*</sup>	.274 <sup>*</sup>	.588 <sup>*</sup>
N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99
X12 Pearson Correlation																	
Sig. (2-tailed)	.368 <sup>*</sup>	.302 <sup>*</sup>	.263 <sup>*</sup>	.380 <sup>*</sup>	.475 <sup>*</sup>	.684 <sup>*</sup>	.665 <sup>*</sup>	.676 <sup>*</sup>	.681 <sup>*</sup>	.1442 <sup>*</sup>	.453 <sup>*</sup>	.580 <sup>*</sup>	.326 <sup>*</sup>	.111	.388 <sup>*</sup>	.691 <sup>*</sup>	.245 <sup>*</sup>
N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99
X13 Pearson Correlation																	
Sig. (2-tailed)	.364 <sup>*</sup>	.308 <sup>*</sup>	.322 <sup>*</sup>	.433 <sup>*</sup>	.388 <sup>*</sup>	.440 <sup>*</sup>	.427 <sup>*</sup>	.416 <sup>*</sup>	.403 <sup>*</sup>	.390 <sup>*</sup>	.442 <sup>*</sup>	.1467 <sup>*</sup>	.480 <sup>*</sup>	.313 <sup>*</sup>	.164	.442	.480
N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99
X14 Pearson Correlation																	
Sig. (2-tailed)	.448 <sup>*</sup>	.328 <sup>*</sup>	.347 <sup>*</sup>	.419 <sup>*</sup>	.470 <sup>*</sup>	.403 <sup>*</sup>	.557 <sup>*</sup>	.528 <sup>*</sup>	.501 <sup>*</sup>	.568 <sup>*</sup>	.446 <sup>*</sup>	.463 <sup>*</sup>	.467 <sup>*</sup>	.1483 <sup>*</sup>	.452 <sup>*</sup>	.224	.603 <sup>*</sup>
N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99
X15 Pearson Correlation																	
Sig. (2-tailed)	.451 <sup>*</sup>	.491 <sup>*</sup>	.440 <sup>*</sup>	.383 <sup>*</sup>	.429 <sup>*</sup>	.453 <sup>*</sup>	.446 <sup>*</sup>	.493 <sup>*</sup>	.476 <sup>*</sup>	.547 <sup>*</sup>	.477 <sup>*</sup>	.530 <sup>*</sup>	.480 <sup>*</sup>	.1521 <sup>*</sup>	.481 <sup>*</sup>	.412	.740 <sup>*</sup>
N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99
X16 Pearson Correlation																	
Sig. (2-tailed)	.420 <sup>*</sup>	.372 <sup>*</sup>	.506 <sup>*</sup>	.388 <sup>*</sup>	.382 <sup>*</sup>	.478 <sup>*</sup>	.374 <sup>*</sup>	.275 <sup>*</sup>	.303 <sup>*</sup>	.340 <sup>*</sup>	.305 <sup>*</sup>	.328 <sup>*</sup>	.313 <sup>*</sup>	.482 <sup>*</sup>	.521 <sup>*</sup>	.1438 <sup>*</sup>	.382
N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99
X17 Pearson Correlation																	
Sig. (2-tailed)	.256 <sup>*</sup>	.214 <sup>*</sup>	.363 <sup>*</sup>	.323 <sup>*</sup>	.334 <sup>*</sup>	.249 <sup>*</sup>	.316 <sup>*</sup>	.265 <sup>*</sup>	.341 <sup>*</sup>	.100	.274	.111	.164	.224	.461 <sup>*</sup>	.458 <sup>*</sup>	.1393 <sup>*</sup>
N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99
X18 Pearson Correlation																	
Sig. (2-tailed)	.282 <sup>*</sup>	.194	.295 <sup>*</sup>	.487 <sup>*</sup>	.626 <sup>*</sup>	.404 <sup>*</sup>	.413 <sup>*</sup>	.341 <sup>*</sup>	.495 <sup>*</sup>	.314 <sup>*</sup>	.512 <sup>*</sup>	.388 <sup>*</sup>	.442 <sup>*</sup>	.403 <sup>*</sup>	.412 <sup>*</sup>	.362	.353 <sup>*</sup>
N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99
X19 Pearson Correlation																	
Sig. (2-tailed)	.389 <sup>*</sup>	.389 <sup>*</sup>	.472 <sup>*</sup>	.388 <sup>*</sup>	.408 <sup>*</sup>	.408 <sup>*</sup>	.389 <sup>*</sup>	.445 <sup>*</sup>	.488 <sup>*</sup>	.398 <sup>*</sup>	.506 <sup>*</sup>	.418 <sup>*</sup>	.368 <sup>*</sup>	.474 <sup>*</sup>	.460 <sup>*</sup>	.448 <sup>*</sup>	.300
N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99
X20 Pearson Correlation																	
Sig. (2-tailed)	.131	.177	.170	.221	.295	.338 <sup>*</sup>	.192	.068	.242 <sup>*</sup>	.207	.330 <sup>*</sup>	.245 <sup>*</sup>	.122	.124	.213	.396 <sup>*</sup>	.425 <sup>*</sup>
N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99
X21 Pearson Correlation																	
Sig. (2-tailed)	.197	.080	.083	.028	.011	.001	.058	.388	.012	.045	.001	.015	.222	.034	.000	.000	.000
N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99
X22 Pearson Correlation																	
Sig. (2-tailed)	.269 <sup>*</sup>	.251 <sup>*</sup>	.292 <sup>*</sup>	.295 <sup>*</sup>	.380 <sup>*</sup>	.317 <sup>*</sup>	.284 <sup>*</sup>	.197	.258 <sup>*</sup>	.288 <sup>*</sup>	.283 <sup>*</sup>	.207	.169	.243	.548 <sup>*</sup>	.228	.388 <sup>*</sup>
N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99
X23 Pearson Correlation																	
Sig. (2-tailed)	.452 <sup>*</sup>	.489 <sup>*</sup>	.429 <sup>*</sup>	.385 <sup>*</sup>	.469 <sup>*</sup>	.476 <sup>*</sup>	.482 <sup>*</sup>	.483 <sup>*</sup>	.332 <sup>*</sup>	.485 <sup>*</sup>	.382 <sup>*</sup>	.485 <sup>*</sup>	.382 <sup>*</sup>	.281 <sup>*</sup>	.483 <sup>*</sup>	.407	.428 <sup>*</sup>
N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99
Total Pearson Correlation																	
Sig. (2-tailed)	.843 <sup>*</sup>	.562 <sup>*</sup>	.639 <sup>*</sup>	.696 <sup>*</sup>	.762 <sup>*</sup>	.842 <sup>*</sup>	.793 <sup>*</sup>	.814 <sup>*</sup>	.789 <sup>*</sup>	.785 <sup>*</sup>	.729 <sup>*</sup>	.588 <sup>*</sup>	.672 <sup>*</sup>	.772 <sup>*</sup>	.616 <sup>*</sup>	.490 <sup>*</sup>	.603 <sup>*</sup>
N	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99	99

