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Lampiran 1

**KUESIONER PENELITIAN**

Kepada Yth. Bapak/Ibu/Sdr/Sdri

Pengguna Sepatu Ventela di Universitas Pancasakti Tegal

Dengan Hormat

Dalam rangka penyusunan skripsi yang menjadi salah satu syarat untuk menyelesaikan Program Sarjana (S1) pada Fakultas Ekonomi Universitas Pancasakti Tegal, maka saya mohon kesediaan saudara/i untuk menjawab beberapa pernyataan pada kuesioner berikut ini.

Kuesioner in bertujuan untuk mendapatkan informasi mengenai pengaruh Citra Merek, Kualitas Produk dan Persepsi Harga terhadap Keputusan Pembelian *Sneakers* Merek Ventela pada Mahasiswa Universitas Pancasakti Tegal. Atas bantuan dan kesediaan Bapak/Ibu/Sdr/Sdri meluangkan waktu dalam pengisian kuesioner ini saya sampaikan terima kasih.

Hormat saya,

**Rizaldi Izza Maulana**

Identitas Responden

Nama (boleh tidak diisi) :

Jenis Kelamin : a. Laki-laki

b. Perempuan

usia : a. 18

b. 19

c. 20

d. 21

e. >22

fakultas : a. FKIP

b. FISIP

c. FPIK

d. FEB

e. FH

f. FTIK

**Petunjuk Pengisian Kuesioner**

1. Jawablah masing-masing pernyataan dibawah ini sesuai dengan penilaian saudara mengenai ”Pengaruh Citra Merek, Kualitas Produk, dan Persepsi Harga Terhadap Keputusan Pembelian *Sneakers* Merek Ventela Pada Mahasiswa Universitas Pancasakti Tegal”.
2. Pilihlah salah satu jawaban dari kelima alternative jawaban yang sesuai dengan cara memberikan tanda centang (√) pada salah satu kolom pada jawaban yang tersedia.
3. Keterangan jawaban sebagai berikut :
4. SS = Sangat setuju
5. S = Setuju
6. KS = Kurang setuju
7. TS = Tidak setuju
8. STS = Sangat tidak setuju

**KEPUTUSAN PEMBELIAN**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | STS | TS | KS | S | SS |
| 1 | Saya memilih membeli produk sepatu Ventela karena sesuai yang saya butuhkan |  |  |  |  |  |
| 2 | Saya memilih membeli produk sepatu Ventela karena memiliki daya tarik tersendiri |  |  |  |  |  |
| 3 | Saya memilih membeli produk sepatu Ventela karena keinginan saya sendiri |  |  |  |  |  |
| 4 | Saya memilih membeli produk sepatu Ventela karena telah mengetahui informasi spesifikasi produk dari media online |  |  |  |  |  |
| 5 | Saya memilih membeli produk sepatu Ventela karena mengetahui tentang produknya |  |  |  |  |  |
| 6 | Saya memilih membeli produk sepatu Ventela karena dapat informasi spesifikasi dari teman-teman saya |  |  |  |  |  |
| 7 | Saya memilih membeli produk sepatu Ventela karena alternative dari produk lain yang saya inginkan |  |  |  |  |  |
| 8 | Saya memilih membeli produk sepatu Ventela karena produknya sesuai yang saya inginkan |  |  |  |  |  |
| 9 | Saya memilih membeli produk sepatu Ventela karena banyak pilihan model sepatu |  |  |  |  |  |
| 10 | Produk sepatu Ventela mudah ditemukan dipasaran maupun di toko online di ­*e-commerce* |  |  |  |  |  |

**CITRA MEREK**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | STS | TS | KS | S | SS |
| 1 | Saya memilih membeli produk sepatu Ventela karena popular dikalangan remaja |  |  |  |  |  |
| 2 | Saya memilih membeli produk sepatu Ventela karena mudah diingat |  |  |  |  |  |
| 3 | Saya memilih membeli produk sepatu Ventela karena produk sepatu Ventela tidak pernah mengecewakan |  |  |  |  |  |
| 4 | Saya melihat produk sepatu Ventela dibuat oleh perusahaan yang memiliki reputasi yang baik |  |  |  |  |  |
| 5 | Produk sepatu Ventela sesuai dengan penawaran di catalog |  |  |  |  |  |
| 6 | Saya akan melakukan pembelian ulang produk sepatu Ventela karena saya merasa puas dengan produknya |  |  |  |  |  |
| 7 | Saya melakukan pembelian produk sepatu Ventela karena sebuah prestige/kebanggaan dari produk Ventela |  |  |  |  |  |
| 8 | Saya memilih membeli produk sepatu Ventela karena sangat cocok bagi saya yang mahasiswa |  |  |  |  |  |
| 9 | Saya memilih membeli produk sepatu Ventela karena secara desain tidak ketinggalan jaman |  |  |  |  |  |
| 10 | Saya memilih membeli produk sepatu Ventela karena harga lebih terjangkau dibandingkan merek lain |  |  |  |  |  |

**KUALITAS PRODUK**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | STS | TS | KS | S | SS |
| 1 | Saya merasa produk sepatu Ventela fungsinya sesuai yang saya harapkan |  |  |  |  |  |
| 2 | Produk sepatu Ventela menggunakan bahan kualitas tinggi yang memberikan kenyamanan untuk dipakai |  |  |  |  |  |
| 3 | Menurut saya produk sepatu Ventela memiliki karakteristik tersendiri |  |  |  |  |  |
| 4 | Saya memilih membeli produk sepatu Ventela karena produknya sesuai yang saya inginkan |  |  |  |  |  |
| 5 | Warna kemasan produk sepatu Ventela yang menarik |  |  |  |  |  |
| 6 | Saya memilih produk sepatu Ventela karena pilihan warna yang sangat cocok bagi kalangan remaja |  |  |  |  |  |
| 7 | Menurut saya produk sepatu Ventela memiliki desain ciri khas tersendiri |  |  |  |  |  |
| 8 | Saya memilih membeli sepatu Ventela karena memiliki ukuran produk yang saya inginkan |  |  |  |  |  |
| 9 | Menurut saya produk sepatu Ventela memiliki kualitas yang tahan lama |  |  |  |  |  |
| 10 | Menurut saya produk sepatu Venteka memiliki kualitas yang tinggi |  |  |  |  |  |

**HARGA**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | STS | TS | KS | S | SS |
| 1 | Menurut saya harga produk sepatu Ventela dapat bersaing dengan merek lain |  |  |  |  |  |
| 2 | Menurut saya harga produk sepatu Ventela sesuai dengan kualitas produk |  |  |  |  |  |
| 3 | Saya memilih membeli produk sepatu Ventela karena harga yang saya keluarkan sesuai kualitas |  |  |  |  |  |
| 4 | Menurut saya harga produk sepatu Ventela sangat Terjangaku |  |  |  |  |  |
| 5 | Harga yang saya bayar sesuai dengan manfaat yang didapatkan |  |  |  |  |  |
| 6 | Adanya potongan harga di hari tertentu pada seiap produk sepatu Ventela |  |  |  |  |  |
| 7 | Adanya potongan harga pada model sepatu tertentu |  |  |  |  |  |
| 8 | Harga sepatu Ventela tidak terlalu mahal |  |  |  |  |  |
| 9 | Harga sepatu Ventela cocok dikalangan mahasiswa |  |  |  |  |  |
| 10 | Harga sepatu Ventela sama dengan harga sepatu lainnya yang kualitasnya bagus |  |  |  |  |  |

**Lampiran 2**

Tabulasi Data Uji Validitas dan Reliabilitas Variabel Keputusan Pembelian

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | Item 1 | Item 2 | Item 3 | Item 4 | Item 5 | Item 6 | Item 7 | Item 8 | Item 9 | Item 10 | Total |
| 1 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 40 |
| 2 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 40 |
| 3 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 39 |
| 4 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 3 | 5 | 3 | 41 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 44 |
| 6 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 3 | 42 |
| 7 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 3 | 4 | 41 |
| 8 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 43 |
| 9 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 40 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 11 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 40 |
| 12 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 3 | 4 | 41 |
| 13 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 14 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 4 | 5 | 4 | 41 |
| 15 | 4 | 3 | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 41 |
| 16 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 41 |
| 17 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 18 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 19 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 31 |
| 20 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 21 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 39 |
| 22 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 41 |
| 23 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 47 |
| 24 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 25 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 41 |
| 26 | 5 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 39 |
| 27 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 3 | 4 | 43 |
| 28 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 40 |
| 29 | 4 | 3 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 3 | 37 |
| 30 | 3 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 29 |

**Lampiran 3**

Tabulasi Data Uji Validitas dan Reliabilitas Variabel Citra Merek

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | Item 1 | Item 2 | Item 3 | Item 4 | Item 5 | Item 6 | Item 7 | Item 8 | Item 9 | Item 10 | Total |
| 1 | 5 | 3 | 5 | 3 | 3 | 5 | 3 | 5 | 4 | 4 | 40 |
| 2 | 3 | 3 | 4 | 3 | 2 | 5 | 3 | 3 | 4 | 4 | 34 |
| 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 33 |
| 4 | 3 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 41 |
| 5 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 3 | 41 |
| 6 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 38 |
| 7 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 40 |
| 8 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 43 |
| 9 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 5 | 5 | 37 |
| 10 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 40 |
| 11 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 41 |
| 12 | 4 | 5 | 3 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 41 |
| 13 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 45 |
| 14 | 4 | 5 | 3 | 4 | 5 | 3 | 4 | 3 | 3 | 4 | 38 |
| 15 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 33 |
| 16 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 42 |
| 17 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 44 |
| 18 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 4 | 5 | 5 | 45 |
| 19 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 45 |
| 20 | 4 | 4 | 4 | 3 | 3 | 5 | 3 | 3 | 5 | 5 | 39 |
| 21 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 41 |
| 22 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 23 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 48 |
| 24 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 46 |
| 25 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 45 |
| 26 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 5 | 36 |
| 27 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 45 |
| 28 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 47 |
| 29 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 45 |
| 30 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |

**Lampiran 4**

Tabulasi Data Uji Validitas dan Reliabilitas Variabel Kualitas Produk

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | Item 1 | Item 2 | Item 3 | Item 4 | Item 5 | Item 6 | Item 7 | Item 8 | Item 9 | Item 10 | Total |
| 1 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 39 |
| 2 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 5 | 4 | 36 |
| 3 | 5 | 3 | 4 | 2 | 4 | 5 | 3 | 3 | 4 | 3 | 36 |
| 4 | 4 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 31 |
| 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 42 |
| 6 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 39 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 8 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 32 |
| 9 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 47 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 40 |
| 11 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 12 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 39 |
| 13 | 5 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 40 |
| 14 | 4 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 30 |
| 15 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 29 |
| 16 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 37 |
| 17 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 35 |
| 18 | 5 | 5 | 4 | 3 | 5 | 3 | 5 | 5 | 5 | 4 | 44 |
| 19 | 2 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 30 |
| 20 | 3 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 38 |
| 21 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 34 |
| 22 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 33 |
| 23 | 5 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 5 | 3 | 35 |
| 24 | 3 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 28 |
| 25 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 29 |
| 26 | 5 | 4 | 4 | 3 | 4 | 3 | 5 | 5 | 3 | 4 | 40 |
| 27 | 4 | 5 | 4 | 4 | 3 | 5 | 3 | 4 | 5 | 3 | 40 |
| 28 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 33 |
| 29 | 5 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 5 | 37 |
| 30 | 5 | 4 | 3 | 5 | 4 | 4 | 3 | 3 | 5 | 5 | 41 |

**Lampiran 5**

Tabulasi Data Uji Validitas dan Reliabilitas Variabel Persepsi Harga

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | Item 1 | Item 2 | Item 3 | Item 4 | Item 5 | Item 6 | Item 7 | Item 8 | Item 9 | Item 10 | Total |
| 1 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 39 |
| 2 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 39 |
| 3 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 46 |
| 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 31 |
| 5 | 4 | 4 | 3 | 3 | 5 | 5 | 3 | 4 | 5 | 3 | 39 |
| 6 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 36 |
| 7 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 44 |
| 8 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 32 |
| 9 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 45 |
| 10 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 38 |
| 11 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 48 |
| 12 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 40 |
| 13 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 37 |
| 14 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 27 |
| 15 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 34 |
| 16 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 35 |
| 17 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 32 |
| 18 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| 19 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 32 |
| 20 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 29 |
| 21 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 47 |
| 22 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 30 |
| 23 | 4 | 5 | 3 | 4 | 5 | 3 | 4 | 3 | 3 | 4 | 38 |
| 24 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 35 |
| 25 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 37 |
| 26 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 38 |
| 27 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 26 |
| 28 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 35 |
| 29 | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 3 | 4 | 4 | 37 |
| 30 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 32 |

