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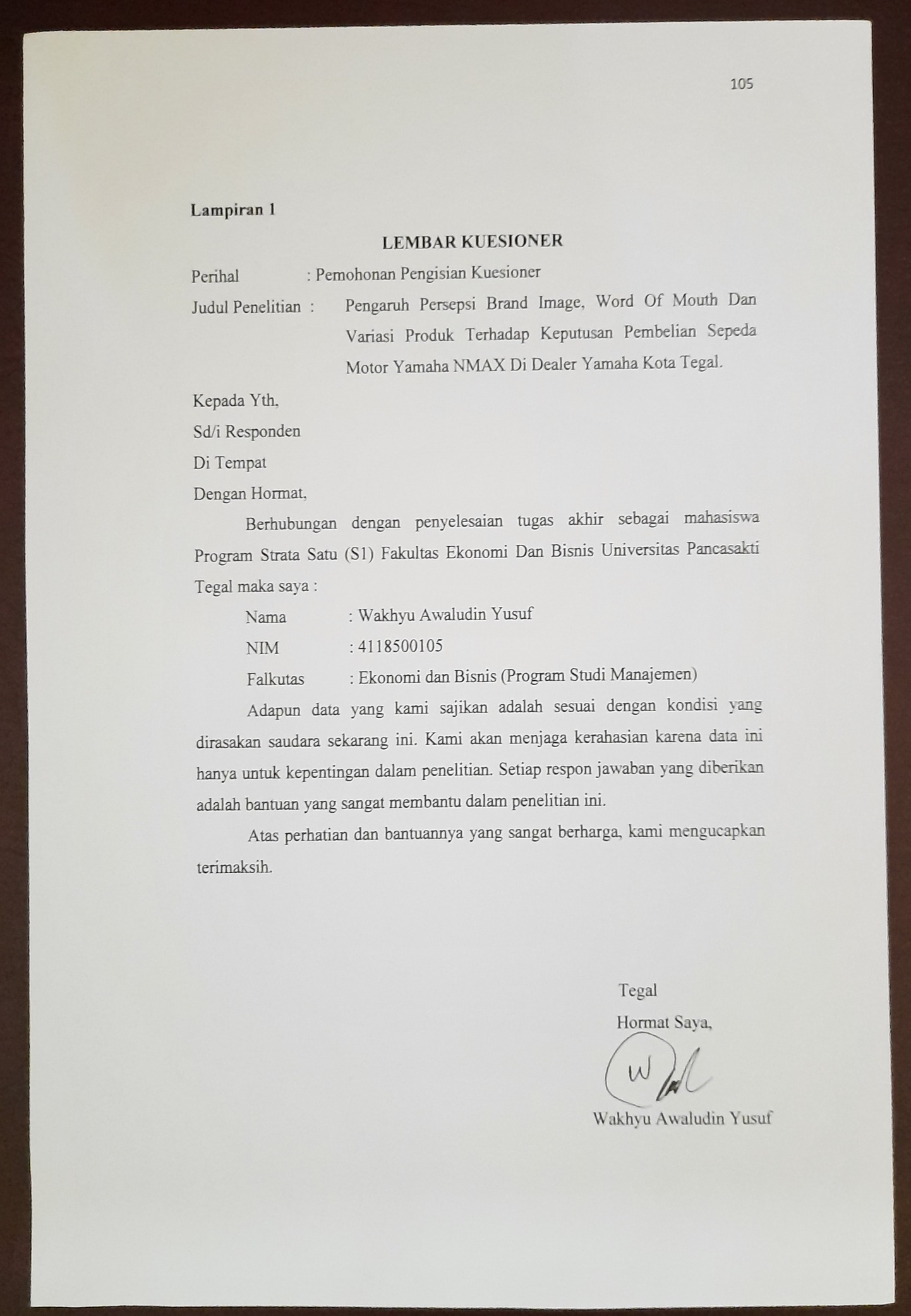
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LAMPIRAN



KARAKTERISTIK RESPONDEN

1. Jenis Kelamin
2. Laki-laki
3. Perempuan
4. Usia
5. 18 tahun - 21 tahun
6. 22 tahun – 25 tahun
7. > 25 tahun

3. Pekerjaan: PNS Pedagang

Guru

Lainnya

4. Pendapatan rata – rata perbulan : < Rp. 2.100.000

Rp. 2.100.000 – Rp. 4.100.000

Rp. 4.100.000 – Rp. 6.100.000

Rp. 6.100.000 – Rp. 8.100.000

> Rp. 8.100.000

5. Pendidikan Terakhir: (1) SD, (2) SMP, (3) SMA, (4) D III, (5) S1, (6) S2

6. Apakah saudara pernah membeli/memiliki sepeda motor yamaha NMAX?

1. Jika ya : silahkan lanjutkan mengisi kuesioner
2. jika tidak : tidak perlu dilanjutkan mengisi kuesioner

**Petunjuk Pengisian**

Berikan tanda checl list () pada pilihan salah satu jawaban yang sesuai dengan pendapat saudara.

1. **Keputusan Pembelian (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | STS | TS | N | S | SS |
| 1. | Saya tertarik untuk membeli motor Yamaha NMAX karena kualitasnya baik. |  |  |  |  |  |
| 2. | Saya tidak pernah kecewa dalam membeli motor Yamaha NMAX. |  |  |  |  |  |
| 3. | Saya membeli motor Yamaha NMAX karena harganya terjangkau. |  |  |  |  |  |
| 4. | Saya membeli motor Yamaha NMAX karena kebutuhan pribadi. |  |  |  |  |  |
| 5. | Saya memberi saran kepada orang lain untuk menggunakan motor Yamaha NMAX. |  |  |  |  |  |
| 6. | Saya melakukan pembelian ulang Motor Yamaha NMAX karena sesuai dengan keinginan dan harapan |  |  |  |  |  |

1. **Brand Image (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pertanyaan | STS | TS | N | S | SS |
| 1. | Sepeda motor yamaha NMAX merupakan produk yang paling *best seller* beberapa tahun belakangan |  |  |  |  |  |
| 2. | Sepeda motor yamaha NMAX memiliki *track record* yang baik |  |  |  |  |  |
| 3. | Sepeda motor yamaha NMAX memiliki *design* yang menarik |  |  |  |  |  |
| 4. | Motor Yamaha NMAX mempunyai berbagai macam variasi |  |  |  |  |  |
| 5. | Motor Yamaha NMAX mempunyai keunggulan tersendiri |  |  |  |  |  |
| 6. | Saya selalu setia membeli produk merek yamaha |  |  |  |  |  |

1. ***Word Of Mouth* (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | STS | TS | N | S | SS |
| 1. | Saya selalu membicarakan hal positif mengenai motor Yamaha NMAX |  |  |  |  |  |
| 2. | Saya mendapatkan informasi motor Yamaha NMAX dari temen terdekat. |  |  |  |  |  |
| 3. | Saya mempromosikan motor Yamaha NMAX kepada orang lain. |  |  |  |  |  |
| 4. | Saya membeli motor Yamaha NMAX karena sudah pernah menggunakan |  |  |  |  |  |
| 5. | Saya akan merekomendasikan motor Yamaha NMAX kepada orang lain. |  |  |  |  |  |
| 6. | Saya mendorong orang lain untuk membeli motor Yamaha NMAX. |  |  |  |  |  |

1. **Variasi Produk (X3)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | STS | TS | N | S | SS |
| 1. | Produk yang di jual memiliki bentuk dan desain yang menarik. |  |  |  |  |  |
| 2. | Motor Yamaha NMAX mempunyai harga yang bervariasi. |  |  |  |  |  |
| 3. | Harga yang ditawarkan pada setiap produk sesuai dengan harga di dealer lainnya. |  |  |  |  |  |
| 4. | Tampilan dan fungsi Yamaha NMAX sesuai keinginan konsumen |  |  |  |  |  |
| 5. | Motor Yamaha NMAX mempunyai tampilan yang menarik |  |  |  |  |  |
| 6. | Motor Yamaha NMAX memiki beberapa variasi atau tipe motor. |  |  |  |  |  |

**Lampiran 2**

**Pengolahan Data Odinal**

**30 Responden**

* + - 1. **Variabel Keputusan Pembelian (Y)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Kode resp** | **KEPUTUSAN PEMBELIAN (Y)** | | | | | | |
| **Y.1** | **Y.2** | **Y.3** | **Y.4** | **Y.5** | **Y.6** | **JML** |
| R-01 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| R-02 | 4 | 4 | 5 | 3 | 4 | 4 | 24 |
| R-03 | 4 | 5 | 4 | 3 | 3 | 3 | 22 |
| R-04 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| R-05 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-06 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| R-07 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| R-08 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| R-09 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| R-10 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| R-11 | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| R-12 | 4 | 4 | 4 | 3 | 5 | 5 | 25 |
| R-13 | 5 | 3 | 5 | 2 | 5 | 4 | 24 |
| R-14 | 4 | 4 | 4 | 4 | 2 | 4 | 22 |
| R-15 | 3 | 3 | 4 | 4 | 5 | 5 | 24 |
| R-16 | 5 | 5 | 5 | 4 | 3 | 3 | 25 |
| R-17 | 5 | 4 | 5 | 4 | 3 | 4 | 25 |
| R-18 | 4 | 4 | 4 | 3 | 5 | 5 | 25 |
| R-19 | 5 | 4 | 5 | 4 | 3 | 5 | 26 |
| R-20 | 5 | 5 | 5 | 5 | 4 | 3 | 27 |
| R-21 | 5 | 5 | 5 | 3 | 5 | 3 | 26 |
| R-22 | 4 | 4 | 3 | 3 | 5 | 5 | 24 |
| R-23 | 4 | 4 | 3 | 4 | 5 | 5 | 25 |
| R-24 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| R-25 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| R-26 | 4 | 4 | 4 | 2 | 5 | 4 | 23 |
| R-27 | 4 | 4 | 4 | 3 | 5 | 5 | 25 |
| R-28 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| R-29 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| R-30 | 4 | 4 | 3 | 4 | 4 | 3 | 22 |

* + - 1. **Variabel BRAND IMAGE (X1)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Kode resp** | **BRAND IMAGE (X1)** | | | | | | |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **JML** |
| R-01 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-02 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-03 | 4 | 5 | 5 | 5 | 3 | 3 | 25 |
| R-04 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-05 | 3 | 5 | 4 | 4 | 5 | 5 | 26 |
| R-06 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| R-07 | 4 | 5 | 5 | 4 | 5 | 5 | 28 |
| R-08 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-09 | 4 | 5 | 4 | 5 | 5 | 4 | 27 |
| R-10 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| R-11 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| R-12 | 3 | 4 | 4 | 4 | 5 | 5 | 25 |
| R-13 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| R-14 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| R-15 | 5 | 4 | 4 | 4 | 4 | 3 | 24 |
| R-16 | 3 | 4 | 4 | 5 | 4 | 4 | 24 |
| R-17 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| R-18 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| R-19 | 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| R-20 | 4 | 5 | 5 | 5 | 4 | 5 | 28 |
| R-21 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| R-22 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| R-23 | 5 | 4 | 4 | 4 | 5 | 5 | 27 |
| R-24 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| R-25 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-26 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| R-27 | 5 | 4 | 4 | 4 | 5 | 5 | 27 |
| R-28 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-29 | 5 | 4 | 4 | 4 | 5 | 5 | 27 |
| R-30 | 5 | 4 | 4 | 5 | 4 | 5 | 27 |

* + - 1. **Variabel WORD OF MOUTH (X2)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Kode resp** | **WORD OF MOUTH (X2)** | | | | | | |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **JML** |
| R-01 | 5 | 5 | 5 | 4 | 3 | 4 | 26 |
| R-02 | 4 | 5 | 4 | 3 | 3 | 2 | 21 |
| R-03 | 4 | 5 | 4 | 4 | 3 | 3 | 23 |
| R-04 | 5 | 4 | 5 | 3 | 4 | 3 | 24 |
| R-05 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| R-06 | 5 | 5 | 5 | 3 | 3 | 2 | 23 |
| R-07 | 3 | 4 | 5 | 4 | 3 | 4 | 23 |
| R-08 | 4 | 5 | 4 | 3 | 3 | 2 | 21 |
| R-09 | 4 | 4 | 4 | 3 | 3 | 2 | 20 |
| R-10 | 5 | 4 | 5 | 3 | 3 | 2 | 22 |
| R-11 | 3 | 5 | 5 | 3 | 5 | 4 | 25 |
| R-12 | 4 | 5 | 3 | 3 | 4 | 4 | 23 |
| R-13 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| R-14 | 5 | 4 | 4 | 3 | 4 | 4 | 24 |
| R-15 | 4 | 3 | 3 | 5 | 3 | 5 | 23 |
| R-16 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| R-17 | 4 | 5 | 4 | 3 | 3 | 3 | 22 |
| R-18 | 3 | 3 | 3 | 3 | 4 | 4 | 20 |
| R-19 | 4 | 5 | 5 | 3 | 3 | 4 | 24 |
| R-20 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-21 | 3 | 4 | 4 | 3 | 4 | 3 | 21 |
| R-22 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| R-23 | 4 | 5 | 5 | 3 | 4 | 3 | 24 |
| R-24 | 3 | 4 | 4 | 5 | 4 | 4 | 24 |
| R-25 | 4 | 5 | 4 | 3 | 3 | 4 | 23 |
| R-26 | 4 | 5 | 5 | 3 | 4 | 4 | 25 |
| R-27 | 3 | 5 | 5 | 3 | 4 | 3 | 23 |
| R-28 | 4 | 3 | 3 | 3 | 4 | 2 | 19 |
| R-29 | 4 | 4 | 4 | 5 | 3 | 4 | 24 |
| R-30 | 4 | 4 | 3 | 5 | 3 | 4 | 23 |