\*\* . Correlation is significant at the 0.01 level (2-tailed).  
\* . Correlation is significant at the 0.05 level (2-tailed).

## 2. Uji Reliabilitas

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.758	.948	23

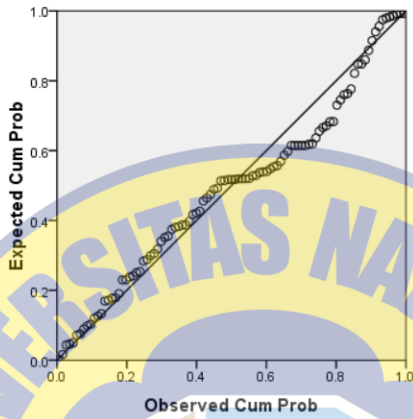
## 3. Uji Normalitas





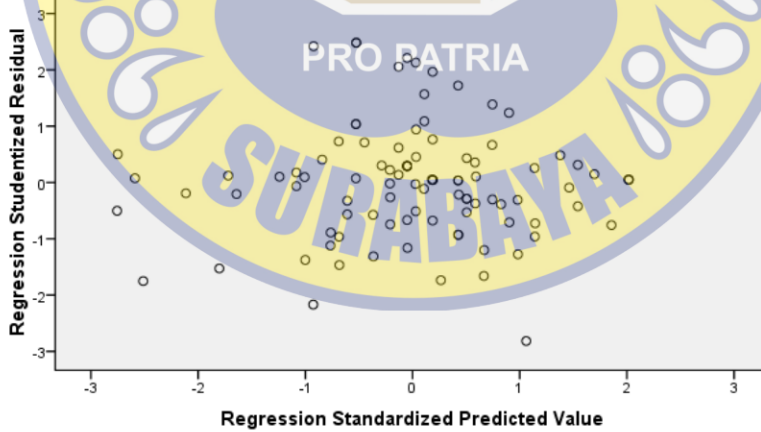
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: niat\_beli\_ulang\_Y



Scatterplot

Dependent Variable: niat\_beli\_ulang\_Y



One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		99
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	4.14670616
Most Extreme Differences	Absolute	.116
	Positive	.116
	Negative	-.050
Kolmogorov-Smirnov Z		1.159
Asymp. Sig. (2-tailed)		.136
a. Test distribution is Normal.		