**LAMPIRAN 6**

Hasil Perhitungan SPSS Uji Validitas Variabel Keputusan Pembelian

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | |
|  | | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y1.5 | Y1.6 | Y1.7 | Y1.8 | Y1.9 | Y1.10 | TotalY |
| Y1.1 | Pearson Correlation | 1 | .371\* | -.082 | .579\*\* | .240 | .021 | .109 | .389\* | .313 | .489\*\* | .581\*\* |
| Sig. (2-tailed) |  | .043 | .667 | .001 | .202 | .910 | .567 | .034 | .092 | .006 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.2 | Pearson Correlation | .371\* | 1 | .467\*\* | .301 | .442\* | .402\* | .568\*\* | .310 | .111 | .450\* | .754\*\* |
| Sig. (2-tailed) | .043 |  | .009 | .106 | .014 | .028 | .001 | .095 | .560 | .013 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.3 | Pearson Correlation | -.082 | .467\*\* | 1 | .094 | .240 | .198 | .368\* | .074 | .138 | .369\* | .483\*\* |
| Sig. (2-tailed) | .667 | .009 |  | .623 | .201 | .293 | .046 | .699 | .468 | .045 | .007 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.4 | Pearson Correlation | .579\*\* | .301 | .094 | 1 | .240 | -.301 | .109 | .477\*\* | .096 | .348 | .486\*\* |
| Sig. (2-tailed) | .001 | .106 | .623 |  | .202 | .106 | .567 | .008 | .613 | .060 | .006 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.5 | Pearson Correlation | .240 | .442\* | .240 | .240 | 1 | .590\*\* | .396\* | .441\* | .088 | .393\* | .675\*\* |
| Sig. (2-tailed) | .202 | .014 | .201 | .202 |  | .001 | .030 | .015 | .645 | .031 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.6 | Pearson Correlation | .021 | .402\* | .198 | -.301 | .590\*\* | 1 | .416\* | .186 | .196 | .312 | .514\*\* |
| Sig. (2-tailed) | .910 | .028 | .293 | .106 | .001 |  | .022 | .325 | .300 | .093 | .004 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.7 | Pearson Correlation | .109 | .568\*\* | .368\* | .109 | .396\* | .416\* | 1 | .000 | .256 | .250 | .592\*\* |
| Sig. (2-tailed) | .567 | .001 | .046 | .567 | .030 | .022 |  | 1.000 | .172 | .183 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.8 | Pearson Correlation | .389\* | .310 | .074 | .477\*\* | .441\* | .186 | .000 | 1 | .151 | .606\*\* | .605\*\* |
| Sig. (2-tailed) | .034 | .095 | .699 | .008 | .015 | .325 | 1.000 |  | .425 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.9 | Pearson Correlation | .313 | .111 | .138 | .096 | .088 | .196 | .256 | .151 | 1 | .252 | .454\* |
| Sig. (2-tailed) | .092 | .560 | .468 | .613 | .645 | .300 | .172 | .425 |  | .180 | .012 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.10 | Pearson Correlation | .489\*\* | .450\* | .369\* | .348 | .393\* | .312 | .250 | .606\*\* | .252 | 1 | .762\*\* |
| Sig. (2-tailed) | .006 | .013 | .045 | .060 | .031 | .093 | .183 | .000 | .180 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TotalY | Pearson Correlation | .581\*\* | .754\*\* | .483\*\* | .486\*\* | .675\*\* | .514\*\* | .592\*\* | .605\*\* | .454\* | .762\*\* | 1 |
| Sig. (2-tailed) | .001 | .000 | .007 | .006 | .000 | .004 | .001 | .000 | .012 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | | |

**Lampiran 7**

Hasil Perhitungan SPSS Uji Validitas VariabelCitra Merek

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 | TotalX1 |
| X1.1 | Pearson Correlation | 1 | .165 | .349 | .515\*\* | .298 | .253 | .226 | .609\*\* | .225 | .356 | .670\*\* |
| Sig. (2-tailed) |  | .383 | .059 | .004 | .109 | .177 | .229 | .000 | .233 | .053 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | .165 | 1 | .165 | .358 | .320 | .085 | .311 | .016 | .090 | .148 | .442\* |
| Sig. (2-tailed) | .383 |  | .383 | .052 | .085 | .655 | .094 | .931 | .635 | .435 | .014 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .349 | .165 | 1 | .455\* | .353 | .311 | .098 | .609\*\* | .506\*\* | .138 | .670\*\* |
| Sig. (2-tailed) | .059 | .383 |  | .012 | .056 | .094 | .606 | .000 | .004 | .466 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | .515\*\* | .358 | .455\* | 1 | .513\*\* | .136 | .408\* | .432\* | .339 | .229 | .745\*\* |
| Sig. (2-tailed) | .004 | .052 | .012 |  | .004 | .473 | .025 | .017 | .067 | .223 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlation | .298 | .320 | .353 | .513\*\* | 1 | .023 | .651\*\* | .439\* | .341 | .098 | .697\*\* |
| Sig. (2-tailed) | .109 | .085 | .056 | .004 |  | .905 | .000 | .015 | .065 | .608 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.6 | Pearson Correlation | .253 | .085 | .311 | .136 | .023 | 1 | .030 | .190 | .263 | .317 | .444\* |
| Sig. (2-tailed) | .177 | .655 | .094 | .473 | .905 |  | .873 | .315 | .161 | .087 | .014 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.7 | Pearson Correlation | .226 | .311 | .098 | .408\* | .651\*\* | .030 | 1 | .459\* | -.055 | -.043 | .536\*\* |
| Sig. (2-tailed) | .229 | .094 | .606 | .025 | .000 | .873 |  | .011 | .772 | .822 | .002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.8 | Pearson Correlation | .609\*\* | .016 | .609\*\* | .432\* | .439\* | .190 | .459\* | 1 | .242 | .170 | .705\*\* |
| Sig. (2-tailed) | .000 | .931 | .000 | .017 | .015 | .315 | .011 |  | .198 | .371 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.9 | Pearson Correlation | .225 | .090 | .506\*\* | .339 | .341 | .263 | -.055 | .242 | 1 | .424\* | .557\*\* |
| Sig. (2-tailed) | .233 | .635 | .004 | .067 | .065 | .161 | .772 | .198 |  | .020 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.10 | Pearson Correlation | .356 | .148 | .138 | .229 | .098 | .317 | -.043 | .170 | .424\* | 1 | .457\* |
| Sig. (2-tailed) | .053 | .435 | .466 | .223 | .608 | .087 | .822 | .371 | .020 |  | .011 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TotalX1 | Pearson Correlation | .670\*\* | .442\* | .670\*\* | .745\*\* | .697\*\* | .444\* | .536\*\* | .705\*\* | .557\*\* | .457\* | 1 |
| Sig. (2-tailed) | .000 | .014 | .000 | .000 | .000 | .014 | .002 | .000 | .001 | .011 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | | |

**Lampiran 8**

Hasil Perhitungan SPSS Uji Validitas Variabel Kualitas Produk

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | X2.10 | TotalX2 |
| X2.1 | Pearson Correlation | 1 | .352 | .367\* | .306 | .640\*\* | .307 | .426\* | .438\* | .324 | .544\*\* | .667\*\* |
| Sig. (2-tailed) |  | .056 | .046 | .100 | .000 | .099 | .019 | .016 | .080 | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | .352 | 1 | .521\*\* | .512\*\* | .638\*\* | .430\* | .649\*\* | .670\*\* | .658\*\* | .486\*\* | .826\*\* |
| Sig. (2-tailed) | .056 |  | .003 | .004 | .000 | .018 | .000 | .000 | .000 | .006 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | .367\* | .521\*\* | 1 | .453\* | .549\*\* | .582\*\* | .538\*\* | .421\* | .334 | .475\*\* | .725\*\* |
| Sig. (2-tailed) | .046 | .003 |  | .012 | .002 | .001 | .002 | .020 | .071 | .008 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | .306 | .512\*\* | .453\* | 1 | .409\* | .466\*\* | .296 | .347 | .498\*\* | .662\*\* | .696\*\* |
| Sig. (2-tailed) | .100 | .004 | .012 |  | .025 | .009 | .112 | .060 | .005 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.5 | Pearson Correlation | .640\*\* | .638\*\* | .549\*\* | .409\* | 1 | .413\* | .637\*\* | .597\*\* | .396\* | .569\*\* | .818\*\* |
| Sig. (2-tailed) | .000 | .000 | .002 | .025 |  | .023 | .000 | .001 | .030 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.6 | Pearson Correlation | .307 | .430\* | .582\*\* | .466\*\* | .413\* | 1 | .115 | .207 | .480\*\* | .411\* | .616\*\* |
| Sig. (2-tailed) | .099 | .018 | .001 | .009 | .023 |  | .547 | .272 | .007 | .024 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.7 | Pearson Correlation | .426\* | .649\*\* | .538\*\* | .296 | .637\*\* | .115 | 1 | .705\*\* | .279 | .363\* | .694\*\* |
| Sig. (2-tailed) | .019 | .000 | .002 | .112 | .000 | .547 |  | .000 | .135 | .049 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.8 | Pearson Correlation | .438\* | .670\*\* | .421\* | .347 | .597\*\* | .207 | .705\*\* | 1 | .249 | .380\* | .698\*\* |
| Sig. (2-tailed) | .016 | .000 | .020 | .060 | .001 | .272 | .000 |  | .184 | .038 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.9 | Pearson Correlation | .324 | .658\*\* | .334 | .498\*\* | .396\* | .480\*\* | .279 | .249 | 1 | .389\* | .651\*\* |
| Sig. (2-tailed) | .080 | .000 | .071 | .005 | .030 | .007 | .135 | .184 |  | .033 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.10 | Pearson Correlation | .544\*\* | .486\*\* | .475\*\* | .662\*\* | .569\*\* | .411\* | .363\* | .380\* | .389\* | 1 | .746\*\* |
| Sig. (2-tailed) | .002 | .006 | .008 | .000 | .001 | .024 | .049 | .038 | .033 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TotalX2 | Pearson Correlation | .667\*\* | .826\*\* | .725\*\* | .696\*\* | .818\*\* | .616\*\* | .694\*\* | .698\*\* | .651\*\* | .746\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | | |

**Lampiran 9**

Hasil Perhitungan SPSS Uji Validitas Variabel Persepsi Harga

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | |
|  | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X3.9 | X3.10 | TotalX3 |
| X3.1 | Pearson Correlation | 1 | .801\*\* | .715\*\* | .610\*\* | .524\*\* | .589\*\* | .631\*\* | .651\*\* | .585\*\* | .637\*\* | .888\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .003 | .001 | .000 | .000 | .001 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.2 | Pearson Correlation | .801\*\* | 1 | .573\*\* | .621\*\* | .477\*\* | .465\*\* | .574\*\* | .657\*\* | .590\*\* | .627\*\* | .842\*\* |
| Sig. (2-tailed) | .000 |  | .001 | .000 | .008 | .010 | .001 | .000 | .001 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.3 | Pearson Correlation | .715\*\* | .573\*\* | 1 | .543\*\* | .316 | .552\*\* | .524\*\* | .341 | .651\*\* | .560\*\* | .757\*\* |
| Sig. (2-tailed) | .000 | .001 |  | .002 | .088 | .002 | .003 | .065 | .000 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.4 | Pearson Correlation | .610\*\* | .621\*\* | .543\*\* | 1 | .390\* | .289 | .327 | .446\* | .400\* | .668\*\* | .696\*\* |
| Sig. (2-tailed) | .000 | .000 | .002 |  | .033 | .122 | .078 | .014 | .028 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.5 | Pearson Correlation | .524\*\* | .477\*\* | .316 | .390\* | 1 | .535\*\* | .396\* | .482\*\* | .533\*\* | .447\* | .680\*\* |
| Sig. (2-tailed) | .003 | .008 | .088 | .033 |  | .002 | .030 | .007 | .002 | .013 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.6 | Pearson Correlation | .589\*\* | .465\*\* | .552\*\* | .289 | .535\*\* | 1 | .499\*\* | .583\*\* | .582\*\* | .322 | .709\*\* |
| Sig. (2-tailed) | .001 | .010 | .002 | .122 | .002 |  | .005 | .001 | .001 | .083 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.7 | Pearson Correlation | .631\*\* | .574\*\* | .524\*\* | .327 | .396\* | .499\*\* | 1 | .581\*\* | .401\* | .475\*\* | .704\*\* |
| Sig. (2-tailed) | .000 | .001 | .003 | .078 | .030 | .005 |  | .001 | .028 | .008 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.8 | Pearson Correlation | .651\*\* | .657\*\* | .341 | .446\* | .482\*\* | .583\*\* | .581\*\* | 1 | .521\*\* | .544\*\* | .765\*\* |
| Sig. (2-tailed) | .000 | .000 | .065 | .014 | .007 | .001 | .001 |  | .003 | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.9 | Pearson Correlation | .585\*\* | .590\*\* | .651\*\* | .400\* | .533\*\* | .582\*\* | .401\* | .521\*\* | 1 | .539\*\* | .772\*\* |
| Sig. (2-tailed) | .001 | .001 | .000 | .028 | .002 | .001 | .028 | .003 |  | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.10 | Pearson Correlation | .637\*\* | .627\*\* | .560\*\* | .668\*\* | .447\* | .322 | .475\*\* | .544\*\* | .539\*\* | 1 | .771\*\* |
| Sig. (2-tailed) | .000 | .000 | .001 | .000 | .013 | .083 | .008 | .002 | .002 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TotalX3 | Pearson Correlation | .888\*\* | .842\*\* | .757\*\* | .696\*\* | .680\*\* | .709\*\* | .704\*\* | .765\*\* | .772\*\* | .771\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | | |

**Lampiran 10**

Tabulasi Data Untuk Penelitian Variabel Citra Merek

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

**Lampiran 11**

Tabulasi Data Untuk Penelitian Variabel Kualitas Produk

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

**Lampiran 12**

Tabulasi Data Untuk Penelitian Variabel Persepsi Harga

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

**Lampiran 13**

Tabulasi Data Untuk Penelitian Variabel Keputusan Pembelian

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

**Lampiran 14**

Tabulasi Data Penelitian Variabel Keputusan Pembelian MSI

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | Total |
| 1,928 | 1,000 | 2,109 | 1,000 | 1,000 | 2,516 | 2,074 | 2,478 | 2,356 | 2,680 | 19,141 |
| 2,984 | 1,000 | 1,000 | 1,000 | 3,354 | 2,516 | 3,073 | 2,478 | 1,814 | 1,752 | 20,970 |
| 2,984 | 2,137 | 2,109 | 2,179 | 2,326 | 2,516 | 2,074 | 2,478 | 3,003 | 2,680 | 24,486 |
| 3,930 | 1,000 | 4,067 | 2,179 | 2,326 | 3,784 | 3,073 | 3,645 | 3,003 | 2,680 | 29,687 |
| 4,877 | 3,806 | 4,067 | 2,179 | 2,326 | 3,784 | 3,073 | 3,645 | 4,109 | 3,794 | 35,659 |
| 2,984 | 3,806 | 4,067 | 4,103 | 4,274 | 3,784 | 3,073 | 2,478 | 1,814 | 3,794 | 34,176 |
| 3,930 | 3,806 | 4,067 | 4,103 | 3,354 | 3,784 | 4,233 | 3,645 | 1,814 | 2,680 | 35,416 |
| 4,877 | 1,000 | 4,067 | 4,103 | 4,274 | 5,047 | 4,233 | 4,805 | 4,109 | 3,794 | 40,309 |
| 2,984 | 2,137 | 2,973 | 2,179 | 3,354 | 3,784 | 4,233 | 4,805 | 3,003 | 3,794 | 33,246 |
| 3,930 | 2,137 | 2,109 | 2,179 | 1,000 | 2,516 | 2,074 | 2,478 | 3,003 | 2,680 | 24,107 |
| 4,877 | 2,929 | 4,067 | 3,124 | 4,274 | 5,047 | 4,233 | 4,805 | 4,109 | 5,012 | 42,477 |
| 3,930 | 2,929 | 4,067 | 3,124 | 4,274 | 3,784 | 4,233 | 4,805 | 4,109 | 5,012 | 40,268 |
| 2,984 | 2,929 | 4,067 | 3,124 | 4,274 | 3,784 | 4,233 | 3,645 | 4,109 | 3,794 | 36,943 |
| 2,984 | 2,137 | 4,067 | 2,179 | 3,354 | 3,784 | 4,233 | 4,805 | 4,109 | 3,794 | 35,446 |
| 2,984 | 2,137 | 2,109 | 4,103 | 2,326 | 3,784 | 3,073 | 3,645 | 3,003 | 3,794 | 30,958 |
| 2,984 | 1,000 | 2,109 | 3,124 | 2,326 | 2,516 | 2,074 | 2,478 | 3,003 | 2,680 | 24,293 |
| 3,930 | 2,137 | 2,973 | 3,124 | 3,354 | 3,784 | 3,073 | 2,478 | 3,003 | 3,794 | 31,650 |
| 4,877 | 2,929 | 2,109 | 2,179 | 2,326 | 3,784 | 4,233 | 3,645 | 4,109 | 3,794 | 33,985 |
| 3,930 | 2,929 | 2,973 | 2,179 | 3,354 | 2,516 | 2,074 | 2,478 | 2,356 | 1,752 | 26,540 |
| 1,928 | 2,137 | 2,973 | 1,000 | 2,326 | 2,516 | 2,074 | 3,645 | 3,003 | 2,680 | 24,282 |
| 2,984 | 1,000 | 2,109 | 1,000 | 2,326 | 2,516 | 1,000 | 2,478 | 2,356 | 1,752 | 19,520 |
| 1,928 | 2,137 | 2,109 | 2,179 | 2,326 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 15,680 |
| 2,984 | 1,000 | 2,109 | 2,179 | 1,000 | 2,516 | 3,073 | 2,478 | 3,003 | 2,680 | 23,022 |
| 2,984 | 1,000 | 2,973 | 2,179 | 2,326 | 2,516 | 3,073 | 3,645 | 3,003 | 2,680 | 26,379 |
| 3,930 | 1,000 | 2,973 | 1,000 | 1,000 | 2,516 | 3,073 | 3,645 | 4,109 | 3,794 | 27,041 |
| 3,930 | 2,929 | 2,973 | 3,124 | 3,354 | 3,784 | 3,073 | 3,645 | 4,109 | 3,794 | 34,715 |
| 4,877 | 2,929 | 4,067 | 3,124 | 4,274 | 5,047 | 4,233 | 4,805 | 4,109 | 3,794 | 41,259 |
| 4,877 | 3,806 | 4,067 | 4,103 | 2,326 | 3,784 | 3,073 | 4,805 | 4,109 | 2,680 | 37,630 |
| 3,930 | 2,137 | 4,067 | 2,179 | 2,326 | 3,784 | 3,073 | 3,645 | 3,003 | 2,680 | 30,825 |
| 2,984 | 2,137 | 4,067 | 2,179 | 2,326 | 2,516 | 2,074 | 2,478 | 2,356 | 2,680 | 25,796 |
