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**LAMPIRAN**

**Lampiran 1 Kuesioner**

|  |  |
| --- | --- |
|  | **FAKULTAS EKONOMI DAN BISNIS**  **UNIVERSITAS PANCASAKTI TEGAL**  **Jl. Halmahera Km. 1 Mintaragen Tegal** |
| **Kuesioner Penelitian**  **PENGARUH *PRODUCT KNOWLEDGE, BRAND EQUITY*DAN PERSEPSI HARGA PRODUK TERHADAP KEPUTUSAN PEMBELIAN *OCTAVIA SNACK* KABUPATEN TEGAL** | |
| Lampiran  Hal | : 3 (tiga) lembar Kepada Yth.  : Permohonan menjadi Responden Bapak/Ibu Responden  Pelanggan Octavia Snack  Kabupaten Tegal |
| **Assalamualaikum Wr. Wb.**  Dengan hormat disampaikan, bahwa dalam rangka menyelesaikan tugas penelitian pada Program Studi Manajemen, Fakultas Ekonomi dan Bisnis Universitas Pancasakti Tegal, dengan ini saya :  Nama : ANUGERAH RADITE PRATAMA  NPM : 4119500067  Program Studi : Manajemen  Memohon bantuan dan kesediaan Bapak/Ibu Pelanggan Pelanggan *Octavia Snack* untuk menjadi responden dan berkenan memberikan jawaban yang paling sesuai dengan persepsi Bapak/Ibu atas pernyataan kuesioner yang sudah saya siapkan. Jawaban Bapak/Ibu terhadap kuesioner ini tidak akan dipublikasikan dan dijamin kerahasiaannya, karena data ini hanya digunakan untuk kepentingan akademis dan dalam rangka pengembangan ilmu pengetahuan.  Demikian disampaikan atas bantuan dan kerjasamanya diucapkan terimakasih.Wassalamu’alaikum Wr. Wb.  Tegal, ….. Juni 2022  Hormat Saya,  ANUGERAH RADIT PRATAMA | |

**KUESIONER**

1. **Identitas Responden**

Nama : ………………………..(boleh tidak di isi)

Alamat : …………………………………..

Jenis Kelamin :  Laki-laki  Perempuan

Usia :

 17 th – 25 th  26 th -35 th

 36 th – 40 th  > 40 th

Pendidikan Terakhir :  SD  SMP  SMA  DIII  S1  S2

Pendapatan : ……………………. (boleh tidak diisi)

Pengahsilan Per Bulan

1. < Rp.5.000.000
2. Rp. 5.100.000 – Rp. 10.000.000
3. > Rp. 10.000.000
4. **Petunjuk Pengisian**

Jawablah pertanyaan ini dengan jujur dan benar.

Bacalah terlebih dahulu pertanyaan dengan cermat sebelum anda memulai untuk menjawabnya.

Pilihlah salah satu jawaban yang tersedia dengan memberikan tanda checlist ( √ ) pada salah satu jawaban yang anda anggap paling benar. Keterangan :

SS : Sangat setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

1. **Variabel Product Knowledge**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | Jawaban | | | | |
| STS | TS | N | S | SS |
| 1 | Saya berbelanja di *Octavia Snack* karena tampilan penataan barangnya menarik |  |  |  |  |  |
| 2 | Saya memutuskan berbelanja di *Octavia snack* karena produk yang dibeli sesuai dengan harga yang dibayarkan |  |  |  |  |  |
| 3 | Saya berbelanja di *Octavia Snack* karena mudah mencari produk yang sesuai |  |  |  |  |  |
| 4 | Saya berbelanja di *Octavia Snack* karena sesuai dengan atributnya sebagai pusat jajanan |  |  |  |  |  |
| 5 | Saya berbelanja di *Octavia Snack* karena percaya produknya sangat lengkap |  |  |  |  |  |
| 6 | Saya berbelanja di *Octavia Snack* karena pelayanannya cepat |  |  |  |  |  |
| 7 | Manfaat langsung saya dapatkan pada saat berbelanja di *Octavia Snack* |  |  |  |  |  |
| 8 | Berbelanja di *Octavia snack* menambah pengalaman saya tentang aneka macam produk makanan ringan |  |  |  |  |  |
| 9 | Berbelanja di *Octavia Snack* sangat menyenangkan |  |  |  |  |  |
| 10 | Saya merasakan dampak untuk kembali berbelanja di *Octavia Snack* karena produknya selalu baru |  |  |  |  |  |

