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**LAMPIRAN**

**KATA PENGANTAR KUESIONER**

Perihal : Permohonan Pengisian Kuesioner

Judul : Pengaruh Persepsi Kualitas Produk, Kepercayaan Konsumen, dan Pengetahuan ProdukTerhadap Keputusan Pembelian Di Toko Mebel Jati Lestari Tegal

Kepada Yth.

Bapak/Ibu/Saudara/I Responden

Di Tempat

Dengan Hormat,

Dalam rangka menyelesaikan penelitian, saya Ahmad Fahmi Multazam (4120600177) mahasiswa Fakultas Ekonomi dan Bisnis Universitas Pancasakti Tegal, memohon partisipasi dari saudara untuk mengisi kuesioner yang kami sediakan.

Adapun data yang kami minta adalah sesuai dengan kondisi yang dirasakan saudara selama ini, saya akan menjaga kerahasiaan karena data ini hanya untuk kepentingan penelitian, setiap jawaban yang diberikan merupakan bantuan yang tidak ternilai harganya bagi penelitian ini. Atas perhatian dan bantuannya, saya ucapkan banyak terima kasih.

Hormat saya,

Ahmad Fahmi Multazam

**KARAKTERISTIK RESPONDEN**

1. PETUNJUK PENGISIAN
2. Mohon dengan hormat kesediaan Bapak/Ibu/Sdr untuk mengisi keseluruhan yang ada
3. Beri tanda (✔) pada kolom yang tersedia
4. DATA RESPONDEN
5. Nama :
6. Jenis Kelamin : Laki – Laki

Perempuan

1. Pendidikan Terakhir : SLTP/sederajat

SLTA/sederajat

DIII/Diploma

S1/Strata

1. Umur : 20 – 35 Tahun
2. – 40 Tahun
3. – 45 Tahun

>45 Tahun

5. Apakah Pernah Berbelanja di Toko Mebel Jati Lestari Tegal : Iya

1. KETERANGAN JAWABAN

Sangat Setuju (SS)

Setuju (S)

Netral (N)

Tidak Setuju (TS)

Sangat Tidak Setuju (STS)

VARIABEL KEPUTUSAN PEMBELIAN (Y)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  | | | | |
| NO | PERNYATAAN | SS | S | N | TS | STS |
|  |  |  |  |  |  |  |
|  | Prioritas |  |  |  |  |  |
| 1 | Saya merasa lebih puas ketika memiliki banyak opsi produk untuk dipilih |  |  |  |  |  |
| 2. | Saya lebih memilih membeli produk di toko yang menawarkan berbagai jenis produk |  |  |  |  |  |
|  | Prefrensi |  |  |  |  |  |
| 3. | Saya merasa merek ini menawarkan produk yang konsisten dalam hal kualitas |  |  |  |  |  |
| 4. | Merek ini menjadi pilihan utama saya saat mencari produk mebel |  |  |  |  |  |
|  | Akses |  |  |  |  |  |
| 5. | Infromasi mengenai stok barang tersedia dengan jelas |  |  |  |  |  |
| 6. | Saya merasa terbantu dengan kemudahan akses infromasi terhadap produk |  |  |  |  |  |
|  | Priode Pembelian |  |  |  |  |  |
| 7. | Saya lebih suka membeli mebel pada akhir pekan karena lebih punya waktu untuk memilih |  |  |  |  |  |
| 8. | Saya tertarik membeli mebel saat toko menawarkan layanan pengiriman gratis |  |  |  |  |  |
|  | Kuantitas |  |  |  |  |  |
| 9. | Kualitas produk mempengaruhi saya dalam melakukan pembelian dengan jumlah tertentu |  |  |  |  |  |
| 10. | Saya tertarik membeli mebel ketika ada potongan harga khusus pembelian jumlah tertentu |  |  |  |  |  |

VARIABEL PERSEPSI KUALITAS PRODUK (X1)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | JAWABAN | | | | |
| NO | PERNYATAAN | SS | S | N | TS | STS |
|  |  |  |  |  |  |  |
|  | Perbedaan |  |  |  |  |  |
| 1 | Saya dapat membedakan setiap jenis produk dengan mudah |  |  |  |  |  |
| 2. | Saya mengetahu dengan jelas ciri khas produk dari toko ini |  |  |  |  |  |
|  | Fungsional |  |  |  |  |  |
| 3. | Saya lebih memilih membeli mebel yang mudah dipasang dan dipindahkan |  |  |  |  |  |
| 4. | Saya lebih cenderung membeli mebel yang memiliki fungsi ganda |  |  |  |  |  |
|  | Kesesuaian |  |  |  |  |  |
| 5. | Prodak yang diterima saya sesuai dengan spesifikasi yang dijanjikan |  |  |  |  |  |
| 6. | Ukuran produk sesuai dengan harapan saya sebelum membeli |  |  |  |  |  |
|  | Kekuatan |  |  |  |  |  |
| 7. | Saya merasa produk yang dibeli dapat digunakan dalam jangka waktu yang lama |  |  |  |  |  |
| 8. | Daya tahan mebel (seberapa kuat dan awet produk) menjadi prioritas utama |  |  |  |  |  |
|  | Penampilan |  |  |  |  |  |
| 9. | Desain prodak yang ditawarkan mempertimbangkan kenyamanan konsumen |  |  |  |  |  |
| 10. | Detail desain tertentu pada produk memengaruhi keputusan pembelian di toko ini |  |  |  |  |  |

VARIABEL KEPERCAYAAN KONSUMEN (X2)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | JAWABAN | | | | |
| NO | PERNYATAAN | SS | S | N | TS | STS |
|  |  |  |  |  |  |  |
|  | Sikap |  |  |  |  |  |
| 1 | Saya merasa puas dengan hasil akhir produk yang dibeli |  |  |  |  |  |
| 2. | Kepuasan saya dengan produk mempengaruhi keputusan berbelanja kembali di toko ini |  |  |  |  |  |
|  | Hubungan |  |  |  |  |  |
| 3. | Rekomendasi dari konsumen lain mempengaruhi keputusan pembelian di toko ini |  |  |  |  |  |
| 4. | Saya merasa didengarkan dan diperhatikan dengan jelas tentang produk yang ditawarkan |  |  |  |  |  |
|  | Pelayanan |  |  |  |  |  |
| 5. | Saya puas dengan pelayanan yang diterima saat berbelanja di toko ini |  |  |  |  |  |
| 6. | Saya lebih yakin membeli mebel karena toko menawarkan garansi produk yang jelas |  |  |  |  |  |
|  | Tindakan |  |  |  |  |  |
| 7. | Saya selalu membeli produk di toko yang sama setiap kali ingin berbelanja |  |  |  |  |  |
| 8. | Saya bersedia merekomendasikan produk mebel kepada orang lain |  |  |  |  |  |

VARIABEL PENGETAHUAN PRODUK (X3)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | JAWABAN | | | | |
| NO | PERNYATAAN | SS | S | N | TS | STS |
|  |  |  |  |  |  |  |
|  | Karakter |  |  |  |  |  |
| 1 | Jenis produk mebel yang beragam memengaruhi saya untuk membeli |  |  |  |  |  |
| 2. | Pengetahuan saya tentang bahan yang digunakan mempengaruhi keputusan pembelian |  |  |  |  |  |
|  | Kegunaan |  |  |  |  |  |
| 3. | Saya merasa produk yang dibeli mudah digunakan untuk tujuan yang diinginkan |  |  |  |  |  |
| 4. | Produk yang saya miliki membuat merasa lebih percaya diri dalam menerima tamu |  |  |  |  |  |
|  | tujuan |  |  |  |  |  |
| 5. | Saya merasa produk yang dibeli memiliki nilai yang dapat meningkatkan produktivitas |  |  |  |  |  |
| 6. | Saya membeli produk dengan tujuan meningkatkan kenyamanan hidup jangka panjang |  |  |  |  |  |

**Lampiran 1 Uji Validitas Dan Reliabilitas Keputusan Pembelian**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Keputusan Pembelian (Y)** | | | | | | | | | | |
| **Resp** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **Jml** |
| **1** | 5 | 3 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 38 |
| **2** | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 47 |
| **3** | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 42 |
| **4** | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| **5** | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 48 |
| **6** | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| **7** | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 49 |
| **8** | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 42 |
| **9** | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 49 |
| **10** | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 43 |
| **11** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| **12** | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 49 |
| **13** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| **14** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **15** | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 49 |
| **16** | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 47 |
| **17** | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 41 |
| **18** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 48 |
| **19** | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 40 |
| **20** | 3 | 3 | 3 | 5 | 4 | 5 | 4 | 3 | 5 | 3 | 38 |
| **21** | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| **22** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 48 |
| **23** | 3 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 3 | 5 | 43 |
| **24** | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| **25** | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| **26** | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 3 | 5 | 45 |
| **27** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 48 |
| **28** | 5 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 30 |
| **29** | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 42 |
| **30** | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 42 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | TOTAL |
| P1 | Pearson Correlation | 1 | ,368\* | ,348 | ,146 | ,273 | ,246 | ,202 | ,204 | ,108 | ,437\* | ,481\*\* |
| Sig. (2-tailed) |  | ,046 | ,060 | ,441 | ,145 | ,191 | ,285 | ,280 | ,572 | ,016 | ,007 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P2 | Pearson Correlation | ,368\* | 1 | ,917\*\* | ,629\*\* | ,313 | ,368\* | ,643\*\* | ,669\*\* | ,101 | ,930\*\* | ,865\*\* |
| Sig. (2-tailed) | ,046 |  | ,000 | ,000 | ,092 | ,045 | ,000 | ,000 | ,596 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P3 | Pearson Correlation | ,348 | ,917\*\* | 1 | ,695\*\* | ,405\* | ,402\* | ,680\*\* | ,788\*\* | ,219 | ,976\*\* | ,940\*\* |
| Sig. (2-tailed) | ,060 | ,000 |  | ,000 | ,026 | ,028 | ,000 | ,000 | ,245 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P4 | Pearson Correlation | ,146 | ,629\*\* | ,695\*\* | 1 | ,099 | ,705\*\* | ,434\* | ,544\*\* | ,249 | ,648\*\* | ,745\*\* |
| Sig. (2-tailed) | ,441 | ,000 | ,000 |  | ,602 | ,000 | ,017 | ,002 | ,184 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P5 | Pearson Correlation | ,273 | ,313 | ,405\* | ,099 | 1 | ,012 | ,383\* | ,342 | ,331 | ,322 | ,498\*\* |
| Sig. (2-tailed) | ,145 | ,092 | ,026 | ,602 |  | ,950 | ,037 | ,064 | ,074 | ,083 | ,005 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P6 | Pearson Correlation | ,246 | ,368\* | ,402\* | ,705\*\* | ,012 | 1 | ,205 | ,231 | ,186 | ,352 | ,531\*\* |
| Sig. (2-tailed) | ,191 | ,045 | ,028 | ,000 | ,950 |  | ,278 | ,219 | ,324 | ,057 | ,003 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P7 | Pearson Correlation | ,202 | ,643\*\* | ,680\*\* | ,434\* | ,383\* | ,205 | 1 | ,453\* | ,102 | ,649\*\* | ,682\*\* |
| Sig. (2-tailed) | ,285 | ,000 | ,000 | ,017 | ,037 | ,278 |  | ,012 | ,591 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P8 | Pearson Correlation | ,204 | ,669\*\* | ,788\*\* | ,544\*\* | ,342 | ,231 | ,453\* | 1 | ,223 | ,760\*\* | ,778\*\* |
| Sig. (2-tailed) | ,280 | ,000 | ,000 | ,002 | ,064 | ,219 | ,012 |  | ,236 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P9 | Pearson Correlation | ,108 | ,101 | ,219 | ,249 | ,331 | ,186 | ,102 | ,223 | 1 | ,178 | ,410\* |
| Sig. (2-tailed) | ,572 | ,596 | ,245 | ,184 | ,074 | ,324 | ,591 | ,236 |  | ,346 | ,024 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P10 | Pearson Correlation | ,437\* | ,930\*\* | ,976\*\* | ,648\*\* | ,322 | ,352 | ,649\*\* | ,760\*\* | ,178 | 1 | ,916\*\* |
| Sig. (2-tailed) | ,016 | ,000 | ,000 | ,000 | ,083 | ,057 | ,000 | ,000 | ,346 |  | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | ,481\*\* | ,865\*\* | ,940\*\* | ,745\*\* | ,498\*\* | ,531\*\* | ,682\*\* | ,778\*\* | ,410\* | ,916\*\* | 1 |
| Sig. (2-tailed) | ,007 | ,000 | ,000 | ,000 | ,005 | ,003 | ,000 | ,000 | ,024 | ,000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,872 | 10 |

**Lampiran 2 Uji Validitas Dan Reliabilitas Persepsi Kualitas Produk**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No. Resp** | **Persepsi Kualitas Produk (X1)** | | | | | | | | | | |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **Jml** |
| **1** | 4 | 4 | 4 | 4 | 2 | 1 | 4 | 4 | 4 | 4 | 35 |
| **2** | 3 | 4 | 3 | 3 | 5 | 4 | 3 | 3 | 3 | 3 | 34 |
| **3** | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 42 |
| **4** | 1 | 5 | 3 | 3 | 3 | 3 | 4 | 5 | 5 | 1 | 33 |
| **5** | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 42 |
| **6** | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| **7** | 5 | 3 | 5 | 5 | 2 | 3 | 5 | 5 | 5 | 5 | 43 |
| **8** | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 48 |
| **9** | 3 | 4 | 3 | 3 | 5 | 4 | 3 | 3 | 3 | 3 | 34 |
| **10** | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |
| **11** | 1 | 3 | 1 | 1 | 3 | 2 | 3 | 4 | 4 | 1 | 23 |
| **12** | 3 | 4 | 3 | 3 | 5 | 4 | 3 | 3 | 3 | 3 | 34 |
| **13** | 1 | 5 | 1 | 1 | 3 | 2 | 4 | 4 | 4 | 1 | 26 |
| **14** | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 49 |
| **15** | 3 | 5 | 3 | 3 | 5 | 4 | 3 | 3 | 3 | 3 | 35 |
| **16** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| **17** | 3 | 4 | 3 | 3 | 5 | 4 | 3 | 3 | 3 | 3 | 34 |
| **18** | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 49 |
| **19** | 5 | 3 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 47 |
| **20** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| **21** | 3 | 3 | 3 | 3 | 4 | 5 | 3 | 3 | 3 | 3 | 33 |
| **22** | 2 | 3 | 2 | 2 | 4 | 3 | 2 | 2 | 2 | 2 | 24 |
| **23** | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 41 |
| **24** | 2 | 3 | 2 | 2 | 4 | 3 | 2 | 2 | 2 | 2 | 24 |
| **25** | 3 | 3 | 3 | 3 | 5 | 4 | 3 | 3 | 3 | 3 | 33 |
| **26** | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 39 |
| **27** | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 41 |
| **28** | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 46 |
| **29** | 1 | 2 | 3 | 4 | 3 | 2 | 1 | 3 | 4 | 4 | 27 |
| **30** | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 32 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | | |
|  | | | P1 | P2 | | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | TOTAL |
| P1 | Pearson Correlation | | 1 | ,283 | | ,900\*\* | ,868\*\* | ,340 | ,535\*\* | ,773\*\* | ,580\*\* | ,483\*\* | ,849\*\* | ,922\*\* |
| Sig. (2-tailed) | |  | ,130 | | ,000 | ,000 | ,066 | ,002 | ,000 | ,001 | ,007 | ,000 | ,000 |
| N | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P2 | Pearson Correlation | | ,283 | 1 | | ,184 | ,216 | ,257 | ,344 | ,512\*\* | ,368\* | ,266 | ,053 | ,458\* |
| Sig. (2-tailed) | | ,130 |  | | ,331 | ,252 | ,171 | ,063 | ,004 | ,046 | ,156 | ,780 | ,011 |
| N | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P3 | Pearson Correlation | | ,900\*\* | ,184 | | 1 | ,960\*\* | ,253 | ,437\* | ,716\*\* | ,684\*\* | ,645\*\* | ,855\*\* | ,920\*\* |
| Sig. (2-tailed) | | ,000 | ,331 | |  | ,000 | ,177 | ,016 | ,000 | ,000 | ,000 | ,000 | ,000 |
| N | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P4 | Pearson Correlation | | ,868\*\* | ,216 | | ,960\*\* | 1 | ,219 | ,416\* | ,667\*\* | ,657\*\* | ,651\*\* | ,897\*\* | ,909\*\* |
| Sig. (2-tailed) | | ,000 | ,252 | | ,000 |  | ,244 | ,022 | ,000 | ,000 | ,000 | ,000 | ,000 |
| N | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P5 | Pearson Correlation | | ,340 | ,257 | | ,253 | ,219 | 1 | ,613\*\* | ,129 | -,070 | -,158 | ,218 | ,385\* |
| Sig. (2-tailed) | | ,066 | ,171 | | ,177 | ,244 |  | ,000 | ,498 | ,712 | ,403 | ,247 | ,036 |
| N | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P6 | Pearson Correlation | | ,535\*\* | ,344 | | ,437\* | ,416\* | ,613\*\* | 1 | ,321 | ,113 | ,041 | ,390\* | ,583\*\* |
| Sig. (2-tailed) | | ,002 | ,063 | | ,016 | ,022 | ,000 |  | ,084 | ,552 | ,829 | ,033 | ,001 |
| N | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P7 | Pearson Correlation | | ,773\*\* | ,512\*\* | | ,716\*\* | ,667\*\* | ,129 | ,321 | 1 | ,893\*\* | ,776\*\* | ,534\*\* | ,854\*\* |
| Sig. (2-tailed) | | ,000 | ,004 | | ,000 | ,000 | ,498 | ,084 |  | ,000 | ,000 | ,002 | ,000 |
| N | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P8 | Pearson Correlation | | ,580\*\* | ,368\* | | ,684\*\* | ,657\*\* | -,070 | ,113 | ,893\*\* | 1 | ,956\*\* | ,473\*\* | ,754\*\* |
| Sig. (2-tailed) | | ,001 | ,046 | | ,000 | ,000 | ,712 | ,552 | ,000 |  | ,000 | ,008 | ,000 |
| N | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P9 | Pearson Correlation | | ,483\*\* | ,266 | | ,645\*\* | ,651\*\* | -,158 | ,041 | ,776\*\* | ,956\*\* | 1 | ,528\*\* | ,691\*\* |
| Sig. (2-tailed) | | ,007 | ,156 | | ,000 | ,000 | ,403 | ,829 | ,000 | ,000 |  | ,003 | ,000 |
| N | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P10 | Pearson Correlation | | ,849\*\* | ,053 | | ,855\*\* | ,897\*\* | ,218 | ,390\* | ,534\*\* | ,473\*\* | ,528\*\* | 1 | ,815\*\* |
| Sig. (2-tailed) | | ,000 | ,780 | | ,000 | ,000 | ,247 | ,033 | ,002 | ,008 | ,003 |  | ,000 |
| N | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | | ,922\*\* | ,458\* | | ,920\*\* | ,909\*\* | ,385\* | ,583\*\* | ,854\*\* | ,754\*\* | ,691\*\* | ,815\*\* | 1 |
| Sig. (2-tailed) | | ,000 | ,011 | | ,000 | ,000 | ,036 | ,001 | ,000 | ,000 | ,000 | ,000 |  |
| N | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | | | |
| Reliability Statistics | | | | | | | | | | | | | | |
| Cronbach's Alpha | | N of Items | | |
| ,906 | | 10 | | |

