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Lampiran 1

**KUESIONER PENELITIAN**

Perihal : Permohonan Pengisian Kuesioner

Judul Penelitian : Pengaruh Kualitas Produk, Citra Merek, Harga dan promosi terhadap Keputusan Pembelian di Industri Pengolahan Nanas Citra Rasa Pemalang.

Kepada Yth

Bapak/Ibu/Sdr

Di Industri Pengolahan Nanas Citra Rasa Pemalang

Dengan Hormat,

Dalam rangka menyelesaikan penelitian, kami Mahasiswi Fakultas Ekonomi dan Bisnis Universitas Pancasakti Tegal, kami memohon dengan hormat atas kesediaan Bapak/Ibu/Sdr untuk mengisi kuesioner yang telah saya sediakan.

Adapun data yang kami minta adalah sesuai dengan kondisi yang dirasakan Bapak/Ibu/Sdr selama ini. Kami akan menjaga kerahasiaannya karena data ini hanya untuk kepentingan penelitian.

Setiap jawaban yang diberikan merupakan bantuan yang tidak ternilai harganya bagi penelitian ini. Kami memberikan jangka waktu selama satu minngu setelah kuesioner ini kami sebarkan, agar Bapak/Ibu/Sdr dapat segera mengembalikannya kepada kami.

Atas perhatian dan bantuannya, kami mengucapkan banyak terima kasih.

Tegal, Desember 2021

Hormat Saya,

Agis Yulianto

**DAFTAR KUESIONER**

Pengaruh Kualitas Produk, Citra Merek, Harga dan promosi terhadap Keputusan Pembelian di Industri Pengolahan Nanas Citra Rasa Pemalang.

**1. Profil Responden**

Petunjuk pengisian

Pilihlah salah satu jawaban dari beberapa alternatif jawaban yang tersedia dan menurut Bapak/Ibu/Saudara/Saudari paling sesuai dengan memberi tanda silang (X)

1. Nama :

2. Jenis Kelamin :

a. Perempuan

b. Laki - laki

3. Usia :

a. 15 -20 Tahun

b. 21 -25 Tahun

c. 26- 30 Tahun

d. > 30 Tahun

4. Pendidikan

a. SMP/Sederajat

b. SMA/Sederajat

c. DIII/ Sarjana Muda

d. S1/Srata 1

e. Lain - lain

**Tanggapan Responden**

Pilihlah salah satu jawaban dari beberapa alternatif jawaban yang tersedia yang sesuai dengan pendapat anda sehubungan dengan Persepsi Harga,Kepuasan Konsumen Dan Minat Beli Konsumen terhadap Keputusan Pembelian di Toko Rosy Tegal.

Alternatif jawaban yang diberikan adalah sebagai berikut:

SS = Sangat Setuju TS = Tidak Setuju

S = Setuju STS = Sangat Tidak Setuju

KS = Kurang Setuju

**Keputusan Pembelian (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **NO** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| 1. | Saya membeli produk olahan nanas Citra Rasa karena saya menyukai snack dari olahan nanas. |  |  |  |  |  |
| 2. | Saya membeli produk olahan nanas Citra Rasa sesuai dengan keinginan karena harga dan kualitas barang bagus |  |  |  |  |  |
| 3. | Informasi yang diberikan tentang produk Citra Rasa sesuai dengan kenyataan yang ada sehingga saya berminat untuk membeli produk |  |  |  |  |  |
| 4. | Saya memutuskan untuk membeli produk di olahan nanas Citra Rasa setelah membandingkan dengan toko lain |  |  |  |  |  |
| 5. | Saya memutuskan untuk membeli produk olahan nanas Citra Rasa berdasarkan pengalaman orang lain |  |  |  |  |  |
| 6. | Saya puas membeli produk olahan nana di Citra Rasa |  |  |  |  |  |

**Kualitas Produk (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **NO** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| 1. | Kualitas produk olahan nanas Citra Rasa sesuai dengan keinginan saya |  |  |  |  |  |
| 2. | Desain dan bentuk produk olahan nanas Citra Rasa sesuai dengan yang saya harapkan |  |  |  |  |  |
| 3. | Produk olahan nanas Citra Rasa tahan lama |  |  |  |  |  |
| 4. | Produk olahan nanas Citra Rasa yang dihasilkan sudah sesuai dengan standar kelayakan produk |  |  |  |  |  |
| 5. | Spesifikasi produk olahan nanas Citra Rasa sesuai keinginan saya |  |  |  |  |  |
| 6. | Produk olahan nanas Citra Rasa tahan lama saat disimpan |  |  |  |  |  |
| 7. | Produk olahan nanas Citra Rasa enak untuk cemilan |  |  |  |  |  |
| 8. | Bentuk/tampilan kemasan produk olahan nanas Citra Rasa menarik |  |  |  |  |  |
| 9. | Informasi yang disampaikan sesuai dengan kualitas produk. |  |  |  |  |  |

**Citra Merek (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **NO** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| 1. | Produk olahan nanas Citra Rasa memiliki tanggung jawab sosial dengan menjual produk yang tidak mengandung bahan baku yang baik |  |  |  |  |  |
| 2. | Citra Rasa dapat dipercaya sebagai penjual olaha nanas. |  |  |  |  |  |
| 3. | Produk olahan nanas Citra Rasa sudah dikenal oleh masyarakat di Kabupaten Pemalang. |  |  |  |  |  |
| 4. | Karyawan dan pemilik olahan nanas Citra Rasa bersikap ramah kepada pengunjung. |  |  |  |  |  |
| 5. | Olahan nanas Citra Rasa cepat tanggap terhadap permintaan atau respon pelanggan |  |  |  |  |  |
| 6. | Olahan nanas Citra Rasa memasang spanduk tanda pengenal |  |  |  |  |  |

**Harga (X3)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **NO** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| 1. | Konsumen membandingkan harga di olahan nanas Citra Rasa dengan di tempat lain. |  |  |  |  |  |
| 2. | Olahan nanas Citra Rasa menetapkan harga jual menyesuaikan dengan kondisi perekonomian masyarakat setempat. |  |  |  |  |  |
| 3. | Karyawan olahan nanas Citra Rasa menetapkan harga jual sesuai dengan yang diiklankan atau sesuai dengan yang ada di katalog. |  |  |  |  |  |
| 4. | Harga di olahan nanas Citra Rasa sesuai dengan manfaat yang diterima yaitu mengkonsumsi produk olahan nanas Citra Rasa. |  |  |  |  |  |

**Promosi (X4)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **NO** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| 1. | Saya tertarik dengan segala bentuk periklanan produk olahan nanas Citra Rasa |  |  |  |  |  |
| 2. | Saya tertarik dengan voucher belanja pada olahan nanas Citra Rasa |  |  |  |  |  |
| 3. | Saya tertarik dengan discount-discount yang diberikan pada olahan nanas Citra Rasa |  |  |  |  |  |
| 4. | Saya tertarik berbelanja di olahan nanas Citra Rasa karena citra yang bagus di masyarakat |  |  |  |  |  |
| 5. | Saya tertarik dengan deskripsi produk yang diberikan olahan nanas Citra Rasa tentang produk |  |  |  |  |  |
| 6. | Saya tertarik dengan promosi yang dilakukan olahan nanas Citra Rasa melalui social media. |  |  |  |  |  |
| 7. | Saya tertarik dengan judul yang diberikan penjual pada produknya di olahan nanas Citra Rasa |  |  |  |  |  |
| 8. | Saya tertarik dengan testimonial pembeli yang sudah membeli produk pada olahan nanas Citra Rasa |  |  |  |  |  |
| 9. | Saya tertarik dengan keragaman produk yang banyak pada olahan nanas Citra Rasa |  |  |  |  |  |
| 10. | Saya tertarik dengan sistem pemesanan produk yang mudah pada olahan nanas Citra Rasa |  |  |  |  |  |