| 2,984 | 2,137 | 2,973 | 4,103 | 2,326 | 5,047 | 3,073 | 3,645 | 4,109 | 3,794 | 34,192 |
| 2,984 | 2,137 | 4,067 | 2,179 | 3,354 | 3,784 | 2,074 | 2,478 | 1,814 | 2,680 | 27,551 |
| 2,984 | 1,000 | 2,973 | 3,124 | 2,326 | 3,784 | 1,000 | 3,645 | 3,003 | 2,680 | 26,518 |
| 1,928 | 1,000 | 1,000 | 3,124 | 2,326 | 2,516 | 2,074 | 2,478 | 1,814 | 2,680 | 20,939 |
| 2,984 | 1,000 | 2,973 | 2,179 | 1,000 | 2,516 | 3,073 | 3,645 | 3,003 | 5,012 | 27,385 |
| 3,930 | 1,000 | 2,973 | 3,124 | 2,326 | 3,784 | 3,073 | 3,645 | 3,003 | 2,680 | 29,538 |
| 3,930 | 2,137 | 4,067 | 4,103 | 2,326 | 3,784 | 3,073 | 3,645 | 4,109 | 2,680 | 33,856 |
| 4,877 | 2,137 | 4,067 | 3,124 | 2,326 | 5,047 | 4,233 | 4,805 | 4,109 | 3,794 | 38,519 |
| 2,984 | 2,929 | 4,067 | 3,124 | 3,354 | 3,784 | 3,073 | 3,645 | 4,109 | 3,794 | 34,863 |
| 2,984 | 1,000 | 2,973 | 2,179 | 3,354 | 3,784 | 3,073 | 3,645 | 2,356 | 3,794 | 29,142 |
| 2,984 | 2,137 | 2,973 | 2,179 | 2,326 | 2,516 | 2,074 | 2,478 | 2,356 | 2,680 | 24,702 |
| 1,928 | 1,000 | 2,109 | 2,179 | 2,326 | 2,516 | 2,074 | 2,478 | 4,109 | 1,752 | 22,471 |
| 1,000 | 1,000 | 2,109 | 1,000 | 2,326 | 2,516 | 2,074 | 2,478 | 1,000 | 1,000 | 16,503 |
| 4,877 | 2,929 | 4,067 | 3,124 | 4,274 | 5,047 | 4,233 | 4,805 | 4,109 | 5,012 | 42,477 |
| 3,930 | 2,929 | 4,067 | 3,124 | 4,274 | 3,784 | 4,233 | 4,805 | 4,109 | 5,012 | 40,268 |
| 2,984 | 2,929 | 4,067 | 3,124 | 4,274 | 3,784 | 4,233 | 3,645 | 4,109 | 3,794 | 36,943 |
| 2,984 | 2,137 | 4,067 | 2,179 | 3,354 | 3,784 | 4,233 | 4,805 | 4,109 | 3,794 | 35,446 |
| 2,984 | 2,137 | 2,109 | 4,103 | 2,326 | 3,784 | 3,073 | 3,645 | 3,003 | 3,794 | 30,958 |
| 2,984 | 1,000 | 2,109 | 3,124 | 2,326 | 2,516 | 2,074 | 2,478 | 3,003 | 2,680 | 24,293 |
| 3,930 | 2,137 | 2,973 | 3,124 | 3,354 | 3,784 | 3,073 | 2,478 | 3,003 | 3,794 | 31,650 |
| 4,877 | 2,929 | 2,109 | 2,179 | 2,326 | 3,784 | 4,233 | 3,645 | 4,109 | 3,794 | 33,985 |
| 3,930 | 2,929 | 2,973 | 2,179 | 3,354 | 2,516 | 2,074 | 2,478 | 2,356 | 1,752 | 26,540 |
| 1,928 | 2,137 | 2,973 | 1,000 | 2,326 | 2,516 | 2,074 | 3,645 | 3,003 | 2,680 | 24,282 |
| 2,984 | 1,000 | 2,109 | 1,000 | 2,326 | 2,516 | 1,000 | 2,478 | 2,356 | 1,752 | 19,520 |
| 1,928 | 1,000 | 2,109 | 1,000 | 1,000 | 2,516 | 2,074 | 2,478 | 2,356 | 2,680 | 19,141 |
| 2,984 | 1,000 | 1,000 | 1,000 | 3,354 | 2,516 | 3,073 | 2,478 | 1,814 | 1,752 | 20,970 |
| 2,984 | 2,137 | 2,109 | 2,179 | 2,326 | 2,516 | 2,074 | 2,478 | 3,003 | 2,680 | 24,486 |
| 3,930 | 1,000 | 4,067 | 2,179 | 2,326 | 3,784 | 3,073 | 3,645 | 3,003 | 2,680 | 29,687 |
| 4,877 | 3,806 | 4,067 | 2,179 | 2,326 | 3,784 | 3,073 | 3,645 | 4,109 | 3,794 | 35,659 |
| 2,984 | 3,806 | 4,067 | 4,103 | 4,274 | 3,784 | 3,073 | 2,478 | 1,814 | 3,794 | 34,176 |
| 3,930 | 3,806 | 4,067 | 4,103 | 3,354 | 3,784 | 4,233 | 3,645 | 1,814 | 2,680 | 35,416 |
| 4,877 | 1,000 | 4,067 | 4,103 | 4,274 | 5,047 | 4,233 | 4,805 | 4,109 | 3,794 | 40,309 |
| 2,984 | 2,137 | 2,973 | 2,179 | 3,354 | 3,784 | 4,233 | 4,805 | 3,003 | 3,794 | 33,246 |
| 3,930 | 2,137 | 2,109 | 2,179 | 1,000 | 2,516 | 2,074 | 2,478 | 3,003 | 2,680 | 24,107 |
| 1,928 | 2,137 | 2,109 | 2,179 | 2,326 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 15,680 |
| 2,984 | 1,000 | 2,109 | 2,179 | 1,000 | 2,516 | 3,073 | 2,478 | 3,003 | 2,680 | 23,022 |
| 2,984 | 1,000 | 2,973 | 2,179 | 2,326 | 2,516 | 3,073 | 3,645 | 3,003 | 2,680 | 26,379 |
| 3,930 | 1,000 | 2,973 | 1,000 | 1,000 | 2,516 | 3,073 | 3,645 | 4,109 | 3,794 | 27,041 |
| 3,930 | 2,929 | 2,973 | 3,124 | 3,354 | 3,784 | 3,073 | 3,645 | 4,109 | 3,794 | 34,715 |
| 4,877 | 2,929 | 4,067 | 3,124 | 4,274 | 5,047 | 4,233 | 4,805 | 4,109 | 3,794 | 41,259 |
| 4,877 | 3,806 | 4,067 | 4,103 | 2,326 | 3,784 | 3,073 | 4,805 | 4,109 | 2,680 | 37,630 |
| 3,930 | 2,137 | 4,067 | 2,179 | 2,326 | 3,784 | 3,073 | 3,645 | 3,003 | 2,680 | 30,825 |
| 2,984 | 2,137 | 4,067 | 2,179 | 2,326 | 2,516 | 2,074 | 2,478 | 2,356 | 2,680 | 25,796 |
| 2,984 | 2,137 | 2,973 | 4,103 | 2,326 | 5,047 | 3,073 | 3,645 | 4,109 | 3,794 | 34,192 |
| 2,984 | 2,137 | 4,067 | 2,179 | 3,354 | 3,784 | 2,074 | 2,478 | 1,814 | 2,680 | 27,551 |
| 2,984 | 1,000 | 2,973 | 3,124 | 2,326 | 3,784 | 1,000 | 3,645 | 3,003 | 2,680 | 26,518 |
| 1,928 | 1,000 | 1,000 | 3,124 | 2,326 | 2,516 | 2,074 | 2,478 | 1,814 | 2,680 | 20,939 |
| 2,984 | 1,000 | 2,973 | 2,179 | 1,000 | 2,516 | 3,073 | 3,645 | 3,003 | 5,012 | 27,385 |
| 3,930 | 1,000 | 2,973 | 3,124 | 2,326 | 3,784 | 3,073 | 3,645 | 3,003 | 2,680 | 29,538 |
| 3,930 | 2,137 | 4,067 | 4,103 | 2,326 | 3,784 | 3,073 | 3,645 | 4,109 | 2,680 | 33,856 |
| 4,877 | 2,137 | 4,067 | 3,124 | 2,326 | 5,047 | 4,233 | 4,805 | 4,109 | 3,794 | 38,519 |
| 2,984 | 2,929 | 4,067 | 3,124 | 3,354 | 3,784 | 3,073 | 3,645 | 4,109 | 3,794 | 34,863 |
| 2,984 | 1,000 | 2,973 | 2,179 | 3,354 | 3,784 | 3,073 | 3,645 | 2,356 | 3,794 | 29,142 |
| 2,984 | 2,137 | 2,973 | 2,179 | 2,326 | 2,516 | 2,074 | 2,478 | 2,356 | 2,680 | 24,702 |
| 1,928 | 1,000 | 2,109 | 2,179 | 2,326 | 2,516 | 2,074 | 2,478 | 4,109 | 1,752 | 22,471 |
| 1,000 | 1,000 | 2,109 | 1,000 | 2,326 | 2,516 | 2,074 | 2,478 | 1,000 | 1,000 | 16,503 |
| 3,930 | 2,137 | 4,067 | 2,179 | 2,326 | 3,784 | 3,073 | 3,645 | 3,003 | 2,680 | 30,825 |
| 2,984 | 2,137 | 4,067 | 2,179 | 2,326 | 2,516 | 2,074 | 2,478 | 2,356 | 2,680 | 25,796 |
| 2,984 | 2,137 | 2,973 | 4,103 | 2,326 | 5,047 | 3,073 | 3,645 | 4,109 | 3,794 | 34,192 |
| 2,984 | 2,137 | 4,067 | 2,179 | 3,354 | 3,784 | 2,074 | 2,478 | 1,814 | 2,680 | 27,551 |
| 2,984 | 1,000 | 2,973 | 3,124 | 2,326 | 3,784 | 1,000 | 3,645 | 3,003 | 2,680 | 26,518 |
| 1,928 | 1,000 | 1,000 | 3,124 | 2,326 | 2,516 | 2,074 | 2,478 | 1,814 | 2,680 | 20,939 |
| 2,984 | 1,000 | 2,973 | 2,179 | 1,000 | 2,516 | 3,073 | 3,645 | 3,003 | 5,012 | 27,385 |
| 3,930 | 1,000 | 2,973 | 3,124 | 2,326 | 3,784 | 3,073 | 3,645 | 3,003 | 2,680 | 29,538 |
| 3,930 | 2,137 | 4,067 | 4,103 | 2,326 | 3,784 | 3,073 | 3,645 | 4,109 | 2,680 | 33,856 |
| 2,984 | 1,000 | 2,109 | 2,179 | 1,000 | 2,516 | 3,073 | 2,478 | 3,003 | 2,680 | 23,022 |
| 2,984 | 1,000 | 2,973 | 2,179 | 2,326 | 2,516 | 3,073 | 3,645 | 3,003 | 2,680 | 26,379 |
| 3,930 | 1,000 | 2,973 | 1,000 | 1,000 | 2,516 | 3,073 | 3,645 | 4,109 | 3,794 | 27,041 |
| 3,930 | 2,929 | 2,973 | 3,124 | 3,354 | 3,784 | 3,073 | 3,645 | 4,109 | 3,794 | 34,715 |
| 4,877 | 2,929 | 4,067 | 3,124 | 4,274 | 5,047 | 4,233 | 4,805 | 4,109 | 3,794 | 41,259 |
| 4,877 | 3,806 | 4,067 | 4,103 | 2,326 | 3,784 | 3,073 | 4,805 | 4,109 | 2,680 | 37,630 |