1. **Variabel *Brand Equity***

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | Jawaban | | | | | | |
| STS | | TS | | N | S | SS |
| 1 | Saya bangga berbelanja di *Octavia Snack* karena *Octavia Snack* terkenal sebagai pusat jajanan di Tegal |  | |  | |  |  |  |
| 2 | Saya merasa puas berbelanja di *Oktavia Snack* karena biaya yang dikeluarkan lebih hemat |  | |  | |  |  |  |
| 3 | Saya akan berlangganan di *Octavia Snack* untuk memenuhi kebutuhan saya |  | |  | |  |  |  |
| 4 | Saya berbelanja di *Octavia Snack* karena merek produk yang ditawarkan Octavia snack terpercaya |  |  | |  | |  |  |
| 5 | Saya suka berbelanja di *Octavia Snack* karena merek produk yang di tawarkan bervariasi |  |  | |  | |  |  |
| 6 | Saya akan mencoba merek produk lain apabila berbelanja lagi di *Octavia Snack* |  |  | |  | |  |  |
| 7 | Saya berbelanja di *Octavia Snack* karena pelayanannya sangat cepat |  |  | |  | |  |  |
| 8 | Saya berbelanja di *Octavia Snack* karena produk yang ditawarkan berkualitas dan kompetitif |  |  | |  | |  |  |
| 9 | Saya memutuskan berbelanja di *Octavia Snack* karena karyawannya memberikan informasi yang detail mengenai kualitas dan produk yang dijual |  |  | |  | |  |  |
| 10 | Saya selalu mengingat *Octavia Snack* sebagai pusat jajanan makanan ringan yang lengkap dan murah |  |  | |  | |  |  |

1. **Variabel Persepsi Harga Produk**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | Jawaban | | | | |
| STS | TS | N | S | SS |
| 1 | Harga produk yang ditawarkan oleh *Octavia Snack* sangat bervariasi |  |  |  |  |  |
| 2 | Harga produk yang ditawarkan *Octavia Snack* sesuai harapan konsumen |  |  |  |  |  |
| 3 | Harga produk yang ditawarkan *Octavia Snack* sesuai dengan kualitasnya |  |  |  |  |  |
| 4 | Harga produk yang ditawarkan *Octavia Snack* sesuai dengan standar yang ditetapkan |  |  |  |  |  |
| 5 | Harga produk yang ditawarkan *Octavia Snac*k terjangkau |  |  |  |  |  |
| 6 | Harga produk yang ditawarkan *Octavia Snack* lebih murah dari pesaingnya |  |  |  |  |  |
| 7 | Harga produk yang ditawarkan *Octavia Snack* untuk pembeli biasa dan pelanggannya tidak dibedakan |  |  |  |  |  |
| 8 | Informasi harga produk yang ditawarkan Octavia Snack sangat lengkap dan terpercaya |  |  |  |  |  |
| 9 | Informasi harga produk yang ditawarkan Octavia Snack sangat jelas bagi konsumen |  |  |  |  |  |
| 10 | Informasi harga produk yang ditawarkan Octavia Snack sesuai dengan manfaat produknya |  |  |  |  |  |

1. **Variabel Keputusan Pembelian**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | Jawaban | | | | |
| STS | TS | N | S | SS |
| 1 | Saya memutuskan berbelanja di Octavia snack karena mengetahui produk yang dijual |  |  |  |  |  |
| 2 | Saya memutuskan berbelanja di Octavia snack karena harga produk yang dijual lebih murah |  |  |  |  |  |
| 3 | Saya memutuskan berbelanja di Octavia snack karena mengetahui kualitas produk yang dijual |  |  |  |  |  |
| 4 | Saya memutuskan berbelanja di Octavia snack karena sudah membandingkan dengan toko lainnya |  |  |  |  |  |
| 5 | Saya memutuskan berbelanja di Octavia snack karena banyak alternatif pilihan, produk, mutu, kualitas dan harga yang ditawarkan |  |  |  |  |  |
| 6 | Saya sering berbelanja di Octavia snack untuk lokasinya mudah dijangkau |  |  |  |  |  |
| 7 | Saya memutuskan berbelanja di Octavia snack karena biasa membeli produk yang saya butuhkan |  |  |  |  |  |
| 8 | Saya selalu mengingat produk yang dibeli di Octavia snack |  |  |  |  |  |
| 9 | Saya rutin berbelanja di Octavia Snack untuk dijual kembali |  |  |  |  |  |
| 10 | Saya memutuskan berbelanja di Octavia snack karena membeli dalam jumlah yang besar |  |  |  |  |  |