**Lampiran 2: Data Input Jawaban Responden**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No Resp. | Kualitas Produk | | | | | | | | | Total X1 |
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 |
| 1 | 4 | 4 | 5 | 4 | 3 | 4 | 2 | 4 | 5 | 31 |
| 2 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 37 |
| 3 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 36 |
| 4 | 4 | 4 | 5 | 4 | 3 | 4 | 2 | 4 | 5 | 31 |
| 5 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 34 |
| 6 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 36 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 8 | 3 | 3 | 3 | 3 | 3 | 4 | 5 | 4 | 5 | 30 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 10 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 36 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 35 |
| 13 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 32 |
| 14 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 28 |
| 15 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 38 |
| 16 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 37 |
| 17 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 20 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 23 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 28 |
| 24 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 30 |
| 25 | 4 | 3 | 3 | 4 | 3 | 4 | 5 | 4 | 5 | 31 |
| 26 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 33 |
| 27 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 35 |
| 28 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 34 |
| 29 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 30 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 38 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 32 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 35 |
| 33 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 34 | 3 | 3 | 3 | 3 | 3 | 4 | 5 | 4 | 4 | 29 |
| 35 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 36 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 37 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 38 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 39 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 40 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 36 |
| 41 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 30 |
| 42 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 34 |
| 43 | 3 | 5 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 34 |
| 44 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 34 |
| 45 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 34 |
| 46 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 35 |
| 47 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 48 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 39 |
| 49 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 51 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 52 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 53 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 54 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 39 |
| 55 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 56 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 57 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 29 |
| 58 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 29 |
| 59 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 29 |
| 60 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 29 |
| 61 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 32 |
| 62 | 4 | 4 | 2 | 4 | 4 | 2 | 4 | 4 | 4 | 28 |
| 63 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 64 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 38 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 69 | 3 | 5 | 5 | 3 | 3 | 4 | 5 | 4 | 5 | 34 |
| 70 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 39 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 72 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 73 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 74 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 39 |
| 75 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 36 |
| 76 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 77 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 31 |
| 78 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 34 |
| 79 | 5 | 5 | 3 | 4 | 3 | 3 | 5 | 3 | 5 | 31 |
| 80 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 33 |
| 81 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 34 |
| 82 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 83 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 84 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 85 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 86 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 87 | 4 | 4 | 4 | 3 | 4 | 3 | 5 | 5 | 4 | 32 |
| 88 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 34 |
| 89 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 90 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 36 |
| 91 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 92 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 36 |
| 93 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 94 | 5 | 4 | 3 | 4 | 3 | 3 | 5 | 4 | 4 | 30 |
| 95 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 35 |
| 96 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 97 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 98 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 99 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 100 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No Resp. | Citra Merek | | | | | | Total X2 | No Resp. | Harga | | | | Total X3 |
| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X3.1 | X3.2 | X3.3 | X3.4 |
| 1 | 4 | 5 | 4 | 4 | 4 | 4 | 25 | 1 | 5 | 5 | 4 | 4 | 18 |
| 2 | 4 | 4 | 4 | 3 | 3 | 5 | 23 | 2 | 4 | 4 | 3 | 4 | 15 |
| 3 | 4 | 4 | 5 | 4 | 4 | 4 | 25 | 3 | 4 | 5 | 5 | 5 | 19 |
| 4 | 3 | 5 | 5 | 4 | 3 | 5 | 25 | 4 | 4 | 5 | 4 | 4 | 17 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 5 | 3 | 4 | 4 | 4 | 15 |
| 6 | 5 | 4 | 4 | 4 | 4 | 5 | 26 | 6 | 3 | 4 | 4 | 4 | 15 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 7 | 2 | 5 | 5 | 5 | 17 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 8 | 4 | 4 | 4 | 4 | 16 |
| 9 | 5 | 5 | 4 | 5 | 5 | 5 | 29 | 9 | 4 | 4 | 4 | 5 | 17 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 10 | 4 | 3 | 4 | 4 | 15 |
| 11 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 11 | 5 | 5 | 5 | 5 | 20 |
| 12 | 4 | 5 | 4 | 5 | 4 | 4 | 26 | 12 | 4 | 4 | 4 | 4 | 16 |
| 13 | 5 | 4 | 4 | 5 | 4 | 4 | 26 | 13 | 5 | 5 | 5 | 5 | 20 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 14 | 4 | 4 | 4 | 4 | 16 |
| 15 | 4 | 5 | 5 | 5 | 5 | 5 | 29 | 15 | 5 | 4 | 5 | 5 | 19 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 16 | 3 | 3 | 4 | 4 | 14 |
| 17 | 5 | 4 | 5 | 4 | 5 | 4 | 27 | 17 | 4 | 4 | 5 | 5 | 18 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 18 | 5 | 5 | 5 | 5 | 20 |
| 19 | 4 | 5 | 5 | 4 | 4 | 4 | 26 | 19 | 5 | 4 | 5 | 5 | 19 |
| 20 | 5 | 5 | 5 | 5 | 4 | 4 | 28 | 20 | 4 | 3 | 3 | 5 | 15 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 21 | 5 | 5 | 3 | 3 | 16 |
| 22 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 22 | 5 | 5 | 3 | 3 | 16 |
| 23 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 23 | 4 | 4 | 4 | 4 | 16 |
| 24 | 4 | 4 | 4 | 5 | 4 | 4 | 25 | 24 | 4 | 4 | 4 | 4 | 16 |
| 25 | 4 | 4 | 3 | 4 | 4 | 2 | 21 | 25 | 4 | 4 | 5 | 5 | 18 |
| 26 | 5 | 5 | 5 | 4 | 4 | 3 | 26 | 26 | 5 | 5 | 4 | 5 | 19 |
| 27 | 4 | 5 | 4 | 3 | 3 | 4 | 23 | 27 | 4 | 4 | 4 | 5 | 17 |
| 28 | 4 | 4 | 3 | 4 | 4 | 2 | 21 | 28 | 4 | 4 | 5 | 5 | 18 |
| 29 | 4 | 4 | 4 | 4 | 4 | 3 | 23 | 29 | 4 | 4 | 4 | 4 | 16 |
| 30 | 5 | 5 | 5 | 3 | 5 | 5 | 28 | 30 | 5 | 5 | 5 | 5 | 20 |
| 31 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 31 | 5 | 5 | 5 | 5 | 20 |
| 32 | 4 | 4 | 3 | 3 | 3 | 4 | 21 | 32 | 4 | 4 | 3 | 4 | 15 |
| 33 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 33 | 5 | 5 | 5 | 5 | 20 |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 34 | 4 | 4 | 4 | 4 | 16 |
| 35 | 5 | 4 | 4 | 5 | 4 | 4 | 26 | 35 | 4 | 4 | 4 | 4 | 16 |
| 36 | 5 | 4 | 4 | 5 | 3 | 3 | 24 | 36 | 4 | 4 | 4 | 5 | 17 |
| 37 | 4 | 4 | 4 | 3 | 3 | 3 | 21 | 37 | 3 | 4 | 3 | 4 | 14 |
| 38 | 4 | 4 | 4 | 3 | 3 | 3 | 21 | 38 | 4 | 4 | 4 | 5 | 17 |
| 39 | 5 | 5 | 5 | 5 | 5 | 4 | 29 | 39 | 5 | 5 | 5 | 5 | 20 |
| 40 | 5 | 4 | 5 | 4 | 4 | 4 | 26 | 40 | 5 | 4 | 5 | 4 | 18 |
| 41 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 41 | 5 | 5 | 5 | 5 | 20 |
| 42 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 42 | 5 | 5 | 5 | 5 | 20 |
| 43 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 43 | 5 | 5 | 5 | 5 | 20 |
| 44 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 44 | 5 | 5 | 5 | 5 | 20 |
| 45 | 5 | 5 | 4 | 5 | 4 | 4 | 27 | 45 | 4 | 4 | 4 | 5 | 17 |
| 46 | 4 | 4 | 3 | 2 | 3 | 4 | 20 | 46 | 4 | 4 | 4 | 4 | 16 |
| 47 | 4 | 4 | 3 | 3 | 3 | 4 | 21 | 47 | 4 | 4 | 3 | 4 | 15 |
| 48 | 4 | 4 | 3 | 4 | 3 | 3 | 21 | 48 | 5 | 4 | 3 | 5 | 17 |
| 49 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 49 | 4 | 4 | 5 | 5 | 18 |
| 50 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 50 | 4 | 4 | 5 | 5 | 18 |
| 51 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 51 | 4 | 4 | 5 | 5 | 18 |
| 52 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 52 | 4 | 4 | 5 | 5 | 18 |
| 53 | 5 | 5 | 5 | 4 | 4 | 4 | 27 | 53 | 5 | 5 | 5 | 5 | 20 |
| 54 | 4 | 4 | 4 | 4 | 4 | 5 | 25 | 54 | 5 | 5 | 5 | 5 | 20 |
| 55 | 4 | 4 | 3 | 4 | 4 | 3 | 22 | 55 | 4 | 4 | 4 | 5 | 17 |
| 56 | 3 | 4 | 4 | 4 | 5 | 4 | 24 | 56 | 5 | 5 | 4 | 4 | 18 |
| 57 | 4 | 4 | 4 | 3 | 4 | 4 | 23 | 57 | 4 | 4 | 4 | 4 | 16 |
| 58 | 4 | 4 | 4 | 3 | 3 | 4 | 22 | 58 | 4 | 4 | 4 | 4 | 16 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 59 | 4 | 4 | 4 | 4 | 16 |
| 60 | 3 | 3 | 3 | 3 | 3 | 3 | 18 | 60 | 5 | 5 | 5 | 4 | 19 |
| 61 | 4 | 4 | 3 | 3 | 3 | 3 | 20 | 61 | 4 | 4 | 4 | 4 | 16 |
| 62 | 4 | 4 | 3 | 3 | 3 | 3 | 20 | 62 | 5 | 5 | 5 | 5 | 20 |
| 63 | 4 | 4 | 3 | 3 | 3 | 3 | 20 | 63 | 5 | 4 | 4 | 5 | 18 |
| 64 | 4 | 5 | 4 | 5 | 5 | 5 | 28 | 64 | 5 | 5 | 4 | 5 | 19 |
| 65 | 4 | 4 | 4 | 3 | 3 | 3 | 21 | 65 | 4 | 4 | 4 | 4 | 16 |
| 66 | 5 | 4 | 4 | 4 | 4 | 4 | 25 | 66 | 5 | 4 | 4 | 4 | 17 |
| 67 | 5 | 4 | 4 | 5 | 4 | 4 | 26 | 67 | 4 | 5 | 4 | 3 | 16 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 68 | 5 | 5 | 5 | 5 | 20 |
| 69 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 69 | 4 | 5 | 5 | 5 | 19 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 70 | 4 | 4 | 4 | 4 | 16 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 71 | 4 | 4 | 5 | 4 | 17 |
| 72 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 72 | 5 | 5 | 5 | 5 | 20 |
| 73 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 73 | 4 | 4 | 4 | 4 | 16 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 74 | 4 | 4 | 4 | 4 | 16 |
| 75 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 75 | 4 | 4 | 4 | 4 | 16 |
| 76 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 76 | 4 | 4 | 4 | 4 | 16 |
| 77 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 77 | 5 | 5 | 5 | 5 | 20 |
| 78 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 78 | 5 | 5 | 5 | 5 | 20 |
| 79 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 79 | 5 | 5 | 5 | 5 | 20 |
| 80 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 80 | 5 | 5 | 5 | 5 | 20 |
| 81 | 4 | 5 | 5 | 3 | 4 | 4 | 25 | 81 | 4 | 4 | 4 | 5 | 17 |
| 82 | 4 | 5 | 5 | 3 | 4 | 4 | 25 | 82 | 4 | 4 | 4 | 5 | 17 |
| 83 | 4 | 5 | 5 | 3 | 4 | 4 | 25 | 83 | 4 | 4 | 4 | 5 | 17 |
| 84 | 4 | 5 | 5 | 3 | 4 | 4 | 25 | 84 | 4 | 4 | 4 | 5 | 17 |
| 85 | 4 | 4 | 4 | 4 | 3 | 3 | 22 | 85 | 4 | 4 | 4 | 3 | 15 |
| 86 | 4 | 4 | 4 | 4 | 2 | 2 | 20 | 86 | 4 | 4 | 4 | 2 | 14 |
| 87 | 4 | 4 | 4 | 4 | 2 | 2 | 20 | 87 | 4 | 4 | 4 | 2 | 14 |
| 88 | 4 | 5 | 4 | 4 | 4 | 5 | 26 | 88 | 4 | 4 | 4 | 5 | 17 |
| 89 | 5 | 5 | 5 | 4 | 4 | 4 | 27 | 89 | 5 | 5 | 5 | 5 | 20 |
| 90 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 90 | 4 | 4 | 4 | 4 | 16 |
| 91 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 91 | 4 | 4 | 4 | 4 | 16 |
| 92 | 4 | 4 | 4 | 4 | 4 | 4 | 24 | 92 | 4 | 4 | 4 | 4 | 16 |
| 93 | 4 | 5 | 5 | 4 | 4 | 4 | 26 | 93 | 5 | 4 | 5 | 5 | 19 |
| 94 | 5 | 5 | 5 | 3 | 5 | 2 | 25 | 94 | 5 | 5 | 5 | 5 | 20 |
| 95 | 4 | 4 | 4 | 2 | 3 | 3 | 20 | 95 | 3 | 4 | 3 | 4 | 14 |
| 96 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 96 | 5 | 5 | 5 | 5 | 20 |
| 97 | 4 | 4 | 4 | 3 | 3 | 4 | 22 | 97 | 4 | 4 | 4 | 4 | 16 |
| 98 | 5 | 5 | 5 | 4 | 5 | 5 | 29 | 98 | 5 | 5 | 4 | 5 | 19 |
| 99 | 5 | 5 | 5 | 4 | 4 | 4 | 27 | 99 | 5 | 5 | 5 | 5 | 20 |
| 100 | 5 | 5 | 5 | 5 | 5 | 5 | 30 | 100 | 5 | 5 | 5 | 5 | 20 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No Resp. | Promosi | | | | | | | | | | Total X4 |
| X4.1 | X4.2 | X4.3 | X4.4 | X4.5 | X4.6 | X4.7 | X4.8 | X4.9 | X4.10 |
| 1 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 23 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 3 | 3 | 3 | 5 | 5 | 3 | 3 | 5 | 5 | 5 | 21 |
| 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 23 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 22 |
| 6 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 21 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| 8 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 19 |
| 9 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 22 |
| 10 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 19 |
| 11 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| 12 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 22 |
| 13 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 15 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 17 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 22 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| 19 | 3 | 3 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 22 |
| 20 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 21 |
| 21 | 5 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| 22 | 5 | 3 | 3 | 5 | 3 | 3 | 3 | 4 | 5 | 5 | 20 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 25 | 5 | 2 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 20 |
| 26 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 3 | 22 |
| 27 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 21 |
| 28 | 5 | 2 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 20 |
| 29 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 23 |
| 30 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 23 |
| 31 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| 32 | 5 | 3 | 5 | 5 | 3 | 5 | 5 | 4 | 4 | 3 | 21 |
| 33 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 21 |
| 34 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 23 |
| 35 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 21 |
| 36 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 21 |
| 37 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 38 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 18 |
| 39 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| 40 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 22 |
| 41 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 3 | 22 |
| 42 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 3 | 22 |
| 43 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 3 | 22 |
| 44 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 3 | 22 |
| 45 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 46 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 19 |
| 47 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 19 |
| 48 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 18 |
| 49 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 24 |
| 50 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 21 |
| 51 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 21 |
| 52 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 21 |
| 53 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| 54 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 23 |
| 55 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 19 |
| 56 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 19 |
| 57 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 58 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 59 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 15 |
| 60 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 18 |
| 61 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 2 | 18 |
| 62 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 2 | 18 |
| 63 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 2 | 18 |
| 64 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 24 |
| 65 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 19 |
| 66 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 24 |
| 67 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 21 |
| 68 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 23 |
| 69 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 24 |
| 70 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 20 |
| 71 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 22 |
| 72 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 23 |
| 73 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 20 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 75 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 76 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 77 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| 78 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 23 |
| 79 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| 80 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| 81 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 22 |
| 82 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 22 |
| 83 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 22 |
| 84 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 22 |
| 85 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 5 | 3 | 20 |
| 86 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 18 |
| 87 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 19 |
| 88 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 24 |
| 89 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 90 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 91 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 92 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 93 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 3 | 22 |
| 94 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 2 | 22 |
| 95 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 2 | 20 |
| 96 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| 97 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 20 |
| 98 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 24 |
| 99 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 21 |
| 100 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 25 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| No Resp. | Keputusan Pembelian | | | | | | Total Y |
| Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 |
| 1 | 4 | 5 | 4 | 5 | 3 | 4 | 25 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 5 | 5 | 5 | 5 | 3 | 5 | 28 |
| 4 | 4 | 4 | 4 | 3 | 3 | 4 | 22 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 6 | 4 | 4 | 4 | 5 | 4 | 3 | 24 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 8 | 4 | 4 | 4 | 4 | 2 | 4 | 22 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 11 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 12 | 5 | 3 | 5 | 3 | 3 | 4 | 23 |
| 13 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| 14 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 16 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 17 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 19 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 20 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 22 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 26 | 4 | 5 | 5 | 4 | 5 | 5 | 28 |
| 27 | 5 | 4 | 4 | 4 | 4 | 5 | 26 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 30 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 31 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 32 | 4 | 4 | 3 | 4 | 2 | 4 | 21 |
| 33 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 34 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 35 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 36 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 37 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 38 | 4 | 4 | 4 | 4 | 3 | 4 | 23 |
| 39 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 40 | 4 | 4 | 5 | 4 | 5 | 5 | 27 |
| 41 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 42 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 43 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 44 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 45 | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| 46 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 47 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 48 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 49 | 4 | 5 | 5 | 4 | 3 | 5 | 26 |
| 50 | 4 | 5 | 5 | 4 | 4 | 5 | 27 |
| 51 | 4 | 5 | 5 | 4 | 4 | 5 | 27 |
| 52 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| 53 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 54 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 56 | 4 | 4 | 4 | 4 | 2 | 4 | 22 |
| 57 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 58 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 59 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 60 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 62 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 64 | 5 | 5 | 5 | 3 | 3 | 5 | 26 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 66 | 4 | 5 | 4 | 4 | 4 | 5 | 26 |
| 67 | 5 | 4 | 3 | 4 | 5 | 4 | 25 |
| 68 | 3 | 5 | 4 | 5 | 5 | 5 | 27 |
| 69 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 70 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 72 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 73 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 75 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 76 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 77 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 78 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 79 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 80 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 81 | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| 82 | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| 83 | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| 84 | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| 85 | 3 | 4 | 5 | 4 | 4 | 5 | 25 |
| 86 | 4 | 4 | 4 | 4 | 2 | 4 | 22 |
| 87 | 4 | 4 | 4 | 4 | 2 | 4 | 22 |
| 88 | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| 89 | 5 | 5 | 5 | 4 | 4 | 5 | 28 |
| 90 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 91 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 92 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 93 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| 94 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 95 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 96 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 97 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 98 | 5 | 4 | 4 | 5 | 5 | 5 | 28 |
| 99 | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| 100 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |

**Lampiran 3: Data Interval (Metode MSI)**

* 1. **Variabel Kualitas Produk (X1)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No Resp.** | **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** | **X1.9** | **Total\_X1** |
| 1 | 2,460 | 2,394 | 4,723 | 2,566 | 1,000 | 3,321 | 1,000 | 2,603 | 4,300 | 24,368 |
| 2 | 2,460 | 2,394 | 4,723 | 2,566 | 2,331 | 4,763 | 4,187 | 4,102 | 4,300 | 31,827 |
| 3 | 3,902 | 2,394 | 3,360 | 4,056 | 2,331 | 4,763 | 4,187 | 2,603 | 4,300 | 31,897 |
| 4 | 2,460 | 2,394 | 4,723 | 2,566 | 1,000 | 3,321 | 1,000 | 2,603 | 4,300 | 24,368 |
| 5 | 2,460 | 1,000 | 3,360 | 2,566 | 2,331 | 3,321 | 4,187 | 4,102 | 4,300 | 27,627 |
| 6 | 2,460 | 2,394 | 3,360 | 2,566 | 2,331 | 4,763 | 4,187 | 4,102 | 4,300 | 30,463 |
| 7 | 3,902 | 3,792 | 4,723 | 4,056 | 3,668 | 4,763 | 4,187 | 4,102 | 4,300 | 37,493 |
| 8 | 1,000 | 1,000 | 2,124 | 1,000 | 1,000 | 3,321 | 4,187 | 2,603 | 4,300 | 20,536 |
| 9 | 2,460 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 24,535 |
| 10 | 2,460 | 2,394 | 4,723 | 2,566 | 2,331 | 3,321 | 4,187 | 4,102 | 4,300 | 30,385 |
| 11 | 2,460 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 24,535 |
| 12 | 2,460 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 4,187 | 4,102 | 4,300 | 29,021 |
| 13 | 2,460 | 2,394 | 2,124 | 2,566 | 2,331 | 3,321 | 4,187 | 2,603 | 2,765 | 24,752 |
| 14 | 2,460 | 1,000 | 2,124 | 1,000 | 1,000 | 3,321 | 2,734 | 2,603 | 2,765 | 19,008 |
| 15 | 3,902 | 2,394 | 4,723 | 4,056 | 3,668 | 3,321 | 4,187 | 4,102 | 4,300 | 34,654 |
| 16 | 2,460 | 2,394 | 4,723 | 4,056 | 2,331 | 4,763 | 4,187 | 4,102 | 2,765 | 31,782 |
| 17 | 3,902 | 3,792 | 4,723 | 4,056 | 3,668 | 4,763 | 4,187 | 4,102 | 4,300 | 37,493 |
| 18 | 3,902 | 3,792 | 4,723 | 4,056 | 3,668 | 4,763 | 4,187 | 4,102 | 4,300 | 37,493 |
| 19 | 3,902 | 3,792 | 4,723 | 4,056 | 3,668 | 4,763 | 4,187 | 4,102 | 4,300 | 37,493 |
| 20 | 3,902 | 3,792 | 4,723 | 4,056 | 3,668 | 4,763 | 4,187 | 4,102 | 4,300 | 37,493 |
| 21 | 2,460 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 24,535 |
| 22 | 2,460 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 24,535 |
| 23 | 2,460 | 1,000 | 3,360 | 1,000 | 1,000 | 3,321 | 2,734 | 1,000 | 2,765 | 18,640 |
| 24 | 2,460 | 1,000 | 3,360 | 2,566 | 1,000 | 3,321 | 2,734 | 2,603 | 2,765 | 21,809 |
| 25 | 2,460 | 1,000 | 2,124 | 2,566 | 1,000 | 3,321 | 4,187 | 2,603 | 4,300 | 23,562 |
| 26 | 3,902 | 2,394 | 3,360 | 2,566 | 1,000 | 3,321 | 4,187 | 2,603 | 4,300 | 27,633 |
| 27 | 3,902 | 2,394 | 3,360 | 2,566 | 1,000 | 4,763 | 4,187 | 4,102 | 4,300 | 30,574 |
| 28 | 3,902 | 2,394 | 3,360 | 2,566 | 1,000 | 3,321 | 4,187 | 4,102 | 4,300 | 29,132 |
| 29 | 3,902 | 2,394 | 4,723 | 4,056 | 3,668 | 4,763 | 4,187 | 4,102 | 4,300 | 36,096 |
| 30 | 3,902 | 2,394 | 4,723 | 2,566 | 3,668 | 4,763 | 4,187 | 4,102 | 4,300 | 34,605 |
| 31 | 2,460 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 24,535 |
| 32 | 2,460 | 1,000 | 3,360 | 2,566 | 2,331 | 4,763 | 4,187 | 4,102 | 4,300 | 29,069 |
| 33 | 2,460 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 24,535 |
| 34 | 1,000 | 1,000 | 2,124 | 1,000 | 1,000 | 3,321 | 4,187 | 2,603 | 2,765 | 19,001 |
| 35 | 2,460 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 24,535 |
| 36 | 1,000 | 1,000 | 2,124 | 1,000 | 1,000 | 1,968 | 1,597 | 1,000 | 1,000 | 11,690 |
| 37 | 1,000 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 23,075 |
| 38 | 1,000 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 23,075 |
| 39 | 1,000 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 23,075 |
| 40 | 2,460 | 2,394 | 4,723 | 4,056 | 2,331 | 3,321 | 4,187 | 2,603 | 4,300 | 30,377 |
| 41 | 2,460 | 1,000 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 1,000 | 2,765 | 21,537 |
| 42 | 3,902 | 2,394 | 3,360 | 2,566 | 1,000 | 4,763 | 4,187 | 2,603 | 4,300 | 29,075 |
| 43 | 1,000 | 3,792 | 3,360 | 2,566 | 3,668 | 4,763 | 1,597 | 2,603 | 2,765 | 26,113 |
| 44 | 3,902 | 2,394 | 3,360 | 2,566 | 1,000 | 3,321 | 4,187 | 4,102 | 4,300 | 29,132 |
| 45 | 3,902 | 2,394 | 4,723 | 4,056 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 28,831 |
| 46 | 2,460 | 2,394 | 4,723 | 4,056 | 2,331 | 3,321 | 4,187 | 2,603 | 2,765 | 28,842 |
| 47 | 2,460 | 3,792 | 4,723 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 27,296 |
| 48 | 2,460 | 3,792 | 4,723 | 4,056 | 2,331 | 4,763 | 4,187 | 4,102 | 4,300 | 34,715 |
| 49 | 1,000 | 1,000 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 21,680 |
| 50 | 2,460 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 24,535 |
| 51 | 2,460 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 24,535 |
| 52 | 2,460 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 24,535 |
| 53 | 3,902 | 3,792 | 4,723 | 4,056 | 3,668 | 4,763 | 4,187 | 4,102 | 4,300 | 37,493 |
| 54 | 3,902 | 3,792 | 4,723 | 4,056 | 2,331 | 4,763 | 4,187 | 4,102 | 4,300 | 36,157 |
| 55 | 3,902 | 3,792 | 4,723 | 4,056 | 3,668 | 4,763 | 4,187 | 4,102 | 4,300 | 37,493 |
| 56 | 3,902 | 3,792 | 4,723 | 4,056 | 3,668 | 4,763 | 4,187 | 4,102 | 4,300 | 37,493 |
| 57 | 2,460 | 1,000 | 3,360 | 2,566 | 1,000 | 1,968 | 2,734 | 2,603 | 2,765 | 20,457 |
| 58 | 2,460 | 1,000 | 3,360 | 2,566 | 1,000 | 1,968 | 2,734 | 2,603 | 2,765 | 20,457 |
| 59 | 2,460 | 1,000 | 3,360 | 2,566 | 1,000 | 1,968 | 2,734 | 2,603 | 2,765 | 20,457 |
| 60 | 2,460 | 1,000 | 3,360 | 2,566 | 1,000 | 1,968 | 2,734 | 2,603 | 2,765 | 20,457 |
| 61 | 2,460 | 1,000 | 3,360 | 2,566 | 3,668 | 4,763 | 2,734 | 1,000 | 2,765 | 24,315 |
| 62 | 2,460 | 2,394 | 1,000 | 2,566 | 2,331 | 1,000 | 2,734 | 2,603 | 2,765 | 19,854 |
| 63 | 2,460 | 2,394 | 2,124 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 23,300 |
| 64 | 2,460 | 2,394 | 4,723 | 4,056 | 2,331 | 4,763 | 4,187 | 4,102 | 4,300 | 33,317 |
| 65 | 2,460 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 24,535 |
| 66 | 2,460 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 24,535 |
| 67 | 2,460 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 24,535 |
| 68 | 2,460 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 24,535 |
| 69 | 1,000 | 3,792 | 4,723 | 1,000 | 1,000 | 3,321 | 4,187 | 2,603 | 4,300 | 25,927 |
| 70 | 2,460 | 3,792 | 4,723 | 4,056 | 3,668 | 4,763 | 4,187 | 2,603 | 4,300 | 34,553 |
| 71 | 2,460 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 24,535 |
| 72 | 3,902 | 3,792 | 4,723 | 4,056 | 3,668 | 4,763 | 4,187 | 4,102 | 4,300 | 37,493 |
| 73 | 2,460 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 24,535 |
| 74 | 3,902 | 3,792 | 4,723 | 4,056 | 2,331 | 4,763 | 4,187 | 4,102 | 4,300 | 36,157 |
| 75 | 2,460 | 2,394 | 4,723 | 4,056 | 2,331 | 3,321 | 4,187 | 2,603 | 4,300 | 30,377 |
| 76 | 3,902 | 3,792 | 4,723 | 4,056 | 3,668 | 4,763 | 4,187 | 4,102 | 4,300 | 37,493 |
| 77 | 2,460 | 2,394 | 2,124 | 4,056 | 2,331 | 3,321 | 2,734 | 2,603 | 1,000 | 23,025 |
| 78 | 2,460 | 2,394 | 2,124 | 2,566 | 2,331 | 3,321 | 4,187 | 4,102 | 4,300 | 27,786 |
| 79 | 3,902 | 3,792 | 2,124 | 2,566 | 1,000 | 1,968 | 4,187 | 1,000 | 4,300 | 24,840 |
| 80 | 3,902 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 4,187 | 2,603 | 2,765 | 27,430 |
| 81 | 2,460 | 2,394 | 3,360 | 2,566 | 3,668 | 3,321 | 2,734 | 4,102 | 2,765 | 27,370 |
| 82 | 3,902 | 3,792 | 4,723 | 4,056 | 3,668 | 4,763 | 4,187 | 4,102 | 4,300 | 37,493 |
| 83 | 2,460 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 24,535 |
| 84 | 2,460 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 24,535 |
| 85 | 2,460 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 24,535 |
| 86 | 3,902 | 3,792 | 4,723 | 4,056 | 3,668 | 4,763 | 4,187 | 4,102 | 4,300 | 37,493 |
| 87 | 2,460 | 2,394 | 3,360 | 1,000 | 2,331 | 1,968 | 4,187 | 4,102 | 2,765 | 24,568 |
| 88 | 3,902 | 3,792 | 3,360 | 4,056 | 2,331 | 3,321 | 1,597 | 2,603 | 4,300 | 29,262 |
| 89 | 2,460 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 24,535 |
| 90 | 3,902 | 2,394 | 3,360 | 2,566 | 3,668 | 4,763 | 4,187 | 4,102 | 2,765 | 31,706 |
| 91 | 2,460 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 24,535 |
| 92 | 2,460 | 2,394 | 3,360 | 4,056 | 3,668 | 4,763 | 4,187 | 2,603 | 2,765 | 30,257 |
| 93 | 3,902 | 3,792 | 4,723 | 4,056 | 3,668 | 4,763 | 4,187 | 4,102 | 4,300 | 37,493 |
| 94 | 3,902 | 2,394 | 2,124 | 2,566 | 1,000 | 1,968 | 4,187 | 2,603 | 2,765 | 23,511 |
| 95 | 3,902 | 3,792 | 4,723 | 2,566 | 2,331 | 3,321 | 4,187 | 2,603 | 2,765 | 30,191 |
| 96 | 2,460 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 24,535 |
| 97 | 3,902 | 3,792 | 4,723 | 4,056 | 3,668 | 4,763 | 4,187 | 4,102 | 4,300 | 37,493 |
| 98 | 2,460 | 2,394 | 3,360 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 24,535 |
| 99 | 2,460 | 2,394 | 2,124 | 2,566 | 2,331 | 3,321 | 2,734 | 2,603 | 2,765 | 23,300 |
| 100 | 3,902 | 3,792 | 4,723 | 4,056 | 3,668 | 4,763 | 4,187 | 4,102 | 4,300 | 37,493 |