**Lampiran 15**

Tabulasi Data Penelitian Variabel Citra Merek Dengan MSI

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | total |
| 3,323 | 3,120 | 3,794 | 3,581 | 2,342 | 2,226 | 1,698 | 1,544 | 3,994 | 3,493 | 29,117 |
| 3,323 | 3,120 | 3,794 | 3,581 | 1,000 | 3,284 | 2,509 | 2,751 | 3,994 | 3,493 | 30,849 |
| 2,136 | 2,137 | 1,752 | 2,693 | 3,371 | 4,350 | 3,614 | 2,751 | 2,642 | 1,000 | 26,445 |
| 3,323 | 3,120 | 2,680 | 1,928 | 1,000 | 1,000 | 1,000 | 2,751 | 2,642 | 2,281 | 21,726 |
| 1,000 | 3,120 | 1,752 | 2,693 | 1,000 | 2,226 | 2,509 | 1,000 | 2,642 | 2,281 | 20,224 |
| 1,000 | 1,000 | 2,680 | 1,928 | 2,342 | 2,226 | 1,000 | 2,751 | 2,642 | 2,281 | 19,851 |
| 3,323 | 2,137 | 1,752 | 1,000 | 1,000 | 2,226 | 1,000 | 2,751 | 2,642 | 2,281 | 20,112 |
| 2,136 | 2,137 | 2,680 | 2,693 | 2,342 | 2,226 | 1,698 | 2,751 | 2,642 | 2,281 | 23,587 |
| 4,877 | 3,120 | 5,012 | 3,581 | 2,342 | 2,226 | 4,882 | 4,957 | 5,186 | 3,493 | 39,676 |
| 2,136 | 3,120 | 5,012 | 3,581 | 4,163 | 2,226 | 3,614 | 3,904 | 5,186 | 4,805 | 37,747 |
| 3,323 | 3,120 | 3,794 | 3,581 | 3,371 | 3,284 | 3,614 | 3,904 | 3,994 | 3,493 | 35,478 |
| 2,136 | 3,120 | 3,794 | 3,581 | 2,342 | 2,226 | 3,614 | 3,904 | 3,994 | 3,493 | 32,204 |
| 1,000 | 3,120 | 3,794 | 3,581 | 1,000 | 1,000 | 2,509 | 3,904 | 3,994 | 3,493 | 27,395 |
| 2,136 | 2,137 | 2,680 | 2,693 | 1,000 | 1,000 | 2,509 | 2,751 | 2,642 | 2,281 | 21,829 |
| 2,136 | 3,120 | 2,680 | 2,693 | 1,000 | 3,284 | 3,614 | 4,957 | 3,994 | 1,000 | 28,479 |
| 3,323 | 4,194 | 3,794 | 2,693 | 2,342 | 3,284 | 3,614 | 3,904 | 2,642 | 2,281 | 32,071 |
| 3,323 | 4,194 | 3,794 | 3,581 | 2,342 | 2,226 | 3,614 | 4,957 | 2,642 | 2,281 | 32,955 |
| 3,323 | 4,194 | 2,680 | 3,581 | 3,371 | 3,284 | 3,614 | 3,904 | 3,994 | 3,493 | 35,439 |
| 3,323 | 2,137 | 3,794 | 4,739 | 4,163 | 4,350 | 3,614 | 4,957 | 3,994 | 3,493 | 38,564 |
| 3,323 | 3,120 | 3,794 | 4,739 | 2,342 | 3,284 | 2,509 | 2,751 | 2,642 | 2,281 | 30,785 |
| 1,000 | 2,137 | 2,680 | 2,693 | 3,371 | 2,226 | 1,698 | 2,751 | 2,642 | 1,000 | 22,199 |
| 1,000 | 1,000 | 1,000 | 1,928 | 2,342 | 2,226 | 2,509 | 2,751 | 2,642 | 2,281 | 19,679 |
| 2,136 | 1,000 | 2,680 | 1,928 | 2,342 | 2,226 | 3,614 | 2,751 | 1,000 | 1,000 | 20,677 |
| 2,136 | 2,137 | 2,680 | 2,693 | 2,342 | 2,226 | 2,509 | 2,751 | 2,642 | 2,281 | 24,397 |
| 3,323 | 2,137 | 3,794 | 3,581 | 1,000 | 1,000 | 2,509 | 2,751 | 2,642 | 2,281 | 25,017 |
| 3,323 | 4,194 | 3,794 | 3,581 | 2,342 | 2,226 | 3,614 | 3,904 | 3,994 | 2,281 | 33,254 |
| 3,323 | 4,194 | 3,794 | 3,581 | 3,371 | 3,284 | 4,882 | 4,957 | 3,994 | 3,493 | 38,873 |
| 3,323 | 3,120 | 2,680 | 4,739 | 4,163 | 3,284 | 3,614 | 3,904 | 3,994 | 3,493 | 36,315 |
| 2,136 | 3,120 | 2,680 | 4,739 | 2,342 | 1,000 | 3,614 | 4,957 | 2,642 | 2,281 | 29,512 |
| 2,136 | 2,137 | 2,680 | 3,581 | 2,342 | 1,000 | 2,509 | 3,904 | 2,642 | 2,281 | 25,212 |
| 2,136 | 4,194 | 3,794 | 3,581 | 2,342 | 3,284 | 2,509 | 3,904 | 2,642 | 2,281 | 30,667 |
| 3,323 | 2,137 | 2,680 | 3,581 | 4,163 | 2,226 | 2,509 | 2,751 | 2,642 | 1,000 | 27,012 |
| 2,136 | 2,137 | 2,680 | 3,581 | 2,342 | 2,226 | 2,509 | 2,751 | 2,642 | 2,281 | 25,285 |
| 2,136 | 1,000 | 2,680 | 2,693 | 1,000 | 1,000 | 1,000 | 2,751 | 2,642 | 2,281 | 19,183 |
| 2,136 | 2,137 | 5,012 | 3,581 | 2,342 | 1,000 | 1,698 | 2,751 | 1,000 | 1,000 | 22,657 |
| 2,136 | 3,120 | 2,680 | 4,739 | 2,342 | 1,000 | 2,509 | 2,751 | 2,642 | 2,281 | 26,200 |
| 3,323 | 4,194 | 2,680 | 4,739 | 2,342 | 2,226 | 3,614 | 3,904 | 2,642 | 2,281 | 31,946 |
| 3,323 | 2,137 | 3,794 | 4,739 | 2,342 | 3,284 | 3,614 | 3,904 | 3,994 | 3,493 | 34,624 |
| 3,323 | 2,137 | 3,794 | 4,739 | 3,371 | 2,226 | 2,509 | 3,904 | 3,994 | 3,493 | 33,490 |
| 2,136 | 3,120 | 3,794 | 3,581 | 2,342 | 2,226 | 2,509 | 3,904 | 2,642 | 2,281 | 28,535 |
| 2,136 | 2,137 | 2,680 | 4,739 | 2,342 | 1,000 | 2,509 | 2,751 | 2,642 | 2,281 | 25,217 |
| 1,000 | 2,137 | 1,752 | 2,693 | 2,342 | 1,000 | 2,509 | 2,751 | 2,642 | 1,000 | 19,825 |
| 1,000 | 1,000 | 1,000 | 1,928 | 2,342 | 2,226 | 2,509 | 2,751 | 2,642 | 1,000 | 18,398 |
| 4,877 | 3,120 | 5,012 | 3,581 | 2,342 | 2,226 | 4,882 | 4,957 | 5,186 | 3,493 | 39,676 |
| 2,136 | 3,120 | 5,012 | 3,581 | 4,163 | 2,226 | 3,614 | 3,904 | 5,186 | 4,805 | 37,747 |
| 3,323 | 3,120 | 3,794 | 3,581 | 3,371 | 3,284 | 3,614 | 3,904 | 3,994 | 3,493 | 35,478 |
| 2,136 | 3,120 | 3,794 | 3,581 | 2,342 | 2,226 | 3,614 | 3,904 | 3,994 | 3,493 | 32,204 |
| 1,000 | 3,120 | 3,794 | 3,581 | 1,000 | 1,000 | 2,509 | 3,904 | 3,994 | 3,493 | 27,395 |
| 2,136 | 2,137 | 2,680 | 2,693 | 1,000 | 1,000 | 2,509 | 2,751 | 2,642 | 2,281 | 21,829 |
| 3,323 | 3,120 | 3,794 | 3,581 | 2,342 | 2,226 | 1,698 | 1,544 | 3,994 | 3,493 | 29,117 |
| 3,323 | 3,120 | 3,794 | 3,581 | 1,000 | 3,284 | 2,509 | 2,751 | 3,994 | 3,493 | 30,849 |
| 2,136 | 2,137 | 1,752 | 2,693 | 3,371 | 4,350 | 3,614 | 2,751 | 2,642 | 1,000 | 26,445 |
| 3,323 | 3,120 | 2,680 | 1,928 | 1,000 | 1,000 | 1,000 | 2,751 | 2,642 | 2,281 | 21,726 |
| 1,000 | 3,120 | 1,752 | 2,693 | 1,000 | 2,226 | 2,509 | 1,000 | 2,642 | 2,281 | 20,224 |
| 1,000 | 1,000 | 2,680 | 1,928 | 2,342 | 2,226 | 1,000 | 2,751 | 2,642 | 2,281 | 19,851 |
| 3,323 | 2,137 | 1,752 | 1,000 | 1,000 | 2,226 | 1,000 | 2,751 | 2,642 | 2,281 | 20,112 |
| 2,136 | 2,137 | 2,680 | 2,693 | 2,342 | 2,226 | 1,698 | 2,751 | 2,642 | 2,281 | 23,587 |
| 2,136 | 3,120 | 2,680 | 2,693 | 1,000 | 3,284 | 3,614 | 4,957 | 3,994 | 1,000 | 28,479 |
| 3,323 | 4,194 | 3,794 | 2,693 | 2,342 | 3,284 | 3,614 | 3,904 | 2,642 | 2,281 | 32,071 |
| 3,323 | 4,194 | 3,794 | 3,581 | 2,342 | 2,226 | 3,614 | 4,957 | 2,642 | 2,281 | 32,955 |
| 3,323 | 4,194 | 2,680 | 3,581 | 3,371 | 3,284 | 3,614 | 3,904 | 3,994 | 3,493 | 35,439 |
| 3,323 | 2,137 | 3,794 | 4,739 | 4,163 | 4,350 | 3,614 | 4,957 | 3,994 | 3,493 | 38,564 |
| 3,323 | 3,120 | 3,794 | 4,739 | 2,342 | 3,284 | 2,509 | 2,751 | 2,642 | 2,281 | 30,785 |
| 1,000 | 2,137 | 2,680 | 2,693 | 3,371 | 2,226 | 1,698 | 2,751 | 2,642 | 1,000 | 22,199 |
| 1,000 | 1,000 | 1,000 | 1,928 | 2,342 | 2,226 | 2,509 | 2,751 | 2,642 | 2,281 | 19,679 |
| 2,136 | 1,000 | 2,680 | 1,928 | 2,342 | 2,226 | 3,614 | 2,751 | 1,000 | 1,000 | 20,677 |
| 2,136 | 2,137 | 2,680 | 2,693 | 2,342 | 2,226 | 2,509 | 2,751 | 2,642 | 2,281 | 24,397 |
| 3,323 | 2,137 | 3,794 | 3,581 | 1,000 | 1,000 | 2,509 | 2,751 | 2,642 | 2,281 | 25,017 |
| 3,323 | 4,194 | 3,794 | 3,581 | 2,342 | 2,226 | 3,614 | 3,904 | 3,994 | 2,281 | 33,254 |
| 3,323 | 4,194 | 3,794 | 3,581 | 3,371 | 3,284 | 4,882 | 4,957 | 3,994 | 3,493 | 38,873 |
| 3,323 | 3,120 | 2,680 | 4,739 | 4,163 | 3,284 | 3,614 | 3,904 | 3,994 | 3,493 | 36,315 |
| 2,136 | 3,120 | 2,680 | 4,739 | 2,342 | 1,000 | 3,614 | 4,957 | 2,642 | 2,281 | 29,512 |
| 2,136 | 2,137 | 2,680 | 3,581 | 2,342 | 1,000 | 2,509 | 3,904 | 2,642 | 2,281 | 25,212 |
| 2,136 | 4,194 | 3,794 | 3,581 | 2,342 | 3,284 | 2,509 | 3,904 | 2,642 | 2,281 | 30,667 |
| 3,323 | 2,137 | 2,680 | 3,581 | 4,163 | 2,226 | 2,509 | 2,751 | 2,642 | 1,000 | 27,012 |
| 2,136 | 2,137 | 2,680 | 3,581 | 2,342 | 2,226 | 2,509 | 2,751 | 2,642 | 2,281 | 25,285 |
| 2,136 | 1,000 | 2,680 | 2,693 | 1,000 | 1,000 | 1,000 | 2,751 | 2,642 | 2,281 | 19,183 |
| 2,136 | 2,137 | 5,012 | 3,581 | 2,342 | 1,000 | 1,698 | 2,751 | 1,000 | 1,000 | 22,657 |
| 2,136 | 3,120 | 2,680 | 4,739 | 2,342 | 1,000 | 2,509 | 2,751 | 2,642 | 2,281 | 26,200 |
| 3,323 | 4,194 | 2,680 | 4,739 | 2,342 | 2,226 | 3,614 | 3,904 | 2,642 | 2,281 | 31,946 |
| 3,323 | 2,137 | 3,794 | 4,739 | 2,342 | 3,284 | 3,614 | 3,904 | 3,994 | 3,493 | 34,624 |
| 3,323 | 2,137 | 3,794 | 4,739 | 3,371 | 2,226 | 2,509 | 3,904 | 3,994 | 3,493 | 33,490 |
| 2,136 | 3,120 | 3,794 | 3,581 | 2,342 | 2,226 | 2,509 | 3,904 | 2,642 | 2,281 | 28,535 |
| 2,136 | 2,137 | 2,680 | 4,739 | 2,342 | 1,000 | 2,509 | 2,751 | 2,642 | 2,281 | 25,217 |
| 1,000 | 2,137 | 1,752 | 2,693 | 2,342 | 1,000 | 2,509 | 2,751 | 2,642 | 1,000 | 19,825 |
| 1,000 | 1,000 | 1,000 | 1,928 | 2,342 | 2,226 | 2,509 | 2,751 | 2,642 | 1,000 | 18,398 |
| 3,323 | 3,120 | 3,794 | 4,739 | 2,342 | 3,284 | 2,509 | 2,751 | 2,642 | 2,281 | 30,785 |
| 1,000 | 2,137 | 2,680 | 2,693 | 3,371 | 2,226 | 1,698 | 2,751 | 2,642 | 1,000 | 22,199 |
| 1,000 | 1,000 | 1,000 | 1,928 | 2,342 | 2,226 | 2,509 | 2,751 | 2,642 | 2,281 | 19,679 |
| 2,136 | 1,000 | 2,680 | 1,928 | 2,342 | 2,226 | 3,614 | 2,751 | 1,000 | 1,000 | 20,677 |
| 2,136 | 2,137 | 2,680 | 2,693 | 2,342 | 2,226 | 2,509 | 2,751 | 2,642 | 2,281 | 24,397 |
| 3,323 | 2,137 | 3,794 | 3,581 | 1,000 | 1,000 | 2,509 | 2,751 | 2,642 | 2,281 | 25,017 |
| 3,323 | 4,194 | 3,794 | 3,581 | 2,342 | 2,226 | 3,614 | 3,904 | 3,994 | 2,281 | 33,254 |
| 3,323 | 4,194 | 3,794 | 3,581 | 3,371 | 3,284 | 4,882 | 4,957 | 3,994 | 3,493 | 38,873 |
| 2,136 | 2,137 | 2,680 | 2,693 | 2,342 | 2,226 | 1,698 | 2,751 | 2,642 | 2,281 | 23,587 |
| 2,136 | 3,120 | 2,680 | 2,693 | 1,000 | 3,284 | 3,614 | 4,957 | 3,994 | 1,000 | 28,479 |
| 3,323 | 4,194 | 3,794 | 2,693 | 2,342 | 3,284 | 3,614 | 3,904 | 2,642 | 2,281 | 32,071 |
| 3,323 | 4,194 | 3,794 | 3,581 | 2,342 | 2,226 | 3,614 | 4,957 | 2,642 | 2,281 | 32,955 |
| 3,323 | 4,194 | 2,680 | 3,581 | 3,371 | 3,284 | 3,614 | 3,904 | 3,994 | 3,493 | 35,439 |
| 3,323 | 2,137 | 3,794 | 4,739 | 4,163 | 4,350 | 3,614 | 4,957 | 3,994 | 3,493 | 38,564 |

