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LAMPIRAN

**Lampiran 1**

**Kuesioner Penelitian**

**Pengaruh *Brand awareness,* Persepsi Citra Merek, dan Persepsi *Diferensiasi* Produk Terhadap Minat Beli Produk Miemie Brownie di Kota Tegal.**

Assalamualaikum wr.wb .

Saya Arina Ayuningtyas, mahasiswi Universitas Pancasakti Kota Tegal jurusan Manajemen, mengharapkan kesediaan saudara/i untuk mengisi kuesioner dibawah ini, informasi saudara/i pada penelitian ini merupakan bantuan yang sangat berarti bagi saya dalam menyelesaikan skripsi. Untuk itu diharapkan dapat memberikan jawaban yang sebenar-benarnya demi membantu penelitian ini. Atas kesediaannya saya ucapkan terimakasih. Semoga penelitian ini bermanfaat bagi kita semua. Wasalamualaikum wr.wb.

**BAGIAN I**

**IDENTITAS RESPONDEN**

Berikan tanda (√ ) pada jawaban yang sesuai menurut anda

1. Nama :
2. Jenis Kelamin : Perempuan Laki − Laki
3. Usia : <20 tahun 20 −30 tahun

30 − 40 tahun >40 tahun

1. Pekerjaan : (………..)
2. Jumlah Pendapatan/bulan : <Rp. 500.000,-

Rp. 500.000,- − Rp. 700.000,- Rp. 700.000,- − Rp. 1.000.000,-

>Rp. 1.000.000,-

**PETUNJUK PENGISIAN KUESIONER**

Berikan tanda () sesuai dengan pendapat anda terhadap pertanyaan – pertanyaan sebagai berikut :

SS = Sangat Setuju

S = Setuju

RG = Ragu-ragu

TS = Tidak Setuju

STS = Sangat Tidak Setuju

**Pertanyaan Variabel *Brand awareness* (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **SS** | **S** | **RG** | **TS** | **STS** |
| **1.** | Apabila diminta untuk menyebutkan merek produk bakery shop untuk oleh-oleh dari Kota Tegal, Miemie Brownie adalah merek pertama kali yang muncul dalam benak saya. |  |  |  |  |  |
| **2.** | Saya dapat mengenali merek Miemie Brownie dengan cepat diantara merek pesaing lainnya. |  |  |  |  |  |
| **3.** | Miemie Brownie menjadi alternatif pilihan saya saat memilih bakery shop atau oleh-oleh dari Kota Tegal. |  |  |  |  |  |
| **4.** | Saya memikirkan merek Miemie brownie Ketika menggunakan merek lain. |  |  |  |  |  |
| **5.** | Bolen pisang, brownies, brownie to go, cheese stick merupakan beberapa varian dari produk Miemie Brownie. |  |  |  |  |  |
| **6.** | Miemie Brownie merupakan salah satu bakery shop yang memproduksi berbagai jenis brownies dan bolen pisang. |  |  |  |  |  |
| **7.** | Tulisan Miemie Brownie yang berwarna pink dan coklat yang ada pada logo merupakan ciri khas miemie brownie dari pesaing lainnya. |  |  |  |  |  |

**Pertanyaan Variabel Persepsi Citra Merek**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **SS** | **S** | **RG** | **TS** | **STS** |
| **1.** | Saya membeli produk Miemie Brownie karena citra merek Miemie Brownie |  |  |  |  |  |
| **2.** | Produk Miemie Brownie dikemas secara baik dan rapi |  |  |  |  |  |
| **3.** | Produk Miemie Brownie memiliki banyak pilihan menu dan rasa. |  |  |  |  |  |
| **4.** | Layanan yang ada pada Miemie Brownie memudahkan saya untuk memesan. |  |  |  |  |  |
| **5.** | Produk Miemie Brownie memberikan kepuasaan kepada saya. |  |  |  |  |  |
| **6.** | Menurut saya Miemie Brownie senantiasa melakukan inovasi dalam produknya terutama pada varian produknya. |  |  |  |  |  |
| **7.** | Saya memilih Miemie Brownie karna rasanya enak. |  |  |  |  |  |
| **8.** | Saya memilih Miemie Brownie karna mereknya sudah dikenal luas oleh masyarakat. |  |  |  |  |  |

**Pertanyaan Variabel Persepsi *Diferensiasi* Produk**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **SS** | **S** | **RG** | **TS** | **STS** |
| **1.** | Produk Miemie Brownie memiliki tampilan yang menarik dan unik. |  |  |  |  |  |
| **2.** | Saya membeli produk Miemie Brownie karena dapat dipesan secara online dan ofline. |  |  |  |  |  |
| **3.** | Menu pada Miemie Brownie merupakan produk yang belum pernah dibuat oleh perusahaan lainnya |  |  |  |  |  |
| **4.** | Miemie Brownie memperbaiki kekurangan produk yang belum baik. |  |  |  |  |  |
| **5.** | Miemie Brownie menyediakan ragam pilihan baru untuk konsumen. |  |  |  |  |  |
| **6.** | Miemie Brownie menyediakan keberagaman pilihan pada setiap lini produk yang ada. |  |  |  |  |  |
| **7.** | Produk Miemie Brownie yang tanpa pengawet hanya bisa bertahan beberapa hari saja . |  |  |  |  |  |
| **8.** | Menu pada Miemie Brownie mempunyai ciri khas yang berbeda dengan perusahaan lainnya. |  |  |  |  |  |

**Pertanyaan Variabel Minat Beli**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **SS** | **S** | **RG** | **TS** | **STS** |
| **1.** | Saya membeli produk Miemie Brownie karena kepopuleran dari merek Miemie Brownie**.** |  |  |  |  |  |
| **2** | Saya akan menginformasikan dan merekomendasikan kepada teman dan kerabat tentang produk Miemie Brownie. |  |  |  |  |  |
| **3.** | Saya akan memilih produk Miemie Brownie dibandingkan produk lainnya. |  |  |  |  |  |
| **4.** | Saya akan mencari informasi tentang Miemie Brownie setiap waktu. |  |  |  |  |  |
| **5.** | Saya tertarik untuk membeli produk Miemie Brownie karena tersedia banyak produknya. |  |  |  |  |  |
| **6.** | Produk-produk Miemie Brownie lebih menarik perhatian saya. |  |  |  |  |  |
| **7.** | Saya tertarik untuk membeli produk Miemie Brownie setelah mendapat informasi dari teman atau kerabat. |  |  |  |  |  |

**Lampiran 2**

**PENGOLAHAN DATA ORDINAL**

* + - 1. Data Penelitian Variabel Minat Beli (Y) 100 Responden

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

* + - 1. Data Penelitian Variabel *Brand awareness* (X1) 100 Responden

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

* + - 1. Data Penelitian Variabel Persepsi Citra Merek (X2) 100 Responden

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

* + - 1. Data Penelitian Variabel Persepsi *Diferensiasi* Produk (X3) 100 Responden

