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**LAMPIRAN**

**Lampiran 1**

|  |  |
| --- | --- |
|  | **KUESIONER PENELITIAN**  PENGARUH PERSEPSI LABEL HALAL, *WORD OF MOUTH*, DAN PERSEPSI HARGA PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK MS GLOW DI KOTA TEGAL |

Kepada Yth:

Bapak / Ibu Responden

di-

tempat

Dengan hormat,

Dalam rangka penelitian untuk keperluan skripsi yang berjudul **“Pengaruh Persepsi Label Halal, *Word Of Mouth*, Dan Persepsi Harga Produk Terhadap Keputusan Pembelian Produk MS GLOW Di Kota Tegal”.** Bersama dengan ini saya:

Nama : Tasya Amalia Dwi Nanti

NPM : 4119500233

Universitas/Fakultas : Universitas Pancasakti Tegal/Fakultas Ekonomi dan Bisnis

Maka dengan ini, saya memohon bantuan kepada Bapak/Ibu/Saudara/i untuk berkenan mengisi kuesioner yang telah disediakan dalam rangka mendukung penelitian ini. Tidak ada maksud apapun dibalik pengisian daftar pertanyaan ini, jadi dimohon kesediaan Bapak/Ibu/Saudara/i untuk mengisi pernyataan dibawah ini pada jawaban yang menurut anda sesuai dengan kondisi yang sebenarnya. Segala bentuk jawaban Bapak/Ibu/Saudara/i akan di jaga kerahasiannya. Atas perhatian dan bantuannya saya ucapkan terima kasih.

Hormat saya,

Tasya Amalia Dwi Nanti

**DAFTAR PERNYATAAN**

# PETUNJUK PENGISIAN

# Isilah identitas yang sudah disediakan sesuai dengan identitas anda

# Beri tanda *checklist* (🗸) pada kolom yang sudah tersedia dan pilih salah satu jawaban keadaan yang sebenarnya.

# Ada lima pilihan alternative untuk menjawab, yaitu :

|  |  |  |
| --- | --- | --- |
| Simbol | Kategori | Nilai Bobot |
| SS | Sangat Setuju | 5 |
| S | Setuju | 4 |
| N | Netral | 3 |
| TS | Tidak Setuju | 2 |
| STS | Sangat Tidak Setuju | 1 |

# IDENTITAS RESPONDEN

1. Nama :
2. Jenis Kelamin

Laki-laki Perempuan

1. Usia Bapak/Ibu/Sdr/i saat ini

|  |  |
| --- | --- |
| 13-20 tahun | 31-50 tahun |
| 21-30 tahun | 50 tahun |

1. Pendidikan

|  |  |
| --- | --- |
| SMP/Sederajat | SMA/Sederajat |
| DIII/Diploma | S1/Sarjana |
| S2/Pascasarjana | Lain-lain |

1. Pekerjaan

|  |  |
| --- | --- |
| Pelajar/Mahasiswa | Pegawai |
| Karyawan | Lainnya |

1. Alamat

|  |  |
| --- | --- |
| Tegal Barat | Tegal Timur |
| Tegal Selatan | Margadana |

1. Apakah anda pernah/sedang menggunakan skincare MS GLOW?

|  |  |
| --- | --- |
| IYA | TIDAK |

Jika anda menjawab IYA, silahkan lanjutkan mengisi kuesioner. Namun jika menjawab TIDAK, silahkan berhenti untuk mengisi kuesioner.

# **KUESIONER PENELITIAN**

1. **Daftar Pertanyaan Label Halal (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **Tanggapan** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
|  | **Gambar** |  |  |  |  |  |
| 1. | Gambar label halal sangat mudah dikenali. |  |  |  |  |  |
| 2. | Saya mengetahui gambar dari label halal yang dikeluarkan oleh MUI Indonesia pada produk MS GLOW. |  |  |  |  |  |
|  | **Tulisan** |  |  |  |  |  |
| 3. | Saya dapat membaca dengan jelas tulisan halal yang ada pada kemasan produk MS GLOW. |  |  |  |  |  |
| 4. | Adanya tulisan halal yang terdapat pada gambar logo halal dapat membantu saya untuk mengidentifikasi produk sebelum saya melakukan pembelian produk MS GLOW. |  |  |  |  |  |
|  | **Kombinasi Gambar dan Tulisan** |  |  |  |  |  |
| 5. | Saya mengetahui kombinasi gambar dan tulisan pada label halal yang dikeluarkan oleh MUI Indonesia. |  |  |  |  |  |
| 6. | Adanya “Label Halal” menjadi pertimbangan saya dalam memilih produk MS GLOW sebelum melakukan pembelian. |  |  |  |  |  |
|  | **Menempel Pada Kemasan** |  |  |  |  |  |
| 7. | Label halal yang menempel pada kemasan produk MS GLOW dapat dengan mudah dilihat keberadaanya. |  |  |  |  |  |
| 8. | Saya yakin akan kehalalan produk MS GLOW karena terdapat label halal yang menempel pada kemasan produknya. |  |  |  |  |  |

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **Tanggapan** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
|  | ***Talking* (Membicarakan)** |  |  |  |  |  |
| 1. | Saya mengetahui produk MS GLOW dari orang lain yang sering membicarakan kepuasannya setelah menggunakan *skincare* MS GLOW. |  |  |  |  |  |
| 2. | Saya membicarakan kualitas produk MS GLOW kepada teman/keluarga/kerabat, dsb. |  |  |  |  |  |
|  | **Dianjurkan Untuk Merekomendasi** |  |  |  |  |  |
| 3. | Saya puas menggunakan *skincare* MS GLOW atas rekomendasi dari teman/keluarga/kerabat/dsb. |  |  |  |  |  |
| 4. | Saya merekomendasikan kepada teman maupun orang-orang terdekat tentang kepuasan saya menggunakan *skincare* MS GLOW. |  |  |  |  |  |
|  | ***Encouraging* (Mendorong)** |  |  |  |  |  |
| 5. | Saya akan mendorong teman / keluarga agar menggunakan *skincare* MS GLOW. |  |  |  |  |  |
| 6. | Saya akan meyakinkan dan mendorong ke beberapa kerabat yang memiliki persepsi negatif, untuk menggunakan produk dari MS GLOW. |  |  |  |  |  |

# **Daftar Pertanyaan Persepi Harga (X3)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **Tanggapan** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
|  | **Keterjangkauan Harga** |  |  |  |  |  |
| 1. | Bagi saya, harga *skincare* MS GLOW sangat terjangkau. |  |  |  |  |  |
| 2. | Harga produk yang ditawarkan MS GLOW dapat dijangkau oleh kalangan ekonomi bawah, menengah, maupun ke atas. |  |  |  |  |  |
|  | **Kesesuaian Harga** |  |  |  |  |  |
| 3. | Harga yang ditawarkan MS GLOW, sesuai dengan kualitas produk yang didapatkan. |  |  |  |  |  |
| 4. | Harga MS GLOW bervariasi sesuai dengan jenis produk yang dibeli. |  |  |  |  |  |
|  | **Daya Saing Harga** |  |  |  |  |  |
| 5. | Harga relatif rata-rata dari pada merek lain dan memiliki kandungan baik bagi kesehatan kulit serta sudah dapat izin dari BPOM. |  |  |  |  |  |
| 6. | Harga yang ditawarkan produk MS GLOW relatif lebih rendah dengan kualitas yang tak kalah jauh dari *brand* lain. |  |  |  |  |  |
|  | **Harga Sesuai Manfaat** |  |  |  |  |  |
| 7. | Harga yang ditawarkan oleh produk MS GLOW memberikan manfaat yang diharapkan konsumen. |  |  |  |  |  |
| 8. | Produk yang dijual MS GLOW sesuai dengan harga dan kualitas yang diberikan. |  |  |  |  |  |

1. **Daftar Pertanyaan Keputusan Pembelian (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pertanyaan** | **Tanggapan** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
|  | **Pilihan Produk** |  |  |  |  |  |
| 1. | Saya memilih *skincare* MS GLOW karena MS GLOW memiliki jenis variasi yang banyak dan bisa menyesuaikan jenis kulit. |  |  |  |  |  |
| 2. | Saya memlih *skincare* MS GLOW karena pilihan produk yang ditawarkan banyak dan lengkap. |  |  |  |  |  |
|  | **Pilihan Merek** |  |  |  |  |  |
| 3. | Memilih *skincare* merek MS GLOW merupakan alternatif untuk memenuhi kebutuhan saya. |  |  |  |  |  |
| 4. | Saya memilih menggunakan *skincare* MS GLOW karena cocok dengan kondisi kulit saya. |  |  |  |  |  |
|  | **Pilihan Tempat** |  |  |  |  |  |
| 5. | Saya memiliki tempat langganan untuk berbelanja kosmetik atau *skincare.* |  |  |  |  |  |
| 6. | Saya tidak pernah kecewa saat membeli *skincare* / kosmetik di tempat langganan saya karena harga yang dijual jauh lebih murah daripada di toko lain dan semua produk yang dijual, original. |  |  |  |  |  |
|  | **Jumlah Pembelian** |  |  |  |  |  |
| 7. | Saya selalu membeli 1 paket rangkaian *skincare* MS GLOW yang sesuai dengan jenis kulit saya. |  |  |  |  |  |
| 8. | Di tempat langganan saya membeli *skincare*/kosmetik, sering mengadakan diskon/potongan harga untuk jumlah pembelian tertentu. |  |  |  |  |  |
|  | **Waktu Pembelian** |  |  |  |  |  |
| 9. | Saya membeli *skincare* MS GLOW 1 bulan sekali di awal atau pertengahan bulan. |  |  |  |  |  |
| 10. | Sering nya saya membeli *skincare* MS GLOW pada saat hari libur karena waktu nya lebih longgar. |  |  |  |  |  |
|  | **Metode Pembayaran** |  |  |  |  |  |
| 11. | Tempat langganan saya berbelanja *skincare*/kosmetik memberikan pilihan metode pembayaran yang sangat mudah (Bisa transfer bank, dana, gopay, maupun cash). |  |  |  |  |  |
| 12. | Kemungkinan jika ada sistem *Delivery Order* (DO) dengan pilihan metode pembayaran ditempat COD *(Cash On Delivery)* dapat lebih memudahkan kita untuk berbelanja tanpa harus datang ke tempat. |  |  |  |  |  |

**Lampiran 2**

**Jawaban Responden Uji Validitas dan Reliabilitas Keputusan Pembelian (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Validitas dan Reliabilitas Keputusan Pembelian (Y) | | | | | | | | | | | | | |
| No | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y.7 | Y.8 | Y.9 | Y.10 | Y.11 | Y.12 | TOTAL |
| 1 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 59 |
| 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 3 | 56 |
| 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 56 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 6 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 56 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 59 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 10 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 11 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 58 |
| 12 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 13 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 59 |
| 14 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 58 |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 17 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 59 |
| 18 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 58 |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 59 |
| 20 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 21 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 57 |
| 22 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 23 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 59 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 25 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 59 |
| 26 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 27 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 28 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 59 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |

**Jawaban Responden Uji Validitas dan Reliabilitas Persepsi Label Halal (X1)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Validitas dan Reliabilitas Label Halal (X1) | | | | | | | | | |
| No | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | TOTAL |
| 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 39 |
| 6 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 39 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 9 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 11 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 37 |
| 12 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 13 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 14 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 17 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 19 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 38 |
| 20 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 22 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 23 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 25 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 26 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 27 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 28 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 29 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 37 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |

**Jawaban Responden Uji Validitas dan Reliabilitas *Word Of Mouth* (X2)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Validitas dan Reliabilitas Word Of Mouth (X2) | | | | | | | |
| No | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | TOTAL |
| 1 | 5 | 5 | 5 | 5 | 4 | 5 | 29 |
| 2 | 5 | 4 | 4 | 3 | 3 | 3 | 22 |
| 3 | 5 | 4 | 4 | 4 | 5 | 5 | 27 |
| 4 | 5 | 5 | 5 | 3 | 3 | 3 | 24 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| 6 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 8 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 9 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 11 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 13 | 5 | 3 | 3 | 3 | 4 | 4 | 22 |
| 14 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 16 | 5 | 4 | 5 | 4 | 5 | 5 | 28 |
| 17 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 18 | 5 | 5 | 5 | 3 | 3 | 3 | 24 |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 20 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 21 | 5 | 4 | 4 | 3 | 3 | 3 | 22 |
| 22 | 5 | 5 | 5 | 4 | 5 | 5 | 29 |
| 23 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 24 | 4 | 4 | 4 | 3 | 3 | 3 | 21 |
| 25 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 26 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 27 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 28 | 5 | 4 | 4 | 4 | 4 | 4 | 25 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |

**Jawaban Responden Uji Validitas dan Reliabilitas Persepsi Harga (X3)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Validitas dan Reliabilitas Persepsi Harga (X3) | | | | | | | | | |
| No | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | TOTAL |
| 1 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 38 |
| 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 34 |
| 6 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 9 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 11 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 12 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 13 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 14 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 15 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 17 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 18 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 20 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 22 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 23 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 25 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 26 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 27 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 |
| 28 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 29 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |

**Lampiran 3**

**Jawaban Responden Keputusan Pembelian (Y)**

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

# **Jawaban Responden Persepsi Label Halal (X1)**

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

**Jawaban Responden *Word Of Mouth* (X2)**

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

**Jawaban Responden Persepsi Harga**

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

**Lampiran 4**

**Data Interval**

1. **Data Pernyataan Kuesioner Variabel Keputusan Pembelian (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Succesive Interval | | | | | | | | | | | | | |
| No | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y.7 | Y.8 | Y.9 | Y.10 | Y.11 | Y.12 | TOTAL |
| 1 | 3,517 | 3,272 | 1,942 | 2,009 | 1,000 | 2,251 | 3,424 | 3,257 | 2,133 | 3,453 | 1,000 | 2,044 | 29,302 |
| 2 | 3,517 | 1,000 | 3,252 | 2,009 | 1,943 | 2,251 | 3,424 | 1,000 | 3,692 | 3,453 | 2,084 | 3,225 | 30,851 |
| 3 | 2,107 | 1,000 | 3,252 | 1,000 | 1,943 | 3,779 | 3,424 | 1,870 | 3,692 | 1,000 | 2,084 | 3,225 | 28,376 |
| 4 | 3,517 | 3,272 | 1,000 | 2,009 | 1,943 | 2,251 | 1,959 | 1,870 | 1,000 | 1,997 | 2,084 | 2,044 | 24,947 |
| 5 | 3,517 | 1,000 | 1,942 | 3,501 | 3,296 | 2,251 | 1,959 | 3,257 | 3,692 | 3,453 | 3,559 | 1,000 | 32,427 |
| 6 | 2,107 | 1,000 | 3,252 | 2,009 | 1,943 | 3,779 | 3,424 | 3,257 | 2,133 | 1,000 | 2,084 | 3,225 | 29,215 |
| 7 | 3,517 | 2,044 | 1,942 | 2,009 | 1,000 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 1,000 | 32,677 |
| 8 | 1,000 | 3,272 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 1,870 | 1,000 | 1,997 | 3,559 | 2,044 | 31,992 |
| 9 | 2,107 | 3,272 | 3,252 | 3,501 | 1,943 | 3,779 | 1,959 | 3,257 | 3,692 | 3,453 | 2,084 | 3,225 | 35,525 |
| 10 | 3,517 | 3,272 | 1,942 | 2,009 | 3,296 | 3,779 | 3,424 | 3,257 | 2,133 | 3,453 | 2,084 | 2,044 | 34,210 |
| 11 | 3,517 | 1,000 | 3,252 | 3,501 | 3,296 | 2,251 | 3,424 | 3,257 | 2,133 | 1,000 | 3,559 | 3,225 | 33,415 |
| 12 | 2,107 | 3,272 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 1,000 | 2,044 | 36,076 |
| 13 | 3,517 | 1,000 | 1,942 | 3,501 | 1,000 | 3,779 | 3,424 | 1,870 | 2,133 | 3,453 | 3,559 | 2,044 | 31,222 |
| 14 | 1,000 | 3,272 | 3,252 | 3,501 | 3,296 | 3,779 | 1,959 | 3,257 | 3,692 | 3,453 | 3,559 | 3,225 | 37,245 |
| 15 | 2,107 | 1,000 | 3,252 | 2,009 | 3,296 | 3,779 | 1,000 | 3,257 | 3,692 | 1,997 | 3,559 | 3,225 | 32,173 |
| 16 | 3,517 | 3,272 | 3,252 | 3,501 | 1,000 | 2,251 | 3,424 | 3,257 | 3,692 | 1,997 | 3,559 | 2,044 | 34,765 |
| 17 | 2,107 | 3,272 | 1,000 | 3,501 | 3,296 | 3,779 | 1,959 | 3,257 | 3,692 | 3,453 | 3,559 | 3,225 | 36,101 |
| 18 | 3,517 | 1,000 | 3,252 | 3,501 | 3,296 | 3,779 | 1,959 | 3,257 | 2,133 | 3,453 | 1,000 | 1,000 | 31,147 |
| 19 | 2,107 | 3,272 | 1,000 | 2,009 | 1,943 | 3,779 | 3,424 | 1,000 | 2,133 | 1,997 | 3,559 | 2,044 | 28,267 |
| 20 | 3,517 | 2,044 | 1,000 | 3,501 | 3,296 | 2,251 | 3,424 | 3,257 | 3,692 | 3,453 | 2,084 | 1,000 | 32,520 |
| 21 | 1,000 | 3,272 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 1,000 | 3,692 | 1,997 | 3,559 | 2,044 | 33,815 |
| 22 | 2,107 | 2,044 | 1,942 | 3,501 | 1,000 | 3,779 | 1,000 | 3,257 | 3,692 | 3,453 | 3,559 | 1,000 | 30,335 |
| 23 | 2,107 | 3,272 | 1,942 | 3,501 | 1,943 | 3,779 | 1,000 | 3,257 | 3,692 | 1,997 | 3,559 | 2,044 | 32,093 |
| 24 | 3,517 | 2,044 | 1,000 | 3,501 | 3,296 | 2,251 | 3,424 | 3,257 | 3,692 | 3,453 | 2,084 | 3,225 | 34,745 |
| 25 | 3,517 | 3,272 | 3,252 | 3,501 | 1,943 | 2,251 | 3,424 | 1,870 | 3,692 | 1,997 | 2,084 | 1,000 | 31,803 |
| 26 | 1,000 | 3,272 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 3,225 | 38,710 |
| 27 | 3,517 | 3,272 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 3,225 | 41,227 |
| 28 | 3,517 | 3,272 | 3,252 | 2,009 | 3,296 | 3,779 | 1,000 | 3,257 | 2,133 | 1,997 | 3,559 | 2,044 | 33,115 |
| 29 | 3,517 | 2,044 | 3,252 | 3,501 | 1,943 | 3,779 | 3,424 | 1,870 | 3,692 | 3,453 | 3,559 | 3,225 | 37,260 |
| 30 | 1,000 | 3,272 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 1,870 | 3,692 | 1,997 | 3,559 | 1,000 | 33,640 |
| 31 | 3,517 | 2,044 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 1,000 | 3,225 | 37,440 |
| 32 | 3,517 | 3,272 | 1,942 | 3,501 | 3,296 | 3,779 | 1,959 | 3,257 | 3,692 | 3,453 | 3,559 | 1,000 | 36,227 |
| 33 | 2,107 | 3,272 | 3,252 | 2,009 | 3,296 | 3,779 | 3,424 | 1,000 | 3,692 | 1,997 | 3,559 | 3,225 | 34,612 |
| 34 | 2,107 | 2,044 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 2,133 | 3,453 | 3,559 | 3,225 | 37,031 |
| 35 | 3,517 | 3,272 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 2,044 | 40,045 |
| 36 | 3,517 | 2,044 | 3,252 | 3,501 | 3,296 | 2,251 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 2,044 | 37,290 |
| 37 | 2,107 | 2,044 | 1,942 | 2,009 | 1,943 | 2,251 | 1,959 | 1,870 | 2,133 | 1,997 | 2,084 | 2,044 | 24,384 |
| 38 | 3,517 | 2,044 | 3,252 | 1,000 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 1,000 | 35,273 |
| 39 | 3,517 | 1,000 | 1,000 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 1,997 | 2,084 | 2,044 | 32,591 |
| 40 | 2,107 | 3,272 | 3,252 | 1,000 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 3,225 | 37,316 |
