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**LAMPIRAN**

**LAMPIRAN 1**

**KUESIONER**

**PENGARUH CITRA MEREK, KUALITAS PRODUK, HARGA PRODUK, DAN *WORD OF MOUTH* TERHADAP MINAT BELI SMARTPHONE OPPO PADA MAHASISWA UNIVERSITAS PANCASAKTI TEGAL**

1. **PETUNJUK PENGISIAN**
2. Kepada Mahasiswa/i untuk menjawab seluruh pertanyaan yang ada dengan jujur dan sebenarnya
3. Berilah tanda ( √ ) pada kolom yang tersedia dan pilih salah satu jawaban sesuai dengan keadaan yang sebenarnya.
4. Ada 5 (lima) altematif jawaban yaitu

|  |  |  |
| --- | --- | --- |
| **No** | **Jenis Jawaban** | **Bobot** |
| 1 | Sangat Tidak Setuju (STS) | 1 |
| 2 | Tidak Setuju (TS) | 2 |
| 3 | Netral (N) | 3 |
| 4 | Setuju (S) | 4 |
| 5 | Sangat Setuju (SS) | 5 |

1. **IDENTITAS RESPONDEN**
2. Jenis Kelamin Mahasiswa/i

Laki-Laki Perempuan

1. Fakultas Mahasiswa/i yang diambil

FKIP Hukum

Teknik Perikanan

Ekonomi dan Bisnis Fakultas Ilmu Sosial dan Ilmu Lainya…………… Politik

1. **Minat Beli**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Penilaian** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
| 1 | Saya tertarik untuk membeli Smartphone Oppo karena mudah didapat |  |  |  |  |  |
| 2 | Saya sering mereferensikan produk Smartphone Oppo kepada orang lain |  |  |  |  |  |
| 3 | Saya menggambarkan informasi tentang desain sebelum membeli Smartphone Oppo |  |  |  |  |  |
| 4 | Saya mencari informasi tentang kualitas sebelum membeli Smartphone Oppo |  |  |  |  |  |

1. **Citra Merek**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Penilaian** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
| 1 | Smartphone merek Oppo memiliki fisik produk yang mudah dikenali |  |  |  |  |  |
| 2 | Smartphone merek Oppo mempunyai kualitas fitur yang canggih |  |  |  |  |  |
| 3 | Smartphone merek Oppo mempunyai harga terjangkau oleh konsumen |  |  |  |  |  |
| 4 | Smartphone merek Oppo mempunyai desain yang bagus |  |  |  |  |  |
| 5 | Smartphone merek Oppo mempunyai fitur layanan yang baik |  |  |  |  |  |
| 6 | Harga yang di tawarkan Smartphone Oppo bervariasi sesuai tipe dan terjangkau oleh konsumen |  |  |  |  |  |
| 7 | Smartphone merek Oppo mudah diucapkan |  |  |  |  |  |
| 8 | Smartphone merek Oppo mudah di ingat |  |  |  |  |  |

1. **Kualitas Produk**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Penilaian** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
| 1 | Smartphone Oppo memiliki daya tahan yang kuat dan tahan lama |  |  |  |  |  |
| 2 | Smartphone Oppo memiliki penampilan produk yang inovatif disetiap produknya. |  |  |  |  |  |
| 3 | Smartphone Oppo memiliki karakteristik yang canggih |  |  |  |  |  |
| 4 | Smartphone Oppo memiliki produk yang bergam jenis |  |  |  |  |  |
| 5 | Smartphone Oppo memiliki karakteristik desain yang bagus |  |  |  |  |  |
| 6 | Smartphone Oppo memiliki standar Operasi yang telah ditetapkan |  |  |  |  |  |
| 7 | Produk Smartphone merek Oppo mudah di ingat |  |  |  |  |  |

1. **Harga Produk**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Penilaian** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
| 1 | Harga Smartphone Oppo sangat terjangkau disemua kalangan |  |  |  |  |  |
| 2 | Smartphone Oppo memiliki mutu produk yang sangat bagus |  |  |  |  |  |
| 3 | Smartphone Oppo memiliki harga yang bervariasi |  |  |  |  |  |
| 4 | Produk Smartphone Oppo sering mengadakan diskon besar-besaran |  |  |  |  |  |
| 5 | Harga yang ditawarkan Smartphone Oppo memiliki daya saing dengan harga yang ditawarkan pesaing |  |  |  |  |  |

1. ***Word Of Mouth***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Penilaian** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
| 1 | Saya sering memberikan informasi tentang Smartphone Oppo kepada teman |  |  |  |  |  |
| 2 | Saya sering memberikan informasi tentang Smartphone Oppo kepada keluarga |  |  |  |  |  |
| 3 | Saya sering memberikan informasi tentang Smartphone Oppo kepada tetangga |  |  |  |  |  |
| 4 | Saya sering memberikan tawaran yang menarik tentang Smartphone Oppo kepada keluarga |  |  |  |  |  |
| 5 | Saya sering membicarakan kepada orang lain, tentang potongan harga yang saya peroleh jika menggunakan Smartphone Oppo |  |  |  |  |  |
| 6 | Saya sering membicarakan kepada orang lain, tentang produk baru Smartphone Oppo |  |  |  |  |  |
| 7 | Saya sering membicarakan kepada orang lain, tentang pelayanan yang memuaskan jika menggunakan Smartphone Oppo |  |  |  |  |  |
| 8 | Saya mempromosikan pada kalangan terdekat menggunakan brosur |  |  |  |  |  |
| 9 | Saya mempromosikan pada kalangan terdekat menggunakan kupon |  |  |  |  |  |
| 10 | Saya mempromosikan pada kalangan terdekat menggunakan iklan pada koran |  |  |  |  |  |
| 11 | Saya juga sering mendengar pesan yang masuk yang menceritakan kepuasannya setelah menggunakan produk Smartphone Oppo |  |  |  |  |  |
| 12 | Saya juga sering menerima komentar dari berbagai media sosial menceritakan kepuasannya setelah menggunakan produk Smartphone Oppo |  |  |  |  | **`** |
| 13 | Saya juga sering menjawab pertanyaan melalui telepon menceritakan kepuasannya setelah menggunakan produk Smartphone Oppo |  |  |  |  |  |
| 14 | Saya juga sering menerima kritik dan saran yang diberikan menganai produk Smartphone Oppo |  |  |  |  |  |

**LAMPIRAN 2**

**TABULASI IDENTITAS RESPONDEN**

|  |  |  |
| --- | --- | --- |
| **No. Responden** | **Jenis Kelamin** | **Fakultas** |
|
| **1** | L | Ekonomi |
| **2** | L | Ekonomi |
| **3** | L | Ekonomi |
| **4** | L | Ekonomi |
| **5** | L | Ekonomi |
| **6** | L | Ekonomi |
| **7** | L | Ekonomi |
| **8** | L | Ekonomi |
| **9** | L | Ekonomi |
| **10** | L | Ekonomi |
| **11** | L | Ekonomi |
| **12** | L | Ekonomi |
| **13** | L | Ekonomi |
| **14** | L | Ekonomi |
| **15** | L | Ekonomi |
| **16** | L | Ekonomi |
| **17** | L | Ekonomi |
| **18** | L | Ekonomi |
| **19** | L | Ekonomi |
| **20** | L | Ekonomi |
| **21** | L | Ekonomi |
| **22** | L | Ekonomi |
| **23** | L | Ekonomi |
| **24** | L | Ekonomi |
| **25** | L | Ekonomi |
| **26** | L | Ekonomi |
| **27** | L | Ekonomi |
| **28** | L | Ekonomi |
| **29** | L | Ekonomi |
| **30** | L | Ekonomi |
| **31** | P | Ekonomi |
| **32** | P | Ekonomi |
| **33** | P | Ekonomi |
| **34** | P | Ekonomi |
| **35** | P | Ekonomi |

|  |  |  |
| --- | --- | --- |
| **No. Responden** | **Jenis Kelamin** | **Fakultas** |
|
| **36** | P | Ekonomi |
| **37** | P | Ekonomi |
| **38** | P | Ekonomi |
| **39** | P | Ekonomi |
| **40** | P | Ekonomi |
| **41** | P | Ekonomi |
| **42** | P | Ekonomi |
| **43** | P | Ekonomi |
| **44** | P | Ekonomi |
| **45** | P | Ekonomi |
| **46** | P | Ekonomi |
| **47** | P | Ekonomi |
| **48** | P | Ekonomi |
| **49** | P | Ekonomi |
| **50** | P | Ekonomi |
| **51** | P | Ekonomi |
| **52** | P | Ekonomi |
| **53** | P | Ekonomi |
| **54** | P | Ekonomi |
| **55** | P | Ekonomi |
| **56** | P | Ekonomi |
| **57** | P | Ekonomi |
| **58** | P | Ekonomi |
| **59** | P | Ekonomi |
| **60** | P | Ekonomi |
| **61** | L | FKIP |
| **62** | L | FKIP |
| **63** | L | FKIP |
| **64** | L | FKIP |
| **65** | L | FKIP |
| **66** | P | FKIP |
| **67** | P | FKIP |
| **68** | P | FKIP |
| **69** | P | FKIP |
| **70** | P | FKIP |
| **71** | L | Hukum |

|  |  |  |
| --- | --- | --- |
| **No. Responden** | **Jenis Kelamin** | **Fakultas** |
|
| **72** | L | Hukum |
| **73** | L | Hukum |
| **74** | L | Hukum |
| **75** | L | Hukum |
| **76** | P | Hukum |
| **77** | P | Hukum |
| **78** | P | Hukum |
| **79** | P | Hukum |
| **80** | P | Hukum |
| **81** | L | Teknik |
| **82** | L | Teknik |
| **83** | L | Teknik |
| **84** | L | Teknik |
| **85** | L | Teknik |
| **86** | P | Teknik |
| **87** | P | Teknik |
| **88** | P | Teknik |
| **89** | P | Teknik |
| **90** | P | Teknik |
| **91** | L | Fisip |
| **92** | L | Fisip |
| **93** | L | Fisip |
| **94** | L | Fisip |
| **95** | L | Fisip |
| **96** | P | Fisip |
| **97** | P | Fisip |
| **98** | P | Fisip |
| **99** | P | Fisip |
| **100** | P | Fisip |

**LAMPIRAN 3**

**DATA KUESIONER UJI VALIDITAS VARIABEL MINAT BELI**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Minat Beli (Y)** | | | | **∑** |
| **Y.1** | **Y.2** | **Y.3** | **Y.4** |
| **1** | 5 | 5 | 5 | 5 | **20** |
| **2** | 5 | 5 | 5 | 4 | **19** |
| **3** | 5 | 5 | 5 | 4 | **19** |
| **4** | 5 | 5 | 5 | 5 | **20** |
| **5** | 5 | 5 | 4 | 4 | **18** |
| **6** | 4 | 5 | 4 | 4 | **17** |
| **7** | 4 | 5 | 4 | 4 | **17** |
| **8** | 5 | 5 | 4 | 5 | **19** |
| **9** | 5 | 5 | 5 | 5 | **20** |
| **10** | 5 | 5 | 5 | 4 | **19** |
| **11** | 4 | 5 | 5 | 5 | **19** |
| **12** | 4 | 5 | 4 | 4 | **17** |
| **13** | 4 | 5 | 5 | 5 | **19** |
| **14** | 5 | 5 | 4 | 5 | **19** |
| **15** | 5 | 5 | 5 | 4 | **19** |
| **16** | 5 | 4 | 5 | 5 | **19** |
| **17** | 5 | 5 | 5 | 5 | **20** |
| **18** | 4 | 5 | 5 | 4 | **18** |
| **19** | 4 | 4 | 4 | 5 | **17** |
| **20** | 4 | 4 | 4 | 4 | **16** |
| **21** | 5 | 5 | 4 | 4 | **18** |
| **22** | 4 | 4 | 4 | 4 | **16** |
| **23** | 5 | 4 | 4 | 5 | **18** |
| **24** | 5 | 5 | 5 | 5 | **20** |
| **25** | 4 | 5 | 5 | 4 | **18** |
| **26** | 4 | 4 | 5 | 5 | **18** |
| **27** | 5 | 5 | 5 | 4 | **19** |
| **28** | 5 | 4 | 4 | 5 | **18** |
| **29** | 4 | 4 | 4 | 5 | **17** |
| **30** | 4 | 4 | 4 | 5 | **17** |

**LAMPIRAN 4**

**DATA KUESIONER UJI VALIDITAS VARIABEL CITRA MEREK**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Citra Merek (X1)** | | | | | | | | **∑** |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** |
| **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** |

**LAMPIRAN 5**

**DATA KUESIONER UJI VALIDITAS VARIABEL KUALITAS PRODUK**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Kualitas Produk (X2)** | | | | | | | **∑** |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** |
| **1** | 4 | 4 | 4 | 5 | 5 | 4 | 4 | **30** |
| **2** | 3 | 3 | 4 | 4 | 4 | 3 | 4 | **25** |
| **3** | 4 | 4 | 5 | 5 | 5 | 5 | 5 | **33** |
| **4** | 4 | 5 | 5 | 5 | 4 | 4 | 4 | **31** |
| **5** | 4 | 4 | 4 | 3 | 5 | 5 | 5 | **30** |
| **6** | 4 | 4 | 5 | 4 | 5 | 4 | 4 | **30** |
| **7** | 5 | 4 | 4 | 4 | 3 | 4 | 4 | **28** |
| **8** | 5 | 4 | 4 | 4 | 5 | 5 | 4 | **31** |
| **9** | 4 | 4 | 4 | 5 | 5 | 4 | 4 | **30** |
| **10** | 4 | 5 | 4 | 4 | 4 | 5 | 5 | **31** |
| **11** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **28** |
| **12** | 5 | 4 | 4 | 5 | 5 | 4 | 4 | **31** |
| **13** | 5 | 5 | 4 | 4 | 4 | 5 | 4 | **31** |
| **14** | 4 | 4 | 5 | 5 | 4 | 4 | 4 | **30** |
| **15** | 2 | 2 | 3 | 3 | 3 | 4 | 3 | **20** |
| **16** | 2 | 3 | 3 | 2 | 3 | 2 | 2 | **17** |
| **17** | 4 | 4 | 5 | 5 | 4 | 5 | 5 | **32** |
| **18** | 3 | 4 | 3 | 4 | 3 | 2 | 3 | **22** |
| **19** | 3 | 2 | 3 | 2 | 3 | 1 | 2 | **16** |
| **20** | 4 | 3 | 4 | 4 | 4 | 4 | 5 | **28** |
| **21** | 4 | 4 | 4 | 5 | 5 | 4 | 4 | **30** |
| **22** | 4 | 4 | 4 | 5 | 5 | 4 | 4 | **30** |
| **23** | 3 | 4 | 3 | 4 | 3 | 2 | 3 | **22** |
| **24** | 5 | 5 | 4 | 4 | 4 | 5 | 4 | **31** |
| **25** | 5 | 4 | 4 | 4 | 3 | 4 | 4 | **28** |
| **26** | 4 | 4 | 5 | 5 | 4 | 5 | 5 | **32** |
| **27** | 3 | 3 | 4 | 4 | 4 | 3 | 4 | **25** |
| **28** | 4 | 4 | 4 | 3 | 5 | 5 | 5 | **30** |
| **29** | 4 | 4 | 5 | 4 | 5 | 4 | 4 | **30** |
| **30** | 5 | 4 | 4 | 4 | 3 | 4 | 4 | **28** |

**LAMPIRAN 6**

**DATA KUESIONER UJI VALIDITAS VARIABEL HARGA PRODUK**

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

**LAMPIRAN 7**

**DATA KUESIONER UJI VALIDITAS VARIABEL *WORD OF MOUTH***

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | ***WORD OF MOUTH* (X4)** | | | | | | | | | | | | | | **∑** |
| **X4.1** | **X4.2** | **X4.3** | **X4.4** | **X4.5** | **X4.6** | **X4.7** | **X4.8** | **X4.9** | **X4.10** | **X4.11** | **X4.12** | **X4.13** | **X4.14** |
| **1** | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **62** |
| **2** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | **66** |
| **3** | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **61** |
| **4** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | **69** |
| **5** | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | **67** |
| **6** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | **69** |
| **7** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **8** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **9** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **10** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **11** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | **68** |
| **12** | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | **66** |
| **13** | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | **64** |
| **14** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **15** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | **68** |
| **16** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **17** | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | **59** |
| **18** | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | **64** |
| **19** | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | **64** |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | ***WORD OF MOUTH* (X4)** | | | | | | | | | | | | | | **∑** |
| **X4.1** | **X4.2** | **X4.3** | **X4.4** | **X4.5** | **X4.6** | **X4.7** | **X4.8** | **X4.9** | **X4.10** | **X4.11** | **X4.12** | **X4.13** | **X4.14** |
| **20** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **21** | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | **65** |
| **22** | 4 | 4 | 4 | 4 | 4 | 2 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | **56** |
| **23** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | **68** |
| **24** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **25** | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **69** |
| **26** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **27** | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **69** |
| **28** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | **66** |
| **29** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | **69** |
| **30** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |

**LAMPIRAN 8**

**DATA PENELITIAN VARIABEL MINAT BELI**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Minat Beli (Y)** | | | | **∑** |
| **Y.1** | **Y.2** | **Y.3** | **Y.4** |
| **1** | 5 | 5 | 5 | 5 | **20** |
| **2** | 5 | 5 | 5 | 5 | **20** |
| **3** | 5 | 5 | 5 | 5 | **20** |
| **4** | 5 | 5 | 5 | 5 | **20** |
| **5** | 5 | 5 | 5 | 4 | **19** |
| **6** | 4 | 4 | 5 | 4 | **17** |
| **7** | 4 | 4 | 5 | 4 | **17** |
| **8** | 5 | 5 | 5 | 4 | **19** |
| **9** | 4 | 5 | 5 | 5 | **19** |
| **10** | 5 | 5 | 5 | 5 | **20** |
| **11** | 4 | 4 | 5 | 5 | **18** |
| **12** | 4 | 4 | 5 | 4 | **17** |
| **13** | 3 | 4 | 5 | 5 | **17** |
| **14** | 5 | 5 | 5 | 4 | **19** |
| **15** | 4 | 5 | 5 | 5 | **19** |
| **16** | 5 | 5 | 4 | 5 | **19** |
| **17** | 5 | 5 | 5 | 5 | **20** |
| **18** | 4 | 4 | 5 | 5 | **18** |
| **19** | 4 | 4 | 4 | 4 | **16** |
| **20** | 5 | 4 | 4 | 4 | **17** |
| **21** | 4 | 5 | 5 | 4 | **18** |
| **22** | 5 | 4 | 4 | 4 | **17** |
| **23** | 5 | 5 | 4 | 4 | **18** |
| **24** | 5 | 5 | 5 | 5 | **20** |
| **25** | 4 | 4 | 5 | 5 | **18** |
| **26** | 5 | 4 | 4 | 5 | **18** |
| **27** | 4 | 5 | 5 | 5 | **19** |
| **28** | 5 | 5 | 4 | 4 | **18** |
| **29** | 4 | 4 | 4 | 4 | **16** |
| **30** | 4 | 4 | 4 | 4 | **16** |
| **31** | 5 | 5 | 5 | 5 | **20** |
| **32** | 4 | 4 | 5 | 5 | **18** |
| **33** | 4 | 4 | 5 | 4 | **17** |
| **34** | 3 | 4 | 5 | 5 | **17** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Minat Beli (Y)** | | | | **∑** |
| **Y.1** | **Y.2** | **Y.3** | **Y.4** |
| **35** | 5 | 5 | 5 | 4 | **19** |
| **36** | 4 | 5 | 5 | 5 | **19** |
| **37** | 5 | 5 | 4 | 5 | **19** |
| **38** | 5 | 5 | 5 | 5 | **20** |
| **39** | 4 | 4 | 5 | 5 | **18** |
| **40** | 4 | 4 | 4 | 4 | **16** |
| **41** | 5 | 4 | 4 | 4 | **17** |
| **42** | 4 | 5 | 5 | 4 | **18** |
| **43** | 5 | 4 | 4 | 4 | **17** |
| **44** | 5 | 5 | 4 | 4 | **18** |
| **45** | 5 | 5 | 5 | 5 | **20** |
| **46** | 4 | 4 | 5 | 5 | **18** |
| **47** | 5 | 4 | 4 | 5 | **18** |
| **48** | 5 | 5 | 5 | 5 | **20** |
| **49** | 4 | 4 | 5 | 5 | **18** |
| **50** | 5 | 4 | 4 | 5 | **18** |
| **51** | 4 | 5 | 5 | 5 | **19** |
| **52** | 5 | 5 | 4 | 4 | **18** |
| **53** | 4 | 4 | 4 | 4 | **16** |
| **54** | 4 | 4 | 4 | 4 | **16** |
| **55** | 5 | 5 | 5 | 5 | **20** |
| **56** | 4 | 4 | 5 | 5 | **18** |
| **57** | 4 | 4 | 5 | 4 | **17** |
| **58** | 3 | 4 | 5 | 5 | **17** |
| **59** | 5 | 5 | 5 | 4 | **19** |
| **60** | 4 | 5 | 5 | 5 | **19** |
| **61** | 5 | 5 | 4 | 5 | **19** |
| **62** | 5 | 5 | 5 | 5 | **20** |
| **63** | 4 | 4 | 5 | 5 | **18** |
| **64** | 5 | 4 | 4 | 4 | **17** |
| **65** | 5 | 5 | 4 | 4 | **18** |
| **66** | 5 | 5 | 5 | 5 | **20** |
| **67** | 4 | 4 | 5 | 5 | **18** |
| **68** | 5 | 4 | 4 | 5 | **18** |
| **69** | 5 | 5 | 5 | 5 | **20** |
| **70** | 4 | 4 | 5 | 5 | **18** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Minat Beli (Y)** | | | | **∑** |
| **Y.1** | **Y.2** | **Y.3** | **Y.4** |
| **71** | 5 | 4 | 4 | 5 | **18** |
| **72** | 4 | 5 | 5 | 5 | **19** |
| **73** | 5 | 5 | 4 | 4 | **18** |
| **74** | 4 | 4 | 4 | 4 | **16** |
| **75** | 4 | 4 | 4 | 4 | **16** |
| **76** | 5 | 5 | 5 | 5 | **20** |
| **77** | 4 | 4 | 5 | 5 | **18** |
| **78** | 4 | 4 | 5 | 4 | **17** |
| **79** | 3 | 4 | 5 | 5 | **17** |
| **80** | 5 | 5 | 5 | 4 | **19** |
| **81** | 4 | 5 | 5 | 5 | **19** |
| **82** | 5 | 5 | 4 | 5 | **19** |
| **83** | 5 | 5 | 5 | 5 | **20** |
| **84** | 4 | 4 | 5 | 5 | **18** |
| **85** | 4 | 4 | 5 | 4 | **17** |
| **86** | 3 | 4 | 5 | 5 | **17** |
| **87** | 5 | 5 | 5 | 4 | **19** |
| **88** | 4 | 5 | 5 | 5 | **19** |
| **89** | 5 | 5 | 4 | 5 | **19** |
| **90** | 5 | 5 | 5 | 5 | **20** |
| **91** | 4 | 4 | 5 | 5 | **18** |
| **92** | 5 | 4 | 4 | 4 | **17** |
| **93** | 5 | 5 | 4 | 4 | **18** |
| **94** | 5 | 5 | 5 | 5 | **20** |
| **95** | 4 | 4 | 5 | 5 | **18** |
| **96** | 5 | 4 | 4 | 5 | **18** |
| **97** | 5 | 5 | 5 | 5 | **20** |
| **98** | 4 | 4 | 5 | 5 | **18** |
| **99** | 5 | 4 | 4 | 5 | **18** |
| **100** | 5 | 5 | 5 | 4 | **19** |

**LAMPIRAN 9**

**DATA PENELITIAN VARIABEL CITRA MEREK**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Citra Merek (X1)** | | | | | | | | **∑** |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** |
| **1** | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | **36** |
| **2** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | **39** |
| **3** | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | **38** |
| **4** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **40** |
| **5** | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | **38** |
| **6** | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | **36** |
| **7** | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | **36** |
| **8** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | **39** |
| **9** | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | **38** |
| **10** | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | **38** |
| **11** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **40** |
| **12** | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | **37** |
| **13** | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | **35** |
| **14** | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | **37** |
| **15** | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | **37** |
| **16** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | **39** |
| **17** | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | **38** |
| **18** | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | **38** |
| **19** | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | **32** |
| **20** | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | **38** |
| **21** | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | **36** |
| **22** | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | **37** |
| **23** | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | **37** |
| **24** | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | **36** |
| **25** | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | **36** |
| **26** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | **39** |
| **27** | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | **38** |
| **28** | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | **38** |
| **29** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **40** |
| **30** | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | **38** |
| **31** | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | **35** |
| **32** | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | **37** |
| **33** | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | **36** |
| **34** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | **39** |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Citra Merek (X1)** | | | | | | | | **∑** |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** |
| **35** | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | **38** |
| **36** | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | **38** |
| **37** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **40** |
| **38** | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | **38** |
| **39** | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | **35** |
| **40** | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | **37** |
| **41** | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | **37** |
| **42** | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | **36** |
| **43** | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | **36** |
| **44** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | **39** |
| **45** | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | **38** |
| **46** | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | **38** |
| **47** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **40** |
| **48** | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | **38** |
| **49** | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | **35** |
| **50** | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | **37** |
| **51** | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | **36** |
| **52** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | **39** |
| **53** | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | **38** |
| **54** | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | **38** |
| **55** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **40** |
| **56** | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | **38** |
| **57** | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | **35** |
| **58** | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | **37** |
| **59** | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | **36** |
| **60** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | **39** |
| **61** | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | **38** |
| **62** | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | **38** |
| **63** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **40** |
| **64** | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | **38** |
| **65** | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | **35** |
| **66** | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | **37** |
| **67** | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | **37** |
| **68** | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | **36** |
| **69** | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | **36** |
| **70** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | **39** |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Citra Merek (X1)** | | | | | | | | **∑** |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** |
| **71** | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | **38** |
| **72** | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | **38** |
| **73** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **40** |
| **74** | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | **38** |
| **75** | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | **35** |
| **76** | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | **37** |
| **77** | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | **36** |
| **78** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | **39** |
| **79** | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | **38** |
| **80** | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | **38** |
| **81** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **40** |
| **82** | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | **38** |
| **83** | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | **35** |
| **84** | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | **37** |
| **85** | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | **36** |
| **86** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | **39** |
| **87** | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | **38** |
| **88** | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | **38** |
| **89** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **40** |
| **90** | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | **38** |
| **91** | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | **35** |
| **92** | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | **37** |
| **93** | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | **36** |
| **94** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | **39** |
| **95** | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | **38** |
| **96** | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | **38** |
| **97** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **40** |
| **98** | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | **38** |
| **99** | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | **35** |
| **100** | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | **37** |

**LAMPIRAN 10**

**DATA PENELITIAN VARIABEL KUALITAS PRODUK**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Kualitas Produk (X2)** | | | | | | | **∑** |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** |
| **1** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **35** |
| **2** | 5 | 5 | 4 | 4 | 5 | 5 | 5 | **33** |
| **3** | 4 | 4 | 5 | 5 | 5 | 5 | 5 | **33** |
| **4** | 5 | 5 | 5 | 5 | 5 | 4 | 5 | **34** |
| **5** | 4 | 5 | 5 | 5 | 5 | 5 | 5 | **34** |
| **6** | 4 | 4 | 5 | 5 | 4 | 5 | 5 | **32** |
| **7** | 5 | 4 | 4 | 5 | 5 | 5 | 5 | **33** |
| **8** | 4 | 4 | 5 | 5 | 5 | 5 | 5 | **33** |
| **9** | 4 | 5 | 5 | 5 | 4 | 5 | 5 | **33** |
| **10** | 4 | 4 | 5 | 5 | 5 | 5 | 5 | **33** |
| **11** | 4 | 4 | 5 | 4 | 5 | 5 | 5 | **32** |
| **12** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **35** |
| **13** | 5 | 4 | 4 | 4 | 5 | 5 | 4 | **31** |
| **14** | 4 | 4 | 4 | 5 | 5 | 5 | 5 | **32** |
| **15** | 4 | 5 | 4 | 4 | 4 | 5 | 5 | **31** |
| **16** | 4 | 4 | 5 | 5 | 5 | 5 | 5 | **33** |
| **17** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **35** |
| **18** | 5 | 5 | 5 | 5 | 4 | 5 | 4 | **33** |
| **19** | 4 | 4 | 5 | 5 | 4 | 4 | 4 | **30** |
| **20** | 2 | 5 | 5 | 5 | 5 | 5 | 5 | **32** |
| **21** | 4 | 5 | 5 | 5 | 5 | 4 | 5 | **33** |
| **22** | 4 | 4 | 5 | 5 | 5 | 5 | 5 | **33** |
| **23** | 4 | 5 | 5 | 5 | 5 | 5 | 5 | **34** |
| **24** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **35** |
| **25** | 4 | 4 | 5 | 5 | 5 | 5 | 5 | **33** |
| **26** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **35** |
| **27** | 5 | 4 | 4 | 5 | 5 | 5 | 5 | **33** |
| **28** | 4 | 4 | 5 | 5 | 5 | 5 | 5 | **33** |
| **29** | 4 | 5 | 4 | 4 | 4 | 5 | 5 | **31** |
| **30** | 4 | 4 | 5 | 5 | 5 | 5 | 5 | **33** |
| **31** | 5 | 4 | 5 | 5 | 5 | 5 | 5 | **34** |
| **32** | 4 | 5 | 5 | 5 | 5 | 5 | 5 | **34** |
| **33** | 4 | 5 | 4 | 4 | 4 | 5 | 5 | **31** |
| **34** | 5 | 5 | 5 | 4 | 4 | 5 | 5 | **33** |

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| **No.**  **Responden** | **Kualitas Produk (X2)** | | | | | | | **∑** |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** |
| **35** | 5 | 4 | 4 | 5 | 5 | 4 | 4 | **31** |
| **36** | 5 | 5 | 4 | 4 | 4 | 5 | 4 | **31** |
| **37** | 4 | 4 | 5 | 5 | 5 | 5 | 5 | **33** |
| **38** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **35** |
| **39** | 5 | 4 | 5 | 4 | 5 | 5 | 5 | **33** |
| **40** | 4 | 4 | 5 | 5 | 5 | 5 | 5 | **33** |
| **41** | 4 | 5 | 5 | 5 | 4 | 4 | 5 | **32** |
| **42** | 4 | 4 | 4 | 5 | 5 | 5 | 5 | **32** |
| **43** | 4 | 4 | 5 | 4 | 5 | 5 | 5 | **32** |
| **44** | 5 | 4 | 4 | 5 | 5 | 5 | 5 | **33** |
| **45** | 5 | 4 | 5 | 5 | 5 | 5 | 5 | **34** |
| **46** | 4 | 4 | 4 | 5 | 5 | 5 | 5 | **32** |
| **47** | 4 | 5 | 4 | 4 | 4 | 5 | 5 | **31** |
| **48** | 4 | 4 | 4 | 5 | 5 | 5 | 5 | **32** |
| **49** | 5 | 4 | 4 | 4 | 5 | 5 | 5 | **32** |
| **50** | 5 | 5 | 5 | 5 | 5 | 5 | 4 | **34** |
| **51** | 4 | 5 | 4 | 4 | 5 | 5 | 5 | **32** |
| **52** | 4 | 5 | 5 | 5 | 5 | 5 | 5 | **34** |
| **53** | 5 | 4 | 4 | 5 | 5 | 4 | 4 | **31** |
| **54** | 5 | 5 | 4 | 4 | 4 | 5 | 4 | **31** |
| **55** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **35** |
| **56** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **35** |
| **57** | 3 | 5 | 5 | 5 | 5 | 5 | 5 | **33** |
| **58** | 4 | 4 | 5 | 5 | 5 | 5 | 5 | **33** |
| **59** | 4 | 5 | 5 | 5 | 4 | 4 | 4 | **31** |
| **60** | 4 | 4 | 4 | 5 | 5 | 5 | 5 | **32** |
| **61** | 4 | 5 | 4 | 4 | 4 | 5 | 5 | **31** |
| **62** | 4 | 5 | 5 | 5 | 5 | 5 | 5 | **34** |
| **63** | 5 | 4 | 4 | 5 | 5 | 4 | 4 | **31** |
| **64** | 5 | 5 | 4 | 4 | 4 | 5 | 4 | **31** |
| **65** | 4 | 4 | 5 | 5 | 4 | 5 | 5 | **32** |
| **66** | 2 | 5 | 5 | 5 | 5 | 5 | 5 | **32** |
| **67** | 3 | 4 | 5 | 5 | 5 | 5 | 5 | **32** |
| **68** | 4 | 4 | 5 | 5 | 5 | 5 | 5 | **33** |
| **69** | 4 | 5 | 5 | 5 | 4 | 4 | 4 | **31** |
| **70** | 4 | 4 | 4 | 3 | 5 | 5 | 5 | **30** |

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| **No.**  **Responden** | **Kualitas Produk (X2)** | | | | | | | **∑** |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** |
| **71** | 4 | 4 | 5 | 4 | 5 | 5 | 5 | **32** |
| **72** | 5 | 4 | 5 | 5 | 5 | 5 | 5 | **34** |
| **73** | 5 | 4 | 4 | 4 | 5 | 5 | 4 | **31** |
| **74** | 4 | 4 | 4 | 5 | 5 | 4 | 4 | **30** |
| **75** | 4 | 5 | 4 | 4 | 4 | 5 | 5 | **31** |
| **76** | 4 | 4 | 4 | 5 | 5 | 5 | 5 | **32** |
| **77** | 5 | 4 | 4 | 4 | 5 | 5 | 4 | **31** |
| **78** | 4 | 4 | 5 | 5 | 5 | 5 | 5 | **33** |
| **79** | 4 | 5 | 5 | 5 | 4 | 4 | 4 | **31** |
| **80** | 4 | 4 | 4 | 5 | 5 | 5 | 5 | **32** |
| **81** | 4 | 5 | 4 | 4 | 4 | 5 | 5 | **31** |
| **82** | 4 | 4 | 5 | 4 | 5 | 5 | 5 | **32** |
| **83** | 5 | 4 | 4 | 5 | 5 | 4 | 4 | **31** |
| **84** | 5 | 5 | 4 | 4 | 4 | 5 | 4 | **31** |
| **85** | 4 | 4 | 5 | 5 | 4 | 5 | 5 | **32** |
| **86** | 2 | 5 | 5 | 5 | 5 | 5 | 5 | **32** |
| **87** | 4 | 4 | 4 | 5 | 5 | 5 | 5 | **32** |
| **88** | 4 | 4 | 5 | 4 | 5 | 4 | 5 | **31** |
| **89** | 5 | 4 | 4 | 4 | 5 | 5 | 5 | **32** |
| **90** | 4 | 4 | 4 | 5 | 5 | 4 | 5 | **31** |
| **91** | 5 | 4 | 4 | 5 | 5 | 4 | 4 | **31** |
| **92** | 5 | 5 | 4 | 4 | 4 | 5 | 4 | **31** |
| **93** | 4 | 4 | 5 | 5 | 4 | 4 | 4 | **30** |
| **94** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **35** |
| **95** | 3 | 4 | 5 | 5 | 5 | 5 | 5 | **32** |
| **96** | 4 | 4 | 5 | 5 | 5 | 5 | 5 | **33** |
| **97** | 4 | 5 | 5 | 5 | 4 | 4 | 4 | **31** |
| **98** | 4 | 4 | 4 | 5 | 5 | 5 | 5 | **32** |
| **99** | 4 | 4 | 5 | 4 | 5 | 5 | 5 | **32** |
| **100** | 5 | 4 | 5 | 4 | 5 | 5 | 5 | **33** |