**Lampiran 3 Uji Validitas Dan Realibilitas Kepercayaan Konsumen**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **KEPERCAYAAN KONSUMEN (X2)** | | | | | | | | |
| **Resp** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **Jml** |
| **1** | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 35 |
| **2** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| **3** | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 38 |
| **4** | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 38 |
| **5** | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 37 |
| **6** | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 34 |
| **7** | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 35 |
| **8** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 39 |
| **9** | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 38 |
| **10** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| **11** | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 36 |
| **12** | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 36 |
| **13** | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 36 |
| **14** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 39 |
| **15** | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 38 |
| **16** | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 38 |
| **17** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| **18** | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 38 |
| **19** | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 35 |
| **20** | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 37 |
| **21** | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 37 |
| **22** | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 36 |
| **23** | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 36 |
| **24** | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| **25** | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 35 |
| **26** | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 36 |
| **27** | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 37 |
| **28** | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 36 |
| **29** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| **30** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | | P1 | P2 | | P3 | P4 | P5 | P6 | P7 | P8 | TOTAL |
| P1 | Pearson Correlation | | 1 | ,480\*\* | | ,312 | ,095 | ,151 | ,053 | ,385\* | ,223 | ,581\*\* |
| Sig. (2-tailed) | |  | ,007 | | ,093 | ,618 | ,425 | ,782 | ,036 | ,237 | ,001 |
| N | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P2 | Pearson Correlation | | ,480\*\* | 1 | | ,508\*\* | ,056 | ,194 | ,110 | -,089 | ,055 | ,533\*\* |
| Sig. (2-tailed) | | ,007 |  | | ,004 | ,767 | ,305 | ,563 | ,640 | ,775 | ,002 |
| N | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P3 | Pearson Correlation | | ,312 | ,508\*\* | | 1 | ,148 | -,107 | ,033 | ,106 | -,018 | ,448\* |
| Sig. (2-tailed) | | ,093 | ,004 | |  | ,434 | ,575 | ,864 | ,578 | ,923 | ,013 |
| N | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P4 | Pearson Correlation | | ,095 | ,056 | | ,148 | 1 | ,599\*\* | ,386\* | ,196 | ,018 | ,615\*\* |
| Sig. (2-tailed) | | ,618 | ,767 | | ,434 |  | ,000 | ,035 | ,299 | ,923 | ,000 |
| N | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P5 | Pearson Correlation | | ,151 | ,194 | | -,107 | ,599\*\* | 1 | ,487\*\* | -,233 | -,056 | ,522\*\* |
| Sig. (2-tailed) | | ,425 | ,305 | | ,575 | ,000 |  | ,006 | ,215 | ,771 | ,003 |
| N | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P6 | Pearson Correlation | | ,053 | ,110 | | ,033 | ,386\* | ,487\*\* | 1 | ,308 | ,261 | ,652\*\* |
| Sig. (2-tailed) | | ,782 | ,563 | | ,864 | ,035 | ,006 |  | ,097 | ,164 | ,000 |
| N | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P7 | Pearson Correlation | | ,385\* | -,089 | | ,106 | ,196 | -,233 | ,308 | 1 | ,408\* | ,455\* |
| Sig. (2-tailed) | | ,036 | ,640 | | ,578 | ,299 | ,215 | ,097 |  | ,025 | ,012 |
| N | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| P8 | Pearson Correlation | | ,223 | ,055 | | -,018 | ,018 | -,056 | ,261 | ,408\* | 1 | ,440\* |
| Sig. (2-tailed) | | ,237 | ,775 | | ,923 | ,923 | ,771 | ,164 | ,025 |  | ,015 |
| N | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | | ,581\*\* | ,533\*\* | | ,448\* | ,615\*\* | ,522\*\* | ,652\*\* | ,455\* | ,440\* | 1 |
| Sig. (2-tailed) | | ,001 | ,002 | | ,013 | ,000 | ,003 | ,000 | ,012 | ,015 |  |
| N | | 30 | 30 | | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |
| Reliability Statistics | | | | | | | | | | | | |
| Cronbach's Alpha | | N of Items | | |
| ,625 | | 8 | | |

**Lampiran 4 Uji Validitas Dan Realibilitas Pengetahuan Produk**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **PENGETAHUAN PRODUK (X3)** | | | | | | |
| **Resp** | **1** | **2** | **3** | **4** | **5** | **6** | **Jml** |
| **1** | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| **2** | 3 | 3 | 5 | 5 | 5 | 4 | 25 |
| **3** | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| **4** | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| **5** | 3 | 3 | 4 | 4 | 4 | 4 | 22 |
| **6** | 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| **7** | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| **8** | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| **9** | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| **10** | 3 | 3 | 5 | 5 | 5 | 4 | 25 |
| **11** | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| **12** | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| **13** | 4 | 4 | 4 | 5 | 4 | 5 | 26 |
| **14** | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| **15** | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| **16** | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| **17** | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| **18** | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| **19** | 4 | 4 | 4 | 5 | 4 | 5 | 26 |
| **20** | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| **21** | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| **22** | 3 | 3 | 4 | 5 | 4 | 5 | 24 |
| **23** | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| **24** | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| **25** | 5 | 5 | 5 | 5 | 5 | 3 | 28 |
| **26** | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| **27** | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| **28** | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| **29** | 5 | 3 | 4 | 5 | 5 | 5 | 27 |
| **30** | 3 | 4 | 3 | 3 | 3 | 3 | 19 |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | |
|  | | | P1 | | P2 | P3 | P4 | P5 | P6 | TOTAL |
| P1 | Pearson Correlation | | 1 | | ,836\*\* | ,538\*\* | ,437\* | ,602\*\* | ,380\* | ,855\*\* |
| Sig. (2-tailed) | |  | | ,000 | ,002 | ,016 | ,000 | ,038 | ,000 |
| N | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| P2 | Pearson Correlation | | ,836\*\* | | 1 | ,506\*\* | ,237 | ,406\* | ,181 | ,725\*\* |
| Sig. (2-tailed) | | ,000 | |  | ,004 | ,208 | ,026 | ,338 | ,000 |
| N | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| P3 | Pearson Correlation | | ,538\*\* | | ,506\*\* | 1 | ,527\*\* | ,949\*\* | ,283 | ,814\*\* |
| Sig. (2-tailed) | | ,002 | | ,004 |  | ,003 | ,000 | ,130 | ,000 |
| N | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| P4 | Pearson Correlation | | ,437\* | | ,237 | ,527\*\* | 1 | ,577\*\* | ,635\*\* | ,726\*\* |
| Sig. (2-tailed) | | ,016 | | ,208 | ,003 |  | ,001 | ,000 | ,000 |
| N | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| P5 | Pearson Correlation | | ,602\*\* | | ,406\* | ,949\*\* | ,577\*\* | 1 | ,352 | ,830\*\* |
| Sig. (2-tailed) | | ,000 | | ,026 | ,000 | ,001 |  | ,056 | ,000 |
| N | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| P6 | Pearson Correlation | | ,380\* | | ,181 | ,283 | ,635\*\* | ,352 | 1 | ,613\*\* |
| Sig. (2-tailed) | | ,038 | | ,338 | ,130 | ,000 | ,056 |  | ,000 |
| N | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | | ,855\*\* | | ,725\*\* | ,814\*\* | ,726\*\* | ,830\*\* | ,613\*\* | 1 |
| Sig. (2-tailed) | | ,000 | | ,000 | ,000 | ,000 | ,000 | ,000 |  |
| N | | 30 | | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | |
| Reliability Statistics | | | | | | | | | | |
| Cronbach's Alpha | | N of Items | |
| ,850 | | 6 | |

**Lampiran 5 Tabulasi Variabel Keputusan Pembelian**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **KEPUTUSAN PEMBELIAN** | | | | | | | | | | | |
| **RESP.** | **Y1.1** | **Y1.2** | **Y1.3** | **Y1.4** | **Y1.5** | **Y1.6** | **Y1.7** | **Y1.8** | **Y1.9** | **Y1.10** | **TOTAL** |
| **1** | **5** | **5** | **5** | **3** | **4** | **4** | **4** | **4** | **3** | **4** | **41** |
| **2** | **5** | **5** | **4** | **4** | **4** | **3** | **3** | **4** | **3** | **3** | **38** |
| **3** | **4** | **4** | **4** | **4** | **4** | **4** | **2** | **4** | **2** | **4** | **36** |
| **4** | **5** | **4** | **4** | **5** | **5** | **5** | **4** | **4** | **4** | **5** | **45** |
| **5** | **3** | **3** | **4** | **2** | **4** | **4** | **3** | **4** | **2** | **4** | **33** |
| **6** | **3** | **2** | **3** | **4** | **3** | **3** | **2** | **3** | **4** | **3** | **30** |
| **7** | **4** | **4** | **3** | **4** | **4** | **4** | **5** | **4** | **4** | **4** | **40** |
| **8** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **50** |
| **9** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **40** |
| **10** | **3** | **3** | **4** | **3** | **3** | **3** | **4** | **3** | **3** | **3** | **32** |
| **11** | **4** | **4** | **4** | **4** | **4** | **3** | **4** | **4** | **3** | **4** | **38** |
| **12** | **4** | **3** | **4** | **4** | **4** | **3** | **4** | **4** | **4** | **3** | **37** |
| **13** | **2** | **2** | **4** | **4** | **2** | **2** | **4** | **4** | **2** | **2** | **28** |
| **14** | **5** | **4** | **5** | **5** | **5** | **4** | **5** | **5** | **5** | **4** | **47** |
| **15** | **3** | **5** | **5** | **5** | **3** | **5** | **5** | **5** | **3** | **5** | **44** |
| **16** | **4** | **4** | **3** | **4** | **4** | **4** | **3** | **4** | **4** | **4** | **38** |
| **17** | **4** | **4** | **4** | **5** | **5** | **5** | **4** | **4** | **4** | **5** | **44** |
| **18** | **4** | **3** | **2** | **3** | **4** | **3** | **2** | **3** | **4** | **3** | **31** |
| **19** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **50** |
| **20** | **4** | **4** | **4** | **4** | **4** | **4** | **3** | **4** | **4** | **4** | **39** |
| **21** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **50** |
| **22** | **3** | **3** | **4** | **2** | **3** | **3** | **4** | **2** | **3** | **3** | **30** |
| **23** | **4** | **4** | **4** | **4** | **4** | **4** | **3** | **4** | **4** | **3** | **38** |
| **24** | **4** | **4** | **5** | **5** | **4** | **4** | **5** | **5** | **4** | **4** | **44** |
| **25** | **4** | **4** | **4** | **5** | **4** | **4** | **4** | **5** | **4** | **4** | **42** |
| **26** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **40** |
| **27** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **3** | **4** | **3** | **38** |
| **28** | **5** | **4** | **5** | **4** | **5** | **4** | **5** | **4** | **5** | **4** | **45** |
| **29** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **40** |
| **30** | **5** | **5** | **4** | **5** | **5** | **5** | **4** | **5** | **5** | **5** | **48** |
| **31** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **40** |
| **32** | **3** | **3** | **4** | **4** | **2** | **4** | **4** | **4** | **4** | **4** | **36** |
| **33** | **4** | **5** | **5** | **5** | **4** | **5** | **5** | **5** | **4** | **5** | **47** |
| **34** | **3** | **4** | **4** | **3** | **3** | **4** | **4** | **3** | **3** | **4** | **35** |
| **35** | **4** | **4** | **5** | **4** | **4** | **4** | **4** | **4** | **4** | **3** | **40** |
| **36** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **4** | **3** | **2** | **30** |
| **37** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **40** |
| **38** | **4** | **4** | **4** | **5** | **4** | **4** | **4** | **3** | **4** | **4** | **40** |
| **39** | **3** | **4** | **3** | **3** | **3** | **3** | **3** | **3** | **4** | **2** | **31** |
| **40** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **50** |
| **41** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **50** |
| **42** | **4** | **4** | **3** | **3** | **4** | **3** | **3** | **3** | **3** | **3** | **33** |
| **43** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **40** |
| **44** | **4** | **4** | **4** | **4** | **5** | **5** | **5** | **5** | **3** | **5** | **44** |
| **45** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **30** |
| **46** | **4** | **5** | **4** | **5** | **4** | **5** | **4** | **5** | **4** | **5** | **45** |
| **47** | **4** | **5** | **5** | **4** | **4** | **5** | **5** | **4** | **4** | **5** | **45** |
| **48** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **30** |
| **49** | **5** | **5** | **5** | **4** | **5** | **5** | **5** | **4** | **5** | **5** | **48** |
| **50** | **4** | **4** | **4** | **3** | **4** | **4** | **4** | **4** | **4** | **5** | **40** |
| **51** | **4** | **5** | **4** | **4** | **4** | **5** | **4** | **4** | **4** | **5** | **43** |
| **52** | **4** | **5** | **5** | **5** | **4** | **5** | **5** | **5** | **4** | **5** | **47** |
| **53** | **4** | **3** | **4** | **4** | **4** | **3** | **4** | **4** | **4** | **3** | **37** |
| **54** | **5** | **4** | **4** | **5** | **5** | **4** | **4** | **5** | **5** | **4** | **45** |
| **55** | **5** | **4** | **5** | **4** | **5** | **4** | **5** | **4** | **5** | **4** | **45** |
| **56** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **5** | **4** | **5** | **42** |
| **57** | **3** | **2** | **3** | **4** | **3** | **2** | **3** | **4** | **3** | **2** | **29** |
| **58** | **5** | **4** | **4** | **5** | **5** | **4** | **4** | **5** | **5** | **4** | **45** |
| **59** | **4** | **3** | **4** | **4** | **4** | **3** | **4** | **4** | **4** | **3** | **37** |
| **60** | **4** | **4** | **5** | **4** | **4** | **4** | **5** | **4** | **4** | **4** | **42** |
| **61** | **2** | **4** | **4** | **4** | **2** | **4** | **4** | **4** | **2** | **4** | **34** |
| **62** | **4** | **4** | **3** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **39** |
| **63** | **4** | **3** | **2** | **4** | **4** | **4** | **3** | **3** | **3** | **3** | **33** |
| **64** | **4** | **3** | **4** | **3** | **4** | **3** | **4** | **3** | **4** | **3** | **35** |
| **65** | **5** | **4** | **5** | **3** | **5** | **4** | **5** | **3** | **5** | **4** | **43** |
| **66** | **3** | **5** | **3** | **4** | **3** | **5** | **3** | **4** | **3** | **5** | **38** |
| **67** | **4** | **4** | **3** | **3** | **4** | **4** | **3** | **3** | **4** | **4** | **36** |
| **68** | **2** | **3** | **4** | **3** | **2** | **3** | **4** | **3** | **2** | **3** | **29** |
| **69** | **3** | **4** | **4** | **5** | **3** | **4** | **4** | **5** | **3** | **4** | **39** |
| **70** | **3** | **3** | **4** | **4** | **3** | **3** | **4** | **4** | **3** | **3** | **34** |
| **71** | **3** | **4** | **4** | **4** | **3** | **4** | **4** | **4** | **3** | **4** | **37** |
| **72** | **4** | **3** | **3** | **4** | **4** | **4** | **3** | **4** | **4** | **4** | **37** |
| **73** | **4** | **4** | **3** | **4** | **4** | **4** | **3** | **4** | **4** | **4** | **38** |
| **74** | **3** | **3** | **4** | **4** | **3** | **3** | **4** | **4** | **3** | **3** | **34** |
| **75** | **3** | **3** | **2** | **2** | **3** | **3** | **4** | **4** | **4** | **3** | **31** |
| **76** | **3** | **3** | **4** | **5** | **3** | **3** | **4** | **5** | **3** | **3** | **36** |
| **77** | **4** | **3** | **3** | **3** | **4** | **3** | **3** | **3** | **4** | **3** | **33** |
| **78** | **3** | **3** | **4** | **3** | **3** | **3** | **4** | **3** | **3** | **3** | **32** |
| **79** | **5** | **3** | **5** | **5** | **5** | **3** | **5** | **5** | **5** | **3** | **44** |
| **80** | **4** | **2** | **5** | **2** | **4** | **2** | **5** | **2** | **4** | **2** | **32** |
| **81** | **4** | **5** | **4** | **4** | **4** | **5** | **4** | **4** | **4** | **5** | **43** |
| **82** | **4** | **4** | **3** | **4** | **4** | **4** | **3** | **4** | **4** | **4** | **38** |
| **83** | **4** | **3** | **4** | **4** | **4** | **3** | **4** | **4** | **4** | **3** | **37** |
| **84** | **3** | **4** | **3** | **4** | **4** | **2** | **4** | **4** | **4** | **4** | **36** |
| **85** | **3** | **4** | **4** | **3** | **4** | **4** | **5** | **3** | **5** | **5** | **40** |
| **86** | **4** | **5** | **5** | **4** | **4** | **5** | **5** | **4** | **4** | **5** | **45** |
| **87** | **3** | **4** | **4** | **4** | **3** | **4** | **4** | **4** | **3** | **4** | **37** |
| **88** | **3** | **3** | **4** | **4** | **3** | **3** | **4** | **4** | **3** | **3** | **34** |
| **89** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **50** |
| **90** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **30** |
| **91** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **30** |
| **92** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **40** |
| **93** | **3** | **4** | **3** | **4** | **3** | **3** | **4** | **3** | **3** | **2** | **32** |
| **94** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **4** | **5** | **49** |
| **95** | **5** | **5** | **5** | **2** | **4** | **1** | **4** | **4** | **4** | **4** | **38** |
| **96** | **5** | **4** | **3** | **3** | **3** | **4** | **3** | **3** | **3** | **4** | **35** |
| **97** | **5** | **4** | **4** | **3** | **3** | **4** | **3** | **4** | **3** | **4** | **37** |
| **98** | **5** | **5** | **5** | **4** | **5** | **3** | **5** | **5** | **4** | **4** | **45** |
| **99** | **4** | **4** | **4** | **4** | **3** | **3** | **3** | **3** | **2** | **2** | **32** |
| **100** | **5** | **4** | **3** | **3** | **3** | **4** | **3** | **3** | **3** | **4** | **35** |