| 41 | 3,517 | 2,044 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 2,044 | 38,818 |
| 42 | 3,517 | 3,272 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 1,000 | 3,692 | 3,453 | 1,000 | 1,000 | 34,185 |
| 43 | 2,107 | 3,272 | 3,252 | 3,501 | 3,296 | 3,779 | 1,959 | 3,257 | 3,692 | 3,453 | 3,559 | 2,044 | 37,171 |
| 44 | 3,517 | 2,044 | 3,252 | 3,501 | 1,000 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 2,084 | 3,225 | 36,229 |
| 45 | 3,517 | 1,000 | 3,252 | 2,009 | 1,943 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 2,044 | 34,930 |
| 46 | 2,107 | 2,044 | 1,942 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 3,225 | 37,280 |
| 47 | 3,517 | 3,272 | 3,252 | 3,501 | 1,943 | 3,779 | 3,424 | 1,000 | 3,692 | 3,453 | 3,559 | 2,044 | 36,436 |
| 48 | 3,517 | 3,272 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 3,225 | 41,227 |
| 49 | 2,107 | 3,272 | 3,252 | 3,501 | 1,000 | 3,779 | 3,424 | 1,870 | 3,692 | 3,453 | 3,559 | 1,000 | 33,908 |
| 50 | 3,517 | 2,044 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 2,084 | 1,000 | 36,299 |
| 51 | 3,517 | 1,000 | 1,942 | 3,501 | 1,943 | 2,251 | 1,959 | 1,870 | 3,692 | 3,453 | 3,559 | 2,044 | 30,731 |
| 52 | 3,517 | 3,272 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 2,133 | 3,453 | 3,559 | 1,000 | 37,443 |
| 53 | 3,517 | 2,044 | 1,000 | 2,009 | 3,296 | 2,251 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 2,044 | 33,546 |
| 54 | 3,517 | 3,272 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 3,225 | 41,227 |
| 55 | 1,000 | 2,044 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 2,084 | 3,225 | 36,007 |
| 56 | 3,517 | 3,272 | 1,000 | 3,501 | 1,943 | 2,251 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 2,044 | 34,914 |
| 57 | 2,107 | 2,044 | 1,942 | 2,009 | 1,943 | 2,251 | 1,959 | 1,870 | 2,133 | 1,997 | 2,084 | 2,044 | 24,384 |
| 58 | 2,107 | 2,044 | 1,942 | 2,009 | 1,943 | 2,251 | 1,959 | 1,000 | 2,133 | 1,000 | 2,084 | 1,000 | 21,474 |
| 59 | 3,517 | 3,272 | 3,252 | 3,501 | 3,296 | 2,251 | 3,424 | 3,257 | 3,692 | 1,000 | 3,559 | 3,225 | 37,246 |
| 60 | 2,107 | 2,044 | 3,252 | 3,501 | 1,943 | 2,251 | 1,959 | 1,870 | 2,133 | 3,453 | 2,084 | 1,000 | 27,598 |
| 61 | 3,517 | 3,272 | 1,942 | 3,501 | 3,296 | 3,779 | 1,000 | 3,257 | 3,692 | 3,453 | 3,559 | 3,225 | 37,494 |
| 62 | 3,517 | 2,044 | 3,252 | 1,000 | 3,296 | 3,779 | 3,424 | 1,000 | 3,692 | 3,453 | 3,559 | 3,225 | 35,242 |
| 63 | 3,517 | 2,044 | 1,942 | 3,501 | 3,296 | 2,251 | 3,424 | 3,257 | 2,133 | 1,997 | 2,084 | 3,225 | 32,672 |
| 64 | 2,107 | 3,272 | 1,942 | 3,501 | 3,296 | 3,779 | 1,959 | 3,257 | 3,692 | 3,453 | 3,559 | 3,225 | 37,042 |
| 65 | 2,107 | 1,000 | 1,942 | 3,501 | 1,943 | 2,251 | 3,424 | 3,257 | 2,133 | 1,997 | 2,084 | 1,000 | 26,640 |
| 66 | 3,517 | 2,044 | 3,252 | 3,501 | 1,000 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 3,225 | 37,704 |
| 67 | 3,517 | 2,044 | 1,000 | 1,000 | 1,943 | 2,251 | 1,959 | 1,870 | 2,133 | 3,453 | 2,084 | 2,044 | 25,299 |
| 68 | 3,517 | 1,000 | 1,942 | 2,009 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 3,225 | 36,154 |
| 69 | 2,107 | 3,272 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 2,044 | 38,635 |
| 70 | 3,517 | 2,044 | 3,252 | 2,009 | 1,000 | 1,000 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 3,225 | 33,433 |
| 71 | 3,517 | 3,272 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 3,225 | 41,227 |
| 72 | 1,000 | 2,044 | 3,252 | 3,501 | 1,943 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 3,225 | 36,130 |
| 73 | 3,517 | 3,272 | 1,942 | 3,501 | 3,296 | 1,000 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 2,044 | 35,956 |
| 74 | 3,517 | 2,044 | 3,252 | 3,501 | 3,296 | 1,000 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 3,225 | 37,220 |
| 75 | 3,517 | 1,000 | 3,252 | 3,501 | 3,296 | 3,779 | 1,959 | 3,257 | 3,692 | 3,453 | 2,084 | 1,000 | 33,791 |
| 76 | 2,107 | 3,272 | 1,942 | 3,501 | 1,000 | 2,251 | 3,424 | 3,257 | 3,692 | 1,997 | 2,084 | 2,044 | 30,570 |
| 77 | 3,517 | 1,000 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 1,000 | 3,559 | 3,225 | 36,503 |
| 78 | 2,107 | 2,044 | 1,942 | 3,501 | 1,943 | 2,251 | 1,000 | 3,257 | 3,692 | 3,453 | 3,559 | 3,225 | 31,976 |
| 79 | 3,517 | 3,272 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 2,044 | 40,045 |
| 80 | 2,107 | 1,000 | 3,252 | 3,501 | 1,943 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 3,225 | 36,193 |
| 81 | 3,517 | 2,044 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 2,084 | 3,225 | 38,525 |
| 82 | 3,517 | 3,272 | 1,000 | 3,501 | 3,296 | 3,779 | 3,424 | 1,870 | 3,692 | 3,453 | 3,559 | 3,225 | 37,588 |
| 83 | 3,517 | 3,272 | 1,942 | 2,009 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 1,000 | 36,200 |
| 84 | 2,107 | 3,272 | 1,942 | 3,501 | 1,943 | 3,779 | 1,959 | 1,870 | 2,133 | 3,453 | 2,084 | 2,044 | 30,087 |
| 85 | 3,517 | 1,000 | 3,252 | 3,501 | 3,296 | 2,251 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 3,225 | 37,427 |
| 86 | 3,517 | 3,272 | 3,252 | 2,009 | 3,296 | 3,779 | 1,959 | 3,257 | 2,133 | 3,453 | 2,084 | 2,044 | 34,055 |
| 87 | 3,517 | 2,044 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 1,000 | 37,774 |
| 88 | 2,107 | 3,272 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 2,044 | 38,635 |
| 89 | 3,517 | 2,044 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 1,000 | 1,997 | 3,559 | 3,225 | 35,852 |
| 90 | 3,517 | 3,272 | 1,000 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 2,044 | 37,794 |
| 91 | 3,517 | 1,000 | 3,252 | 3,501 | 3,296 | 3,779 | 1,959 | 3,257 | 3,692 | 3,453 | 3,559 | 1,000 | 35,265 |
| 92 | 2,107 | 3,272 | 1,942 | 2,009 | 3,296 | 2,251 | 1,959 | 1,870 | 2,133 | 1,997 | 3,559 | 3,225 | 29,620 |
| 93 | 3,517 | 2,044 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 3,225 | 40,000 |
| 94 | 3,517 | 3,272 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 3,225 | 41,227 |
| 95 | 2,107 | 3,272 | 1,000 | 3,501 | 3,296 | 2,251 | 3,424 | 1,000 | 3,692 | 3,453 | 3,559 | 1,000 | 31,554 |
| 96 | 2,107 | 2,044 | 3,252 | 2,009 | 3,296 | 2,251 | 3,424 | 1,870 | 2,133 | 1,997 | 3,559 | 3,225 | 31,167 |
| 97 | 3,517 | 2,044 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 2,133 | 1,997 | 3,559 | 2,044 | 35,803 |
| 98 | 3,517 | 3,272 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 3,453 | 3,559 | 1,000 | 39,002 |
| 99 | 3,517 | 3,272 | 3,252 | 3,501 | 3,296 | 3,779 | 3,424 | 3,257 | 3,692 | 1,997 | 3,559 | 3,225 | 39,771 |
| 100 | 3,517 | 3,272 | 3,252 | 3,501 | 3,296 | 2,251 | 3,424 | 1,870 | 3,692 | 3,453 | 3,559 | 3,225 | 38,311 |