**LAMPIRAN 11**

**DATA PENELITIAN VARIABEL HARGA PRODUK**

|  |  |  |  |  |  |  |
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| **No.**  **Responden** | **Harga Produk (X3)** | | | | | **∑** |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** |
| **1** | 5 | 4 | 4 | 5 | 5 | **23** |
| **2** | 3 | 2 | 4 | 4 | 3 | **16** |
| **3** | 3 | 2 | 3 | 3 | 2 | **13** |
| **4** | 5 | 4 | 5 | 5 | 4 | **23** |
| **5** | 4 | 4 | 4 | 5 | 5 | **22** |
| **6** | 4 | 5 | 4 | 3 | 5 | **21** |
| **7** | 3 | 2 | 4 | 4 | 3 | **16** |
| **8** | 5 | 5 | 4 | 4 | 4 | **22** |
| **9** | 4 | 5 | 4 | 3 | 4 | **20** |
| **10** | 5 | 4 | 4 | 5 | 5 | **23** |
| **11** | 4 | 4 | 4 | 5 | 5 | **22** |
| **12** | 4 | 4 | 3 | 3 | 3 | **17** |
| **13** | 4 | 4 | 2 | 4 | 5 | **19** |
| **14** | 4 | 4 | 4 | 3 | 4 | **19** |
| **15** | 4 | 3 | 4 | 3 | 5 | **19** |
| **16** | 4 | 4 | 4 | 3 | 5 | **20** |
| **17** | 4 | 5 | 4 | 3 | 4 | **20** |
| **18** | 4 | 4 | 5 | 4 | 4 | **21** |
| **19** | 4 | 5 | 4 | 3 | 5 | **21** |
| **20** | 4 | 5 | 5 | 4 | 4 | **22** |
| **21** | 4 | 5 | 5 | 4 | 4 | **22** |
| **22** | 5 | 5 | 4 | 4 | 4 | **22** |
| **23** | 5 | 5 | 4 | 4 | 4 | **22** |
| **24** | 4 | 4 | 4 | 4 | 4 | **20** |
| **25** | 3 | 4 | 3 | 3 | 4 | **17** |
| **26** | 3 | 4 | 4 | 3 | 4 | **18** |
| **27** | 5 | 4 | 4 | 5 | 5 | **23** |
| **28** | 3 | 2 | 4 | 4 | 3 | **16** |
| **29** | 3 | 2 | 3 | 3 | 2 | **13** |
| **30** | 5 | 4 | 5 | 5 | 4 | **23** |
| **31** | 4 | 4 | 4 | 5 | 5 | **22** |
| **32** | 4 | 5 | 4 | 3 | 5 | **21** |
| **33** | 4 | 4 | 4 | 5 | 5 | **22** |
| **34** | 4 | 5 | 4 | 3 | 5 | **21** |

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| --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Harga Produk (X3)** | | | | | **∑** |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** |
| **35** | 3 | 2 | 4 | 4 | 3 | **16** |
| **36** | 5 | 5 | 4 | 4 | 4 | **22** |
| **37** | 4 | 5 | 4 | 3 | 4 | **20** |
| **38** | 5 | 4 | 4 | 5 | 5 | **23** |
| **39** | 4 | 4 | 4 | 5 | 5 | **22** |
| **40** | 4 | 4 | 3 | 3 | 3 | **17** |
| **41** | 4 | 4 | 2 | 4 | 5 | **19** |
| **42** | 4 | 4 | 4 | 3 | 4 | **19** |
| **43** | 4 | 3 | 4 | 3 | 5 | **19** |
| **44** | 4 | 4 | 4 | 3 | 5 | **20** |
| **45** | 4 | 5 | 4 | 3 | 4 | **20** |
| **46** | 4 | 4 | 5 | 4 | 4 | **21** |
| **47** | 4 | 5 | 4 | 3 | 5 | **21** |
| **48** | 4 | 5 | 5 | 4 | 4 | **22** |
| **49** | 4 | 5 | 5 | 4 | 4 | **22** |
| **50** | 5 | 4 | 4 | 5 | 5 | **23** |
| **51** | 3 | 2 | 4 | 4 | 3 | **16** |
| **52** | 3 | 2 | 3 | 3 | 2 | **13** |
| **53** | 5 | 4 | 5 | 5 | 4 | **23** |
| **54** | 4 | 4 | 4 | 5 | 5 | **22** |
| **55** | 4 | 5 | 4 | 3 | 5 | **21** |
| **56** | 4 | 4 | 4 | 5 | 5 | **22** |
| **57** | 4 | 5 | 4 | 3 | 5 | **21** |
| **58** | 3 | 2 | 4 | 4 | 3 | **16** |
| **59** | 5 | 5 | 4 | 4 | 4 | **22** |
| **60** | 4 | 5 | 4 | 3 | 4 | **20** |
| **61** | 5 | 4 | 4 | 5 | 5 | **23** |
| **62** | 4 | 4 | 4 | 5 | 5 | **22** |
| **63** | 4 | 4 | 3 | 3 | 3 | **17** |
| **64** | 4 | 4 | 2 | 4 | 5 | **19** |
| **65** | 4 | 4 | 4 | 3 | 4 | **19** |
| **66** | 4 | 3 | 4 | 3 | 5 | **19** |
| **67** | 4 | 4 | 4 | 3 | 5 | **20** |
| **68** | 4 | 5 | 4 | 3 | 4 | **20** |
| **69** | 4 | 3 | 4 | 3 | 5 | **19** |

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| --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Harga Produk (X3)** | | | | | **∑** |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** |
| **70** | 4 | 4 | 4 | 3 | 5 | **20** |
| **71** | 4 | 5 | 4 | 3 | 4 | **20** |
| **72** | 4 | 4 | 5 | 4 | 4 | **21** |
| **73** | 4 | 5 | 4 | 3 | 5 | **21** |
| **74** | 4 | 5 | 5 | 4 | 4 | **22** |
| **75** | 4 | 5 | 5 | 4 | 4 | **22** |
| **76** | 5 | 4 | 4 | 5 | 5 | **23** |
| **77** | 3 | 2 | 4 | 4 | 3 | **16** |
| **78** | 3 | 2 | 3 | 3 | 2 | **13** |
| **79** | 5 | 4 | 5 | 5 | 4 | **23** |
| **80** | 4 | 4 | 4 | 5 | 5 | **22** |
| **81** | 4 | 5 | 4 | 3 | 5 | **21** |
| **82** | 4 | 4 | 4 | 5 | 5 | **22** |
| **83** | 4 | 5 | 4 | 3 | 5 | **21** |
| **84** | 3 | 2 | 4 | 4 | 3 | **16** |
| **85** | 5 | 5 | 4 | 4 | 4 | **22** |
| **86** | 4 | 4 | 4 | 3 | 5 | **20** |
| **87** | 4 | 5 | 4 | 3 | 4 | **20** |
| **88** | 4 | 3 | 4 | 3 | 5 | **19** |
| **89** | 4 | 4 | 4 | 3 | 5 | **20** |
| **90** | 4 | 5 | 4 | 3 | 4 | **20** |
| **91** | 4 | 4 | 5 | 4 | 4 | **21** |
| **92** | 4 | 5 | 4 | 3 | 5 | **21** |
| **93** | 4 | 5 | 5 | 4 | 4 | **22** |
| **94** | 4 | 5 | 5 | 4 | 4 | **22** |
| **95** | 5 | 4 | 4 | 5 | 5 | **23** |
| **96** | 3 | 2 | 4 | 4 | 3 | **16** |
| **97** | 3 | 2 | 3 | 3 | 2 | **13** |
| **98** | 5 | 4 | 5 | 5 | 4 | **23** |
| **99** | 4 | 4 | 4 | 5 | 5 | **22** |
| **100** | 4 | 5 | 5 | 4 | 4 | **22** |

**LAMPIRAN 12**

**DATA PENELITIAN VARIABEL *WORD OF MOUTH***

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | ***WORD OF MOUTH* (X4)** | | | | | | | | | | | | | | **∑** |
| **X4.1** | **X4.2** | **X4.3** | **X4.4** | **X4.5** | **X4.6** | **X4.7** | **X4.8** | **X4.9** | **X4.10** | **X4.11** | **X4.12** | **X4.13** | **X4.14** |
| **1** | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **68** |
| **2** | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **67** |
| **3** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **4** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | **68** |
| **5** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **6** | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **67** |
| **7** | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **68** |
| **8** | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **67** |
| **9** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **10** | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **67** |
| **11** | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | **66** |
| **12** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | **68** |
| **13** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **14** | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **69** |
| **15** | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **68** |
| **16** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | **69** |
| **17** | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | **68** |
| **18** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | **69** |
| **19** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |

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| **No.**  **Responden** | ***WORD OF MOUTH* (X4)** | | | | | | | | | | | | | | **∑** |
| **X4.1** | **X4.2** | **X4.3** | **X4.4** | **X4.5** | **X4.6** | **X4.7** | **X4.8** | **X4.9** | **X4.10** | **X4.11** | **X4.12** | **X4.13** | **X4.14** |
| **20** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **21** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **22** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **23** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | **68** |
| **24** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **25** | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **67** |
| **26** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **27** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | **68** |
| **28** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **29** | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **65** |
| **30** | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | **66** |
| **31** | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **69** |
| **32** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **33** | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **67** |
| **34** | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **66** |
| **35** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | **68** |
| **36** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **37** | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **67** |
| **38** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **39** | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **67** |
| **40** | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **66** |

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| **No.**  **Responden** | ***WORD OF MOUTH* (X4)** | | | | | | | | | | | | | | **∑** |
| **X4.1** | **X4.2** | **X4.3** | **X4.4** | **X4.5** | **X4.6** | **X4.7** | **X4.8** | **X4.9** | **X4.10** | **X4.11** | **X4.12** | **X4.13** | **X4.14** |
| **41** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | **68** |
| **42** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **43** | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **69** |
| **44** | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **68** |
| **45** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | **69** |
| **46** | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | **67** |
| **47** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | **69** |
| **48** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **49** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **50** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **51** | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **67** |
| **52** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **53** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | **68** |
| **54** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **55** | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **66** |
| **56** | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **68** |
| **57** | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | **66** |
| **58** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **59** | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **67** |
| **60** | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **66** |
| **61** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | **68** |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | ***WORD OF MOUTH* (X4)** | | | | | | | | | | | | | | **∑** |
| **X4.1** | **X4.2** | **X4.3** | **X4.4** | **X4.5** | **X4.6** | **X4.7** | **X4.8** | **X4.9** | **X4.10** | **X4.11** | **X4.12** | **X4.13** | **X4.14** |
| **62** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **63** | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | **65** |
| **64** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **65** | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | **65** |
| **66** | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **64** |
| **67** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | **68** |
| **68** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **69** | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | **66** |
| **70** | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **65** |
| **71** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | **68** |
| **72** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **73** | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **69** |
| **74** | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | **67** |
| **75** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | **69** |
| **76** | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | **67** |
| **77** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | **69** |
| **78** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **79** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **80** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **81** | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **67** |
| **82** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | ***WORD OF MOUTH* (X4)** | | | | | | | | | | | | | | **∑** |
| **X4.1** | **X4.2** | **X4.3** | **X4.4** | **X4.5** | **X4.6** | **X4.7** | **X4.8** | **X4.9** | **X4.10** | **X4.11** | **X4.12** | **X4.13** | **X4.14** |
| **83** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | **68** |
| **84** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **85** | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **65** |
| **86** | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | **64** |
| **87** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | **68** |
| **88** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **89** | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | **64** |
| **90** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **91** | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **67** |
| **92** | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **66** |
| **93** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | **68** |
| **94** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **95** | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **67** |
| **96** | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | **65** |
| **97** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | **68** |
| **98** | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **70** |
| **99** | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **69** |
| **100** | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | **68** |

**LAMPIRAN 13**

**HASIL UJI MSI VARIABEL MINAT BELI**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Minat Beli (Y)** | | | | **∑** |
| **Y.1** | **Y.2** | **Y.3** | **Y.4** |
| **1** | 3,813 | 2,596 | 2,638 | 2,616 | **11,663** |
| **2** | 3,813 | 2,596 | 2,638 | 2,616 | **11,663** |
| **3** | 3,813 | 2,596 | 2,638 | 2,616 | **11,663** |
| **4** | 3,813 | 2,596 | 2,638 | 2,616 | **11,663** |
| **5** | 3,813 | 2,596 | 2,638 | 1,000 | **10,047** |
| **6** | 2,361 | 1,000 | 2,638 | 1,000 | **6,999** |
| **7** | 2,361 | 1,000 | 2,638 | 1,000 | **6,999** |
| **8** | 3,813 | 2,596 | 2,638 | 1,000 | **10,047** |
| **9** | 2,361 | 2,596 | 2,638 | 2,616 | **10,211** |
| **10** | 3,813 | 2,596 | 2,638 | 2,616 | **11,663** |
| **11** | 2,361 | 1,000 | 2,638 | 2,616 | **8,615** |
| **12** | 2,361 | 1,000 | 2,638 | 1,000 | **6,999** |
| **13** | 1,000 | 1,000 | 2,638 | 2,616 | **7,254** |
| **14** | 3,813 | 2,596 | 2,638 | 1,000 | **10,047** |
| **15** | 2,361 | 2,596 | 2,638 | 2,616 | **10,211** |
| **16** | 3,813 | 2,596 | 1,000 | 2,616 | **10,025** |
| **17** | 3,813 | 2,596 | 2,638 | 2,616 | **11,663** |
| **18** | 2,361 | 1,000 | 2,638 | 2,616 | **8,615** |
| **19** | 2,361 | 1,000 | 1,000 | 1,000 | **5,361** |
| **20** | 3,813 | 1,000 | 1,000 | 1,000 | **6,813** |
| **21** | 2,361 | 2,596 | 2,638 | 1,000 | **8,595** |
| **22** | 3,813 | 1,000 | 1,000 | 1,000 | **6,813** |
| **23** | 3,813 | 2,596 | 1,000 | 1,000 | **8,409** |
| **24** | 3,813 | 2,596 | 2,638 | 2,616 | **11,663** |
| **25** | 2,361 | 1,000 | 2,638 | 2,616 | **8,615** |
| **26** | 3,813 | 1,000 | 1,000 | 2,616 | **8,429** |
| **27** | 2,361 | 2,596 | 2,638 | 2,616 | **10,211** |
| **28** | 3,813 | 2,596 | 1,000 | 1,000 | **8,409** |
| **29** | 2,361 | 1,000 | 1,000 | 1,000 | **5,361** |
| **30** | 2,361 | 1,000 | 1,000 | 1,000 | **5,361** |
| **31** | 3,813 | 2,596 | 2,638 | 2,616 | **11,663** |
| **32** | 2,361 | 1,000 | 2,638 | 2,616 | **8,615** |
| **33** | 2,361 | 1,000 | 2,638 | 1,000 | **6,999** |
| **34** | 1,000 | 1,000 | 2,638 | 2,616 | **7,254** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Minat Beli (Y)** | | | | **∑** |
| **Y.1** | **Y.2** | **Y.3** | **Y.4** |
| **35** | 3,813 | 2,596 | 2,638 | 1,000 | **10,047** |
| **36** | 2,361 | 2,596 | 2,638 | 2,616 | **10,211** |
| **37** | 3,813 | 2,596 | 1,000 | 2,616 | **10,025** |
| **38** | 3,813 | 2,596 | 2,638 | 2,616 | **11,663** |
| **39** | 2,361 | 1,000 | 2,638 | 2,616 | **8,615** |
| **40** | 2,361 | 1,000 | 1,000 | 1,000 | **5,361** |
| **41** | 3,813 | 1,000 | 1,000 | 1,000 | **6,813** |
| **42** | 2,361 | 2,596 | 2,638 | 1,000 | **8,595** |
| **43** | 3,813 | 1,000 | 1,000 | 1,000 | **6,813** |
| **44** | 3,813 | 2,596 | 1,000 | 1,000 | **8,409** |
| **45** | 3,813 | 2,596 | 2,638 | 2,616 | **11,663** |
| **46** | 2,361 | 1,000 | 2,638 | 2,616 | **8,615** |
| **47** | 3,813 | 1,000 | 1,000 | 2,616 | **8,429** |
| **48** | 3,813 | 2,596 | 2,638 | 2,616 | **11,663** |
| **49** | 2,361 | 1,000 | 2,638 | 2,616 | **8,615** |
| **50** | 3,813 | 1,000 | 1,000 | 2,616 | **8,429** |
| **51** | 2,361 | 2,596 | 2,638 | 2,616 | **10,211** |
| **52** | 3,813 | 2,596 | 1,000 | 1,000 | **8,409** |
| **53** | 2,361 | 1,000 | 1,000 | 1,000 | **5,361** |
| **54** | 2,361 | 1,000 | 1,000 | 1,000 | **5,361** |
| **55** | 3,813 | 2,596 | 2,638 | 2,616 | **11,663** |
| **56** | 2,361 | 1,000 | 2,638 | 2,616 | **8,615** |
| **57** | 2,361 | 1,000 | 2,638 | 1,000 | **6,999** |
| **58** | 1,000 | 1,000 | 2,638 | 2,616 | **7,254** |
| **59** | 3,813 | 2,596 | 2,638 | 1,000 | **10,047** |
| **60** | 2,361 | 2,596 | 2,638 | 2,616 | **10,211** |
| **61** | 3,813 | 2,596 | 1,000 | 2,616 | **10,025** |
| **62** | 3,813 | 2,596 | 2,638 | 2,616 | **11,663** |
| **63** | 2,361 | 1,000 | 2,638 | 2,616 | **8,615** |
| **64** | 3,813 | 1,000 | 1,000 | 1,000 | **6,813** |
| **65** | 3,813 | 2,596 | 1,000 | 1,000 | **8,409** |
| **66** | 3,813 | 2,596 | 2,638 | 2,616 | **11,663** |
| **67** | 2,361 | 1,000 | 2,638 | 2,616 | **8,615** |
| **68** | 3,813 | 1,000 | 1,000 | 2,616 | **8,429** |
| **69** | 3,813 | 2,596 | 2,638 | 2,616 | **11,663** |
| **70** | 2,361 | 1,000 | 2,638 | 2,616 | **8,615** |