* 1. **Variabel Citra Merek (X2)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **No Resp.** | **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **Total\_X2** |
| 1 | 2,710 | 4,631 | 2,358 | 3,380 | 3,366 | 2,966 | 19,412 |
| 2 | 2,710 | 3,056 | 2,358 | 2,183 | 2,159 | 4,310 | 16,775 |
| 3 | 2,710 | 3,056 | 3,749 | 3,380 | 3,366 | 2,966 | 19,226 |
| 4 | 1,000 | 4,631 | 3,749 | 3,380 | 2,159 | 4,310 | 19,229 |
| 5 | 2,710 | 3,056 | 2,358 | 3,380 | 3,366 | 2,966 | 17,836 |
| 6 | 4,234 | 3,056 | 2,358 | 3,380 | 3,366 | 4,310 | 20,704 |
| 7 | 4,234 | 4,631 | 3,749 | 4,692 | 4,692 | 4,310 | 26,308 |
| 8 | 2,710 | 3,056 | 2,358 | 3,380 | 3,366 | 2,966 | 17,836 |
| 9 | 4,234 | 4,631 | 2,358 | 4,692 | 4,692 | 4,310 | 24,918 |
| 10 | 2,710 | 3,056 | 2,358 | 3,380 | 3,366 | 2,966 | 17,836 |
| 11 | 4,234 | 4,631 | 3,749 | 4,692 | 4,692 | 4,310 | 26,308 |
| 12 | 2,710 | 4,631 | 2,358 | 4,692 | 3,366 | 2,966 | 20,724 |
| 13 | 4,234 | 3,056 | 2,358 | 4,692 | 3,366 | 2,966 | 20,672 |
| 14 | 2,710 | 3,056 | 2,358 | 3,380 | 3,366 | 2,966 | 17,836 |
| 15 | 2,710 | 4,631 | 3,749 | 4,692 | 4,692 | 4,310 | 24,784 |
| 16 | 2,710 | 3,056 | 2,358 | 3,380 | 3,366 | 2,966 | 17,836 |
| 17 | 4,234 | 3,056 | 3,749 | 3,380 | 4,692 | 2,966 | 22,076 |
| 18 | 4,234 | 4,631 | 3,749 | 4,692 | 4,692 | 4,310 | 26,308 |
| 19 | 2,710 | 4,631 | 3,749 | 3,380 | 3,366 | 2,966 | 20,802 |
| 20 | 4,234 | 4,631 | 3,749 | 4,692 | 3,366 | 2,966 | 23,638 |
| 21 | 2,710 | 3,056 | 2,358 | 3,380 | 3,366 | 2,966 | 17,836 |
| 22 | 4,234 | 4,631 | 3,749 | 4,692 | 4,692 | 4,310 | 26,308 |
| 23 | 4,234 | 3,056 | 2,358 | 3,380 | 3,366 | 2,966 | 19,360 |
| 24 | 2,710 | 3,056 | 2,358 | 4,692 | 3,366 | 2,966 | 19,148 |
| 25 | 2,710 | 3,056 | 1,000 | 3,380 | 3,366 | 1,000 | 14,511 |
| 26 | 4,234 | 4,631 | 3,749 | 3,380 | 3,366 | 1,861 | 21,221 |
| 27 | 2,710 | 4,631 | 2,358 | 2,183 | 2,159 | 2,966 | 17,007 |
| 28 | 2,710 | 3,056 | 1,000 | 3,380 | 3,366 | 1,000 | 14,511 |
| 29 | 2,710 | 3,056 | 2,358 | 3,380 | 3,366 | 1,861 | 16,731 |
| 30 | 4,234 | 4,631 | 3,749 | 2,183 | 4,692 | 4,310 | 23,798 |
| 31 | 4,234 | 4,631 | 3,749 | 3,380 | 4,692 | 4,310 | 24,996 |
| 32 | 2,710 | 3,056 | 1,000 | 2,183 | 2,159 | 2,966 | 14,073 |
| 33 | 2,710 | 3,056 | 2,358 | 3,380 | 3,366 | 2,966 | 17,836 |
| 34 | 2,710 | 3,056 | 2,358 | 3,380 | 3,366 | 2,966 | 17,836 |
| 35 | 4,234 | 3,056 | 2,358 | 4,692 | 3,366 | 2,966 | 20,672 |
| 36 | 4,234 | 3,056 | 2,358 | 4,692 | 2,159 | 1,861 | 18,360 |
| 37 | 2,710 | 3,056 | 2,358 | 2,183 | 2,159 | 1,861 | 14,326 |
| 38 | 2,710 | 3,056 | 2,358 | 2,183 | 2,159 | 1,861 | 14,326 |
| 39 | 4,234 | 4,631 | 3,749 | 4,692 | 4,692 | 2,966 | 24,964 |
| 40 | 4,234 | 3,056 | 3,749 | 3,380 | 3,366 | 2,966 | 20,751 |
| 41 | 4,234 | 4,631 | 3,749 | 4,692 | 4,692 | 4,310 | 26,308 |
| 42 | 4,234 | 4,631 | 3,749 | 4,692 | 4,692 | 4,310 | 26,308 |
| 43 | 4,234 | 4,631 | 3,749 | 4,692 | 4,692 | 4,310 | 26,308 |
| 44 | 4,234 | 4,631 | 3,749 | 4,692 | 4,692 | 4,310 | 26,308 |
| 45 | 4,234 | 4,631 | 2,358 | 4,692 | 3,366 | 2,966 | 22,248 |
| 46 | 2,710 | 3,056 | 1,000 | 1,000 | 2,159 | 2,966 | 12,890 |
| 47 | 2,710 | 3,056 | 1,000 | 2,183 | 2,159 | 2,966 | 14,073 |
| 48 | 2,710 | 3,056 | 1,000 | 3,380 | 2,159 | 1,861 | 14,165 |
| 49 | 4,234 | 3,056 | 2,358 | 3,380 | 3,366 | 2,966 | 19,360 |
| 50 | 4,234 | 3,056 | 2,358 | 3,380 | 3,366 | 2,966 | 19,360 |
| 51 | 4,234 | 3,056 | 2,358 | 3,380 | 3,366 | 2,966 | 19,360 |
| 52 | 4,234 | 3,056 | 2,358 | 3,380 | 3,366 | 2,966 | 19,360 |
| 53 | 4,234 | 4,631 | 3,749 | 3,380 | 3,366 | 2,966 | 22,326 |
| 54 | 2,710 | 3,056 | 2,358 | 3,380 | 3,366 | 4,310 | 19,180 |
| 55 | 2,710 | 3,056 | 1,000 | 3,380 | 3,366 | 1,861 | 15,372 |
| 56 | 1,000 | 3,056 | 2,358 | 3,380 | 4,692 | 2,966 | 17,452 |
| 57 | 2,710 | 3,056 | 2,358 | 2,183 | 3,366 | 2,966 | 16,639 |
| 58 | 2,710 | 3,056 | 2,358 | 2,183 | 2,159 | 2,966 | 15,431 |
| 59 | 2,710 | 3,056 | 2,358 | 3,380 | 3,366 | 2,966 | 17,836 |
| 60 | 1,000 | 1,000 | 1,000 | 2,183 | 2,159 | 1,861 | 9,202 |
| 61 | 2,710 | 3,056 | 1,000 | 2,183 | 2,159 | 1,861 | 12,968 |
| 62 | 2,710 | 3,056 | 1,000 | 2,183 | 2,159 | 1,861 | 12,968 |
| 63 | 2,710 | 3,056 | 1,000 | 2,183 | 2,159 | 1,861 | 12,968 |
| 64 | 2,710 | 4,631 | 2,358 | 4,692 | 4,692 | 4,310 | 23,393 |
| 65 | 2,710 | 3,056 | 2,358 | 2,183 | 2,159 | 1,861 | 14,326 |
| 66 | 4,234 | 3,056 | 2,358 | 3,380 | 3,366 | 2,966 | 19,360 |
| 67 | 4,234 | 3,056 | 2,358 | 4,692 | 3,366 | 2,966 | 20,672 |
| 68 | 2,710 | 3,056 | 2,358 | 3,380 | 3,366 | 2,966 | 17,836 |
| 69 | 2,710 | 3,056 | 2,358 | 3,380 | 3,366 | 2,966 | 17,836 |
| 70 | 2,710 | 3,056 | 2,358 | 3,380 | 3,366 | 2,966 | 17,836 |
| 71 | 2,710 | 3,056 | 2,358 | 3,380 | 3,366 | 2,966 | 17,836 |
| 72 | 4,234 | 4,631 | 3,749 | 3,380 | 4,692 | 4,310 | 24,996 |
| 73 | 2,710 | 3,056 | 2,358 | 3,380 | 3,366 | 2,966 | 17,836 |
| 74 | 2,710 | 3,056 | 2,358 | 3,380 | 3,366 | 2,966 | 17,836 |
| 75 | 2,710 | 3,056 | 2,358 | 3,380 | 3,366 | 2,966 | 17,836 |
| 76 | 2,710 | 3,056 | 2,358 | 3,380 | 3,366 | 2,966 | 17,836 |
| 77 | 4,234 | 4,631 | 3,749 | 4,692 | 4,692 | 4,310 | 26,308 |
| 78 | 4,234 | 4,631 | 3,749 | 3,380 | 4,692 | 4,310 | 24,996 |
| 79 | 4,234 | 4,631 | 3,749 | 4,692 | 4,692 | 4,310 | 26,308 |
| 80 | 4,234 | 4,631 | 3,749 | 4,692 | 4,692 | 4,310 | 26,308 |
| 81 | 2,710 | 4,631 | 3,749 | 2,183 | 3,366 | 2,966 | 19,604 |
| 82 | 2,710 | 4,631 | 3,749 | 2,183 | 3,366 | 2,966 | 19,604 |
| 83 | 2,710 | 4,631 | 3,749 | 2,183 | 3,366 | 2,966 | 19,604 |
| 84 | 2,710 | 4,631 | 3,749 | 2,183 | 3,366 | 2,966 | 19,604 |
| 85 | 2,710 | 3,056 | 2,358 | 3,380 | 2,159 | 1,861 | 15,523 |
| 86 | 2,710 | 3,056 | 2,358 | 3,380 | 1,000 | 1,000 | 13,504 |
| 87 | 2,710 | 3,056 | 2,358 | 3,380 | 1,000 | 1,000 | 13,504 |
| 88 | 2,710 | 4,631 | 2,358 | 3,380 | 3,366 | 4,310 | 20,755 |
| 89 | 4,234 | 4,631 | 3,749 | 3,380 | 3,366 | 2,966 | 22,326 |
| 90 | 2,710 | 3,056 | 2,358 | 3,380 | 3,366 | 2,966 | 17,836 |
| 91 | 2,710 | 3,056 | 2,358 | 3,380 | 3,366 | 2,966 | 17,836 |
| 92 | 2,710 | 3,056 | 2,358 | 3,380 | 3,366 | 2,966 | 17,836 |
| 93 | 2,710 | 4,631 | 3,749 | 3,380 | 3,366 | 2,966 | 20,802 |
| 94 | 4,234 | 4,631 | 3,749 | 2,183 | 4,692 | 1,000 | 20,488 |
| 95 | 2,710 | 3,056 | 2,358 | 1,000 | 2,159 | 1,861 | 13,143 |
| 96 | 4,234 | 4,631 | 3,749 | 4,692 | 4,692 | 4,310 | 26,308 |
| 97 | 2,710 | 3,056 | 2,358 | 2,183 | 2,159 | 2,966 | 15,431 |
| 98 | 4,234 | 4,631 | 3,749 | 3,380 | 4,692 | 4,310 | 24,996 |
| 99 | 4,234 | 4,631 | 3,749 | 3,380 | 3,366 | 2,966 | 22,326 |
| 100 | 4,234 | 4,631 | 3,749 | 4,692 | 4,692 | 4,310 | 26,308 |