**Lampiran 6 Tabulasi Variabel Persepsi Kualitas Produk**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **PERSEPSI KUALITAS PRODUK** | | | | | | | | | | | |
| **RESP.** | **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** | **X1.9** | **X1.10** | **TOTAL** |
| **1** | **4** | **5** | **4** | **3** | **4** | **3** | **3** | **4** | **3** | **4** | **37** |
| **2** | **4** | **3** | **4** | **3** | **3** | **4** | **5** | **5** | **4** | **5** | **40** |
| **3** | **5** | **5** | **5** | **2** | **4** | **5** | **5** | **5** | **3** | **5** | **44** |
| **4** | **3** | **5** | **3** | **4** | **5** | **3** | **4** | **5** | **3** | **5** | **40** |
| **5** | **4** | **4** | **4** | **2** | **4** | **4** | **4** | **4** | **4** | **4** | **38** |
| **6** | **3** | **4** | **4** | **4** | **3** | **4** | **5** | **4** | **4** | **4** | **39** |
| **7** | **2** | **4** | **2** | **4** | **4** | **2** | **4** | **3** | **4** | **3** | **32** |
| **8** | **5** | **4** | **5** | **5** | **5** | **5** | **5** | **4** | **3** | **5** | **46** |
| **9** | **4** | **3** | **4** | **4** | **4** | **4** | **2** | **3** | **4** | **5** | **37** |
| **10** | **4** | **2** | **4** | **3** | **3** | **4** | **4** | **3** | **4** | **3** | **34** |
| **11** | **2** | **5** | **2** | **3** | **4** | **2** | **5** | **5** | **5** | **5** | **38** |
| **12** | **5** | **4** | **5** | **4** | **3** | **5** | **5** | **4** | **4** | **3** | **42** |
| **13** | **3** | **2** | **3** | **2** | **2** | **3** | **1** | **5** | **2** | **2** | **25** |
| **14** | **4** | **4** | **4** | **5** | **4** | **4** | **5** | **5** | **4** | **2** | **41** |
| **15** | **5** | **4** | **5** | **3** | **5** | **5** | **4** | **4** | **4** | **5** | **44** |
| **16** | **4** | **4** | **4** | **4** | **4** | **4** | **1** | **5** | **4** | **5** | **39** |
| **17** | **5** | **3** | **5** | **4** | **5** | **5** | **5** | **5** | **4** | **5** | **46** |
| **18** | **5** | **5** | **5** | **4** | **3** | **5** | **5** | **3** | **4** | **3** | **42** |
| **19** | **2** | **3** | **5** | **5** | **5** | **5** | **1** | **5** | **4** | **5** | **40** |
| **20** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **40** |
| **21** | **5** | **5** | **5** | **5** | **5** | **5** | **5** | **4** | **5** | **5** | **49** |
| **22** | **5** | **5** | **5** | **3** | **3** | **5** | **4** | **5** | **5** | **5** | **45** |
| **23** | **4** | **4** | **4** | **4** | **3** | **4** | **5** | **5** | **5** | **5** | **43** |
| **24** | **5** | **3** | **5** | **4** | **4** | **5** | **4** | **5** | **4** | **5** | **44** |
| **25** | **4** | **3** | **4** | **4** | **4** | **4** | **3** | **3** | **3** | **3** | **35** |
| **26** | **3** | **3** | **3** | **4** | **4** | **3** | **5** | **5** | **3** | **5** | **38** |
| **27** | **4** | **4** | **4** | **4** | **3** | **4** | **4** | **4** | **4** | **4** | **39** |
| **28** | **5** | **3** | **5** | **5** | **4** | **5** | **5** | **4** | **4** | **5** | **45** |
| **29** | **5** | **4** | **5** | **4** | **4** | **5** | **4** | **3** | **5** | **3** | **42** |
| **30** | **4** | **4** | **4** | **5** | **5** | **4** | **4** | **3** | **4** | **3** | **40** |
| **31** | **4** | **5** | **4** | **4** | **4** | **4** | **5** | **4** | **5** | **4** | **43** |
| **32** | **5** | **3** | **5** | **4** | **4** | **5** | **4** | **5** | **2** | **5** | **42** |
| **33** | **5** | **4** | **5** | **4** | **5** | **5** | **5** | **5** | **5** | **5** | **48** |
| **34** | **3** | **3** | **3** | **3** | **4** | **3** | **3** | **3** | **3** | **3** | **31** |
| **35** | **4** | **4** | **4** | **4** | **3** | **4** | **4** | **5** | **4** | **5** | **41** |
| **36** | **4** | **4** | **4** | **3** | **2** | **4** | **2** | **1** | **4** | **5** | **33** |
| **37** | **4** | **4** | **4** | **4** | **4** | **4** | **5** | **5** | **4** | **5** | **43** |
| **38** | **5** | **3** | **5** | **4** | **4** | **5** | **5** | **5** | **4** | **5** | **45** |
| **39** | **5** | **3** | **5** | **4** | **2** | **5** | **5** | **5** | **4** | **5** | **43** |
| **40** | **5** | **5** | **5** | **5** | **5** | **5** | **3** | **5** | **5** | **5** | **48** |
| **41** | **3** | **3** | **3** | **5** | **5** | **3** | **4** | **5** | **4** | **5** | **40** |
| **42** | **4** | **4** | **4** | **3** | **3** | **4** | **4** | **4** | **4** | **4** | **38** |
| **43** | **3** | **5** | **3** | **4** | **4** | **3** | **3** | **4** | **5** | **4** | **38** |
| **44** | **3** | **4** | **3** | **3** | **5** | **3** | **4** | **5** | **3** | **3** | **36** |
| **45** | **5** | **3** | **5** | **3** | **3** | **5** | **4** | **4** | **4** | **4** | **40** |
| **46** | **4** | **4** | **4** | **4** | **5** | **4** | **4** | **4** | **4** | **4** | **41** |
| **47** | **4** | **2** | **4** | **4** | **5** | **4** | **4** | **4** | **4** | **4** | **39** |
| **48** | **3** | **4** | **3** | **3** | **3** | **3** | **5** | **5** | **5** | **5** | **39** |
| **49** | **5** | **3** | **5** | **5** | **5** | **5** | **4** | **4** | **4** | **4** | **44** |
| **50** | **4** | **4** | **4** | **4** | **5** | **4** | **4** | **4** | **4** | **4** | **41** |
| **51** | **3** | **5** | **3** | **4** | **5** | **3** | **4** | **3** | **4** | **3** | **37** |
| **52** | **2** | **4** | **2** | **4** | **5** | **2** | **4** | **4** | **4** | **4** | **35** |
| **53** | **3** | **3** | **3** | **4** | **3** | **3** | **4** | **4** | **4** | **4** | **35** |
| **54** | **4** | **4** | **4** | **5** | **4** | **4** | **3** | **5** | **5** | **5** | **43** |
| **55** | **4** | **2** | **4** | **5** | **4** | **4** | **5** | **5** | **4** | **5** | **42** |
| **56** | **2** | **4** | **2** | **4** | **5** | **2** | **4** | **4** | **4** | **4** | **35** |
| **57** | **5** | **3** | **5** | **3** | **2** | **5** | **5** | **5** | **4** | **5** | **42** |
| **58** | **4** | **4** | **4** | **5** | **4** | **4** | **2** | **1** | **4** | **1** | **33** |
| **59** | **5** | **5** | **5** | **4** | **3** | **5** | **4** | **5** | **3** | **5** | **44** |
| **60** | **3** | **3** | **3** | **4** | **4** | **3** | **3** | **4** | **3** | **4** | **34** |
| **61** | **4** | **4** | **4** | **2** | **4** | **4** | **4** | **4** | **4** | **4** | **38** |
| **62** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **40** |
| **63** | **3** | **3** | **3** | **3** | **3** | **3** | **4** | **3** | **4** | **3** | **32** |
| **64** | **5** | **5** | **5** | **4** | **3** | **5** | **5** | **5** | **3** | **2** | **42** |
| **65** | **4** | **4** | **4** | **5** | **4** | **4** | **4** | **3** | **4** | **3** | **39** |
| **66** | **4** | **4** | **4** | **3** | **5** | **4** | **4** | **3** | **4** | **3** | **38** |
| **67** | **2** | **5** | **2** | **4** | **4** | **2** | **5** | **5** | **5** | **5** | **39** |
| **68** | **4** | **4** | **4** | **2** | **3** | **4** | **5** | **4** | **2** | **2** | **34** |
| **69** | **5** | **5** | **5** | **3** | **4** | **5** | **4** | **5** | **3** | **5** | **44** |
| **70** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **4** | **3** | **4** | **32** |
| **71** | **4** | **4** | **4** | **3** | **4** | **4** | **5** | **5** | **4** | **3** | **40** |
| **72** | **2** | **4** | **2** | **4** | **4** | **2** | **4** | **4** | **4** | **4** | **34** |
| **73** | **3** | **3** | **3** | **4** | **4** | **3** | **4** | **3** | **4** | **3** | **34** |
| **74** | **5** | **5** | **5** | **3** | **3** | **5** | **4** | **3** | **3** | **3** | **39** |
| **75** | **2** | **4** | **2** | **4** | **3** | **2** | **4** | **3** | **4** | **3** | **31** |
| **76** | **4** | **4** | **4** | **3** | **3** | **4** | **4** | **3** | **4** | **3** | **36** |
| **77** | **2** | **5** | **2** | **4** | **3** | **2** | **1** | **5** | **5** | **5** | **34** |
| **78** | **4** | **4** | **4** | **3** | **3** | **4** | **4** | **3** | **4** | **3** | **36** |
| **79** | **2** | **5** | **2** | **5** | **3** | **2** | **4** | **5** | **4** | **5** | **37** |
| **80** | **3** | **3** | **3** | **4** | **2** | **3** | **3** | **4** | **3** | **4** | **32** |
| **81** | **4** | **4** | **4** | **4** | **5** | **4** | **4** | **3** | **4** | **4** | **40** |
| **82** | **4** | **4** | **4** | **4** | **4** | **4** | **5** | **4** | **4** | **4** | **41** |
| **83** | **3** | **4** | **3** | **4** | **3** | **3** | **5** | **4** | **4** | **4** | **37** |
| **84** | **5** | **5** | **5** | **4** | **4** | **5** | **2** | **1** | **3** | **2** | **36** |
| **85** | **4** | **4** | **4** | **5** | **5** | **4** | **4** | **3** | **4** | **3** | **40** |
| **86** | **4** | **4** | **4** | **4** | **5** | **4** | **4** | **3** | **4** | **3** | **39** |
| **87** | **4** | **4** | **4** | **3** | **4** | **4** | **1** | **4** | **4** | **2** | **34** |
| **88** | **2** | **5** | **2** | **3** | **3** | **2** | **5** | **4** | **5** | **3** | **34** |
| **89** | **5** | **3** | **5** | **5** | **5** | **5** | **5** | **4** | **3** | **4** | **44** |
| **90** | **4** | **4** | **4** | **3** | **3** | **4** | **3** | **4** | **4** | **4** | **37** |
| **91** | **2** | **4** | **2** | **3** | **3** | **2** | **1** | **4** | **4** | **4** | **29** |
| **92** | **3** | **3** | **3** | **4** | **4** | **3** | **4** | **3** | **4** | **3** | **34** |
| **93** | **5** | **5** | **5** | **3** | **2** | **5** | **4** | **3** | **3** | **5** | **40** |
| **94** | **2** | **4** | **2** | **4** | **5** | **3** | **4** | **5** | **2** | **5** | **36** |
| **95** | **2** | **4** | **4** | **4** | **4** | **4** | **5** | **4** | **5** | **2** | **38** |
| **96** | **5** | **2** | **5** | **3** | **4** | **5** | **3** | **2** | **5** | **5** | **39** |
| **97** | **5** | **5** | **5** | **3** | **4** | **5** | **5** | **3** | **5** | **5** | **45** |
| **98** | **5** | **3** | **5** | **4** | **4** | **3** | **5** | **4** | **4** | **2** | **39** |
| **99** | **4** | **4** | **4** | **2** | **2** | **4** | **5** | **5** | **4** | **4** | **38** |
| **100** | **3** | **4** | **3** | **3** | **4** | **3** | **4** | **3** | **3** | **4** | **34** |