|  |  |  |  |  |  |
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| **No.**  **Responden** | **Minat Beli (Y)** | | | | **∑** |
| **Y.1** | **Y.2** | **Y.3** | **Y.4** |
| **71** | 3,813 | 1,000 | 1,000 | 2,616 | **8,429** |
| **72** | 2,361 | 2,596 | 2,638 | 2,616 | **10,211** |
| **73** | 3,813 | 2,596 | 1,000 | 1,000 | **8,409** |
| **74** | 2,361 | 1,000 | 1,000 | 1,000 | **5,361** |
| **75** | 2,361 | 1,000 | 1,000 | 1,000 | **5,361** |
| **76** | 3,813 | 2,596 | 2,638 | 2,616 | **11,663** |
| **77** | 2,361 | 1,000 | 2,638 | 2,616 | **8,615** |
| **78** | 2,361 | 1,000 | 2,638 | 1,000 | **6,999** |
| **79** | 1,000 | 1,000 | 2,638 | 2,616 | **7,254** |
| **80** | 3,813 | 2,596 | 2,638 | 1,000 | **10,047** |
| **81** | 2,361 | 2,596 | 2,638 | 2,616 | **10,211** |
| **82** | 3,813 | 2,596 | 1,000 | 2,616 | **10,025** |
| **83** | 3,813 | 2,596 | 2,638 | 2,616 | **11,663** |
| **84** | 2,361 | 1,000 | 2,638 | 2,616 | **8,615** |
| **85** | 2,361 | 1,000 | 2,638 | 1,000 | **6,999** |
| **86** | 1,000 | 1,000 | 2,638 | 2,616 | **7,254** |
| **87** | 3,813 | 2,596 | 2,638 | 1,000 | **10,047** |
| **88** | 2,361 | 2,596 | 2,638 | 2,616 | **10,211** |
| **89** | 3,813 | 2,596 | 1,000 | 2,616 | **10,025** |
| **90** | 3,813 | 2,596 | 2,638 | 2,616 | **11,663** |
| **91** | 2,361 | 1,000 | 2,638 | 2,616 | **8,615** |
| **92** | 3,813 | 1,000 | 1,000 | 1,000 | **6,813** |
| **93** | 3,813 | 2,596 | 1,000 | 1,000 | **8,409** |
| **94** | 3,813 | 2,596 | 2,638 | 2,616 | **11,663** |
| **95** | 2,361 | 1,000 | 2,638 | 2,616 | **8,615** |
| **96** | 3,813 | 1,000 | 1,000 | 2,616 | **8,429** |
| **97** | 3,813 | 2,596 | 2,638 | 2,616 | **11,663** |
| **98** | 2,361 | 1,000 | 2,638 | 2,616 | **8,615** |
| **99** | 3,813 | 1,000 | 1,000 | 2,616 | **8,429** |
| **100** | 3,813 | 2,596 | 2,638 | 1,000 | **10,047** |

**LAMPIRAN 14**

**HASIL UJI MSI VARIABEL CITRA MEREK**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Citra Merek (X1)** | | | | | | | | **∑** |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** |
| **1** | 3,692 | 1,000 | 3,171 | 1,000 | 2,306 | 1,000 | 2,607 | 2,598 | **17,374** |
| **2** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 2,598 | 2,607 | 1,000 | **22,742** |
| **3** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 2,598 | 2,607 | 2,598 | **21,310** |
| **4** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 2,598 | 2,607 | 2,598 | **24,340** |
| **5** | 3,692 | 1,000 | 3,171 | 1,000 | 3,736 | 2,598 | 2,607 | 2,598 | **20,402** |
| **6** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 1,000 | 2,607 | 1,000 | **18,114** |
| **7** | 3,692 | 3,338 | 3,171 | 1,000 | 1,000 | 1,000 | 2,607 | 2,598 | **18,407** |
| **8** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 2,598 | 2,607 | 1,000 | **22,742** |
| **9** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 2,598 | 2,607 | 2,598 | **21,310** |
| **10** | 3,692 | 3,338 | 3,171 | 1,000 | 3,736 | 2,598 | 1,000 | 2,598 | **21,134** |
| **11** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 2,598 | 2,607 | 2,598 | **24,340** |
| **12** | 3,692 | 3,338 | 3,171 | 2,599 | 2,306 | 1,000 | 2,607 | 1,000 | **19,714** |
| **13** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 1,000 | 1,000 | 1,000 | **16,507** |
| **14** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 1,000 | 1,000 | 1,000 | **19,537** |
| **15** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 1,000 | 2,607 | 2,598 | **19,712** |
| **16** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 2,598 | 2,607 | 1,000 | **22,742** |
| **17** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 2,598 | 2,607 | 2,598 | **21,310** |
| **18** | 3,692 | 3,338 | 3,171 | 1,000 | 3,736 | 2,598 | 1,000 | 2,598 | **21,134** |
| **19** | 1,000 | 1,000 | 1,000 | 1,000 | 2,306 | 1,000 | 1,000 | 1,000 | **9,306** |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Citra Merek (X1)** | | | | | | | | **∑** |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** |
| **20** | 3,692 | 3,338 | 3,171 | 2,599 | 2,306 | 1,000 | 2,607 | 2,598 | **21,312** |
| **21** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 1,000 | 1,000 | 2,598 | **18,105** |
| **22** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 1,000 | 1,000 | 1,000 | **19,537** |
| **23** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 2,598 | 2,607 | 1,000 | **19,712** |
| **24** | 3,692 | 3,338 | 3,171 | 1,000 | 3,736 | 1,000 | 1,000 | 1,000 | **17,938** |
| **25** | 3,692 | 3,338 | 1,000 | 1,000 | 3,736 | 2,598 | 1,000 | 1,000 | **17,364** |
| **26** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 2,598 | 2,607 | 1,000 | **22,742** |
| **27** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 2,598 | 2,607 | 2,598 | **21,310** |
| **28** | 3,692 | 3,338 | 3,171 | 1,000 | 3,736 | 2,598 | 1,000 | 2,598 | **21,134** |
| **29** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 2,598 | 2,607 | 2,598 | **24,340** |
| **30** | 3,692 | 3,338 | 3,171 | 2,599 | 2,306 | 1,000 | 2,607 | 2,598 | **21,312** |
| **31** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 1,000 | 1,000 | 1,000 | **16,507** |
| **32** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 1,000 | 1,000 | 1,000 | **19,537** |
| **33** | 3,692 | 3,338 | 3,171 | 1,000 | 1,000 | 1,000 | 2,607 | 2,598 | **18,407** |
| **34** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 2,598 | 2,607 | 1,000 | **22,742** |
| **35** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 2,598 | 2,607 | 2,598 | **21,310** |
| **36** | 3,692 | 3,338 | 3,171 | 1,000 | 3,736 | 2,598 | 1,000 | 2,598 | **21,134** |
| **37** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 2,598 | 2,607 | 2,598 | **24,340** |
| **38** | 3,692 | 3,338 | 3,171 | 2,599 | 2,306 | 1,000 | 2,607 | 2,598 | **21,312** |
| **39** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 1,000 | 1,000 | 1,000 | **16,507** |
| **40** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 1,000 | 1,000 | 1,000 | **19,537** |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Citra Merek (X1)** | | | | | | | | **∑** |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** |
| **41** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 2,598 | 2,607 | 1,000 | **19,712** |
| **42** | 3,692 | 3,338 | 3,171 | 1,000 | 3,736 | 1,000 | 1,000 | 1,000 | **17,938** |
| **43** | 3,692 | 3,338 | 1,000 | 1,000 | 3,736 | 2,598 | 1,000 | 1,000 | **17,364** |
| **44** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 2,598 | 2,607 | 1,000 | **22,742** |
| **45** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 2,598 | 2,607 | 2,598 | **21,310** |
| **46** | 3,692 | 3,338 | 3,171 | 1,000 | 3,736 | 2,598 | 1,000 | 2,598 | **21,134** |
| **47** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 2,598 | 2,607 | 2,598 | **24,340** |
| **48** | 3,692 | 3,338 | 3,171 | 2,599 | 2,306 | 1,000 | 2,607 | 2,598 | **21,312** |
| **49** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 1,000 | 1,000 | 1,000 | **16,507** |
| **50** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 1,000 | 1,000 | 1,000 | **19,537** |
| **51** | 3,692 | 3,338 | 3,171 | 1,000 | 1,000 | 1,000 | 2,607 | 2,598 | **18,407** |
| **52** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 2,598 | 2,607 | 1,000 | **22,742** |
| **53** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 2,598 | 2,607 | 2,598 | **21,310** |
| **54** | 3,692 | 3,338 | 3,171 | 1,000 | 3,736 | 2,598 | 1,000 | 2,598 | **21,134** |
| **55** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 2,598 | 2,607 | 2,598 | **24,340** |
| **56** | 3,692 | 3,338 | 3,171 | 2,599 | 2,306 | 1,000 | 2,607 | 2,598 | **21,312** |
| **57** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 1,000 | 1,000 | 1,000 | **16,507** |
| **58** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 1,000 | 1,000 | 1,000 | **19,537** |
| **59** | 3,692 | 3,338 | 3,171 | 1,000 | 1,000 | 1,000 | 2,607 | 2,598 | **18,407** |
| **60** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 2,598 | 2,607 | 1,000 | **22,742** |
| **61** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 2,598 | 2,607 | 2,598 | **21,310** |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Citra Merek (X1)** | | | | | | | | **∑** |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** |
| **62** | 3,692 | 3,338 | 3,171 | 1,000 | 3,736 | 2,598 | 1,000 | 2,598 | **21,134** |
| **63** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 2,598 | 2,607 | 2,598 | **24,340** |
| **64** | 3,692 | 3,338 | 3,171 | 2,599 | 2,306 | 1,000 | 2,607 | 2,598 | **21,312** |
| **65** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 1,000 | 1,000 | 1,000 | **16,507** |
| **66** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 1,000 | 1,000 | 1,000 | **19,537** |
| **67** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 2,598 | 2,607 | 1,000 | **19,712** |
| **68** | 3,692 | 3,338 | 3,171 | 1,000 | 3,736 | 1,000 | 1,000 | 1,000 | **17,938** |
| **69** | 3,692 | 3,338 | 1,000 | 1,000 | 3,736 | 2,598 | 1,000 | 1,000 | **17,364** |
| **70** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 2,598 | 2,607 | 1,000 | **22,742** |
| **71** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 2,598 | 2,607 | 2,598 | **21,310** |
| **72** | 3,692 | 3,338 | 3,171 | 1,000 | 3,736 | 2,598 | 1,000 | 2,598 | **21,134** |
| **73** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 2,598 | 2,607 | 2,598 | **24,340** |
| **74** | 3,692 | 3,338 | 3,171 | 2,599 | 2,306 | 1,000 | 2,607 | 2,598 | **21,312** |
| **75** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 1,000 | 1,000 | 1,000 | **16,507** |
| **76** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 1,000 | 1,000 | 1,000 | **19,537** |
| **77** | 3,692 | 3,338 | 1,000 | 1,000 | 3,736 | 2,598 | 1,000 | 1,000 | **17,364** |
| **78** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 2,598 | 2,607 | 1,000 | **22,742** |
| **79** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 2,598 | 2,607 | 2,598 | **21,310** |
| **80** | 3,692 | 3,338 | 3,171 | 1,000 | 3,736 | 2,598 | 1,000 | 2,598 | **21,134** |
| **81** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 2,598 | 2,607 | 2,598 | **24,340** |
| **82** | 3,692 | 3,338 | 3,171 | 2,599 | 2,306 | 1,000 | 2,607 | 2,598 | **21,312** |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Citra Merek (X1)** | | | | | | | | **∑** |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** |
| **83** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 1,000 | 1,000 | 1,000 | **16,507** |
| **84** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 1,000 | 1,000 | 1,000 | **19,537** |
| **85** | 3,692 | 3,338 | 3,171 | 1,000 | 1,000 | 1,000 | 2,607 | 2,598 | **18,407** |
| **86** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 2,598 | 2,607 | 1,000 | **22,742** |
| **87** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 2,598 | 2,607 | 2,598 | **21,310** |
| **88** | 3,692 | 3,338 | 3,171 | 1,000 | 3,736 | 2,598 | 1,000 | 2,598 | **21,134** |
| **89** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 2,598 | 2,607 | 2,598 | **24,340** |
| **90** | 3,692 | 3,338 | 3,171 | 2,599 | 2,306 | 1,000 | 2,607 | 2,598 | **21,312** |
| **91** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 1,000 | 1,000 | 1,000 | **16,507** |
| **92** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 1,000 | 1,000 | 1,000 | **19,537** |
| **93** | 3,692 | 3,338 | 3,171 | 1,000 | 1,000 | 1,000 | 2,607 | 2,598 | **18,407** |
| **94** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 2,598 | 2,607 | 1,000 | **22,742** |
| **95** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 2,598 | 2,607 | 2,598 | **21,310** |
| **96** | 3,692 | 3,338 | 3,171 | 1,000 | 3,736 | 2,598 | 1,000 | 2,598 | **21,134** |
| **97** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 2,598 | 2,607 | 2,598 | **24,340** |
| **98** | 3,692 | 3,338 | 3,171 | 2,599 | 2,306 | 1,000 | 2,607 | 2,598 | **21,312** |
| **99** | 3,692 | 3,338 | 3,171 | 1,000 | 2,306 | 1,000 | 1,000 | 1,000 | **16,507** |
| **100** | 3,692 | 3,338 | 3,171 | 2,599 | 3,736 | 1,000 | 1,000 | 1,000 | **19,537** |