1. **Data Pernyataan Kuesioner Label Halal (X1)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Succesive Interval | | | | | | | | | |
| No | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | TOTAL |
| 1 | 1,000 | 4,100 | 3,152 | 2,271 | 2,306 | 2,981 | 4,148 | 2,112 | 22,068 |
| 2 | 2,658 | 2,199 | 1,000 | 4,317 | 4,164 | 4,203 | 4,148 | 4,114 | 26,804 |
| 3 | 2,658 | 3,117 | 3,152 | 4,317 | 2,306 | 4,203 | 4,148 | 1,000 | 24,900 |
| 4 | 3,889 | 2,199 | 2,213 | 1,000 | 3,141 | 2,084 | 3,022 | 4,114 | 21,662 |
| 5 | 1,871 | 2,199 | 4,270 | 2,271 | 4,164 | 4,203 | 4,148 | 4,114 | 27,240 |
| 6 | 1,000 | 1,000 | 2,213 | 3,187 | 4,164 | 4,203 | 3,022 | 4,114 | 22,904 |
| 7 | 2,658 | 2,199 | 2,213 | 3,187 | 3,141 | 2,084 | 4,148 | 4,114 | 23,744 |
| 8 | 3,889 | 4,100 | 3,152 | 4,317 | 4,164 | 4,203 | 3,022 | 4,114 | 30,961 |
| 9 | 1,871 | 2,199 | 4,270 | 2,271 | 3,141 | 4,203 | 2,154 | 2,112 | 22,220 |
| 10 | 1,000 | 4,100 | 3,152 | 4,317 | 2,306 | 4,203 | 4,148 | 2,968 | 26,193 |
| 11 | 3,889 | 3,117 | 4,270 | 2,271 | 3,141 | 2,084 | 3,022 | 1,000 | 22,794 |
| 12 | 1,871 | 2,199 | 3,152 | 4,317 | 4,164 | 2,981 | 2,154 | 4,114 | 24,952 |
| 13 | 3,889 | 2,199 | 4,270 | 3,187 | 2,306 | 2,981 | 3,022 | 4,114 | 25,969 |
| 14 | 2,658 | 3,117 | 4,270 | 4,317 | 4,164 | 4,203 | 2,154 | 2,112 | 26,995 |
| 15 | 1,000 | 2,199 | 2,213 | 4,317 | 3,141 | 4,203 | 2,154 | 4,114 | 23,341 |
| 16 | 2,658 | 2,199 | 4,270 | 3,187 | 4,164 | 4,203 | 4,148 | 2,968 | 27,798 |
| 17 | 3,889 | 3,117 | 4,270 | 2,271 | 1,000 | 4,203 | 2,154 | 4,114 | 25,019 |
| 18 | 3,889 | 4,100 | 3,152 | 3,187 | 4,164 | 4,203 | 3,022 | 4,114 | 29,832 |
| 19 | 3,889 | 3,117 | 4,270 | 4,317 | 2,306 | 2,981 | 4,148 | 2,968 | 27,996 |
| 20 | 3,889 | 4,100 | 2,213 | 4,317 | 4,164 | 4,203 | 3,022 | 2,968 | 28,877 |
| 21 | 3,889 | 4,100 | 4,270 | 3,187 | 4,164 | 4,203 | 4,148 | 2,112 | 30,073 |
| 22 | 2,658 | 1,000 | 4,270 | 2,271 | 4,164 | 2,981 | 4,148 | 2,968 | 24,461 |
| 23 | 3,889 | 4,100 | 2,213 | 4,317 | 3,141 | 4,203 | 3,022 | 2,112 | 26,997 |
| 24 | 3,889 | 4,100 | 2,213 | 4,317 | 2,306 | 4,203 | 4,148 | 2,968 | 28,144 |
| 25 | 3,889 | 4,100 | 3,152 | 2,271 | 4,164 | 4,203 | 4,148 | 2,968 | 28,895 |
| 26 | 2,658 | 2,199 | 4,270 | 3,187 | 4,164 | 2,084 | 3,022 | 4,114 | 25,699 |
| 27 | 2,658 | 2,199 | 3,152 | 2,271 | 4,164 | 2,981 | 4,148 | 2,112 | 23,685 |
| 28 | 3,889 | 3,117 | 4,270 | 4,317 | 2,306 | 4,203 | 3,022 | 2,968 | 28,092 |
| 29 | 3,889 | 4,100 | 3,152 | 2,271 | 3,141 | 4,203 | 4,148 | 4,114 | 29,017 |
| 30 | 3,889 | 4,100 | 3,152 | 4,317 | 4,164 | 2,981 | 4,148 | 4,114 | 30,865 |
| 31 | 3,889 | 4,100 | 4,270 | 2,271 | 4,164 | 2,084 | 4,148 | 2,112 | 27,038 |
| 32 | 3,889 | 4,100 | 3,152 | 4,317 | 4,164 | 4,203 | 2,154 | 4,114 | 30,093 |
| 33 | 3,889 | 1,000 | 2,213 | 3,187 | 4,164 | 1,000 | 3,022 | 4,114 | 22,591 |
| 34 | 3,889 | 3,117 | 4,270 | 2,271 | 3,141 | 2,084 | 4,148 | 2,968 | 25,888 |
| 35 | 3,889 | 3,117 | 2,213 | 3,187 | 4,164 | 4,203 | 4,148 | 2,968 | 27,890 |
| 36 | 3,889 | 2,199 | 3,152 | 4,317 | 2,306 | 2,981 | 3,022 | 2,112 | 23,977 |
| 37 | 3,889 | 3,117 | 4,270 | 3,187 | 3,141 | 4,203 | 4,148 | 4,114 | 30,070 |
| 38 | 3,889 | 3,117 | 2,213 | 3,187 | 1,000 | 2,981 | 4,148 | 2,112 | 22,647 |
| 39 | 3,889 | 2,199 | 4,270 | 4,317 | 3,141 | 2,084 | 3,022 | 4,114 | 27,036 |
| 40 | 1,871 | 2,199 | 4,270 | 2,271 | 4,164 | 4,203 | 4,148 | 2,968 | 26,094 |
| 41 | 1,871 | 3,117 | 2,213 | 3,187 | 3,141 | 4,203 | 2,154 | 4,114 | 24,000 |
| 42 | 2,658 | 4,100 | 3,152 | 4,317 | 4,164 | 2,981 | 4,148 | 2,968 | 28,488 |
| 43 | 3,889 | 1,000 | 4,270 | 2,271 | 2,306 | 4,203 | 3,022 | 2,112 | 23,073 |
| 44 | 1,871 | 2,199 | 2,213 | 4,317 | 4,164 | 2,981 | 2,154 | 4,114 | 24,014 |
| 45 | 3,889 | 3,117 | 3,152 | 2,271 | 3,141 | 4,203 | 2,154 | 4,114 | 26,041 |
| 46 | 2,658 | 4,100 | 2,213 | 4,317 | 4,164 | 2,981 | 4,148 | 2,968 | 27,550 |
| 47 | 3,889 | 4,100 | 2,213 | 4,317 | 3,141 | 2,981 | 4,148 | 2,112 | 26,901 |
| 48 | 2,658 | 3,117 | 4,270 | 3,187 | 3,141 | 2,084 | 3,022 | 2,968 | 24,447 |
| 49 | 3,889 | 2,199 | 3,152 | 4,317 | 2,306 | 2,084 | 4,148 | 4,114 | 26,209 |
| 50 | 3,889 | 4,100 | 4,270 | 3,187 | 4,164 | 4,203 | 2,154 | 2,968 | 28,936 |
| 51 | 3,889 | 3,117 | 4,270 | 4,317 | 2,306 | 4,203 | 3,022 | 2,968 | 28,092 |
| 52 | 3,889 | 4,100 | 3,152 | 3,187 | 4,164 | 2,084 | 2,154 | 4,114 | 26,844 |
| 53 | 1,871 | 4,100 | 3,152 | 4,317 | 2,306 | 2,981 | 1,000 | 4,114 | 23,840 |
| 54 | 3,889 | 3,117 | 4,270 | 2,271 | 4,164 | 2,981 | 4,148 | 2,968 | 27,809 |
| 55 | 3,889 | 2,199 | 3,152 | 3,187 | 2,306 | 4,203 | 3,022 | 4,114 | 26,072 |
| 56 | 3,889 | 2,199 | 4,270 | 4,317 | 4,164 | 4,203 | 4,148 | 2,112 | 29,303 |
| 57 | 2,658 | 1,000 | 3,152 | 2,271 | 3,141 | 2,084 | 3,022 | 4,114 | 21,441 |
| 58 | 3,889 | 2,199 | 3,152 | 4,317 | 4,164 | 2,981 | 4,148 | 2,112 | 26,962 |
| 59 | 3,889 | 4,100 | 2,213 | 3,187 | 2,306 | 2,981 | 3,022 | 2,968 | 24,666 |
| 60 | 1,871 | 2,199 | 3,152 | 4,317 | 2,306 | 4,203 | 4,148 | 4,114 | 26,309 |
| 61 | 3,889 | 4,100 | 4,270 | 2,271 | 4,164 | 2,981 | 3,022 | 2,112 | 26,809 |
| 62 | 3,889 | 2,199 | 4,270 | 4,317 | 3,141 | 4,203 | 4,148 | 4,114 | 30,282 |
| 63 | 2,658 | 1,000 | 2,213 | 3,187 | 4,164 | 4,203 | 3,022 | 4,114 | 24,562 |
| 64 | 3,889 | 3,117 | 4,270 | 4,317 | 2,306 | 2,981 | 1,000 | 2,112 | 23,992 |
| 65 | 3,889 | 2,199 | 3,152 | 2,271 | 4,164 | 4,203 | 3,022 | 4,114 | 27,015 |
| 66 | 2,658 | 1,000 | 2,213 | 3,187 | 4,164 | 2,981 | 2,154 | 4,114 | 22,472 |
| 67 | 3,889 | 2,199 | 3,152 | 4,317 | 2,306 | 4,203 | 4,148 | 4,114 | 28,328 |
| 68 | 2,658 | 2,199 | 2,213 | 2,271 | 4,164 | 2,981 | 2,154 | 2,968 | 21,609 |
| 69 | 3,889 | 3,117 | 3,152 | 2,271 | 4,164 | 4,203 | 2,154 | 4,114 | 27,065 |
| 70 | 2,658 | 2,199 | 4,270 | 3,187 | 2,306 | 2,084 | 4,148 | 2,968 | 23,820 |
| 71 | 1,871 | 4,100 | 3,152 | 4,317 | 4,164 | 4,203 | 4,148 | 2,112 | 28,066 |
| 72 | 3,889 | 3,117 | 4,270 | 2,271 | 4,164 | 2,981 | 4,148 | 4,114 | 28,955 |
| 73 | 3,889 | 2,199 | 3,152 | 4,317 | 4,164 | 4,203 | 2,154 | 2,968 | 27,047 |
| 74 | 3,889 | 1,000 | 2,213 | 3,187 | 2,306 | 2,981 | 2,154 | 4,114 | 21,845 |
| 75 | 2,658 | 2,199 | 4,270 | 4,317 | 2,306 | 4,203 | 3,022 | 4,114 | 27,089 |
| 76 | 3,889 | 3,117 | 3,152 | 1,000 | 2,306 | 4,203 | 2,154 | 2,968 | 22,788 |
| 77 | 2,658 | 2,199 | 1,000 | 4,317 | 2,306 | 2,981 | 4,148 | 4,114 | 23,723 |
| 78 | 3,889 | 3,117 | 2,213 | 3,187 | 4,164 | 4,203 | 3,022 | 2,112 | 25,908 |
| 79 | 2,658 | 2,199 | 4,270 | 3,187 | 2,306 | 1,000 | 2,154 | 2,968 | 20,742 |
| 80 | 1,871 | 2,199 | 3,152 | 4,317 | 2,306 | 2,981 | 4,148 | 4,114 | 25,087 |
| 81 | 3,889 | 3,117 | 2,213 | 4,317 | 3,141 | 4,203 | 3,022 | 4,114 | 28,017 |
| 82 | 2,658 | 2,199 | 4,270 | 4,317 | 4,164 | 4,203 | 4,148 | 2,968 | 28,928 |
| 83 | 2,658 | 3,117 | 4,270 | 2,271 | 4,164 | 2,981 | 3,022 | 2,112 | 24,595 |
| 84 | 3,889 | 3,117 | 2,213 | 3,187 | 4,164 | 2,084 | 4,148 | 1,000 | 23,803 |
| 85 | 2,658 | 2,199 | 4,270 | 3,187 | 2,306 | 2,084 | 1,000 | 4,114 | 21,818 |
| 86 | 3,889 | 3,117 | 2,213 | 4,317 | 3,141 | 4,203 | 2,154 | 4,114 | 27,149 |
| 87 | 2,658 | 2,199 | 4,270 | 4,317 | 2,306 | 2,981 | 4,148 | 2,968 | 25,847 |
| 88 | 1,871 | 2,199 | 3,152 | 4,317 | 2,306 | 4,203 | 2,154 | 2,968 | 23,169 |
| 89 | 3,889 | 3,117 | 2,213 | 2,271 | 1,000 | 2,981 | 4,148 | 4,114 | 23,734 |
| 90 | 2,658 | 2,199 | 4,270 | 4,317 | 3,141 | 2,084 | 3,022 | 4,114 | 25,805 |
| 91 | 2,658 | 2,199 | 3,152 | 3,187 | 2,306 | 4,203 | 4,148 | 2,968 | 24,821 |
| 92 | 3,889 | 3,117 | 4,270 | 4,317 | 4,164 | 4,203 | 4,148 | 2,112 | 30,221 |
| 93 | 1,871 | 3,117 | 3,152 | 3,187 | 2,306 | 2,981 | 3,022 | 2,968 | 22,603 |
| 94 | 2,658 | 2,199 | 3,152 | 4,317 | 3,141 | 4,203 | 2,154 | 4,114 | 25,938 |
| 95 | 3,889 | 1,000 | 4,270 | 2,271 | 4,164 | 2,981 | 4,148 | 2,112 | 24,835 |
| 96 | 2,658 | 4,100 | 2,213 | 4,317 | 4,164 | 4,203 | 3,022 | 4,114 | 28,792 |
| 97 | 2,658 | 2,199 | 1,000 | 3,187 | 2,306 | 2,981 | 2,154 | 4,114 | 20,599 |
| 98 | 3,889 | 3,117 | 2,213 | 3,187 | 3,141 | 4,203 | 4,148 | 2,112 | 26,010 |
| 99 | 1,871 | 4,100 | 4,270 | 3,187 | 3,141 | 2,084 | 2,154 | 2,968 | 23,774 |
| 100 | 2,658 | 2,199 | 3,152 | 4,317 | 2,306 | 4,203 | 4,148 | 4,114 | 27,097 |