* 1. **Variabel Harga (X3)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No Resp.** | **X3.1** | **X3.2** | **X3.3** | **X3.4** | **TOTAL\_X3** |
| 1 | 4,631 | 4,270 | 2,352 | 2,711 | 13,964 |
| 2 | 3,170 | 2,738 | 1,000 | 2,711 | 9,620 |
| 3 | 3,170 | 4,270 | 3,753 | 4,141 | 15,333 |
| 4 | 3,170 | 4,270 | 2,352 | 2,711 | 12,504 |
| 5 | 1,816 | 2,738 | 2,352 | 2,711 | 9,617 |
| 6 | 1,816 | 2,738 | 2,352 | 2,711 | 9,617 |
| 7 | 1,000 | 4,270 | 3,753 | 4,141 | 13,163 |
| 8 | 3,170 | 2,738 | 2,352 | 2,711 | 10,971 |
| 9 | 3,170 | 2,738 | 2,352 | 4,141 | 12,401 |
| 10 | 3,170 | 1,000 | 2,352 | 2,711 | 9,233 |
| 11 | 4,631 | 4,270 | 3,753 | 4,141 | 16,794 |
| 12 | 3,170 | 2,738 | 2,352 | 2,711 | 10,971 |
| 13 | 4,631 | 4,270 | 3,753 | 4,141 | 16,794 |
| 14 | 3,170 | 2,738 | 2,352 | 2,711 | 10,971 |
| 15 | 4,631 | 2,738 | 3,753 | 4,141 | 15,262 |
| 16 | 1,816 | 1,000 | 2,352 | 2,711 | 7,879 |
| 17 | 3,170 | 2,738 | 3,753 | 4,141 | 13,801 |
| 18 | 4,631 | 4,270 | 3,753 | 4,141 | 16,794 |
| 19 | 4,631 | 2,738 | 3,753 | 4,141 | 15,262 |
| 20 | 3,170 | 1,000 | 1,000 | 4,141 | 9,311 |
| 21 | 4,631 | 4,270 | 1,000 | 1,653 | 11,554 |
| 22 | 4,631 | 4,270 | 1,000 | 1,653 | 11,554 |
| 23 | 3,170 | 2,738 | 2,352 | 2,711 | 10,971 |
| 24 | 3,170 | 2,738 | 2,352 | 2,711 | 10,971 |
| 25 | 3,170 | 2,738 | 3,753 | 4,141 | 13,801 |
| 26 | 4,631 | 4,270 | 2,352 | 4,141 | 15,393 |
| 27 | 3,170 | 2,738 | 2,352 | 4,141 | 12,401 |
| 28 | 3,170 | 2,738 | 3,753 | 4,141 | 13,801 |
| 29 | 3,170 | 2,738 | 2,352 | 2,711 | 10,971 |
| 30 | 4,631 | 4,270 | 3,753 | 4,141 | 16,794 |
| 31 | 4,631 | 4,270 | 3,753 | 4,141 | 16,794 |
| 32 | 3,170 | 2,738 | 1,000 | 2,711 | 9,620 |
| 33 | 4,631 | 4,270 | 3,753 | 4,141 | 16,794 |
| 34 | 3,170 | 2,738 | 2,352 | 2,711 | 10,971 |
| 35 | 3,170 | 2,738 | 2,352 | 2,711 | 10,971 |
| 36 | 3,170 | 2,738 | 2,352 | 4,141 | 12,401 |
| 37 | 1,816 | 2,738 | 1,000 | 2,711 | 8,265 |
| 38 | 3,170 | 2,738 | 2,352 | 4,141 | 12,401 |
| 39 | 4,631 | 4,270 | 3,753 | 4,141 | 16,794 |
| 40 | 4,631 | 2,738 | 3,753 | 2,711 | 13,833 |
| 41 | 4,631 | 4,270 | 3,753 | 4,141 | 16,794 |
| 42 | 4,631 | 4,270 | 3,753 | 4,141 | 16,794 |
| 43 | 4,631 | 4,270 | 3,753 | 4,141 | 16,794 |
| 44 | 4,631 | 4,270 | 3,753 | 4,141 | 16,794 |
| 45 | 3,170 | 2,738 | 2,352 | 4,141 | 12,401 |
| 46 | 3,170 | 2,738 | 2,352 | 2,711 | 10,971 |
| 47 | 3,170 | 2,738 | 1,000 | 2,711 | 9,620 |
| 48 | 4,631 | 2,738 | 1,000 | 4,141 | 12,510 |
| 49 | 3,170 | 2,738 | 3,753 | 4,141 | 13,801 |
| 50 | 3,170 | 2,738 | 3,753 | 4,141 | 13,801 |
| 51 | 3,170 | 2,738 | 3,753 | 4,141 | 13,801 |
| 52 | 3,170 | 2,738 | 3,753 | 4,141 | 13,801 |
| 53 | 4,631 | 4,270 | 3,753 | 4,141 | 16,794 |
| 54 | 4,631 | 4,270 | 3,753 | 4,141 | 16,794 |
| 55 | 3,170 | 2,738 | 2,352 | 4,141 | 12,401 |
| 56 | 4,631 | 4,270 | 2,352 | 2,711 | 13,964 |
| 57 | 3,170 | 2,738 | 2,352 | 2,711 | 10,971 |
| 58 | 3,170 | 2,738 | 2,352 | 2,711 | 10,971 |
| 59 | 3,170 | 2,738 | 2,352 | 2,711 | 10,971 |
| 60 | 4,631 | 4,270 | 3,753 | 2,711 | 15,365 |
| 61 | 3,170 | 2,738 | 2,352 | 2,711 | 10,971 |
| 62 | 4,631 | 4,270 | 3,753 | 4,141 | 16,794 |
| 63 | 4,631 | 2,738 | 2,352 | 4,141 | 13,861 |
| 64 | 4,631 | 4,270 | 2,352 | 4,141 | 15,393 |
| 65 | 3,170 | 2,738 | 2,352 | 2,711 | 10,971 |
| 66 | 4,631 | 2,738 | 2,352 | 2,711 | 12,432 |
| 67 | 3,170 | 4,270 | 2,352 | 1,653 | 11,445 |
| 68 | 4,631 | 4,270 | 3,753 | 4,141 | 16,794 |
| 69 | 3,170 | 4,270 | 3,753 | 4,141 | 15,333 |
| 70 | 3,170 | 2,738 | 2,352 | 2,711 | 10,971 |
| 71 | 3,170 | 2,738 | 3,753 | 2,711 | 12,372 |
| 72 | 4,631 | 4,270 | 3,753 | 4,141 | 16,794 |
| 73 | 3,170 | 2,738 | 2,352 | 2,711 | 10,971 |
| 74 | 3,170 | 2,738 | 2,352 | 2,711 | 10,971 |
| 75 | 3,170 | 2,738 | 2,352 | 2,711 | 10,971 |
| 76 | 3,170 | 2,738 | 2,352 | 2,711 | 10,971 |
| 77 | 4,631 | 4,270 | 3,753 | 4,141 | 16,794 |
| 78 | 4,631 | 4,270 | 3,753 | 4,141 | 16,794 |
| 79 | 4,631 | 4,270 | 3,753 | 4,141 | 16,794 |
| 80 | 4,631 | 4,270 | 3,753 | 4,141 | 16,794 |
| 81 | 3,170 | 2,738 | 2,352 | 4,141 | 12,401 |
| 82 | 3,170 | 2,738 | 2,352 | 4,141 | 12,401 |
| 83 | 3,170 | 2,738 | 2,352 | 4,141 | 12,401 |
| 84 | 3,170 | 2,738 | 2,352 | 4,141 | 12,401 |
| 85 | 3,170 | 2,738 | 2,352 | 1,653 | 9,913 |
| 86 | 3,170 | 2,738 | 2,352 | 1,000 | 9,260 |
| 87 | 3,170 | 2,738 | 2,352 | 1,000 | 9,260 |
| 88 | 3,170 | 2,738 | 2,352 | 4,141 | 12,401 |
| 89 | 4,631 | 4,270 | 3,753 | 4,141 | 16,794 |
| 90 | 3,170 | 2,738 | 2,352 | 2,711 | 10,971 |
| 91 | 3,170 | 2,738 | 2,352 | 2,711 | 10,971 |
| 92 | 3,170 | 2,738 | 2,352 | 2,711 | 10,971 |
| 93 | 4,631 | 2,738 | 3,753 | 4,141 | 15,262 |
| 94 | 4,631 | 4,270 | 3,753 | 4,141 | 16,794 |
| 95 | 1,816 | 2,738 | 1,000 | 2,711 | 8,265 |
| 96 | 4,631 | 4,270 | 3,753 | 4,141 | 16,794 |
| 97 | 3,170 | 2,738 | 2,352 | 2,711 | 10,971 |
| 98 | 4,631 | 4,270 | 2,352 | 4,141 | 15,393 |
| 99 | 4,631 | 4,270 | 3,753 | 4,141 | 16,794 |
| 100 | 4,631 | 4,270 | 3,753 | 4,141 | 16,794 |