* + - 1. **Variabel VARIASI PRODUK (X3)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Kode resp** | **VARIASI PRODUK (X3)** | | | | | | |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **JML** |
| R-01 | 5 | 5 | 5 | 5 | 4 | 3 | 27 |
| R-02 | 3 | 4 | 4 | 3 | 4 | 4 | 22 |
| R-03 | 4 | 3 | 4 | 3 | 4 | 4 | 22 |
| R-04 | 5 | 5 | 5 | 5 | 3 | 4 | 27 |
| R-05 | 5 | 5 | 5 | 5 | 4 | 3 | 27 |
| R-06 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| R-07 | 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| R-08 | 5 | 4 | 5 | 3 | 4 | 3 | 24 |
| R-09 | 3 | 5 | 3 | 3 | 4 | 5 | 23 |
| R-10 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| R-11 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| R-12 | 4 | 3 | 5 | 3 | 4 | 4 | 23 |
| R-13 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| R-14 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| R-15 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| R-16 | 5 | 4 | 5 | 5 | 4 | 4 | 27 |
| R-17 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-18 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| R-19 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| R-20 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-21 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| R-22 | 4 | 4 | 4 | 3 | 5 | 5 | 25 |
| R-23 | 4 | 4 | 4 | 3 | 5 | 5 | 25 |
| R-24 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| R-25 | 3 | 4 | 5 | 5 | 5 | 5 | 27 |
| R-26 | 4 | 5 | 5 | 3 | 4 | 4 | 25 |
| R-27 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| R-28 | 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| R-29 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| R-30 | 4 | 4 | 4 | 3 | 4 | 5 | 24 |

**Lampiran 3**

**Data Kuesioner 100 Responden**

**Keputusan Pembelian (Y)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Kode resp | KEPUTUSAN PEMBELIAN (Y) | | | | | | JML |
| Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y |
| R-001 | 5 | 4 | 4 | 3 | 3 | 4 | 23 |
| R-002 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| R-003 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| R-004 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| R-005 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| R-006 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-007 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| R-008 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| R-009 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| R-010 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-011 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| R-012 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| R-013 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-014 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| R-015 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-016 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| R-017 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| R-018 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| R-019 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| R-020 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| R-021 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| R-022 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| R-023 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| R-024 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| R-025 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| R-026 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| R-027 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| R-028 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-029 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| R-030 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| R-031 | 5 | 4 | 4 | 4 | 3 | 3 | 23 |
| R-032 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| R-033 | 5 | 4 | 4 | 3 | 3 | 4 | 23 |
| R-034 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| R-035 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-036 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| R-037 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| R-038 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| R-039 | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| R-040 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| R-041 | 4 | 5 | 3 | 3 | 4 | 3 | 22 |
| R-042 | 5 | 4 | 3 | 4 | 3 | 4 | 23 |
| R-043 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| R-044 | 4 | 4 | 3 | 3 | 5 | 4 | 23 |
| R-045 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-046 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| R-047 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-048 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| R-049 | 5 | 4 | 4 | 3 | 3 | 4 | 23 |
| R-050 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| R-051 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| R-052 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| R-053 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| R-054 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-055 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| R-056 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| R-057 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| R-058 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-059 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| R-060 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| R-061 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-062 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| R-063 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-064 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| R-065 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| R-066 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| R-067 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| R-068 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| R-069 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| R-070 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| R-071 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| R-072 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| R-073 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| R-074 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| R-075 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| R-076 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-077 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| R-078 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| R-079 | 5 | 4 | 4 | 4 | 3 | 3 | 23 |
| R-080 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| R-081 | 5 | 4 | 4 | 3 | 3 | 4 | 23 |
| R-082 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| R-083 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-084 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| R-085 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| R-086 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| R-087 | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| R-088 | 4 | 4 | 5 | 5 | 4 | 4 | 26 |
| R-089 | 4 | 5 | 3 | 3 | 4 | 3 | 22 |
| R-090 | 5 | 4 | 3 | 4 | 3 | 4 | 23 |
| R-091 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| R-092 | 4 | 4 | 3 | 3 | 5 | 4 | 23 |
| R-093 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-094 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| R-095 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| R-096 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| R-097 | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| R-098 | 4 | 4 | 5 | 5 | 4 | 5 | 27 |
| R-099 | 5 | 4 | 4 | 4 | 4 | 3 | 24 |
| R-100 | 5 | 4 | 4 | 4 | 3 | 4 | 24 |

**Data Kuesioner 100 Responden**

BRAND IMAGE (X1)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Kode resp | BRAND IMAGE (X1) | | | | | |  |
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | JML |
| R-001 | 4 | 4 | 4 | 3 | 4 | 3 | 22 |
| R-002 | 4 | 3 | 3 | 3 | 4 | 3 | 20 |
| R-003 | 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| R-004 | 3 | 4 | 4 | 4 | 5 | 5 | 25 |
| R-005 | 4 | 5 | 5 | 5 | 3 | 4 | 26 |
| R-006 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-007 | 4 | 3 | 3 | 3 | 4 | 4 | 21 |
| R-008 | 3 | 3 | 4 | 3 | 5 | 5 | 23 |
| R-009 | 4 | 4 | 3 | 3 | 5 | 4 | 23 |
| R-010 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| R-011 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| R-012 | 4 | 3 | 3 | 4 | 4 | 4 | 22 |
| R-013 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| R-014 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| R-015 | 3 | 4 | 4 | 3 | 4 | 4 | 22 |
| R-016 | 3 | 4 | 4 | 3 | 4 | 4 | 22 |
| R-017 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-018 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| R-019 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| R-020 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| R-021 | 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| R-022 | 3 | 4 | 3 | 4 | 3 | 3 | 20 |
| R-023 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| R-024 | 5 | 5 | 3 | 4 | 5 | 5 | 27 |
| R-025 | 4 | 3 | 4 | 3 | 4 | 4 | 22 |
| R-026 | 4 | 5 | 3 | 4 | 4 | 5 | 25 |
| R-027 | 5 | 4 | 3 | 4 | 5 | 4 | 25 |
| R-028 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| R-029 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| R-030 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| R-031 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-032 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| R-033 | 4 | 3 | 5 | 3 | 3 | 4 | 22 |
| R-034 | 3 | 4 | 3 | 3 | 5 | 5 | 23 |
| R-035 | 5 | 5 | 3 | 5 | 4 | 5 | 27 |
| R-036 | 4 | 5 | 3 | 4 | 4 | 4 | 24 |
| R-037 | 4 | 4 | 3 | 4 | 5 | 4 | 24 |
| R-038 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| R-039 | 5 | 5 | 3 | 5 | 5 | 5 | 28 |
| R-040 | 5 | 5 | 3 | 4 | 4 | 5 | 26 |
| R-041 | 3 | 3 | 3 | 3 | 4 | 4 | 20 |
| R-042 | 3 | 4 | 3 | 3 | 4 | 4 | 21 |
| R-043 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| R-044 | 3 | 3 | 3 | 5 | 4 | 5 | 23 |
| R-045 | 4 | 4 | 3 | 3 | 5 | 4 | 23 |
| R-046 | 4 | 3 | 3 | 3 | 3 | 4 | 20 |
| R-047 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-048 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| R-049 | 3 | 4 | 3 | 3 | 4 | 4 | 21 |
| R-050 | 5 | 5 | 3 | 5 | 5 | 5 | 28 |
| R-051 | 5 | 5 | 3 | 4 | 3 | 3 | 23 |
| R-052 | 5 | 5 | 3 | 5 | 5 | 5 | 28 |
| R-053 | 4 | 3 | 3 | 3 | 5 | 5 | 23 |
| R-054 | 5 | 5 | 4 | 4 | 3 | 3 | 24 |
| R-055 | 4 | 5 | 3 | 4 | 5 | 5 | 26 |
| R-056 | 3 | 4 | 3 | 3 | 4 | 5 | 22 |
| R-057 | 5 | 4 | 4 | 3 | 4 | 4 | 24 |
| R-058 | 3 | 5 | 3 | 3 | 4 | 4 | 22 |
| R-059 | 4 | 3 | 4 | 5 | 4 | 5 | 25 |
| R-060 | 2 | 4 | 3 | 4 | 4 | 3 | 20 |
| R-061 | 4 | 3 | 3 | 3 | 4 | 4 | 21 |
| R-062 | 4 | 4 | 3 | 4 | 4 | 5 | 24 |
| R-063 | 4 | 3 | 3 | 4 | 3 | 3 | 20 |
| R-064 | 3 | 5 | 3 | 4 | 3 | 4 | 22 |
| R-065 | 5 | 5 | 4 | 3 | 3 | 4 | 24 |
| R-066 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| R-067 | 4 | 5 | 4 | 4 | 4 | 3 | 24 |
| R-068 | 5 | 4 | 5 | 5 | 4 | 3 | 26 |
| R-069 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| R-070 | 3 | 5 | 4 | 4 | 5 | 5 | 26 |
| R-071 | 5 | 4 | 5 | 5 | 4 | 4 | 27 |
| R-072 | 5 | 5 | 3 | 4 | 4 | 4 | 25 |
| R-073 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| R-074 | 3 | 4 | 4 | 5 | 4 | 4 | 24 |
| R-075 | 4 | 4 | 4 | 3 | 5 | 5 | 25 |
| R-076 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-077 | 3 | 3 | 4 | 4 | 5 | 4 | 23 |
| R-078 | 4 | 3 | 5 | 5 | 4 | 3 | 24 |
| R-079 | 4 | 5 | 3 | 4 | 5 | 5 | 26 |
| R-080 | 5 | 5 | 4 | 3 | 3 | 3 | 23 |
| R-081 | 5 | 4 | 3 | 4 | 4 | 5 | 25 |
| R-082 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| R-083 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| R-084 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| R-085 | 4 | 5 | 4 | 3 | 4 | 3 | 23 |
| R-086 | 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| R-087 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| R-088 | 3 | 3 | 5 | 4 | 5 | 4 | 24 |
| R-089 | 3 | 4 | 5 | 4 | 4 | 4 | 24 |
| R-090 | 3 | 3 | 4 | 5 | 4 | 4 | 23 |
| R-091 | 5 | 4 | 5 | 4 | 4 | 5 | 27 |
| R-092 | 4 | 5 | 4 | 5 | 3 | 3 | 24 |
| R-093 | 3 | 4 | 5 | 3 | 3 | 4 | 22 |
| R-094 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| R-095 | 4 | 5 | 3 | 5 | 4 | 5 | 26 |
| R-096 | 4 | 3 | 4 | 5 | 5 | 5 | 26 |
| R-097 | 3 | 4 | 5 | 3 | 4 | 5 | 24 |
| R-098 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| R-099 | 5 | 4 | 4 | 5 | 4 | 4 | 26 |
| R-100 | 5 | 3 | 3 | 4 | 4 | 4 | 23 |

**Data Kuesioner 100 Responden**

WORD OF MOUTH (X2)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Kode resp | WORD OF MOUTH (X2) | | | | | |  |
| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | JML |
| R-001 | 5 | 5 | 3 | 3 | 4 | 3 | 23 |
| R-002 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| R-003 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-004 | 4 | 5 | 5 | 5 | 4 | 5 | 28 |
| R-005 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-006 | 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| R-007 | 4 | 5 | 4 | 3 | 4 | 4 | 24 |
| R-008 | 5 | 4 | 4 | 4 | 4 | 3 | 24 |
| R-009 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-010 | 4 | 5 | 5 | 5 | 4 | 4 | 27 |
| R-011 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| R-012 | 5 | 3 | 4 | 5 | 4 | 3 | 24 |
| R-013 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| R-014 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| R-015 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| R-016 | 5 | 5 | 4 | 4 | 5 | 5 | 28 |
| R-017 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| R-018 | 3 | 3 | 3 | 4 | 4 | 5 | 22 |
| R-019 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| R-020 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| R-021 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| R-022 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| R-023 | 5 | 5 | 4 | 3 | 4 | 4 | 25 |
| R-024 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-025 | 5 | 4 | 5 | 4 | 4 | 3 | 25 |
| R-026 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-027 | 5 | 5 | 4 | 5 | 3 | 3 | 25 |
| R-028 | 3 | 3 | 3 | 4 | 4 | 4 | 21 |
| R-029 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| R-030 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| R-031 | 3 | 5 | 5 | 3 | 4 | 3 | 23 |
| R-032 | 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| R-033 | 3 | 3 | 3 | 4 | 4 | 4 | 21 |
| R-034 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-035 | 4 | 3 | 4 | 4 | 5 | 4 | 24 |
| R-036 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| R-037 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-038 | 5 | 5 | 4 | 5 | 3 | 3 | 25 |
| R-039 | 5 | 5 | 5 | 3 | 5 | 5 | 28 |
| R-040 | 3 | 3 | 3 | 4 | 5 | 5 | 23 |
| R-041 | 5 | 5 | 4 | 5 | 3 | 3 | 25 |
| R-042 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| R-043 | 4 | 4 | 3 | 3 | 4 | 5 | 23 |
| R-044 | 4 | 3 | 3 | 3 | 4 | 5 | 22 |
| R-045 | 5 | 3 | 3 | 3 | 4 | 4 | 22 |
| R-046 | 3 | 3 | 5 | 5 | 3 | 5 | 24 |
| R-047 | 4 | 3 | 4 | 3 | 4 | 3 | 21 |
| R-048 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| R-049 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| R-050 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| R-051 | 4 | 5 | 4 | 4 | 5 | 4 | 26 |
| R-052 | 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| R-053 | 4 | 3 | 4 | 4 | 5 | 4 | 24 |
| R-054 | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| R-055 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| R-056 | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| R-057 | 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| R-058 | 5 | 4 | 5 | 5 | 4 | 4 | 27 |
| R-059 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| R-060 | 4 | 3 | 4 | 4 | 4 | 5 | 24 |
| R-061 | 5 | 4 | 5 | 5 | 4 | 4 | 27 |
| R-062 | 4 | 3 | 4 | 5 | 4 | 4 | 24 |
| R-063 | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| R-064 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| R-065 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| R-066 | 4 | 5 | 5 | 5 | 5 | 4 | 28 |
| R-067 | 4 | 4 | 4 | 5 | 5 | 4 | 26 |
| R-068 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| R-069 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| R-070 | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| R-071 | 4 | 3 | 5 | 5 | 4 | 4 | 25 |
| R-072 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| R-073 | 3 | 4 | 4 | 3 | 3 | 4 | 21 |
| R-074 | 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| R-075 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| R-076 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| R-077 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| R-078 | 4 | 5 | 4 | 5 | 4 | 5 | 27 |
| R-079 | 3 | 4 | 3 | 5 | 3 | 3 | 21 |
| R-080 | 4 | 3 | 3 | 4 | 5 | 4 | 23 |
| R-081 | 3 | 4 | 3 | 4 | 4 | 4 | 22 |
| R-082 | 4 | 3 | 4 | 4 | 5 | 4 | 24 |
| R-083 | 4 | 3 | 4 | 3 | 5 | 4 | 23 |
| R-084 | 5 | 3 | 4 | 4 | 4 | 5 | 25 |
| R-085 | 4 | 3 | 4 | 3 | 4 | 4 | 22 |
| R-086 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-087 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| R-088 | 4 | 4 | 4 | 4 | 3 | 3 | 22 |
| R-089 | 5 | 4 | 5 | 5 | 4 | 5 | 28 |
| R-090 | 3 | 3 | 3 | 3 | 3 | 4 | 19 |
| R-091 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| R-092 | 5 | 5 | 4 | 5 | 5 | 4 | 28 |
| R-093 | 4 | 5 | 4 | 5 | 4 | 3 | 25 |
| R-094 | 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| R-095 | 4 | 4 | 3 | 4 | 5 | 4 | 24 |
| R-096 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| R-097 | 4 | 4 | 5 | 4 | 4 | 5 | 26 |
| R-098 | 5 | 4 | 4 | 3 | 4 | 4 | 24 |
| R-099 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| R-100 | 3 | 4 | 4 | 3 | 5 | 4 | 23 |