1. **Data Pernyataan Kuesioner Variabel *Word Of Mouth* (X2)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Succesive Interval | | | | | | | | | |
| No | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | TOTAL |
| 1 | 4,279 | 3,356 | 2,009 | 1,911 | 3,250 | 3,666 | 3,458 | 1,000 | 22,928 |
| 2 | 3,040 | 1,000 | 3,301 | 3,222 | 3,250 | 2,167 | 3,458 | 3,271 | 22,709 |
| 3 | 4,279 | 3,356 | 2,009 | 3,222 | 1,000 | 3,666 | 3,458 | 3,271 | 24,261 |
| 4 | 4,279 | 3,356 | 3,301 | 3,222 | 3,250 | 3,666 | 3,458 | 3,271 | 27,803 |
| 5 | 2,221 | 3,356 | 3,301 | 1,000 | 3,250 | 3,666 | 3,458 | 3,271 | 23,523 |
| 6 | 4,279 | 3,356 | 1,000 | 3,222 | 3,250 | 3,666 | 2,069 | 3,271 | 24,113 |
| 7 | 4,279 | 3,356 | 3,301 | 3,222 | 3,250 | 3,666 | 3,458 | 3,271 | 27,803 |
| 8 | 4,279 | 3,356 | 3,301 | 3,222 | 3,250 | 3,666 | 2,069 | 3,271 | 26,415 |
| 9 | 4,279 | 1,000 | 3,301 | 3,222 | 1,918 | 3,666 | 1,000 | 1,000 | 19,386 |
| 10 | 1,000 | 3,356 | 2,009 | 3,222 | 1,000 | 3,666 | 3,458 | 1,980 | 19,690 |
| 11 | 4,279 | 2,073 | 3,301 | 1,000 | 3,250 | 2,167 | 2,069 | 3,271 | 21,410 |
| 12 | 2,221 | 3,356 | 3,301 | 3,222 | 3,250 | 3,666 | 2,069 | 3,271 | 24,356 |
| 13 | 4,279 | 2,073 | 3,301 | 1,000 | 3,250 | 2,167 | 3,458 | 3,271 | 22,799 |
| 14 | 3,040 | 2,073 | 3,301 | 3,222 | 3,250 | 3,666 | 3,458 | 1,000 | 23,010 |
| 15 | 4,279 | 3,356 | 1,000 | 3,222 | 1,918 | 3,666 | 1,000 | 3,271 | 21,712 |
| 16 | 4,279 | 3,356 | 3,301 | 3,222 | 3,250 | 3,666 | 3,458 | 3,271 | 27,803 |
| 17 | 4,279 | 2,073 | 3,301 | 1,911 | 1,918 | 3,666 | 2,069 | 3,271 | 22,488 |
| 18 | 4,279 | 3,356 | 2,009 | 1,911 | 3,250 | 2,167 | 3,458 | 1,980 | 22,409 |
| 19 | 4,279 | 2,073 | 3,301 | 3,222 | 1,000 | 3,666 | 3,458 | 3,271 | 24,270 |
| 20 | 4,279 | 3,356 | 1,000 | 3,222 | 3,250 | 3,666 | 2,069 | 1,980 | 22,822 |
| 21 | 4,279 | 3,356 | 3,301 | 1,911 | 3,250 | 3,666 | 3,458 | 1,000 | 24,221 |
| 22 | 3,040 | 2,073 | 3,301 | 3,222 | 3,250 | 2,167 | 3,458 | 1,980 | 22,491 |
| 23 | 4,279 | 3,356 | 1,000 | 3,222 | 1,918 | 3,666 | 2,069 | 3,271 | 22,781 |
| 24 | 4,279 | 3,356 | 1,000 | 3,222 | 1,000 | 3,666 | 3,458 | 1,980 | 21,961 |
| 25 | 4,279 | 3,356 | 2,009 | 1,000 | 3,250 | 3,666 | 3,458 | 1,980 | 22,997 |
| 26 | 2,221 | 1,000 | 3,301 | 3,222 | 3,250 | 3,666 | 2,069 | 3,271 | 22,000 |
| 27 | 4,279 | 3,356 | 2,009 | 1,000 | 3,250 | 2,167 | 3,458 | 3,271 | 22,790 |
| 28 | 4,279 | 2,073 | 3,301 | 3,222 | 1,000 | 3,666 | 2,069 | 1,980 | 21,590 |
| 29 | 4,279 | 3,356 | 1,000 | 1,000 | 1,918 | 3,666 | 3,458 | 3,271 | 21,948 |
| 30 | 4,279 | 3,356 | 2,009 | 3,222 | 3,250 | 2,167 | 3,458 | 3,271 | 25,012 |
| 31 | 4,279 | 3,356 | 3,301 | 1,000 | 3,250 | 1,000 | 3,458 | 1,000 | 20,644 |
| 32 | 4,279 | 3,356 | 2,009 | 3,222 | 3,250 | 3,666 | 1,000 | 3,271 | 24,053 |
| 33 | 4,279 | 2,073 | 1,000 | 1,911 | 3,250 | 3,666 | 2,069 | 3,271 | 21,518 |
| 34 | 4,279 | 1,000 | 3,301 | 3,222 | 1,918 | 3,666 | 3,458 | 3,271 | 24,115 |
| 35 | 4,279 | 2,073 | 1,000 | 1,911 | 3,250 | 3,666 | 3,458 | 1,980 | 21,616 |
| 36 | 4,279 | 3,356 | 2,009 | 3,222 | 3,250 | 3,666 | 1,000 | 3,271 | 24,053 |
| 37 | 4,279 | 3,356 | 3,301 | 3,222 | 3,250 | 3,666 | 3,458 | 3,271 | 27,803 |
| 38 | 4,279 | 2,073 | 2,009 | 1,911 | 1,918 | 2,167 | 2,069 | 1,980 | 18,405 |
| 39 | 4,279 | 2,073 | 3,301 | 3,222 | 1,918 | 2,167 | 2,069 | 3,271 | 22,300 |
| 40 | 2,221 | 3,356 | 3,301 | 1,000 | 3,250 | 3,666 | 3,458 | 3,271 | 23,523 |
| 41 | 2,221 | 2,073 | 3,301 | 1,911 | 3,250 | 3,666 | 3,458 | 3,271 | 23,150 |
| 42 | 3,040 | 3,356 | 3,301 | 3,222 | 3,250 | 3,666 | 3,458 | 1,980 | 25,273 |
| 43 | 4,279 | 3,356 | 3,301 | 3,222 | 3,250 | 3,666 | 3,458 | 3,271 | 27,803 |
| 44 | 2,221 | 1,000 | 1,000 | 3,222 | 3,250 | 2,167 | 1,000 | 3,271 | 17,131 |
| 45 | 4,279 | 2,073 | 2,009 | 1,000 | 1,918 | 3,666 | 1,000 | 3,271 | 19,216 |
| 46 | 3,040 | 3,356 | 1,000 | 3,222 | 3,250 | 2,167 | 3,458 | 1,980 | 21,473 |
| 47 | 4,279 | 3,356 | 1,000 | 3,222 | 1,918 | 2,167 | 3,458 | 3,271 | 22,671 |
| 48 | 3,040 | 2,073 | 3,301 | 1,911 | 1,918 | 2,167 | 2,069 | 1,980 | 18,459 |
| 49 | 4,279 | 3,356 | 3,301 | 3,222 | 3,250 | 3,666 | 3,458 | 3,271 | 27,803 |
| 50 | 4,279 | 3,356 | 3,301 | 1,911 | 3,250 | 3,666 | 1,000 | 3,271 | 24,034 |
| 51 | 4,279 | 2,073 | 3,301 | 3,222 | 1,000 | 3,666 | 3,458 | 1,980 | 22,978 |
| 52 | 4,279 | 3,356 | 3,301 | 1,911 | 3,250 | 1,000 | 2,069 | 3,271 | 22,438 |
| 53 | 2,221 | 3,356 | 2,009 | 3,222 | 3,250 | 3,666 | 3,458 | 3,271 | 24,452 |
| 54 | 4,279 | 2,073 | 3,301 | 1,000 | 3,250 | 2,167 | 3,458 | 1,980 | 21,507 |
| 55 | 4,279 | 3,356 | 3,301 | 3,222 | 3,250 | 3,666 | 3,458 | 3,271 | 27,803 |
| 56 | 4,279 | 1,000 | 3,301 | 3,222 | 3,250 | 3,666 | 3,458 | 1,000 | 23,176 |
| 57 | 3,040 | 2,073 | 2,009 | 3,222 | 3,250 | 3,666 | 3,458 | 3,271 | 23,988 |
| 58 | 3,040 | 2,073 | 2,009 | 3,222 | 3,250 | 2,167 | 2,069 | 1,000 | 18,830 |
| 59 | 4,279 | 3,356 | 2,009 | 1,911 | 1,918 | 2,167 | 2,069 | 1,980 | 19,689 |
| 60 | 2,221 | 1,000 | 2,009 | 3,222 | 1,000 | 3,666 | 3,458 | 3,271 | 19,846 |
| 61 | 4,279 | 3,356 | 3,301 | 3,222 | 3,250 | 3,666 | 3,458 | 3,271 | 27,803 |
| 62 | 3,040 | 3,356 | 3,301 | 3,222 | 3,250 | 3,666 | 3,458 | 3,271 | 26,564 |
| 63 | 4,279 | 1,000 | 2,009 | 3,222 | 3,250 | 3,666 | 2,069 | 3,271 | 22,766 |
| 64 | 4,279 | 2,073 | 3,301 | 3,222 | 1,000 | 2,167 | 3,458 | 1,000 | 20,500 |
| 65 | 4,279 | 3,356 | 3,301 | 3,222 | 3,250 | 3,666 | 3,458 | 3,271 | 27,803 |
| 66 | 3,040 | 2,073 | 2,009 | 1,911 | 1,918 | 2,167 | 2,069 | 1,980 | 17,166 |
| 67 | 4,279 | 1,000 | 1,000 | 3,222 | 3,250 | 3,666 | 3,458 | 3,271 | 23,146 |
| 68 | 3,040 | 2,073 | 2,009 | 1,911 | 1,918 | 2,167 | 2,069 | 1,980 | 17,166 |
| 69 | 4,279 | 2,073 | 2,009 | 1,000 | 3,250 | 3,666 | 1,000 | 3,271 | 20,547 |
| 70 | 3,040 | 2,073 | 3,301 | 3,222 | 3,250 | 3,666 | 3,458 | 1,980 | 23,990 |
| 71 | 2,221 | 3,356 | 2,009 | 3,222 | 3,250 | 3,666 | 3,458 | 1,000 | 22,181 |
| 72 | 4,279 | 2,073 | 3,301 | 1,000 | 3,250 | 2,167 | 3,458 | 3,271 | 22,799 |
| 73 | 4,279 | 3,356 | 3,301 | 3,222 | 3,250 | 3,666 | 3,458 | 3,271 | 27,803 |
| 74 | 4,279 | 3,356 | 3,301 | 3,222 | 3,250 | 3,666 | 3,458 | 3,271 | 27,803 |
| 75 | 3,040 | 2,073 | 3,301 | 3,222 | 1,000 | 3,666 | 3,458 | 3,271 | 23,031 |
| 76 | 4,279 | 3,356 | 3,301 | 3,222 | 3,250 | 3,666 | 3,458 | 3,271 | 27,803 |
| 77 | 3,040 | 2,073 | 2,009 | 1,911 | 1,918 | 2,167 | 2,069 | 1,980 | 17,166 |
| 78 | 4,279 | 3,356 | 3,301 | 1,911 | 3,250 | 3,666 | 3,458 | 1,000 | 24,221 |
| 79 | 4,279 | 3,356 | 3,301 | 3,222 | 3,250 | 3,666 | 3,458 | 3,271 | 27,803 |
| 80 | 2,221 | 1,000 | 3,301 | 3,222 | 3,250 | 3,666 | 3,458 | 1,980 | 22,097 |
| 81 | 4,279 | 3,356 | 3,301 | 3,222 | 3,250 | 3,666 | 2,069 | 3,271 | 26,415 |
| 82 | 3,040 | 1,000 | 3,301 | 3,222 | 3,250 | 3,666 | 3,458 | 1,980 | 22,917 |
| 83 | 3,040 | 2,073 | 3,301 | 3,222 | 3,250 | 1,000 | 3,458 | 3,271 | 22,615 |
| 84 | 4,279 | 3,356 | 3,301 | 3,222 | 3,250 | 3,666 | 3,458 | 3,271 | 27,803 |
| 85 | 3,040 | 2,073 | 2,009 | 1,911 | 1,918 | 2,167 | 2,069 | 1,980 | 17,166 |
| 86 | 4,279 | 3,356 | 3,301 | 3,222 | 3,250 | 3,666 | 3,458 | 3,271 | 27,803 |
| 87 | 2,221 | 2,073 | 2,009 | 1,911 | 1,000 | 2,167 | 2,069 | 1,980 | 15,429 |
| 88 | 3,040 | 3,356 | 2,009 | 3,222 | 3,250 | 3,666 | 3,458 | 1,980 | 23,981 |
| 89 | 4,279 | 2,073 | 2,009 | 1,911 | 1,918 | 2,167 | 2,069 | 1,980 | 18,405 |
| 90 | 2,221 | 3,356 | 3,301 | 3,222 | 1,918 | 2,167 | 3,458 | 3,271 | 22,914 |
| 91 | 3,040 | 3,356 | 3,301 | 3,222 | 3,250 | 3,666 | 2,069 | 1,980 | 23,884 |
| 92 | 4,279 | 2,073 | 3,301 | 3,222 | 3,250 | 3,666 | 3,458 | 1,000 | 24,249 |
| 93 | 2,221 | 2,073 | 2,009 | 1,911 | 1,918 | 2,167 | 2,069 | 1,980 | 16,347 |
| 94 | 3,040 | 1,000 | 2,009 | 3,222 | 1,918 | 3,666 | 3,458 | 3,271 | 21,584 |
| 95 | 4,279 | 1,000 | 3,301 | 3,222 | 3,250 | 2,167 | 3,458 | 1,000 | 21,677 |
| 96 | 3,040 | 3,356 | 3,301 | 3,222 | 3,250 | 3,666 | 2,069 | 3,271 | 25,176 |
| 97 | 2,221 | 2,073 | 3,301 | 3,222 | 3,250 | 3,666 | 2,069 | 3,271 | 23,073 |
| 98 | 4,279 | 2,073 | 1,000 | 1,911 | 1,918 | 3,666 | 3,458 | 1,000 | 19,304 |
| 99 | 2,221 | 3,356 | 3,301 | 1,911 | 1,918 | 1,000 | 2,069 | 3,271 | 19,047 |
| 100 | 3,040 | 1,000 | 2,009 | 3,222 | 1,000 | 3,666 | 3,458 | 3,271 | 20,666 |