**Lampiran 7 Tabulasi Variabel Kepercayaan Konsumen**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **KEPERCAYAAN KONSUMEN** | | | | | | | | | |
| **RESP.** | **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** | **X2.8** | **TOTAL** |
| **1** | **3** | **3** | **3** | **3** | **4** | **3** | **3** | **3** | **25** |
| **2** | **3** | **3** | **3** | **3** | **4** | **3** | **3** | **3** | **25** |
| **3** | **3** | **3** | **3** | **3** | **4** | **3** | **3** | **3** | **25** |
| **4** | **5** | **4** | **4** | **4** | **4** | **3** | **4** | **4** | **32** |
| **5** | **4** | **4** | **3** | **4** | **2** | **4** | **4** | **3** | **28** |
| **6** | **3** | **4** | **2** | **3** | **4** | **3** | **4** | **2** | **25** |
| **7** | **5** | **4** | **5** | **1** | **4** | **5** | **3** | **4** | **31** |
| **8** | **5** | **5** | **5** | **3** | **5** | **5** | **3** | **5** | **36** |
| **9** | **4** | **3** | **3** | **4** | **3** | **3** | **2** | **3** | **25** |
| **10** | **4** | **2** | **2** | **4** | **2** | **3** | **2** | **2** | **21** |
| **11** | **3** | **4** | **3** | **2** | **4** | **3** | **2** | **4** | **25** |
| **12** | **2** | **4** | **3** | **2** | **4** | **3** | **3** | **4** | **25** |
| **13** | **3** | **3** | **3** | **2** | **3** | **3** | **3** | **3** | **23** |
| **14** | **2** | **5** | **4** | **5** | **5** | **5** | **5** | **5** | **36** |
| **15** | **4** | **2** | **5** | **4** | **4** | **4** | **4** | **4** | **31** |
| **16** | **3** | **3** | **4** | **2** | **4** | **3** | **3** | **4** | **26** |
| **17** | **3** | **4** | **4** | **4** | **4** | **3** | **4** | **3** | **29** |
| **18** | **2** | **3** | **2** | **3** | **3** | **2** | **3** | **3** | **21** |
| **19** | **5** | **5** | **4** | **5** | **4** | **5** | **5** | **4** | **37** |
| **20** | **4** | **4** | **4** | **4** | **4** | **1** | **4** | **4** | **29** |
| **21** | **5** | **5** | **5** | **4** | **5** | **5** | **5** | **5** | **39** |
| **22** | **3** | **3** | **2** | **3** | **3** | **2** | **3** | **3** | **22** |
| **23** | **3** | **4** | **4** | **3** | **4** | **4** | **2** | **4** | **28** |
| **24** | **1** | **4** | **4** | **1** | **4** | **4** | **2** | **4** | **24** |
| **25** | **2** | **5** | **4** | **2** | **5** | **4** | **2** | **5** | **29** |
| **26** | **3** | **4** | **2** | **4** | **4** | **4** | **4** | **4** | **29** |
| **27** | **4** | **3** | **4** | **4** | **3** | **4** | **4** | **3** | **29** |
| **28** | **2** | **4** | **5** | **2** | **4** | **5** | **2** | **4** | **28** |
| **29** | **2** | **5** | **5** | **2** | **5** | **5** | **2** | **5** | **31** |
| **30** | **3** | **5** | **5** | **3** | **5** | **5** | **3** | **5** | **34** |
| **31** | **4** | **4** | **3** | **4** | **4** | **3** | **4** | **4** | **30** |
| **32** | **4** | **3** | **2** | **4** | **3** | **2** | **4** | **3** | **25** |
| **33** | **3** | **5** | **4** | **3** | **5** | **4** | **3** | **5** | **32** |
| **34** | **2** | **4** | **2** | **2** | **4** | **2** | **2** | **4** | **22** |
| **35** | **4** | **5** | **5** | **4** | **4** | **5** | **4** | **4** | **35** |
| **36** | **3** | **2** | **4** | **3** | **2** | **4** | **3** | **2** | **23** |
| **37** | **4** | **3** | **2** | **4** | **3** | **2** | **4** | **3** | **25** |
| **38** | **4** | **4** | **4** | **4** | **3** | **4** | **4** | **3** | **30** |
| **39** | **2** | **2** | **4** | **2** | **3** | **4** | **2** | **3** | **22** |
| **40** | **2** | **4** | **4** | **4** | **5** | **4** | **5** | **5** | **33** |
| **41** | **5** | **5** | **5** | **4** | **5** | **5** | **5** | **4** | **38** |
| **42** | **4** | **4** | **2** | **4** | **4** | **2** | **4** | **4** | **28** |
| **43** | **3** | **4** | **3** | **3** | **4** | **3** | **3** | **4** | **27** |
| **44** | **3** | **4** | **4** | **3** | **4** | **4** | **3** | **4** | **29** |
| **45** | **3** | **3** | **2** | **3** | **3** | **2** | **3** | **3** | **22** |
| **46** | **3** | **5** | **3** | **3** | **5** | **3** | **3** | **5** | **30** |
| **47** | **2** | **4** | **4** | **2** | **4** | **4** | **2** | **4** | **26** |
| **48** | **2** | **4** | **2** | **2** | **4** | **3** | **4** | **3** | **24** |
| **49** | **3** | **4** | **5** | **3** | **4** | **5** | **3** | **4** | **31** |
| **50** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **24** |
| **51** | **3** | **5** | **5** | **3** | **5** | **5** | **3** | **5** | **34** |
| **52** | **2** | **4** | **5** | **2** | **4** | **5** | **2** | **4** | **28** |
| **53** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **32** |
| **54** | **3** | **4** | **5** | **3** | **4** | **5** | **3** | **4** | **31** |
| **55** | **3** | **4** | **4** | **3** | **4** | **4** | **3** | **4** | **29** |
| **56** | **3** | **4** | **4** | **3** | **4** | **4** | **3** | **4** | **29** |
| **57** | **3** | **3** | **4** | **3** | **3** | **4** | **3** | **3** | **26** |
| **58** | **3** | **5** | **5** | **3** | **5** | **5** | **3** | **5** | **34** |
| **59** | **3** | **4** | **3** | **3** | **4** | **3** | **3** | **4** | **27** |
| **60** | **4** | **5** | **3** | **4** | **5** | **3** | **4** | **5** | **33** |
| **61** | **3** | **4** | **3** | **3** | **4** | **3** | **3** | **4** | **27** |
| **62** | **4** | **4** | **3** | **4** | **4** | **3** | **3** | **3** | **28** |
| **63** | **3** | **2** | **4** | **2** | **2** | **2** | **3** | **3** | **21** |
| **64** | **3** | **4** | **4** | **3** | **4** | **4** | **3** | **4** | **29** |
| **65** | **3** | **5** | **5** | **3** | **5** | **5** | **3** | **5** | **34** |
| **66** | **3** | **4** | **4** | **3** | **4** | **4** | **3** | **4** | **29** |
| **67** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **32** |
| **68** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **24** |
| **69** | **3** | **4** | **3** | **3** | **4** | **3** | **3** | **4** | **27** |
| **70** | **2** | **3** | **5** | **2** | **3** | **5** | **2** | **3** | **25** |
| **71** | **2** | **5** | **3** | **2** | **5** | **3** | **2** | **5** | **27** |
| **72** | **2** | **4** | **3** | **2** | **4** | **3** | **2** | **4** | **24** |
| **73** | **4** | **3** | **3** | **4** | **3** | **3** | **4** | **3** | **27** |
| **74** | **2** | **4** | **3** | **2** | **4** | **3** | **2** | **4** | **24** |
| **75** | **3** | **4** | **2** | **2** | **4** | **2** | **2** | **4** | **23** |
| **76** | **3** | **5** | **2** | **3** | **5** | **2** | **3** | **5** | **28** |
| **77** | **3** | **4** | **4** | **3** | **4** | **4** | **3** | **4** | **29** |
| **78** | **2** | **2** | **4** | **2** | **2** | **2** | **2** | **3** | **19** |
| **79** | **3** | **5** | **4** | **3** | **5** | **4** | **3** | **5** | **32** |
| **80** | **2** | **4** | **3** | **2** | **4** | **3** | **2** | **4** | **24** |
| **81** | **4** | **5** | **4** | **4** | **5** | **4** | **4** | **5** | **35** |
| **82** | **3** | **4** | **4** | **3** | **4** | **4** | **3** | **4** | **29** |
| **83** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **32** |
| **84** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **24** |
| **85** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **3** | **24** |
| **86** | **3** | **4** | **4** | **3** | **3** | **4** | **2** | **4** | **27** |
| **87** | **2** | **5** | **3** | **2** | **5** | **3** | **2** | **5** | **27** |
| **88** | **2** | **3** | **3** | **2** | **3** | **3** | **2** | **3** | **21** |
| **89** | **4** | **5** | **5** | **3** | **4** | **5** | **4** | **4** | **34** |
| **90** | **2** | **3** | **3** | **2** | **2** | **2** | **2** | **4** | **20** |
| **91** | **3** | **3** | **3** | **3** | **3** | **3** | **2** | **3** | **23** |
| **92** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **4** | **32** |
| **93** | **4** | **2** | **3** | **3** | **3** | **3** | **3** | **3** | **24** |
| **94** | **4** | **4** | **3** | **3** | **4** | **4** | **4** | **4** | **30** |
| **95** | **2** | **4** | **4** | **3** | **4** | **3** | **3** | **4** | **27** |
| **96** | **4** | **3** | **4** | **3** | **4** | **3** | **3** | **3** | **27** |
| **97** | **3** | **4** | **3** | **5** | **4** | **4** | **3** | **4** | **30** |
| **98** | **4** | **4** | **4** | **4** | **3** | **3** | **3** | **3** | **28** |
| **99** | **3** | **3** | **3** | **3** | **4** | **2** | **3** | **3** | **24** |
| **100** | **4** | **3** | **4** | **3** | **4** | **3** | **3** | **3** | **27** |

**Lampiran 8 Tabulasi Variabel Pengetahuaan Produk**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **PENGETAHUAN PRODUK** | | | | | | | |
| **RESP.** | **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **TOTAL** |
| **1** | **3** | **3** | **5** | **5** | **4** | **4** | **24** |
| **2** | **3** | **3** | **4** | **3** | **4** | **4** | **21** |
| **3** | **3** | **3** | **3** | **3** | **3** | **3** | **18** |
| **4** | **4** | **4** | **4** | **4** | **4** | **4** | **24** |
| **5** | **3** | **4** | **2** | **4** | **4** | **4** | **21** |
| **6** | **2** | **3** | **4** | **3** | **4** | **4** | **20** |
| **7** | **4** | **4** | **5** | **3** | **3** | **3** | **22** |
| **8** | **5** | **5** | **5** | **3** | **5** | **5** | **28** |
| **9** | **3** | **3** | **3** | **4** | **3** | **3** | **19** |
| **10** | **2** | **4** | **3** | **3** | **4** | **4** | **20** |
| **11** | **4** | **4** | **3** | **3** | **4** | **4** | **22** |
| **12** | **4** | **4** | **3** | **3** | **4** | **4** | **22** |
| **13** | **3** | **3** | **3** | **3** | **3** | **3** | **18** |
| **14** | **5** | **5** | **5** | **5** | **4** | **4** | **28** |
| **15** | **4** | **4** | **4** | **4** | **2** | **2** | **20** |
| **16** | **4** | **3** | **3** | **2** | **4** | **4** | **20** |
| **17** | **3** | **3** | **3** | **2** | **3** | **3** | **17** |
| **18** | **3** | **3** | **2** | **3** | **3** | **3** | **17** |
| **19** | **4** | **5** | **4** | **4** | **4** | **4** | **25** |
| **20** | **4** | **2** | **4** | **3** | **4** | **4** | **21** |
| **21** | **5** | **5** | **4** | **5** | **4** | **4** | **27** |
| **22** | **3** | **3** | **2** | **3** | **3** | **3** | **17** |
| **23** | **4** | **4** | **4** | **1** | **3** | **3** | **19** |
| **24** | **4** | **4** | **4** | **3** | **4** | **4** | **23** |
| **25** | **5** | **5** | **4** | **3** | **5** | **5** | **27** |
| **26** | **4** | **3** | **4** | **3** | **3** | **3** | **20** |
| **27** | **3** | **3** | **4** | **2** | **3** | **3** | **18** |
| **28** | **4** | **4** | **5** | **3** | **4** | **4** | **24** |
| **29** | **5** | **5** | **5** | **3** | **3** | **3** | **24** |
| **30** | **5** | **5** | **5** | **3** | **5** | **5** | **28** |
| **31** | **4** | **4** | **3** | **3** | **4** | **4** | **22** |
| **32** | **3** | **3** | **2** | **2** | **3** | **3** | **16** |
| **33** | **5** | **5** | **4** | **3** | **5** | **5** | **27** |
| **34** | **4** | **4** | **2** | **3** | **4** | **4** | **21** |
| **35** | **4** | **4** | **5** | **5** | **3** | **3** | **24** |
| **36** | **2** | **2** | **4** | **3** | **4** | **4** | **19** |
| **37** | **3** | **3** | **2** | **2** | **3** | **3** | **16** |
| **38** | **3** | **3** | **3** | **3** | **3** | **3** | **18** |
| **39** | **3** | **2** | **2** | **2** | **5** | **5** | **19** |
| **40** | **5** | **5** | **4** | **4** | **5** | **5** | **28** |
| **41** | **4** | **4** | **4** | **4** | **4** | **4** | **24** |
| **42** | **4** | **4** | **2** | **3** | **4** | **4** | **21** |
| **43** | **4** | **4** | **3** | **1** | **4** | **4** | **20** |
| **44** | **4** | **4** | **4** | **3** | **4** | **4** | **23** |
| **45** | **3** | **3** | **2** | **2** | **3** | **3** | **16** |
| **46** | **5** | **5** | **3** | **1** | **5** | **5** | **24** |
| **47** | **4** | **4** | **4** | **3** | **4** | **4** | **23** |
| **48** | **3** | **2** | **4** | **3** | **4** | **4** | **20** |
| **49** | **4** | **4** | **5** | **3** | **4** | **4** | **24** |
| **50** | **3** | **3** | **3** | **3** | **3** | **3** | **18** |
| **51** | **5** | **5** | **5** | **3** | **5** | **5** | **28** |
| **52** | **4** | **4** | **5** | **3** | **4** | **4** | **24** |
| **53** | **4** | **4** | **4** | **3** | **4** | **4** | **23** |
| **54** | **4** | **4** | **5** | **3** | **4** | **4** | **24** |
| **55** | **4** | **4** | **4** | **4** | **4** | **4** | **24** |
| **56** | **4** | **4** | **4** | **2** | **4** | **4** | **22** |
| **57** | **3** | **3** | **4** | **2** | **2** | **2** | **16** |
| **58** | **5** | **5** | **5** | **3** | **5** | **5** | **28** |
| **59** | **4** | **4** | **3** | **2** | **4** | **4** | **21** |
| **60** | **5** | **5** | **3** | **3** | **5** | **5** | **26** |
| **61** | **4** | **4** | **3** | **3** | **4** | **4** | **22** |
| **62** | **3** | **4** | **3** | **3** | **4** | **4** | **21** |
| **63** | **3** | **3** | **4** | **3** | **4** | **2** | **19** |
| **64** | **4** | **4** | **4** | **2** | **4** | **4** | **22** |
| **65** | **5** | **5** | **5** | **3** | **4** | **4** | **26** |
| **66** | **4** | **4** | **4** | **2** | **4** | **4** | **22** |
| **67** | **4** | **4** | **4** | **3** | **4** | **4** | **23** |
| **68** | **3** | **3** | **3** | **2** | **3** | **3** | **17** |
| **69** | **4** | **4** | **3** | **3** | **3** | **3** | **20** |
| **70** | **3** | **3** | **5** | **4** | **3** | **3** | **21** |
| **71** | **5** | **5** | **3** | **2** | **4** | **4** | **23** |
| **72** | **4** | **4** | **3** | **2** | **3** | **3** | **19** |
| **73** | **3** | **3** | **3** | **2** | **3** | **3** | **17** |
| **74** | **4** | **4** | **3** | **3** | **4** | **4** | **22** |
| **75** | **4** | **4** | **2** | **3** | **3** | **3** | **19** |
| **76** | **5** | **5** | **2** | **1** | **3** | **3** | **19** |
| **77** | **4** | **4** | **4** | **4** | **3** | **3** | **22** |
| **78** | **3** | **3** | **2** | **3** | **3** | **3** | **17** |
| **79** | **5** | **5** | **4** | **2** | **5** | **5** | **26** |
| **80** | **4** | **4** | **3** | **4** | **4** | **4** | **23** |
| **81** | **5** | **5** | **4** | **2** | **5** | **5** | **26** |
| **82** | **4** | **4** | **4** | **3** | **4** | **4** | **23** |
| **83** | **4** | **4** | **4** | **3** | **4** | **4** | **23** |
| **84** | **3** | **3** | **3** | **2** | **3** | **3** | **17** |
| **85** | **3** | **3** | **3** | **1** | **3** | **3** | **16** |
| **86** | **4** | **4** | **3** | **3** | **3** | **3** | **20** |
| **87** | **5** | **5** | **3** | **4** | **5** | **5** | **27** |
| **88** | **3** | **3** | **3** | **2** | **3** | **3** | **17** |
| **89** | **4** | **4** | **3** | **4** | **5** | **5** | **25** |
| **90** | **4** | **3** | **3** | **2** | **2** | **2** | **16** |
| **91** | **3** | **2** | **3** | **3** | **2** | **2** | **15** |
| **92** | **4** | **4** | **4** | **4** | **3** | **3** | **22** |
| **93** | **3** | **3** | **2** | **3** | **4** | **3** | **18** |
| **94** | **4** | **4** | **4** | **4** | **4** | **4** | **24** |
| **95** | **4** | **3** | **4** | **3** | **4** | **4** | **22** |
| **96** | **3** | **3** | **2** | **2** | **4** | **4** | **18** |
| **97** | **4** | **5** | **5** | **5** | **4** | **5** | **28** |
| **98** | **3** | **3** | **5** | **5** | **4** | **4** | **24** |
| **99** | **3** | **3** | **4** | **4** | **3** | **4** | **21** |
| **100** | **3** | **3** | **2** | **2** | **4** | **4** | **18** |