* 1. **Variabel Promosi (X4)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No Resp.** | **X4.1** | **X4.2** | **X4.3** | **X4.4** | **X4.5** | **X4.6** | **X4.7** | **X4.8** | **X4.9** | **X4.10** | **Total\_X4** |
| 1 | 2,449 | 2,890 | 3,468 | 4,005 | 2,674 | 2,504 | 2,388 | 4,120 | 4,479 | 4,385 | 33,363 |
| 2 | 2,449 | 2,890 | 2,015 | 2,463 | 2,674 | 2,504 | 2,388 | 2,618 | 2,921 | 3,068 | 25,990 |
| 3 | 1,000 | 1,832 | 1,000 | 4,005 | 4,194 | 1,000 | 1,000 | 4,120 | 4,479 | 4,385 | 27,016 |
| 4 | 3,909 | 4,251 | 3,468 | 4,005 | 2,674 | 3,969 | 2,388 | 4,120 | 2,921 | 4,385 | 36,091 |
| 5 | 2,449 | 2,890 | 2,015 | 2,463 | 2,674 | 2,504 | 2,388 | 4,120 | 4,479 | 3,068 | 29,050 |
| 6 | 2,449 | 2,890 | 3,468 | 2,463 | 4,194 | 2,504 | 3,806 | 2,618 | 2,921 | 3,068 | 30,381 |
| 7 | 3,909 | 4,251 | 3,468 | 4,005 | 4,194 | 3,969 | 3,806 | 4,120 | 4,479 | 4,385 | 40,587 |
| 8 | 2,449 | 1,832 | 1,000 | 2,463 | 2,674 | 1,000 | 2,388 | 2,618 | 2,921 | 3,068 | 22,413 |
| 9 | 2,449 | 4,251 | 3,468 | 4,005 | 2,674 | 3,969 | 2,388 | 4,120 | 2,921 | 3,068 | 33,313 |
| 10 | 2,449 | 2,890 | 3,468 | 2,463 | 2,674 | 2,504 | 1,000 | 2,618 | 2,921 | 3,068 | 26,055 |
| 11 | 3,909 | 4,251 | 3,468 | 4,005 | 4,194 | 3,969 | 3,806 | 4,120 | 4,479 | 4,385 | 40,587 |
| 12 | 2,449 | 2,890 | 3,468 | 4,005 | 2,674 | 2,504 | 3,806 | 4,120 | 2,921 | 3,068 | 31,906 |
| 13 | 3,909 | 2,890 | 3,468 | 4,005 | 4,194 | 3,969 | 3,806 | 4,120 | 4,479 | 4,385 | 39,226 |
| 14 | 2,449 | 2,890 | 2,015 | 2,463 | 2,674 | 2,504 | 2,388 | 2,618 | 2,921 | 3,068 | 25,990 |
| 15 | 1,000 | 2,890 | 2,015 | 2,463 | 2,674 | 2,504 | 2,388 | 2,618 | 2,921 | 3,068 | 24,541 |
| 16 | 2,449 | 2,890 | 2,015 | 2,463 | 2,674 | 2,504 | 2,388 | 2,618 | 2,921 | 3,068 | 25,990 |
| 17 | 3,909 | 4,251 | 3,468 | 2,463 | 2,674 | 2,504 | 1,000 | 4,120 | 4,479 | 4,385 | 33,254 |
| 18 | 3,909 | 4,251 | 3,468 | 4,005 | 4,194 | 3,969 | 3,806 | 4,120 | 4,479 | 4,385 | 40,587 |
| 19 | 1,000 | 1,832 | 1,000 | 4,005 | 4,194 | 3,969 | 2,388 | 2,618 | 2,921 | 4,385 | 28,313 |
| 20 | 2,449 | 4,251 | 3,468 | 2,463 | 2,674 | 2,504 | 2,388 | 2,618 | 4,479 | 3,068 | 30,362 |
| 21 | 3,909 | 1,832 | 1,000 | 4,005 | 4,194 | 3,969 | 3,806 | 4,120 | 4,479 | 4,385 | 35,701 |
| 22 | 3,909 | 1,832 | 1,000 | 4,005 | 1,000 | 1,000 | 1,000 | 2,618 | 4,479 | 4,385 | 25,230 |
| 23 | 2,449 | 2,890 | 2,015 | 2,463 | 2,674 | 2,504 | 2,388 | 2,618 | 2,921 | 3,068 | 25,990 |
| 24 | 2,449 | 2,890 | 2,015 | 2,463 | 2,674 | 2,504 | 2,388 | 2,618 | 2,921 | 3,068 | 25,990 |
| 25 | 3,909 | 1,000 | 3,468 | 4,005 | 4,194 | 2,504 | 3,806 | 2,618 | 2,921 | 1,959 | 30,385 |
| 26 | 2,449 | 2,890 | 3,468 | 4,005 | 2,674 | 3,969 | 2,388 | 4,120 | 4,479 | 1,959 | 32,402 |
| 27 | 2,449 | 4,251 | 3,468 | 4,005 | 2,674 | 2,504 | 2,388 | 2,618 | 4,479 | 3,068 | 31,904 |
| 28 | 3,909 | 1,000 | 3,468 | 4,005 | 4,194 | 2,504 | 3,806 | 2,618 | 2,921 | 1,959 | 30,385 |
| 29 | 3,909 | 4,251 | 3,468 | 4,005 | 2,674 | 3,969 | 3,806 | 2,618 | 2,921 | 4,385 | 36,008 |
| 30 | 3,909 | 4,251 | 3,468 | 4,005 | 2,674 | 3,969 | 3,806 | 4,120 | 4,479 | 1,959 | 36,642 |
| 31 | 3,909 | 4,251 | 3,468 | 4,005 | 4,194 | 3,969 | 3,806 | 4,120 | 4,479 | 4,385 | 40,587 |
| 32 | 3,909 | 1,832 | 3,468 | 4,005 | 1,000 | 3,969 | 3,806 | 2,618 | 2,921 | 1,959 | 29,489 |
| 33 | 2,449 | 2,890 | 3,468 | 4,005 | 2,674 | 3,969 | 2,388 | 2,618 | 2,921 | 3,068 | 30,450 |
| 34 | 3,909 | 4,251 | 3,468 | 4,005 | 4,194 | 3,969 | 3,806 | 4,120 | 4,479 | 1,959 | 38,161 |
| 35 | 3,909 | 4,251 | 3,468 | 4,005 | 4,194 | 3,969 | 2,388 | 2,618 | 2,921 | 3,068 | 34,790 |
| 36 | 3,909 | 2,890 | 3,468 | 4,005 | 2,674 | 2,504 | 2,388 | 2,618 | 4,479 | 3,068 | 32,004 |
| 37 | 3,909 | 4,251 | 2,015 | 4,005 | 2,674 | 2,504 | 2,388 | 2,618 | 2,921 | 3,068 | 30,354 |
| 38 | 2,449 | 2,890 | 2,015 | 2,463 | 2,674 | 2,504 | 2,388 | 1,000 | 2,921 | 1,959 | 23,263 |
| 39 | 3,909 | 4,251 | 3,468 | 4,005 | 4,194 | 3,969 | 3,806 | 4,120 | 4,479 | 4,385 | 40,587 |
| 40 | 3,909 | 4,251 | 3,468 | 4,005 | 4,194 | 3,969 | 2,388 | 2,618 | 4,479 | 3,068 | 36,348 |
| 41 | 3,909 | 4,251 | 3,468 | 4,005 | 2,674 | 2,504 | 3,806 | 4,120 | 4,479 | 1,959 | 35,177 |
| 42 | 3,909 | 4,251 | 3,468 | 4,005 | 2,674 | 2,504 | 3,806 | 4,120 | 4,479 | 1,959 | 35,177 |
| 43 | 3,909 | 4,251 | 3,468 | 4,005 | 2,674 | 2,504 | 3,806 | 4,120 | 4,479 | 1,959 | 35,177 |
| 44 | 3,909 | 4,251 | 3,468 | 4,005 | 2,674 | 2,504 | 3,806 | 4,120 | 4,479 | 1,959 | 35,177 |
| 45 | 2,449 | 4,251 | 3,468 | 2,463 | 2,674 | 2,504 | 2,388 | 2,618 | 2,921 | 3,068 | 28,803 |
| 46 | 2,449 | 2,890 | 3,468 | 2,463 | 2,674 | 2,504 | 1,000 | 2,618 | 2,921 | 3,068 | 26,055 |
| 47 | 2,449 | 2,890 | 3,468 | 2,463 | 2,674 | 2,504 | 1,000 | 2,618 | 2,921 | 3,068 | 26,055 |
| 48 | 2,449 | 4,251 | 3,468 | 2,463 | 2,674 | 2,504 | 2,388 | 1,000 | 2,921 | 1,959 | 26,077 |
| 49 | 3,909 | 4,251 | 3,468 | 4,005 | 4,194 | 3,969 | 3,806 | 4,120 | 4,479 | 3,068 | 39,269 |
| 50 | 3,909 | 4,251 | 3,468 | 4,005 | 2,674 | 2,504 | 3,806 | 2,618 | 2,921 | 3,068 | 33,225 |
| 51 | 3,909 | 4,251 | 3,468 | 4,005 | 2,674 | 2,504 | 3,806 | 2,618 | 2,921 | 3,068 | 33,225 |
| 52 | 3,909 | 4,251 | 3,468 | 4,005 | 2,674 | 2,504 | 3,806 | 2,618 | 2,921 | 3,068 | 33,225 |
| 53 | 3,909 | 4,251 | 3,468 | 4,005 | 4,194 | 3,969 | 3,806 | 4,120 | 4,479 | 4,385 | 40,587 |
| 54 | 3,909 | 4,251 | 3,468 | 2,463 | 4,194 | 3,969 | 3,806 | 2,618 | 4,479 | 3,068 | 36,225 |
| 55 | 2,449 | 2,890 | 3,468 | 2,463 | 2,674 | 2,504 | 2,388 | 2,618 | 2,921 | 1,959 | 26,334 |
| 56 | 2,449 | 4,251 | 2,015 | 4,005 | 2,674 | 1,000 | 2,388 | 2,618 | 2,921 | 3,068 | 27,389 |
| 57 | 3,909 | 2,890 | 3,468 | 2,463 | 2,674 | 2,504 | 2,388 | 2,618 | 2,921 | 3,068 | 28,903 |
| 58 | 2,449 | 2,890 | 2,015 | 2,463 | 2,674 | 2,504 | 2,388 | 2,618 | 2,921 | 3,068 | 25,990 |
| 59 | 1,000 | 1,832 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,959 | 11,792 |
| 60 | 1,000 | 1,832 | 2,015 | 1,000 | 1,000 | 2,504 | 1,000 | 2,618 | 2,921 | 1,959 | 17,850 |
| 61 | 2,449 | 2,890 | 3,468 | 4,005 | 2,674 | 2,504 | 2,388 | 2,618 | 2,921 | 1,000 | 26,917 |
| 62 | 2,449 | 2,890 | 3,468 | 4,005 | 2,674 | 2,504 | 2,388 | 2,618 | 2,921 | 1,000 | 26,917 |
| 63 | 2,449 | 2,890 | 3,468 | 4,005 | 2,674 | 2,504 | 2,388 | 2,618 | 2,921 | 1,000 | 26,917 |
| 64 | 3,909 | 4,251 | 3,468 | 4,005 | 2,674 | 3,969 | 3,806 | 4,120 | 4,479 | 3,068 | 37,750 |
| 65 | 3,909 | 4,251 | 3,468 | 4,005 | 4,194 | 2,504 | 2,388 | 2,618 | 2,921 | 1,959 | 32,217 |
| 66 | 3,909 | 2,890 | 2,015 | 2,463 | 4,194 | 3,969 | 3,806 | 4,120 | 4,479 | 3,068 | 34,913 |
| 67 | 2,449 | 2,890 | 3,468 | 2,463 | 4,194 | 2,504 | 3,806 | 1,000 | 4,479 | 3,068 | 30,321 |
| 68 | 3,909 | 4,251 | 3,468 | 4,005 | 4,194 | 3,969 | 3,806 | 4,120 | 4,479 | 1,959 | 38,161 |
| 69 | 2,449 | 4,251 | 3,468 | 4,005 | 2,674 | 3,969 | 3,806 | 4,120 | 4,479 | 3,068 | 36,290 |
| 70 | 3,909 | 4,251 | 3,468 | 2,463 | 4,194 | 2,504 | 2,388 | 2,618 | 2,921 | 3,068 | 31,783 |
| 71 | 2,449 | 2,890 | 3,468 | 4,005 | 2,674 | 2,504 | 2,388 | 4,120 | 4,479 | 3,068 | 32,045 |
| 72 | 3,909 | 2,890 | 3,468 | 4,005 | 2,674 | 2,504 | 3,806 | 4,120 | 4,479 | 3,068 | 34,924 |
| 73 | 2,449 | 4,251 | 2,015 | 2,463 | 4,194 | 2,504 | 2,388 | 2,618 | 2,921 | 3,068 | 28,870 |
| 74 | 2,449 | 2,890 | 2,015 | 2,463 | 2,674 | 2,504 | 2,388 | 2,618 | 2,921 | 3,068 | 25,990 |
| 75 | 2,449 | 2,890 | 2,015 | 2,463 | 2,674 | 2,504 | 2,388 | 2,618 | 2,921 | 3,068 | 25,990 |
| 76 | 2,449 | 2,890 | 2,015 | 2,463 | 2,674 | 2,504 | 2,388 | 2,618 | 2,921 | 3,068 | 25,990 |
| 77 | 3,909 | 4,251 | 3,468 | 4,005 | 4,194 | 3,969 | 3,806 | 4,120 | 4,479 | 4,385 | 40,587 |
| 78 | 3,909 | 4,251 | 3,468 | 4,005 | 4,194 | 3,969 | 2,388 | 4,120 | 4,479 | 3,068 | 37,850 |
| 79 | 3,909 | 4,251 | 3,468 | 4,005 | 4,194 | 3,969 | 3,806 | 4,120 | 4,479 | 4,385 | 40,587 |
| 80 | 3,909 | 4,251 | 3,468 | 4,005 | 4,194 | 3,969 | 3,806 | 4,120 | 4,479 | 4,385 | 40,587 |
| 81 | 2,449 | 4,251 | 3,468 | 4,005 | 4,194 | 3,969 | 2,388 | 2,618 | 4,479 | 3,068 | 34,888 |
| 82 | 2,449 | 4,251 | 3,468 | 4,005 | 4,194 | 3,969 | 2,388 | 2,618 | 4,479 | 3,068 | 34,888 |
| 83 | 2,449 | 4,251 | 3,468 | 4,005 | 4,194 | 3,969 | 2,388 | 2,618 | 4,479 | 3,068 | 34,888 |
| 84 | 2,449 | 4,251 | 3,468 | 4,005 | 4,194 | 3,969 | 2,388 | 2,618 | 4,479 | 3,068 | 34,888 |
| 85 | 2,449 | 2,890 | 3,468 | 4,005 | 2,674 | 1,000 | 3,806 | 2,618 | 4,479 | 1,959 | 29,349 |
| 86 | 2,449 | 2,890 | 2,015 | 2,463 | 2,674 | 2,504 | 2,388 | 2,618 | 2,921 | 1,000 | 23,922 |
| 87 | 2,449 | 2,890 | 2,015 | 2,463 | 2,674 | 2,504 | 2,388 | 2,618 | 2,921 | 1,959 | 24,882 |
| 88 | 3,909 | 4,251 | 3,468 | 4,005 | 2,674 | 3,969 | 3,806 | 4,120 | 4,479 | 3,068 | 37,750 |
| 89 | 2,449 | 2,890 | 3,468 | 4,005 | 2,674 | 2,504 | 2,388 | 2,618 | 2,921 | 3,068 | 28,985 |
| 90 | 2,449 | 2,890 | 2,015 | 2,463 | 2,674 | 2,504 | 2,388 | 2,618 | 2,921 | 3,068 | 25,990 |
| 91 | 3,909 | 2,890 | 3,468 | 2,463 | 2,674 | 2,504 | 2,388 | 2,618 | 2,921 | 3,068 | 28,903 |
| 92 | 2,449 | 2,890 | 2,015 | 2,463 | 2,674 | 2,504 | 2,388 | 2,618 | 2,921 | 3,068 | 25,990 |
| 93 | 3,909 | 4,251 | 3,468 | 4,005 | 2,674 | 2,504 | 3,806 | 4,120 | 4,479 | 1,959 | 35,177 |
| 94 | 2,449 | 2,890 | 3,468 | 4,005 | 4,194 | 3,969 | 3,806 | 4,120 | 4,479 | 1,000 | 34,380 |
| 95 | 2,449 | 2,890 | 2,015 | 2,463 | 2,674 | 2,504 | 2,388 | 4,120 | 4,479 | 1,000 | 26,983 |
| 96 | 3,909 | 4,251 | 3,468 | 4,005 | 4,194 | 3,969 | 3,806 | 4,120 | 4,479 | 4,385 | 40,587 |
| 97 | 2,449 | 2,890 | 2,015 | 4,005 | 2,674 | 2,504 | 2,388 | 2,618 | 2,921 | 3,068 | 27,533 |
| 98 | 3,909 | 4,251 | 3,468 | 4,005 | 4,194 | 3,969 | 3,806 | 4,120 | 4,479 | 3,068 | 39,269 |
| 99 | 2,449 | 2,890 | 3,468 | 4,005 | 2,674 | 3,969 | 2,388 | 2,618 | 2,921 | 3,068 | 30,450 |
| 100 | 3,909 | 4,251 | 3,468 | 4,005 | 4,194 | 3,969 | 3,806 | 4,120 | 4,479 | 4,385 | 40,587 |