Lampiran 2 : Data Ordinal

Data Ordinal *Product Knowledge*

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Product Knowledge | | | | | | | | | | | |
| **RESP.** | **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** | **X1.9** | **X1.10** |  |
| 1 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 |  |
| 2 | 4 | 4 | 4 | 2 | 3 | 4 | 3 | 3 | 3 | 3 |  |
| 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |  |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |  |
| 5 | 3 | 4 | 3 | 4 | 3 | 4 | 2 | 4 | 4 | 3 |  |
| 6 | 2 | 4 | 2 | 4 | 2 | 3 | 4 | 3 | 4 | 2 |  |
| 7 | 4 | 3 | 4 | 3 | 4 | 5 | 2 | 5 | 4 | 5 |  |
| 8 | 5 | 3 | 5 | 3 | 5 | 5 | 3 | 5 | 5 | 5 |  |
| 9 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 |  |
| 10 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 2 | 2 |  |
| 11 | 4 | 2 | 4 | 2 | 4 | 3 | 2 | 3 | 4 | 3 |  |
| 12 | 4 | 3 | 4 | 3 | 4 | 3 | 2 | 2 | 4 | 3 |  |
| 13 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 |  |
| 14 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 2 | 5 | 4 |  |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 5 |  |
| 16 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 |  |
| 17 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 |  |
| 18 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 |  |
| 19 | 5 | 3 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 4 |  |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 21 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 |  |
| 22 | 3 | 4 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 2 |  |
| 23 | 4 | 2 | 4 | 2 | 4 | 4 | 3 | 3 | 4 | 4 |  |
| 24 | 4 | 3 | 4 | 3 | 4 | 4 | 1 | 1 | 4 | 4 |  |
| 25 | 5 | 3 | 5 | 3 | 5 | 4 | 2 | 2 | 5 | 4 |  |
| 26 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 2 |  |
| 27 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 |  |
| 28 | 4 | 3 | 4 | 3 | 4 | 5 | 2 | 2 | 4 | 5 |  |
| 29 | 5 | 4 | 5 | 4 | 5 | 5 | 2 | 2 | 5 | 5 |  |
| 30 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 5 | 5 |  |
| 31 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 |  |
| 32 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 4 | 3 | 2 |  |
| 33 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 4 |  |
| 34 | 4 | 3 | 4 | 3 | 4 | 2 | 2 | 2 | 4 | 2 |  |
| 35 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 |  |
| 36 | 2 | 3 | 2 | 3 | 2 | 4 | 3 | 3 | 2 | 4 |  |
| 37 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 4 | 3 | 2 |  |
| 38 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 4 | 4 | 4 |  |
| 39 | 3 | 3 | 3 | 4 | 3 | 2 | 2 | 2 | 2 | 4 |  |
| 40 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 2 | 4 | 4 |  |
| 41 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 5 | 5 |  |
| 42 | 4 | 2 | 4 | 2 | 4 | 2 | 4 | 4 | 4 | 2 |  |
| 43 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 |  |
| 44 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 |  |
| 45 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 |  |
| 46 | 5 | 2 | 5 | 2 | 5 | 3 | 3 | 3 | 5 | 3 |  |