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

**Lampiran 3**

**PENGOLAHAN DATA INTERVAL**

Data Penelitian Variabel Minat Beli (Y)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No**  **Responden** |  |  |  | **Succesive Interval** |  |  |  | **Total Skor** |
| **P1 (Y)** | **P2 (Y)** | **P3 (Y)** | **P4 (Y)** | **P5 (Y)** | **P6 (Y)** | **P7 (Y)** |  |
| 1 | 3,732 | 2,239 | 2,196 | 2,320 | 3,832 | 2,365 | 2,185 | 18,868 |
| 2 | 3,732 | 2,239 | 3,487 | 2,320 | 2,392 | 3,770 | 3,555 | 21,495 |
| 3 | 2,317 | 3,580 | 2,196 | 3,703 | 2,392 | 2,365 | 2,185 | 18,739 |
| 4 | 1,000 | 2,239 | 2,196 | 3,703 | 1,000 | 2,365 | 3,555 | 16,058 |
| 5 | 2,317 | 3,580 | 1,000 | 3,703 | 2,392 | 2,365 | 3,555 | 18,913 |
| 6 | 2,317 | 3,580 | 2,196 | 3,703 | 3,832 | 2,365 | 3,555 | 21,548 |
| 7 | 3,732 | 3,580 | 3,487 | 2,320 | 3,832 | 1,000 | 2,185 | 20,135 |
| 8 | 3,732 | 2,239 | 2,196 | 3,703 | 2,392 | 2,365 | 1,000 | 17,627 |
| 9 | 3,732 | 2,239 | 1,000 | 3,703 | 3,832 | 2,365 | 3,555 | 20,426 |
| 10 | 3,732 | 1,000 | 2,196 | 2,320 | 3,832 | 3,770 | 2,185 | 19,034 |
| 11 | 2,317 | 3,580 | 1,000 | 2,320 | 3,832 | 2,365 | 1,000 | 16,414 |
| 12 | 2,317 | 2,239 | 3,487 | 3,703 | 2,392 | 1,000 | 2,185 | 17,322 |
| 13 | 1,000 | 2,239 | 1,000 | 1,000 | 3,832 | 2,365 | 3,555 | 14,991 |
| 14 | 2,317 | 2,239 | 1,000 | 3,703 | 2,392 | 3,770 | 2,185 | 17,606 |
| 15 | 3,732 | 2,239 | 3,487 | 2,320 | 3,832 | 2,365 | 3,555 | 21,529 |
| 16 | 3,732 | 1,000 | 1,000 | 2,320 | 2,392 | 2,365 | 1,000 | 13,809 |
| 17 | 2,317 | 1,000 | 2,196 | 3,703 | 1,000 | 3,770 | 3,555 | 17,541 |
| 18 | 2,317 | 2,239 | 3,487 | 3,703 | 2,392 | 3,770 | 3,555 | 21,463 |
| 19 | 2,317 | 3,580 | 3,487 | 2,320 | 2,392 | 1,000 | 2,185 | 17,281 |
| 20 | 3,732 | 2,239 | 2,196 | 3,703 | 3,832 | 2,365 | 3,555 | 21,621 |
| 21 | 3,732 | 2,239 | 3,487 | 2,320 | 2,392 | 2,365 | 3,555 | 20,090 |
| 22 | 2,317 | 3,580 | 2,196 | 3,703 | 2,392 | 1,000 | 3,555 | 18,743 |
| 23 | 2,317 | 1,000 | 2,196 | 2,320 | 2,392 | 2,365 | 3,555 | 16,145 |
| 24 | 3,732 | 2,239 | 2,196 | 3,703 | 2,392 | 3,770 | 2,185 | 20,217 |
| 25 | 2,317 | 3,580 | 1,000 | 3,703 | 3,832 | 2,365 | 2,185 | 18,982 |
| 26 | 3,732 | 2,239 | 3,487 | 1,000 | 2,392 | 1,000 | 2,185 | 16,034 |
| 27 | 3,732 | 3,580 | 1,000 | 2,320 | 2,392 | 2,365 | 3,555 | 18,945 |
| 28 | 3,732 | 1,000 | 2,196 | 1,000 | 1,000 | 2,365 | 3,555 | 14,848 |
| 29 | 2,317 | 2,239 | 3,487 | 2,320 | 2,392 | 3,770 | 2,185 | 18,709 |
| 30 | 2,317 | 3,580 | 2,196 | 2,320 | 3,832 | 3,770 | 3,555 | 21,570 |
| 31 | 2,317 | 3,580 | 2,196 | 3,703 | 3,832 | 3,770 | 2,185 | 21,583 |
| 32 | 2,317 | 3,580 | 3,487 | 2,320 | 3,832 | 3,770 | 3,555 | 22,861 |
| 33 | 3,732 | 2,239 | 2,196 | 2,320 | 2,392 | 2,365 | 3,555 | 18,799 |
| 34 | 3,732 | 2,239 | 3,487 | 3,703 | 3,832 | 3,770 | 3,555 | 24,317 |
| 35 | 3,732 | 3,580 | 3,487 | 2,320 | 3,832 | 3,770 | 3,555 | 24,276 |
| 36 | 2,317 | 2,239 | 3,487 | 2,320 | 2,392 | 2,365 | 2,185 | 17,304 |
| 37 | 3,732 | 2,239 | 2,196 | 2,320 | 1,000 | 2,365 | 1,000 | 14,851 |
| 38 | 3,732 | 3,580 | 2,196 | 2,320 | 3,832 | 2,365 | 3,555 | 21,580 |
| 39 | 1,000 | 2,239 | 2,196 | 1,000 | 2,392 | 3,770 | 3,555 | 16,152 |
| 40 | 2,317 | 2,239 | 3,487 | 3,703 | 3,832 | 3,770 | 3,555 | 22,902 |
| 41 | 2,317 | 3,580 | 3,487 | 3,703 | 2,392 | 2,365 | 1,000 | 18,845 |
| 42 | 3,732 | 2,239 | 2,196 | 2,320 | 3,832 | 2,365 | 2,185 | 18,868 |
| 43 | 3,732 | 2,239 | 3,487 | 2,320 | 2,392 | 3,770 | 3,555 | 21,495 |
| 44 | 2,317 | 3,580 | 2,196 | 3,703 | 3,832 | 3,770 | 2,185 | 21,583 |
| 45 | 3,732 | 2,239 | 3,487 | 3,703 | 3,832 | 2,365 | 3,555 | 22,912 |
| 46 | 3,732 | 3,580 | 3,487 | 2,320 | 2,392 | 1,000 | 3,555 | 20,066 |
| 47 | 3,732 | 3,580 | 3,487 | 2,320 | 3,832 | 3,770 | 3,555 | 24,276 |
| 48 | 3,732 | 2,239 | 3,487 | 3,703 | 3,832 | 2,365 | 3,555 | 22,912 |
| 49 | 2,317 | 3,580 | 2,196 | 3,703 | 3,832 | 2,365 | 1,000 | 18,993 |
| 50 | 2,317 | 3,580 | 3,487 | 3,703 | 3,832 | 2,365 | 3,555 | 22,839 |
| 51 | 3,732 | 3,580 | 1,000 | 3,703 | 3,832 | 2,365 | 3,555 | 21,768 |
| 52 | 3,732 | 1,000 | 2,196 | 2,320 | 2,392 | 3,770 | 3,555 | 18,965 |
| 53 | 3,732 | 2,239 | 3,487 | 2,320 | 2,392 | 3,770 | 2,185 | 20,124 |
| 54 | 2,317 | 2,239 | 3,487 | 2,320 | 2,392 | 3,770 | 2,185 | 18,709 |
| 55 | 3,732 | 1,000 | 1,000 | 2,320 | 2,392 | 2,365 | 3,555 | 16,364 |
| 56 | 3,732 | 2,239 | 2,196 | 2,320 | 3,832 | 3,770 | 3,555 | 21,643 |
| 57 | 2,317 | 1,000 | 1,000 | 2,320 | 2,392 | 2,365 | 2,185 | 13,579 |
| 58 | 2,317 | 1,000 | 2,196 | 3,703 | 3,832 | 2,365 | 1,000 | 16,413 |
| 59 | 3,732 | 2,239 | 3,487 | 3,703 | 1,000 | 3,770 | 2,185 | 20,115 |
| 60 | 3,732 | 3,580 | 3,487 | 2,320 | 2,392 | 2,365 | 1,000 | 18,876 |
| 61 | 2,317 | 3,580 | 2,196 | 2,320 | 2,392 | 3,770 | 3,555 | 20,130 |
| 62 | 2,317 | 2,239 | 3,487 | 1,000 | 2,392 | 1,000 | 3,555 | 15,989 |
| 63 | 2,317 | 3,580 | 2,196 | 1,000 | 3,832 | 2,365 | 2,185 | 17,475 |
| 64 | 3,732 | 2,239 | 2,196 | 2,320 | 3,832 | 3,770 | 2,185 | 20,273 |
| 65 | 3,732 | 2,239 | 2,196 | 1,000 | 2,392 | 2,365 | 3,555 | 17,479 |
| 66 | 3,732 | 3,580 | 3,487 | 2,320 | 3,832 | 3,770 | 2,185 | 22,906 |
| 67 | 3,732 | 1,000 | 2,196 | 2,320 | 3,832 | 2,365 | 2,185 | 17,629 |
| 68 | 3,732 | 3,580 | 2,196 | 2,320 | 3,832 | 3,770 | 3,555 | 22,985 |
| 69 | 2,317 | 3,580 | 1,000 | 1,000 | 2,392 | 2,365 | 3,555 | 16,210 |
| 70 | 1,000 | 1,000 | 3,487 | 3,703 | 2,392 | 2,365 | 3,555 | 17,502 |
| 71 | 2,317 | 2,239 | 2,196 | 3,703 | 3,832 | 2,365 | 3,555 | 20,206 |
| 72 | 2,317 | 3,580 | 3,487 | 3,703 | 2,392 | 2,365 | 2,185 | 20,029 |
| 73 | 2,317 | 1,000 | 1,000 | 2,320 | 2,392 | 2,365 | 2,185 | 13,579 |
| 74 | 3,732 | 3,580 | 2,196 | 3,703 | 2,392 | 3,770 | 3,555 | 22,929 |
| 75 | 2,317 | 2,239 | 2,196 | 3,703 | 2,392 | 3,770 | 2,185 | 18,802 |
| 76 | 2,317 | 2,239 | 3,487 | 2,320 | 3,832 | 3,770 | 2,185 | 20,149 |
| 77 | 3,732 | 3,580 | 2,196 | 3,703 | 3,832 | 3,770 | 2,185 | 22,998 |
| 78 | 2,317 | 2,239 | 3,487 | 3,703 | 3,832 | 2,365 | 3,555 | 21,497 |
| 79 | 3,732 | 2,239 | 3,487 | 2,320 | 3,832 | 2,365 | 2,185 | 20,159 |
| 80 | 3,732 | 2,239 | 2,196 | 2,320 | 2,392 | 3,770 | 3,555 | 20,204 |
| 81 | 3,732 | 3,580 | 3,487 | 3,703 | 2,392 | 3,770 | 2,185 | 22,850 |
| 82 | 2,317 | 3,580 | 3,487 | 3,703 | 3,832 | 1,000 | 3,555 | 21,474 |
| 83 | 3,732 | 3,580 | 2,196 | 2,320 | 3,832 | 2,365 | 3,555 | 21,580 |
| 84 | 1,000 | 3,580 | 2,196 | 3,703 | 3,832 | 3,770 | 3,555 | 21,636 |
| 85 | 2,317 | 3,580 | 3,487 | 2,320 | 2,392 | 1,000 | 2,185 | 17,281 |
| 86 | 2,317 | 2,239 | 1,000 | 2,320 | 3,832 | 2,365 | 1,000 | 15,072 |
| 87 | 3,732 | 2,239 | 3,487 | 3,703 | 2,392 | 2,365 | 3,555 | 21,473 |
| 88 | 1,000 | 3,580 | 3,487 | 3,703 | 2,392 | 3,770 | 2,185 | 20,118 |
| 89 | 2,317 | 3,580 | 2,196 | 2,320 | 3,832 | 3,770 | 2,185 | 20,200 |
| 90 | 3,732 | 3,580 | 1,000 | 1,000 | 3,832 | 2,365 | 3,555 | 19,064 |
| 91 | 2,317 | 3,580 | 2,196 | 3,703 | 2,392 | 3,770 | 3,555 | 21,514 |
| 92 | 1,000 | 3,580 | 2,196 | 2,320 | 2,392 | 2,365 | 2,185 | 16,038 |
| 93 | 3,732 | 2,239 | 3,487 | 2,320 | 3,832 | 3,770 | 2,185 | 21,564 |
| 94 | 3,732 | 3,580 | 3,487 | 2,320 | 2,392 | 3,770 | 2,185 | 21,466 |
| 95 | 2,317 | 2,239 | 2,196 | 2,320 | 1,000 | 2,365 | 3,555 | 15,991 |
| 96 | 2,317 | 2,239 | 2,196 | 2,320 | 3,832 | 2,365 | 3,555 | 18,823 |
| 97 | 2,317 | 2,239 | 1,000 | 2,320 | 2,392 | 2,365 | 2,185 | 14,818 |
| 98 | 3,732 | 3,580 | 2,196 | 3,703 | 2,392 | 2,365 | 2,185 | 20,154 |
| 99 | 2,317 | 2,239 | 2,196 | 3,703 | 3,832 | 3,770 | 3,555 | 21,611 |
| 100 | 3,732 | 3,580 | 3,487 | 1,000 | 3,832 | 3,770 | 3,555 | 22,956 |