**Lampiran 9 hasil MSI Kepercayaan Konsumen**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | |  |  |  |  |  |  |  |  |  |
| **5** | **5** | **5** | **3** | **4** | **4** | **4** | **4** | **3** | **4** | TOTAL |
| 4,563 | 4,500 | 4,539 | 2,029 | 3,303 | 3,852 | 3,295 | 3,462 | 2,119 | 3,063 | 34,725 |
| 4,563 | 4,500 | 3,268 | 3,117 | 3,303 | 2,774 | 2,174 | 3,462 | 2,119 | 2,075 | 31,355 |
| 3,348 | 3,262 | 3,268 | 3,117 | 3,303 | 3,852 | 1,000 | 3,462 | 1,000 | 3,063 | 28,675 |
| 4,563 | 3,262 | 3,268 | 4,383 | 4,554 | 5,038 | 3,295 | 3,462 | 3,245 | 4,213 | 39,283 |
| 2,232 | 2,149 | 3,268 | 1,000 | 3,303 | 3,852 | 2,174 | 3,462 | 1,000 | 3,063 | 25,503 |
| 2,232 | 1,000 | 2,133 | 3,117 | 2,167 | 2,774 | 1,000 | 2,271 | 3,245 | 2,075 | 22,014 |
| 3,348 | 3,262 | 2,133 | 3,117 | 3,303 | 3,852 | 4,539 | 3,462 | 3,245 | 3,063 | 33,323 |
| 4,563 | 4,500 | 4,539 | 4,383 | 4,554 | 5,038 | 4,539 | 4,741 | 4,506 | 4,213 | 45,577 |
| 3,348 | 3,262 | 3,268 | 3,117 | 3,303 | 3,852 | 3,295 | 3,462 | 3,245 | 3,063 | 33,214 |
| 2,232 | 2,149 | 3,268 | 2,029 | 2,167 | 2,774 | 3,295 | 2,271 | 2,119 | 2,075 | 24,378 |
| 3,348 | 3,262 | 3,268 | 3,117 | 3,303 | 2,774 | 3,295 | 3,462 | 2,119 | 3,063 | 31,011 |
| 3,348 | 2,149 | 3,268 | 3,117 | 3,303 | 2,774 | 3,295 | 3,462 | 3,245 | 2,075 | 30,035 |
| 1,000 | 1,000 | 3,268 | 3,117 | 1,000 | 1,753 | 3,295 | 3,462 | 1,000 | 1,000 | 19,894 |
| 4,563 | 3,262 | 4,539 | 4,383 | 4,554 | 3,852 | 4,539 | 4,741 | 4,506 | 3,063 | 42,003 |
| 2,232 | 4,500 | 4,539 | 4,383 | 2,167 | 5,038 | 4,539 | 4,741 | 2,119 | 4,213 | 38,472 |
| 3,348 | 3,262 | 2,133 | 3,117 | 3,303 | 3,852 | 2,174 | 3,462 | 3,245 | 3,063 | 30,958 |
| 3,348 | 3,262 | 3,268 | 4,383 | 4,554 | 5,038 | 3,295 | 3,462 | 3,245 | 4,213 | 38,067 |
| 3,348 | 2,149 | 1,000 | 2,029 | 3,303 | 2,774 | 1,000 | 2,271 | 3,245 | 2,075 | 23,193 |
| 4,563 | 4,500 | 4,539 | 4,383 | 4,554 | 5,038 | 4,539 | 4,741 | 4,506 | 4,213 | 45,577 |
| 3,348 | 3,262 | 3,268 | 3,117 | 3,303 | 3,852 | 2,174 | 3,462 | 3,245 | 3,063 | 32,093 |
| 4,563 | 4,500 | 4,539 | 4,383 | 4,554 | 5,038 | 4,539 | 4,741 | 4,506 | 4,213 | 45,577 |
| 2,232 | 2,149 | 3,268 | 1,000 | 2,167 | 2,774 | 3,295 | 1,000 | 2,119 | 2,075 | 22,079 |
| 3,348 | 3,262 | 3,268 | 3,117 | 3,303 | 3,852 | 2,174 | 3,462 | 3,245 | 2,075 | 31,105 |
| 3,348 | 3,262 | 4,539 | 4,383 | 3,303 | 3,852 | 4,539 | 4,741 | 3,245 | 3,063 | 38,275 |
| 3,348 | 3,262 | 3,268 | 4,383 | 3,303 | 3,852 | 3,295 | 4,741 | 3,245 | 3,063 | 35,760 |
| 3,348 | 3,262 | 3,268 | 3,117 | 3,303 | 3,852 | 3,295 | 3,462 | 3,245 | 3,063 | 33,214 |
| 3,348 | 3,262 | 3,268 | 3,117 | 3,303 | 3,852 | 3,295 | 2,271 | 3,245 | 2,075 | 31,035 |
| 4,563 | 3,262 | 4,539 | 3,117 | 4,554 | 3,852 | 4,539 | 3,462 | 4,506 | 3,063 | 39,457 |
| 3,348 | 3,262 | 3,268 | 3,117 | 3,303 | 3,852 | 3,295 | 3,462 | 3,245 | 3,063 | 33,214 |
| 4,563 | 4,500 | 3,268 | 4,383 | 4,554 | 5,038 | 3,295 | 4,741 | 4,506 | 4,213 | 43,062 |
| 3,348 | 3,262 | 3,268 | 3,117 | 3,303 | 3,852 | 3,295 | 3,462 | 3,245 | 3,063 | 33,214 |
| 2,232 | 2,149 | 3,268 | 3,117 | 1,000 | 3,852 | 3,295 | 3,462 | 3,245 | 3,063 | 28,682 |
| 3,348 | 4,500 | 4,539 | 4,383 | 3,303 | 5,038 | 4,539 | 4,741 | 3,245 | 4,213 | 41,849 |
| 2,232 | 3,262 | 3,268 | 2,029 | 2,167 | 3,852 | 3,295 | 2,271 | 2,119 | 3,063 | 27,558 |
| 3,348 | 3,262 | 4,539 | 3,117 | 3,303 | 3,852 | 3,295 | 3,462 | 3,245 | 2,075 | 33,497 |
| 2,232 | 2,149 | 2,133 | 2,029 | 2,167 | 2,774 | 2,174 | 3,462 | 2,119 | 1,000 | 22,238 |
| 3,348 | 3,262 | 3,268 | 3,117 | 3,303 | 3,852 | 3,295 | 3,462 | 3,245 | 3,063 | 33,214 |
| 3,348 | 3,262 | 3,268 | 4,383 | 3,303 | 3,852 | 3,295 | 2,271 | 3,245 | 3,063 | 33,290 |
| 2,232 | 3,262 | 2,133 | 2,029 | 2,167 | 2,774 | 2,174 | 2,271 | 3,245 | 1,000 | 23,287 |
| 4,563 | 4,500 | 4,539 | 4,383 | 4,554 | 5,038 | 4,539 | 4,741 | 4,506 | 4,213 | 45,577 |
| 4,563 | 4,500 | 4,539 | 4,383 | 4,554 | 5,038 | 4,539 | 4,741 | 4,506 | 4,213 | 45,577 |
| 3,348 | 3,262 | 2,133 | 2,029 | 3,303 | 2,774 | 2,174 | 2,271 | 2,119 | 2,075 | 25,487 |
| 3,348 | 3,262 | 3,268 | 3,117 | 3,303 | 3,852 | 3,295 | 3,462 | 3,245 | 3,063 | 33,214 |
| 3,348 | 3,262 | 3,268 | 3,117 | 4,554 | 5,038 | 4,539 | 4,741 | 2,119 | 4,213 | 38,199 |
| 2,232 | 2,149 | 2,133 | 2,029 | 2,167 | 2,774 | 2,174 | 2,271 | 2,119 | 2,075 | 22,122 |
| 3,348 | 4,500 | 3,268 | 4,383 | 3,303 | 5,038 | 3,295 | 4,741 | 3,245 | 4,213 | 39,334 |
| 3,348 | 4,500 | 4,539 | 3,117 | 3,303 | 5,038 | 4,539 | 3,462 | 3,245 | 4,213 | 39,304 |
| 2,232 | 2,149 | 2,133 | 2,029 | 2,167 | 2,774 | 2,174 | 2,271 | 2,119 | 2,075 | 22,122 |
| 4,563 | 4,500 | 4,539 | 3,117 | 4,554 | 5,038 | 4,539 | 3,462 | 4,506 | 4,213 | 43,031 |
| 3,348 | 3,262 | 3,268 | 2,029 | 3,303 | 3,852 | 3,295 | 3,462 | 3,245 | 4,213 | 33,276 |
| 3,348 | 4,500 | 3,268 | 3,117 | 3,303 | 5,038 | 3,295 | 3,462 | 3,245 | 4,213 | 36,788 |
| 3,348 | 4,500 | 4,539 | 4,383 | 3,303 | 5,038 | 4,539 | 4,741 | 3,245 | 4,213 | 41,849 |
| 3,348 | 2,149 | 3,268 | 3,117 | 3,303 | 2,774 | 3,295 | 3,462 | 3,245 | 2,075 | 30,035 |
| 4,563 | 3,262 | 3,268 | 4,383 | 4,554 | 3,852 | 3,295 | 4,741 | 4,506 | 3,063 | 39,488 |
| 4,563 | 3,262 | 4,539 | 3,117 | 4,554 | 3,852 | 4,539 | 3,462 | 4,506 | 3,063 | 39,457 |
| 3,348 | 3,262 | 3,268 | 3,117 | 3,303 | 3,852 | 3,295 | 4,741 | 3,245 | 4,213 | 35,644 |
| 2,232 | 1,000 | 2,133 | 3,117 | 2,167 | 1,753 | 2,174 | 3,462 | 2,119 | 1,000 | 21,156 |
| 4,563 | 3,262 | 3,268 | 4,383 | 4,554 | 3,852 | 3,295 | 4,741 | 4,506 | 3,063 | 39,488 |
| 3,348 | 2,149 | 3,268 | 3,117 | 3,303 | 2,774 | 3,295 | 3,462 | 3,245 | 2,075 | 30,035 |
| 3,348 | 3,262 | 4,539 | 3,117 | 3,303 | 3,852 | 4,539 | 3,462 | 3,245 | 3,063 | 35,730 |
| 1,000 | 3,262 | 3,268 | 3,117 | 1,000 | 3,852 | 3,295 | 3,462 | 1,000 | 3,063 | 26,318 |
| 3,348 | 3,262 | 2,133 | 3,117 | 3,303 | 3,852 | 3,295 | 3,462 | 3,245 | 3,063 | 32,079 |
| 3,348 | 2,149 | 1,000 | 3,117 | 3,303 | 3,852 | 2,174 | 2,271 | 2,119 | 2,075 | 25,407 |
| 3,348 | 2,149 | 3,268 | 2,029 | 3,303 | 2,774 | 3,295 | 2,271 | 3,245 | 2,075 | 27,756 |
| 4,563 | 3,262 | 4,539 | 2,029 | 4,554 | 3,852 | 4,539 | 2,271 | 4,506 | 3,063 | 37,179 |
| 2,232 | 4,500 | 2,133 | 3,117 | 2,167 | 5,038 | 2,174 | 3,462 | 2,119 | 4,213 | 31,154 |
| 3,348 | 3,262 | 2,133 | 2,029 | 3,303 | 3,852 | 2,174 | 2,271 | 3,245 | 3,063 | 28,679 |
| 1,000 | 2,149 | 3,268 | 2,029 | 1,000 | 2,774 | 3,295 | 2,271 | 1,000 | 2,075 | 20,860 |
| 2,232 | 3,262 | 3,268 | 4,383 | 2,167 | 3,852 | 3,295 | 4,741 | 2,119 | 3,063 | 32,382 |
| 2,232 | 2,149 | 3,268 | 3,117 | 2,167 | 2,774 | 3,295 | 3,462 | 2,119 | 2,075 | 26,657 |
| 2,232 | 3,262 | 3,268 | 3,117 | 2,167 | 3,852 | 3,295 | 3,462 | 2,119 | 3,063 | 29,836 |
| 3,348 | 2,149 | 2,133 | 3,117 | 3,303 | 3,852 | 2,174 | 3,462 | 3,245 | 3,063 | 29,845 |
| 3,348 | 3,262 | 2,133 | 3,117 | 3,303 | 3,852 | 2,174 | 3,462 | 3,245 | 3,063 | 30,958 |
| 2,232 | 2,149 | 3,268 | 3,117 | 2,167 | 2,774 | 3,295 | 3,462 | 2,119 | 2,075 | 26,657 |
| 2,232 | 2,149 | 1,000 | 1,000 | 2,167 | 2,774 | 3,295 | 3,462 | 3,245 | 2,075 | 23,398 |
| 2,232 | 2,149 | 3,268 | 4,383 | 2,167 | 2,774 | 3,295 | 4,741 | 2,119 | 2,075 | 29,203 |
| 3,348 | 2,149 | 2,133 | 2,029 | 3,303 | 2,774 | 2,174 | 2,271 | 3,245 | 2,075 | 25,500 |
| 2,232 | 2,149 | 3,268 | 2,029 | 2,167 | 2,774 | 3,295 | 2,271 | 2,119 | 2,075 | 24,378 |
| 4,563 | 2,149 | 4,539 | 4,383 | 4,554 | 2,774 | 4,539 | 4,741 | 4,506 | 2,075 | 38,824 |
| 3,348 | 1,000 | 4,539 | 1,000 | 3,303 | 1,753 | 4,539 | 1,000 | 3,245 | 1,000 | 24,727 |
| 3,348 | 4,500 | 3,268 | 3,117 | 3,303 | 5,038 | 3,295 | 3,462 | 3,245 | 4,213 | 36,788 |
| 3,348 | 3,262 | 2,133 | 3,117 | 3,303 | 3,852 | 2,174 | 3,462 | 3,245 | 3,063 | 30,958 |
| 3,348 | 2,149 | 3,268 | 3,117 | 3,303 | 2,774 | 3,295 | 3,462 | 3,245 | 2,075 | 30,035 |
| 2,232 | 3,262 | 2,133 | 3,117 | 3,303 | 1,753 | 3,295 | 3,462 | 3,245 | 3,063 | 28,864 |
| 2,232 | 3,262 | 3,268 | 2,029 | 3,303 | 3,852 | 4,539 | 2,271 | 4,506 | 4,213 | 33,476 |
| 3,348 | 4,500 | 4,539 | 3,117 | 3,303 | 5,038 | 4,539 | 3,462 | 3,245 | 4,213 | 39,304 |
| 2,232 | 3,262 | 3,268 | 3,117 | 2,167 | 3,852 | 3,295 | 3,462 | 2,119 | 3,063 | 29,836 |
| 2,232 | 2,149 | 3,268 | 3,117 | 2,167 | 2,774 | 3,295 | 3,462 | 2,119 | 2,075 | 26,657 |
| 4,563 | 4,500 | 4,539 | 4,383 | 4,554 | 5,038 | 4,539 | 4,741 | 4,506 | 4,213 | 45,577 |
| 2,232 | 2,149 | 2,133 | 2,029 | 2,167 | 2,774 | 2,174 | 2,271 | 2,119 | 2,075 | 22,122 |
| 2,232 | 2,149 | 2,133 | 2,029 | 2,167 | 2,774 | 2,174 | 2,271 | 2,119 | 2,075 | 22,122 |
| 3,348 | 3,262 | 3,268 | 3,117 | 3,303 | 3,852 | 3,295 | 3,462 | 3,245 | 3,063 | 33,214 |
| 2,232 | 3,262 | 2,133 | 3,117 | 2,167 | 2,774 | 3,295 | 2,271 | 2,119 | 1,000 | 24,370 |
| 4,563 | 4,500 | 4,539 | 4,383 | 4,554 | 5,038 | 4,539 | 4,741 | 3,245 | 4,213 | 44,316 |
| 4,563 | 4,500 | 4,539 | 1,000 | 3,303 | 1,000 | 3,295 | 3,462 | 3,245 | 3,063 | 31,970 |
| 4,563 | 3,262 | 2,133 | 2,029 | 2,167 | 3,852 | 2,174 | 2,271 | 2,119 | 3,063 | 27,633 |
| 4,563 | 3,262 | 3,268 | 2,029 | 2,167 | 3,852 | 2,174 | 3,462 | 2,119 | 3,063 | 29,958 |
| 4,563 | 4,500 | 4,539 | 3,117 | 4,554 | 2,774 | 4,539 | 4,741 | 3,245 | 3,063 | 39,636 |
| 3,348 | 3,262 | 3,268 | 3,117 | 2,167 | 2,774 | 2,174 | 2,271 | 1,000 | 1,000 | 24,381 |
| 4,563 | 3,262 | 2,133 | 2,029 | 2,167 | 3,852 | 2,174 | 2,271 | 2,119 | 3,063 | 27,633 |