**Data Kuesioner 100 Responden**

VARIASI PRODUK (X3)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Kode resp | VARIASI PRODUK (X3) | | | | | |  |
| X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | JML |
| R-001 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| R-002 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| R-003 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| R-004 | 5 | 5 | 4 | 5 | 5 | 3 | 27 |
| R-005 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-006 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| R-007 | 4 | 5 | 4 | 3 | 4 | 5 | 25 |
| R-008 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-009 | 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| R-010 | 5 | 5 | 4 | 3 | 3 | 5 | 25 |
| R-011 | 4 | 4 | 4 | 5 | 5 | 5 | 27 |
| R-012 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| R-013 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| R-014 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-015 | 4 | 4 | 5 | 3 | 4 | 5 | 25 |
| R-016 | 4 | 5 | 4 | 3 | 5 | 4 | 25 |
| R-017 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-018 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-019 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-020 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| R-021 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| R-022 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| R-023 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| R-024 | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| R-025 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| R-026 | 5 | 3 | 5 | 2 | 5 | 4 | 24 |
| R-027 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-028 | 3 | 3 | 4 | 4 | 4 | 4 | 22 |
| R-029 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-030 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| R-031 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| R-032 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| R-033 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| R-034 | 4 | 4 | 3 | 5 | 5 | 5 | 26 |
| R-035 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| R-036 | 5 | 4 | 5 | 4 | 4 | 4 | 26 |
| R-037 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| R-038 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| R-039 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-040 | 5 | 5 | 5 | 3 | 3 | 3 | 24 |
| R-041 | 4 | 4 | 3 | 3 | 3 | 4 | 21 |
| R-042 | 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| R-043 | 4 | 3 | 4 | 4 | 4 | 4 | 23 |
| R-044 | 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| R-045 | 4 | 4 | 4 | 2 | 5 | 4 | 23 |
| R-046 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| R-047 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-048 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| R-049 | 4 | 3 | 3 | 3 | 4 | 4 | 21 |
| R-050 | 4 | 3 | 3 | 3 | 4 | 4 | 21 |
| R-051 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| R-052 | 3 | 4 | 4 | 4 | 4 | 5 | 24 |
| R-053 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| R-054 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-055 | 4 | 3 | 3 | 3 | 3 | 5 | 21 |
| R-056 | 3 | 3 | 3 | 3 | 3 | 4 | 19 |
| R-057 | 3 | 4 | 3 | 3 | 4 | 4 | 21 |
| R-058 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| R-059 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| R-060 | 4 | 3 | 3 | 3 | 4 | 4 | 21 |
| R-061 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| R-062 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-063 | 3 | 4 | 5 | 3 | 4 | 4 | 23 |
| R-064 | 3 | 4 | 5 | 3 | 4 | 4 | 23 |
| R-065 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-066 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| R-067 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-068 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| R-069 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| R-070 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| R-071 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| R-072 | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| R-073 | 4 | 3 | 3 | 3 | 3 | 4 | 20 |
| R-074 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| R-075 | 5 | 4 | 4 | 4 | 5 | 5 | 27 |
| R-076 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-077 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| R-078 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| R-079 | 4 | 4 | 3 | 4 | 3 | 4 | 22 |
| R-080 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| R-081 | 4 | 3 | 3 | 3 | 4 | 4 | 21 |
| R-082 | 3 | 4 | 3 | 3 | 2 | 5 | 20 |
| R-083 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-084 | 4 | 5 | 5 | 4 | 2 | 4 | 24 |
| R-085 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| R-086 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| R-087 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| R-088 | 5 | 5 | 5 | 4 | 3 | 5 | 27 |
| R-089 | 3 | 3 | 3 | 3 | 3 | 4 | 19 |
| R-090 | 3 | 4 | 4 | 3 | 4 | 4 | 22 |
| R-091 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| R-092 | 3 | 3 | 5 | 5 | 4 | 4 | 24 |
| R-093 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| R-094 | 4 | 3 | 3 | 3 | 4 | 4 | 21 |
| R-095 | 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| R-096 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-097 | 4 | 4 | 5 | 4 | 3 | 3 | 23 |
| R-098 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| R-099 | 5 | 5 | 5 | 3 | 5 | 5 | 28 |
| R-100 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |

**Lampiran 4**

**Hasil Uji Validitas dan Realibilitas**

**A. Uji Validitas Keputusan Pembelian (Y)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | item\_1 | item\_2 | item\_3 | item\_4 | item\_5 | item\_6 | total |
| item\_1 | Pearson Correlation | 1 | ,672\*\* | ,723\*\* | ,382\* | -,128 | -,005 | ,763\*\* |
| Sig. (2-tailed) |  | ,000 | ,000 | ,037 | ,501 | ,978 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_2 | Pearson Correlation | ,672\*\* | 1 | ,439\* | ,495\*\* | -,109 | -,070 | ,704\*\* |
| Sig. (2-tailed) | ,000 |  | ,015 | ,005 | ,567 | ,714 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_3 | Pearson Correlation | ,723\*\* | ,439\* | 1 | ,263 | -,158 | -,068 | ,635\*\* |
| Sig. (2-tailed) | ,000 | ,015 |  | ,160 | ,405 | ,723 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_4 | Pearson Correlation | ,382\* | ,495\*\* | ,263 | 1 | -,122 | ,175 | ,646\*\* |
| Sig. (2-tailed) | ,037 | ,005 | ,160 |  | ,520 | ,356 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_5 | Pearson Correlation | ,423\*\* | ,257\*\* | ,285\*\* | ,187 | 1 | ,333\*\* | ,613\*\* |
| Sig. (2-tailed) | ,000 | ,010 | ,004 | ,063 |  | ,001 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_6 | Pearson Correlation | -,005 | -,070 | -,068 | ,175 | ,459\* | 1 | ,432\* |
| Sig. (2-tailed) | ,978 | ,714 | ,723 | ,356 | ,011 |  | ,017 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| total | Pearson Correlation | ,763\*\* | ,704\*\* | ,635\*\* | ,646\*\* | , 613\*\* | ,432\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,017 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | |

**B. Uji Realibilitas Keputusan Pembelian (Y)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,795 | 6 |

**C. Uji Validitas Brand Image (X1)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | item\_1 | item\_2 | item\_3 | item\_4 | item\_5 | item\_6 | total |
| item\_1 | Pearson Correlation | 1 | ,203 | ,243 | ,298 | -,029 | ,001 | ,502\*\* |
| Sig. (2-tailed) |  | ,282 | ,195 | ,109 | ,880 | ,996 | ,005 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_2 | Pearson Correlation | ,203 | 1 | ,756\*\* | ,732\*\* | -,011 | ,045 | ,758\*\* |
| Sig. (2-tailed) | ,282 |  | ,000 | ,000 | ,953 | ,815 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_3 | Pearson Correlation | ,243 | ,756\*\* | 1 | ,614\*\* | -,172 | ,002 | ,675\*\* |
| Sig. (2-tailed) | ,195 | ,000 |  | ,000 | ,364 | ,993 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_4 | Pearson Correlation | ,298 | ,732\*\* | ,614\*\* | 1 | -,248 | -,066 | ,646\*\* |
| Sig. (2-tailed) | ,109 | ,000 | ,000 |  | ,185 | ,729 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_5 | Pearson Correlation | -,029 | -,011 | -,172 | -,248 | 1 | ,763\*\* | ,397\* |
| Sig. (2-tailed) | ,880 | ,953 | ,364 | ,185 |  | ,000 | ,030 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_6 | Pearson Correlation | ,001 | ,045 | ,002 | -,066 | ,763\*\* | 1 | ,521\*\* |
| Sig. (2-tailed) | ,996 | ,815 | ,993 | ,729 | ,000 |  | ,003 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| total | Pearson Correlation | ,502\*\* | ,758\*\* | ,675\*\* | ,646\*\* | ,397\* | ,521\*\* | 1 |
| Sig. (2-tailed) | ,005 | ,000 | ,000 | ,000 | ,030 | ,003 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | |

1. **Hasil Reliabel Brand Image (X1)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,702 | 6 |

1. **Uji Validitas Word Of Mouth (X2)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | item\_1 | item\_2 | item\_3 | item\_4 | item\_5 | item\_6 | total |
| item\_1 | Pearson Correlation | 1 | ,112 | ,196 | ,039 | -,131 | -,131 | ,389\* |
| Sig. (2-tailed) |  | ,557 | ,299 | ,838 | ,492 | ,491 | ,034 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_2 | Pearson Correlation | ,112 | 1 | ,538\*\* | -,176 | ,052 | -,115 | ,498\*\* |
| Sig. (2-tailed) | ,557 |  | ,002 | ,351 | ,786 | ,544 | ,005 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_3 | Pearson Correlation | ,196 | ,538\*\* | 1 | -,145 | ,154 | -,134 | ,573\*\* |
| Sig. (2-tailed) | ,299 | ,002 |  | ,446 | ,417 | ,482 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_4 | Pearson Correlation | ,039 | -,176 | -,145 | 1 | -,014 | ,576\*\* | ,437\* |
| Sig. (2-tailed) | ,838 | ,351 | ,446 |  | ,942 | ,001 | ,016 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_5 | Pearson Correlation | -,131 | ,052 | ,154 | -,014 | 1 | ,231 | ,451\* |
| Sig. (2-tailed) | ,492 | ,786 | ,417 | ,942 |  | ,220 | ,012 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_6 | Pearson Correlation | -,131 | -,115 | -,134 | ,576\*\* | ,231 | 1 | ,498\*\* |
| Sig. (2-tailed) | ,491 | ,544 | ,482 | ,001 | ,220 |  | ,005 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| total | Pearson Correlation | ,389\* | ,498\*\* | ,573\*\* | ,437\* | ,451\* | ,498\*\* | 1 |
| Sig. (2-tailed) | ,034 | ,005 | ,001 | ,016 | ,012 | ,005 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |

1. **Uji Reliabilitas Word Of Mouth**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,712 | 6 |

1. **Uji Validitas Variasi Produk (X3)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | item\_1 | item\_2 | item\_3 | item\_4 | item\_5 | item\_6 | total |
| item\_1 | Pearson Correlation | 1 | ,256 | ,675\*\* | ,450\* | -,164 | ,404\* | ,597\*\* |
| Sig. (2-tailed) |  | ,172 | ,000 | ,013 | ,386 | ,001 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_2 | Pearson Correlation | ,256 | 1 | ,136 | ,481\*\* | -,049 | ,213 | ,556\*\* |
| Sig. (2-tailed) | ,172 |  | ,475 | ,007 | ,797 | ,099 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_3 | Pearson Correlation | ,675\*\* | ,136 | 1 | ,455\* | -,126 | ,059\* | ,572\*\* |
| Sig. (2-tailed) | ,000 | ,475 |  | ,011 | ,509 | ,654 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_4 | Pearson Correlation | ,450\* | ,481\*\* | ,455\* | 1 | -,025 | ,083 | ,730\*\* |
| Sig. (2-tailed) | ,013 | ,007 | ,011 |  | ,894 | ,524 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_5 | Pearson Correlation | -,164 | -,049 | -,126 | -,025 | 1 | ,007\*\* | ,411\* |
| Sig. (2-tailed) | ,386 | ,797 | ,509 | ,894 |  | ,958 | ,024 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_6 | Pearson Correlation | ,404\*\* | ,213 | ,059 | ,083 | ,007 | 1 | ,577\*\* |
| Sig. (2-tailed) | ,001 | ,099 | ,654 | ,524 | ,958 |  | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| total | Pearson Correlation | ,597\*\* | ,556\*\* | ,572\*\* | ,730\*\* | ,411\* | , 577\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,001 | ,001 | ,000 | ,024 | ,000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | |

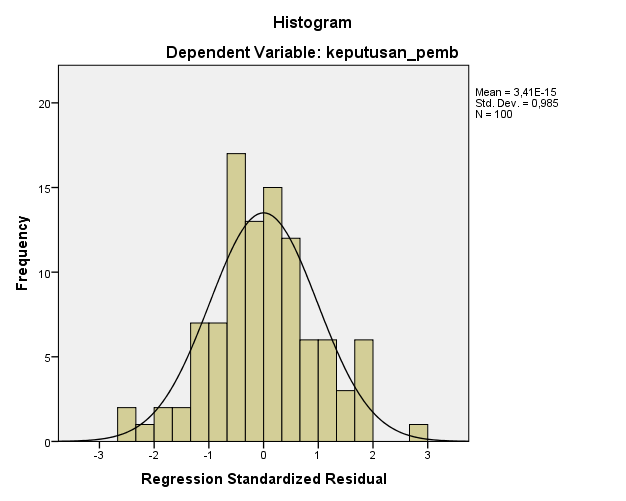
**H. Uji Reliabilitas Variasi Produk (X3)**

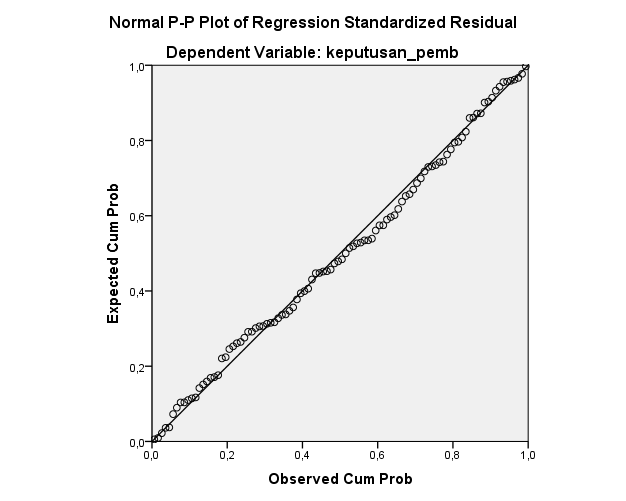
|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,726 | 6 |

**Lampiran 5**

**Hasil Uji Asumsi Klasik**

1. **Uji Normalitas**

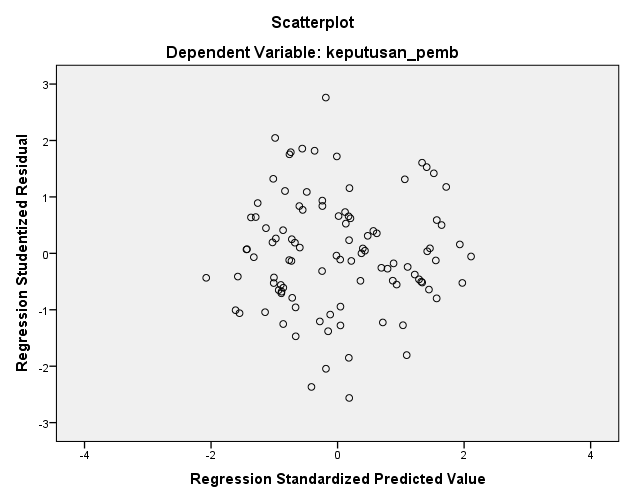




|  |  |  |  |
| --- | --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | | |
|  | | | Unstandardized Residual |
| N | | | 100 |
| Normal Parametersa,b | | Mean | ,0000000 |
| Std. Deviation | 2,24262445 |
| Most Extreme Differences | | Absolute | ,050 |
| Positive | ,050 |
| Negative | -,042 |
| Test Statistic | | | ,050 |
| Asymp. Sig. (2-tailed) | | | ,200c,d |
|  | | | |

**B. Uji Multikolonieritas**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 3,428 | 2,838 |  | 1,208 | ,230 |  |  |
| brand\_image | ,380 | ,123 | ,368 | 3,099 | ,003 | ,832 | 1,201 |
| Wom | ,160 | ,071 | ,150 | 2,261 | ,026 | ,988 | 1,012 |
| variasi\_produk | ,608 | ,063 | ,704 | 9,714 | ,000 | ,830 | 1,204 |
| a. Dependent Variable: Keputusan\_pembelian | | | | | | | | |

**C. Uji Heteroskedastisitas**

**Lampiran 6**

**Hasil Uji Hipotesis**

**A. Hasil Analisis Regresi Linear Berganda**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 3,428 | 2,838 |  | 1,208 | ,230 |
| brand\_image | ,380 | ,123 | ,368 | 3,099 | ,003 |
| Wom | ,160 | ,071 | ,150 | 2,261 | ,026 |
| variasi\_produk | ,608 | ,063 | ,704 | 9,714 | ,000 |
| a. Dependent Variable: Keputusan\_pembelian | | | | | | |

**B. Uji T**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 3,428 | 2,838 |  | 1,208 | ,230 |
| brand\_image | ,380 | ,123 | ,368 | 3,099 | ,003 |
| Wom | ,160 | ,071 | ,150 | 2,261 | ,026 |
| variasi\_produk | ,608 | ,063 | ,704 | 9,714 | ,000 |
| a. Dependent Variable: Keputusan\_pembelian | | | | | | |

**C. Uji F**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 692,880 | 3 | 230,960 | 44,531 | ,000b |
| Residual | 497,907 | 96 | 5,187 |  |  |
| Total | 1190,787 | 99 |  |  |  |
| a. Dependent Variable: keputusan\_pemb | | | | | | |
| b. Predictors: (Constant), variasi\_produk, word\_ofmouth, brand\_image | | | | | | |

**D. Koefisien Determinasi**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,763a | ,582 | ,569 | 2,277396 |
| a. Predictors: (Constant), variasi\_produk, word\_ofmouth, brand\_image | | | | |

**Lampiran 7**

**Data Ordinal Diubah Menjadi Data Interval Menggunakan MSI**

**1. Uji Validitas Keputusan Pembelian (Y)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Kode resp** | Succesive Interval | | | | | | |
| **Y.1** | **Y.2** | **Y.3** | **Y.4** | **Y.5** | **Y.6** | **JML** |
| R-01 | 5.966 | 5.774 | 5.580 | 5.251 | 3.786 | 5.308 | 31.665 |
| R-02 | 4.503 | 4.381 | 5.580 | 3.116 | 3.786 | 4.091 | 25.457 |
| R-03 | 4.503 | 5.774 | 4.248 | 3.116 | 2.993 | 3.000 | 23.633 |
| R-04 | 5.966 | 5.774 | 5.580 | 5.251 | 3.786 | 5.308 | 31.665 |
| R-05 | 5.966 | 5.774 | 5.580 | 5.251 | 4.972 | 5.308 | 32.852 |
| R-06 | 5.966 | 5.774 | 5.580 | 5.251 | 3.786 | 4.091 | 30.448 |
| R-07 | 4.503 | 4.381 | 4.248 | 5.251 | 4.972 | 4.091 | 27.447 |
| R-08 | 4.503 | 4.381 | 4.248 | 3.116 | 3.786 | 4.091 | 24.125 |
| R-09 | 3.000 | 3.000 | 3.000 | 3.116 | 2.993 | 3.000 | 18.108 |
| R-10 | 5.966 | 5.774 | 4.248 | 5.251 | 4.972 | 5.308 | 31.519 |
| R-11 | 4.503 | 4.381 | 5.580 | 4.115 | 4.972 | 4.091 | 27.643 |
| R-12 | 4.503 | 4.381 | 4.248 | 3.116 | 4.972 | 5.308 | 26.528 |
| R-13 | 5.966 | 3.000 | 5.580 | 2.000 | 4.972 | 4.091 | 25.610 |
| R-14 | 4.503 | 4.381 | 4.248 | 4.115 | 2.000 | 4.091 | 23.338 |
| R-15 | 3.000 | 3.000 | 4.248 | 4.115 | 4.972 | 5.308 | 24.643 |
| R-16 | 5.966 | 5.774 | 5.580 | 4.115 | 2.993 | 3.000 | 27.428 |
| R-17 | 5.966 | 4.381 | 5.580 | 4.115 | 2.993 | 4.091 | 27.126 |
| R-18 | 4.503 | 4.381 | 4.248 | 3.116 | 4.972 | 5.308 | 26.528 |
| R-19 | 5.966 | 4.381 | 5.580 | 4.115 | 2.993 | 5.308 | 28.343 |
| R-20 | 5.966 | 5.774 | 5.580 | 5.251 | 3.786 | 3.000 | 29.358 |
| R-21 | 5.966 | 5.774 | 5.580 | 3.116 | 4.972 | 3.000 | 28.408 |
| R-22 | 4.503 | 4.381 | 3.000 | 3.116 | 4.972 | 5.308 | 25.280 |
| R-23 | 4.503 | 4.381 | 3.000 | 4.115 | 4.972 | 5.308 | 26.280 |
| R-24 | 4.503 | 3.000 | 4.248 | 4.115 | 3.786 | 4.091 | 23.743 |
| R-25 | 4.503 | 4.381 | 4.248 | 4.115 | 4.972 | 5.308 | 27.528 |
| R-26 | 4.503 | 4.381 | 4.248 | 2.000 | 4.972 | 4.091 | 24.195 |
| R-27 | 4.503 | 4.381 | 4.248 | 3.116 | 4.972 | 5.308 | 26.528 |
| R-28 | 4.503 | 4.381 | 4.248 | 4.115 | 4.972 | 4.091 | 26.311 |
| R-29 | 4.503 | 4.381 | 4.248 | 4.115 | 4.972 | 5.308 | 27.528 |
| R-30 | 4.503 | 4.381 | 3.000 | 4.115 | 3.786 | 3.000 | 22.786 |

**2. Uji Validitas Brand Image (X1)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Kode resp** | Succesive Interval | | | | | | |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **JML** |
| R-01 | 5.297 | 4.000 | 4.000 | 4.000 | 4.580 | 4.365 | 26.242 |
| R-02 | 4.052 | 4.000 | 4.000 | 4.000 | 4.580 | 4.365 | 24.997 |
| R-03 | 4.052 | 5.597 | 5.636 | 5.597 | 3.000 | 3.000 | 26.883 |
| R-04 | 4.052 | 4.000 | 4.000 | 4.000 | 4.580 | 4.365 | 24.997 |
| R-05 | 3.000 | 5.597 | 4.000 | 4.000 | 6.079 | 5.791 | 28.468 |
| R-06 | 5.297 | 5.597 | 5.636 | 5.597 | 4.580 | 4.365 | 31.073 |
| R-07 | 4.052 | 5.597 | 5.636 | 4.000 | 6.079 | 5.791 | 31.156 |
| R-08 | 5.297 | 4.000 | 4.000 | 4.000 | 4.580 | 4.365 | 26.242 |
| R-09 | 4.052 | 5.597 | 4.000 | 5.597 | 6.079 | 4.365 | 29.690 |
| R-10 | 4.052 | 4.000 | 4.000 | 4.000 | 6.079 | 5.791 | 27.922 |
| R-11 | 5.297 | 5.597 | 5.636 | 5.597 | 4.580 | 4.365 | 31.073 |
| R-12 | 3.000 | 4.000 | 4.000 | 4.000 | 6.079 | 5.791 | 26.870 |
| R-13 | 4.052 | 4.000 | 4.000 | 4.000 | 6.079 | 4.365 | 26.495 |
| R-14 | 5.297 | 5.597 | 5.636 | 5.597 | 4.580 | 4.365 | 31.073 |
| R-15 | 5.297 | 4.000 | 4.000 | 4.000 | 4.580 | 3.000 | 24.877 |
| R-16 | 3.000 | 4.000 | 4.000 | 5.597 | 4.580 | 4.365 | 25.542 |
| R-17 | 3.000 | 4.000 | 4.000 | 4.000 | 4.580 | 4.365 | 23.945 |
| R-18 | 5.297 | 5.597 | 4.000 | 5.597 | 6.079 | 5.791 | 32.362 |
| R-19 | 5.297 | 5.597 | 4.000 | 5.597 | 4.580 | 4.365 | 29.437 |
| R-20 | 4.052 | 5.597 | 5.636 | 5.597 | 4.580 | 5.791 | 31.254 |
| R-21 | 5.297 | 5.597 | 5.636 | 5.597 | 4.580 | 4.365 | 31.073 |
| R-22 | 4.052 | 4.000 | 4.000 | 4.000 | 6.079 | 5.791 | 27.922 |
| R-23 | 5.297 | 4.000 | 4.000 | 4.000 | 6.079 | 5.791 | 29.167 |
| R-24 | 4.052 | 5.597 | 5.636 | 5.597 | 6.079 | 5.791 | 32.753 |
| R-25 | 5.297 | 5.597 | 5.636 | 5.597 | 6.079 | 5.791 | 33.998 |
| R-26 | 3.000 | 4.000 | 4.000 | 4.000 | 4.580 | 4.365 | 23.945 |
| R-27 | 5.297 | 4.000 | 4.000 | 4.000 | 6.079 | 5.791 | 29.167 |
| R-28 | 5.297 | 5.597 | 5.636 | 5.597 | 6.079 | 5.791 | 33.998 |
| R-29 | 5.297 | 4.000 | 4.000 | 4.000 | 6.079 | 5.791 | 29.167 |
| R-30 | 5.297 | 4.000 | 4.000 | 5.597 | 4.580 | 5.791 | 29.266 |