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

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **No Resp.** | **Y.1** | **Y.2** | **Y.3** | **Y.4** | **Y.5** | **Y.6** | **Total\_Y** |
| 1 | 2,623 | 4,251 | 2,590 | 4,232 | 1,762 | 2,780 | 18,239 |
| 2 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 3 | 4,131 | 4,251 | 4,085 | 4,232 | 1,762 | 4,317 | 22,779 |
| 4 | 2,623 | 2,721 | 2,590 | 1,000 | 1,762 | 2,780 | 13,477 |
| 5 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 6 | 2,623 | 2,721 | 2,590 | 4,232 | 2,828 | 1,000 | 15,994 |
| 7 | 4,131 | 4,251 | 4,085 | 4,232 | 4,180 | 4,317 | 25,197 |
| 8 | 2,623 | 2,721 | 2,590 | 2,702 | 1,000 | 2,780 | 14,417 |
| 9 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 10 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 11 | 4,131 | 4,251 | 4,085 | 4,232 | 4,180 | 4,317 | 25,197 |
| 12 | 4,131 | 1,000 | 4,085 | 1,000 | 1,762 | 2,780 | 14,759 |
| 13 | 4,131 | 2,721 | 4,085 | 2,702 | 4,180 | 2,780 | 20,600 |
| 14 | 2,623 | 2,721 | 2,590 | 2,702 | 1,762 | 2,780 | 15,179 |
| 15 | 4,131 | 4,251 | 4,085 | 4,232 | 4,180 | 4,317 | 25,197 |
| 16 | 2,623 | 2,721 | 2,590 | 2,702 | 1,762 | 2,780 | 15,179 |
| 17 | 4,131 | 4,251 | 4,085 | 2,702 | 2,828 | 2,780 | 20,777 |
| 18 | 4,131 | 4,251 | 4,085 | 4,232 | 4,180 | 4,317 | 25,197 |
| 19 | 4,131 | 4,251 | 4,085 | 4,232 | 2,828 | 4,317 | 23,844 |
| 20 | 4,131 | 4,251 | 2,590 | 2,702 | 4,180 | 2,780 | 20,635 |
| 21 | 4,131 | 4,251 | 4,085 | 4,232 | 4,180 | 4,317 | 25,197 |
| 22 | 4,131 | 4,251 | 4,085 | 4,232 | 4,180 | 4,317 | 25,197 |
| 23 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 24 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 25 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 26 | 2,623 | 4,251 | 4,085 | 2,702 | 4,180 | 4,317 | 22,159 |
| 27 | 4,131 | 2,721 | 2,590 | 2,702 | 2,828 | 4,317 | 19,289 |
| 28 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 29 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 30 | 4,131 | 4,251 | 4,085 | 4,232 | 2,828 | 4,317 | 23,844 |
| 31 | 4,131 | 4,251 | 4,085 | 4,232 | 4,180 | 4,317 | 25,197 |
| 32 | 2,623 | 2,721 | 1,000 | 2,702 | 1,000 | 2,780 | 12,827 |
| 33 | 2,623 | 4,251 | 4,085 | 2,702 | 2,828 | 2,780 | 19,270 |
| 34 | 2,623 | 4,251 | 4,085 | 2,702 | 2,828 | 2,780 | 19,270 |
| 35 | 4,131 | 4,251 | 4,085 | 2,702 | 2,828 | 2,780 | 20,777 |
| 36 | 4,131 | 4,251 | 4,085 | 2,702 | 2,828 | 2,780 | 20,777 |
| 37 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 38 | 2,623 | 2,721 | 2,590 | 2,702 | 1,762 | 2,780 | 15,179 |
| 39 | 4,131 | 4,251 | 4,085 | 4,232 | 2,828 | 4,317 | 23,844 |
| 40 | 2,623 | 2,721 | 4,085 | 2,702 | 4,180 | 4,317 | 20,629 |
| 41 | 4,131 | 4,251 | 4,085 | 4,232 | 4,180 | 4,317 | 25,197 |
| 42 | 4,131 | 4,251 | 4,085 | 4,232 | 4,180 | 4,317 | 25,197 |
| 43 | 4,131 | 4,251 | 4,085 | 4,232 | 4,180 | 4,317 | 25,197 |
| 44 | 4,131 | 4,251 | 4,085 | 4,232 | 4,180 | 4,317 | 25,197 |
| 45 | 4,131 | 4,251 | 2,590 | 2,702 | 2,828 | 4,317 | 20,820 |
| 46 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 47 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 48 | 4,131 | 4,251 | 4,085 | 2,702 | 2,828 | 2,780 | 20,777 |
| 49 | 2,623 | 4,251 | 4,085 | 2,702 | 1,762 | 4,317 | 19,741 |
| 50 | 2,623 | 4,251 | 4,085 | 2,702 | 2,828 | 4,317 | 20,807 |
| 51 | 2,623 | 4,251 | 4,085 | 2,702 | 2,828 | 4,317 | 20,807 |
| 52 | 2,623 | 4,251 | 4,085 | 4,232 | 4,180 | 4,317 | 23,689 |
| 53 | 4,131 | 4,251 | 4,085 | 4,232 | 4,180 | 4,317 | 25,197 |
| 54 | 4,131 | 4,251 | 4,085 | 4,232 | 2,828 | 2,780 | 22,307 |
| 55 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 56 | 2,623 | 2,721 | 2,590 | 2,702 | 1,000 | 2,780 | 14,417 |
| 57 | 2,623 | 4,251 | 2,590 | 2,702 | 2,828 | 2,780 | 17,775 |
| 58 | 2,623 | 4,251 | 2,590 | 2,702 | 2,828 | 2,780 | 17,775 |
| 59 | 2,623 | 2,721 | 1,000 | 2,702 | 2,828 | 2,780 | 14,654 |
| 60 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 61 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 62 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 63 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 64 | 4,131 | 4,251 | 4,085 | 1,000 | 1,762 | 4,317 | 19,547 |
| 65 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 66 | 2,623 | 4,251 | 2,590 | 2,702 | 2,828 | 4,317 | 19,312 |
| 67 | 4,131 | 2,721 | 1,000 | 2,702 | 4,180 | 2,780 | 17,515 |
| 68 | 1,000 | 4,251 | 2,590 | 4,232 | 4,180 | 4,317 | 20,571 |
| 69 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 70 | 4,131 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 17,752 |
| 71 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 72 | 4,131 | 4,251 | 4,085 | 4,232 | 4,180 | 4,317 | 25,197 |
| 73 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 74 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 75 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 76 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 77 | 4,131 | 4,251 | 4,085 | 4,232 | 4,180 | 4,317 | 25,197 |
| 78 | 4,131 | 4,251 | 4,085 | 4,232 | 4,180 | 4,317 | 25,197 |
| 79 | 4,131 | 4,251 | 4,085 | 4,232 | 4,180 | 4,317 | 25,197 |
| 80 | 4,131 | 4,251 | 4,085 | 4,232 | 4,180 | 4,317 | 25,197 |
| 81 | 4,131 | 2,721 | 2,590 | 4,232 | 4,180 | 4,317 | 22,171 |
| 82 | 4,131 | 2,721 | 2,590 | 4,232 | 4,180 | 4,317 | 22,171 |
| 83 | 4,131 | 2,721 | 2,590 | 4,232 | 4,180 | 4,317 | 22,171 |
| 84 | 4,131 | 2,721 | 2,590 | 4,232 | 4,180 | 4,317 | 22,171 |
| 85 | 1,000 | 2,721 | 4,085 | 2,702 | 2,828 | 4,317 | 17,653 |
| 86 | 2,623 | 2,721 | 2,590 | 2,702 | 1,000 | 2,780 | 14,417 |
| 87 | 2,623 | 2,721 | 2,590 | 2,702 | 1,000 | 2,780 | 14,417 |
| 88 | 4,131 | 4,251 | 2,590 | 2,702 | 2,828 | 4,317 | 20,820 |
| 89 | 4,131 | 4,251 | 4,085 | 2,702 | 2,828 | 4,317 | 22,315 |
| 90 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 91 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 92 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 93 | 4,131 | 4,251 | 4,085 | 2,702 | 2,828 | 2,780 | 20,777 |
| 94 | 4,131 | 4,251 | 2,590 | 4,232 | 4,180 | 4,317 | 23,702 |
| 95 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 96 | 4,131 | 4,251 | 4,085 | 4,232 | 4,180 | 4,317 | 25,197 |
| 97 | 2,623 | 2,721 | 2,590 | 2,702 | 2,828 | 2,780 | 16,244 |
| 98 | 4,131 | 2,721 | 2,590 | 4,232 | 4,180 | 4,317 | 22,171 |
| 99 | 4,131 | 4,251 | 2,590 | 2,702 | 2,828 | 4,317 | 20,820 |
| 100 | 4,131 | 4,251 | 4,085 | 4,232 | 4,180 | 4,317 | 25,197 |