Data Penelitian Variabel *Brand awareness* (X1)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No Responden** |  |  |  | **Succesive Interval** |  |  |  | **Total Skor** |
|  | **P1 (X1)** | **P2 (X1)** | **P3 (X1)** | **P4 (X1)** | **P5 (X1)** | **P6 (X1)** | **P7 (X1)** |  |
| 1 | 3,757 | 3,638 | 3,667 | 2,284 | 4,596 | 1,000 | 3,509 | 22,451 |
| 2 | 3,757 | 2,301 | 3,667 | 2,284 | 4,596 | 2,318 | 1,000 | 19,923 |
| 3 | 2,360 | 3,638 | 2,283 | 3,606 | 3,314 | 1,000 | 2,218 | 18,419 |
| 4 | 2,360 | 2,301 | 3,667 | 2,284 | 3,314 | 2,318 | 2,218 | 18,462 |
| 5 | 3,757 | 1,000 | 2,283 | 2,284 | 4,596 | 2,318 | 2,218 | 18,456 |
| 6 | 2,360 | 2,301 | 2,283 | 2,284 | 2,221 | 1,000 | 3,509 | 15,958 |
| 7 | 2,360 | 2,301 | 3,667 | 2,284 | 3,314 | 2,318 | 1,000 | 17,244 |
| 8 | 3,757 | 2,301 | 3,667 | 3,606 | 4,596 | 2,318 | 2,218 | 22,463 |
| 9 | 3,757 | 2,301 | 2,283 | 2,284 | 3,314 | 2,318 | 3,509 | 19,765 |
| 10 | 2,360 | 1,000 | 2,283 | 2,284 | 4,596 | 3,693 | 3,509 | 19,725 |
| 11 | 2,360 | 1,000 | 2,283 | 3,606 | 3,314 | 2,318 | 1,000 | 15,881 |
| 12 | 2,360 | 2,301 | 3,667 | 1,000 | 3,314 | 2,318 | 2,218 | 17,178 |
| 13 | 2,360 | 1,000 | 2,283 | 1,000 | 3,314 | 2,318 | 2,218 | 14,493 |
| 14 | 1,000 | 2,301 | 2,283 | 2,284 | 3,314 | 2,318 | 3,509 | 17,009 |
| 15 | 3,757 | 2,301 | 3,667 | 2,284 | 3,314 | 3,693 | 3,509 | 22,525 |
| 16 | 2,360 | 3,638 | 1,000 | 3,606 | 3,314 | 1,000 | 1,000 | 15,918 |
| 17 | 2,360 | 2,301 | 1,000 | 2,284 | 3,314 | 3,693 | 3,509 | 18,461 |
| 18 | 3,757 | 2,301 | 3,667 | 1,000 | 4,596 | 3,693 | 2,218 | 21,232 |
| 19 | 3,757 | 2,301 | 1,000 | 3,606 | 2,221 | 1,000 | 3,509 | 17,394 |
| 20 | 2,360 | 3,638 | 3,667 | 2,284 | 3,314 | 2,318 | 2,218 | 19,799 |
| 21 | 3,757 | 2,301 | 3,667 | 1,000 | 2,221 | 2,318 | 3,509 | 18,773 |
| 22 | 2,360 | 3,638 | 3,667 | 2,284 | 3,314 | 3,693 | 2,218 | 21,174 |
| 23 | 3,757 | 3,638 | 2,283 | 3,606 | 4,596 | 2,318 | 1,000 | 21,198 |
| 24 | 2,360 | 2,301 | 3,667 | 2,284 | 4,596 | 3,693 | 2,218 | 21,119 |
| 25 | 3,757 | 3,638 | 2,283 | 3,606 | 3,314 | 3,693 | 2,218 | 22,509 |
| 26 | 2,360 | 2,301 | 1,000 | 1,000 | 3,314 | 1,000 | 2,218 | 13,193 |
| 27 | 2,360 | 3,638 | 1,000 | 3,606 | 4,596 | 1,000 | 3,509 | 19,709 |
| 28 | 2,360 | 2,301 | 3,667 | 3,606 | 3,314 | 3,693 | 2,218 | 21,159 |
| 29 | 2,360 | 2,301 | 3,667 | 2,284 | 3,314 | 2,318 | 1,000 | 17,244 |
| 30 | 3,757 | 1,000 | 2,283 | 3,606 | 3,314 | 2,318 | 3,509 | 19,787 |
| 31 | 2,360 | 3,638 | 3,667 | 2,284 | 4,596 | 3,693 | 3,509 | 23,747 |
| 32 | 3,757 | 2,301 | 3,667 | 2,284 | 4,596 | 1,000 | 2,218 | 19,822 |
| 33 | 3,757 | 2,301 | 3,667 | 3,606 | 4,596 | 3,693 | 1,000 | 22,620 |
| 34 | 1,000 | 3,638 | 3,667 | 2,284 | 4,596 | 3,693 | 2,218 | 21,096 |
| 35 | 2,360 | 3,638 | 2,283 | 3,606 | 3,314 | 3,693 | 2,218 | 21,113 |
| 36 | 2,360 | 2,301 | 3,667 | 2,284 | 4,596 | 2,318 | 1,000 | 18,526 |
| 37 | 1,000 | 1,000 | 2,283 | 2,284 | 4,596 | 1,000 | 2,218 | 14,380 |
| 38 | 2,360 | 2,301 | 3,667 | 2,284 | 3,314 | 2,318 | 3,509 | 19,753 |
| 39 | 2,360 | 1,000 | 3,667 | 3,606 | 4,596 | 3,693 | 3,509 | 22,432 |
| 40 | 3,757 | 1,000 | 3,667 | 2,284 | 4,596 | 2,318 | 2,218 | 19,840 |
| 41 | 2,360 | 2,301 | 3,667 | 3,606 | 3,314 | 2,318 | 2,218 | 19,784 |
| 42 | 2,360 | 3,638 | 3,667 | 2,284 | 4,596 | 3,693 | 2,218 | 22,456 |
| 43 | 3,757 | 2,301 | 3,667 | 3,606 | 3,314 | 2,318 | 3,509 | 22,472 |
| 44 | 2,360 | 2,301 | 2,283 | 2,284 | 4,596 | 2,318 | 3,509 | 19,651 |
| 45 | 1,000 | 3,638 | 3,667 | 2,284 | 4,596 | 2,318 | 2,218 | 19,721 |
| 46 | 2,360 | 2,301 | 3,667 | 2,284 | 4,596 | 3,693 | 2,218 | 21,119 |
| 47 | 3,757 | 2,301 | 3,667 | 1,000 | 4,596 | 2,318 | 3,509 | 21,148 |
| 48 | 2,360 | 3,638 | 2,283 | 2,284 | 3,314 | 3,693 | 2,218 | 19,790 |
| 49 | 2,360 | 3,638 | 3,667 | 1,000 | 4,596 | 2,318 | 3,509 | 21,089 |
| 50 | 3,757 | 2,301 | 3,667 | 2,284 | 3,314 | 3,693 | 2,218 | 21,234 |
| 51 | 3,757 | 3,638 | 2,283 | 2,284 | 3,314 | 2,318 | 2,218 | 19,812 |
| 52 | 3,757 | 2,301 | 2,283 | 1,000 | 3,314 | 3,693 | 2,218 | 18,566 |
| 53 | 2,360 | 3,638 | 3,667 | 3,606 | 2,221 | 2,318 | 1,000 | 18,811 |
| 54 | 1,000 | 2,301 | 2,283 | 2,284 | 4,596 | 3,693 | 2,218 | 18,375 |
| 55 | 2,360 | 2,301 | 2,283 | 3,606 | 2,221 | 3,693 | 1,000 | 17,464 |
| 56 | 2,360 | 3,638 | 3,667 | 2,284 | 4,596 | 3,693 | 2,218 | 22,456 |
| 57 | 2,360 | 1,000 | 3,667 | 2,284 | 4,596 | 2,318 | 3,509 | 19,734 |
| 58 | 3,757 | 2,301 | 2,283 | 2,284 | 2,221 | 2,318 | 2,218 | 17,381 |
| 59 | 2,360 | 2,301 | 3,667 | 1,000 | 4,596 | 3,693 | 2,218 | 19,835 |
| 60 | 3,757 | 2,301 | 2,283 | 2,284 | 3,314 | 1,000 | 1,000 | 15,938 |
| 61 | 3,757 | 3,638 | 2,283 | 2,284 | 2,221 | 2,318 | 1,000 | 17,501 |
| 62 | 2,360 | 2,301 | 2,283 | 2,284 | 3,314 | 2,318 | 2,218 | 17,078 |
| 63 | 2,360 | 1,000 | 2,283 | 1,000 | 4,596 | 2,318 | 3,509 | 17,066 |
| 64 | 3,757 | 2,301 | 2,283 | 1,000 | 3,314 | 2,318 | 3,509 | 18,482 |
| 65 | 2,360 | 2,301 | 1,000 | 2,284 | 3,314 | 2,318 | 2,218 | 15,795 |
| 66 | 3,757 | 1,000 | 3,667 | 2,284 | 2,221 | 3,693 | 1,000 | 17,622 |
| 67 | 2,360 | 1,000 | 2,283 | 1,000 | 4,596 | 3,693 | 3,509 | 18,442 |
| 68 | 3,757 | 3,638 | 2,283 | 3,606 | 2,221 | 3,693 | 3,509 | 22,707 |
| 69 | 2,360 | 2,301 | 2,283 | 2,284 | 4,596 | 2,318 | 2,218 | 18,360 |
| 70 | 2,360 | 3,638 | 3,667 | 3,606 | 3,314 | 3,693 | 1,000 | 21,279 |
| 71 | 2,360 | 1,000 | 1,000 | 2,284 | 3,314 | 2,318 | 2,218 | 14,494 |
| 72 | 3,757 | 1,000 | 2,283 | 1,000 | 4,596 | 2,318 | 2,218 | 17,172 |
| 73 | 2,360 | 2,301 | 2,283 | 3,606 | 3,314 | 2,318 | 3,509 | 19,691 |
| 74 | 3,757 | 2,301 | 3,667 | 1,000 | 4,596 | 2,318 | 1,000 | 18,639 |
| 75 | 2,360 | 3,638 | 3,667 | 2,284 | 3,314 | 3,693 | 3,509 | 22,465 |
| 76 | 2,360 | 3,638 | 2,283 | 2,284 | 2,221 | 2,318 | 3,509 | 18,613 |
| 77 | 2,360 | 3,638 | 1,000 | 1,000 | 3,314 | 3,693 | 3,509 | 18,515 |
| 78 | 3,757 | 2,301 | 2,283 | 2,284 | 3,314 | 3,693 | 2,218 | 19,849 |
| 79 | 2,360 | 3,638 | 2,283 | 2,284 | 4,596 | 2,318 | 3,509 | 20,988 |
| 80 | 1,000 | 2,301 | 3,667 | 3,606 | 4,596 | 3,693 | 3,509 | 22,372 |
| 81 | 3,757 | 2,301 | 2,283 | 3,606 | 4,596 | 3,693 | 2,218 | 22,454 |
| 82 | 2,360 | 2,301 | 3,667 | 3,606 | 4,596 | 2,318 | 2,218 | 21,066 |
| 83 | 1,000 | 3,638 | 2,283 | 2,284 | 2,221 | 2,318 | 3,509 | 17,253 |
| 84 | 3,757 | 3,638 | 2,283 | 3,606 | 4,596 | 3,693 | 1,000 | 22,574 |
| 85 | 2,360 | 2,301 | 2,283 | 1,000 | 2,221 | 3,693 | 2,218 | 16,076 |
| 86 | 2,360 | 2,301 | 2,283 | 2,284 | 1,000 | 2,318 | 2,218 | 14,764 |
| 87 | 3,757 | 3,638 | 3,667 | 3,606 | 4,596 | 2,318 | 3,509 | 25,092 |
| 88 | 3,757 | 1,000 | 2,283 | 3,606 | 2,221 | 3,693 | 3,509 | 20,069 |
| 89 | 1,000 | 2,301 | 2,283 | 2,284 | 3,314 | 3,693 | 2,218 | 17,092 |
| 90 | 2,360 | 3,638 | 3,667 | 2,284 | 2,221 | 2,318 | 3,509 | 19,997 |
| 91 | 2,360 | 2,301 | 2,283 | 3,606 | 4,596 | 2,318 | 3,509 | 20,973 |
| 92 | 3,757 | 2,301 | 1,000 | 3,606 | 2,221 | 2,318 | 2,218 | 17,421 |
| 93 | 2,360 | 2,301 | 3,667 | 2,284 | 3,314 | 3,693 | 1,000 | 18,619 |
| 94 | 3,757 | 3,638 | 2,283 | 3,606 | 4,596 | 3,693 | 3,509 | 25,083 |
| 95 | 2,360 | 3,638 | 2,283 | 3,606 | 3,314 | 3,693 | 2,218 | 21,113 |
| 96 | 1,000 | 2,301 | 2,283 | 2,284 | 3,314 | 2,318 | 3,509 | 17,009 |
| 97 | 3,757 | 1,000 | 3,667 | 2,284 | 4,596 | 2,318 | 2,218 | 19,840 |
| 98 | 1,000 | 2,301 | 3,667 | 3,606 | 3,314 | 3,693 | 2,218 | 19,799 |
| 99 | 3,757 | 2,301 | 2,283 | 1,000 | 3,314 | 1,000 | 2,218 | 15,873 |
| 100 | 3,757 | 3,638 | 3,667 | 3,606 | 4,596 | 2,318 | 3,509 | 25,092 |