1. **Data Pernyataan Kuesioner Variabel Persepsi Harga**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Succesive Interval | | | | | | | | | |
| No | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | TOTAL |
| 1 | 2,086 | 2,160 | 1,000 | 3,198 | 3,072 | 3,303 | 1,000 | 1,979 | 17,797 |
| 2 | 1,000 | 2,160 | 1,990 | 3,198 | 1,000 | 3,303 | 3,210 | 1,000 | 16,860 |
| 3 | 2,086 | 3,402 | 1,000 | 2,003 | 3,072 | 3,303 | 1,967 | 3,208 | 20,041 |
| 4 | 3,261 | 3,402 | 1,990 | 1,000 | 1,881 | 2,049 | 1,000 | 1,000 | 15,583 |
| 5 | 1,000 | 3,402 | 1,990 | 3,198 | 1,881 | 3,303 | 1,967 | 3,208 | 19,948 |
| 6 | 1,000 | 1,000 | 3,182 | 2,003 | 3,072 | 2,049 | 3,210 | 3,208 | 18,725 |
| 7 | 2,086 | 3,402 | 3,182 | 3,198 | 1,000 | 2,049 | 3,210 | 1,979 | 20,105 |
| 8 | 3,261 | 2,160 | 1,000 | 2,003 | 1,881 | 1,000 | 3,210 | 1,979 | 16,493 |
| 9 | 2,086 | 3,402 | 3,182 | 3,198 | 1,000 | 2,049 | 1,967 | 3,208 | 20,092 |
| 10 | 1,000 | 2,160 | 1,990 | 1,000 | 1,000 | 1,000 | 3,210 | 3,208 | 14,568 |
| 11 | 2,086 | 3,402 | 1,990 | 2,003 | 3,072 | 3,303 | 1,967 | 3,208 | 21,031 |
| 12 | 3,261 | 2,160 | 3,182 | 1,000 | 1,881 | 3,303 | 1,967 | 3,208 | 19,961 |
| 13 | 2,086 | 1,000 | 1,990 | 1,000 | 1,000 | 2,049 | 3,210 | 3,208 | 15,543 |
| 14 | 3,261 | 2,160 | 1,000 | 2,003 | 1,881 | 3,303 | 3,210 | 1,979 | 18,796 |
| 15 | 1,000 | 2,160 | 1,990 | 2,003 | 1,000 | 3,303 | 1,967 | 3,208 | 16,631 |
| 16 | 2,086 | 1,000 | 1,990 | 3,198 | 3,072 | 3,303 | 3,210 | 3,208 | 21,066 |
| 17 | 1,000 | 2,160 | 3,182 | 2,003 | 1,000 | 1,000 | 3,210 | 3,208 | 16,763 |
| 18 | 3,261 | 2,160 | 3,182 | 1,000 | 3,072 | 1,000 | 3,210 | 1,979 | 18,863 |
| 19 | 1,000 | 2,160 | 3,182 | 2,003 | 1,881 | 3,303 | 1,000 | 3,208 | 17,736 |
| 20 | 2,086 | 1,000 | 3,182 | 3,198 | 3,072 | 1,000 | 1,967 | 3,208 | 18,713 |
| 21 | 3,261 | 2,160 | 3,182 | 1,000 | 3,072 | 2,049 | 3,210 | 3,208 | 21,142 |
| 22 | 1,000 | 3,402 | 1,990 | 1,000 | 3,072 | 2,049 | 3,210 | 1,000 | 16,723 |
| 23 | 2,086 | 3,402 | 1,990 | 3,198 | 1,000 | 3,303 | 3,210 | 1,979 | 20,166 |
| 24 | 2,086 | 3,402 | 1,000 | 3,198 | 1,881 | 3,303 | 1,967 | 1,000 | 17,836 |
| 25 | 1,000 | 2,160 | 3,182 | 2,003 | 3,072 | 3,303 | 1,000 | 3,208 | 18,928 |
| 26 | 2,086 | 1,000 | 3,182 | 3,198 | 3,072 | 1,000 | 3,210 | 1,979 | 18,726 |
| 27 | 3,261 | 2,160 | 3,182 | 1,000 | 3,072 | 3,303 | 1,967 | 3,208 | 21,153 |
| 28 | 3,261 | 3,402 | 1,990 | 3,198 | 3,072 | 3,303 | 1,000 | 1,000 | 20,225 |
| 29 | 2,086 | 3,402 | 3,182 | 1,000 | 3,072 | 3,303 | 1,967 | 1,979 | 19,990 |
| 30 | 2,086 | 2,160 | 3,182 | 3,198 | 1,881 | 3,303 | 1,000 | 1,979 | 18,787 |
| 31 | 3,261 | 3,402 | 1,000 | 1,000 | 1,000 | 2,049 | 1,967 | 3,208 | 16,888 |
| 32 | 1,000 | 2,160 | 3,182 | 3,198 | 3,072 | 2,049 | 1,967 | 1,000 | 17,628 |
| 33 | 3,261 | 2,160 | 1,000 | 3,198 | 1,881 | 1,000 | 3,210 | 3,208 | 18,917 |
| 34 | 2,086 | 3,402 | 1,000 | 3,198 | 3,072 | 3,303 | 1,967 | 1,000 | 19,027 |
| 35 | 3,261 | 2,160 | 3,182 | 1,000 | 3,072 | 2,049 | 3,210 | 1,979 | 19,913 |
| 36 | 1,000 | 1,000 | 1,990 | 3,198 | 3,072 | 2,049 | 1,967 | 3,208 | 17,485 |
| 37 | 2,086 | 3,402 | 1,000 | 3,198 | 3,072 | 1,000 | 3,210 | 3,208 | 20,175 |
| 38 | 3,261 | 1,000 | 1,990 | 2,003 | 3,072 | 2,049 | 1,967 | 3,208 | 18,551 |
| 39 | 1,000 | 2,160 | 3,182 | 3,198 | 1,881 | 3,303 | 3,210 | 3,208 | 21,141 |
| 40 | 3,261 | 3,402 | 3,182 | 3,198 | 3,072 | 1,000 | 1,967 | 3,208 | 22,290 |
| 41 | 2,086 | 1,000 | 1,000 | 2,003 | 3,072 | 1,000 | 3,210 | 3,208 | 16,579 |
| 42 | 3,261 | 2,160 | 3,182 | 3,198 | 3,072 | 2,049 | 1,000 | 1,000 | 18,922 |
| 43 | 3,261 | 1,000 | 1,990 | 2,003 | 1,881 | 1,000 | 3,210 | 3,208 | 17,553 |
| 44 | 1,000 | 2,160 | 1,000 | 3,198 | 3,072 | 2,049 | 1,967 | 1,979 | 16,425 |
| 45 | 2,086 | 1,000 | 1,990 | 2,003 | 3,072 | 1,000 | 3,210 | 3,208 | 17,569 |
| 46 | 1,000 | 2,160 | 3,182 | 3,198 | 3,072 | 2,049 | 3,210 | 3,208 | 21,079 |
| 47 | 3,261 | 2,160 | 1,000 | 2,003 | 3,072 | 2,049 | 1,000 | 1,000 | 15,546 |
| 48 | 1,000 | 3,402 | 3,182 | 3,198 | 1,881 | 1,000 | 3,210 | 1,979 | 18,851 |
| 49 | 2,086 | 3,402 | 1,990 | 1,000 | 1,000 | 2,049 | 3,210 | 3,208 | 17,945 |
| 50 | 3,261 | 1,000 | 3,182 | 3,198 | 3,072 | 3,303 | 1,000 | 1,979 | 19,994 |
| 51 | 3,261 | 2,160 | 3,182 | 1,000 | 3,072 | 2,049 | 3,210 | 3,208 | 21,142 |
| 52 | 2,086 | 3,402 | 3,182 | 3,198 | 1,000 | 1,000 | 3,210 | 1,000 | 18,077 |
| 53 | 3,261 | 2,160 | 1,000 | 3,198 | 3,072 | 3,303 | 1,000 | 3,208 | 20,202 |
| 54 | 2,086 | 2,160 | 3,182 | 2,003 | 1,000 | 3,303 | 3,210 | 1,979 | 18,922 |
| 55 | 3,261 | 2,160 | 1,990 | 3,198 | 1,000 | 2,049 | 3,210 | 3,208 | 20,076 |
| 56 | 3,261 | 1,000 | 3,182 | 2,003 | 3,072 | 3,303 | 1,967 | 1,000 | 18,788 |
| 57 | 2,086 | 2,160 | 1,000 | 2,003 | 3,072 | 2,049 | 3,210 | 3,208 | 18,788 |
| 58 | 3,261 | 1,000 | 1,990 | 1,000 | 1,881 | 2,049 | 3,210 | 3,208 | 17,599 |
| 59 | 2,086 | 3,402 | 1,000 | 2,003 | 3,072 | 3,303 | 3,210 | 1,000 | 19,075 |
| 60 | 1,000 | 3,402 | 3,182 | 2,003 | 1,000 | 3,303 | 1,967 | 1,979 | 17,835 |
| 61 | 3,261 | 3,402 | 1,990 | 1,000 | 1,881 | 2,049 | 1,000 | 1,979 | 16,562 |
| 62 | 3,261 | 3,402 | 3,182 | 3,198 | 3,072 | 3,303 | 3,210 | 3,208 | 25,835 |
| 63 | 3,261 | 2,160 | 3,182 | 3,198 | 1,000 | 3,303 | 1,967 | 3,208 | 21,278 |
| 64 | 1,000 | 3,402 | 3,182 | 2,003 | 3,072 | 2,049 | 1,967 | 1,979 | 18,654 |
| 65 | 3,261 | 2,160 | 3,182 | 3,198 | 3,072 | 3,303 | 1,000 | 3,208 | 22,384 |
| 66 | 1,000 | 3,402 | 1,990 | 2,003 | 1,881 | 2,049 | 1,967 | 1,979 | 16,271 |
| 67 | 2,086 | 3,402 | 1,000 | 3,198 | 3,072 | 2,049 | 3,210 | 3,208 | 21,225 |
| 68 | 2,086 | 2,160 | 1,990 | 2,003 | 1,881 | 2,049 | 3,210 | 3,208 | 18,587 |
| 69 | 1,000 | 3,402 | 1,990 | 3,198 | 3,072 | 1,000 | 3,210 | 3,208 | 20,080 |
| 70 | 2,086 | 2,160 | 3,182 | 3,198 | 3,072 | 3,303 | 1,967 | 1,979 | 20,946 |
| 71 | 3,261 | 1,000 | 3,182 | 2,003 | 3,072 | 3,303 | 3,210 | 3,208 | 22,239 |
| 72 | 2,086 | 3,402 | 3,182 | 1,000 | 3,072 | 3,303 | 1,000 | 3,208 | 20,252 |
| 73 | 2,086 | 1,000 | 3,182 | 3,198 | 3,072 | 2,049 | 3,210 | 1,000 | 18,797 |
| 74 | 3,261 | 2,160 | 3,182 | 3,198 | 1,000 | 3,303 | 3,210 | 3,208 | 22,521 |
| 75 | 3,261 | 3,402 | 3,182 | 2,003 | 3,072 | 3,303 | 1,000 | 1,979 | 21,202 |
| 76 | 2,086 | 2,160 | 1,990 | 2,003 | 1,000 | 2,049 | 1,000 | 1,000 | 13,288 |
| 77 | 2,086 | 2,160 | 3,182 | 2,003 | 3,072 | 2,049 | 3,210 | 1,000 | 18,762 |
| 78 | 3,261 | 2,160 | 1,000 | 3,198 | 1,881 | 3,303 | 3,210 | 3,208 | 21,220 |
| 79 | 3,261 | 2,160 | 1,000 | 3,198 | 3,072 | 3,303 | 3,210 | 3,208 | 22,412 |
| 80 | 2,086 | 1,000 | 1,000 | 2,003 | 3,072 | 3,303 | 3,210 | 3,208 | 18,882 |
| 81 | 1,000 | 3,402 | 3,182 | 3,198 | 3,072 | 3,303 | 1,000 | 1,979 | 20,135 |
| 82 | 2,086 | 1,000 | 3,182 | 3,198 | 1,881 | 3,303 | 3,210 | 3,208 | 21,067 |
| 83 | 3,261 | 3,402 | 1,990 | 3,198 | 3,072 | 3,303 | 3,210 | 1,000 | 22,435 |
| 84 | 3,261 | 2,160 | 3,182 | 3,198 | 3,072 | 3,303 | 3,210 | 3,208 | 24,593 |
| 85 | 2,086 | 2,160 | 1,990 | 2,003 | 1,881 | 2,049 | 1,967 | 1,979 | 16,115 |
| 86 | 3,261 | 3,402 | 3,182 | 3,198 | 1,000 | 3,303 | 3,210 | 1,979 | 22,534 |
| 87 | 1,000 | 1,000 | 1,990 | 1,000 | 3,072 | 3,303 | 3,210 | 3,208 | 17,783 |
| 88 | 2,086 | 3,402 | 3,182 | 3,198 | 3,072 | 3,303 | 1,967 | 3,208 | 23,417 |
| 89 | 3,261 | 2,160 | 3,182 | 3,198 | 1,000 | 3,303 | 3,210 | 3,208 | 22,521 |
| 90 | 3,261 | 3,402 | 3,182 | 3,198 | 3,072 | 3,303 | 3,210 | 3,208 | 25,835 |
| 91 | 3,261 | 2,160 | 3,182 | 3,198 | 3,072 | 3,303 | 3,210 | 1,979 | 23,364 |
| 92 | 1,000 | 3,402 | 1,000 | 1,000 | 3,072 | 3,303 | 3,210 | 1,000 | 16,986 |
| 93 | 2,086 | 2,160 | 1,990 | 2,003 | 1,881 | 2,049 | 1,967 | 1,979 | 16,115 |
| 94 | 3,261 | 3,402 | 3,182 | 3,198 | 3,072 | 3,303 | 3,210 | 1,979 | 24,606 |
| 95 | 3,261 | 3,402 | 3,182 | 1,000 | 3,072 | 3,303 | 3,210 | 3,208 | 23,638 |
| 96 | 3,261 | 1,000 | 1,990 | 3,198 | 3,072 | 2,049 | 3,210 | 3,208 | 20,988 |
| 97 | 2,086 | 1,000 | 3,182 | 2,003 | 3,072 | 3,303 | 3,210 | 1,979 | 19,834 |
| 98 | 1,000 | 3,402 | 3,182 | 3,198 | 1,881 | 2,049 | 3,210 | 3,208 | 21,129 |
| 99 | 2,086 | 3,402 | 1,990 | 3,198 | 3,072 | 1,000 | 3,210 | 1,979 | 19,936 |
| 100 | 1,000 | 2,160 | 3,182 | 1,000 | 3,072 | 3,303 | 1,967 | 3,208 | 18,892 |