**3. Uji Validitas Word Of Mouth (X2)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Kode resp** | Succesive Interval | | | | | | |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **JML** |
| R-01 | 5.712 | 5.500 | 5.465 | 4.227 | 3.000 | 3.998 | 27.903 |
| R-02 | 4.354 | 5.500 | 4.184 | 3.000 | 3.000 | 2.000 | 22.038 |
| R-03 | 4.354 | 5.500 | 4.184 | 4.227 | 3.000 | 2.914 | 24.179 |
| R-04 | 5.712 | 4.149 | 5.465 | 3.000 | 4.420 | 2.914 | 25.660 |
| R-05 | 4.354 | 5.500 | 4.184 | 4.227 | 4.420 | 3.998 | 26.684 |
| R-06 | 5.712 | 5.500 | 5.465 | 3.000 | 3.000 | 2.000 | 24.677 |
| R-07 | 3.000 | 4.149 | 5.465 | 4.227 | 3.000 | 3.998 | 23.840 |
| R-08 | 4.354 | 5.500 | 4.184 | 3.000 | 3.000 | 2.000 | 22.038 |
| R-09 | 4.354 | 4.149 | 4.184 | 3.000 | 3.000 | 2.000 | 20.687 |
| R-10 | 5.712 | 4.149 | 5.465 | 3.000 | 3.000 | 2.000 | 23.326 |
| R-11 | 3.000 | 5.500 | 5.465 | 3.000 | 5.737 | 3.998 | 26.701 |
| R-12 | 4.354 | 5.500 | 3.000 | 3.000 | 4.420 | 3.998 | 24.272 |
| R-13 | 4.354 | 4.149 | 4.184 | 3.000 | 3.000 | 2.914 | 21.601 |
| R-14 | 5.712 | 4.149 | 4.184 | 3.000 | 4.420 | 3.998 | 25.463 |
| R-15 | 4.354 | 3.000 | 3.000 | 5.093 | 3.000 | 5.627 | 24.074 |
| R-16 | 5.712 | 5.500 | 5.465 | 5.093 | 5.737 | 3.998 | 31.506 |
| R-17 | 4.354 | 5.500 | 4.184 | 3.000 | 3.000 | 2.914 | 22.952 |
| R-18 | 3.000 | 3.000 | 3.000 | 3.000 | 4.420 | 3.998 | 20.418 |
| R-19 | 4.354 | 5.500 | 5.465 | 3.000 | 3.000 | 3.998 | 25.317 |
| R-20 | 5.712 | 4.149 | 4.184 | 4.227 | 4.420 | 3.998 | 26.691 |
| R-21 | 3.000 | 4.149 | 4.184 | 3.000 | 4.420 | 2.914 | 21.667 |
| R-22 | 4.354 | 5.500 | 5.465 | 4.227 | 4.420 | 3.998 | 27.965 |
| R-23 | 4.354 | 5.500 | 5.465 | 3.000 | 4.420 | 2.914 | 25.653 |
| R-24 | 3.000 | 4.149 | 4.184 | 5.093 | 4.420 | 3.998 | 24.845 |
| R-25 | 4.354 | 5.500 | 4.184 | 3.000 | 3.000 | 3.998 | 24.036 |
| R-26 | 4.354 | 5.500 | 5.465 | 3.000 | 4.420 | 3.998 | 26.737 |
| R-27 | 3.000 | 5.500 | 5.465 | 3.000 | 4.420 | 2.914 | 24.299 |
| R-28 | 4.354 | 3.000 | 3.000 | 3.000 | 4.420 | 2.000 | 19.774 |
| R-29 | 4.354 | 4.149 | 4.184 | 5.093 | 3.000 | 3.998 | 24.779 |
| R-30 | 4.354 | 4.149 | 3.000 | 5.093 | 3.000 | 3.998 | 23.595 |

**4. Uji Validitas Variasi Produk (X3)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Kode resp** | Succesive Interval | | | | | | |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **JML** |
| R-01 | 5.663 | 5.791 | 6.025 | 5.323 | 4.676 | 3.000 | 30.478 |
| R-02 | 3.000 | 4.365 | 4.531 | 3.000 | 4.676 | 4.333 | 23.905 |
| R-03 | 4.288 | 3.000 | 4.531 | 3.000 | 4.676 | 4.333 | 23.829 |
| R-04 | 5.663 | 5.791 | 6.025 | 5.323 | 3.000 | 4.333 | 30.135 |
| R-05 | 5.663 | 5.791 | 6.025 | 5.323 | 4.676 | 3.000 | 30.478 |
| R-06 | 5.663 | 5.791 | 6.025 | 5.323 | 4.676 | 4.333 | 31.812 |
| R-07 | 5.663 | 5.791 | 6.025 | 4.178 | 6.193 | 4.333 | 32.184 |
| R-08 | 5.663 | 4.365 | 6.025 | 3.000 | 4.676 | 3.000 | 26.729 |
| R-09 | 3.000 | 5.791 | 3.000 | 3.000 | 4.676 | 5.721 | 25.189 |
| R-10 | 5.663 | 5.791 | 6.025 | 4.178 | 6.193 | 5.721 | 33.571 |
| R-11 | 5.663 | 5.791 | 6.025 | 4.178 | 4.676 | 4.333 | 30.667 |
| R-12 | 4.288 | 3.000 | 6.025 | 3.000 | 4.676 | 4.333 | 25.322 |
| R-13 | 5.663 | 4.365 | 6.025 | 4.178 | 6.193 | 5.721 | 32.144 |
| R-14 | 4.288 | 5.791 | 4.531 | 4.178 | 4.676 | 4.333 | 27.799 |
| R-15 | 4.288 | 4.365 | 4.531 | 4.178 | 6.193 | 5.721 | 29.276 |
| R-16 | 5.663 | 4.365 | 6.025 | 5.323 | 4.676 | 4.333 | 30.385 |
| R-17 | 5.663 | 4.365 | 4.531 | 4.178 | 4.676 | 4.333 | 27.746 |
| R-18 | 4.288 | 5.791 | 4.531 | 4.178 | 6.193 | 5.721 | 30.703 |
| R-19 | 4.288 | 5.791 | 4.531 | 5.323 | 4.676 | 4.333 | 28.943 |
| R-20 | 5.663 | 5.791 | 6.025 | 5.323 | 6.193 | 5.721 | 34.716 |
| R-21 | 5.663 | 4.365 | 6.025 | 4.178 | 4.676 | 4.333 | 29.240 |
| R-22 | 4.288 | 4.365 | 4.531 | 3.000 | 6.193 | 5.721 | 28.098 |
| R-23 | 4.288 | 4.365 | 4.531 | 3.000 | 6.193 | 5.721 | 28.098 |
| R-24 | 4.288 | 4.365 | 4.531 | 4.178 | 6.193 | 5.721 | 29.276 |
| R-25 | 3.000 | 4.365 | 6.025 | 5.323 | 6.193 | 5.721 | 30.626 |
| R-26 | 4.288 | 5.791 | 6.025 | 3.000 | 4.676 | 4.333 | 28.114 |
| R-27 | 4.288 | 4.365 | 4.531 | 3.000 | 4.676 | 4.333 | 25.194 |
| R-28 | 4.288 | 5.791 | 4.531 | 4.178 | 6.193 | 4.333 | 29.315 |
| R-29 | 4.288 | 4.365 | 4.531 | 4.178 | 6.193 | 5.721 | 29.276 |
| R-30 | 4.288 | 4.365 | 4.531 | 3.000 | 4.676 | 5.721 | 26.581 |

**1. Data Pernyataan Penelitian Responden Variabel Keputusan Pembelian (Y)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Kode resp | Succesive Interval | | | | | | |
| Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | JML |
| R-001 | 5.628 | 5.095 | 4.380 | 3.000 | 3.000 | 4.444 | 25.546 |
| R-002 | 4.000 | 5.095 | 4.380 | 3.000 | 3.000 | 4.444 | 23.918 |
| R-003 | 4.000 | 6.767 | 4.380 | 5.366 | 4.120 | 4.444 | 29.076 |
| R-004 | 5.628 | 6.767 | 4.380 | 4.147 | 4.120 | 4.444 | 29.485 |
| R-005 | 5.628 | 6.767 | 4.380 | 5.366 | 5.256 | 5.886 | 33.283 |
| R-006 | 5.628 | 6.767 | 5.770 | 5.366 | 5.256 | 5.886 | 34.674 |
| R-007 | 4.000 | 5.095 | 4.380 | 3.000 | 3.000 | 3.000 | 22.475 |
| R-008 | 4.000 | 5.095 | 3.000 | 3.000 | 3.000 | 3.000 | 21.095 |
| R-009 | 4.000 | 5.095 | 3.000 | 4.147 | 3.000 | 4.444 | 23.686 |
| R-010 | 5.628 | 5.095 | 4.380 | 4.147 | 4.120 | 4.444 | 27.814 |
| R-011 | 4.000 | 5.095 | 4.380 | 4.147 | 5.256 | 5.886 | 28.764 |
| R-012 | 4.000 | 5.095 | 4.380 | 3.000 | 3.000 | 4.444 | 23.918 |
| R-013 | 5.628 | 5.095 | 4.380 | 4.147 | 4.120 | 4.444 | 27.814 |
| R-014 | 4.000 | 5.095 | 5.770 | 5.366 | 5.256 | 5.886 | 31.374 |
| R-015 | 4.000 | 5.095 | 4.380 | 4.147 | 4.120 | 4.444 | 26.185 |
| R-016 | 5.628 | 6.767 | 4.380 | 4.147 | 5.256 | 4.444 | 30.622 |
| R-017 | 5.628 | 5.095 | 5.770 | 5.366 | 5.256 | 5.886 | 33.002 |
| R-018 | 4.000 | 5.095 | 5.770 | 5.366 | 5.256 | 4.444 | 29.931 |
| R-019 | 5.628 | 5.095 | 5.770 | 5.366 | 5.256 | 5.886 | 33.002 |
| R-020 | 5.628 | 6.767 | 4.380 | 4.147 | 4.120 | 4.444 | 29.485 |
| R-021 | 5.628 | 6.767 | 4.380 | 4.147 | 4.120 | 4.444 | 29.485 |
| R-022 | 4.000 | 5.095 | 3.000 | 3.000 | 3.000 | 3.000 | 21.095 |
| R-023 | 4.000 | 5.095 | 5.770 | 5.366 | 5.256 | 4.444 | 29.931 |
| R-024 | 4.000 | 5.095 | 5.770 | 5.366 | 4.120 | 4.444 | 28.795 |
| R-025 | 4.000 | 5.095 | 4.380 | 3.000 | 3.000 | 3.000 | 22.475 |
| R-026 | 4.000 | 5.095 | 4.380 | 5.366 | 5.256 | 4.444 | 28.541 |
| R-027 | 4.000 | 5.095 | 5.770 | 4.147 | 4.120 | 5.886 | 29.018 |
| R-028 | 4.000 | 5.095 | 4.380 | 4.147 | 4.120 | 4.444 | 26.185 |
| R-029 | 4.000 | 5.095 | 5.770 | 5.366 | 5.256 | 4.444 | 29.931 |
| R-030 | 4.000 | 5.095 | 5.770 | 5.366 | 5.256 | 4.444 | 29.931 |
| R-031 | 5.628 | 5.095 | 4.380 | 4.147 | 3.000 | 3.000 | 25.250 |
| R-032 | 5.628 | 6.767 | 4.380 | 4.147 | 4.120 | 4.444 | 29.485 |
| R-033 | 5.628 | 5.095 | 4.380 | 3.000 | 3.000 | 4.444 | 25.546 |
| R-034 | 4.000 | 5.095 | 3.000 | 4.147 | 3.000 | 3.000 | 22.242 |
| R-035 | 5.628 | 6.767 | 5.770 | 5.366 | 5.256 | 5.886 | 34.674 |
| R-036 | 4.000 | 5.095 | 4.380 | 5.366 | 4.120 | 4.444 | 27.405 |
| R-037 | 4.000 | 3.000 | 4.380 | 4.147 | 4.120 | 4.444 | 24.090 |
| R-038 | 4.000 | 5.095 | 4.380 | 5.366 | 4.120 | 4.444 | 27.405 |
| R-039 | 4.000 | 6.767 | 5.770 | 5.366 | 5.256 | 4.444 | 31.603 |
| R-040 | 4.000 | 5.095 | 5.770 | 5.366 | 4.120 | 4.444 | 28.795 |
| R-041 | 4.000 | 6.767 | 3.000 | 3.000 | 4.120 | 3.000 | 23.887 |
| R-042 | 5.628 | 5.095 | 3.000 | 4.147 | 3.000 | 4.444 | 25.314 |
| R-043 | 4.000 | 5.095 | 4.380 | 4.147 | 3.000 | 3.000 | 23.622 |
| R-044 | 4.000 | 5.095 | 3.000 | 3.000 | 5.256 | 4.444 | 24.795 |
| R-045 | 4.000 | 5.095 | 4.380 | 4.147 | 4.120 | 4.444 | 26.185 |
| R-046 | 4.000 | 5.095 | 4.380 | 3.000 | 3.000 | 4.444 | 23.918 |
| R-047 | 5.628 | 5.095 | 4.380 | 4.147 | 4.120 | 4.444 | 27.814 |
| R-048 | 4.000 | 5.095 | 4.380 | 4.147 | 3.000 | 3.000 | 23.622 |
| R-049 | 5.628 | 5.095 | 4.380 | 3.000 | 3.000 | 4.444 | 25.546 |
| R-050 | 4.000 | 5.095 | 4.380 | 3.000 | 3.000 | 4.444 | 23.918 |
| R-051 | 4.000 | 6.767 | 4.380 | 5.366 | 4.120 | 4.444 | 29.076 |
| R-052 | 5.628 | 6.767 | 4.380 | 4.147 | 4.120 | 4.444 | 29.485 |
| R-053 | 5.628 | 6.767 | 4.380 | 5.366 | 5.256 | 5.886 | 33.283 |
| R-054 | 5.628 | 6.767 | 5.770 | 5.366 | 5.256 | 5.886 | 34.674 |
| R-055 | 4.000 | 5.095 | 4.380 | 3.000 | 3.000 | 3.000 | 22.475 |
| R-056 | 4.000 | 5.095 | 3.000 | 3.000 | 3.000 | 3.000 | 21.095 |
| R-057 | 4.000 | 5.095 | 3.000 | 4.147 | 3.000 | 4.444 | 23.686 |
| R-058 | 5.628 | 5.095 | 4.380 | 4.147 | 4.120 | 4.444 | 27.814 |
| R-059 | 4.000 | 5.095 | 4.380 | 4.147 | 5.256 | 5.886 | 28.764 |
| R-060 | 4.000 | 5.095 | 4.380 | 3.000 | 3.000 | 4.444 | 23.918 |
| R-061 | 5.628 | 5.095 | 4.380 | 4.147 | 4.120 | 4.444 | 27.814 |
| R-062 | 4.000 | 5.095 | 5.770 | 5.366 | 5.256 | 5.886 | 31.374 |
| R-063 | 4.000 | 5.095 | 4.380 | 4.147 | 4.120 | 4.444 | 26.185 |
| R-064 | 5.628 | 6.767 | 4.380 | 4.147 | 5.256 | 4.444 | 30.622 |
| R-065 | 5.628 | 5.095 | 5.770 | 5.366 | 5.256 | 5.886 | 33.002 |
| R-066 | 4.000 | 5.095 | 5.770 | 5.366 | 5.256 | 4.444 | 29.931 |
| R-067 | 5.628 | 5.095 | 5.770 | 5.366 | 5.256 | 5.886 | 33.002 |
| R-068 | 5.628 | 6.767 | 4.380 | 4.147 | 4.120 | 4.444 | 29.485 |
| R-069 | 5.628 | 6.767 | 4.380 | 4.147 | 4.120 | 4.444 | 29.485 |
| R-070 | 4.000 | 5.095 | 3.000 | 3.000 | 3.000 | 3.000 | 21.095 |
| R-071 | 4.000 | 5.095 | 5.770 | 5.366 | 5.256 | 4.444 | 29.931 |
| R-072 | 4.000 | 5.095 | 5.770 | 5.366 | 4.120 | 4.444 | 28.795 |
| R-073 | 4.000 | 5.095 | 4.380 | 3.000 | 3.000 | 3.000 | 22.475 |
| R-074 | 4.000 | 5.095 | 4.380 | 5.366 | 5.256 | 4.444 | 28.541 |
| R-075 | 4.000 | 5.095 | 5.770 | 4.147 | 4.120 | 5.886 | 29.018 |
| R-076 | 4.000 | 5.095 | 4.380 | 4.147 | 4.120 | 4.444 | 26.185 |
| R-077 | 4.000 | 5.095 | 5.770 | 5.366 | 5.256 | 4.444 | 29.931 |
| R-078 | 4.000 | 5.095 | 5.770 | 5.366 | 5.256 | 4.444 | 29.931 |
| R-079 | 5.628 | 5.095 | 4.380 | 4.147 | 3.000 | 3.000 | 25.250 |
| R-080 | 5.628 | 6.767 | 4.380 | 4.147 | 4.120 | 4.444 | 29.485 |
| R-081 | 5.628 | 5.095 | 4.380 | 3.000 | 3.000 | 4.444 | 25.546 |
| R-082 | 4.000 | 5.095 | 3.000 | 4.147 | 3.000 | 3.000 | 22.242 |
| R-083 | 5.628 | 6.767 | 5.770 | 5.366 | 5.256 | 5.886 | 34.674 |
| R-084 | 4.000 | 5.095 | 4.380 | 5.366 | 4.120 | 4.444 | 27.405 |
| R-085 | 4.000 | 3.000 | 4.380 | 4.147 | 4.120 | 4.444 | 24.090 |
| R-086 | 4.000 | 5.095 | 4.380 | 5.366 | 4.120 | 4.444 | 27.405 |
| R-087 | 4.000 | 6.767 | 5.770 | 5.366 | 5.256 | 4.444 | 31.603 |
| R-088 | 4.000 | 5.095 | 5.770 | 5.366 | 4.120 | 4.444 | 28.795 |
| R-089 | 4.000 | 6.767 | 3.000 | 3.000 | 4.120 | 3.000 | 23.887 |
| R-090 | 5.628 | 5.095 | 3.000 | 4.147 | 3.000 | 4.444 | 25.314 |
| R-091 | 4.000 | 5.095 | 4.380 | 4.147 | 3.000 | 3.000 | 23.622 |
| R-092 | 4.000 | 5.095 | 3.000 | 3.000 | 5.256 | 4.444 | 24.795 |
| R-093 | 4.000 | 5.095 | 4.380 | 4.147 | 4.120 | 4.444 | 26.185 |
| R-094 | 4.000 | 5.095 | 4.380 | 3.000 | 3.000 | 4.444 | 23.918 |
| R-095 | 4.000 | 5.095 | 4.380 | 5.366 | 5.256 | 5.886 | 29.984 |
| R-096 | 4.000 | 5.095 | 5.770 | 5.366 | 5.256 | 5.886 | 31.374 |
| R-097 | 4.000 | 5.095 | 5.770 | 4.147 | 5.256 | 4.444 | 28.712 |
| R-098 | 4.000 | 5.095 | 5.770 | 5.366 | 4.120 | 5.886 | 30.237 |
| R-099 | 5.628 | 5.095 | 4.380 | 4.147 | 4.120 | 3.000 | 26.370 |
| R-100 | 5.628 | 5.095 | 4.380 | 4.147 | 3.000 | 4.444 | 26.694 |