Data Penelitian Variabel Persepsi Citra Merek (X2)

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No Responden** |  |  |  | **Succesive**  **Interval** | |  | |  | |  | |  | | **Total Skor** | |
|  | **P1 (X2)** | **P2 (X2)** | **P3 (X2)** | **P4 (X2)** | **P5 (X2)** | | **P6 (X2)** | | **P7 (X2)** | | **P8 (X2)** | |  | |
| 1 | 3,829 | 2,221 | 3,781 | 3,721 | 2,367 | | 2,238 | | 2,242 | | 3,629 | | 24,029 | |
| 2 | 2,376 | 4,743 | 3,781 | 3,721 | 2,367 | | 2,238 | | 1,000 | | 3,629 | | 23,856 | |
| 3 | 3,829 | 3,419 | 3,781 | 2,319 | 2,367 | | 2,238 | | 2,242 | | 2,282 | | 22,477 | |
| 4 | 3,829 | 3,419 | 3,781 | 3,721 | 1,000 | | 2,238 | | 2,242 | | 3,629 | | 23,860 | |
| 5 | 3,829 | 2,221 | 2,359 | 3,721 | 2,367 | | 3,517 | | 1,000 | | 2,282 | | 21,297 | |
| 6 | 2,376 | 4,743 | 2,359 | 2,319 | 2,367 | | 1,000 | | 3,575 | | 3,629 | | 22,369 | |
| 7 | 3,829 | 3,419 | 2,359 | 3,721 | 2,367 | | 2,238 | | 3,575 | | 2,282 | | 23,791 | |
| 8 | 3,829 | 2,221 | 2,359 | 2,319 | 2,367 | | 2,238 | | 3,575 | | 2,282 | | 21,191 | |
| 9 | 2,376 | 3,419 | 2,359 | 2,319 | 3,745 | | 1,000 | | 3,575 | | 1,000 | | 19,794 | |
| 10 | 2,376 | 4,743 | 2,359 | 2,319 | 2,367 | | 1,000 | | 2,242 | | 2,282 | | 19,688 | |
| 11 | 2,376 | 2,221 | 2,359 | 3,721 | 3,745 | | 2,238 | | 1,000 | | 3,629 | | 21,290 | |
| 12 | 3,829 | 3,419 | 3,781 | 1,000 | 3,745 | | 2,238 | | 2,242 | | 2,282 | | 22,536 | |
| 13 | 2,376 | 2,221 | 3,781 | 2,319 | 2,367 | | 1,000 | | 2,242 | | 2,282 | | 18,588 | |
| 14 | 2,376 | 2,221 | 3,781 | 2,319 | 2,367 | | 1,000 | | 3,575 | | 2,282 | | 19,921 | |
| 15 | 2,376 | 3,419 | 3,781 | 3,721 | 3,745 | | 3,517 | | 1,000 | | 2,282 | | 23,842 | |
| 16 | 2,376 | 4,743 | 1,000 | 3,721 | 2,367 | | 3,517 | | 1,000 | | 1,000 | | 19,725 | |
| 17 | 3,829 | 3,419 | 1,000 | 2,319 | 2,367 | | 2,238 | | 2,242 | | 2,282 | | 19,696 | |
| 18 | 2,376 | 4,743 | 3,781 | 3,721 | 3,745 | | 2,238 | | 3,575 | | 1,000 | | 25,180 | |
| 19 | 3,829 | 3,419 | 2,359 | 3,721 | 1,000 | | 1,000 | | 1,000 | | 3,629 | | 19,958 | |
| 20 | 3,829 | 4,743 | 3,781 | 3,721 | 2,367 | | 2,238 | | 3,575 | | 1,000 | | 25,255 | |
| 21 | 2,376 | 3,419 | 2,359 | 3,721 | 1,000 | | 1,000 | | 3,575 | | 3,629 | | 21,080 | |
| 22 | 3,829 | 3,419 | 3,781 | 3,721 | 2,367 | | 3,517 | | 2,242 | | 2,282 | | 25,159 | |
| 23 | 3,829 | 4,743 | 2,359 | 3,721 | 3,745 | | 2,238 | | 2,242 | | 2,282 | | 25,160 | |
| 24 | 2,376 | 4,743 | 3,781 | 3,721 | 2,367 | | 2,238 | | 2,242 | | 2,282 | | 23,751 | |
| 25 | 3,829 | 3,419 | 3,781 | 3,721 | 2,367 | | 2,238 | | 2,242 | | 3,629 | | 25,227 | |
| 26 | 2,376 | 3,419 | 1,000 | 2,319 | 2,367 | | 1,000 | | 2,242 | | 2,282 | | 17,005 | |
| 27 | 3,829 | 3,419 | 2,359 | 2,319 | 2,367 | | 1,000 | | 2,242 | | 2,282 | | 19,817 | |
| 28 | 3,829 | 3,419 | 3,781 | 1,000 | 1,000 | | 2,238 | | 2,242 | | 1,000 | | 18,509 | |
| 29 | 2,376 | 3,419 | 3,781 | 2,319 | 2,367 | | 2,238 | | 3,575 | | 3,629 | | 23,705 | |
| 30 | 3,829 | 2,221 | 2,359 | 3,721 | 2,367 | | 3,517 | | 2,242 | | 2,282 | | 22,539 | |
| 31 | 3,829 | 4,743 | 3,781 | 3,721 | 1,000 | | 3,517 | | 2,242 | | 2,282 | | 25,115 | |
| 32 | 3,829 | 3,419 | 1,000 | 2,319 | 2,367 | | 3,517 | | 3,575 | | 3,629 | | 23,656 | |
| 33 | 2,376 | 4,743 | 3,781 | 3,721 | 2,367 | | 2,238 | | 2,242 | | 3,629 | | 25,098 | |
| 34 | 3,829 | 4,743 | 3,781 | 2,319 | 3,745 | | 1,000 | | 2,242 | | 2,282 | | 23,941 | |
| 35 | 3,829 | 3,419 | 3,781 | 2,319 | 2,367 | | 2,238 | | 3,575 | | 2,282 | | 23,810 | |
| 36 | 3,829 | 4,743 | 2,359 | 3,721 | 3,745 | | 2,238 | | 1,000 | | 1,000 | | 22,636 | |
| 37 | 2,376 | 3,419 | 2,359 | 2,319 | 3,745 | | 1,000 | | 2,242 | | 2,282 | | 19,742 | |
| 38 | 1,000 | 3,419 | 2,359 | 2,319 | 3,745 | | 3,517 | | 3,575 | | 3,629 | | 23,564 | |
| 39 | 3,829 | 3,419 | 2,359 | 1,000 | 1,000 | | 3,517 | | 3,575 | | 3,629 | | 22,329 | |
| 40 | 2,376 | 4,743 | 3,781 | 2,319 | 2,367 | | 2,238 | | 3,575 | | 2,282 | | 23,681 | |
| 41 | 2,376 | 2,221 | 2,359 | 2,319 | 3,745 | | 3,517 | | 2,242 | | 3,629 | | 22,409 | |
| 42 | 3,829 | 3,419 | 2,359 | 3,721 | 3,745 | | 2,238 | | 1,000 | | 2,282 | | 22,594 | |
| 43 | 2,376 | 3,419 | 3,781 | 3,721 | 2,367 | | 3,517 | | 3,575 | | 2,282 | | 25,039 | |
| 44 | 3,829 | 2,221 | 3,781 | 2,319 | 2,367 | | 3,517 | | 3,575 | | 3,629 | | 25,239 | |
| 45 | 3,829 | 4,743 | 3,781 | 2,319 | 2,367 | | 3,517 | | 3,575 | | 2,282 | | 26,414 | |
| 46 | 2,376 | 4,743 | 3,781 | 3,721 | 2,367 | | 2,238 | | 3,575 | | 3,629 | | 26,431 | |
| 47 | 3,829 | 2,221 | 3,781 | 3,721 | 3,745 | | 2,238 | | 3,575 | | 2,282 | | 25,393 | |
| 48 | 3,829 | 3,419 | 3,781 | 3,721 | 2,367 | | 3,517 | | 1,000 | | 3,629 | | 25,264 | |