| 47 | 4 | 3 | 4 | 3 | 4 | 4 | 2 | 2 | 4 | 4 |  |
| 48 | 4 | 3 | 4 | 3 | 4 | 2 | 4 | 2 | 4 | 2 |  |
| 49 | 4 | 2 | 4 | 2 | 4 | 5 | 3 | 3 | 4 | 5 |  |
| 50 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |  |
| 51 | 5 | 3 | 5 | 3 | 5 | 5 | 3 | 3 | 5 | 5 |  |
| 52 | 4 | 3 | 4 | 3 | 4 | 5 | 2 | 2 | 4 | 5 |  |
| 53 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 54 | 4 | 3 | 4 | 3 | 4 | 5 | 3 | 3 | 4 | 5 |  |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 |  |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 |  |
| 57 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 |  |
| 58 | 5 | 2 | 5 | 2 | 5 | 5 | 3 | 3 | 5 | 5 |  |
| 59 | 4 | 2 | 4 | 2 | 4 | 3 | 3 | 3 | 4 | 3 |  |
| 60 | 5 | 3 | 5 | 3 | 5 | 3 | 4 | 4 | 5 | 3 |  |
| 61 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 |  |
| 62 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 3 |  |
| 63 | 2 | 3 | 2 | 2 | 2 | 4 | 2 | 3 | 2 | 4 |  |
| 64 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 |  |
| 65 | 5 | 3 | 5 | 3 | 5 | 5 | 3 | 3 | 5 | 5 |  |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 |  |
| 67 | 4 | 2 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 68 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |  |
| 69 | 4 | 1 | 4 | 1 | 4 | 3 | 3 | 3 | 4 | 3 |  |
| 70 | 3 | 2 | 3 | 2 | 3 | 5 | 2 | 2 | 3 | 5 |  |
| 71 | 5 | 2 | 5 | 2 | 5 | 3 | 2 | 2 | 5 | 3 |  |
| 72 | 4 | 2 | 4 | 2 | 4 | 3 | 2 | 2 | 4 | 3 |  |
| 73 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 |  |
| 74 | 4 | 3 | 4 | 3 | 4 | 3 | 2 | 2 | 4 | 3 |  |
| 75 | 4 | 2 | 4 | 2 | 4 | 2 | 2 | 3 | 4 | 2 |  |
| 76 | 5 | 2 | 5 | 2 | 5 | 2 | 3 | 3 | 5 | 2 |  |
| 77 | 4 | 2 | 4 | 2 | 4 | 4 | 3 | 3 | 4 | 4 |  |
| 78 | 3 | 3 | 3 | 3 | 3 | 2 | 4 | 2 | 2 | 4 |  |
| 79 | 5 | 2 | 5 | 2 | 5 | 4 | 3 | 3 | 5 | 4 |  |
| 80 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | 2 | 4 | 3 |  |
| 81 | 5 | 3 | 5 | 3 | 5 | 4 | 4 | 4 | 5 | 4 |  |
| 82 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 |  |
| 83 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 84 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |  |
| 85 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |  |
| 86 | 3 | 3 | 3 | 3 | 3 | 5 | 3 | 3 | 4 | 4 |  |
| 87 | 5 | 3 | 5 | 3 | 5 | 3 | 2 | 2 | 5 | 3 |  |
| 88 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 3 | 3 |  |
| 89 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 |  |
| 90 | 3 | 1 | 3 | 1 | 3 | 3 | 3 | 2 | 3 | 3 |  |
| 91 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 |  |
| 92 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 93 | 3 | 2 | 2 | 2 | 4 | 2 | 4 | 4 | 2 | 3 |  |
| 94 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 |  |
| 95 | 4 | 4 | 4 | 3 | 4 | 2 | 2 | 2 | 4 | 4 |  |
| 96 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 |  |
| 97 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 |  |
| 98 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 |  |
| 99 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 |  |
| 100 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 4 |  |