**LAMPIRAN 15**

**HASIL UJI MSI VARIABEL KUALITAS PRODUK**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Kualitas Produk (X2)** | | | | | | | **∑** |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** |
| **1** | 4,289 | 2,603 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **21,865** |
| **2** | 4,289 | 2,603 | 1,000 | 2,538 | 2,695 | 2,793 | 2,725 | **18,643** |
| **3** | 2,815 | 1,000 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **18,788** |
| **4** | 4,289 | 2,603 | 2,613 | 4,147 | 2,695 | 1,000 | 2,725 | **20,071** |
| **5** | 2,815 | 2,603 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **20,391** |
| **6** | 2,815 | 1,000 | 2,613 | 4,147 | 1,000 | 2,793 | 2,725 | **17,094** |
| **7** | 4,289 | 1,000 | 1,000 | 4,147 | 2,695 | 2,793 | 2,725 | **18,650** |
| **8** | 2,815 | 1,000 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **18,788** |
| **9** | 2,815 | 2,603 | 2,613 | 4,147 | 1,000 | 2,793 | 2,725 | **18,696** |
| **10** | 2,815 | 1,000 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **18,788** |
| **11** | 2,815 | 1,000 | 2,613 | 2,538 | 2,695 | 2,793 | 2,725 | **17,179** |
| **12** | 4,289 | 2,603 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **21,865** |
| **13** | 4,289 | 1,000 | 1,000 | 2,538 | 2,695 | 2,793 | 1,000 | **15,315** |
| **14** | 2,815 | 1,000 | 1,000 | 4,147 | 2,695 | 2,793 | 2,725 | **17,176** |
| **15** | 2,815 | 2,603 | 1,000 | 2,538 | 1,000 | 2,793 | 2,725 | **15,474** |
| **16** | 2,815 | 1,000 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **18,788** |
| **17** | 4,289 | 2,603 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **21,865** |
| **18** | 4,289 | 2,603 | 2,613 | 4,147 | 1,000 | 2,793 | 1,000 | **18,445** |
| **19** | 2,815 | 1,000 | 2,613 | 4,147 | 1,000 | 1,000 | 1,000 | **13,575** |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Kualitas Produk (X2)** | | | | | | | **∑** |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** |
| **20** | 1,000 | 2,603 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **18,576** |
| **21** | 2,815 | 2,603 | 2,613 | 4,147 | 2,695 | 1,000 | 2,725 | **18,598** |
| **22** | 2,815 | 1,000 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **18,788** |
| **23** | 2,815 | 2,603 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **20,391** |
| **24** | 4,289 | 2,603 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **21,865** |
| **25** | 2,815 | 1,000 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **18,788** |
| **26** | 4,289 | 2,603 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **21,865** |
| **27** | 4,289 | 1,000 | 1,000 | 4,147 | 2,695 | 2,793 | 2,725 | **18,650** |
| **28** | 2,815 | 1,000 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **18,788** |
| **29** | 2,815 | 2,603 | 1,000 | 2,538 | 1,000 | 2,793 | 2,725 | **15,474** |
| **30** | 2,815 | 1,000 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **18,788** |
| **31** | 4,289 | 1,000 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **20,262** |
| **32** | 2,815 | 2,603 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **20,391** |
| **33** | 2,815 | 2,603 | 1,000 | 2,538 | 1,000 | 2,793 | 2,725 | **15,474** |
| **34** | 4,289 | 2,603 | 2,613 | 2,538 | 1,000 | 2,793 | 2,725 | **18,561** |
| **35** | 4,289 | 1,000 | 1,000 | 4,147 | 2,695 | 1,000 | 1,000 | **15,131** |
| **36** | 4,289 | 2,603 | 1,000 | 2,538 | 1,000 | 2,793 | 1,000 | **15,222** |
| **37** | 2,815 | 1,000 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **18,788** |
| **38** | 4,289 | 2,603 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **21,865** |
| **39** | 4,289 | 1,000 | 2,613 | 2,538 | 2,695 | 2,793 | 2,725 | **18,653** |
| **40** | 2,815 | 1,000 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **18,788** |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Kualitas Produk (X2)** | | | | | | | **∑** |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** |
| **41** | 2,815 | 2,603 | 2,613 | 4,147 | 1,000 | 1,000 | 2,725 | **16,903** |
| **42** | 2,815 | 1,000 | 1,000 | 4,147 | 2,695 | 2,793 | 2,725 | **17,176** |
| **43** | 2,815 | 1,000 | 2,613 | 2,538 | 2,695 | 2,793 | 2,725 | **17,179** |
| **44** | 4,289 | 1,000 | 1,000 | 4,147 | 2,695 | 2,793 | 2,725 | **18,650** |
| **45** | 4,289 | 1,000 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **20,262** |
| **46** | 2,815 | 1,000 | 1,000 | 4,147 | 2,695 | 2,793 | 2,725 | **17,176** |
| **47** | 2,815 | 2,603 | 1,000 | 2,538 | 1,000 | 2,793 | 2,725 | **15,474** |
| **48** | 2,815 | 1,000 | 1,000 | 4,147 | 2,695 | 2,793 | 2,725 | **17,176** |
| **49** | 4,289 | 1,000 | 1,000 | 2,538 | 2,695 | 2,793 | 2,725 | **17,040** |
| **50** | 4,289 | 2,603 | 2,613 | 4,147 | 2,695 | 2,793 | 1,000 | **20,139** |
| **51** | 2,815 | 2,603 | 1,000 | 2,538 | 2,695 | 2,793 | 2,725 | **17,169** |
| **52** | 2,815 | 2,603 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **20,391** |
| **53** | 4,289 | 1,000 | 1,000 | 4,147 | 2,695 | 1,000 | 1,000 | **15,131** |
| **54** | 4,289 | 2,603 | 1,000 | 2,538 | 1,000 | 2,793 | 1,000 | **15,222** |
| **55** | 4,289 | 2,603 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **21,865** |
| **56** | 4,289 | 2,603 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **21,865** |
| **57** | 1,565 | 2,603 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **19,142** |
| **58** | 2,815 | 1,000 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **18,788** |
| **59** | 2,815 | 2,603 | 2,613 | 4,147 | 1,000 | 1,000 | 1,000 | **15,177** |
| **60** | 2,815 | 1,000 | 1,000 | 4,147 | 2,695 | 2,793 | 2,725 | **17,176** |
| **61** | 2,815 | 2,603 | 1,000 | 2,538 | 1,000 | 2,793 | 2,725 | **15,474** |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Kualitas Produk (X2)** | | | | | | | **∑** |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** |
| **62** | 2,815 | 2,603 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **20,391** |
| **63** | 4,289 | 1,000 | 1,000 | 4,147 | 2,695 | 1,000 | 1,000 | **15,131** |
| **64** | 4,289 | 2,603 | 1,000 | 2,538 | 1,000 | 2,793 | 1,000 | **15,222** |
| **65** | 2,815 | 1,000 | 2,613 | 4,147 | 1,000 | 2,793 | 2,725 | **17,094** |
| **66** | 1,000 | 2,603 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **18,576** |
| **67** | 1,565 | 1,000 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **17,539** |
| **68** | 2,815 | 1,000 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **18,788** |
| **69** | 2,815 | 2,603 | 2,613 | 4,147 | 1,000 | 1,000 | 1,000 | **15,177** |
| **70** | 2,815 | 1,000 | 1,000 | 1,000 | 2,695 | 2,793 | 2,725 | **14,028** |
| **71** | 2,815 | 1,000 | 2,613 | 2,538 | 2,695 | 2,793 | 2,725 | **17,179** |
| **72** | 4,289 | 1,000 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **20,262** |
| **73** | 4,289 | 1,000 | 1,000 | 2,538 | 2,695 | 2,793 | 1,000 | **15,315** |
| **74** | 2,815 | 1,000 | 1,000 | 4,147 | 2,695 | 1,000 | 1,000 | **13,657** |
| **75** | 2,815 | 2,603 | 1,000 | 2,538 | 1,000 | 2,793 | 2,725 | **15,474** |
| **76** | 2,815 | 1,000 | 1,000 | 4,147 | 2,695 | 2,793 | 2,725 | **17,176** |
| **77** | 4,289 | 1,000 | 1,000 | 2,538 | 2,695 | 2,793 | 1,000 | **15,315** |
| **78** | 2,815 | 1,000 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **18,788** |
| **79** | 2,815 | 2,603 | 2,613 | 4,147 | 1,000 | 1,000 | 1,000 | **15,177** |
| **80** | 2,815 | 1,000 | 1,000 | 4,147 | 2,695 | 2,793 | 2,725 | **17,176** |
| **81** | 2,815 | 2,603 | 1,000 | 2,538 | 1,000 | 2,793 | 2,725 | **15,474** |
| **82** | 2,815 | 1,000 | 2,613 | 2,538 | 2,695 | 2,793 | 2,725 | **17,179** |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Kualitas Produk (X2)** | | | | | | | **∑** |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** |
| **83** | 4,289 | 1,000 | 1,000 | 4,147 | 2,695 | 1,000 | 1,000 | **15,131** |
| **84** | 4,289 | 2,603 | 1,000 | 2,538 | 1,000 | 2,793 | 1,000 | **15,222** |
| **85** | 2,815 | 1,000 | 2,613 | 4,147 | 1,000 | 2,793 | 2,725 | **17,094** |
| **86** | 1,000 | 2,603 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **18,576** |
| **87** | 2,815 | 1,000 | 1,000 | 4,147 | 2,695 | 2,793 | 2,725 | **17,176** |
| **88** | 2,815 | 1,000 | 2,613 | 2,538 | 2,695 | 1,000 | 2,725 | **15,386** |
| **89** | 4,289 | 1,000 | 1,000 | 2,538 | 2,695 | 2,793 | 2,725 | **17,040** |
| **90** | 2,815 | 1,000 | 1,000 | 4,147 | 2,695 | 1,000 | 2,725 | **15,382** |
| **91** | 4,289 | 1,000 | 1,000 | 4,147 | 2,695 | 1,000 | 1,000 | **15,131** |
| **92** | 4,289 | 2,603 | 1,000 | 2,538 | 1,000 | 2,793 | 1,000 | **15,222** |
| **93** | 2,815 | 1,000 | 2,613 | 4,147 | 1,000 | 1,000 | 1,000 | **13,575** |
| **94** | 4,289 | 2,603 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **21,865** |
| **95** | 1,565 | 1,000 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **17,539** |
| **96** | 2,815 | 1,000 | 2,613 | 4,147 | 2,695 | 2,793 | 2,725 | **18,788** |
| **97** | 2,815 | 2,603 | 2,613 | 4,147 | 1,000 | 1,000 | 1,000 | **15,177** |
| **98** | 2,815 | 1,000 | 1,000 | 4,147 | 2,695 | 2,793 | 2,725 | **17,176** |
| **99** | 2,815 | 1,000 | 2,613 | 2,538 | 2,695 | 2,793 | 2,725 | **17,179** |
| **100** | 4,289 | 1,000 | 2,613 | 2,538 | 2,695 | 2,793 | 2,725 | **18,653** |

**LAMPIRAN 16**

**HASIL UJI MSI VARIABEL HARGA PRODUK**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Harga Produk (X3)** | | | | | **∑** |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** |
| **1** | 3,949 | 2,375 | 3,179 | 3,192 | 3,959 | **16,653** |
| **2** | 1,000 | 1,000 | 3,179 | 2,158 | 1,813 | **9,150** |
| **3** | 1,000 | 1,000 | 1,801 | 1,000 | 1,000 | **5,801** |
| **4** | 3,949 | 2,375 | 4,726 | 3,192 | 2,700 | **16,941** |
| **5** | 2,478 | 2,375 | 3,179 | 3,192 | 3,959 | **15,182** |
| **6** | 2,478 | 3,648 | 3,179 | 1,000 | 3,959 | **14,264** |
| **7** | 1,000 | 1,000 | 3,179 | 2,158 | 1,813 | **9,150** |
| **8** | 3,949 | 3,648 | 3,179 | 2,158 | 2,700 | **15,634** |
| **9** | 2,478 | 3,648 | 3,179 | 1,000 | 2,700 | **13,005** |
| **10** | 3,949 | 2,375 | 3,179 | 3,192 | 3,959 | **16,653** |
| **11** | 2,478 | 2,375 | 3,179 | 3,192 | 3,959 | **15,182** |
| **12** | 2,478 | 2,375 | 1,801 | 1,000 | 1,813 | **9,467** |
| **13** | 2,478 | 2,375 | 1,000 | 2,158 | 3,959 | **11,969** |
| **14** | 2,478 | 2,375 | 3,179 | 1,000 | 2,700 | **11,731** |
| **15** | 2,478 | 1,614 | 3,179 | 1,000 | 3,959 | **12,230** |
| **16** | 2,478 | 2,375 | 3,179 | 1,000 | 3,959 | **12,990** |
| **17** | 2,478 | 3,648 | 3,179 | 1,000 | 2,700 | **13,005** |
| **18** | 2,478 | 2,375 | 4,726 | 2,158 | 2,700 | **14,436** |
| **19** | 2,478 | 3,648 | 3,179 | 1,000 | 3,959 | **14,264** |
| **20** | 2,478 | 3,648 | 4,726 | 2,158 | 2,700 | **15,709** |
| **21** | 2,478 | 3,648 | 4,726 | 2,158 | 2,700 | **15,709** |
| **22** | 3,949 | 3,648 | 3,179 | 2,158 | 2,700 | **15,634** |
| **23** | 3,949 | 3,648 | 3,179 | 2,158 | 2,700 | **15,634** |
| **24** | 2,478 | 2,375 | 3,179 | 2,158 | 2,700 | **12,889** |
| **25** | 1,000 | 2,375 | 1,801 | 1,000 | 2,700 | **8,876** |
| **26** | 1,000 | 2,375 | 3,179 | 1,000 | 2,700 | **10,254** |
| **27** | 3,949 | 2,375 | 3,179 | 3,192 | 3,959 | **16,653** |
| **28** | 1,000 | 1,000 | 3,179 | 2,158 | 1,813 | **9,150** |
| **29** | 1,000 | 1,000 | 1,801 | 1,000 | 1,000 | **5,801** |
| **30** | 3,949 | 2,375 | 4,726 | 3,192 | 2,700 | **16,941** |
| **31** | 2,478 | 2,375 | 3,179 | 3,192 | 3,959 | **15,182** |
| **32** | 2,478 | 3,648 | 3,179 | 1,000 | 3,959 | **14,264** |
| **33** | 2,478 | 2,375 | 3,179 | 3,192 | 3,959 | **15,182** |
| **34** | 2,478 | 3,648 | 3,179 | 1,000 | 3,959 | **14,264** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Harga Produk (X3)** | | | | | **∑** |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** |
| **35** | 1,000 | 1,000 | 3,179 | 2,158 | 1,813 | **9,150** |
| **36** | 3,949 | 3,648 | 3,179 | 2,158 | 2,700 | **15,634** |
| **37** | 2,478 | 3,648 | 3,179 | 1,000 | 2,700 | **13,005** |
| **38** | 3,949 | 2,375 | 3,179 | 3,192 | 3,959 | **16,653** |
| **39** | 2,478 | 2,375 | 3,179 | 3,192 | 3,959 | **15,182** |
| **40** | 2,478 | 2,375 | 1,801 | 1,000 | 1,813 | **9,467** |
| **41** | 2,478 | 2,375 | 1,000 | 2,158 | 3,959 | **11,969** |
| **42** | 2,478 | 2,375 | 3,179 | 1,000 | 2,700 | **11,731** |
| **43** | 2,478 | 1,614 | 3,179 | 1,000 | 3,959 | **12,230** |
| **44** | 2,478 | 2,375 | 3,179 | 1,000 | 3,959 | **12,990** |
| **45** | 2,478 | 3,648 | 3,179 | 1,000 | 2,700 | **13,005** |
| **46** | 2,478 | 2,375 | 4,726 | 2,158 | 2,700 | **14,436** |
| **47** | 2,478 | 3,648 | 3,179 | 1,000 | 3,959 | **14,264** |
| **48** | 2,478 | 3,648 | 4,726 | 2,158 | 2,700 | **15,709** |
| **49** | 2,478 | 3,648 | 4,726 | 2,158 | 2,700 | **15,709** |
| **50** | 3,949 | 2,375 | 3,179 | 3,192 | 3,959 | **16,653** |
| **51** | 1,000 | 1,000 | 3,179 | 2,158 | 1,813 | **9,150** |
| **52** | 1,000 | 1,000 | 1,801 | 1,000 | 1,000 | **5,801** |
| **53** | 3,949 | 2,375 | 4,726 | 3,192 | 2,700 | **16,941** |
| **54** | 2,478 | 2,375 | 3,179 | 3,192 | 3,959 | **15,182** |
| **55** | 2,478 | 3,648 | 3,179 | 1,000 | 3,959 | **14,264** |
| **56** | 2,478 | 2,375 | 3,179 | 3,192 | 3,959 | **15,182** |
| **57** | 2,478 | 3,648 | 3,179 | 1,000 | 3,959 | **14,264** |
| **58** | 1,000 | 1,000 | 3,179 | 2,158 | 1,813 | **9,150** |
| **59** | 3,949 | 3,648 | 3,179 | 2,158 | 2,700 | **15,634** |
| **60** | 2,478 | 3,648 | 3,179 | 1,000 | 2,700 | **13,005** |
| **61** | 3,949 | 2,375 | 3,179 | 3,192 | 3,959 | **16,653** |
| **62** | 2,478 | 2,375 | 3,179 | 3,192 | 3,959 | **15,182** |
| **63** | 2,478 | 2,375 | 1,801 | 1,000 | 1,813 | **9,467** |
| **64** | 2,478 | 2,375 | 1,000 | 2,158 | 3,959 | **11,969** |
| **65** | 2,478 | 2,375 | 3,179 | 1,000 | 2,700 | **11,731** |
| **66** | 2,478 | 1,614 | 3,179 | 1,000 | 3,959 | **12,230** |
| **67** | 2,478 | 2,375 | 3,179 | 1,000 | 3,959 | **12,990** |
| **68** | 2,478 | 3,648 | 3,179 | 1,000 | 2,700 | **13,005** |
| **69** | 2,478 | 1,614 | 3,179 | 1,000 | 3,959 | **12,230** |
| **70** | 2,478 | 2,375 | 3,179 | 1,000 | 3,959 | **12,990** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | **Harga Produk (X3)** | | | | | **∑** |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** |
| **71** | 2,478 | 3,648 | 3,179 | 1,000 | 2,700 | **13,005** |
| **72** | 2,478 | 2,375 | 4,726 | 2,158 | 2,700 | **14,436** |
| **73** | 2,478 | 3,648 | 3,179 | 1,000 | 3,959 | **14,264** |
| **74** | 2,478 | 3,648 | 4,726 | 2,158 | 2,700 | **15,709** |
| **75** | 2,478 | 3,648 | 4,726 | 2,158 | 2,700 | **15,709** |
| **76** | 3,949 | 2,375 | 3,179 | 3,192 | 3,959 | **16,653** |
| **77** | 1,000 | 1,000 | 3,179 | 2,158 | 1,813 | **9,150** |
| **78** | 1,000 | 1,000 | 1,801 | 1,000 | 1,000 | **5,801** |
| **79** | 3,949 | 2,375 | 4,726 | 3,192 | 2,700 | **16,941** |
| **80** | 2,478 | 2,375 | 3,179 | 3,192 | 3,959 | **15,182** |
| **81** | 2,478 | 3,648 | 3,179 | 1,000 | 3,959 | **14,264** |
| **82** | 2,478 | 2,375 | 3,179 | 3,192 | 3,959 | **15,182** |
| **83** | 2,478 | 3,648 | 3,179 | 1,000 | 3,959 | **14,264** |
| **84** | 1,000 | 1,000 | 3,179 | 2,158 | 1,813 | **9,150** |
| **85** | 3,949 | 3,648 | 3,179 | 2,158 | 2,700 | **15,634** |
| **86** | 2,478 | 2,375 | 3,179 | 1,000 | 3,959 | **12,990** |
| **87** | 2,478 | 3,648 | 3,179 | 1,000 | 2,700 | **13,005** |
| **88** | 2,478 | 1,614 | 3,179 | 1,000 | 3,959 | **12,230** |
| **89** | 2,478 | 2,375 | 3,179 | 1,000 | 3,959 | **12,990** |
| **90** | 2,478 | 3,648 | 3,179 | 1,000 | 2,700 | **13,005** |
| **91** | 2,478 | 2,375 | 4,726 | 2,158 | 2,700 | **14,436** |
| **92** | 2,478 | 3,648 | 3,179 | 1,000 | 3,959 | **14,264** |
| **93** | 2,478 | 3,648 | 4,726 | 2,158 | 2,700 | **15,709** |
| **94** | 2,478 | 3,648 | 4,726 | 2,158 | 2,700 | **15,709** |
| **95** | 3,949 | 2,375 | 3,179 | 3,192 | 3,959 | **16,653** |
| **96** | 1,000 | 1,000 | 3,179 | 2,158 | 1,813 | **9,150** |
| **97** | 1,000 | 1,000 | 1,801 | 1,000 | 1,000 | **5,801** |
| **98** | 3,949 | 2,375 | 4,726 | 3,192 | 2,700 | **16,941** |
| **99** | 2,478 | 2,375 | 3,179 | 3,192 | 3,959 | **15,182** |
| **100** | 2,478 | 3,648 | 4,726 | 2,158 | 2,700 | **15,709** |