| 49 | 3,829 | 4,743 | 3,781 | 2,319 | 1,000 | | 1,000 | | 2,242 | | 2,282 | | 21,195 | |
| 50 | 2,376 | 4,743 | 2,359 | 2,319 | 2,367 | | 3,517 | | 2,242 | | 3,629 | | 23,553 | |
| 51 | 3,829 | 3,419 | 2,359 | 3,721 | 1,000 | | 2,238 | | 3,575 | | 2,282 | | 22,424 | |
| 52 | 3,829 | 3,419 | 2,359 | 3,721 | 2,367 | | 2,238 | | 2,242 | | 2,282 | | 22,458 | |
| 53 | 3,829 | 2,221 | 3,781 | 3,721 | 2,367 | | 2,238 | | 3,575 | | 2,282 | | 24,015 | |
| 54 | 2,376 | 3,419 | 3,781 | 1,000 | 2,367 | | 3,517 | | 3,575 | | 1,000 | | 21,036 | |
| 55 | 3,829 | 3,419 | 2,359 | 2,319 | 1,000 | | 1,000 | | 2,242 | | 3,629 | | 19,797 | |
| 56 | 3,829 | 4,743 | 3,781 | 2,319 | 3,745 | | 3,517 | | 3,575 | | 2,282 | | 27,791 | |
| 57 | 2,376 | 3,419 | 2,359 | 2,319 | 2,367 | | 1,000 | | 3,575 | | 1,000 | | 18,416 | |
| 58 | 2,376 | 3,419 | 2,359 | 2,319 | 2,367 | | 2,238 | | 2,242 | | 2,282 | | 19,602 | |
| 59 | 3,829 | 3,419 | 2,359 | 3,721 | 2,367 | | 2,238 | | 2,242 | | 2,282 | | 22,458 | |
| 60 | 2,376 | 3,419 | 2,359 | 2,319 | 2,367 | | 2,238 | | 3,575 | | 2,282 | | 20,936 | |
| 61 | 2,376 | 2,221 | 2,359 | 2,319 | 2,367 | | 3,517 | | 3,575 | | 2,282 | | 21,017 | |
| 62 | 2,376 | 3,419 | 2,359 | 2,319 | 2,367 | | 1,000 | | 2,242 | | 3,629 | | 19,712 | |
| 63 | 2,376 | 3,419 | 1,000 | 2,319 | 3,745 | | 2,238 | | 2,242 | | 2,282 | | 19,621 | |
| 64 | 3,829 | 4,743 | 3,781 | 3,721 | 1,000 | | 3,517 | | 2,242 | | 2,282 | | 25,115 | |
| 65 | 2,376 | 2,221 | 3,781 | 2,319 | 2,367 | | 2,238 | | 3,575 | | 3,629 | | 22,507 | |
| 66 | 3,829 | 3,419 | 3,781 | 3,721 | 2,367 | | 2,238 | | 2,242 | | 3,629 | | 25,227 | |
| 67 | 2,376 | 3,419 | 3,781 | 2,319 | 2,367 | | 2,238 | | 2,242 | | 2,282 | | 21,024 | |
| 68 | 3,829 | 3,419 | 3,781 | 3,721 | 2,367 | | 2,238 | | 3,575 | | 3,629 | | 26,560 | |
| 69 | 3,829 | 4,743 | 2,359 | 3,721 | 2,367 | | 2,238 | | 1,000 | | 2,282 | | 22,540 | |
| 70 | 1,000 | 4,743 | 2,359 | 2,319 | 1,000 | | 1,000 | | 2,242 | | 2,282 | | 16,945 | |
| 71 | 2,376 | 4,743 | 3,781 | 2,319 | 2,367 | | 2,238 | | 2,242 | | 3,629 | | 23,695 | |
| 72 | 3,829 | 4,743 | 2,359 | 2,319 | 2,367 | | 3,517 | | 2,242 | | 2,282 | | 23,659 | |
| 73 | 2,376 | 3,419 | 2,359 | 1,000 | 1,000 | | 2,238 | | 2,242 | | 2,282 | | 16,916 | |
| 74 | 2,376 | 4,743 | 2,359 | 2,319 | 2,367 | | 3,517 | | 3,575 | | 1,000 | | 22,257 | |
| 75 | 3,829 | 3,419 | 3,781 | 2,319 | 3,745 | | 3,517 | | 3,575 | | 2,282 | | 26,468 | |
| 76 | 3,829 | 2,221 | 3,781 | 3,721 | 3,745 | | 1,000 | | 2,242 | | 2,282 | | 22,821 | |
| 77 | 2,376 | 3,419 | 3,781 | 2,319 | 2,367 | | 3,517 | | 2,242 | | 3,629 | | 23,651 | |
| 78 | 3,829 | 4,743 | 2,359 | 2,319 | 3,745 | | 2,238 | | 3,575 | | 1,000 | | 23,808 | |
| 79 | 2,376 | 4,743 | 3,781 | 3,721 | 2,367 | | 3,517 | | 3,575 | | 3,629 | | 27,711 | |
| 80 | 3,829 | 3,419 | 2,359 | 2,319 | 1,000 | | 3,517 | | 3,575 | | 3,629 | | 23,648 | |
| 81 | 3,829 | 4,743 | 2,359 | 3,721 | 3,745 | | 3,517 | | 3,575 | | 2,282 | | 27,772 | |
| 82 | 1,000 | 4,743 | 3,781 | 3,721 | 2,367 | | 1,000 | | 3,575 | | 3,629 | | 23,817 | |
| 83 | 3,829 | 4,743 | 2,359 | 1,000 | 3,745 | | 1,000 | | 3,575 | | 3,629 | | 23,881 | |
| 84 | 2,376 | 4,743 | 1,000 | 3,721 | 3,745 | | 2,238 | | 2,242 | | 3,629 | | 23,695 | |
| 85 | 2,376 | 3,419 | 2,359 | 3,721 | 1,000 | | 2,238 | | 2,242 | | 2,282 | | 19,637 | |
| 86 | 2,376 | 2,221 | 2,359 | 3,721 | 3,745 | | 2,238 | | 2,242 | | 2,282 | | 21,185 | |
| 87 | 3,829 | 3,419 | 3,781 | 3,721 | 2,367 | | 2,238 | | 3,575 | | 3,629 | | 26,560 | |
| 88 | 3,829 | 3,419 | 3,781 | 2,319 | 3,745 | | 3,517 | | 3,575 | | 3,629 | | 27,815 | |
| 89 | 1,000 | 3,419 | 2,359 | 2,319 | 3,745 | | 3,517 | | 3,575 | | 3,629 | | 23,564 | |
| 90 | 2,376 | 4,743 | 2,359 | 1,000 | 1,000 | | 3,517 | | 2,242 | | 3,629 | | 20,867 | |
| 91 | 3,829 | 3,419 | 2,359 | 1,000 | 2,367 | | 2,238 | | 3,575 | | 3,629 | | 22,417 | |
| 92 | 2,376 | 3,419 | 2,359 | 2,319 | 1,000 | | 2,238 | | 2,242 | | 2,282 | | 18,235 | |
| 93 | 2,376 | 1,000 | 3,781 | 3,721 | 3,745 | | 2,238 | | 2,242 | | 1,000 | | 20,104 | |
| 94 | 3,829 | 4,743 | 3,781 | 2,319 | 2,367 | | 3,517 | | 2,242 | | 2,282 | | 25,080 | |
| 95 | 3,829 | 3,419 | 1,000 | 3,721 | 2,367 | | 2,238 | | 1,000 | | 1,000 | | 18,575 | |
| 96 | 2,376 | 3,419 | 2,359 | 3,721 | 2,367 | | 2,238 | | 2,242 | | 3,629 | | 22,352 | |
| 97 | 1,000 | 3,419 | 2,359 | 3,721 | 3,745 | | 2,238 | | 1,000 | | 1,000 | | 18,483 | |
| 98 | 3,829 | 4,743 | 2,359 | 2,319 | 3,745 | | 3,517 | | 1,000 | | 2,282 | | 23,794 | |
| 99 | 2,376 | 4,743 | 2,359 | 3,721 | 2,367 | | 1,000 | | 3,575 | | 3,629 | | 23,771 | |
| 100 | 3,829 | 3,419 | 3,781 | 2,319 | 2,367 | | 3,517 | | 2,242 | | 3,629 | | 25,104 | |