**Lampiran 5**

**HASIL UJI VALIDITAS VARIABEL KEPUTUSAN PEMBELIAN (Y)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|  | | | Y1.1 | | Y1.2 | | Y1.3 | | Y1.4 | | Y1.5 | | Y1.6 | | Y1.7 | | Y1.8 | | Y1.9 | | Y1.10 | | Y1.11 | | Y1.12 | | TOTAL | |
| Y1.1 | Pearson Correlation | | | 1 | | .906\*\* | | .388\* | | .319 | | .711\*\* | | .604\*\* | | .388\* | | .479\*\* | | .711\*\* | | .479\*\* | | .265 | | .126 | | .702\*\* |
| Sig. (2-tailed) | | |  | | .000 | | .034 | | .086 | | .000 | | .000 | | .034 | | .007 | | .000 | | .007 | | .157 | | .509 | | .000 |
| N | | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 |
| Y1.2 | Pearson Correlation | | | .906\*\* | | 1 | | .447\* | | .368\* | | .784\*\* | | .667\*\* | | .447\* | | .539\*\* | | .784\*\* | | .539\*\* | | .315 | | -.024 | | .729\*\* |
| Sig. (2-tailed) | | | .000 | |  | | .013 | | .046 | | .000 | | .000 | | .013 | | .002 | | .000 | | .002 | | .090 | | .899 | | .000 |
| N | | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 |
| Y1.3 | Pearson Correlation | | | .388\* | | .447\* | | 1 | | .427\* | | .614\*\* | | .745\*\* | | .760\*\* | | .877\*\* | | .614\*\* | | .877\*\* | | .376\* | | .453\* | | .846\*\* |
| Sig. (2-tailed) | | | .034 | | .013 | |  | | .018 | | .000 | | .000 | | .000 | | .000 | | .000 | | .000 | | .041 | | .012 | | .000 |
| N | | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 |
| Y1.4 | Pearson Correlation | | | .319 | | .368\* | | .427\* | | 1 | | .505\*\* | | .613\*\* | | .427\* | | .505\*\* | | .505\*\* | | .505\*\* | | .309 | | -.053 | | .589\*\* |
| Sig. (2-tailed) | | | .086 | | .046 | | .018 | |  | | .004 | | .000 | | .018 | | .004 | | .004 | | .004 | | .097 | | .780 | | .001 |
| N | | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 |
| Y1.5 | Pearson Correlation | | | .711\*\* | | .784\*\* | | .614\*\* | | .505\*\* | | 1 | | .850\*\* | | .614\*\* | | .712\*\* | | .712\*\* | | .712\*\* | | .453\* | | .028 | | .828\*\* |
| Sig. (2-tailed) | | | .000 | | .000 | | .000 | | .004 | |  | | .000 | | .000 | | .000 | | .000 | | .000 | | .012 | | .882 | | .000 |
| N | | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 |
| Y1.6 | Pearson Correlation | | | .604\*\* | | .667\*\* | | .745\*\* | | .613\*\* | | .850\*\* | | 1 | | .745\*\* | | .850\*\* | | .850\*\* | | .850\*\* | | .560\*\* | | .145 | | .921\*\* |
| Sig. (2-tailed) | | | .000 | | .000 | | .000 | | .000 | | .000 | |  | | .000 | | .000 | | .000 | | .000 | | .001 | | .445 | | .000 |
| N | | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 |
| Y1.7 | Pearson Correlation | | | .388\* | | .447\* | | .760\*\* | | .427\* | | .614\*\* | | .745\*\* | | 1 | | .614\*\* | | .614\*\* | | .614\*\* | | .376\* | | .324 | | .769\*\* |
| Sig. (2-tailed) | | | .034 | | .013 | | .000 | | .018 | | .000 | | .000 | |  | | .000 | | .000 | | .000 | | .041 | | .081 | | .000 |
| N | | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 |
| Y1.8 | Pearson Correlation | | | .479\*\* | | .539\*\* | | .877\*\* | | .505\*\* | | .712\*\* | | .850\*\* | | .614\*\* | | 1 | | .712\*\* | | 1.000\*\* | | .453\* | | .312 | | .884\*\* |
| Sig. (2-tailed) | | | .007 | | .002 | | .000 | | .004 | | .000 | | .000 | | .000 | |  | | .000 | | .000 | | .012 | | .093 | | .000 |
| N | | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 |
| Y1.9 | Pearson Correlation | | | .711\*\* | | .784\*\* | | .614\*\* | | .505\*\* | | .712\*\* | | .850\*\* | | .614\*\* | | .712\*\* | | 1 | | .712\*\* | | .453\* | | .170 | | .856\*\* |
| Sig. (2-tailed) | | | .000 | | .000 | | .000 | | .004 | | .000 | | .000 | | .000 | | .000 | |  | | .000 | | .012 | | .368 | | .000 |
| N | | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 |
| Y1.10 | Pearson Correlation | | | .479\*\* | | .539\*\* | | .877\*\* | | .505\*\* | | .712\*\* | | .850\*\* | | .614\*\* | | 1.000\*\* | | .712\*\* | | 1 | | .453\* | | .312 | | .884\*\* |
| Sig. (2-tailed) | | | .007 | | .002 | | .000 | | .004 | | .000 | | .000 | | .000 | | .000 | | .000 | |  | | .012 | | .093 | | .000 |
| N | | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 |
| Y1.11 | Pearson Correlation | | | .265 | | .315 | | .376\* | | .309 | | .453\* | | .560\*\* | | .376\* | | .453\* | | .453\* | | .453\* | | 1 | | .081 | | .572\*\* |
| Sig. (2-tailed) | | | .157 | | .090 | | .041 | | .097 | | .012 | | .001 | | .041 | | .012 | | .012 | | .012 | |  | | .670 | | .001 |
| N | | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 |
| Y1.12 | Pearson Correlation | | | .126 | | -.024 | | .453\* | | -.053 | | .028 | | .145 | | .324 | | .312 | | .170 | | .312 | | .081 | | 1 | | .394\* |
| Sig. (2-tailed) | | | .509 | | .899 | | .012 | | .780 | | .882 | | .445 | | .081 | | .093 | | .368 | | .093 | | .670 | |  | | .031 |
| N | | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 |
| TOTAL | Pearson Correlation | | | .702\*\* | | .729\*\* | | .846\*\* | | .589\*\* | | .828\*\* | | .921\*\* | | .769\*\* | | .884\*\* | | .856\*\* | | .884\*\* | | .572\*\* | | .394\* | | 1 |
| Sig. (2-tailed) | | | .000 | | .000 | | .000 | | .001 | | .000 | | .000 | | .000 | | .000 | | .000 | | .000 | | .001 | | .031 | |  |
| N | | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 | | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | | | | | | | | | | | | | | | | |

**HASIL UJI VALIDITAS VARIABEL LABEL HALAL (X1)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | TOTAL |
| X1.1 | Pearson Correlation | 1 | 1.000\*\* | .802\*\* | .802\*\* | .523\*\* | .523\*\* | .523\*\* | .630\*\* | .875\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .003 | .003 | .003 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | 1.000\*\* | 1 | .802\*\* | .802\*\* | .523\*\* | .523\*\* | .523\*\* | .630\*\* | .875\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .003 | .003 | .003 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .802\*\* | .802\*\* | 1 | .464\*\* | .288 | .288 | .288 | .356 | .634\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .010 | .122 | .122 | .122 | .053 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | .802\*\* | .802\*\* | .464\*\* | 1 | .681\*\* | .681\*\* | .681\*\* | .802\*\* | .905\*\* |
| Sig. (2-tailed) | .000 | .000 | .010 |  | .000 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlation | .523\*\* | .523\*\* | .288 | .681\*\* | 1 | 1.000\*\* | .712\*\* | .523\*\* | .831\*\* |
| Sig. (2-tailed) | .003 | .003 | .122 | .000 |  | .000 | .000 | .003 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.6 | Pearson Correlation | .523\*\* | .523\*\* | .288 | .681\*\* | 1.000\*\* | 1 | .712\*\* | .523\*\* | .831\*\* |
| Sig. (2-tailed) | .003 | .003 | .122 | .000 | .000 |  | .000 | .003 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.7 | Pearson Correlation | .523\*\* | .523\*\* | .288 | .681\*\* | .712\*\* | .712\*\* | 1 | .523\*\* | .781\*\* |
| Sig. (2-tailed) | .003 | .003 | .122 | .000 | .000 | .000 |  | .003 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.8 | Pearson Correlation | .630\*\* | .630\*\* | .356 | .802\*\* | .523\*\* | .523\*\* | .523\*\* | 1 | .762\*\* |
| Sig. (2-tailed) | .000 | .000 | .053 | .000 | .003 | .003 | .003 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | .875\*\* | .875\*\* | .634\*\* | .905\*\* | .831\*\* | .831\*\* | .781\*\* | .762\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

\*\*. Correlation is significant at the 0.01 level (2-tailed).

**HASIL UJI VALIDITAS VARIABEL *WORD OF MOUTH* (X2)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | TOTAL |
| X2.1 | Pearson Correlation | 1 | .415\* | .475\*\* | .263 | .317 | .224 | .494\*\* |
| Sig. (2-tailed) |  | .022 | .008 | .160 | .088 | .235 | .006 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | .415\* | 1 | .901\*\* | .603\*\* | .386\* | .345 | .736\*\* |
| Sig. (2-tailed) | .022 |  | .000 | .000 | .035 | .062 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | .475\*\* | .901\*\* | 1 | .645\*\* | .499\*\* | .451\* | .808\*\* |
| Sig. (2-tailed) | .008 | .000 |  | .000 | .005 | .012 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | .263 | .603\*\* | .645\*\* | 1 | .826\*\* | .803\*\* | .914\*\* |
| Sig. (2-tailed) | .160 | .000 | .000 |  | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.5 | Pearson Correlation | .317 | .386\* | .499\*\* | .826\*\* | 1 | .910\*\* | .879\*\* |
| Sig. (2-tailed) | .088 | .035 | .005 | .000 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.6 | Pearson Correlation | .224 | .345 | .451\* | .803\*\* | .910\*\* | 1 | .844\*\* |
| Sig. (2-tailed) | .235 | .062 | .012 | .000 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | .494\*\* | .736\*\* | .808\*\* | .914\*\* | .879\*\* | .844\*\* | 1 |
| Sig. (2-tailed) | .006 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | |

**HASIL UJI VALIDITAS VARIABEL PERSEPSI HARGA**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | |
|  | | X3.1 | X3.2 | X3.3 | X3.4 | X4.5 | X3.6 | X3.7 | X3.8 | TOTAL |
| X3.1 | Pearson Correlation | 1 | .850\*\* | 1.000\*\* | .850\*\* | 1.000\*\* | .877\*\* | .877\*\* | .877\*\* | .980\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.2 | Pearson Correlation | .850\*\* | 1 | .850\*\* | 1.000\*\* | .850\*\* | .745\*\* | .745\*\* | .745\*\* | .898\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.3 | Pearson Correlation | 1.000\*\* | .850\*\* | 1 | .850\*\* | 1.000\*\* | .877\*\* | .877\*\* | .877\*\* | .980\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.4 | Pearson Correlation | .850\*\* | 1.000\*\* | .850\*\* | 1 | .850\*\* | .745\*\* | .745\*\* | .745\*\* | .898\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X4.5 | Pearson Correlation | 1.000\*\* | .850\*\* | 1.000\*\* | .850\*\* | 1 | .877\*\* | .877\*\* | .877\*\* | .980\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.6 | Pearson Correlation | .877\*\* | .745\*\* | .877\*\* | .745\*\* | .877\*\* | 1 | .760\*\* | .760\*\* | .891\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.7 | Pearson Correlation | .877\*\* | .745\*\* | .877\*\* | .745\*\* | .877\*\* | .760\*\* | 1 | 1.000\*\* | .926\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.8 | Pearson Correlation | .877\*\* | .745\*\* | .877\*\* | .745\*\* | .877\*\* | .760\*\* | 1.000\*\* | 1 | .926\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL | Pearson Correlation | .980\*\* | .898\*\* | .980\*\* | .898\*\* | .980\*\* | .891\*\* | .926\*\* | .926\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

\*\*. Correlation is significant at the 0.01 level (2-tailed).

**Lampiran 6**

**RELIABILITAS**

**Reliabilitas Variabel Keputusan Pembelian (Y)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .901 | 12 |

**Reliabilitas Variabel Persepsi Label Halal (X1)**

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .924 | .926 | 8 |

**Reliabilitas Variabel *Word Of Mouth* (X2)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .879 | 6 |

**Reliabilitas Variabel Persepsi Harga (X3)**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .978 | 8 |

**Lampiran 7**

**HASIL UJI STATISTIK DESKRIPTIF**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | |
|  | N | Minimum | Maximum | Mean | Std. Deviation |
| Label Halal | 100 | 30.00 | 40.00 | 36.0500 | 2.39686 |
| Word Of Mouth | 100 | 22.00 | 30.00 | 25.4800 | 2.17646 |
| Harga | 100 | 29.00 | 40.00 | 34.5000 | 2.07681 |
| Keputusan Pembelian | 100 | 45.00 | 60.00 | 54.8900 | 3.04145 |
| Valid N (listwise) | 100 |  |  |  |  |