**LAMPIRAN 17**

**HASIL UJI MSI VARIABEL *WORD OF MOUTH***

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | ***Word Of Mouth* (X4)** | | | | | | | | | | | | | | **∑** |
| **X4.1** | **X4.2** | **X4.3** | **X4.4** | **X4.5** | **X4.6** | **X4.7** | **X4.8** | **X4.9** | **X4.10** | **X4.11** | **X4.12** | **X4.13** | **X4.14** |
| **1** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 1,000 | 1,000 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **34,859** |
| **2** | 1,000 | 1,000 | 1,000 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **33,848** |
| **3** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **4** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 1,000 | 1,000 | 2,870 | **35,086** |
| **5** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **6** | 1,000 | 1,000 | 1,000 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **33,848** |
| **7** | 2,643 | 2,670 | 2,737 | 1,000 | 2,870 | 3,020 | 1,000 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **35,101** |
| **8** | 2,643 | 2,670 | 1,000 | 1,000 | 2,870 | 1,000 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **33,364** |
| **9** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **10** | 1,000 | 1,000 | 2,737 | 2,778 | 1,000 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **33,715** |
| **11** | 1,000 | 1,000 | 1,000 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 1,000 | 3,020 | 2,793 | 2,870 | **31,604** |
| **12** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 1,000 | 1,000 | **35,235** |
| **13** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **14** | 1,000 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **37,255** |
| **15** | 1,000 | 1,000 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **35,586** |
| **16** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 1,000 | 2,870 | **37,105** |
| **17** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 1,000 | 1,000 | 3,338 | 1,000 | 3,244 | 3,020 | 2,793 | 2,870 | **34,985** |
| **18** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 1,000 | 3,244 | 3,020 | 2,793 | 2,870 | **37,005** |
| **19** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | ***Word Of Mouth* (X4)** | | | | | | | | | | | | | | **∑** |
| **X4.1** | **X4.2** | **X4.3** | **X4.4** | **X4.5** | **X4.6** | **X4.7** | **X4.8** | **X4.9** | **X4.10** | **X4.11** | **X4.12** | **X4.13** | **X4.14** |
| **20** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **21** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **22** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **23** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 1,000 | 3,244 | 3,020 | 2,793 | 1,000 | **35,134** |
| **24** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **25** | 1,000 | 1,000 | 1,000 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **33,848** |
| **26** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **27** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 1,000 | 1,000 | 2,870 | **35,086** |
| **28** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **29** | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **30,200** |
| **30** | 2,643 | 2,670 | 2,737 | 1,000 | 2,870 | 3,020 | 1,000 | 1,000 | 3,338 | 2,894 | 1,000 | 1,000 | 2,793 | 2,870 | **30,837** |
| **31** | 2,643 | 2,670 | 1,000 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **37,162** |
| **32** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **33** | 1,000 | 1,000 | 2,737 | 2,778 | 1,000 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **33,715** |
| **34** | 1,000 | 1,000 | 1,000 | 1,000 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **32,071** |
| **35** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 1,000 | 1,000 | **35,235** |
| **36** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **37** | 2,643 | 2,670 | 1,000 | 1,000 | 2,870 | 1,000 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **33,364** |
| **38** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **39** | 1,000 | 1,000 | 2,737 | 2,778 | 1,000 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **33,715** |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **No. Responden** | ***Word Of Mouth* (X4)** | | | | | | | | | | | | | | **∑** |
| **X4.1** | **X4.2** | **X4.3** | **X4.4** | **X4.5** | **X4.6** | **X4.7** | **X4.8** | **X4.9** | **X4.10** | **X4.11** | **X4.12** | **X4.13** | **X4.14** |
| **40** | 1,000 | 1,000 | 1,000 | 1,000 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **32,071** |
| **41** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 1,000 | 1,000 | **35,235** |
| **42** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **43** | 1,000 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **37,255** |
| **44** | 1,000 | 1,000 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **35,586** |
| **45** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 1,000 | 2,870 | **37,105** |
| **46** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 1,000 | 1,000 | 3,338 | 1,000 | 3,244 | 3,020 | 2,793 | 1,000 | **33,114** |
| **47** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 1,000 | 3,244 | 3,020 | 2,793 | 2,870 | **37,005** |
| **48** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **49** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **50** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **51** | 1,000 | 1,000 | 1,000 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **33,848** |
| **52** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **53** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 1,000 | 1,000 | 2,870 | **35,086** |
| **54** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **55** | 1,000 | 1,000 | 2,737 | 1,000 | 1,000 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **31,937** |
| **56** | 2,643 | 2,670 | 2,737 | 1,000 | 2,870 | 3,020 | 1,000 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **35,101** |
| **57** | 2,643 | 2,670 | 1,000 | 1,000 | 2,870 | 1,000 | 3,020 | 1,000 | 3,338 | 1,000 | 3,244 | 3,020 | 2,793 | 2,870 | **31,470** |
| **58** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **59** | 1,000 | 1,000 | 2,737 | 2,778 | 1,000 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **33,715** |
| **60** | 1,000 | 1,000 | 1,000 | 2,778 | 2,870 | 1,000 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **31,829** |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | ***Word Of Mouth* (X4)** | | | | | | | | | | | | | | **∑** |
| **X4.1** | **X4.2** | **X4.3** | **X4.4** | **X4.5** | **X4.6** | **X4.7** | **X4.8** | **X4.9** | **X4.10** | **X4.11** | **X4.12** | **X4.13** | **X4.14** |
| **61** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 1,000 | 1,000 | **35,235** |
| **62** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **63** | 2,643 | 2,670 | 1,000 | 1,000 | 2,870 | 1,000 | 3,020 | 1,000 | 1,000 | 1,000 | 3,244 | 3,020 | 2,793 | 2,870 | **29,131** |
| **64** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **65** | 1,000 | 1,000 | 2,737 | 2,778 | 1,000 | 3,020 | 3,020 | 1,000 | 3,338 | 1,000 | 1,000 | 3,020 | 2,793 | 2,870 | **29,577** |
| **66** | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **28,180** |
| **67** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 1,000 | 1,000 | **35,235** |
| **68** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **69** | 1,000 | 1,000 | 2,737 | 2,778 | 1,000 | 3,020 | 3,020 | 1,000 | 3,338 | 1,000 | 3,244 | 3,020 | 2,793 | 2,870 | **31,821** |
| **70** | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **30,200** |
| **71** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 1,000 | 1,000 | **35,235** |
| **72** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **73** | 1,000 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **37,255** |
| **74** | 1,000 | 1,000 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 1,000 | 2,793 | 2,870 | **33,566** |
| **75** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 1,000 | 2,870 | **37,105** |
| **76** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 1,000 | 1,000 | 3,338 | 1,000 | 3,244 | 3,020 | 2,793 | 1,000 | **33,114** |
| **77** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 1,000 | 3,244 | 3,020 | 2,793 | 2,870 | **37,005** |
| **78** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **79** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **80** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **81** | 1,000 | 1,000 | 1,000 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **33,848** |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.**  **Responden** | ***Word Of Mouth* (X4)** | | | | | | | | | | | | | | **∑** |
| **X4.1** | **X4.2** | **X4.3** | **X4.4** | **X4.5** | **X4.6** | **X4.7** | **X4.8** | **X4.9** | **X4.10** | **X4.11** | **X4.12** | **X4.13** | **X4.14** |
| **82** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **83** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 1,000 | 1,000 | 2,870 | **35,086** |
| **84** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **85** | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **30,200** |
| **86** | 2,643 | 2,670 | 2,737 | 1,000 | 2,870 | 3,020 | 1,000 | 1,000 | 3,338 | 2,894 | 1,000 | 1,000 | 1,000 | 1,000 | **27,173** |
| **87** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 1,000 | 1,000 | **35,235** |
| **88** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **89** | 2,643 | 2,670 | 1,000 | 1,000 | 2,870 | 1,000 | 3,020 | 1,000 | 1,000 | 1,000 | 3,244 | 1,000 | 2,793 | 2,870 | **27,112** |
| **90** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **91** | 1,000 | 1,000 | 2,737 | 2,778 | 1,000 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **33,715** |
| **92** | 1,000 | 1,000 | 1,000 | 1,000 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **32,071** |
| **93** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 1,000 | 1,000 | **35,235** |
| **94** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **95** | 1,000 | 1,000 | 2,737 | 2,778 | 1,000 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **33,715** |
| **96** | 1,000 | 1,000 | 1,000 | 1,000 | 2,870 | 3,020 | 3,020 | 1,000 | 1,000 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **29,732** |
| **97** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 1,000 | 1,000 | **35,235** |
| **98** | 2,643 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **38,899** |
| **99** | 1,000 | 2,670 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **37,255** |
| **100** | 1,000 | 1,000 | 2,737 | 2,778 | 2,870 | 3,020 | 3,020 | 1,000 | 3,338 | 2,894 | 3,244 | 3,020 | 2,793 | 2,870 | **35,586** |

**LAMPIRAN 18**

**HASIL UJI VALIDITAS VARIABEL MINAT BELI**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | |
|  | | Y.1 | Y.2 | Y.3 | Y.4 | Minat Beli |
| Y.1 | Pearson Correlation | 1 | ,308 | ,261 | ,126 | ,713\*\* |
| Sig. (2-tailed) |  | ,097 | ,164 | ,508 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 |
| Y.2 | Pearson Correlation | ,308 | 1 | ,408\* | -,321 | ,562\*\* |
| Sig. (2-tailed) | ,097 |  | ,025 | ,084 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 |
| Y.3 | Pearson Correlation | ,261 | ,408\* | 1 | ,062 | ,727\*\* |
| Sig. (2-tailed) | ,164 | ,025 |  | ,743 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 |
| Y.4 | Pearson Correlation | ,126 | -,321 | ,062 | 1 | ,383\* |
| Sig. (2-tailed) | ,508 | ,084 | ,743 |  | ,037 |
| N | 30 | 30 | 30 | 30 | 30 |
| Minat Beli | Pearson Correlation | ,713\*\* | ,562\*\* | ,727\*\* | ,383\* | 1 |
| Sig. (2-tailed) | ,000 | ,001 | ,000 | ,037 |  |
| N | 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). | | | | | | |

**LAMPIRAN 19**

**HASIL UJI RELIABILITAS VARIABEL MINAT BELI**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100,0 |
| Excludeda | 0 | ,0 |
| Total | 30 | 100,0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,696 | 4 |

**LAMPIRAN 20**

**HASIL UJI VALIDITAS VARIABEL CITRA MEREK**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | Citra Merek |
| X1.1 | 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 |
| X1.2 | 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 |
| X1.3 | 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 |
| X1.4 | 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 |
| X1.5 | 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 |
| X1.6 | 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 |
| X1.7 | 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 |
| X1.8 | 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 |
| Citra Merek | 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). | | | | | | | | | | |

**LAMPIRAN 21**

**HASIL UJI RELIABILITAS VARIABEL CITRA MEREK**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100,0 |
| Excludeda | 0 | ,0 |
| Total | 30 | 100,0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,625 | 8 |

**LAMPIRAN 22**

**HASIL UJI VALIDITAS VARIABEL KUALITAS PRODUK**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | Kualitas Produk |
| X2.1 | Pearson Correlation | 1 | ,669\*\* | ,465\*\* | ,454\* | ,322 | ,631\*\* | ,529\*\* | ,754\*\* |
| Sig. (2-tailed) |  | ,000 | ,010 | ,012 | ,083 | ,000 | ,003 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | ,669\*\* | 1 | ,463\* | ,525\*\* | ,318 | ,574\*\* | ,479\*\* | ,737\*\* |
| Sig. (2-tailed) | ,000 |  | ,010 | ,003 | ,087 | ,001 | ,007 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | ,465\*\* | ,463\* | 1 | ,625\*\* | ,524\*\* | ,624\*\* | ,684\*\* | ,793\*\* |
| Sig. (2-tailed) | ,010 | ,010 |  | ,000 | ,003 | ,000 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | ,454\* | ,525\*\* | ,625\*\* | 1 | ,442\* | ,436\* | ,518\*\* | ,730\*\* |
| Sig. (2-tailed) | ,012 | ,003 | ,000 |  | ,014 | ,016 | ,003 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.5 | Pearson Correlation | ,322 | ,318 | ,524\*\* | ,442\* | 1 | ,541\*\* | ,545\*\* | ,680\*\* |
| Sig. (2-tailed) | ,083 | ,087 | ,003 | ,014 |  | ,002 | ,002 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.6 | Pearson Correlation | ,631\*\* | ,574\*\* | ,624\*\* | ,436\* | ,541\*\* | 1 | ,835\*\* | ,871\*\* |
| Sig. (2-tailed) | ,000 | ,001 | ,000 | ,016 | ,002 |  | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.7 | Pearson Correlation | ,529\*\* | ,479\*\* | ,684\*\* | ,518\*\* | ,545\*\* | ,835\*\* | 1 | ,852\*\* |
| Sig. (2-tailed) | ,003 | ,007 | ,000 | ,003 | ,002 | ,000 |  | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Kualitas Produk | Pearson Correlation | ,754\*\* | ,737\*\* | ,793\*\* | ,730\*\* | ,680\*\* | ,871\*\* | ,852\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |  |
| N | 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). | | | | | | | | | |

**LAMPIRAN 23**

**HASIL UJI RELIABILITAS VARIABEL KUALITAS PRODUK**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100,0 |
| Excludeda | 0 | ,0 |
| Total | 30 | 100,0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,885 | 7 |

**LAMPIRAN 24**

**HASIL UJI VALIDITAS VARIABEL HARGA PRODUK**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | Harga Produk |
| X3.1 | Pearson Correlation | 1 | ,552\*\* | ,269 | ,468\*\* | ,413\* | ,806\*\* |
| Sig. (2-tailed) |  | ,002 | ,151 | ,009 | ,023 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.2 | Pearson Correlation | ,552\*\* | 1 | ,246 | -,017 | ,368\* | ,688\*\* |
| Sig. (2-tailed) | ,002 |  | ,191 | ,930 | ,045 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.3 | Pearson Correlation | ,269 | ,246 | 1 | ,308 | ,159 | ,567\*\* |
| Sig. (2-tailed) | ,151 | ,191 |  | ,098 | ,402 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.4 | Pearson Correlation | ,468\*\* | -,017 | ,308 | 1 | ,211 | ,570\*\* |
| Sig. (2-tailed) | ,009 | ,930 | ,098 |  | ,264 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.5 | Pearson Correlation | ,413\* | ,368\* | ,159 | ,211 | 1 | ,671\*\* |
| Sig. (2-tailed) | ,023 | ,045 | ,402 | ,264 |  | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Harga Produk | Pearson Correlation | ,806\*\* | ,688\*\* | ,567\*\* | ,570\*\* | ,671\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,001 | ,001 | ,000 |  |
| N | 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). | | | | | | | |

**LAMPIRAN 25**

**HASIL UJI RELIABILITAS VARIABEL HARGA PRODUK**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100,0 |
| Excludeda | 0 | ,0 |
| Total | 30 | 100,0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,662 | 5 |