1. Data Penelitian Variabel Persepsi *Diferensiasi* Produk (X3)

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No Responden** |  |  |  | **Succesive Interval** | |  |  |  |  | **Total Skor** |
|  | **P1 (X3)** | **P2 (X3)** | **P3 (X3)** | **P4 (X3)** | **P5 (X3)** | | **P6 (X3)** | **P7 (X3)** | **P8 (X3)** |  |
| 1 | 2,362 | 1,000 | 2,252 | 3,366 | 4,631 | | 2,282 | 2,201 | 2,260 | 20,354 |
| 2 | 3,745 | 2,238 | 2,252 | 2,221 | 3,277 | | 3,629 | 3,543 | 2,260 | 23,166 |
| 3 | 2,362 | 3,517 | 2,252 | 3,366 | 3,277 | | 3,629 | 2,201 | 1,000 | 21,604 |
| 4 | 2,362 | 2,238 | 2,252 | 4,667 | 3,277 | | 2,282 | 3,543 | 2,260 | 22,882 |
| 5 | 2,362 | 2,238 | 1,000 | 3,366 | 3,277 | | 2,282 | 3,543 | 3,592 | 21,660 |
| 6 | 2,362 | 3,517 | 2,252 | 4,667 | 4,631 | | 2,282 | 2,201 | 2,260 | 24,172 |
| 7 | 3,745 | 3,517 | 3,598 | 3,366 | 3,277 | | 1,000 | 2,201 | 3,592 | 24,296 |
| 8 | 3,745 | 3,517 | 2,252 | 4,667 | 3,277 | | 2,282 | 1,000 | 3,592 | 24,332 |
| 9 | 2,362 | 2,238 | 2,252 | 4,667 | 4,631 | | 2,282 | 2,201 | 2,260 | 22,893 |
| 10 | 3,745 | 1,000 | 1,000 | 3,366 | 4,631 | | 2,282 | 3,543 | 2,260 | 21,828 |
| 11 | 2,362 | 3,517 | 1,000 | 3,366 | 3,277 | | 3,629 | 2,201 | 2,260 | 21,613 |
| 12 | 2,362 | 2,238 | 2,252 | 4,667 | 3,277 | | 2,282 | 1,000 | 3,592 | 21,670 |
| 13 | 1,000 | 1,000 | 2,252 | 3,366 | 4,631 | | 2,282 | 1,000 | 2,260 | 17,792 |
| 14 | 1,000 | 1,000 | 3,598 | 4,667 | 4,631 | | 3,629 | 2,201 | 1,000 | 21,726 |
| 15 | 3,745 | 2,238 | 3,598 | 3,366 | 4,631 | | 2,282 | 3,543 | 1,000 | 24,403 |
| 16 | 2,362 | 1,000 | 2,252 | 3,366 | 3,277 | | 1,000 | 1,000 | 2,260 | 16,518 |
| 17 | 2,362 | 1,000 | 2,252 | 4,667 | 2,089 | | 3,629 | 3,543 | 2,260 | 21,803 |
| 18 | 2,362 | 2,238 | 3,598 | 4,667 | 3,277 | | 1,000 | 3,543 | 3,592 | 24,277 |
| 19 | 2,362 | 2,238 | 3,598 | 3,366 | 3,277 | | 1,000 | 2,201 | 2,260 | 20,302 |
| 20 | 3,745 | 1,000 | 2,252 | 3,366 | 4,631 | | 2,282 | 3,543 | 1,000 | 21,820 |
| 21 | 2,362 | 2,238 | 3,598 | 3,366 | 4,631 | | 3,629 | 3,543 | 2,260 | 25,628 |
| 22 | 2,362 | 2,238 | 3,598 | 3,366 | 3,277 | | 3,629 | 3,543 | 3,592 | 25,605 |
| 23 | 2,362 | 1,000 | 2,252 | 3,366 | 3,277 | | 2,282 | 3,543 | 3,592 | 21,674 |
| 24 | 3,745 | 2,238 | 3,598 | 4,667 | 2,089 | | 3,629 | 1,000 | 1,000 | 21,966 |
| 25 | 2,362 | 3,517 | 2,252 | 2,221 | 2,089 | | 2,282 | 2,201 | 2,260 | 19,184 |
| 26 | 1,000 | 2,238 | 1,000 | 3,366 | 3,277 | | 3,629 | 1,000 | 3,592 | 19,103 |
| 27 | 1,000 | 2,238 | 3,598 | 2,221 | 4,631 | | 2,282 | 3,543 | 1,000 | 20,513 |
| 28 | 3,745 | 1,000 | 3,598 | 2,221 | 3,277 | | 3,629 | 2,201 | 2,260 | 21,930 |
| 29 | 2,362 | 2,238 | 3,598 | 4,667 | 4,631 | | 2,282 | 2,201 | 3,592 | 25,570 |
| 30 | 2,362 | 2,238 | 1,000 | 3,366 | 3,277 | | 3,629 | 3,543 | 2,260 | 21,676 |
| 31 | 2,362 | 3,517 | 2,252 | 4,667 | 4,631 | | 2,282 | 2,201 | 1,000 | 22,912 |
| 32 | 2,362 | 3,517 | 3,598 | 3,366 | 4,631 | | 2,282 | 3,543 | 3,592 | 26,891 |
| 33 | 3,745 | 2,238 | 2,252 | 3,366 | 3,277 | | 3,629 | 3,543 | 2,260 | 24,311 |
| 34 | 3,745 | 2,238 | 3,598 | 4,667 | 4,631 | | 3,629 | 6,000 | 3,592 | 32,100 |
| 35 | 3,745 | 3,517 | 3,598 | 3,366 | 4,631 | | 3,629 | 3,543 | 2,260 | 28,290 |
| 36 | 2,362 | 2,238 | 3,598 | 3,366 | 3,277 | | 3,629 | 3,543 | 2,260 | 24,274 |
| 37 | 3,745 | 1,000 | 2,252 | 4,667 | 2,089 | | 2,282 | 3,543 | 2,260 | 21,839 |
| 38 | 3,745 | 3,517 | 2,252 | 3,366 | 3,277 | | 2,282 | 2,201 | 3,592 | 24,232 |
| 39 | 1,000 | 2,238 | 3,598 | 4,667 | 4,631 | | 1,000 | 3,543 | 2,260 | 22,938 |
| 40 | 2,362 | 2,238 | 3,598 | 2,221 | 3,277 | | 2,282 | 3,543 | 2,260 | 21,781 |
| 41 | 2,362 | 1,000 | 2,252 | 4,667 | 3,277 | | 2,282 | 3,543 | 3,592 | 22,975 |
| 42 | 3,745 | 2,238 | 2,252 | 3,366 | 4,631 | | 1,000 | 1,000 | 2,260 | 20,493 |
| 43 | 3,745 | 2,238 | 1,000 | 2,221 | 4,631 | | 3,629 | 3,543 | 3,592 | 24,599 |
| 44 | 2,362 | 3,517 | 2,252 | 4,667 | 4,631 | | 3,629 | 2,201 | 1,000 | 24,259 |
| 45 | 3,745 | 2,238 | 3,598 | 2,221 | 3,277 | | 3,629 | 3,543 | 3,592 | 25,843 |
| 46 | 3,745 | 3,517 | 2,252 | 4,667 | 4,631 | | 3,629 | 3,543 | 3,592 | 29,577 |
| 47 | 3,745 | 3,517 | 3,598 | 3,366 | 4,631 | | 3,629 | 3,543 | 2,260 | 28,290 |
| 48 | 3,745 | 2,238 | 3,598 | 4,667 | 4,631 | | 2,282 | 3,543 | 2,260 | 26,964 |