Data Ordinal *Brand Equity*

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Brand Equity | | | | | | | | | | | |
| **RESP.** | **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** | **X2.8** | **X2.9** | **X2.10** |  |
| 1 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 5 |  |
| 2 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 |  |
| 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 |  |
| 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |  |
| 5 | 4 | 4 | 3 | 4 | 2 | 4 | 4 | 3 | 4 | 2 |  |
| 6 | 3 | 4 | 2 | 3 | 4 | 3 | 4 | 2 | 3 | 4 |  |
| 7 | 5 | 4 | 5 | 1 | 4 | 5 | 3 | 4 | 4 | 5 |  |
| 8 | 5 | 5 | 5 | 3 | 5 | 5 | 3 | 5 | 5 | 5 |  |
| 9 | 4 | 3 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 3 |  |
| 10 | 4 | 2 | 2 | 4 | 2 | 3 | 2 | 2 | 4 | 3 |  |
| 11 | 3 | 4 | 3 | 2 | 4 | 3 | 2 | 4 | 4 | 3 |  |
| 12 | 2 | 4 | 3 | 2 | 4 | 3 | 3 | 4 | 4 | 3 |  |
| 13 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |  |
| 14 | 2 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |  |
| 15 | 4 | 2 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 16 | 3 | 3 | 4 | 2 | 4 | 3 | 3 | 4 | 3 | 3 |  |
| 17 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 |  |
| 18 | 2 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 2 |  |
| 19 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 |  |
| 20 | 4 | 4 | 4 | 4 | 4 | 1 | 4 | 4 | 2 | 4 |  |
| 21 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 |  |
| 22 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 2 |  |
| 23 | 3 | 4 | 4 | 3 | 4 | 4 | 2 | 4 | 4 | 4 |  |
| 24 | 1 | 4 | 4 | 1 | 4 | 4 | 2 | 4 | 4 | 4 |  |
| 25 | 2 | 5 | 4 | 2 | 5 | 4 | 2 | 5 | 5 | 4 |  |
| 26 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |  |
| 27 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 |  |
| 28 | 2 | 4 | 5 | 2 | 4 | 5 | 2 | 4 | 4 | 5 |  |
| 29 | 2 | 5 | 5 | 2 | 5 | 5 | 2 | 5 | 5 | 5 |  |
| 30 | 3 | 5 | 5 | 3 | 5 | 5 | 3 | 5 | 5 | 5 |  |
| 31 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 |  |
| 32 | 4 | 3 | 2 | 4 | 3 | 2 | 4 | 3 | 3 | 2 |  |
| 33 | 3 | 5 | 4 | 3 | 5 | 4 | 3 | 5 | 5 | 4 |  |
| 34 | 2 | 4 | 2 | 2 | 4 | 2 | 2 | 4 | 4 | 2 |  |
| 35 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 |  |
| 36 | 3 | 2 | 4 | 3 | 2 | 4 | 3 | 2 | 2 | 4 |  |
| 37 | 4 | 3 | 2 | 4 | 3 | 2 | 4 | 3 | 3 | 2 |  |
| 38 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 |  |
| 39 | 2 | 2 | 4 | 2 | 3 | 4 | 2 | 3 | 2 | 2 |  |
| 40 | 2 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 |  |
| 41 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 |  |
| 42 | 4 | 4 | 2 | 4 | 4 | 2 | 4 | 4 | 4 | 2 |  |
| 43 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 |  |
| 44 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 |  |
| 45 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 2 |  |
| 46 | 3 | 5 | 3 | 3 | 5 | 3 | 3 | 5 | 5 | 3 |  |
| 47 | 2 | 4 | 4 | 2 | 4 | 4 | 2 | 4 | 4 | 4 |  |
| 48 | 2 | 4 | 2 | 2 | 4 | 3 | 4 | 3 | 2 | 4 |  |
| 49 | 3 | 4 | 5 | 3 | 4 | 5 | 3 | 4 | 4 | 5 |  |
| 50 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |  |
| 51 | 3 | 5 | 5 | 3 | 5 | 5 | 3 | 5 | 5 | 5 |  |
| 52 | 2 | 4 | 5 | 2 | 4 | 5 | 2 | 4 | 4 | 5 |  |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 54 | 3 | 4 | 5 | 3 | 4 | 5 | 3 | 4 | 4 | 5 |  |
| 55 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 |  |
| 56 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 |  |
| 57 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 |  |
| 58 | 3 | 5 | 5 | 3 | 5 | 5 | 3 | 5 | 5 | 5 |  |
| 59 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 |  |
| 60 | 4 | 5 | 3 | 4 | 5 | 3 | 4 | 5 | 5 | 3 |  |
| 61 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 |  |
| 62 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 |  |
| 63 | 3 | 2 | 4 | 2 | 2 | 2 | 3 | 3 | 3 | 4 |  |
| 64 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 |  |
| 65 | 3 | 5 | 5 | 3 | 5 | 5 | 3 | 5 | 5 | 5 |  |
| 66 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 |  |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 68 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |  |
| 69 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 |  |
| 70 | 2 | 3 | 5 | 2 | 3 | 5 | 2 | 3 | 3 | 5 |  |
| 71 | 2 | 5 | 3 | 2 | 5 | 3 | 2 | 5 | 5 | 3 |  |
| 72 | 2 | 4 | 3 | 2 | 4 | 3 | 2 | 4 | 4 | 3 |  |
| 73 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 |  |
| 74 | 2 | 4 | 3 | 2 | 4 | 3 | 2 | 4 | 4 | 3 |  |
| 75 | 3 | 4 | 2 | 2 | 4 | 2 | 2 | 4 | 4 | 2 |  |
| 76 | 3 | 5 | 2 | 3 | 5 | 2 | 3 | 5 | 5 | 2 |  |
| 77 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 |  |
| 78 | 2 | 2 | 4 | 2 | 2 | 2 | 2 | 3 | 3 | 2 |  |
| 79 | 3 | 5 | 4 | 3 | 5 | 4 | 3 | 5 | 5 | 4 |  |
| 80 | 2 | 4 | 3 | 2 | 4 | 3 | 2 | 4 | 4 | 3 |  |
| 81 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 |  |
| 82 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 |  |
| 83 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 84 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |  |
| 85 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |  |
| 86 | 3 | 4 | 4 | 3 | 3 | 4 | 2 | 4 | 4 | 3 |  |
| 87 | 2 | 5 | 3 | 2 | 5 | 3 | 2 | 5 | 5 | 3 |  |
| 88 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 3 | 3 |  |
| 89 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 3 |  |
| 90 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 4 | 3 | 3 |  |
| 91 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 3 |  |
| 92 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 93 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 |  |
| 94 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 95 | 2 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 4 |  |
| 96 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 2 |  |
| 97 | 3 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 5 |  |
| 98 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 5 |  |
| 99 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 3 | 3 | 4 |  |
| 100 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 2 |  |