**Lampiran 4 : Hasil Uji Validitas**

* + - * 1. **Uji Validitas Variabel Kualitas Produk (X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | TOTAL\_X1 |
| X1.1 | Pearson Correlation | 1 | .520\*\* | .413\*\* | .592\*\* | .354\*\* | .408\*\* | .462\*\* | .491\*\* | .519\*\* | .625\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.2 | Pearson Correlation | .520\*\* | 1 | .557\*\* | .607\*\* | .582\*\* | .499\*\* | .288\*\* | .456\*\* | .447\*\* | .747\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 | .004 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.3 | Pearson Correlation | .413\*\* | .557\*\* | 1 | .618\*\* | .489\*\* | .608\*\* | .259\*\* | .510\*\* | .521\*\* | .770\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 | .009 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.4 | Pearson Correlation | .592\*\* | .607\*\* | .618\*\* | 1 | .638\*\* | .572\*\* | .356\*\* | .489\*\* | .451\*\* | .792\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.5 | Pearson Correlation | .354\*\* | .582\*\* | .489\*\* | .638\*\* | 1 | .623\*\* | .289\*\* | .481\*\* | .215\* | .735\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  | .000 | .004 | .000 | .031 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.6 | Pearson Correlation | .408\*\* | .499\*\* | .608\*\* | .572\*\* | .623\*\* | 1 | .428\*\* | .563\*\* | .538\*\* | .813\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.7 | Pearson Correlation | .462\*\* | .288\*\* | .259\*\* | .356\*\* | .289\*\* | .428\*\* | 1 | .575\*\* | .534\*\* | .622\*\* |
| Sig. (2-tailed) | .000 | .004 | .009 | .000 | .004 | .000 |  | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.8 | Pearson Correlation | .491\*\* | .456\*\* | .510\*\* | .489\*\* | .481\*\* | .563\*\* | .575\*\* | 1 | .624\*\* | .778\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X1.9 | Pearson Correlation | .519\*\* | .447\*\* | .521\*\* | .451\*\* | .215\* | .538\*\* | .534\*\* | .624\*\* | 1 | .710\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .031 | .000 | .000 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| TOTAL\_X1 | Pearson Correlation | .625\*\* | .747\*\* | .770\*\* | .792\*\* | .735\*\* | .813\*\* | .622\*\* | .778\*\* | .710\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | |

* 1. **b. Uji Validitas Variabel Citra Merek (X2)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | TOTAL\_X2 |
| X2.1 | Pearson Correlation | 1 | .457\*\* | .514\*\* | .498\*\* | .545\*\* | .364\*\* | .705\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.2 | Pearson Correlation | .457\*\* | 1 | .748\*\* | .368\*\* | .580\*\* | .514\*\* | .764\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.3 | Pearson Correlation | .514\*\* | .748\*\* | 1 | .382\*\* | .619\*\* | .536\*\* | .803\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.4 | Pearson Correlation | .498\*\* | .368\*\* | .382\*\* | 1 | .590\*\* | .425\*\* | .720\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.5 | Pearson Correlation | .545\*\* | .580\*\* | .619\*\* | .590\*\* | 1 | .644\*\* | .869\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X2.6 | Pearson Correlation | .364\*\* | .514\*\* | .536\*\* | .425\*\* | .644\*\* | 1 | .775\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| TOTAL\_X2 | Pearson Correlation | .705\*\* | .764\*\* | .803\*\* | .720\*\* | .869\*\* | .775\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |

1. **Uji Validitas Variabel Harga (X3)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | |
|  | | X3.1 | X3.2 | X3.3 | X3.4 | TOTAL\_X3 |
| X3.1 | Pearson Correlation | 1 | .618\*\* | .422\*\* | .326\*\* | .763\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .001 | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| X3.2 | Pearson Correlation | .618\*\* | 1 | .497\*\* | .294\*\* | .760\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .003 | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| X3.3 | Pearson Correlation | .422\*\* | .497\*\* | 1 | .543\*\* | .810\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| X3.4 | Pearson Correlation | .326\*\* | .294\*\* | .543\*\* | 1 | .730\*\* |
| Sig. (2-tailed) | .001 | .003 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 |
| TOTAL\_X3 | Pearson Correlation | .763\*\* | .760\*\* | .810\*\* | .730\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | |

1. **Uji Validitas Variabel Promosi (X4)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | X4.1 | X4.2 | X4.3 | X4.4 | X4.5 | X4.6 | X4.7 | X4.8 | X4.9 | X4.10 | TOTAL\_X4 |
| X4.1 | Pearson Correlation | 1 | .427\*\* | .483\*\* | .486\*\* | .330\*\* | .413\*\* | .612\*\* | .456\*\* | .422\*\* | .217\* | .590\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .001 | .000 | .000 | .000 | .000 | .030 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X4.2 | Pearson Correlation | .427\*\* | 1 | .537\*\* | .311\*\* | .295\*\* | .434\*\* | .320\*\* | .328\*\* | .397\*\* | .200\* | .467\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .002 | .003 | .000 | .001 | .001 | .000 | .046 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X4.3 | Pearson Correlation | .483\*\* | .537\*\* | 1 | .443\*\* | .255\* | .452\*\* | .427\*\* | .262\*\* | .320\*\* | -.069 | .367\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .010 | .000 | .000 | .008 | .001 | .497 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X4.4 | Pearson Correlation | .486\*\* | .311\*\* | .443\*\* | 1 | .355\*\* | .442\*\* | .510\*\* | .502\*\* | .486\*\* | .155 | .574\*\* |
| Sig. (2-tailed) | .000 | .002 | .000 |  | .000 | .000 | .000 | .000 | .000 | .123 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X4.5 | Pearson Correlation | .330\*\* | .295\*\* | .255\* | .355\*\* | 1 | .547\*\* | .429\*\* | .312\*\* | .446\*\* | .321\*\* | .581\*\* |
| Sig. (2-tailed) | .001 | .003 | .010 | .000 |  | .000 | .000 | .002 | .000 | .001 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X4.6 | Pearson Correlation | .413\*\* | .434\*\* | .452\*\* | .442\*\* | .547\*\* | 1 | .475\*\* | .465\*\* | .434\*\* | .281\*\* | .740\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 | .005 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X4.7 | Pearson Correlation | .612\*\* | .320\*\* | .427\*\* | .510\*\* | .429\*\* | .475\*\* | 1 | .469\*\* | .442\*\* | .061 | .670\*\* |
| Sig. (2-tailed) | .000 | .001 | .000 | .000 | .000 | .000 |  | .000 | .000 | .549 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X4.8 | Pearson Correlation | .456\*\* | .328\*\* | .262\*\* | .502\*\* | .312\*\* | .465\*\* | .469\*\* | 1 | .682\*\* | .257\*\* | .783\*\* |
| Sig. (2-tailed) | .000 | .001 | .008 | .000 | .002 | .000 | .000 |  | .000 | .010 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X4.9 | Pearson Correlation | .422\*\* | .397\*\* | .320\*\* | .486\*\* | .446\*\* | .434\*\* | .442\*\* | .682\*\* | 1 | .238\* | .754\*\* |
| Sig. (2-tailed) | .000 | .000 | .001 | .000 | .000 | .000 | .000 | .000 |  | .017 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| X4.10 | Pearson Correlation | .217\* | .200\* | -.069 | .155 | .321\*\* | .281\*\* | .061 | .257\*\* | .238\* | 1 | .588\*\* |
| Sig. (2-tailed) | .030 | .046 | .497 | .123 | .001 | .005 | .549 | .010 | .017 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| TOTAL\_X4 | Pearson Correlation | .590\*\* | .467\*\* | .367\*\* | .574\*\* | .581\*\* | .740\*\* | .670\*\* | .783\*\* | .754\*\* | .588\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |

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

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | Y1 | Y2 | Y3 | Y4 | Y5 | Y6 | TOTAL\_Y |
| Y1 | Pearson Correlation | 1 | .480\*\* | .474\*\* | .477\*\* | .444\*\* | .511\*\* | .732\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y2 | Pearson Correlation | .480\*\* | 1 | .659\*\* | .495\*\* | .373\*\* | .591\*\* | .766\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y3 | Pearson Correlation | .474\*\* | .659\*\* | 1 | .382\*\* | .355\*\* | .542\*\* | .731\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y4 | Pearson Correlation | .477\*\* | .495\*\* | .382\*\* | 1 | .595\*\* | .582\*\* | .772\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y5 | Pearson Correlation | .444\*\* | .373\*\* | .355\*\* | .595\*\* | 1 | .515\*\* | .760\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  | .000 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Y6 | Pearson Correlation | .511\*\* | .591\*\* | .542\*\* | .582\*\* | .515\*\* | 1 | .807\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| TOTAL\_Y | Pearson Correlation | .732\*\* | .766\*\* | .731\*\* | .772\*\* | .760\*\* | .807\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |

**Lampiran 5: Hasil Uji Reliabilitas**

* 1. Hasil Uji Reliabilitas Kualitas Produk

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .893 | 9 |

* 1. Hasil Uji Reliabilitas Citra Merek

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .860 | 6 |

* 1. Hasil Uji Reliabilitas Harga

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .761 | 4 |

* 1. Hasil Uji Reliabilitas Promosi

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .847 | 10 |

* 1. Hasil Uji Reliabilitas Keputusan Pembelian

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .846 | 6 |