4. Uji linieritas

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
niat_beli_ulang_Y * Inovasi_Produk_X	99	100.0%	0	.0%	99	100.0%
niat_beli_ulang_Y * kepuasan_konsumen_Z	99	100.0%	0	.0%	99	100.0%

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
niat_beli_ulang_Y* kepuasan_konsumen_Z	Between Groups	(Combined)	1853.831	18	102.991	4.858	.000
		Linearity	1349.407	1	1349.407	63.645	.000
		Deviation from Linearity	504.423	17	29.672	1.399	.159
Within Groups			1696.169	80	21.202		
Total			3550.000	98			

## 5. Uji heteroskedastisitas

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.126 <sup>a</sup>	.016	-.005	2.84910

a. Predictors: (Constant), kepuasan\_konsumen\_Z, Inovasi\_Produk\_X

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.480	2	6.240	.769	.466 <sup>a</sup>
	Residual	779.269	96	8.117		
	Total	791.750	98			

a. Predictors: (Constant), kepuasan\_konsumen\_Z, Inovasi\_Produk\_X

b. Dependent Variable: Abs\_RES

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.805	2.468		1.947	.054
	Inovasi_Produk_X	-.154	.130	-.170	-1.185	.239
	kepuasan_konsumen_Z	.060	.102	.084	.586	.559

a. Dependent Variable: Abs\_RES

## 6. Path analysis

### Persamaan regresi 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.710 <sup>a</sup>	.504	.499	2.828

a. Predictors: (Constant), Inovasi\_Produk\_X

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	788.953	1	788.953	98.671	.000 <sup>a</sup>
	Residual	775.593	97	7.996		
	Total	1564.545	98			

a. Predictors: (Constant), Inovasi\_Produk\_X

b. Dependent Variable: kepuasan\_konsumen\_Z

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.300	2.215		4.650	.000
	Inovasi_Produk_X	.903	.091	.710	9.933	.000

a. Dependent Variable: kepuasan\_konsumen\_Z

## Persamaan regresi 2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725 <sup>a</sup>	.525	.515	4.190

a. Predictors: (Constant), kepuasan\_konsumen\_Z, Inovasi\_Produk\_X

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1864.873	2	932.437	53.120	.000 <sup>a</sup>
	Residual	1685.127	96	17.553		
	Total	3550.000	98			

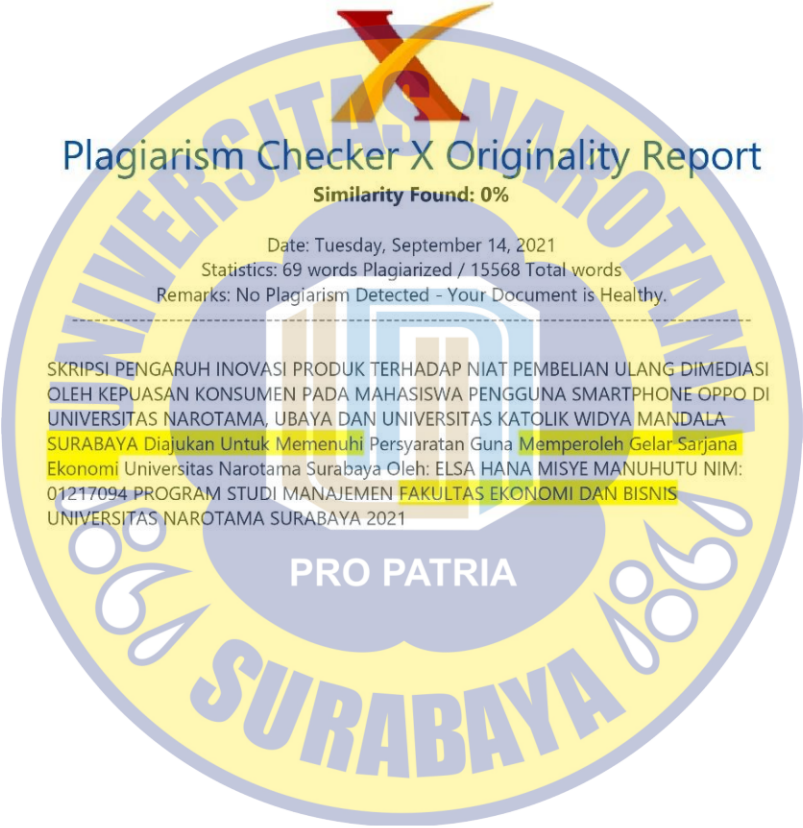
a. Predictors: (Constant), kepuasan\_konsumen\_Z, Inovasi\_Produk\_X