Data Ordinal Persepsi Harga

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| PERSEPSI HARGA | | | | | | | | | | | |
| **RESP.** | **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **X3.7** | **X3.8** | **X3.9** | **X3.10** |  |
| 1 | 3 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 |  |
| 2 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 |  |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 |  |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |  |
| 5 | 3 | 4 | 2 | 4 | 4 | 4 | 3 | 4 | 2 | 4 |  |
| 6 | 2 | 3 | 4 | 3 | 4 | 4 | 2 | 3 | 4 | 3 |  |
| 7 | 4 | 4 | 5 | 3 | 3 | 3 | 5 | 5 | 5 | 4 |  |
| 8 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 |  |
| 9 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 |  |
| 10 | 2 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 |  |
| 11 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 |  |
| 12 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 |  |
| 13 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 2 | 2 |  |
| 14 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 15 | 4 | 4 | 4 | 4 | 2 | 2 | 4 | 4 | 4 | 4 |  |
| 16 | 4 | 3 | 3 | 2 | 4 | 4 | 4 | 3 | 4 | 3 |  |
| 17 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 4 | 4 |  |
| 18 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 3 |  |
| 19 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |  |
| 20 | 4 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 |  |
| 21 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 |  |
| 22 | 3 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 3 | 2 |  |
| 23 | 4 | 4 | 4 | 1 | 3 | 3 | 3 | 3 | 3 | 3 |  |
| 24 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 |  |
| 25 | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 4 |  |
| 26 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 |  |
| 27 | 3 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 4 | 4 |  |
| 28 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 5 |  |
| 29 | 5 | 5 | 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |  |
| 30 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 3 |  |
| 31 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 |  |
| 32 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 2 | 3 |  |
| 33 | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 5 |  |
| 34 | 4 | 4 | 2 | 3 | 4 | 4 | 4 | 4 | 2 | 2 |  |
| 35 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 3 | 3 | 4 |  |
| 36 | 2 | 2 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 |  |
| 37 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |  |
| 38 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 3 |  |
| 39 | 3 | 2 | 2 | 2 | 5 | 5 | 5 | 5 | 4 | 3 |  |
| 40 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 |  |
| 41 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |  |
| 42 | 4 | 4 | 2 | 3 | 4 | 4 | 4 | 4 | 2 | 3 |  |
| 43 | 4 | 4 | 3 | 1 | 4 | 4 | 4 | 4 | 3 | 2 |  |
| 44 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 |  |
| 45 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |  |
| 46 | 5 | 5 | 3 | 1 | 5 | 5 | 5 | 5 | 3 | 4 |  |
| 47 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 |  |
| 48 | 3 | 2 | 4 | 3 | 4 | 4 | 2 | 2 | 4 | 2 |  |
| 49 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 5 |  |
| 50 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |  |
| 51 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 4 |  |
| 52 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 4 |  |
| 53 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 |  |
| 54 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 5 |  |
| 55 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 56 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 57 | 3 | 3 | 4 | 2 | 2 | 2 | 3 | 2 | 2 | 3 |  |
| 58 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 4 |  |
| 59 | 4 | 4 | 3 | 2 | 4 | 4 | 4 | 4 | 3 | 4 |  |
| 60 | 5 | 5 | 3 | 3 | 5 | 5 | 5 | 5 | 3 | 4 |  |
| 61 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 |  |
| 62 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 |  |
| 63 | 3 | 3 | 4 | 3 | 4 | 2 | 3 | 3 | 3 | 3 |  |
| 64 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 65 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 66 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 67 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 |  |
| 68 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 |  |
| 69 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 |  |
| 70 | 3 | 3 | 5 | 4 | 3 | 3 | 2 | 3 | 3 | 2 |  |
| 71 | 5 | 5 | 3 | 2 | 4 | 4 | 3 | 4 | 3 | 3 |  |
| 72 | 4 | 4 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 4 |  |
| 73 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 4 | 4 | 3 |  |
| 74 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 |  |
| 75 | 4 | 4 | 2 | 3 | 3 | 3 | 2 | 2 | 2 | 1 |  |
| 76 | 5 | 5 | 2 | 1 | 3 | 3 | 2 | 3 | 2 | 3 |  |
| 77 | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 2 | 3 | 3 |  |
| 78 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 3 |  |
| 79 | 5 | 5 | 4 | 2 | 5 | 5 | 5 | 5 | 4 | 4 |  |
| 80 | 4 | 4 | 3 | 4 | 4 | 4 | 2 | 2 | 3 | 3 |  |
| 81 | 5 | 5 | 4 | 2 | 5 | 5 | 5 | 5 | 4 | 4 |  |
| 82 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 83 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 84 | 3 | 3 | 3 | 2 | 3 | 3 | 4 | 4 | 4 | 3 |  |
| 85 | 3 | 3 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 4 |  |
| 86 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 5 |  |
| 87 | 5 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 3 | 3 |  |
| 88 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 4 |  |
| 89 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 4 |  |
| 90 | 4 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 5 |  |
| 91 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 |  |
| 92 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 3 | 3 |  |
| 93 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 4 |  |
| 94 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 |  |
| 95 | 4 | 3 | 4 | 3 | 4 | 4 | 2 | 3 | 3 | 3 |  |
| 96 | 3 | 3 | 2 | 2 | 4 | 4 | 4 | 3 | 4 | 4 |  |
| 97 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 4 |  |
| 98 | 3 | 3 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 |  |
| 99 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 |  |
| 100 | 3 | 3 | 2 | 2 | 4 | 4 | 4 | 3 | 4 | 4 |  |