**LAMPIRAN 26**

**HASIL UJI VALIDITAS VARIABEL *WORD OF MOUTH***

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | | | | |
|  | | X4.1 | X4.2 | X4.3 | X4.4 | X4.5 | X4.6 | X4.7 | X4.8 | X4.9 | X4.10 | X4.11 | X4.12 | X4.13 | X4.14 | Word Of Mouth |
| X4.1 | Pearson Correlation | 1 | ,811\*\* | ,479\*\* | ,247 | ,604\*\* | ,210 | ,145 | ,484\*\* | ,479\*\* | ,380\* | ,499\*\* | ,327 | ,418\* | ,354 | ,714\*\* |
| Sig. (2-tailed) |  | ,000 | ,007 | ,188 | ,000 | ,265 | ,445 | ,007 | ,007 | ,038 | ,005 | ,078 | ,021 | ,055 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4.2 | Pearson Correlation | ,811\*\* | 1 | ,614\*\* | ,351 | ,745\*\* | ,298 | ,230 | ,239 | ,351 | ,337 | ,488\*\* | ,293 | ,454\* | ,365\* | ,737\*\* |
| Sig. (2-tailed) | ,000 |  | ,000 | ,057 | ,000 | ,110 | ,221 | ,203 | ,057 | ,069 | ,006 | ,116 | ,012 | ,047 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4.3 | Pearson Correlation | ,479\*\* | ,614\*\* | 1 | ,712\*\* | ,523\*\* | ,523\*\* | ,288 | -,105 | ,423\* | ,207 | ,171 | ,385\* | ,398\* | ,280 | ,674\*\* |
| Sig. (2-tailed) | ,007 | ,000 |  | ,000 | ,003 | ,003 | ,122 | ,581 | ,020 | ,272 | ,366 | ,036 | ,029 | ,134 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4.4 | Pearson Correlation | ,247 | ,351 | ,712\*\* | 1 | ,523\*\* | ,523\*\* | ,505\*\* | -,105 | ,423\* | ,207 | ,385\* | ,385\* | ,398\* | ,280 | ,674\*\* |
| Sig. (2-tailed) | ,188 | ,057 | ,000 |  | ,003 | ,003 | ,004 | ,581 | ,020 | ,272 | ,036 | ,036 | ,029 | ,134 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4.5 | Pearson Correlation | ,604\*\* | ,745\*\* | ,523\*\* | ,523\*\* | 1 | ,444\* | ,368\* | -,089 | ,196 | ,302 | ,509\*\* | ,024 | ,338 | ,181 | ,642\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,003 | ,003 |  | ,014 | ,046 | ,640 | ,299 | ,105 | ,004 | ,899 | ,068 | ,337 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4.6 | Pearson Correlation | ,210 | ,298 | ,523\*\* | ,523\*\* | ,444\* | 1 | ,000 | -,089 | ,523\*\* | ,302 | ,267 | -,097 | ,338 | ,181 | ,534\*\* |
| Sig. (2-tailed) | ,265 | ,110 | ,003 | ,003 | ,014 |  | 1,000 | ,640 | ,003 | ,105 | ,154 | ,610 | ,068 | ,337 | ,002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4.7 | Pearson Correlation | ,145 | ,230 | ,288 | ,505\*\* | ,368\* | ,000 | 1 | -,098 | -,144 | -,055 | ,401\* | ,241 | ,110 | ,450\* | ,403\* |
| Sig. (2-tailed) | ,445 | ,221 | ,122 | ,004 | ,046 | 1,000 |  | ,605 | ,447 | ,771 | ,028 | ,200 | ,564 | ,013 | ,027 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4.8 | Pearson Correlation | ,484\*\* | ,239 | -,105 | -,105 | -,089 | -,089 | -,098 | 1 | ,681\*\* | ,443\* | ,408\* | ,408\* | ,271 | ,327 | ,404\* |
| Sig. (2-tailed) | ,007 | ,203 | ,581 | ,581 | ,640 | ,640 | ,605 |  | ,000 | ,014 | ,025 | ,025 | ,147 | ,077 | ,027 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4.9 | Pearson Correlation | ,479\*\* | ,351 | ,423\* | ,423\* | ,196 | ,523\*\* | -,144 | ,681\*\* | 1 | ,650\*\* | ,385\* | ,385\* | ,398\* | ,280 | ,674\*\* |
| Sig. (2-tailed) | ,007 | ,057 | ,020 | ,020 | ,299 | ,003 | ,447 | ,000 |  | ,000 | ,036 | ,036 | ,029 | ,134 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4.10 | Pearson Correlation | ,380\* | ,337 | ,207 | ,207 | ,302 | ,302 | -,055 | ,443\* | ,650\*\* | 1 | ,263 | ,099 | ,072 | ,277 | ,494\*\* |
| Sig. (2-tailed) | ,038 | ,069 | ,272 | ,272 | ,105 | ,105 | ,771 | ,014 | ,000 |  | ,160 | ,604 | ,706 | ,138 | ,005 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4.11 | Pearson Correlation | ,499\*\* | ,488\*\* | ,171 | ,385\* | ,509\*\* | ,267 | ,401\* | ,408\* | ,385\* | ,263 | 1 | ,524\*\* | ,534\*\* | ,653\*\* | ,758\*\* |
| Sig. (2-tailed) | ,005 | ,006 | ,366 | ,036 | ,004 | ,154 | ,028 | ,025 | ,036 | ,160 |  | ,003 | ,002 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4.12 | Pearson Correlation | ,327 | ,293 | ,385\* | ,385\* | ,024 | -,097 | ,241 | ,408\* | ,385\* | ,099 | ,524\*\* | 1 | ,534\*\* | ,505\*\* | ,577\*\* |
| Sig. (2-tailed) | ,078 | ,116 | ,036 | ,036 | ,899 | ,610 | ,200 | ,025 | ,036 | ,604 | ,003 |  | ,002 | ,004 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4.13 | Pearson Correlation | ,418\* | ,454\* | ,398\* | ,398\* | ,338 | ,338 | ,110 | ,271 | ,398\* | ,072 | ,534\*\* | ,534\*\* | 1 | ,584\*\* | ,702\*\* |
| Sig. (2-tailed) | ,021 | ,012 | ,029 | ,029 | ,068 | ,068 | ,564 | ,147 | ,029 | ,706 | ,002 | ,002 |  | ,001 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4.14 | Pearson Correlation | ,354 | ,365\* | ,280 | ,280 | ,181 | ,181 | ,450\* | ,327 | ,280 | ,277 | ,653\*\* | ,505\*\* | ,584\*\* | 1 | ,688\*\* |
| Sig. (2-tailed) | ,055 | ,047 | ,134 | ,134 | ,337 | ,337 | ,013 | ,077 | ,134 | ,138 | ,000 | ,004 | ,001 |  | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Word Of Mouth | Pearson Correlation | ,714\*\* | ,737\*\* | ,674\*\* | ,674\*\* | ,642\*\* | ,534\*\* | ,403\* | ,404\* | ,674\*\* | ,494\*\* | ,758\*\* | ,577\*\* | ,702\*\* | ,688\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,002 | ,027 | ,027 | ,000 | ,005 | ,000 | ,001 | ,000 | ,000 |  |
| N | 30 | 30 | 30 | 30 | 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). | | | | | | | | | | | | | | | | |

**LAMPIRAN 27**

**HASIL UJI RELIABILITAS VARIABEL *WORD OF MOUTH***

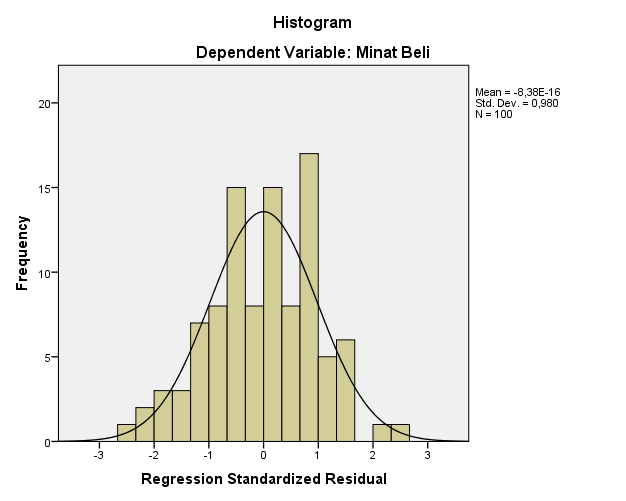
|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100,0 |
| Excludeda | 0 | ,0 |
| Total | 30 | 100,0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,867 | 14 |

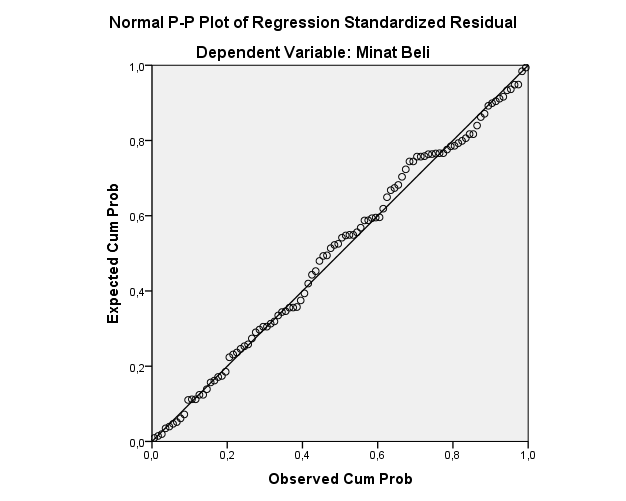
**LAMPIRAN 28**

**HASIL UJI ASUMSI KLASIK**

1. **Uji Normalitas**
2. **Grafik Histogram**

****

1. **Gambar P-Plot of Regression Standardized Residual**

****

1. **Tabel Kolmogorov – Smirnov**

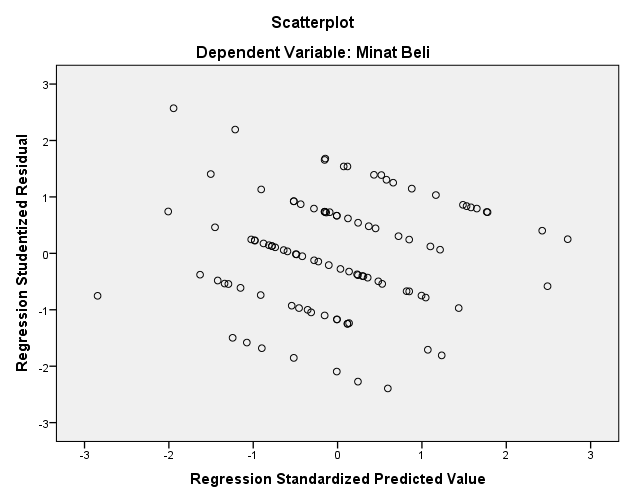
|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | ,0000000 |
| Std. Deviation | 1,08176724 |
| Most Extreme Differences | Absolute | ,069 |
| Positive | ,038 |
| Negative | -,069 |
| Test Statistic | | ,069 |
| 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. | | |

1. **Uji Multikolinieritas**

|  |  |  |  |
| --- | --- | --- | --- |
| **Coefficientsa** | | | |
| Model | | Collinearity Statistics | |
| Tolerance | VIF |
| 1 | Citra Merek | ,946 | 1,057 |
| Kualitas Produk | ,881 | 1,136 |
| Harga Produk | ,906 | 1,103 |
| Word Of Mouth | ,941 | 1,062 |
| a. Dependent Variable: Minat Beli | | | |

1. **Uji Heteroskedastisitas**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 1,951 | 3,392 |  | ,575 | ,567 |
| Citra Merek | ,010 | ,042 | ,024 | ,231 | ,818 |
| Kualitas Produk | -,075 | ,051 | -,157 | -1,457 | ,149 |
| Harga Produk | ,061 | ,071 | ,091 | ,856 | ,394 |
| Word Of Mouth | -,006 | ,038 | -,016 | -,150 | ,881 |
| a. Dependent Variable: ABRESID | | | | | | |

****

1. **Uji Autokorelasi**

|  |  |
| --- | --- |
| **Runs Test** | |
|  | Unstandardized Residual |
| Test Valuea | ,09286 |
| Cases < Test Value | 50 |
| Cases >= Test Value | 50 |
| Total Cases | 100 |
| Number of Runs | 39 |
| Z | -2,412 |
| Asymp. Sig. (2-tailed) | ,116 |
| a. Median | |

**LAMPIRAN 29**

**HASIL ANALISIS REGRESI LINIER BERGANDA**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients |
| B | Std. Error | Beta |
| 1 | (Constant) | -2,412 | 5,910 |  |
| Citra Merek | ,118 | ,074 | ,151 |
| Kualitas Produk | ,196 | ,089 | ,215 |
| Harga Produk | ,340 | ,124 | ,265 |
| Word Of Mouth | ,034 | ,066 | ,049 |
| a. Dependent Variable: Minat Beli | | | | |

**LAMPIRAN 30**

**HASIL UJI HIPOTESIS**

1. **Uji T (Parsial)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | -2,412 | 5,910 |  | -,408 | ,684 |
| Citra Merek | ,118 | ,074 | ,151 | 2,599 | ,010 |
| Kualitas Produk | ,196 | ,089 | ,215 | 2,191 | ,031 |
| Harga Produk | ,340 | ,124 | ,265 | 2,746 | ,007 |
| Word Of Mouth | ,034 | ,066 | ,049 | ,515 | ,607 |
| a. Dependent Variable: Minat Beli | | | | | | |

1. **Uji F (simultan)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 28,308 | 4 | 7,077 | 5,803 | ,000b |
| Residual | 115,852 | 95 | 1,219 |  |  |
| Total | 144,160 | 99 |  |  |  |
| a. Dependent Variable: Minat Beli | | | | | | |
| b. Predictors: (Constant), Word Of Mouth, Harga Produk, Citra Merek, Kualitas Produk | | | | | | |

**LAMPIRAN 31**

**HASIL KOEFISIEN DETERMINASI**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,443a | ,196 | ,163 | 1,104 |
| a. Predictors: (Constant), Word Of Mouth, Harga Produk, Citra Merek, Kualitas Produk | | | | |
| b. Dependent Variable: Minat Beli | | | | |

**LAMPIRAN 32**

**RTabel**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **N** | **The Level of Significance** | | **N** | **The Level of Significance** | |
| **5%** | **1%** | **5%** | **1%** |
| 3 | 0.997 | 0.999 | 38 | 0.320 | 0.413 |
| 4 | 0.950 | 0.990 | 39 | 0.316 | 0.408 |
| 5 | 0.878 | 0.959 | 40 | 0.312 | 0.403 |
| 6 | 0.811 | 0.917 | 41 | 0.308 | 0.398 |
| 7 | 0.754 | 0.874 | 42 | 0.304 | 0.393 |
| 8 | 0.707 | 0.834 | 43 | 0.301 | 0.389 |
| 9 | 0.666 | 0.798 | 44 | 0.297 | 0.384 |
| 10 | 0.632 | 0.765 | 45 | 0.294 | 0.380 |
| 11 | 0.602 | 0.735 | 46 | 0.291 | 0.376 |
| 12 | 0.576 | 0.708 | 47 | 0.288 | 0.372 |
| 13 | 0.553 | 0.684 | 48 | 0.284 | 0.368 |
| 14 | 0.532 | 0.661 | 49 | 0.281 | 0.364 |
| 15 | 0.514 | 0.641 | 50 | 0.279 | 0.361 |
| 16 | 0.497 | 0.623 | 55 | 0.266 | 0.345 |
| 17 | 0.482 | 0.606 | 60 | 0.254 | 0.330 |
| 18 | 0.468 | 0.590 | 65 | 0.244 | 0.317 |
| 19 | 0.456 | 0.575 | 70 | 0.235 | 0.306 |
| 20 | 0.444 | 0.561 | 75 | 0.227 | 0.296 |
| 21 | 0.433 | 0.549 | 80 | 0.220 | 0.286 |
| 22 | 0.432 | 0.537 | 85 | 0.213 | 0.278 |
| 23 | 0.413 | 0.526 | 90 | 0.207 | 0.267 |
| 24 | 0.404 | 0.515 | 95 | 0.202 | 0.263 |
| 25 | 0.396 | 0.505 | 100 | 0.195 | 0.256 |
| 26 | 0.388 | 0.496 | 125 | 0.176 | 0.230 |
| 27 | 0.381 | 0.487 | 150 | 0.159 | 0.210 |
| 28 | 0.374 | 0.478 | 175 | 0.148 | 0.194 |
| 29 | 0.367 | 0.470 | 200 | 0.138 | 0.181 |
| 30 | **0.361** | 0.463 | 300 | 0.113 | 0.148 |
| 31 | 0.355 | 0.456 | 400 | 0.098 | 0.128 |
| 32 | 0.349 | 0.449 | 500 | 0.088 | 0.115 |
| 33 | 0.344 | 0.442 | 600 | 0.080 | 0.105 |
| 34 | 0.339 | 0.436 | 700 | 0.074 | 0.097 |
| 35 | 0.334 | 0.430 | 800 | 0.070 | 0.091 |
| 36 | 0.329 | 0.424 | 900 | 0.065 | 0.086 |
| 37 | 0.325 | 0.418 | 1000 | 0.062 | 0.081 |