**Lampiran 16**

Tabulasi Data Penelitian Variabel Kualitas Produk Dengan MSI

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | total |
| 2,135 | 4,031 | 2,160 | 2,721 | 2,287 | 1,996 | 4,467 | 1,000 | 3,282 | 3,648 | 27,727 |
| 1,000 | 2,883 | 2,160 | 2,721 | 2,287 | 1,996 | 3,460 | 2,105 | 1,000 | 2,586 | 22,198 |
| 2,135 | 1,853 | 2,160 | 1,871 | 2,287 | 1,996 | 2,411 | 1,000 | 1,000 | 1,000 | 17,712 |
| 1,000 | 1,853 | 2,160 | 2,721 | 1,000 | 1,000 | 2,411 | 1,000 | 2,151 | 2,586 | 17,882 |
| 1,000 | 2,883 | 1,000 | 1,000 | 2,287 | 1,996 | 2,411 | 1,000 | 2,151 | 2,586 | 18,313 |
| 2,135 | 2,883 | 2,160 | 3,947 | 1,000 | 2,989 | 2,411 | 1,000 | 3,282 | 2,586 | 24,393 |
| 3,318 | 4,031 | 3,119 | 3,947 | 3,568 | 2,989 | 2,411 | 2,105 | 3,282 | 1,752 | 30,521 |
| 3,318 | 2,883 | 2,160 | 2,721 | 3,568 | 4,066 | 4,467 | 3,274 | 3,282 | 3,648 | 33,386 |
| 3,318 | 4,031 | 4,122 | 3,947 | 3,568 | 5,285 | 3,460 | 3,274 | 4,533 | 4,882 | 40,420 |
| 2,135 | 5,285 | 3,119 | 3,947 | 3,568 | 5,285 | 4,467 | 3,274 | 4,533 | 3,648 | 39,259 |
| 3,318 | 4,031 | 3,119 | 3,947 | 3,568 | 4,066 | 4,467 | 3,274 | 3,282 | 3,648 | 36,719 |
| 3,318 | 4,031 | 3,119 | 3,947 | 3,568 | 2,989 | 4,467 | 1,000 | 3,282 | 3,648 | 33,369 |
| 3,318 | 4,031 | 2,160 | 2,721 | 3,568 | 1,996 | 2,411 | 2,105 | 3,282 | 3,648 | 29,239 |
| 1,000 | 1,853 | 2,160 | 2,721 | 2,287 | 4,066 | 3,460 | 1,000 | 2,151 | 2,586 | 23,284 |
| 2,135 | 2,883 | 3,119 | 3,947 | 3,568 | 2,989 | 2,411 | 3,274 | 3,282 | 2,586 | 30,193 |
| 2,135 | 4,031 | 3,119 | 2,721 | 3,568 | 4,066 | 3,460 | 2,105 | 3,282 | 3,648 | 32,136 |
| 3,318 | 2,883 | 3,119 | 2,721 | 2,287 | 2,989 | 4,467 | 3,274 | 4,533 | 4,882 | 34,472 |
| 2,135 | 4,031 | 4,122 | 3,947 | 3,568 | 4,066 | 4,467 | 3,274 | 3,282 | 3,648 | 36,540 |
| 3,318 | 5,285 | 4,122 | 3,947 | 5,012 | 4,066 | 4,467 | 3,274 | 4,533 | 2,586 | 40,610 |
| 3,318 | 4,031 | 2,160 | 3,947 | 2,287 | 2,989 | 2,411 | 3,274 | 4,533 | 3,648 | 32,597 |
| 2,135 | 2,883 | 2,160 | 2,721 | 2,287 | 2,989 | 2,411 | 2,105 | 2,151 | 1,752 | 23,594 |
| 1,000 | 2,883 | 1,000 | 2,721 | 2,287 | 2,989 | 1,000 | 1,000 | 2,151 | 1,000 | 18,031 |
| 1,000 | 2,883 | 1,000 | 1,871 | 1,000 | 2,989 | 1,000 | 1,000 | 2,151 | 2,586 | 17,480 |
| 2,135 | 1,853 | 2,160 | 3,947 | 2,287 | 2,989 | 2,411 | 2,105 | 3,282 | 2,586 | 25,755 |
| 2,135 | 4,031 | 2,160 | 3,947 | 2,287 | 2,989 | 2,411 | 2,105 | 2,151 | 2,586 | 26,802 |
| 3,318 | 4,031 | 3,119 | 3,947 | 3,568 | 4,066 | 3,460 | 2,105 | 3,282 | 3,648 | 34,544 |
| 3,318 | 4,031 | 4,122 | 3,947 | 3,568 | 5,285 | 3,460 | 3,274 | 4,533 | 4,882 | 40,420 |
| 2,135 | 4,031 | 3,119 | 3,947 | 5,012 | 4,066 | 3,460 | 3,274 | 4,533 | 4,882 | 38,459 |
| 2,135 | 2,883 | 3,119 | 2,721 | 3,568 | 4,066 | 3,460 | 2,105 | 3,282 | 3,648 | 30,987 |
| 1,000 | 2,883 | 1,000 | 2,721 | 3,568 | 4,066 | 3,460 | 2,105 | 3,282 | 2,586 | 26,671 |
| 3,318 | 4,031 | 2,160 | 3,947 | 3,568 | 4,066 | 3,460 | 2,105 | 3,282 | 2,586 | 32,523 |
| 2,135 | 4,031 | 1,000 | 2,721 | 3,568 | 4,066 | 3,460 | 2,105 | 2,151 | 3,648 | 28,886 |
| 1,000 | 4,031 | 1,000 | 2,721 | 2,287 | 2,989 | 2,411 | 2,105 | 4,533 | 3,648 | 26,725 |
| 3,318 | 2,883 | 1,000 | 1,871 | 2,287 | 1,996 | 2,411 | 1,000 | 2,151 | 1,752 | 20,667 |
| 2,135 | 2,883 | 1,000 | 3,947 | 2,287 | 2,989 | 2,411 | 2,105 | 2,151 | 2,586 | 24,494 |
| 2,135 | 2,883 | 2,160 | 1,871 | 3,568 | 4,066 | 2,411 | 2,105 | 3,282 | 3,648 | 28,127 |
| 3,318 | 4,031 | 4,122 | 2,721 | 2,287 | 2,989 | 3,460 | 3,274 | 3,282 | 3,648 | 33,133 |
| 3,318 | 2,883 | 3,119 | 3,947 | 3,568 | 4,066 | 4,467 | 3,274 | 3,282 | 3,648 | 35,571 |
| 2,135 | 5,285 | 3,119 | 3,947 | 2,287 | 4,066 | 3,460 | 3,274 | 3,282 | 3,648 | 34,502 |
| 2,135 | 2,883 | 2,160 | 3,947 | 3,568 | 2,989 | 2,411 | 3,274 | 3,282 | 3,648 | 30,296 |
| 1,000 | 2,883 | 2,160 | 1,871 | 3,568 | 4,066 | 2,411 | 3,274 | 3,282 | 2,586 | 27,099 |
| 1,000 | 2,883 | 2,160 | 1,871 | 2,287 | 2,989 | 2,411 | 1,000 | 2,151 | 2,586 | 21,337 |
| 1,000 | 1,000 | 2,160 | 1,000 | 2,287 | 2,989 | 2,411 | 2,105 | 2,151 | 1,752 | 18,854 |
| 3,318 | 4,031 | 4,122 | 3,947 | 3,568 | 5,285 | 3,460 | 3,274 | 4,533 | 4,882 | 40,420 |
| 2,135 | 5,285 | 3,119 | 3,947 | 3,568 | 5,285 | 4,467 | 3,274 | 4,533 | 3,648 | 39,259 |
| 3,318 | 4,031 | 3,119 | 3,947 | 3,568 | 4,066 | 4,467 | 3,274 | 3,282 | 3,648 | 36,719 |
| 3,318 | 4,031 | 3,119 | 3,947 | 3,568 | 2,989 | 4,467 | 1,000 | 3,282 | 3,648 | 33,369 |
| 3,318 | 4,031 | 2,160 | 2,721 | 3,568 | 1,996 | 2,411 | 2,105 | 3,282 | 3,648 | 29,239 |
| 1,000 | 1,853 | 2,160 | 2,721 | 2,287 | 4,066 | 3,460 | 1,000 | 2,151 | 2,586 | 23,284 |
| 2,135 | 2,883 | 3,119 | 3,947 | 3,568 | 2,989 | 2,411 | 3,274 | 3,282 | 2,586 | 30,193 |
| 2,135 | 4,031 | 3,119 | 2,721 | 3,568 | 4,066 | 3,460 | 2,105 | 3,282 | 3,648 | 32,136 |
| 2,135 | 4,031 | 2,160 | 2,721 | 2,287 | 1,996 | 4,467 | 1,000 | 3,282 | 3,648 | 27,727 |
| 1,000 | 2,883 | 2,160 | 2,721 | 2,287 | 1,996 | 3,460 | 2,105 | 1,000 | 2,586 | 22,198 |
| 2,135 | 1,853 | 2,160 | 1,871 | 2,287 | 1,996 | 2,411 | 1,000 | 1,000 | 1,000 | 17,712 |
| 1,000 | 1,853 | 2,160 | 2,721 | 1,000 | 1,000 | 2,411 | 1,000 | 2,151 | 2,586 | 17,882 |
| 1,000 | 2,883 | 1,000 | 1,000 | 2,287 | 1,996 | 2,411 | 1,000 | 2,151 | 2,586 | 18,313 |
| 2,135 | 2,883 | 2,160 | 3,947 | 1,000 | 2,989 | 2,411 | 1,000 | 3,282 | 2,586 | 24,393 |
| 3,318 | 4,031 | 3,119 | 3,947 | 3,568 | 2,989 | 2,411 | 2,105 | 3,282 | 1,752 | 30,521 |
| 3,318 | 2,883 | 2,160 | 2,721 | 3,568 | 4,066 | 4,467 | 3,274 | 3,282 | 3,648 | 33,386 |
| 3,318 | 2,883 | 3,119 | 2,721 | 2,287 | 2,989 | 4,467 | 3,274 | 4,533 | 4,882 | 34,472 |
| 2,135 | 4,031 | 4,122 | 3,947 | 3,568 | 4,066 | 4,467 | 3,274 | 3,282 | 3,648 | 36,540 |
| 3,318 | 5,285 | 4,122 | 3,947 | 5,012 | 4,066 | 4,467 | 3,274 | 4,533 | 2,586 | 40,610 |
| 3,318 | 4,031 | 2,160 | 3,947 | 2,287 | 2,989 | 2,411 | 3,274 | 4,533 | 3,648 | 32,597 |
| 2,135 | 2,883 | 2,160 | 2,721 | 2,287 | 2,989 | 2,411 | 2,105 | 2,151 | 1,752 | 23,594 |
| 1,000 | 2,883 | 1,000 | 2,721 | 2,287 | 2,989 | 1,000 | 1,000 | 2,151 | 1,000 | 18,031 |
| 1,000 | 2,883 | 1,000 | 1,871 | 1,000 | 2,989 | 1,000 | 1,000 | 2,151 | 2,586 | 17,480 |
| 2,135 | 1,853 | 2,160 | 3,947 | 2,287 | 2,989 | 2,411 | 2,105 | 3,282 | 2,586 | 25,755 |
| 2,135 | 4,031 | 2,160 | 3,947 | 2,287 | 2,989 | 2,411 | 2,105 | 2,151 | 2,586 | 26,802 |
| 3,318 | 4,031 | 3,119 | 3,947 | 3,568 | 4,066 | 3,460 | 2,105 | 3,282 | 3,648 | 34,544 |
| 3,318 | 4,031 | 4,122 | 3,947 | 3,568 | 5,285 | 3,460 | 3,274 | 4,533 | 4,882 | 40,420 |
| 2,135 | 4,031 | 3,119 | 3,947 | 5,012 | 4,066 | 3,460 | 3,274 | 4,533 | 4,882 | 38,459 |
| 2,135 | 2,883 | 3,119 | 2,721 | 3,568 | 4,066 | 3,460 | 2,105 | 3,282 | 3,648 | 30,987 |
| 1,000 | 2,883 | 1,000 | 2,721 | 3,568 | 4,066 | 3,460 | 2,105 | 3,282 | 2,586 | 26,671 |
| 3,318 | 4,031 | 2,160 | 3,947 | 3,568 | 4,066 | 3,460 | 2,105 | 3,282 | 2,586 | 32,523 |
| 2,135 | 4,031 | 1,000 | 2,721 | 3,568 | 4,066 | 3,460 | 2,105 | 2,151 | 3,648 | 28,886 |
| 1,000 | 4,031 | 1,000 | 2,721 | 2,287 | 2,989 | 2,411 | 2,105 | 4,533 | 3,648 | 26,725 |
| 3,318 | 2,883 | 1,000 | 1,871 | 2,287 | 1,996 | 2,411 | 1,000 | 2,151 | 1,752 | 20,667 |
| 2,135 | 2,883 | 1,000 | 3,947 | 2,287 | 2,989 | 2,411 | 2,105 | 2,151 | 2,586 | 24,494 |
| 2,135 | 2,883 | 2,160 | 1,871 | 3,568 | 4,066 | 2,411 | 2,105 | 3,282 | 3,648 | 28,127 |
| 3,318 | 4,031 | 4,122 | 2,721 | 2,287 | 2,989 | 3,460 | 3,274 | 3,282 | 3,648 | 33,133 |
| 3,318 | 2,883 | 3,119 | 3,947 | 3,568 | 4,066 | 4,467 | 3,274 | 3,282 | 3,648 | 35,571 |
| 2,135 | 5,285 | 3,119 | 3,947 | 2,287 | 4,066 | 3,460 | 3,274 | 3,282 | 3,648 | 34,502 |
| 2,135 | 2,883 | 2,160 | 3,947 | 3,568 | 2,989 | 2,411 | 3,274 | 3,282 | 3,648 | 30,296 |
| 1,000 | 2,883 | 2,160 | 1,871 | 3,568 | 4,066 | 2,411 | 3,274 | 3,282 | 2,586 | 27,099 |
| 1,000 | 2,883 | 2,160 | 1,871 | 2,287 | 2,989 | 2,411 | 1,000 | 2,151 | 2,586 | 21,337 |
| 3,318 | 4,031 | 3,119 | 3,947 | 3,568 | 2,989 | 2,411 | 2,105 | 3,282 | 1,752 | 30,521 |
| 3,318 | 2,883 | 2,160 | 2,721 | 3,568 | 4,066 | 4,467 | 3,274 | 3,282 | 3,648 | 33,386 |
| 3,318 | 2,883 | 3,119 | 2,721 | 2,287 | 2,989 | 4,467 | 3,274 | 4,533 | 4,882 | 34,472 |
| 2,135 | 4,031 | 4,122 | 3,947 | 3,568 | 4,066 | 4,467 | 3,274 | 3,282 | 3,648 | 36,540 |
| 3,318 | 5,285 | 4,122 | 3,947 | 5,012 | 4,066 | 4,467 | 3,274 | 4,533 | 2,586 | 40,610 |
| 3,318 | 4,031 | 2,160 | 3,947 | 2,287 | 2,989 | 2,411 | 3,274 | 4,533 | 3,648 | 32,597 |
| 2,135 | 2,883 | 2,160 | 2,721 | 2,287 | 2,989 | 2,411 | 2,105 | 2,151 | 1,752 | 23,594 |
| 1,000 | 2,883 | 1,000 | 2,721 | 2,287 | 2,989 | 1,000 | 1,000 | 2,151 | 1,000 | 18,031 |
| 1,000 | 1,000 | 2,160 | 1,000 | 2,287 | 2,989 | 2,411 | 2,105 | 2,151 | 1,752 | 18,854 |
| 2,135 | 4,031 | 2,160 | 2,721 | 2,287 | 1,996 | 4,467 | 1,000 | 3,282 | 3,648 | 27,727 |
| 1,000 | 2,883 | 2,160 | 2,721 | 2,287 | 1,996 | 3,460 | 2,105 | 1,000 | 2,586 | 22,198 |
| 2,135 | 1,853 | 2,160 | 1,871 | 2,287 | 1,996 | 2,411 | 1,000 | 1,000 | 1,000 | 17,712 |
| 1,000 | 1,853 | 2,160 | 2,721 | 1,000 | 1,000 | 2,411 | 1,000 | 2,151 | 2,586 | 17,882 |
| 1,000 | 2,883 | 1,000 | 1,000 | 2,287 | 1,996 | 2,411 | 1,000 | 2,151 | 2,586 | 18,313 |
| 2,135 | 2,883 | 2,160 | 3,947 | 1,000 | 2,989 | 2,411 | 1,000 | 3,282 | 2,586 | 24,393 |