| 49 | 3,745 | 2,238 | 1,000 | 2,221 | 2,089 | | 2,282 | 3,543 | 3,592 | 20,710 |
| 50 | 2,362 | 3,517 | 3,598 | 4,667 | 4,631 | | 2,282 | 2,201 | 3,592 | 26,849 |
| 51 | 3,745 | 3,517 | 1,000 | 4,667 | 3,277 | | 3,629 | 3,543 | 3,592 | 26,971 |
| 52 | 3,745 | 1,000 | 2,252 | 3,366 | 3,277 | | 2,282 | 2,201 | 2,260 | 20,383 |
| 53 | 2,362 | 2,238 | 3,598 | 3,366 | 3,277 | | 3,629 | 2,201 | 1,000 | 21,671 |
| 54 | 2,362 | 2,238 | 3,598 | 4,667 | 3,277 | | 2,282 | 2,201 | 1,000 | 21,624 |
| 55 | 1,000 | 2,238 | 1,000 | 2,221 | 3,277 | | 3,629 | 3,543 | 2,260 | 19,169 |
| 56 | 2,362 | 2,238 | 2,252 | 3,366 | 4,631 | | 2,282 | 3,543 | 3,592 | 24,266 |
| 57 | 2,362 | 1,000 | 2,252 | 3,366 | 3,277 | | 3,629 | 2,201 | 2,260 | 20,347 |
| 58 | 2,362 | 3,517 | 3,598 | 3,366 | 3,277 | | 2,282 | 1,000 | 1,000 | 20,402 |
| 59 | 1,000 | 1,000 | 2,252 | 4,667 | 2,089 | | 3,629 | 2,201 | 3,592 | 20,430 |
| 60 | 2,362 | 3,517 | 2,252 | 4,667 | 3,277 | | 2,282 | 1,000 | 1,000 | 20,357 |
| 61 | 2,362 | 3,517 | 3,598 | 3,366 | 3,277 | | 1,000 | 2,201 | 2,260 | 21,581 |
| 62 | 1,000 | 2,238 | 1,000 | 2,221 | 3,277 | | 2,282 | 3,543 | 2,260 | 17,821 |
| 63 | 2,362 | 3,517 | 3,598 | 2,221 | 3,277 | | 2,282 | 2,201 | 3,592 | 23,049 |
| 64 | 2,362 | 2,238 | 2,252 | 3,366 | 4,631 | | 3,629 | 2,201 | 2,260 | 22,939 |
| 65 | 2,362 | 2,238 | 3,598 | 4,667 | 3,277 | | 2,282 | 3,543 | 3,592 | 25,559 |
| 66 | 2,362 | 2,238 | 3,598 | 3,366 | 2,089 | | 3,629 | 2,201 | 2,260 | 21,743 |
| 67 | 3,745 | 1,000 | 2,252 | 3,366 | 4,631 | | 3,629 | 3,543 | 3,592 | 25,759 |
| 68 | 3,745 | 2,238 | 2,252 | 3,366 | 4,631 | | 3,629 | 2,201 | 2,260 | 24,323 |
| 69 | 2,362 | 3,517 | 3,598 | 4,667 | 4,631 | | 3,629 | 1,000 | 2,260 | 25,665 |
| 70 | 1,000 | 1,000 | 3,598 | 3,366 | 4,631 | | 2,282 | 2,201 | 3,592 | 21,669 |
| 71 | 2,362 | 1,000 | 3,598 | 4,667 | 4,631 | | 3,629 | 3,543 | 3,592 | 27,022 |
| 72 | 3,745 | 2,238 | 3,598 | 4,667 | 3,277 | | 2,282 | 2,201 | 2,260 | 24,268 |
| 73 | 1,000 | 2,238 | 1,000 | 1,000 | 3,277 | | 2,282 | 2,201 | 3,592 | 16,589 |
| 74 | 2,362 | 2,238 | 2,252 | 4,667 | 3,277 | | 2,282 | 3,543 | 2,260 | 22,882 |
| 75 | 2,362 | 1,000 | 2,252 | 3,366 | 3,277 | | 3,629 | 2,201 | 2,260 | 20,347 |
| 76 | 1,000 | 1,000 | 3,598 | 2,221 | 4,631 | | 3,629 | 2,201 | 3,592 | 21,871 |
| 77 | 2,362 | 3,517 | 2,252 | 4,667 | 4,631 | | 1,000 | 3,543 | 1,000 | 22,973 |
| 78 | 2,362 | 2,238 | 3,598 | 4,667 | 4,631 | | 2,282 | 3,543 | 2,260 | 25,581 |
| 79 | 3,745 | 2,238 | 2,252 | 3,366 | 3,277 | | 2,282 | 3,543 | 2,260 | 22,964 |
| 80 | 1,000 | 2,238 | 3,598 | 4,667 | 4,631 | | 3,629 | 1,000 | 3,592 | 24,355 |
| 81 | 2,362 | 3,517 | 2,252 | 3,366 | 3,277 | | 1,000 | 2,201 | 3,592 | 21,567 |
| 82 | 2,362 | 2,238 | 2,252 | 3,366 | 3,277 | | 2,282 | 3,543 | 3,592 | 22,912 |
| 83 | 2,362 | 3,517 | 3,598 | 4,667 | 4,631 | | 3,629 | 2,201 | 2,260 | 26,865 |
| 84 | 3,745 | 3,517 | 1,000 | 3,366 | 2,089 | | 2,282 | 3,543 | 3,592 | 23,134 |
| 85 | 2,362 | 3,517 | 2,252 | 4,667 | 4,631 | | 3,629 | 2,201 | 2,260 | 25,519 |
| 86 | 2,362 | 2,238 | 2,252 | 2,221 | 3,277 | | 1,000 | 2,201 | 2,260 | 17,811 |
| 87 | 2,362 | 3,517 | 3,598 | 4,667 | 4,631 | | 2,282 | 2,201 | 2,260 | 25,518 |
| 88 | 3,745 | 3,517 | 2,252 | 3,366 | 3,277 | | 2,282 | 3,543 | 2,260 | 24,243 |
| 89 | 2,362 | 2,238 | 3,598 | 3,366 | 4,631 | | 1,000 | 3,543 | 3,592 | 24,330 |
| 90 | 2,362 | 2,238 | 2,252 | 4,667 | 3,277 | | 2,282 | 2,201 | 3,592 | 22,870 |
| 91 | 1,000 | 3,517 | 2,252 | 3,366 | 2,089 | | 2,282 | 3,543 | 3,592 | 21,642 |
| 92 | 2,362 | 3,517 | 2,252 | 3,366 | 4,631 | | 2,282 | 2,201 | 2,260 | 22,871 |
| 93 | 2,362 | 2,238 | 2,252 | 4,667 | 1,000 | | 1,000 | 2,201 | 2,260 | 17,980 |
| 94 | 3,745 | 2,238 | 3,598 | 3,366 | 3,277 | | 2,282 | 2,201 | 3,592 | 24,298 |
| 95 | 2,362 | 3,517 | 3,598 | 4,667 | 2,089 | | 3,629 | 2,201 | 1,000 | 23,063 |
| 96 | 2,362 | 2,238 | 3,598 | 4,667 | 2,089 | | 3,629 | 3,543 | 2,260 | 24,386 |
| 97 | 3,745 | 3,517 | 2,252 | 3,366 | 3,277 | | 2,282 | 3,543 | 2,260 | 24,243 |
| 98 | 3,745 | 1,000 | 2,252 | 2,221 | 3,277 | | 2,282 | 3,543 | 3,592 | 21,912 |
| 99 | 3,745 | 3,517 | 3,598 | 3,366 | 3,277 | | 2,282 | 3,543 | 2,260 | 25,589 |
| 100 | 2,362 | 2,238 | 2,252 | 2,221 | 4,631 | | 1,000 | 2,201 | 3,592 | 20,496 |