**LAMPIRAN 33**

**TTabel**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Pr** | **0.25** | **0.10** | **0.05** | **0.025** | **0.01** | **0.005** | **0.001** |
| **df** | **0.50** | **0.20** | **0.10** | **0.050** | **0.02** | **0.010** | **0.002** |
| **1** | 1.00000 | 3.07768 | 6.31375 | 12.70620 | 31.82052 | 63.65674 | 318.30884 |
| **2** | 0.81650 | 1.88562 | 2.91999 | 4.30265 | 6.96456 | 9.92484 | 22.32712 |
| **3** | 0.76489 | 1.63774 | 2.35336 | 3.18245 | 4.54070 | 5.84091 | 10.21453 |
| **4** | 0.74070 | 1.53321 | 2.13185 | 2.77645 | 3.74695 | 4.60409 | 7.17318 |
| **5** | 0.72669 | 1.47588 | 2.01505 | 2.57058 | 3.36493 | 4.03214 | 5.89343 |
| **6** | 0.71756 | 1.43976 | 1.94318 | 2.44691 | 3.14267 | 3.70743 | 5.20763 |
| **7** | 0.71114 | 1.41492 | 1.89458 | 2.36462 | 2.99795 | 3.49948 | 4.78529 |
| **8** | 0.70639 | 1.39682 | 1.85955 | 2.30600 | 2.89646 | 3.35539 | 4.50079 |
| **9** | 0.70272 | 1.38303 | 1.83311 | 2.26216 | 2.82144 | 3.24984 | 4.29681 |
| **10** | 0.69981 | 1.37218 | 1.81246 | 2.22814 | 2.76377 | 3.16927 | 4.14370 |
| **11** | 0.69745 | 1.36343 | 1.79588 | 2.20099 | 2.71808 | 3.10581 | 4.02470 |
| **12** | 0.69548 | 1.35622 | 1.78229 | 2.17881 | 2.68100 | 3.05454 | 3.92963 |
| **13** | 0.69383 | 1.35017 | 1.77093 | 2.16037 | 2.65031 | 3.01228 | 3.85198 |
| **14** | 0.69242 | 1.34503 | 1.76131 | 2.14479 | 2.62449 | 2.97684 | 3.78739 |
| **15** | 0.69120 | 1.34061 | 1.75305 | 2.13145 | 2.60248 | 2.94671 | 3.73283 |
| **16** | 0.69013 | 1.33676 | 1.74588 | 2.11991 | 2.58349 | 2.92078 | 3.68615 |
| **17** | 0.68920 | 1.33338 | 1.73961 | 2.10982 | 2.56693 | 2.89823 | 3.64577 |
| **18** | 0.68836 | 1.33039 | 1.73406 | 2.10092 | 2.55238 | 2.87844 | 3.61048 |
| **19** | 0.68762 | 1.32773 | 1.72913 | 2.09302 | 2.53948 | 2.86093 | 3.57940 |
| **20** | 0.68695 | 1.32534 | 1.72472 | 2.08596 | 2.52798 | 2.84534 | 3.55181 |
| **21** | 0.68635 | 1.32319 | 1.72074 | 2.07961 | 2.51765 | 2.83136 | 3.52715 |
| **22** | 0.68581 | 1.32124 | 1.71714 | 2.07387 | 2.50832 | 2.81876 | 3.50499 |
| **23** | 0.68531 | 1.31946 | 1.71387 | 2.06866 | 2.49987 | 2.80734 | 3.48496 |
| **24** | 0.68485 | 1.31784 | 1.71088 | 2.06390 | 2.49216 | 2.79694 | 3.46678 |
| **25** | 0.68443 | 1.31635 | 1.70814 | 2.05954 | 2.48511 | 2.78744 | 3.45019 |
| **26** | 0.68404 | 1.31497 | 1.70562 | 2.05553 | 2.47863 | 2.77871 | 3.43500 |
| **27** | 0.68368 | 1.31370 | 1.70329 | 2.05183 | 2.47266 | 2.77068 | 3.42103 |
| **28** | 0.68335 | 1.31253 | 1.70113 | 2.04841 | 2.46714 | 2.76326 | 3.40816 |
| **29** | 0.68304 | 1.31143 | 1.69913 | 2.04523 | 2.46202 | 2.75639 | 3.39624 |
| **30** | 0.68276 | 1.31042 | 1.69726 | 2.04227 | 2.45726 | 2.75000 | 3.38518 |
| **31** | 0.68249 | 1.30946 | 1.69552 | 2.03951 | 2.45282 | 2.74404 | 3.37490 |
| **32** | 0.68223 | 1.30857 | 1.69389 | 2.03693 | 2.44868 | 2.73848 | 3.36531 |
| **33** | 0.68200 | 1.30774 | 1.69236 | 2.03452 | 2.44479 | 2.73328 | 3.35634 |
| **34** | 0.68177 | 1.30695 | 1.69092 | 2.03224 | 2.44115 | 2.72839 | 3.34793 |
| **35** | 0.68156 | 1.30621 | 1.68957 | 2.03011 | 2.43772 | 2.72381 | 3.34005 |
| **36** | 0.68137 | 1.30551 | 1.68830 | 2.02809 | 2.43449 | 2.71948 | 3.33262 |
| **37** | 0.68118 | 1.30485 | 1.68709 | 2.02619 | 2.43145 | 2.71541 | 3.32563 |
| **38** | 0.68100 | 1.30423 | 1.68595 | 2.02439 | 2.42857 | 2.71156 | 3.31903 |
| **39** | 0.68083 | 1.30364 | 1.68488 | 2.02269 | 2.42584 | 2.70791 | 3.31279 |
| **40** | 0.68067 | 1.30308 | 1.68385 | 2.02108 | 2.42326 | 2.70446 | 3.30688 |
| **41** | 0.68052 | 1.30254 | 1.68288 | 2.01954 | 2.42080 | 2.70118 | 3.30127 |
| **42** | 0.68038 | 1.30204 | 1.68195 | 2.01808 | 2.41847 | 2.69807 | 3.29595 |
| **43** | 0.68024 | 1.30155 | 1.68107 | 2.01669 | 2.41625 | 2.69510 | 3.29089 |
| **44** | 0.68011 | 1.30109 | 1.68023 | 2.01537 | 2.41413 | 2.69228 | 3.28607 |
| **45** | 0.67998 | 1.30065 | 1.67943 | 2.01410 | 2.41212 | 2.68959 | 3.28148 |
| **46** | 0.67986 | 1.30023 | 1.67866 | 2.01290 | 2.41019 | 2.68701 | 3.27710 |
| **47** | 0.67975 | 1.29982 | 1.67793 | 2.01174 | 2.40835 | 2.68456 | 3.27291 |
| **48** | 0.67964 | 1.29944 | 1.67722 | 2.01063 | 2.40658 | 2.68220 | 3.26891 |
| **49** | 0.67953 | 1.29907 | 1.67655 | 2.00958 | 2.40489 | 2.67995 | 3.26508 |
| **50** | 0.67943 | 1.29871 | 1.67591 | 2.00856 | 2.40327 | 2.67779 | 3.26141 |
| **51** | 0.67933 | 1.29837 | 1.67528 | 2.00758 | 2.40172 | 2.67572 | 3.25789 |
| **52** | 0.67924 | 1.29805 | 1.67469 | 2.00665 | 2.40022 | 2.67373 | 3.25451 |
| **53** | 0.67915 | 1.29773 | 1.67412 | 2.00575 | 2.39879 | 2.67182 | 3.25127 |
| **54** | 0.67906 | 1.29743 | 1.67356 | 2.00488 | 2.39741 | 2.66998 | 3.24815 |
| **55** | 0.67898 | 1.29713 | 1.67303 | 2.00404 | 2.39608 | 2.66822 | 3.24515 |
| **56** | 0.67890 | 1.29685 | 1.67252 | 2.00324 | 2.39480 | 2.66651 | 3.24226 |
| **57** | 0.67882 | 1.29658 | 1.67203 | 2.00247 | 2.39357 | 2.66487 | 3.23948 |
| **58** | 0.67874 | 1.29632 | 1.67155 | 2.00172 | 2.39238 | 2.66329 | 3.23680 |
| **59** | 0.67867 | 1.29607 | 1.67109 | 2.00100 | 2.39123 | 2.66176 | 3.23421 |
| **60** | 0.67860 | 1.29582 | 1.67065 | 2.00030 | 2.39012 | 2.66028 | 3.23171 |
| **61** | 0.67853 | 1.29558 | 1.67022 | 1.99962 | 2.38905 | 2.65886 | 3.22930 |
| **62** | 0.67847 | 1.29536 | 1.66980 | 1.99897 | 2.38801 | 2.65748 | 3.22696 |
| **63** | 0.67840 | 1.29513 | 1.66940 | 1.99834 | 2.38701 | 2.65615 | 3.22471 |
| **64** | 0.67834 | 1.29492 | 1.66901 | 1.99773 | 2.38604 | 2.65485 | 3.22253 |
| **65** | 0.67828 | 1.29471 | 1.66864 | 1.99714 | 2.38510 | 2.65360 | 3.22041 |
| **66** | 0.67823 | 1.29451 | 1.66827 | 1.99656 | 2.38419 | 2.65239 | 3.21837 |
| **67** | 0.67817 | 1.29432 | 1.66792 | 1.99601 | 2.38330 | 2.65122 | 3.21639 |
| **68** | 0.67811 | 1.29413 | 1.66757 | 1.99547 | 2.38245 | 2.65008 | 3.21446 |
| **69** | 0.67806 | 1.29394 | 1.66724 | 1.99495 | 2.38161 | 2.64898 | 3.21260 |
| **70** | 0.67801 | 1.29376 | 1.66691 | 1.99444 | 2.38081 | 2.64790 | 3.21079 |
| **71** | 0.67796 | 1.29359 | 1.66660 | 1.99394 | 2.38002 | 2.64686 | 3.20903 |
| **72** | 0.67791 | 1.29342 | 1.66629 | 1.99346 | 2.37926 | 2.64585 | 3.20733 |
| **73** | 0.67787 | 1.29326 | 1.66600 | 1.99300 | 2.37852 | 2.64487 | 3.20567 |
| **74** | 0.67782 | 1.29310 | 1.66571 | 1.99254 | 2.37780 | 2.64391 | 3.20406 |
| **75** | 0.67778 | 1.29294 | 1.66543 | 1.99210 | 2.37710 | 2.64298 | 3.20249 |
| **76** | 0.67773 | 1.29279 | 1.66515 | 1.99167 | 2.37642 | 2.64208 | 3.20096 |
| **77** | 0.67769 | 1.29264 | 1.66488 | 1.99125 | 2.37576 | 2.64120 | 3.19948 |
| **78** | 0.67765 | 1.29250 | 1.66462 | 1.99085 | 2.37511 | 2.64034 | 3.19804 |
| **79** | 0.67761 | 1.29236 | 1.66437 | 1.99045 | 2.37448 | 2.63950 | 3.19663 |
| **80** | 0.67757 | 1.29222 | 1.66412 | 1.99006 | 2.37387 | 2.63869 | 3.19526 |
| **81** | 0.67753 | 1.29209 | 1.66388 | 1.98969 | 2.37327 | 2.63790 | 3.19392 |
| **82** | 0.67749 | 1.29196 | 1.66365 | 1.98932 | 2.37269 | 2.63712 | 3.19262 |
| **83** | 0.67746 | 1.29183 | 1.66342 | 1.98896 | 2.37212 | 2.63637 | 3.19135 |
| **84** | 0.67742 | 1.29171 | 1.66320 | 1.98861 | 2.37156 | 2.63563 | 3.19011 |
| **85** | 0.67739 | 1.29159 | 1.66298 | 1.98827 | 2.37102 | 2.63491 | 3.18890 |
| **86** | 0.67735 | 1.29147 | 1.66277 | 1.98793 | 2.37049 | 2.63421 | 3.18772 |
| **87** | 0.67732 | 1.29136 | 1.66256 | 1.98761 | 2.36998 | 2.63353 | 3.18657 |
| **88** | 0.67729 | 1.29125 | 1.66235 | 1.98729 | 2.36947 | 2.63286 | 3.18544 |
| **89** | 0.67726 | 1.29114 | 1.66216 | 1.98698 | 2.36898 | 2.63220 | 3.18434 |
| **90** | 0.67723 | 1.29103 | 1.66196 | 1.98667 | 2.36850 | 2.63157 | 3.18327 |
| **91** | 0.67720 | 1.29092 | 1.66177 | 1.98638 | 2.36803 | 2.63094 | 3.18222 |
| **92** | 0.67717 | 1.29082 | 1.66159 | 1.98609 | 2.36757 | 2.63033 | 3.18119 |
| **93** | 0.67714 | 1.29072 | 1.66140 | 1.98580 | 2.36712 | 2.62973 | 3.18019 |
| **94** | 0.67711 | 1.29062 | 1.66123 | 1.98552 | 2.36667 | 2.62915 | 3.17921 |
| **95** | 0.67708 | 1.29053 | 1.66105 | 1.98525 | 2.36624 | 2.62858 | 3.17825 |
| **96** | 0.67705 | 1.29043 | 1.66088 | 1.98498 | 2.36582 | 2.62802 | 3.17731 |
| **97** | 0.67703 | 1.29034 | 1.66071 | 1.98472 | 2.36541 | 2.62747 | 3.17639 |
| **98** | 0.67700 | 1.29025 | 1.66055 | 1.98447 | 2.36500 | 2.62693 | 3.17549 |
| **99** | 0.67698 | 1.29016 | 1.66039 | 1.98422 | 2.36461 | 2.62641 | 3.17460 |
| **100** | 0.67695 | 1.29007 | 1.66023 | 1.98397 | 2.36422 | 2.62589 | 3.17374 |

**LAMPIRAN 34**

**FTabel**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Tabel Uji F** | | | | | | | | |
| ***α =* 0,05** | **df1=(k-1)** | | | | | | | |
| **df2=(n**  **-k- 1)** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** |
| 1 | 161.44  8 | 199,500 | 215.70  7 | 224,583 | 230,162 | 233.98  6 | 236,768 | 238,883 |
| 2 | 18,513 | 19,000 | 19,164 | 19,247 | 19,296 | 19,330 | 19,353 | 19,371 |
| 3 | 10,128 | 9,552 | 9,277 | 9,117 | 9,013 | 8,941 | 8,887 | 8,845 |
| 4 | 7,709 | 6,944 | 6,591 | 6,388 | 6,256 | 6,163 | 6,094 | 6,041 |
| 5 | 6,608 | 5,786 | 5,409 | 5,192 | 5,050 | 4,950 | 4,876 | 4,818 |
| 6 | 5,987 | 5,143 | 4,757 | 4,534 | 4,387 | 4,284 | 4,207 | 4,147 |
| 7 | 5,591 | 4,737 | 4,347 | 4,120 | 3,972 | 3,866 | 3,787 | 3,726 |
| 8 | 5,318 | 4,459 | 4,066 | 3,838 | 3,687 | 3,581 | 3,500 | 3,438 |
| 9 | 5,117 | 4,256 | 3,863 | 3,633 | 3,482 | 3,374 | 3,293 | 3,230 |
| 10 | 4,965 | 4,103 | 3,708 | 3,478 | 3,326 | 3,217 | 3,135 | 3,072 |
| 11 | 4,844 | 3,982 | 3,587 | 3,357 | 3,204 | 3,095 | 3,012 | 2,948 |
| 12 | 4,747 | 3,885 | 3,490 | 3,259 | 3,106 | 2,996 | 2,913 | 2,849 |
| 13 | 4,667 | 3,806 | 3,411 | 3,179 | 3,025 | 2,915 | 2,832 | 2,767 |
| 14 | 4,600 | 3,739 | 3,344 | 3,112 | 2,958 | 2,848 | 2,764 | 2,699 |
| 15 | 4,543 | 3,682 | 3,287 | 3,056 | 2,901 | 2,790 | 2,707 | 2,641 |
| 16 | 4,494 | 3,634 | 3,239 | 3,007 | 2,852 | 2,741 | 2,657 | 2,591 |
| 17 | 4,451 | 3,592 | 3,197 | 2,965 | 2,810 | 2,699 | 2,614 | 2,548 |
| 18 | 4,414 | 3,555 | 3,160 | 2,928 | 2,773 | 2,661 | 2,577 | 2,510 |
| 19 | 4,381 | 3,522 | 3,127 | 2,895 | 2,740 | 2,628 | 2,544 | 2,477 |
| 20 | 4,351 | 3,493 | 3,098 | 2,866 | 2,711 | 2,599 | 2,514 | 2,447 |
| 21 | 4,325 | 3,467 | 3,072 | 2,840 | 2,685 | 2,573 | 2,488 | 2,420 |
| 22 | 4,301 | 3,443 | 3,049 | 2,817 | 2,661 | 2,549 | 2,464 | 2,397 |
| 23 | 4,279 | 3,422 | 3,028 | 2,796 | 2,640 | 2,528 | 2,442 | 2,375 |
| 24 | 4,260 | 3,403 | 3,009 | 2,776 | 2,621 | 2,508 | 2,423 | 2,355 |
| 25 | 4,242 | 3,385 | 2,991 | 2,759 | 2,603 | 2,490 | 2,405 | 2,337 |
| 26 | 4,225 | 3,369 | 2,975 | 2,743 | 2,587 | 2,474 | 2,388 | 2,321 |
| 27 | 4,210 | 3,354 | 2,960 | 2,728 | 2,572 | 2,459 | 2,373 | 2,305 |
| 28 | 4,196 | 3,340 | 2,947 | 2,714 | 2,558 | 2,445 | 2,359 | 2,291 |
| 29 | 4,183 | 3,328 | 2,934 | 2,701 | 2,545 | 2,432 | 2,346 | 2,278 |
| 30 | 4,171 | 3,316 | 2,922 | 2,690 | 2,534 | 2,421 | 2,334 | 2,266 |
| 31 | 4,160 | 3,305 | 2,911 | 2,679 | 2,523 | 2,409 | 2,323 | 2,255 |
| 32 | 4,149 | 3,295 | 2,901 | 2,668 | 2,512 | 2,399 | 2,313 | 2,244 |
| 33 | 4,139 | 3,285 | 2,892 | 2,659 | 2,503 | 2,389 | 2,303 | 2,235 |
| 34 | 4,130 | 3,276 | 2,883 | 2,650 | 2,494 | 2,380 | 2,294 | 2,225 |
| 35 | 4,121 | 3,267 | 2,874 | 2,641 | 2,485 | 2,372 | 2,285 | 2,217 |
| 36 | 4,113 | 3,259 | 2,866 | 2,634 | 2,477 | 2,364 | 2,277 | 2,209 |
| 37 | 4,105 | 3,252 | 2,859 | 2,626 | 2,470 | 2,356 | 2,270 | 2,201 |
| 38 | 4,098 | 3,245 | 2,852 | 2,619 | 2,463 | 2,349 | 2,262 | 2,194 |
| 39 | 4,091 | 3,238 | 2,845 | 2,612 | 2,456 | 2,342 | 2,255 | 2,187 |
| 40 | 4,085 | 3,232 | 2,839 | 2,606 | 2,449 | 2,336 | 2,249 | 2,180 |
| 41 | 4,079 | 3,226 | 2,833 | 2,600 | 2,443 | 2,330 | 2,243 | 2,174 |
| 42 | 4,073 | 3,220 | 2,827 | 2,594 | 2,438 | 2,324 | 2,237 | 2,168 |
| 43 | 4,067 | 3,214 | 2,822 | 2,589 | 2,432 | 2,318 | 2,232 | 2,163 |
| 44 | 4,062 | 3,209 | 2,816 | 2,584 | 2,427 | 2,313 | 2,226 | 2,157 |
| 45 | 4,057 | 3,204 | 2,812 | 2,579 | 2,422 | 2,308 | 2,221 | 2,152 |
| 46 | 4,052 | 3,200 | 2,807 | 2,574 | 2,417 | 2,304 | 2,216 | 2,147 |
| 47 | 4,047 | 3,195 | 2,802 | 2,570 | 2,413 | 2,299 | 2,212 | 2,143 |
| 48 | 4,043 | 3,191 | 2,798 | 2,565 | 2,409 | 2,295 | 2,207 | 2,138 |
| 49 | 4,038 | 3,187 | 2,794 | 2,561 | 2,404 | 2,290 | 2,203 | 2,134 |
| 50 | 4,034 | 3,183 | 2,790 | 2,557 | 2,400 | 2,286 | 2,199 | 2,130 |