**Lampiran 17**

Tabulasi Data Penelitian Variabel Persepsi Harga

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | total |
| 2,135 | 1,853 | 2,160 | 1,871 | 2,287 | 1,996 | 2,411 | 1,000 | 1,000 | 1,000 | 17,712 |
| 1,000 | 1,853 | 2,160 | 2,721 | 1,000 | 1,000 | 2,411 | 1,000 | 2,151 | 2,586 | 17,882 |
| 1,000 | 2,883 | 1,000 | 1,000 | 2,287 | 1,996 | 2,411 | 1,000 | 2,151 | 2,586 | 18,313 |
| 1,000 | 1,853 | 2,160 | 2,721 | 2,287 | 4,066 | 3,460 | 1,000 | 2,151 | 2,586 | 23,284 |
| 2,135 | 2,883 | 3,119 | 3,947 | 3,568 | 2,989 | 2,411 | 3,274 | 3,282 | 2,586 | 30,193 |
| 2,135 | 4,031 | 3,119 | 2,721 | 3,568 | 4,066 | 3,460 | 2,105 | 3,282 | 3,648 | 32,136 |
| 2,135 | 4,031 | 2,160 | 2,721 | 2,287 | 1,996 | 4,467 | 1,000 | 3,282 | 3,648 | 27,727 |
| 1,000 | 2,883 | 2,160 | 2,721 | 2,287 | 1,996 | 3,460 | 2,105 | 1,000 | 2,586 | 22,198 |
| 2,135 | 1,853 | 2,160 | 1,871 | 2,287 | 1,996 | 2,411 | 1,000 | 1,000 | 1,000 | 17,712 |
| 1,000 | 1,853 | 2,160 | 2,721 | 1,000 | 1,000 | 2,411 | 1,000 | 2,151 | 2,586 | 17,882 |
| 2,135 | 4,031 | 2,160 | 2,721 | 2,287 | 1,996 | 4,467 | 1,000 | 3,282 | 3,648 | 27,727 |
| 1,000 | 2,883 | 2,160 | 2,721 | 2,287 | 1,996 | 3,460 | 2,105 | 1,000 | 2,586 | 22,198 |
| 1,000 | 2,883 | 1,000 | 1,000 | 2,287 | 1,996 | 2,411 | 1,000 | 2,151 | 2,586 | 18,313 |
| 2,135 | 2,883 | 2,160 | 3,947 | 1,000 | 2,989 | 2,411 | 1,000 | 3,282 | 2,586 | 24,393 |
| 3,318 | 4,031 | 3,119 | 3,947 | 3,568 | 2,989 | 2,411 | 2,105 | 3,282 | 1,752 | 30,521 |
| 3,318 | 2,883 | 2,160 | 2,721 | 3,568 | 4,066 | 4,467 | 3,274 | 3,282 | 3,648 | 33,386 |
| 3,318 | 2,883 | 3,119 | 2,721 | 2,287 | 2,989 | 4,467 | 3,274 | 4,533 | 4,882 | 34,472 |
| 2,135 | 4,031 | 4,122 | 3,947 | 3,568 | 4,066 | 4,467 | 3,274 | 3,282 | 3,648 | 36,540 |
| 3,318 | 5,285 | 4,122 | 3,947 | 5,012 | 4,066 | 4,467 | 3,274 | 4,533 | 2,586 | 40,610 |
| 3,318 | 4,031 | 2,160 | 3,947 | 2,287 | 2,989 | 2,411 | 3,274 | 4,533 | 3,648 | 32,597 |
| 2,135 | 2,883 | 2,160 | 2,721 | 2,287 | 2,989 | 2,411 | 2,105 | 2,151 | 1,752 | 23,594 |
| 1,000 | 2,883 | 1,000 | 2,721 | 2,287 | 2,989 | 1,000 | 1,000 | 2,151 | 1,000 | 18,031 |
| 1,000 | 2,883 | 1,000 | 1,871 | 1,000 | 2,989 | 1,000 | 1,000 | 2,151 | 2,586 | 17,480 |
| 2,135 | 1,853 | 2,160 | 3,947 | 2,287 | 2,989 | 2,411 | 2,105 | 3,282 | 2,586 | 25,755 |
| 2,135 | 4,031 | 2,160 | 3,947 | 2,287 | 2,989 | 2,411 | 2,105 | 2,151 | 2,586 | 26,802 |
| 3,318 | 4,031 | 3,119 | 3,947 | 3,568 | 4,066 | 3,460 | 2,105 | 3,282 | 3,648 | 34,544 |
| 3,318 | 4,031 | 4,122 | 3,947 | 3,568 | 5,285 | 3,460 | 3,274 | 4,533 | 4,882 | 40,420 |
| 2,135 | 4,031 | 3,119 | 3,947 | 5,012 | 4,066 | 3,460 | 3,274 | 4,533 | 4,882 | 38,459 |
| 2,135 | 2,883 | 3,119 | 2,721 | 3,568 | 4,066 | 3,460 | 2,105 | 3,282 | 3,648 | 30,987 |
| 1,000 | 2,883 | 1,000 | 2,721 | 3,568 | 4,066 | 3,460 | 2,105 | 3,282 | 2,586 | 26,671 |
| 3,318 | 4,031 | 2,160 | 3,947 | 3,568 | 4,066 | 3,460 | 2,105 | 3,282 | 2,586 | 32,523 |
| 2,135 | 4,031 | 1,000 | 2,721 | 3,568 | 4,066 | 3,460 | 2,105 | 2,151 | 3,648 | 28,886 |
| 1,000 | 4,031 | 1,000 | 2,721 | 2,287 | 2,989 | 2,411 | 2,105 | 4,533 | 3,648 | 26,725 |
| 3,318 | 2,883 | 1,000 | 1,871 | 2,287 | 1,996 | 2,411 | 1,000 | 2,151 | 1,752 | 20,667 |
| 2,135 | 2,883 | 1,000 | 3,947 | 2,287 | 2,989 | 2,411 | 2,105 | 2,151 | 2,586 | 24,494 |
| 2,135 | 2,883 | 2,160 | 1,871 | 3,568 | 4,066 | 2,411 | 2,105 | 3,282 | 3,648 | 28,127 |
| 3,318 | 4,031 | 4,122 | 2,721 | 2,287 | 2,989 | 3,460 | 3,274 | 3,282 | 3,648 | 33,133 |
| 3,318 | 2,883 | 3,119 | 3,947 | 3,568 | 4,066 | 4,467 | 3,274 | 3,282 | 3,648 | 35,571 |
| 2,135 | 5,285 | 3,119 | 3,947 | 2,287 | 4,066 | 3,460 | 3,274 | 3,282 | 3,648 | 34,502 |
| 2,135 | 2,883 | 2,160 | 3,947 | 3,568 | 2,989 | 2,411 | 3,274 | 3,282 | 3,648 | 30,296 |
| 1,000 | 2,883 | 2,160 | 1,871 | 3,568 | 4,066 | 2,411 | 3,274 | 3,282 | 2,586 | 27,099 |
| 1,000 | 2,883 | 2,160 | 1,871 | 2,287 | 2,989 | 2,411 | 1,000 | 2,151 | 2,586 | 21,337 |
| 1,000 | 1,000 | 2,160 | 1,000 | 2,287 | 2,989 | 2,411 | 2,105 | 2,151 | 1,752 | 18,854 |
| 3,318 | 4,031 | 4,122 | 3,947 | 3,568 | 5,285 | 3,460 | 3,274 | 4,533 | 4,882 | 40,420 |
| 2,135 | 5,285 | 3,119 | 3,947 | 3,568 | 5,285 | 4,467 | 3,274 | 4,533 | 3,648 | 39,259 |
| 3,318 | 4,031 | 3,119 | 3,947 | 3,568 | 4,066 | 4,467 | 3,274 | 3,282 | 3,648 | 36,719 |
| 3,318 | 4,031 | 3,119 | 3,947 | 3,568 | 2,989 | 4,467 | 1,000 | 3,282 | 3,648 | 33,369 |
| 3,318 | 4,031 | 2,160 | 2,721 | 3,568 | 1,996 | 2,411 | 2,105 | 3,282 | 3,648 | 29,239 |
| 1,000 | 1,853 | 2,160 | 2,721 | 2,287 | 4,066 | 3,460 | 1,000 | 2,151 | 2,586 | 23,284 |
| 2,135 | 2,883 | 3,119 | 3,947 | 3,568 | 2,989 | 2,411 | 3,274 | 3,282 | 2,586 | 30,193 |
| 2,135 | 4,031 | 3,119 | 2,721 | 3,568 | 4,066 | 3,460 | 2,105 | 3,282 | 3,648 | 32,136 |
| 2,135 | 4,031 | 2,160 | 2,721 | 2,287 | 1,996 | 4,467 | 1,000 | 3,282 | 3,648 | 27,727 |
| 1,000 | 2,883 | 2,160 | 2,721 | 2,287 | 1,996 | 3,460 | 2,105 | 1,000 | 2,586 | 22,198 |
| 2,135 | 1,853 | 2,160 | 1,871 | 2,287 | 1,996 | 2,411 | 1,000 | 1,000 | 1,000 | 17,712 |
| 1,000 | 1,853 | 2,160 | 2,721 | 1,000 | 1,000 | 2,411 | 1,000 | 2,151 | 2,586 | 17,882 |
| 1,000 | 2,883 | 1,000 | 1,000 | 2,287 | 1,996 | 2,411 | 1,000 | 2,151 | 2,586 | 18,313 |
| 2,135 | 2,883 | 2,160 | 3,947 | 1,000 | 2,989 | 2,411 | 1,000 | 3,282 | 2,586 | 24,393 |
| 3,318 | 4,031 | 3,119 | 3,947 | 3,568 | 2,989 | 2,411 | 2,105 | 3,282 | 1,752 | 30,521 |
| 3,318 | 2,883 | 2,160 | 2,721 | 3,568 | 4,066 | 4,467 | 3,274 | 3,282 | 3,648 | 33,386 |
| 3,318 | 2,883 | 3,119 | 2,721 | 2,287 | 2,989 | 4,467 | 3,274 | 4,533 | 4,882 | 34,472 |
| 2,135 | 4,031 | 4,122 | 3,947 | 3,568 | 4,066 | 4,467 | 3,274 | 3,282 | 3,648 | 36,540 |
| 3,318 | 5,285 | 4,122 | 3,947 | 5,012 | 4,066 | 4,467 | 3,274 | 4,533 | 2,586 | 40,610 |
| 3,318 | 4,031 | 2,160 | 3,947 | 2,287 | 2,989 | 2,411 | 3,274 | 4,533 | 3,648 | 32,597 |