**2. Data Pernyataan Penelitian Responden Variabel Brand Image (X1)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Kode resp | Succesive Interval | | | | | | |
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | JML |
| R-001 | 4.559 | 4.173 | 4.313 | 3.000 | 4.340 | 3.000 | 23.385 |
| R-002 | 4.559 | 3.000 | 3.000 | 3.000 | 4.340 | 3.000 | 20.899 |
| R-003 | 4.559 | 5.420 | 4.313 | 4.185 | 4.340 | 5.613 | 28.430 |
| R-004 | 3.429 | 4.173 | 4.313 | 4.185 | 5.707 | 5.613 | 27.421 |
| R-005 | 4.559 | 5.420 | 5.521 | 5.361 | 3.000 | 4.280 | 28.141 |
| R-006 | 5.783 | 5.420 | 5.521 | 5.361 | 5.707 | 5.613 | 33.405 |
| R-007 | 4.559 | 3.000 | 3.000 | 3.000 | 4.340 | 4.280 | 22.179 |
| R-008 | 3.429 | 3.000 | 4.313 | 3.000 | 5.707 | 5.613 | 25.063 |
| R-009 | 4.559 | 4.173 | 3.000 | 3.000 | 5.707 | 4.280 | 24.719 |
| R-010 | 3.429 | 4.173 | 4.313 | 4.185 | 4.340 | 4.280 | 24.721 |
| R-011 | 4.559 | 4.173 | 4.313 | 5.361 | 4.340 | 4.280 | 27.026 |
| R-012 | 4.559 | 3.000 | 3.000 | 4.185 | 4.340 | 4.280 | 23.364 |
| R-013 | 4.559 | 4.173 | 4.313 | 3.000 | 4.340 | 4.280 | 24.665 |
| R-014 | 5.783 | 5.420 | 4.313 | 5.361 | 5.707 | 5.613 | 32.197 |
| R-015 | 3.429 | 4.173 | 4.313 | 3.000 | 4.340 | 4.280 | 23.535 |
| R-016 | 3.429 | 4.173 | 4.313 | 3.000 | 4.340 | 4.280 | 23.535 |
| R-017 | 5.783 | 5.420 | 5.521 | 5.361 | 5.707 | 5.613 | 33.405 |
| R-018 | 5.783 | 5.420 | 4.313 | 5.361 | 5.707 | 5.613 | 32.197 |
| R-019 | 5.783 | 5.420 | 4.313 | 5.361 | 5.707 | 5.613 | 32.197 |
| R-020 | 4.559 | 4.173 | 4.313 | 4.185 | 5.707 | 5.613 | 28.550 |
| R-021 | 4.559 | 4.173 | 3.000 | 3.000 | 4.340 | 4.280 | 23.351 |
| R-022 | 3.429 | 4.173 | 3.000 | 4.185 | 3.000 | 3.000 | 20.788 |
| R-023 | 5.783 | 5.420 | 4.313 | 4.185 | 5.707 | 5.613 | 31.022 |
| R-024 | 5.783 | 5.420 | 3.000 | 4.185 | 5.707 | 5.613 | 29.708 |
| R-025 | 4.559 | 3.000 | 4.313 | 3.000 | 4.340 | 4.280 | 23.492 |
| R-026 | 4.559 | 5.420 | 3.000 | 4.185 | 4.340 | 5.613 | 27.117 |
| R-027 | 5.783 | 4.173 | 3.000 | 4.185 | 5.707 | 4.280 | 27.128 |
| R-028 | 4.559 | 4.173 | 3.000 | 4.185 | 4.340 | 4.280 | 24.537 |
| R-029 | 5.783 | 5.420 | 4.313 | 4.185 | 4.340 | 4.280 | 28.321 |
| R-030 | 5.783 | 5.420 | 4.313 | 5.361 | 5.707 | 5.613 | 32.197 |
| R-031 | 4.559 | 4.173 | 4.313 | 4.185 | 4.340 | 4.280 | 25.850 |
| R-032 | 4.559 | 4.173 | 4.313 | 3.000 | 4.340 | 4.280 | 24.665 |
| R-033 | 4.559 | 3.000 | 5.521 | 3.000 | 3.000 | 4.280 | 23.359 |
| R-034 | 3.429 | 4.173 | 3.000 | 3.000 | 5.707 | 5.613 | 24.922 |
| R-035 | 5.783 | 5.420 | 3.000 | 5.361 | 4.340 | 5.613 | 29.517 |
| R-036 | 4.559 | 5.420 | 3.000 | 4.185 | 4.340 | 4.280 | 25.784 |
| R-037 | 4.559 | 4.173 | 3.000 | 4.185 | 5.707 | 4.280 | 25.904 |
| R-038 | 4.559 | 5.420 | 4.313 | 5.361 | 4.340 | 4.280 | 28.273 |
| R-039 | 5.783 | 5.420 | 3.000 | 5.361 | 5.707 | 5.613 | 30.884 |
| R-040 | 5.783 | 5.420 | 3.000 | 4.185 | 4.340 | 5.613 | 28.341 |
| R-041 | 3.429 | 3.000 | 3.000 | 3.000 | 4.340 | 4.280 | 21.049 |
| R-042 | 3.429 | 4.173 | 3.000 | 3.000 | 4.340 | 4.280 | 22.222 |
| R-043 | 4.559 | 4.173 | 3.000 | 4.185 | 3.000 | 3.000 | 21.917 |
| R-044 | 3.429 | 3.000 | 3.000 | 5.361 | 4.340 | 5.613 | 24.743 |
| R-045 | 4.559 | 4.173 | 3.000 | 3.000 | 5.707 | 4.280 | 24.719 |
| R-046 | 4.559 | 3.000 | 3.000 | 3.000 | 3.000 | 4.280 | 20.839 |
| R-047 | 4.559 | 4.173 | 4.313 | 4.185 | 4.340 | 4.280 | 25.850 |
| R-048 | 4.559 | 4.173 | 3.000 | 4.185 | 4.340 | 4.280 | 24.537 |
| R-049 | 3.429 | 4.173 | 3.000 | 3.000 | 4.340 | 4.280 | 22.222 |
| R-050 | 5.783 | 5.420 | 3.000 | 5.361 | 5.707 | 5.613 | 30.884 |
| R-051 | 5.783 | 5.420 | 3.000 | 4.185 | 3.000 | 3.000 | 24.388 |
| R-052 | 5.783 | 5.420 | 3.000 | 5.361 | 5.707 | 5.613 | 30.884 |
| R-053 | 4.559 | 3.000 | 3.000 | 3.000 | 5.707 | 5.613 | 24.879 |
| R-054 | 5.783 | 5.420 | 4.313 | 4.185 | 3.000 | 3.000 | 25.702 |
| R-055 | 4.559 | 5.420 | 3.000 | 4.185 | 5.707 | 5.613 | 28.485 |
| R-056 | 3.429 | 4.173 | 3.000 | 3.000 | 4.340 | 5.613 | 23.555 |
| R-057 | 5.783 | 4.173 | 4.313 | 3.000 | 4.340 | 4.280 | 25.888 |
| R-058 | 3.429 | 5.420 | 3.000 | 3.000 | 4.340 | 4.280 | 23.469 |
| R-059 | 4.559 | 3.000 | 4.313 | 5.361 | 4.340 | 5.613 | 27.186 |
| R-060 | 2.000 | 4.173 | 3.000 | 4.185 | 4.340 | 3.000 | 20.698 |
| R-061 | 4.559 | 3.000 | 3.000 | 3.000 | 4.340 | 4.280 | 22.179 |
| R-062 | 4.559 | 4.173 | 3.000 | 4.185 | 4.340 | 5.613 | 25.870 |
| R-063 | 4.559 | 3.000 | 3.000 | 4.185 | 3.000 | 3.000 | 20.744 |
| R-064 | 3.429 | 5.420 | 3.000 | 4.185 | 3.000 | 4.280 | 23.315 |
| R-065 | 5.783 | 5.420 | 4.313 | 3.000 | 3.000 | 4.280 | 25.796 |
| R-066 | 5.783 | 4.173 | 5.521 | 4.185 | 4.340 | 4.280 | 28.281 |
| R-067 | 4.559 | 5.420 | 4.313 | 4.185 | 4.340 | 3.000 | 25.818 |
| R-068 | 5.783 | 4.173 | 5.521 | 5.361 | 4.340 | 3.000 | 28.177 |
| R-069 | 3.429 | 3.000 | 3.000 | 3.000 | 3.000 | 3.000 | 18.429 |
| R-070 | 3.429 | 5.420 | 4.313 | 4.185 | 5.707 | 5.613 | 28.668 |
| R-071 | 5.783 | 4.173 | 5.521 | 5.361 | 4.340 | 4.280 | 29.457 |
| R-072 | 5.783 | 5.420 | 3.000 | 4.185 | 4.340 | 4.280 | 27.008 |
| R-073 | 4.559 | 4.173 | 4.313 | 5.361 | 5.707 | 4.280 | 28.394 |
| R-074 | 3.429 | 4.173 | 4.313 | 5.361 | 4.340 | 4.280 | 25.896 |
| R-075 | 4.559 | 4.173 | 4.313 | 3.000 | 5.707 | 5.613 | 27.365 |
| R-076 | 5.783 | 4.173 | 4.313 | 4.185 | 4.340 | 4.280 | 27.074 |
| R-077 | 3.429 | 3.000 | 4.313 | 4.185 | 5.707 | 4.280 | 24.915 |
| R-078 | 4.559 | 3.000 | 5.521 | 5.361 | 4.340 | 3.000 | 25.780 |
| R-079 | 4.559 | 5.420 | 3.000 | 4.185 | 5.707 | 5.613 | 28.485 |
| R-080 | 5.783 | 5.420 | 4.313 | 3.000 | 3.000 | 3.000 | 24.516 |
| R-081 | 5.783 | 4.173 | 3.000 | 4.185 | 4.340 | 5.613 | 27.093 |
| R-082 | 5.783 | 5.420 | 4.313 | 4.185 | 5.707 | 5.613 | 31.022 |
| R-083 | 4.559 | 4.173 | 4.313 | 4.185 | 5.707 | 4.280 | 27.218 |
| R-084 | 5.783 | 4.173 | 5.521 | 4.185 | 5.707 | 5.613 | 30.981 |
| R-085 | 4.559 | 5.420 | 4.313 | 3.000 | 4.340 | 3.000 | 24.632 |
| R-086 | 5.783 | 5.420 | 4.313 | 5.361 | 4.340 | 4.280 | 29.497 |
| R-087 | 4.559 | 5.420 | 4.313 | 5.361 | 4.340 | 4.280 | 28.273 |
| R-088 | 3.429 | 3.000 | 5.521 | 4.185 | 5.707 | 4.280 | 26.123 |
| R-089 | 3.429 | 4.173 | 5.521 | 4.185 | 4.340 | 4.280 | 25.928 |
| R-090 | 3.429 | 3.000 | 4.313 | 5.361 | 4.340 | 4.280 | 24.724 |
| R-091 | 5.783 | 4.173 | 5.521 | 4.185 | 4.340 | 5.613 | 29.614 |
| R-092 | 4.559 | 5.420 | 4.313 | 5.361 | 3.000 | 3.000 | 25.654 |
| R-093 | 3.429 | 4.173 | 5.521 | 3.000 | 3.000 | 4.280 | 23.403 |
| R-094 | 4.559 | 4.173 | 4.313 | 4.185 | 5.707 | 4.280 | 27.218 |
| R-095 | 4.559 | 5.420 | 3.000 | 5.361 | 4.340 | 5.613 | 28.293 |
| R-096 | 4.559 | 3.000 | 4.313 | 5.361 | 5.707 | 5.613 | 28.553 |
| R-097 | 3.429 | 4.173 | 5.521 | 3.000 | 4.340 | 5.613 | 26.075 |
| R-098 | 4.559 | 5.420 | 4.313 | 5.361 | 4.340 | 4.280 | 28.273 |
| R-099 | 5.783 | 4.173 | 4.313 | 5.361 | 4.340 | 4.280 | 28.250 |
| R-100 | 5.783 | 3.000 | 3.000 | 4.185 | 4.340 | 4.280 | 24.588 |