**Lampiran 10 Hasil MSI Persepsi Kualitas Produk**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | |  |  |  |  |  |  |  |  |  |
| **4** | **5** | **4** | **3** | **4** | **3** | **3** | **4** | **3** | **4** | TOTAL |
| 2,642 | 4,409 | 2,667 | 2,119 | 3,063 | 1,902 | 1,961 | 3,177 | 2,010 | 3,588 | 27,537 |
| 2,642 | 2,084 | 2,667 | 2,119 | 2,075 | 2,749 | 4,083 | 4,326 | 3,239 | 4,667 | 30,651 |
| 3,770 | 4,409 | 3,826 | 1,000 | 3,063 | 3,890 | 4,083 | 4,326 | 2,010 | 4,667 | 35,044 |
| 1,855 | 4,409 | 1,847 | 3,245 | 4,213 | 1,902 | 2,825 | 4,326 | 2,010 | 4,667 | 31,299 |
| 2,642 | 3,170 | 2,667 | 1,000 | 3,063 | 2,749 | 2,825 | 3,177 | 3,239 | 3,588 | 28,119 |
| 1,855 | 3,170 | 2,667 | 3,245 | 2,075 | 2,749 | 4,083 | 3,177 | 3,239 | 3,588 | 29,847 |
| 1,000 | 3,170 | 1,000 | 3,245 | 3,063 | 1,000 | 2,825 | 2,225 | 3,239 | 2,816 | 23,583 |
| 3,770 | 3,170 | 3,826 | 4,506 | 4,213 | 3,890 | 4,083 | 3,177 | 2,010 | 4,667 | 37,312 |
| 2,642 | 2,084 | 2,667 | 3,245 | 3,063 | 2,749 | 1,576 | 2,225 | 3,239 | 4,667 | 28,157 |
| 2,642 | 1,000 | 2,667 | 2,119 | 2,075 | 2,749 | 2,825 | 2,225 | 3,239 | 2,816 | 24,356 |
| 1,000 | 4,409 | 1,000 | 2,119 | 3,063 | 1,000 | 4,083 | 4,326 | 4,643 | 4,667 | 30,310 |
| 3,770 | 3,170 | 3,826 | 3,245 | 2,075 | 3,890 | 4,083 | 3,177 | 3,239 | 2,816 | 33,290 |
| 1,855 | 1,000 | 1,847 | 1,000 | 1,000 | 1,902 | 1,000 | 4,326 | 1,000 | 1,968 | 16,899 |
| 2,642 | 3,170 | 2,667 | 4,506 | 3,063 | 2,749 | 4,083 | 4,326 | 3,239 | 1,968 | 32,414 |
| 3,770 | 3,170 | 3,826 | 2,119 | 4,213 | 3,890 | 2,825 | 3,177 | 3,239 | 4,667 | 34,896 |
| 2,642 | 3,170 | 2,667 | 3,245 | 3,063 | 2,749 | 1,000 | 4,326 | 3,239 | 4,667 | 30,768 |
| 3,770 | 2,084 | 3,826 | 3,245 | 4,213 | 3,890 | 4,083 | 4,326 | 3,239 | 4,667 | 37,344 |
| 3,770 | 4,409 | 3,826 | 3,245 | 2,075 | 3,890 | 4,083 | 2,225 | 3,239 | 2,816 | 33,576 |
| 1,000 | 2,084 | 3,826 | 4,506 | 4,213 | 3,890 | 1,000 | 4,326 | 3,239 | 4,667 | 32,752 |
| 2,642 | 3,170 | 2,667 | 3,245 | 3,063 | 2,749 | 2,825 | 3,177 | 3,239 | 3,588 | 30,364 |
| 3,770 | 4,409 | 3,826 | 4,506 | 4,213 | 3,890 | 4,083 | 3,177 | 4,643 | 4,667 | 41,184 |
| 3,770 | 4,409 | 3,826 | 2,119 | 2,075 | 3,890 | 2,825 | 4,326 | 4,643 | 4,667 | 36,549 |
| 2,642 | 3,170 | 2,667 | 3,245 | 2,075 | 2,749 | 4,083 | 4,326 | 4,643 | 4,667 | 34,267 |
| 3,770 | 2,084 | 3,826 | 3,245 | 3,063 | 3,890 | 2,825 | 4,326 | 3,239 | 4,667 | 34,935 |
| 2,642 | 2,084 | 2,667 | 3,245 | 3,063 | 2,749 | 1,961 | 2,225 | 2,010 | 2,816 | 25,462 |
| 1,855 | 2,084 | 1,847 | 3,245 | 3,063 | 1,902 | 4,083 | 4,326 | 2,010 | 4,667 | 29,082 |
| 2,642 | 3,170 | 2,667 | 3,245 | 2,075 | 2,749 | 2,825 | 3,177 | 3,239 | 3,588 | 29,376 |
| 3,770 | 2,084 | 3,826 | 4,506 | 3,063 | 3,890 | 4,083 | 3,177 | 3,239 | 4,667 | 36,305 |
| 3,770 | 3,170 | 3,826 | 3,245 | 3,063 | 3,890 | 2,825 | 2,225 | 4,643 | 2,816 | 33,473 |
| 2,642 | 3,170 | 2,667 | 4,506 | 4,213 | 2,749 | 2,825 | 2,225 | 3,239 | 2,816 | 31,052 |
| 2,642 | 4,409 | 2,667 | 3,245 | 3,063 | 2,749 | 4,083 | 3,177 | 4,643 | 3,588 | 34,265 |
| 3,770 | 2,084 | 3,826 | 3,245 | 3,063 | 3,890 | 2,825 | 4,326 | 1,000 | 4,667 | 32,697 |
| 3,770 | 3,170 | 3,826 | 3,245 | 4,213 | 3,890 | 4,083 | 4,326 | 4,643 | 4,667 | 39,834 |
| 1,855 | 2,084 | 1,847 | 2,119 | 3,063 | 1,902 | 1,961 | 2,225 | 2,010 | 2,816 | 21,882 |
| 2,642 | 3,170 | 2,667 | 3,245 | 2,075 | 2,749 | 2,825 | 4,326 | 3,239 | 4,667 | 31,604 |
| 2,642 | 3,170 | 2,667 | 2,119 | 1,000 | 2,749 | 1,576 | 1,000 | 3,239 | 4,667 | 24,829 |
| 2,642 | 3,170 | 2,667 | 3,245 | 3,063 | 2,749 | 4,083 | 4,326 | 3,239 | 4,667 | 33,851 |
| 3,770 | 2,084 | 3,826 | 3,245 | 3,063 | 3,890 | 4,083 | 4,326 | 3,239 | 4,667 | 36,193 |
| 3,770 | 2,084 | 3,826 | 3,245 | 1,000 | 3,890 | 4,083 | 4,326 | 3,239 | 4,667 | 34,130 |
| 3,770 | 4,409 | 3,826 | 4,506 | 4,213 | 3,890 | 1,961 | 4,326 | 4,643 | 4,667 | 40,211 |
| 1,855 | 2,084 | 1,847 | 4,506 | 4,213 | 1,902 | 2,825 | 4,326 | 3,239 | 4,667 | 31,465 |
| 2,642 | 3,170 | 2,667 | 2,119 | 2,075 | 2,749 | 2,825 | 3,177 | 3,239 | 3,588 | 28,250 |
| 1,855 | 4,409 | 1,847 | 3,245 | 3,063 | 1,902 | 1,961 | 3,177 | 4,643 | 3,588 | 29,689 |
| 1,855 | 3,170 | 1,847 | 2,119 | 4,213 | 1,902 | 2,825 | 4,326 | 2,010 | 2,816 | 27,084 |
| 3,770 | 2,084 | 3,826 | 2,119 | 2,075 | 3,890 | 2,825 | 3,177 | 3,239 | 3,588 | 30,592 |
| 2,642 | 3,170 | 2,667 | 3,245 | 4,213 | 2,749 | 2,825 | 3,177 | 3,239 | 3,588 | 31,514 |
| 2,642 | 1,000 | 2,667 | 3,245 | 4,213 | 2,749 | 2,825 | 3,177 | 3,239 | 3,588 | 29,344 |
| 1,855 | 3,170 | 1,847 | 2,119 | 2,075 | 1,902 | 4,083 | 4,326 | 4,643 | 4,667 | 30,687 |
| 3,770 | 2,084 | 3,826 | 4,506 | 4,213 | 3,890 | 2,825 | 3,177 | 3,239 | 3,588 | 35,118 |
| 2,642 | 3,170 | 2,667 | 3,245 | 4,213 | 2,749 | 2,825 | 3,177 | 3,239 | 3,588 | 31,514 |
| 1,855 | 4,409 | 1,847 | 3,245 | 4,213 | 1,902 | 2,825 | 2,225 | 3,239 | 2,816 | 28,575 |
| 1,000 | 3,170 | 1,000 | 3,245 | 4,213 | 1,000 | 2,825 | 3,177 | 3,239 | 3,588 | 26,457 |
| 1,855 | 2,084 | 1,847 | 3,245 | 2,075 | 1,902 | 2,825 | 3,177 | 3,239 | 3,588 | 25,836 |
| 2,642 | 3,170 | 2,667 | 4,506 | 3,063 | 2,749 | 1,961 | 4,326 | 4,643 | 4,667 | 34,395 |
| 2,642 | 1,000 | 2,667 | 4,506 | 3,063 | 2,749 | 4,083 | 4,326 | 3,239 | 4,667 | 32,942 |
| 1,000 | 3,170 | 1,000 | 3,245 | 4,213 | 1,000 | 2,825 | 3,177 | 3,239 | 3,588 | 26,457 |
| 3,770 | 2,084 | 3,826 | 2,119 | 1,000 | 3,890 | 4,083 | 4,326 | 3,239 | 4,667 | 33,004 |
| 2,642 | 3,170 | 2,667 | 4,506 | 3,063 | 2,749 | 1,576 | 1,000 | 3,239 | 1,000 | 25,612 |
| 3,770 | 4,409 | 3,826 | 3,245 | 2,075 | 3,890 | 2,825 | 4,326 | 2,010 | 4,667 | 35,042 |
| 1,855 | 2,084 | 1,847 | 3,245 | 3,063 | 1,902 | 1,961 | 3,177 | 2,010 | 3,588 | 24,732 |
| 2,642 | 3,170 | 2,667 | 1,000 | 3,063 | 2,749 | 2,825 | 3,177 | 3,239 | 3,588 | 28,119 |
| 2,642 | 3,170 | 2,667 | 3,245 | 3,063 | 2,749 | 2,825 | 3,177 | 3,239 | 3,588 | 30,364 |
| 1,855 | 2,084 | 1,847 | 2,119 | 2,075 | 1,902 | 2,825 | 2,225 | 3,239 | 2,816 | 22,986 |
| 3,770 | 4,409 | 3,826 | 3,245 | 2,075 | 3,890 | 4,083 | 4,326 | 2,010 | 1,968 | 33,601 |
| 2,642 | 3,170 | 2,667 | 4,506 | 3,063 | 2,749 | 2,825 | 2,225 | 3,239 | 2,816 | 29,902 |
| 2,642 | 3,170 | 2,667 | 2,119 | 4,213 | 2,749 | 2,825 | 2,225 | 3,239 | 2,816 | 28,665 |
| 1,000 | 4,409 | 1,000 | 3,245 | 3,063 | 1,000 | 4,083 | 4,326 | 4,643 | 4,667 | 31,436 |
| 2,642 | 3,170 | 2,667 | 1,000 | 2,075 | 2,749 | 4,083 | 3,177 | 1,000 | 1,968 | 24,531 |
| 3,770 | 4,409 | 3,826 | 2,119 | 3,063 | 3,890 | 2,825 | 4,326 | 2,010 | 4,667 | 34,905 |
| 1,855 | 2,084 | 1,847 | 2,119 | 2,075 | 1,902 | 1,961 | 3,177 | 2,010 | 3,588 | 22,617 |
| 2,642 | 3,170 | 2,667 | 2,119 | 3,063 | 2,749 | 4,083 | 4,326 | 3,239 | 2,816 | 30,874 |
| 1,000 | 3,170 | 1,000 | 3,245 | 3,063 | 1,000 | 2,825 | 3,177 | 3,239 | 3,588 | 25,306 |
| 1,855 | 2,084 | 1,847 | 3,245 | 3,063 | 1,902 | 2,825 | 2,225 | 3,239 | 2,816 | 25,101 |
| 3,770 | 4,409 | 3,826 | 2,119 | 2,075 | 3,890 | 2,825 | 2,225 | 2,010 | 2,816 | 29,964 |
| 1,000 | 3,170 | 1,000 | 3,245 | 2,075 | 1,000 | 2,825 | 2,225 | 3,239 | 2,816 | 22,594 |
| 2,642 | 3,170 | 2,667 | 2,119 | 2,075 | 2,749 | 2,825 | 2,225 | 3,239 | 2,816 | 26,526 |
| 1,000 | 4,409 | 1,000 | 3,245 | 2,075 | 1,000 | 1,000 | 4,326 | 4,643 | 4,667 | 27,365 |
| 2,642 | 3,170 | 2,667 | 2,119 | 2,075 | 2,749 | 2,825 | 2,225 | 3,239 | 2,816 | 26,526 |
| 1,000 | 4,409 | 1,000 | 4,506 | 2,075 | 1,000 | 2,825 | 4,326 | 3,239 | 4,667 | 29,046 |
| 1,855 | 2,084 | 1,847 | 3,245 | 1,000 | 1,902 | 1,961 | 3,177 | 2,010 | 3,588 | 22,668 |
| 2,642 | 3,170 | 2,667 | 3,245 | 4,213 | 2,749 | 2,825 | 2,225 | 3,239 | 3,588 | 30,562 |
| 2,642 | 3,170 | 2,667 | 3,245 | 3,063 | 2,749 | 4,083 | 3,177 | 3,239 | 3,588 | 31,622 |
| 1,855 | 3,170 | 1,847 | 3,245 | 2,075 | 1,902 | 4,083 | 3,177 | 3,239 | 3,588 | 28,180 |
| 3,770 | 4,409 | 3,826 | 3,245 | 3,063 | 3,890 | 1,576 | 1,000 | 2,010 | 1,968 | 28,757 |
| 2,642 | 3,170 | 2,667 | 4,506 | 4,213 | 2,749 | 2,825 | 2,225 | 3,239 | 2,816 | 31,052 |
| 2,642 | 3,170 | 2,667 | 3,245 | 4,213 | 2,749 | 2,825 | 2,225 | 3,239 | 2,816 | 29,790 |
| 2,642 | 3,170 | 2,667 | 2,119 | 3,063 | 2,749 | 1,000 | 3,177 | 3,239 | 1,968 | 25,794 |
| 1,000 | 4,409 | 1,000 | 2,119 | 2,075 | 1,000 | 4,083 | 3,177 | 4,643 | 2,816 | 26,321 |
| 3,770 | 2,084 | 3,826 | 4,506 | 4,213 | 3,890 | 4,083 | 3,177 | 2,010 | 3,588 | 35,147 |
| 2,642 | 3,170 | 2,667 | 2,119 | 2,075 | 2,749 | 1,961 | 3,177 | 3,239 | 3,588 | 27,386 |
| 1,000 | 3,170 | 1,000 | 2,119 | 2,075 | 1,000 | 1,000 | 3,177 | 3,239 | 3,588 | 21,367 |
| 1,855 | 2,084 | 1,847 | 3,245 | 3,063 | 1,902 | 2,825 | 2,225 | 3,239 | 2,816 | 25,101 |
| 3,770 | 4,409 | 3,826 | 2,119 | 1,000 | 3,890 | 2,825 | 2,225 | 2,010 | 4,667 | 30,740 |
| 1,000 | 3,170 | 1,000 | 3,245 | 4,213 | 1,902 | 2,825 | 4,326 | 1,000 | 4,667 | 27,348 |
| 1,000 | 3,170 | 2,667 | 3,245 | 3,063 | 2,749 | 4,083 | 3,177 | 4,643 | 1,968 | 29,765 |
| 3,770 | 1,000 | 3,826 | 2,119 | 3,063 | 3,890 | 1,961 | 1,455 | 4,643 | 4,667 | 30,394 |
| 3,770 | 4,409 | 3,826 | 2,119 | 3,063 | 3,890 | 4,083 | 2,225 | 4,643 | 4,667 | 36,694 |
| 3,770 | 2,084 | 3,826 | 3,245 | 3,063 | 1,902 | 4,083 | 3,177 | 3,239 | 1,968 | 30,357 |
| 2,642 | 3,170 | 2,667 | 1,000 | 1,000 | 2,749 | 4,083 | 4,326 | 3,239 | 3,588 | 28,464 |
| 1,855 | 3,170 | 1,847 | 2,119 | 3,063 | 1,902 | 2,825 | 2,225 | 2,010 | 3,588 | 24,603 |