| 2,135 | 2,883 | 2,160 | 2,721 | 2,287 | 2,989 | 2,411 | 2,105 | 2,151 | 1,752 | 23,594 |
| 1,000 | 2,883 | 1,000 | 2,721 | 2,287 | 2,989 | 1,000 | 1,000 | 2,151 | 1,000 | 18,031 |
| 1,000 | 2,883 | 1,000 | 1,871 | 1,000 | 2,989 | 1,000 | 1,000 | 2,151 | 2,586 | 17,480 |
| 2,135 | 1,853 | 2,160 | 3,947 | 2,287 | 2,989 | 2,411 | 2,105 | 3,282 | 2,586 | 25,755 |
| 2,135 | 4,031 | 2,160 | 3,947 | 2,287 | 2,989 | 2,411 | 2,105 | 2,151 | 2,586 | 26,802 |
| 3,318 | 4,031 | 3,119 | 3,947 | 3,568 | 4,066 | 3,460 | 2,105 | 3,282 | 3,648 | 34,544 |
| 3,318 | 4,031 | 4,122 | 3,947 | 3,568 | 5,285 | 3,460 | 3,274 | 4,533 | 4,882 | 40,420 |
| 2,135 | 4,031 | 3,119 | 3,947 | 5,012 | 4,066 | 3,460 | 3,274 | 4,533 | 4,882 | 38,459 |
| 2,135 | 2,883 | 3,119 | 2,721 | 3,568 | 4,066 | 3,460 | 2,105 | 3,282 | 3,648 | 30,987 |
| 1,000 | 2,883 | 1,000 | 2,721 | 3,568 | 4,066 | 3,460 | 2,105 | 3,282 | 2,586 | 26,671 |
| 3,318 | 4,031 | 2,160 | 3,947 | 3,568 | 4,066 | 3,460 | 2,105 | 3,282 | 2,586 | 32,523 |
| 2,135 | 4,031 | 1,000 | 2,721 | 3,568 | 4,066 | 3,460 | 2,105 | 2,151 | 3,648 | 28,886 |
| 1,000 | 4,031 | 1,000 | 2,721 | 2,287 | 2,989 | 2,411 | 2,105 | 4,533 | 3,648 | 26,725 |
| 3,318 | 2,883 | 1,000 | 1,871 | 2,287 | 1,996 | 2,411 | 1,000 | 2,151 | 1,752 | 20,667 |
| 2,135 | 2,883 | 1,000 | 3,947 | 2,287 | 2,989 | 2,411 | 2,105 | 2,151 | 2,586 | 24,494 |
| 2,135 | 2,883 | 2,160 | 1,871 | 3,568 | 4,066 | 2,411 | 2,105 | 3,282 | 3,648 | 28,127 |
| 3,318 | 4,031 | 4,122 | 2,721 | 2,287 | 2,989 | 3,460 | 3,274 | 3,282 | 3,648 | 33,133 |
| 3,318 | 2,883 | 3,119 | 3,947 | 3,568 | 4,066 | 4,467 | 3,274 | 3,282 | 3,648 | 35,571 |
| 2,135 | 5,285 | 3,119 | 3,947 | 2,287 | 4,066 | 3,460 | 3,274 | 3,282 | 3,648 | 34,502 |
| 2,135 | 2,883 | 2,160 | 3,947 | 3,568 | 2,989 | 2,411 | 3,274 | 3,282 | 3,648 | 30,296 |
| 1,000 | 2,883 | 2,160 | 1,871 | 3,568 | 4,066 | 2,411 | 3,274 | 3,282 | 2,586 | 27,099 |
| 1,000 | 2,883 | 2,160 | 1,871 | 2,287 | 2,989 | 2,411 | 1,000 | 2,151 | 2,586 | 21,337 |
| 1,000 | 1,000 | 2,160 | 1,000 | 2,287 | 2,989 | 2,411 | 2,105 | 2,151 | 1,752 | 18,854 |
| 2,135 | 4,031 | 2,160 | 2,721 | 2,287 | 1,996 | 4,467 | 1,000 | 3,282 | 3,648 | 27,727 |
| 2,135 | 4,031 | 4,122 | 3,947 | 3,568 | 4,066 | 4,467 | 3,274 | 3,282 | 3,648 | 36,540 |
| 3,318 | 5,285 | 4,122 | 3,947 | 5,012 | 4,066 | 4,467 | 3,274 | 4,533 | 2,586 | 40,610 |
| 3,318 | 4,031 | 2,160 | 3,947 | 2,287 | 2,989 | 2,411 | 3,274 | 4,533 | 3,648 | 32,597 |
| 2,135 | 2,883 | 2,160 | 2,721 | 2,287 | 2,989 | 2,411 | 2,105 | 2,151 | 1,752 | 23,594 |
| 1,000 | 2,883 | 1,000 | 2,721 | 2,287 | 2,989 | 1,000 | 1,000 | 2,151 | 1,000 | 18,031 |
| 3,318 | 4,031 | 3,119 | 3,947 | 3,568 | 2,989 | 2,411 | 2,105 | 3,282 | 1,752 | 30,521 |
| 3,318 | 2,883 | 2,160 | 2,721 | 3,568 | 4,066 | 4,467 | 3,274 | 3,282 | 3,648 | 33,386 |
| 3,318 | 2,883 | 3,119 | 2,721 | 2,287 | 2,989 | 4,467 | 3,274 | 4,533 | 4,882 | 34,472 |
| 1,000 | 2,883 | 2,160 | 2,721 | 2,287 | 1,996 | 3,460 | 2,105 | 1,000 | 2,586 | 22,198 |
| 2,135 | 1,853 | 2,160 | 1,871 | 2,287 | 1,996 | 2,411 | 1,000 | 1,000 | 1,000 | 17,712 |
| 1,000 | 1,853 | 2,160 | 2,721 | 1,000 | 1,000 | 2,411 | 1,000 | 2,151 | 2,586 | 17,882 |
| 1,000 | 2,883 | 1,000 | 1,000 | 2,287 | 1,996 | 2,411 | 1,000 | 2,151 | 2,586 | 18,313 |
| 2,135 | 2,883 | 2,160 | 3,947 | 1,000 | 2,989 | 2,411 | 1,000 | 3,282 | 2,586 | 24,393 |

**Lampiran 18**

Reliabilitas Keputusan Pembelian

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .796 | 10 |

**Lampiran 19**

Reliabilitas Variabel Citra Merek

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .796 | 10 |

**Lampiran 20**

Reliabilitas Variabel Kualitas Produk

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .892 | 10 |

**Lampiran 21**

Reliabilitas Variabel Persepsi Harga

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .918 | 10 |

**Lampiran 22**

Uji Normalitas

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 2.09922747 |
| Most Extreme Differences | Absolute | .067 |
| Positive | .067 |
| Negative | -.036 |
| Test Statistic | | .067 |
| Asymp. Sig. (2-tailed) | | .200c,d |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |
| d. This is a lower bound of the true significance. | | |

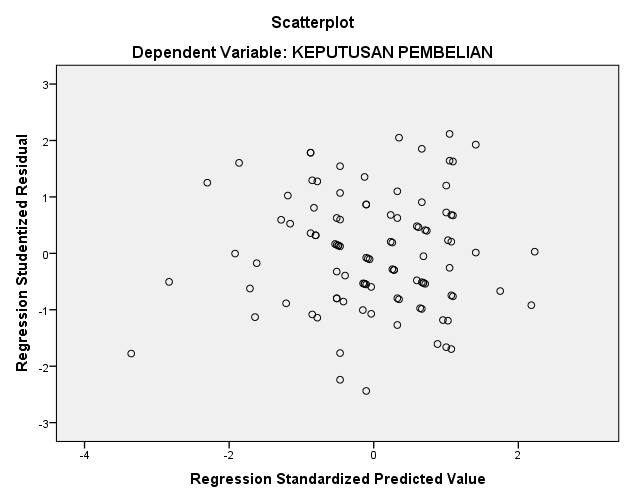
**Lampiran 23**

Uji Multikolinieritas

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | |
| Model | | Collinearity Statistics | |
| Tolerance | VIF |
| 1 | (Constant) |  |  |
| CITRA MEREK | ,954 | 1,048 |
| KUALITAS PRODUK | ,277 | 3,615 |
| PERSEPSI HARGA | ,281 | 3,559 |
| a. Dependent Variable: KEPUTUSAN PEMBELIAN | | | | |

**Lampiran 24**

Uji Heteroskedasitas



**Lampiran 25**

Regresi Linier Berganda

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 24.150 | 6.029 |  | 4.005 | .000 |
| CITRA MEREK | -.028 | .119 | -.021 | -.232 | .817 |
| KUALITAS PRODUK | -.254 | .184 | -.233 | -1.381 | .171 |
| PERSEPSI HARGA | .712 | .176 | .678 | 4.047 | .000 |
| a. Dependent Variable: KEPUTUSAN PEMBELIAN | | | | | | |

**Lampiran 26**

Uji Signifikansi Parsial

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 24.150 | 6.029 |  | 4.005 | .000 |
| CITRA MEREK | -.028 | .119 | -.021 | -.232 | .817 |
| KUALITAS PRODUK | -.254 | .184 | -.233 | -1.381 | .171 |
| PERSEPSI HARGA | .712 | .176 | .678 | 4.047 | .000 |
| a. Dependent Variable: KEPUTUSAN PEMBELIAN | | | | | | |

**Lampiran 27**

**Uji Simultan (uji F)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 140.321 | 3 | 46.774 | 10.292 | .000b |
| Residual | 436.269 | 96 | 4.544 |  |  |
| Total | 576.590 | 99 |  |  |  |
| a. Dependent Variable: KEPUTUSAN PEMBELIAN | | | | | | |
| b. Predictors: (Constant), PERSEPSI HARGA, CITRA MEREK, KUALITAS PRODUK | | | | | | |

**Lampiran 28**

**Koefisien Determinasi**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .493a | .243 | .220 | 2.13178 |
| a. Predictors: (Constant), PERSEPSI HARGA, CITRA MEREK, KUALITAS PRODUK | | | | |