**3. Data Pernyataan Penelitian Responden Variabel Word Of Mouth(X2)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Kode resp | Succesive Interval | | | | | | |
| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | JML |
| R-001 | 5.651 | 5.404 | 3.000 | 3.000 | 4.326 | 3.000 | 24.381 |
| R-002 | 5.651 | 4.173 | 5.617 | 4.267 | 4.326 | 4.337 | 28.371 |
| R-003 | 5.651 | 4.173 | 4.294 | 4.267 | 4.326 | 4.337 | 27.048 |
| R-004 | 4.292 | 5.404 | 5.617 | 5.575 | 4.326 | 5.691 | 30.906 |
| R-005 | 5.651 | 4.173 | 4.294 | 4.267 | 4.326 | 4.337 | 27.048 |
| R-006 | 5.651 | 5.404 | 5.617 | 4.267 | 5.687 | 4.337 | 30.963 |
| R-007 | 4.292 | 5.404 | 4.294 | 3.000 | 4.326 | 4.337 | 25.653 |
| R-008 | 5.651 | 4.173 | 4.294 | 4.267 | 4.326 | 3.000 | 25.711 |
| R-009 | 4.292 | 4.173 | 4.294 | 4.267 | 4.326 | 4.337 | 25.690 |
| R-010 | 4.292 | 5.404 | 5.617 | 5.575 | 4.326 | 4.337 | 29.552 |
| R-011 | 5.651 | 5.404 | 5.617 | 5.575 | 4.326 | 4.337 | 30.910 |
| R-012 | 5.651 | 3.000 | 4.294 | 5.575 | 4.326 | 3.000 | 25.846 |
| R-013 | 4.292 | 4.173 | 4.294 | 5.575 | 5.687 | 5.691 | 29.712 |
| R-014 | 4.292 | 4.173 | 3.000 | 4.267 | 3.000 | 4.337 | 23.069 |
| R-015 | 3.000 | 3.000 | 3.000 | 3.000 | 3.000 | 3.000 | 18.000 |
| R-016 | 5.651 | 5.404 | 4.294 | 4.267 | 5.687 | 5.691 | 30.994 |
| R-017 | 5.651 | 4.173 | 4.294 | 4.267 | 4.326 | 5.691 | 28.402 |
| R-018 | 3.000 | 3.000 | 3.000 | 4.267 | 4.326 | 5.691 | 23.285 |
| R-019 | 5.651 | 5.404 | 4.294 | 5.575 | 5.687 | 5.691 | 32.302 |
| R-020 | 4.292 | 4.173 | 4.294 | 4.267 | 5.687 | 5.691 | 28.404 |
| R-021 | 4.292 | 4.173 | 4.294 | 3.000 | 3.000 | 3.000 | 21.759 |
| R-022 | 5.651 | 5.404 | 5.617 | 4.267 | 4.326 | 4.337 | 29.602 |
| R-023 | 5.651 | 5.404 | 4.294 | 3.000 | 4.326 | 4.337 | 27.012 |
| R-024 | 4.292 | 4.173 | 4.294 | 4.267 | 4.326 | 4.337 | 25.690 |
| R-025 | 5.651 | 4.173 | 5.617 | 4.267 | 4.326 | 3.000 | 27.034 |
| R-026 | 5.651 | 5.404 | 5.617 | 5.575 | 5.687 | 5.691 | 33.625 |
| R-027 | 5.651 | 5.404 | 4.294 | 5.575 | 3.000 | 3.000 | 26.924 |
| R-028 | 3.000 | 3.000 | 3.000 | 4.267 | 4.326 | 4.337 | 21.930 |
| R-029 | 4.292 | 4.173 | 3.000 | 4.267 | 3.000 | 3.000 | 21.733 |
| R-030 | 4.292 | 3.000 | 4.294 | 4.267 | 4.326 | 4.337 | 24.516 |
| R-031 | 3.000 | 5.404 | 5.617 | 3.000 | 4.326 | 3.000 | 24.347 |
| R-032 | 4.292 | 4.173 | 3.000 | 3.000 | 3.000 | 3.000 | 20.465 |
| R-033 | 3.000 | 3.000 | 3.000 | 4.267 | 4.326 | 4.337 | 21.930 |
| R-034 | 4.292 | 4.173 | 4.294 | 4.267 | 4.326 | 4.337 | 25.690 |
| R-035 | 4.292 | 3.000 | 4.294 | 4.267 | 5.687 | 4.337 | 25.877 |
| R-036 | 4.292 | 4.173 | 3.000 | 4.267 | 3.000 | 3.000 | 21.733 |
| R-037 | 5.651 | 5.404 | 5.617 | 5.575 | 5.687 | 5.691 | 33.625 |
| R-038 | 5.651 | 5.404 | 4.294 | 5.575 | 3.000 | 3.000 | 26.924 |
| R-039 | 5.651 | 5.404 | 5.617 | 3.000 | 5.687 | 5.691 | 31.050 |
| R-040 | 3.000 | 3.000 | 3.000 | 4.267 | 5.687 | 5.691 | 24.645 |
| R-041 | 5.651 | 5.404 | 4.294 | 5.575 | 3.000 | 3.000 | 26.924 |
| R-042 | 5.651 | 5.404 | 4.294 | 5.575 | 5.687 | 5.691 | 32.302 |
| R-043 | 4.292 | 4.173 | 3.000 | 3.000 | 4.326 | 5.691 | 24.483 |
| R-044 | 4.292 | 3.000 | 3.000 | 3.000 | 4.326 | 5.691 | 23.309 |
| R-045 | 5.651 | 3.000 | 3.000 | 3.000 | 4.326 | 4.337 | 23.314 |
| R-046 | 3.000 | 3.000 | 5.617 | 5.575 | 3.000 | 5.691 | 25.883 |
| R-047 | 4.292 | 3.000 | 4.294 | 3.000 | 4.326 | 3.000 | 21.912 |
| R-048 | 5.651 | 4.173 | 4.294 | 4.267 | 4.326 | 4.337 | 27.048 |
| R-049 | 4.292 | 5.404 | 4.294 | 4.267 | 5.687 | 5.691 | 29.636 |
| R-050 | 4.292 | 4.173 | 5.617 | 5.575 | 5.687 | 4.337 | 29.681 |
| R-051 | 4.292 | 5.404 | 4.294 | 4.267 | 5.687 | 4.337 | 28.281 |
| R-052 | 4.292 | 4.173 | 5.617 | 5.575 | 5.687 | 4.337 | 29.681 |
| R-053 | 4.292 | 3.000 | 4.294 | 4.267 | 5.687 | 4.337 | 25.877 |
| R-054 | 4.292 | 5.404 | 5.617 | 5.575 | 5.687 | 4.337 | 30.912 |
| R-055 | 5.651 | 4.173 | 5.617 | 4.267 | 4.326 | 4.337 | 28.371 |
| R-056 | 5.651 | 4.173 | 4.294 | 5.575 | 5.687 | 5.691 | 31.071 |
| R-057 | 5.651 | 5.404 | 5.617 | 4.267 | 5.687 | 4.337 | 30.963 |
| R-058 | 5.651 | 4.173 | 5.617 | 5.575 | 4.326 | 4.337 | 29.679 |
| R-059 | 4.292 | 4.173 | 4.294 | 5.575 | 4.326 | 4.337 | 26.997 |
| R-060 | 4.292 | 3.000 | 4.294 | 4.267 | 4.326 | 5.691 | 25.871 |
| R-061 | 5.651 | 4.173 | 5.617 | 5.575 | 4.326 | 4.337 | 29.679 |
| R-062 | 4.292 | 3.000 | 4.294 | 5.575 | 4.326 | 4.337 | 25.824 |
| R-063 | 4.292 | 4.173 | 5.617 | 4.267 | 5.687 | 4.337 | 28.373 |
| R-064 | 5.651 | 5.404 | 5.617 | 4.267 | 5.687 | 5.691 | 32.317 |
| R-065 | 5.651 | 5.404 | 4.294 | 4.267 | 5.687 | 4.337 | 29.640 |
| R-066 | 4.292 | 5.404 | 5.617 | 5.575 | 5.687 | 4.337 | 30.912 |
| R-067 | 4.292 | 4.173 | 4.294 | 5.575 | 5.687 | 4.337 | 28.358 |
| R-068 | 4.292 | 5.404 | 4.294 | 5.575 | 4.326 | 4.337 | 28.229 |
| R-069 | 5.651 | 4.173 | 5.617 | 4.267 | 5.687 | 4.337 | 29.732 |
| R-070 | 5.651 | 4.173 | 4.294 | 5.575 | 5.687 | 5.691 | 31.071 |
| R-071 | 4.292 | 3.000 | 5.617 | 5.575 | 4.326 | 4.337 | 27.147 |
| R-072 | 4.292 | 4.173 | 5.617 | 4.267 | 4.326 | 4.337 | 27.013 |
| R-073 | 3.000 | 4.173 | 4.294 | 3.000 | 3.000 | 4.337 | 21.803 |
| R-074 | 4.292 | 5.404 | 4.294 | 4.267 | 4.326 | 5.691 | 28.275 |
| R-075 | 5.651 | 4.173 | 4.294 | 4.267 | 4.326 | 5.691 | 28.402 |
| R-076 | 4.292 | 5.404 | 4.294 | 4.267 | 4.326 | 4.337 | 26.921 |
| R-077 | 4.292 | 4.173 | 5.617 | 4.267 | 4.326 | 4.337 | 27.013 |
| R-078 | 4.292 | 5.404 | 4.294 | 5.575 | 4.326 | 5.691 | 29.583 |
| R-079 | 3.000 | 4.173 | 3.000 | 5.575 | 3.000 | 3.000 | 21.748 |
| R-080 | 4.292 | 3.000 | 3.000 | 4.267 | 5.687 | 4.337 | 24.583 |
| R-081 | 3.000 | 4.173 | 3.000 | 4.267 | 4.326 | 4.337 | 23.104 |
| R-082 | 4.292 | 3.000 | 4.294 | 4.267 | 5.687 | 4.337 | 25.877 |
| R-083 | 4.292 | 3.000 | 4.294 | 3.000 | 5.687 | 4.337 | 24.610 |
| R-084 | 5.651 | 3.000 | 4.294 | 4.267 | 4.326 | 5.691 | 27.229 |
| R-085 | 4.292 | 3.000 | 4.294 | 3.000 | 4.326 | 4.337 | 23.249 |
| R-086 | 4.292 | 4.173 | 4.294 | 4.267 | 4.326 | 4.337 | 25.690 |
| R-087 | 4.292 | 5.404 | 4.294 | 4.267 | 5.687 | 5.691 | 29.636 |
| R-088 | 4.292 | 4.173 | 4.294 | 4.267 | 3.000 | 3.000 | 23.026 |
| R-089 | 5.651 | 4.173 | 5.617 | 5.575 | 4.326 | 5.691 | 31.033 |
| R-090 | 3.000 | 3.000 | 3.000 | 3.000 | 3.000 | 4.337 | 19.337 |
| R-091 | 4.292 | 5.404 | 5.617 | 4.267 | 4.326 | 4.337 | 28.244 |
| R-092 | 5.651 | 5.404 | 4.294 | 5.575 | 5.687 | 4.337 | 30.948 |
| R-093 | 4.292 | 5.404 | 4.294 | 5.575 | 4.326 | 3.000 | 26.892 |
| R-094 | 5.651 | 5.404 | 4.294 | 5.575 | 4.326 | 4.337 | 29.587 |
| R-095 | 4.292 | 4.173 | 3.000 | 4.267 | 5.687 | 4.337 | 25.757 |
| R-096 | 5.651 | 5.404 | 5.617 | 4.267 | 4.326 | 4.337 | 29.602 |
| R-097 | 4.292 | 4.173 | 5.617 | 4.267 | 4.326 | 5.691 | 28.367 |
| R-098 | 5.651 | 4.173 | 4.294 | 3.000 | 4.326 | 4.337 | 25.781 |
| R-099 | 4.292 | 4.173 | 4.294 | 4.267 | 4.326 | 5.691 | 27.044 |
| R-100 | 3.000 | 4.173 | 4.294 | 3.000 | 5.687 | 4.337 | 24.491 |