b. Dependent Variable: niat\_beli\_ulang\_Y

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5.287	3.629		-1.457	.148
	Inovasi_Produk_X	1.036	.191	.541	5.419	.000
	kepuasan_konsumen_Z	.350	.150	.232	2.325	.022

a. Dependent Variable: niat\_beli\_ulang\_Y

## Lampiran 6. Hasil Plagiarism Checker



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SKRIPSI PENGARUH INOVASI PRODUK TERHADAP NIAT PEMBELIAN ULANG DIMEDIASI OLEH KEPUASAN KONSUMEN PADA MAHASISWA PENGGUNA SMARTPHONE OPPO DI UNIVERSITAS NAROTAMA, UBAYA DAN UNIVERSITAS KATOLIK WIDYA MANDALA SURABAYA Diajukan Untuk Memenuhi Persyaratan Guna Memperoleh Gelar Sarjana Ekonomi Universitas Narotama Surabaya Oleh: ELSA HANA MISYE MANUHUTU NIM: 01217094 PROGRAM STUDI MANAJEMEN FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS NAROTAMA SURABAYA 2021

PRO PATRIA  
SURABAYA

## Lampiran 7. Sertifikat Conference



## Lampiran 8. Berita Acara Bimbingan Skripsi



UNIVERSITAS

Maestranca



**FAKULTAS  
EKONOMI DAN BISNIS**

**BERITA ACARA BIMBINGAN SKRIPSI**

No. Dokumen: 134110507  
Tgl. Terbit: 01 APR 2021  
Revisi: 00

- 1 NAMA MAHASISWA : ELSA HANA MISYE MANUJUTU
- 2 NIM : 01217094
- 3 FAKULTAS : EKONOMI DAN BISNIS
- 4 PROGRAM STUDI : MANAJEMEN
- 5 TOPIK SKRIPSI : PEMASARAN
- 6 TANGGAL PENGAJUAN : 06 Maret 2021
- 7 NAMA PEMBIMBING I : Dr. ARASY ALIMUDIN S.E., M.M
- 8 NAMA PEMBIMBING II :
- 9 URAIAN KONSULTASI :

NO	TANGGAL	JADWAL KEGIATAN PENELITIAN	MONITORING	
			CATATAN	PARAF PEMBIMBING
1	25 Maret	Observasi obyek penelitian	Ace	A
2	30 Maret	Observasi terhadap fenomena bisnis/manajemen	revisi	A
3	5 April	Menentukan masalah penelitian	revisi	A
4	8 April	Kajian teoritis & Empiris	Ace 2, 3, 4	A
5	14 April	Sintesa dan Rasionalisasi teori	Ace	A
6	24 Mei	Pendekatan Metodologi penelitian	revisi	A
7	25 Mei	Pembuatan instrument penelitian	Ace 6, 7	A
8	7 Juli	Pengumpulan data	Ace	A
9	15 Juli	Tabulasi & Pengolahan Data	Ace	A
10	30 Juli	Deskripsi Hasil Penelitian	Ace	A
11	10 Juli	Interpretasi Hasil Penelitian	Ace	A
12	25 Juli	Kelengkapan Data	Ace	A

Sidang Skripsi

10 TANGGAL SELESAI BIMBINGAN

11 TELAH DIEVALUASI DAN SIAP UNTUK DIJUI

DOSEN PEMBIMBING

Dr. ARASY ALIMUDIN S.E., M.M

SURABAYA,

DEKAN

Dr. Ir. Rr. HERMIEN TRIDAYANTI, MM.