**Lampiran 11 Hasil MSI Kepercayaan Konsumen**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | |  |  |  |  |  |  |  |
| **3** | **3** | **3** | **3** | **4** | **3** | **3** | **3** | TOTAL |
| 3,545 | 2,025 | 2,065 | 3,354 | 3,109 | 3,202 | 2,228 | 2,341 | 21,870 |
| 3,545 | 2,025 | 2,065 | 3,354 | 3,109 | 3,202 | 2,228 | 2,341 | 21,870 |
| 3,545 | 2,025 | 2,065 | 3,354 | 3,109 | 3,202 | 2,228 | 2,341 | 21,870 |
| 5,651 | 3,066 | 3,016 | 4,457 | 3,109 | 3,202 | 3,292 | 3,511 | 29,303 |
| 4,582 | 3,066 | 2,065 | 4,457 | 1,000 | 4,119 | 3,292 | 2,341 | 24,921 |
| 3,545 | 3,066 | 1,000 | 3,354 | 3,109 | 3,202 | 3,292 | 1,000 | 21,568 |
| 5,651 | 3,066 | 4,116 | 1,000 | 3,109 | 5,123 | 2,228 | 3,511 | 27,803 |
| 5,651 | 4,291 | 4,116 | 3,354 | 4,414 | 5,123 | 2,228 | 4,726 | 33,902 |
| 4,582 | 2,025 | 2,065 | 4,457 | 1,997 | 3,202 | 1,000 | 2,341 | 21,669 |
| 4,582 | 1,000 | 1,000 | 4,457 | 1,000 | 3,202 | 1,000 | 1,000 | 17,242 |
| 3,545 | 3,066 | 2,065 | 2,250 | 3,109 | 3,202 | 1,000 | 3,511 | 21,748 |
| 2,406 | 3,066 | 2,065 | 2,250 | 3,109 | 3,202 | 2,228 | 3,511 | 21,837 |
| 3,545 | 2,025 | 2,065 | 2,250 | 1,997 | 3,202 | 2,228 | 2,341 | 19,653 |
| 2,406 | 4,291 | 3,016 | 5,689 | 4,414 | 5,123 | 4,358 | 4,726 | 34,022 |
| 4,582 | 1,000 | 4,116 | 4,457 | 3,109 | 4,119 | 3,292 | 3,511 | 28,185 |
| 3,545 | 2,025 | 3,016 | 2,250 | 3,109 | 3,202 | 2,228 | 3,511 | 22,886 |
| 3,545 | 3,066 | 3,016 | 4,457 | 3,109 | 3,202 | 3,292 | 2,341 | 26,027 |
| 2,406 | 2,025 | 1,000 | 3,354 | 1,997 | 2,158 | 2,228 | 2,341 | 17,509 |
| 5,651 | 4,291 | 3,016 | 5,689 | 3,109 | 5,123 | 4,358 | 3,511 | 34,747 |
| 4,582 | 3,066 | 3,016 | 4,457 | 3,109 | 1,000 | 3,292 | 3,511 | 26,032 |
| 5,651 | 4,291 | 4,116 | 4,457 | 4,414 | 5,123 | 4,358 | 4,726 | 37,134 |
| 3,545 | 2,025 | 1,000 | 3,354 | 1,997 | 2,158 | 2,228 | 2,341 | 18,648 |
| 3,545 | 3,066 | 3,016 | 3,354 | 3,109 | 4,119 | 1,000 | 3,511 | 24,720 |
| 1,000 | 3,066 | 3,016 | 1,000 | 3,109 | 4,119 | 1,000 | 3,511 | 19,820 |
| 2,406 | 4,291 | 3,016 | 2,250 | 4,414 | 4,119 | 1,000 | 4,726 | 26,221 |
| 3,545 | 3,066 | 1,000 | 4,457 | 3,109 | 4,119 | 3,292 | 3,511 | 26,098 |
| 4,582 | 2,025 | 3,016 | 4,457 | 1,997 | 4,119 | 3,292 | 2,341 | 25,828 |
| 2,406 | 3,066 | 4,116 | 2,250 | 3,109 | 5,123 | 1,000 | 3,511 | 24,580 |
| 2,406 | 4,291 | 4,116 | 2,250 | 4,414 | 5,123 | 1,000 | 4,726 | 28,325 |
| 3,545 | 4,291 | 4,116 | 3,354 | 4,414 | 5,123 | 2,228 | 4,726 | 31,797 |
| 4,582 | 3,066 | 2,065 | 4,457 | 3,109 | 3,202 | 3,292 | 3,511 | 27,284 |
| 4,582 | 2,025 | 1,000 | 4,457 | 1,997 | 2,158 | 3,292 | 2,341 | 21,851 |
| 3,545 | 4,291 | 3,016 | 3,354 | 4,414 | 4,119 | 2,228 | 4,726 | 29,693 |
| 2,406 | 3,066 | 1,000 | 2,250 | 3,109 | 2,158 | 1,000 | 3,511 | 18,499 |
| 4,582 | 4,291 | 4,116 | 4,457 | 3,109 | 5,123 | 3,292 | 3,511 | 32,480 |
| 3,545 | 1,000 | 3,016 | 3,354 | 1,000 | 4,119 | 2,228 | 1,000 | 19,263 |
| 4,582 | 2,025 | 1,000 | 4,457 | 1,997 | 2,158 | 3,292 | 2,341 | 21,851 |
| 4,582 | 3,066 | 3,016 | 4,457 | 1,997 | 4,119 | 3,292 | 2,341 | 26,869 |
| 2,406 | 1,000 | 3,016 | 2,250 | 1,997 | 4,119 | 1,000 | 2,341 | 18,128 |
| 2,406 | 3,066 | 3,016 | 4,457 | 4,414 | 4,119 | 4,358 | 4,726 | 30,561 |
| 5,651 | 4,291 | 4,116 | 4,457 | 4,414 | 5,123 | 4,358 | 3,511 | 35,919 |
| 4,582 | 3,066 | 1,000 | 4,457 | 3,109 | 2,158 | 3,292 | 3,511 | 25,174 |
| 3,545 | 3,066 | 2,065 | 3,354 | 3,109 | 3,202 | 2,228 | 3,511 | 24,081 |
| 3,545 | 3,066 | 3,016 | 3,354 | 3,109 | 4,119 | 2,228 | 3,511 | 25,948 |
| 3,545 | 2,025 | 1,000 | 3,354 | 1,997 | 2,158 | 2,228 | 2,341 | 18,648 |
| 3,545 | 4,291 | 2,065 | 3,354 | 4,414 | 3,202 | 2,228 | 4,726 | 27,826 |
| 2,406 | 3,066 | 3,016 | 2,250 | 3,109 | 4,119 | 1,000 | 3,511 | 22,476 |
| 2,406 | 3,066 | 1,000 | 2,250 | 3,109 | 3,202 | 3,292 | 2,341 | 20,665 |
| 3,545 | 3,066 | 4,116 | 3,354 | 3,109 | 5,123 | 2,228 | 3,511 | 28,052 |
| 3,545 | 2,025 | 2,065 | 3,354 | 1,997 | 3,202 | 2,228 | 2,341 | 20,758 |
| 3,545 | 4,291 | 4,116 | 3,354 | 4,414 | 5,123 | 2,228 | 4,726 | 31,797 |
| 2,406 | 3,066 | 4,116 | 2,250 | 3,109 | 5,123 | 1,000 | 3,511 | 24,580 |
| 4,582 | 3,066 | 3,016 | 4,457 | 3,109 | 4,119 | 3,292 | 3,511 | 29,151 |
| 3,545 | 3,066 | 4,116 | 3,354 | 3,109 | 5,123 | 2,228 | 3,511 | 28,052 |
| 3,545 | 3,066 | 3,016 | 3,354 | 3,109 | 4,119 | 2,228 | 3,511 | 25,948 |
| 3,545 | 3,066 | 3,016 | 3,354 | 3,109 | 4,119 | 2,228 | 3,511 | 25,948 |
| 3,545 | 2,025 | 3,016 | 3,354 | 1,997 | 4,119 | 2,228 | 2,341 | 22,625 |
| 3,545 | 4,291 | 4,116 | 3,354 | 4,414 | 5,123 | 2,228 | 4,726 | 31,797 |
| 3,545 | 3,066 | 2,065 | 3,354 | 3,109 | 3,202 | 2,228 | 3,511 | 24,081 |
| 4,582 | 4,291 | 2,065 | 4,457 | 4,414 | 3,202 | 3,292 | 4,726 | 31,029 |
| 3,545 | 3,066 | 2,065 | 3,354 | 3,109 | 3,202 | 2,228 | 3,511 | 24,081 |
| 4,582 | 3,066 | 2,065 | 4,457 | 3,109 | 3,202 | 2,228 | 2,341 | 25,050 |
| 3,545 | 1,000 | 3,016 | 2,250 | 1,000 | 2,158 | 2,228 | 2,341 | 17,538 |
| 3,545 | 3,066 | 3,016 | 3,354 | 3,109 | 4,119 | 2,228 | 3,511 | 25,948 |
| 3,545 | 4,291 | 4,116 | 3,354 | 4,414 | 5,123 | 2,228 | 4,726 | 31,797 |
| 3,545 | 3,066 | 3,016 | 3,354 | 3,109 | 4,119 | 2,228 | 3,511 | 25,948 |
| 4,582 | 3,066 | 3,016 | 4,457 | 3,109 | 4,119 | 3,292 | 3,511 | 29,151 |
| 3,545 | 2,025 | 2,065 | 3,354 | 1,997 | 3,202 | 2,228 | 2,341 | 20,758 |
| 3,545 | 3,066 | 2,065 | 3,354 | 3,109 | 3,202 | 2,228 | 3,511 | 24,081 |
| 2,406 | 2,025 | 4,116 | 2,250 | 1,997 | 5,123 | 1,000 | 2,341 | 21,257 |
| 2,406 | 4,291 | 2,065 | 2,250 | 4,414 | 3,202 | 1,000 | 4,726 | 24,354 |
| 2,406 | 3,066 | 2,065 | 2,250 | 3,109 | 3,202 | 1,000 | 3,511 | 20,609 |
| 4,582 | 2,025 | 2,065 | 4,457 | 1,997 | 3,202 | 3,292 | 2,341 | 23,961 |
| 2,406 | 3,066 | 2,065 | 2,250 | 3,109 | 3,202 | 1,000 | 3,511 | 20,609 |
| 3,545 | 3,066 | 1,000 | 2,250 | 3,109 | 2,158 | 1,000 | 3,511 | 19,638 |
| 3,545 | 4,291 | 1,000 | 3,354 | 4,414 | 2,158 | 2,228 | 4,726 | 25,716 |
| 3,545 | 3,066 | 3,016 | 3,354 | 3,109 | 4,119 | 2,228 | 3,511 | 25,948 |
| 2,406 | 1,000 | 3,016 | 2,250 | 1,000 | 2,158 | 1,000 | 2,341 | 15,171 |
| 3,545 | 4,291 | 3,016 | 3,354 | 4,414 | 4,119 | 2,228 | 4,726 | 29,693 |
| 2,406 | 3,066 | 2,065 | 2,250 | 3,109 | 3,202 | 1,000 | 3,511 | 20,609 |
| 4,582 | 4,291 | 3,016 | 4,457 | 4,414 | 4,119 | 3,292 | 4,726 | 32,896 |
| 3,545 | 3,066 | 3,016 | 3,354 | 3,109 | 4,119 | 2,228 | 3,511 | 25,948 |
| 4,582 | 3,066 | 3,016 | 4,457 | 3,109 | 4,119 | 3,292 | 3,511 | 29,151 |
| 3,545 | 2,025 | 2,065 | 3,354 | 1,997 | 3,202 | 2,228 | 2,341 | 20,758 |
| 3,545 | 2,025 | 2,065 | 3,354 | 1,997 | 3,202 | 2,228 | 2,341 | 20,758 |
| 3,545 | 3,066 | 3,016 | 3,354 | 1,997 | 4,119 | 1,000 | 3,511 | 23,608 |
| 2,406 | 4,291 | 2,065 | 2,250 | 4,414 | 3,202 | 1,000 | 4,726 | 24,354 |
| 2,406 | 2,025 | 2,065 | 2,250 | 1,997 | 3,202 | 1,000 | 2,341 | 17,286 |
| 4,582 | 4,291 | 4,116 | 3,354 | 3,109 | 5,123 | 3,292 | 3,511 | 31,377 |
| 2,406 | 2,025 | 2,065 | 2,250 | 1,000 | 2,158 | 1,000 | 3,511 | 16,415 |
| 3,545 | 2,025 | 2,065 | 3,354 | 1,997 | 3,202 | 1,000 | 2,341 | 19,530 |
| 4,582 | 3,066 | 3,016 | 4,457 | 3,109 | 4,119 | 3,292 | 3,511 | 29,151 |
| 4,582 | 1,000 | 2,065 | 3,354 | 1,997 | 3,202 | 2,228 | 2,341 | 20,771 |
| 4,582 | 3,066 | 2,065 | 3,354 | 3,109 | 4,119 | 3,292 | 3,511 | 27,098 |
| 2,406 | 3,066 | 3,016 | 3,354 | 3,109 | 3,202 | 2,228 | 3,511 | 23,893 |
| 4,582 | 2,025 | 3,016 | 3,354 | 3,109 | 3,202 | 2,228 | 2,341 | 23,858 |
| 3,545 | 3,066 | 2,065 | 5,689 | 3,109 | 4,119 | 2,228 | 3,511 | 27,332 |
| 4,582 | 3,066 | 3,016 | 4,457 | 1,997 | 3,202 | 2,228 | 2,341 | 24,889 |
| 3,545 | 2,025 | 2,065 | 3,354 | 3,109 | 2,158 | 2,228 | 2,341 | 20,826 |
| 4,582 | 2,025 | 3,016 | 3,354 | 3,109 | 3,202 | 2,228 | 2,341 | 23,858 |

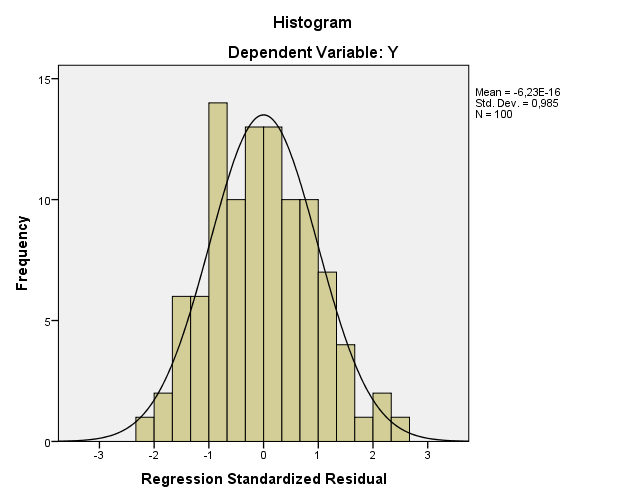
**Lampiran 12 Hasil MSI Pengetahuan Produk**