**4. Data Pernyataan Penelitian Responden Variabel Variasi Produk (X3)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Kode resp | Succesive Interval | | | | | | |
| X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | JML |
| R-001 | 4.313 | 4.280 | 4.187 | 4.565 | 5.559 | 5.711 | 28.616 |
| R-002 | 5.668 | 4.280 | 4.187 | 4.565 | 4.244 | 5.711 | 28.655 |
| R-003 | 4.313 | 4.280 | 4.187 | 4.565 | 5.559 | 4.332 | 27.236 |
| R-004 | 5.668 | 5.613 | 4.187 | 5.692 | 5.559 | 3.000 | 29.718 |
| R-005 | 4.313 | 4.280 | 4.187 | 4.565 | 4.244 | 4.332 | 25.921 |
| R-006 | 5.668 | 4.280 | 5.449 | 4.565 | 5.559 | 5.711 | 31.232 |
| R-007 | 4.313 | 5.613 | 4.187 | 3.463 | 4.244 | 5.711 | 27.531 |
| R-008 | 4.313 | 4.280 | 4.187 | 4.565 | 4.244 | 4.332 | 25.921 |
| R-009 | 4.313 | 4.280 | 3.000 | 4.565 | 4.244 | 3.000 | 23.402 |
| R-010 | 5.668 | 5.613 | 4.187 | 3.463 | 3.084 | 5.711 | 27.725 |
| R-011 | 4.313 | 4.280 | 4.187 | 5.692 | 5.559 | 5.711 | 29.742 |
| R-012 | 4.313 | 4.280 | 4.187 | 3.463 | 3.084 | 4.332 | 23.658 |
| R-013 | 4.313 | 4.280 | 4.187 | 3.463 | 3.084 | 3.000 | 22.326 |
| R-014 | 5.668 | 5.613 | 5.449 | 5.692 | 5.559 | 5.711 | 33.691 |
| R-015 | 4.313 | 4.280 | 5.449 | 3.463 | 4.244 | 5.711 | 27.460 |
| R-016 | 4.313 | 5.613 | 4.187 | 3.463 | 5.559 | 4.332 | 27.466 |
| R-017 | 5.668 | 5.613 | 5.449 | 5.692 | 5.559 | 5.711 | 33.691 |
| R-018 | 5.668 | 5.613 | 5.449 | 5.692 | 5.559 | 5.711 | 33.691 |
| R-019 | 5.668 | 5.613 | 5.449 | 5.692 | 5.559 | 5.711 | 33.691 |
| R-020 | 4.313 | 4.280 | 4.187 | 5.692 | 4.244 | 4.332 | 27.047 |
| R-021 | 4.313 | 4.280 | 4.187 | 3.463 | 4.244 | 4.332 | 24.818 |
| R-022 | 3.000 | 3.000 | 3.000 | 3.463 | 3.084 | 3.000 | 18.546 |
| R-023 | 5.668 | 5.613 | 4.187 | 5.692 | 5.559 | 5.711 | 32.429 |
| R-024 | 4.313 | 4.280 | 5.449 | 4.565 | 5.559 | 4.332 | 28.498 |
| R-025 | 4.313 | 4.280 | 4.187 | 3.463 | 4.244 | 4.332 | 24.818 |
| R-026 | 5.668 | 3.000 | 5.449 | 2.000 | 5.559 | 4.332 | 26.007 |
| R-027 | 4.313 | 4.280 | 4.187 | 4.565 | 4.244 | 4.332 | 25.921 |
| R-028 | 3.000 | 3.000 | 4.187 | 4.565 | 4.244 | 4.332 | 23.327 |
| R-029 | 5.668 | 5.613 | 5.449 | 5.692 | 5.559 | 5.711 | 33.691 |
| R-030 | 5.668 | 5.613 | 5.449 | 5.692 | 5.559 | 4.332 | 32.311 |
| R-031 | 4.313 | 4.280 | 4.187 | 4.565 | 4.244 | 3.000 | 24.589 |
| R-032 | 5.668 | 5.613 | 5.449 | 4.565 | 4.244 | 5.711 | 31.249 |
| R-033 | 4.313 | 4.280 | 4.187 | 3.463 | 4.244 | 4.332 | 24.818 |
| R-034 | 4.313 | 4.280 | 3.000 | 5.692 | 5.559 | 5.711 | 28.556 |
| R-035 | 5.668 | 5.613 | 5.449 | 4.565 | 5.559 | 5.711 | 32.565 |
| R-036 | 5.668 | 4.280 | 5.449 | 4.565 | 4.244 | 4.332 | 28.537 |
| R-037 | 4.313 | 4.280 | 4.187 | 3.463 | 4.244 | 4.332 | 24.818 |
| R-038 | 5.668 | 4.280 | 5.449 | 4.565 | 5.559 | 5.711 | 31.232 |
| R-039 | 5.668 | 5.613 | 5.449 | 5.692 | 5.559 | 5.711 | 33.691 |
| R-040 | 5.668 | 5.613 | 5.449 | 3.463 | 3.084 | 3.000 | 26.275 |
| R-041 | 4.313 | 4.280 | 3.000 | 3.463 | 3.084 | 4.332 | 22.471 |
| R-042 | 4.313 | 4.280 | 3.000 | 4.565 | 4.244 | 3.000 | 23.402 |
| R-043 | 4.313 | 3.000 | 4.187 | 4.565 | 4.244 | 4.332 | 24.641 |
| R-044 | 4.313 | 4.280 | 4.187 | 4.565 | 5.559 | 5.711 | 28.616 |
| R-045 | 4.313 | 4.280 | 4.187 | 2.000 | 5.559 | 4.332 | 24.670 |
| R-046 | 4.313 | 4.280 | 4.187 | 3.463 | 4.244 | 4.332 | 24.818 |
| R-047 | 4.313 | 4.280 | 4.187 | 4.565 | 4.244 | 4.332 | 25.921 |
| R-048 | 4.313 | 4.280 | 4.187 | 4.565 | 4.244 | 3.000 | 24.589 |
| R-049 | 4.313 | 3.000 | 3.000 | 3.463 | 4.244 | 4.332 | 22.351 |
| R-050 | 4.313 | 3.000 | 3.000 | 3.463 | 4.244 | 4.332 | 22.351 |
| R-051 | 4.313 | 5.613 | 4.187 | 4.565 | 4.244 | 4.332 | 27.253 |
| R-052 | 3.000 | 4.280 | 4.187 | 4.565 | 4.244 | 5.711 | 25.987 |
| R-053 | 4.313 | 5.613 | 5.449 | 5.692 | 5.559 | 5.711 | 32.337 |
| R-054 | 5.668 | 5.613 | 5.449 | 5.692 | 5.559 | 5.711 | 33.691 |
| R-055 | 4.313 | 3.000 | 3.000 | 3.463 | 3.084 | 5.711 | 22.571 |
| R-056 | 3.000 | 3.000 | 3.000 | 3.463 | 3.084 | 4.332 | 19.878 |
| R-057 | 3.000 | 4.280 | 3.000 | 3.463 | 4.244 | 4.332 | 22.318 |
| R-058 | 3.000 | 4.280 | 4.187 | 4.565 | 4.244 | 4.332 | 24.607 |
| R-059 | 4.313 | 4.280 | 5.449 | 5.692 | 5.559 | 5.711 | 31.004 |
| R-060 | 4.313 | 3.000 | 3.000 | 3.463 | 4.244 | 4.332 | 22.351 |
| R-061 | 4.313 | 4.280 | 4.187 | 3.463 | 3.084 | 4.332 | 23.658 |
| R-062 | 5.668 | 5.613 | 5.449 | 5.692 | 5.559 | 5.711 | 33.691 |
| R-063 | 3.000 | 4.280 | 5.449 | 3.463 | 4.244 | 4.332 | 24.767 |
| R-064 | 3.000 | 4.280 | 5.449 | 3.463 | 4.244 | 4.332 | 24.767 |
| R-065 | 5.668 | 5.613 | 5.449 | 5.692 | 5.559 | 5.711 | 33.691 |
| R-066 | 5.668 | 5.613 | 5.449 | 5.692 | 4.244 | 4.332 | 30.996 |
| R-067 | 5.668 | 5.613 | 5.449 | 5.692 | 5.559 | 5.711 | 33.691 |
| R-068 | 4.313 | 4.280 | 4.187 | 4.565 | 4.244 | 5.711 | 27.300 |
| R-069 | 4.313 | 4.280 | 4.187 | 3.463 | 4.244 | 4.332 | 24.818 |
| R-070 | 3.000 | 3.000 | 3.000 | 3.463 | 3.084 | 3.000 | 18.546 |
| R-071 | 5.668 | 5.613 | 5.449 | 4.565 | 4.244 | 5.711 | 31.249 |
| R-072 | 5.668 | 5.613 | 4.187 | 4.565 | 4.244 | 5.711 | 29.987 |
| R-073 | 4.313 | 3.000 | 3.000 | 3.463 | 3.084 | 4.332 | 21.191 |
| R-074 | 4.313 | 5.613 | 5.449 | 4.565 | 4.244 | 4.332 | 28.515 |
| R-075 | 5.668 | 4.280 | 4.187 | 4.565 | 5.559 | 5.711 | 29.970 |
| R-076 | 4.313 | 4.280 | 4.187 | 4.565 | 4.244 | 4.332 | 25.921 |
| R-077 | 5.668 | 5.613 | 5.449 | 4.565 | 4.244 | 4.332 | 29.869 |
| R-078 | 5.668 | 5.613 | 5.449 | 5.692 | 4.244 | 5.711 | 32.376 |
| R-079 | 4.313 | 4.280 | 3.000 | 4.565 | 3.084 | 4.332 | 23.574 |
| R-080 | 4.313 | 4.280 | 4.187 | 3.463 | 4.244 | 4.332 | 24.818 |
| R-081 | 4.313 | 3.000 | 3.000 | 3.463 | 4.244 | 4.332 | 22.351 |
| R-082 | 3.000 | 4.280 | 3.000 | 3.463 | 2.000 | 5.711 | 21.454 |
| R-083 | 5.668 | 5.613 | 5.449 | 5.692 | 5.559 | 5.711 | 33.691 |
| R-084 | 4.313 | 5.613 | 5.449 | 4.565 | 2.000 | 4.332 | 26.272 |
| R-085 | 4.313 | 4.280 | 4.187 | 4.565 | 5.559 | 4.332 | 27.236 |
| R-086 | 4.313 | 5.613 | 4.187 | 5.692 | 4.244 | 4.332 | 28.380 |
| R-087 | 5.668 | 5.613 | 5.449 | 5.692 | 4.244 | 5.711 | 32.376 |
| R-088 | 5.668 | 5.613 | 5.449 | 4.565 | 3.084 | 5.711 | 30.089 |
| R-089 | 3.000 | 3.000 | 3.000 | 3.463 | 3.084 | 4.332 | 19.878 |
| R-090 | 3.000 | 4.280 | 4.187 | 3.463 | 4.244 | 4.332 | 23.505 |
| R-091 | 4.313 | 4.280 | 3.000 | 4.565 | 3.084 | 3.000 | 22.242 |
| R-092 | 3.000 | 3.000 | 5.449 | 5.692 | 4.244 | 4.332 | 25.716 |
| R-093 | 4.313 | 4.280 | 4.187 | 3.463 | 4.244 | 4.332 | 24.818 |
| R-094 | 4.313 | 3.000 | 3.000 | 3.463 | 4.244 | 4.332 | 22.351 |
| R-095 | 5.668 | 5.613 | 4.187 | 5.692 | 4.244 | 4.332 | 29.734 |
| R-096 | 4.313 | 4.280 | 4.187 | 4.565 | 4.244 | 4.332 | 25.921 |
| R-097 | 4.313 | 4.280 | 5.449 | 4.565 | 3.084 | 3.000 | 24.691 |
| R-098 | 3.000 | 4.280 | 4.187 | 4.565 | 4.244 | 4.332 | 24.607 |
| R-099 | 5.668 | 5.613 | 5.449 | 3.463 | 5.559 | 5.711 | 31.462 |
| R-100 | 5.668 | 5.613 | 5.449 | 4.565 | 4.244 | 5.711 | 31.249 |