**Lampiran 4**

**HASIL UJI VALIDITAS**

* + - 1. Hasil Uji Validitas Variabel Minat Beli (Y)

|  |  |  |  |
| --- | --- | --- | --- |
|  | | | |
|  | | TOTAL |
| P1 | Pearson Correlation | ,908\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| P2 | Pearson Correlation | ,842\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| P3 | Pearson Correlation | ,779\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| P4 | Pearson Correlation | ,703\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| P5 | Pearson Correlation | ,689\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| P6 | Pearson Correlation | ,727\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| P7 | Pearson Correlation | ,727\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| TOTAL | Pearson Correlation | 1 |
| Sig. (2-tailed) |  |
| N | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | |

* + - 1. Hasil Uji Validitas Variabel *Brand awareness* (X1)

|  |  |  |  |
| --- | --- | --- | --- |
|  | | | |
|  | | TOTAL |
| P1 | Pearson Correlation | ,638\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| P2 | Pearson Correlation | ,532\*\* |
| Sig. (2-tailed) | ,002 |
| N | 30 |
| P3 | Pearson Correlation | ,624\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| P4 | Pearson Correlation | ,775\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| P5 | Pearson Correlation | ,737\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| P6 | Pearson Correlation | ,429\* |
| Sig. (2-tailed) | ,018 |
| N | 30 |
| P7 | Pearson Correlation | ,628\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| TOTAL | Pearson Correlation | 1 |
| Sig. (2-tailed) |  |
| N | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | |

* + - 1. Hasil Uji Validitas Variabel Persepsi Citra Merek (X2)

|  |  |  |  |
| --- | --- | --- | --- |
|  | | | |
|  | | TOTAL |
| P1 | Pearson Correlation | ,541\*\* |
| Sig. (2-tailed) | ,002 |
| N | 30 |
| P2 | Pearson Correlation | ,817\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| P3 | Pearson Correlation | ,488\*\* |
| Sig. (2-tailed) | ,006 |
| N | 30 |
| P4 | Pearson Correlation | ,507\*\* |
| Sig. (2-tailed) | ,004 |
| N | 30 |
| P5 | Pearson Correlation | ,736\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| P6 | Pearson Correlation | ,527\*\* |
| Sig. (2-tailed) | ,003 |
| N | 30 |
| P7 | Pearson Correlation | ,626\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| P8 | Pearson Correlation | ,581\*\* |
| Sig. (2-tailed) | ,001 |
| N | 30 |
| TOTAL | Pearson Correlation | 1 |
| Sig. (2-tailed) |  |
| N | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | |

* + - 1. Hasil Uji Validitas Variabel Persepsi *Diferensiasi* Produk (X3)

|  |  |  |  |
| --- | --- | --- | --- |
|  | | | |
|  | | TOTAL |
| P1 | Pearson Correlation | ,669\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| P2 | Pearson Correlation | ,817\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| P3 | Pearson Correlation | ,753\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| P4 | Pearson Correlation | ,651\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| P5 | Pearson Correlation | ,840\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| P6 | Pearson Correlation | ,602\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| P7 | Pearson Correlation | ,744\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| P8 | Pearson Correlation | ,752\*\* |
| Sig. (2-tailed) | ,000 |
| N | 30 |
| TOTAL | Pearson Correlation | 1 |
| Sig. (2-tailed) |  |
| N | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | |

**Lampiran 5**

**HASIL UJI REALIBILITAS**

Uji Reliabilitas Variabel Minat Beli (Y)

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,884 | 7 |

Uji Reliabilitas Variabel *Brand awareness* (X1)

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,738 | 7 |

Uji Reliabilitas Variabel Persepsi Citra Merek (X2)

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,754 | 8 |

Uji Reliabilitas Variabel Persepsi *Diferensiasi* Produk (X3)

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,873 | 8 |

**Lampiran 6**

**HASIL ANALISIS KOEFISIEN DETERMINASI**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,729a | ,532 | ,517 | 1,356 | 2,204 |
| a. Predictors: (Constant), PERSEPSI DIFERENSIASI PRODUK , *BRAND AWARENESS*, PERSEPSI CITRA MEREK | | | | | |
| b. Dependent Variable: MINAT BELI | | | | | |

**Lampiran 7**

**HASIL UJI SIMULTAN (UJI F)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 200,197 | 3 | 66,732 | 36,308 | ,000b |
| Residual | 176,443 | 96 | 1,838 |  |  |
| Total | 376,640 | 99 |  |  |  |
| a. Dependent Variable: MINAT BELI | | | | | | |
| b. Predictors: (Constant), PERSEPSI DIFERENSIASI PRODUK , *BRAND AWARENESS*, PERSEPSI CITRA MEREK | | | | | | |

**Lampiran 8**

**HASIL UJI MULTIKOLINIERITAS**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | | | | |
| Model | | Collinearity Statistics | |
| Tolerance | VIF |
| 1 | (Constant) |  |  |
| *BRAND AWARENESS* | ,770 | 1,299 |
| PERSEPSI CITRA MEREK | ,633 | 1,579 |
| PERSEPSI DIFERENSIASI PRODUK | ,791 | 1,264 |
| a. Dependent Variable: MINAT BELI | | | | |

**Lampiran 9**

**HASIL UJI SIGNIFIKAN PARSIAL**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | ,822 | 2,988 |  | ,275 | ,784 |
| *BRAND AWARENESS* | ,097 | ,082 | ,094 | 1,181 | ,240 |
| PERSEPSI CITRA MEREK | ,524 | ,090 | ,513 | 5,842 | ,000 |
| PERSEPSI DIFERENSIASI PRODUK | ,259 | ,074 | ,274 | 3,495 | ,001 |
| a. Dependent Variable: MINAT BELI | | | | | | | |

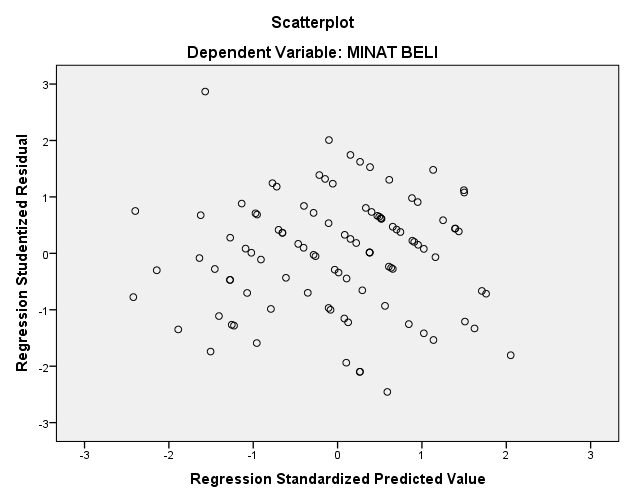
**Lampiran 10**

**HASIL UJI NORMALITAS**

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 65 |
| Normal Parametersa,b | Mean | ,0000000 |
| Std. Deviation | 1,77881831 |
| Most Extreme Differences | Absolute | ,056 |
| Positive | ,047 |
| Negative | -,056 |
| Test Statistic | | ,056 |
| Asymp. Sig. (2-tailed) | | ,200c,d |

**Lampiran 11**

**HASIL UJI HETEROKEDASTISITAS**

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