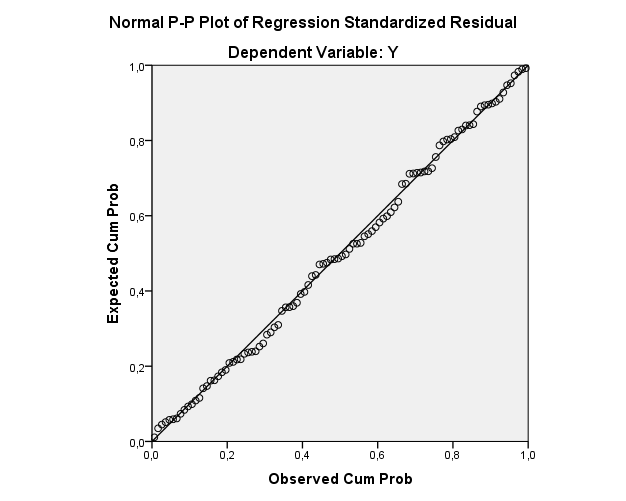
|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | |  |  |  |  |  |
| **3** | **3** | **5** | **5** | **4** | **4** | TOTAL |
| 2,341 | 2,221 | 4,043 | 5,048 | 3,457 | 3,364 | 20,474 |
| 2,341 | 2,221 | 2,957 | 3,144 | 3,457 | 3,364 | 17,483 |
| 2,341 | 2,221 | 2,040 | 3,144 | 2,255 | 2,205 | 14,205 |
| 3,511 | 3,303 | 2,957 | 4,169 | 3,457 | 3,364 | 20,760 |
| 2,341 | 3,303 | 1,000 | 4,169 | 3,457 | 3,364 | 17,633 |
| 1,000 | 2,221 | 2,957 | 3,144 | 3,457 | 3,364 | 16,143 |
| 3,511 | 3,303 | 4,043 | 3,144 | 2,255 | 2,205 | 18,460 |
| 4,726 | 4,463 | 4,043 | 3,144 | 4,744 | 4,617 | 25,736 |
| 2,341 | 2,221 | 2,040 | 4,169 | 2,255 | 2,205 | 15,230 |
| 1,000 | 3,303 | 2,040 | 3,144 | 3,457 | 3,364 | 16,307 |
| 3,511 | 3,303 | 2,040 | 3,144 | 3,457 | 3,364 | 18,818 |
| 3,511 | 3,303 | 2,040 | 3,144 | 3,457 | 3,364 | 18,818 |
| 2,341 | 2,221 | 2,040 | 3,144 | 2,255 | 2,205 | 14,205 |
| 4,726 | 4,463 | 4,043 | 5,048 | 3,457 | 3,364 | 25,100 |
| 3,511 | 3,303 | 2,957 | 4,169 | 1,000 | 1,000 | 15,939 |
| 3,511 | 2,221 | 2,040 | 2,048 | 3,457 | 3,364 | 16,641 |
| 2,341 | 2,221 | 2,040 | 2,048 | 2,255 | 2,205 | 13,109 |
| 2,341 | 2,221 | 1,000 | 3,144 | 2,255 | 2,205 | 13,165 |
| 3,511 | 4,463 | 2,957 | 4,169 | 3,457 | 3,364 | 21,920 |
| 3,511 | 1,000 | 2,957 | 3,144 | 3,457 | 3,364 | 17,432 |
| 4,726 | 4,463 | 2,957 | 5,048 | 3,457 | 3,364 | 24,014 |
| 2,341 | 2,221 | 1,000 | 3,144 | 2,255 | 2,205 | 13,165 |
| 3,511 | 3,303 | 2,957 | 1,000 | 2,255 | 2,205 | 15,230 |
| 3,511 | 3,303 | 2,957 | 3,144 | 3,457 | 3,364 | 19,735 |
| 4,726 | 4,463 | 2,957 | 3,144 | 4,744 | 4,617 | 24,650 |
| 3,511 | 2,221 | 2,957 | 3,144 | 2,255 | 2,205 | 16,292 |
| 2,341 | 2,221 | 2,957 | 2,048 | 2,255 | 2,205 | 14,026 |
| 3,511 | 3,303 | 4,043 | 3,144 | 3,457 | 3,364 | 20,821 |
| 4,726 | 4,463 | 4,043 | 3,144 | 2,255 | 2,205 | 20,835 |
| 4,726 | 4,463 | 4,043 | 3,144 | 4,744 | 4,617 | 25,736 |
| 3,511 | 3,303 | 2,040 | 3,144 | 3,457 | 3,364 | 18,818 |
| 2,341 | 2,221 | 1,000 | 2,048 | 2,255 | 2,205 | 12,069 |
| 4,726 | 4,463 | 2,957 | 3,144 | 4,744 | 4,617 | 24,650 |
| 3,511 | 3,303 | 1,000 | 3,144 | 3,457 | 3,364 | 17,778 |
| 3,511 | 3,303 | 4,043 | 5,048 | 2,255 | 2,205 | 20,364 |
| 1,000 | 1,000 | 2,957 | 3,144 | 3,457 | 3,364 | 14,921 |
| 2,341 | 2,221 | 1,000 | 2,048 | 2,255 | 2,205 | 12,069 |
| 2,341 | 2,221 | 2,040 | 3,144 | 2,255 | 2,205 | 14,205 |
| 2,341 | 1,000 | 1,000 | 2,048 | 4,744 | 4,617 | 15,749 |
| 4,726 | 4,463 | 2,957 | 4,169 | 4,744 | 4,617 | 25,675 |
| 3,511 | 3,303 | 2,957 | 4,169 | 3,457 | 3,364 | 20,760 |
| 3,511 | 3,303 | 1,000 | 3,144 | 3,457 | 3,364 | 17,778 |
| 3,511 | 3,303 | 2,040 | 1,000 | 3,457 | 3,364 | 16,674 |
| 3,511 | 3,303 | 2,957 | 3,144 | 3,457 | 3,364 | 19,735 |
| 2,341 | 2,221 | 1,000 | 2,048 | 2,255 | 2,205 | 12,069 |
| 4,726 | 4,463 | 2,040 | 1,000 | 4,744 | 4,617 | 21,589 |
| 3,511 | 3,303 | 2,957 | 3,144 | 3,457 | 3,364 | 19,735 |
| 2,341 | 1,000 | 2,957 | 3,144 | 3,457 | 3,364 | 16,262 |
| 3,511 | 3,303 | 4,043 | 3,144 | 3,457 | 3,364 | 20,821 |
| 2,341 | 2,221 | 2,040 | 3,144 | 2,255 | 2,205 | 14,205 |
| 4,726 | 4,463 | 4,043 | 3,144 | 4,744 | 4,617 | 25,736 |
| 3,511 | 3,303 | 4,043 | 3,144 | 3,457 | 3,364 | 20,821 |
| 3,511 | 3,303 | 2,957 | 3,144 | 3,457 | 3,364 | 19,735 |
| 3,511 | 3,303 | 4,043 | 3,144 | 3,457 | 3,364 | 20,821 |
| 3,511 | 3,303 | 2,957 | 4,169 | 3,457 | 3,364 | 20,760 |
| 3,511 | 3,303 | 2,957 | 2,048 | 3,457 | 3,364 | 18,639 |
| 2,341 | 2,221 | 2,957 | 2,048 | 1,000 | 1,000 | 11,566 |
| 4,726 | 4,463 | 4,043 | 3,144 | 4,744 | 4,617 | 25,736 |
| 3,511 | 3,303 | 2,040 | 2,048 | 3,457 | 3,364 | 17,722 |
| 4,726 | 4,463 | 2,040 | 3,144 | 4,744 | 4,617 | 23,733 |
| 3,511 | 3,303 | 2,040 | 3,144 | 3,457 | 3,364 | 18,818 |
| 2,341 | 3,303 | 2,040 | 3,144 | 3,457 | 3,364 | 17,648 |
| 2,341 | 2,221 | 2,957 | 3,144 | 3,457 | 1,000 | 15,120 |
| 3,511 | 3,303 | 2,957 | 2,048 | 3,457 | 3,364 | 18,639 |
| 4,726 | 4,463 | 4,043 | 3,144 | 3,457 | 3,364 | 23,196 |
| 3,511 | 3,303 | 2,957 | 2,048 | 3,457 | 3,364 | 18,639 |
| 3,511 | 3,303 | 2,957 | 3,144 | 3,457 | 3,364 | 19,735 |
| 2,341 | 2,221 | 2,040 | 2,048 | 2,255 | 2,205 | 13,109 |
| 3,511 | 3,303 | 2,040 | 3,144 | 2,255 | 2,205 | 16,457 |
| 2,341 | 2,221 | 4,043 | 4,169 | 2,255 | 2,205 | 17,233 |
| 4,726 | 4,463 | 2,040 | 2,048 | 3,457 | 3,364 | 20,097 |
| 3,511 | 3,303 | 2,040 | 2,048 | 2,255 | 2,205 | 15,361 |
| 2,341 | 2,221 | 2,040 | 2,048 | 2,255 | 2,205 | 13,109 |
| 3,511 | 3,303 | 2,040 | 3,144 | 3,457 | 3,364 | 18,818 |
| 3,511 | 3,303 | 1,000 | 3,144 | 2,255 | 2,205 | 15,417 |
| 4,726 | 4,463 | 1,000 | 1,000 | 2,255 | 2,205 | 15,648 |
| 3,511 | 3,303 | 2,957 | 4,169 | 2,255 | 2,205 | 18,399 |
| 2,341 | 2,221 | 1,000 | 3,144 | 2,255 | 2,205 | 13,165 |
| 4,726 | 4,463 | 2,957 | 2,048 | 4,744 | 4,617 | 23,554 |
| 3,511 | 3,303 | 2,040 | 4,169 | 3,457 | 3,364 | 19,843 |
| 4,726 | 4,463 | 2,957 | 2,048 | 4,744 | 4,617 | 23,554 |
| 3,511 | 3,303 | 2,957 | 3,144 | 3,457 | 3,364 | 19,735 |
| 3,511 | 3,303 | 2,957 | 3,144 | 3,457 | 3,364 | 19,735 |
| 2,341 | 2,221 | 2,040 | 2,048 | 2,255 | 2,205 | 13,109 |
| 2,341 | 2,221 | 2,040 | 1,000 | 2,255 | 2,205 | 12,061 |
| 3,511 | 3,303 | 2,040 | 3,144 | 2,255 | 2,205 | 16,457 |
| 4,726 | 4,463 | 2,040 | 4,169 | 4,744 | 4,617 | 24,758 |
| 2,341 | 2,221 | 2,040 | 2,048 | 2,255 | 2,205 | 13,109 |
| 3,511 | 3,303 | 2,040 | 4,169 | 4,744 | 4,617 | 22,384 |
| 3,511 | 2,221 | 2,040 | 2,048 | 1,000 | 1,000 | 11,820 |
| 2,341 | 1,000 | 2,040 | 3,144 | 1,000 | 1,000 | 10,524 |
| 3,511 | 3,303 | 2,957 | 4,169 | 2,255 | 2,205 | 18,399 |
| 2,341 | 2,221 | 1,000 | 3,144 | 3,457 | 2,205 | 14,368 |
| 3,511 | 3,303 | 2,957 | 4,169 | 3,457 | 3,364 | 20,760 |
| 3,511 | 2,221 | 2,957 | 3,144 | 3,457 | 3,364 | 18,654 |
| 2,341 | 2,221 | 1,000 | 2,048 | 3,457 | 3,364 | 14,431 |
| 3,511 | 4,463 | 4,043 | 5,048 | 3,457 | 4,617 | 25,139 |
| 2,341 | 2,221 | 4,043 | 5,048 | 3,457 | 3,364 | 20,474 |
| 2,341 | 2,221 | 2,957 | 4,169 | 2,255 | 3,364 | 17,305 |
| 2,341 | 2,221 | 1,000 | 2,048 | 3,457 | 3,364 | 14,431 |

**Lampiran 13 Output SPSS Uji Asumsi Klasik Analisis Deskriptif**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| X1 | 100 | 16,90 | 41,18 | 30,0055 | 4,44173 |
| X2 | 100 | 15,17 | 37,13 | 24,8454 | 4,69944 |
| X3 | 100 | 10,52 | 25,74 | 18,1649 | 3,91994 |
| Y | 100 | 19,89 | 45,58 | 32,1652 | 6,87049 |
| Valid N (listwise) | 100 |  |  |  |  |

Lampiran 14 Output SPSS Uji Asumsi Klasik Uji Normalitas



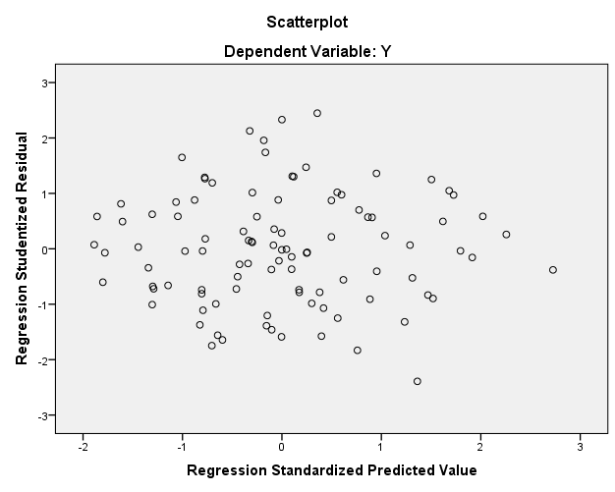


|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | ,0000000 |
| Std. Deviation | 4,14963762 |
| Most Extreme Differences | Absolute | ,044 |
| Positive | ,044 |
| Negative | -,035 |
| Test Statistic | | ,044 |
| Asymp. Sig. (2-tailed) | | ,200c,d |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |
| d. This is a lower bound of the true significance. | | |

**Lampiran 15 Output SPSS Uji Asumsi Klasik Uji Multikolonieritas**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | -3,722 | 3,232 |  |  |  |
| X1 | ,333 | ,102 | ,215 | ,867 | 1,153 |
| X2 | ,668 | ,140 | ,457 | ,414 | 2,418 |
| X3 | ,512 | ,161 | ,292 | ,452 | 2,214 |

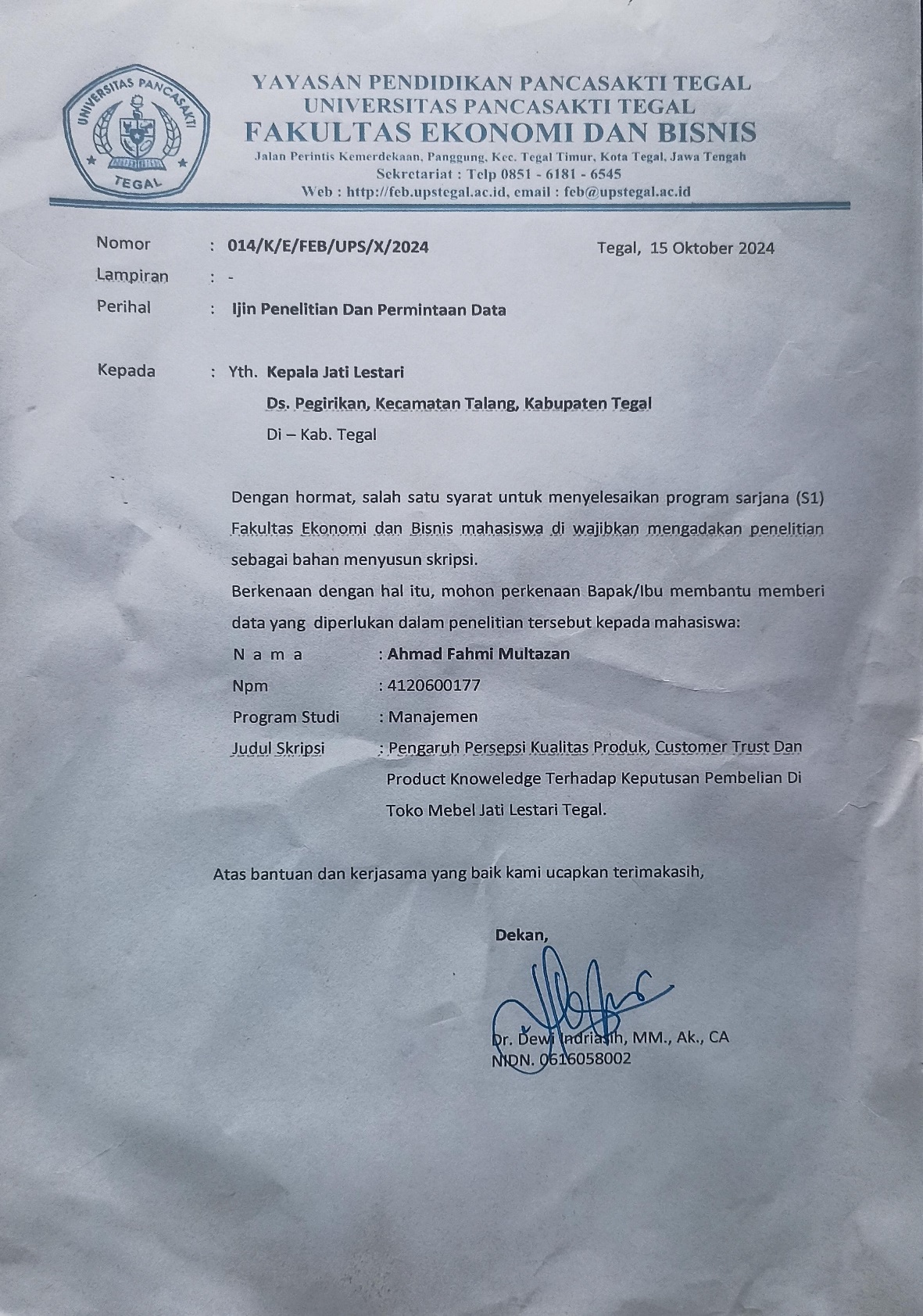
**Lampiran 16 Output SPSS Uji Asumsi Klasik Uji Heterokedastisitas**



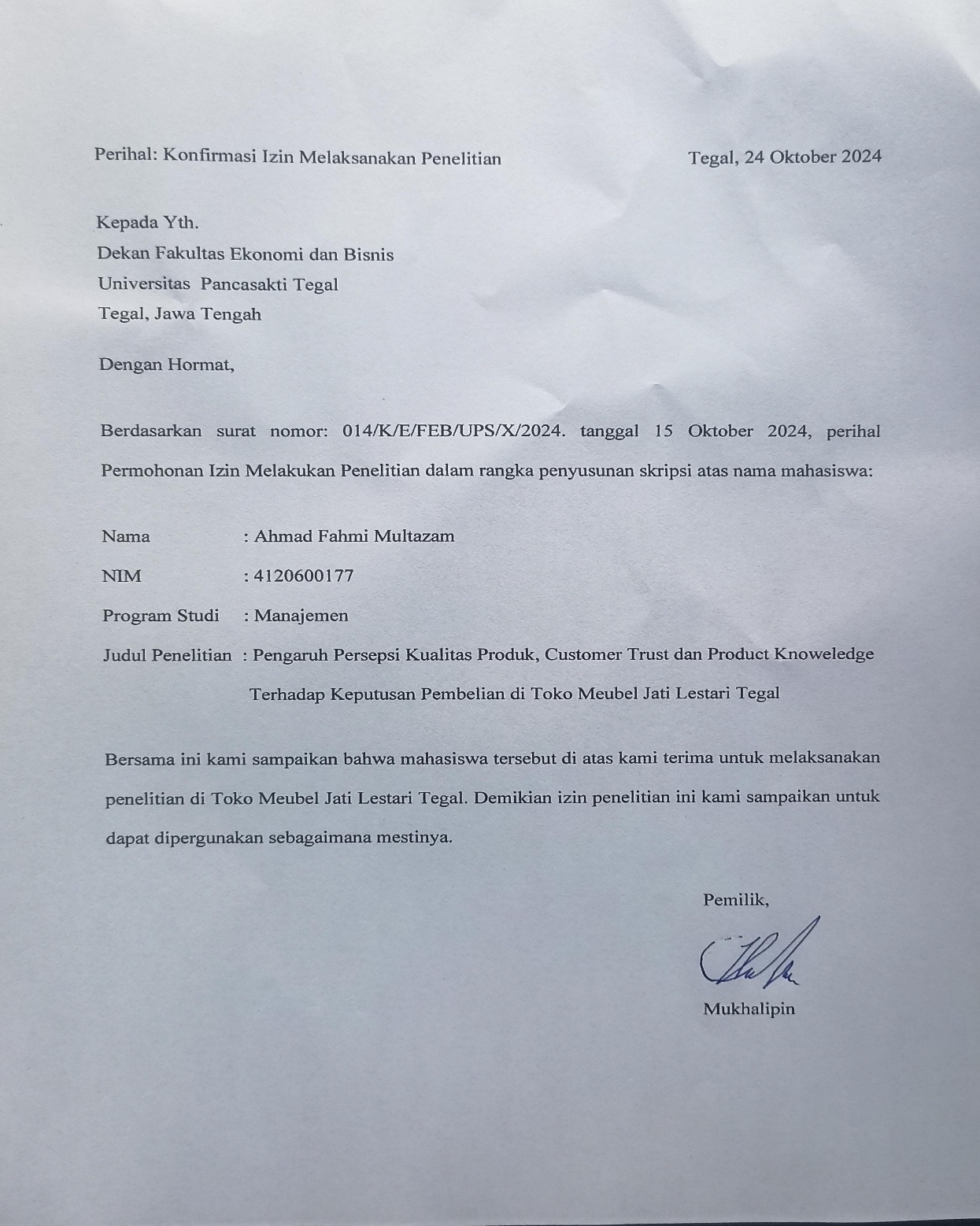
**Lampiran 17 Output SPSS Analisis Regresi Linier Berganda**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Model | | | | Unstandardized Coefficients | | | | Standardized Coefficients | | t | Sig. | |
| B | | Std. Error | | Beta | |
| 1 | (Constant) | | | -3,722 | | 3,232 | |  | | -1,152 | ,252 | |
| X1 | | | ,333 | | ,102 | | ,215 | | 3,255 | ,002 | |
| X2 | | | ,668 | | ,140 | | ,457 | | 4,766 | ,000 | |
| X3 | | | ,512 | | ,161 | | ,292 | | 3,182 | ,002 | |
| **Model Summaryb** | | | | | | | | | | | |
| Model | | R | R Square | | Adjusted R Square | | Std. Error of the Estimate | | Durbin-Watson | | |
| 1 | | ,797a | ,635 | | ,624 | | 4,21398 | | 2,209 | | |
| a. Predictors: (Constant), X3, X1, X2 | | | | | | | | | | | |
| b. Dependent Variable: Y | | | | | | | | | | | |

**Lampiran 18 Surat Izin Penelitian**



**Lampiran 19 Surat Balasan Izin Penelitian**



**Lampiran 20 Dokumentasi**