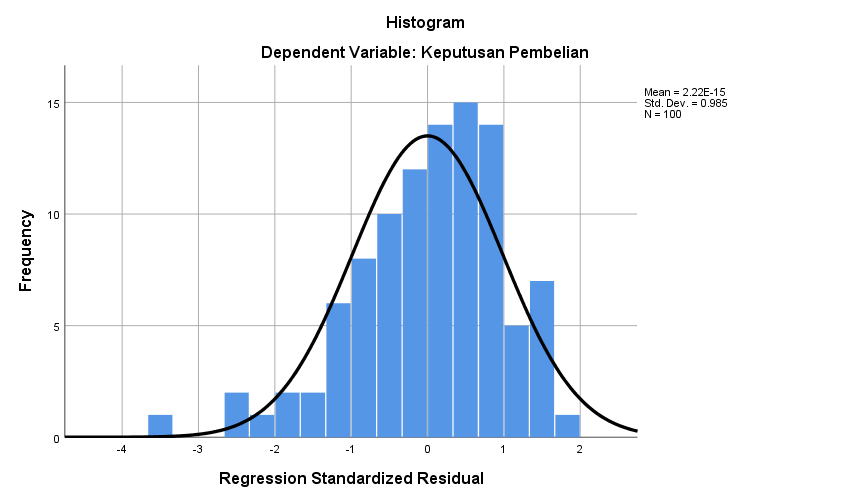
**Lampiran 8**

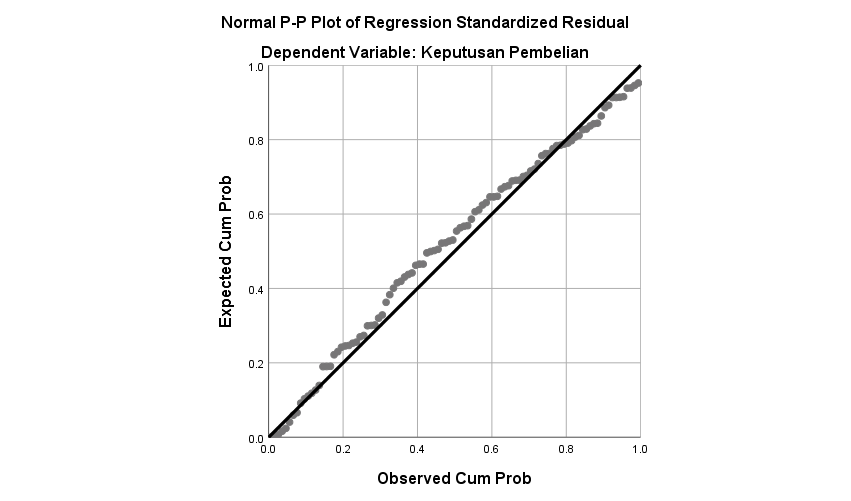
**HASIL UJI ASUMSI KLASIK**

**Uji Normalitas**

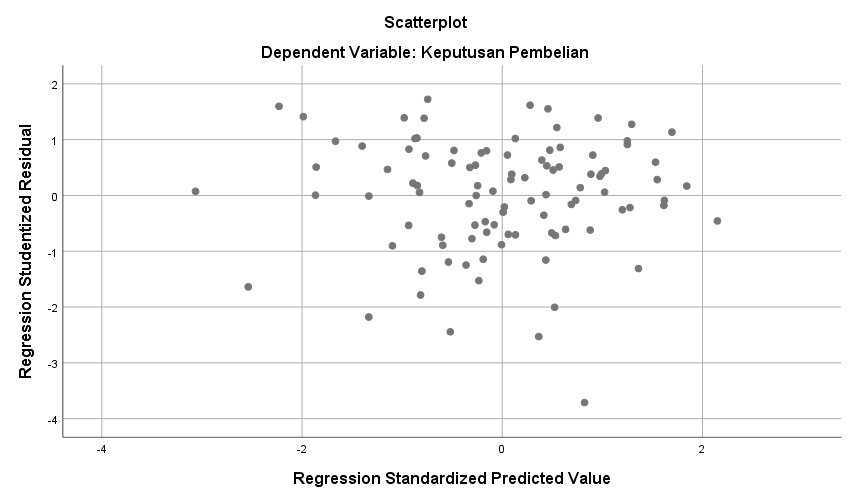
|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | ,0000000 |
| Std. Deviation | 2881.573760 |
| Most Extreme Differences | Absolute | ,076 |
| Positive | ,045 |
| Negative | -,076 |
| Test Statistic | | ,076 |
| Asymp. Sig. (2-tailed) | | ,175c,d |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |
| d. This is a lower bound of the true significance. | | |

**Histogram**





**Uji Heteroskedastisitas**



**Uji Multikolonieritas**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 38117.192 | 3367.991 |  | 11.317 | .000 |  |  |
| Label Halal | .440 | .102 | .416 | 4.325 | .000 | .913 | 1.095 |
| Word Of Mouth | -.023 | .125 | -.018 | -.183 | .855 | .878 | 1.139 |
| Harga | .354 | .134 | .264 | 2.648 | .009 | .849 | 1.178 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | | | |

**Lampiran 9**

**Hasil Analisis Regresi Linear Berganda**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 38117.192 | 3367.991 |  | 11.317 | ,000 |
| Label Halal | ,440 | ,102 | ,416 | 4.325 | ,000 |
| Word Of Mouth | -,023 | ,125 | -,018 | -,183 | ,855 |
| Harga | ,354 | ,134 | ,264 | 2,648 | ,009 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |

**Lampiran 10**

**Hasil Uji t**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 38117.192 | 3367.991 |  | 11.317 | ,000 |
| Label Halal | .440 | ,102 | .416 | 4.325 | ,000 |
| Word Of Mouth | -,023 | ,125 | -,018 | -,183 | ,855 |
| Harga | ,354 | ,134 | ,264 | 2.648 | ,009 |
| a. Dependent Variable: Kepuusan Pembelian | | | | | | | |

**Lampiran 11**

**Hasil Uji F**

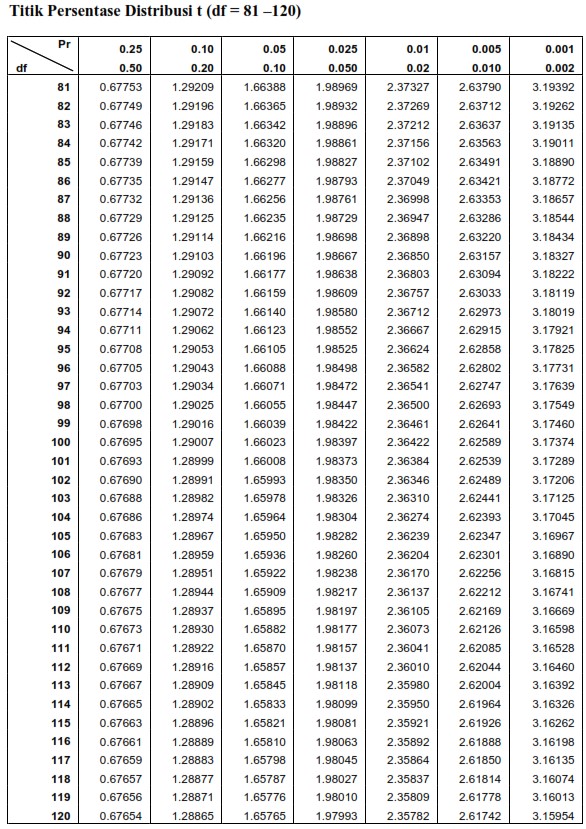
|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 193016105.6 | 3 | 64338701.87 | 7.514 | ,000b |
| Residual | 822043266.0 | 96 | 8562950.687 |  |  |
| Total | 1015059372 | 99 |  |  |  |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |
| b. Predictors: (Constant), Harga, Label Halal, Word Of Mouth | | | | | | |

**Lampiran 12**

**Hasil Koefisien Determinasi**

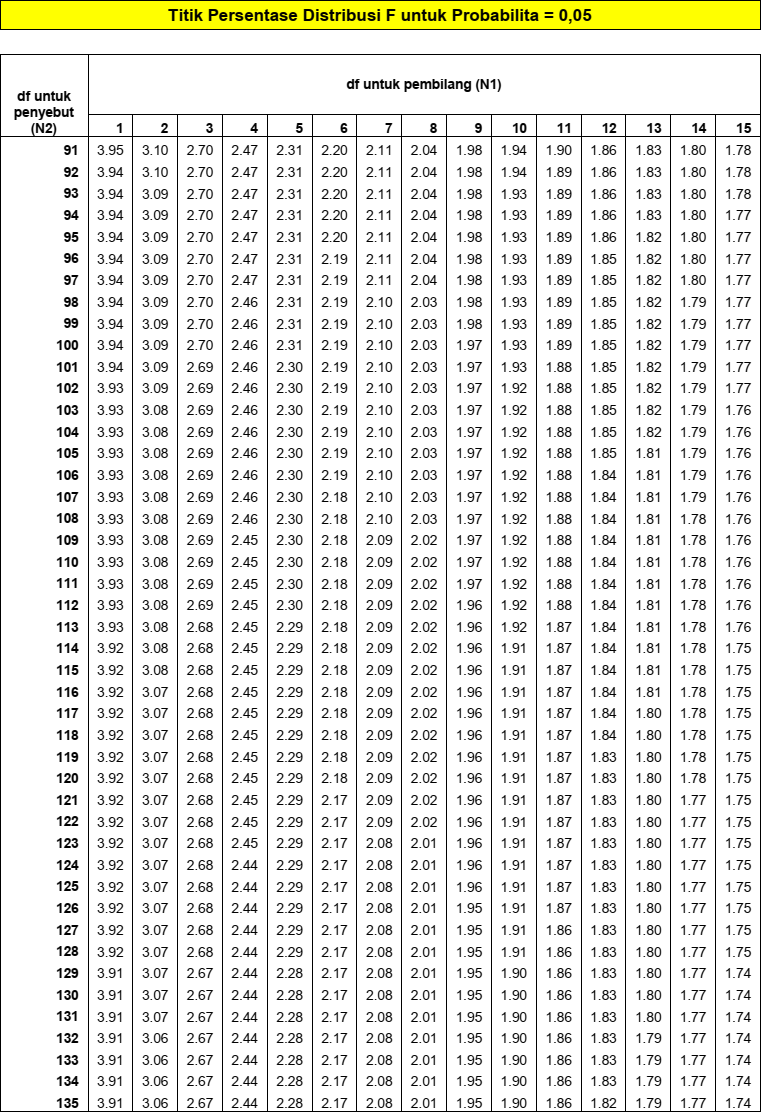
|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,720a | ,519 | ,504 | 1,365.58426 |
| a. Predictors: (Constant), Harga, Label Halal, Word Of Mouth  b. Dependent Variable: Keputusan Pembelian | | | | |

**Lampiran 13**

**Nilai t Tabel**

**Lampiran 14**

**Nilai F Tabel**



**Lampiran 15**

**Pengisian Kuesioner**

** **

** **

** **

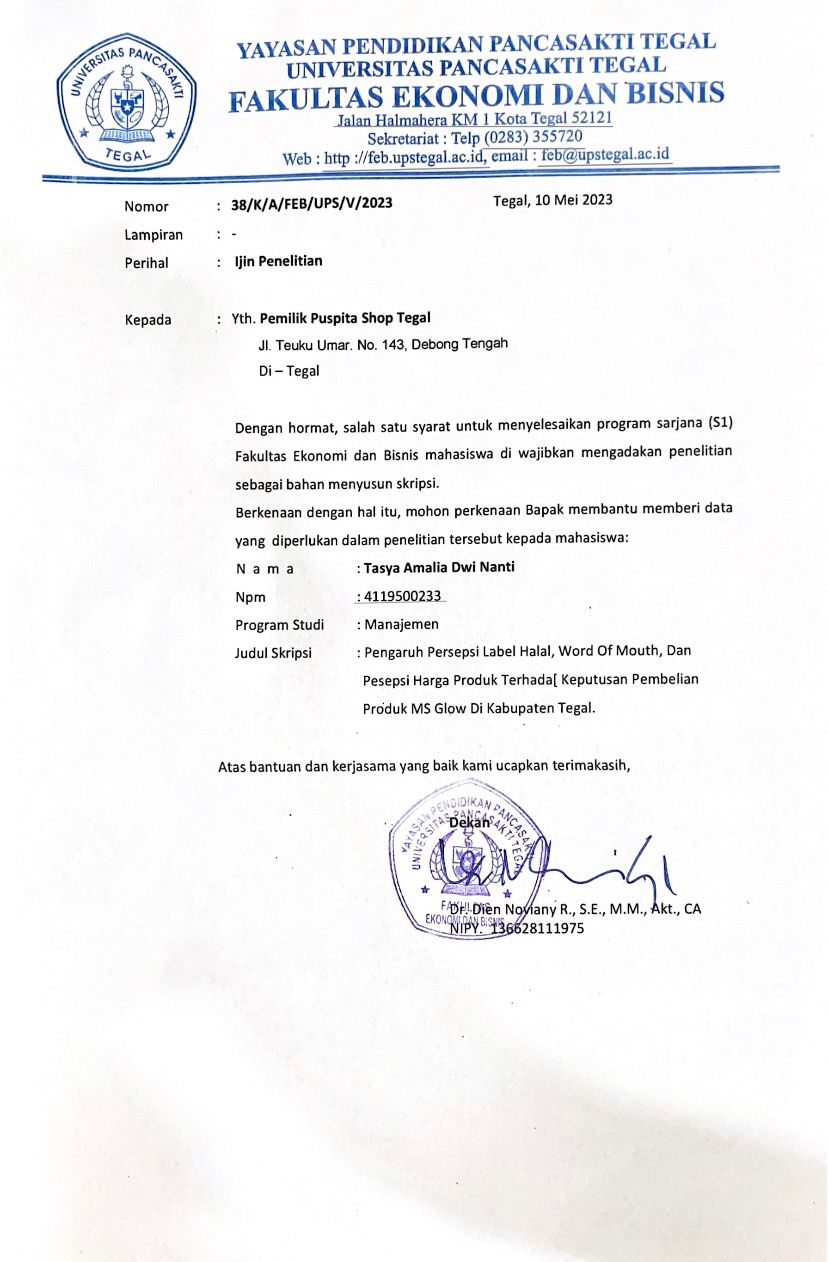
** **

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**Lampiran 16**

**Surat Izin Penelitian**

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**Lampiran 17**

**Surat Balasan Izin Penelitian**

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