Data Odinal Keputusan Pembelian

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| KEPUTUSAN PEMBELIAN | | | | | | | | | | |  |
| **RESP.** | **Y1.1** | **Y1.2** | **Y1.3** | **Y1.4** | **Y1.5** | **Y1.6** | **Y1.7** | **Y1.8** | **Y1.9** | **Y1.10** |  |
| 1 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 3 | 4 |  |
| 2 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 |  |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 2 | 4 |  |
| 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 |  |
| 5 | 3 | 3 | 4 | 2 | 4 | 4 | 3 | 4 | 2 | 4 |  |
| 6 | 3 | 2 | 3 | 4 | 3 | 3 | 2 | 3 | 4 | 3 |  |
| 7 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |  |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |  |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 10 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 |  |
| 11 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 |  |
| 12 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 |  |
| 13 | 2 | 2 | 4 | 4 | 2 | 2 | 4 | 4 | 2 | 2 |  |
| 14 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 |  |
| 15 | 3 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 5 |  |
| 16 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |  |
| 17 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 |  |
| 18 | 4 | 3 | 2 | 3 | 4 | 3 | 2 | 3 | 4 | 3 |  |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |  |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |  |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |  |
| 22 | 3 | 3 | 4 | 2 | 3 | 3 | 4 | 2 | 3 | 3 |  |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 |  |
| 24 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 |  |
| 25 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 |  |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 |  |
| 28 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |  |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 30 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 |  |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 32 | 3 | 3 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 |  |
| 33 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 |  |
| 34 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 |  |
| 35 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |  |
| 36 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 2 |  |
| 37 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 38 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 |  |
| 39 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 2 |  |
| 40 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |  |
| 41 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |  |
| 42 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 |  |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 44 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 5 |  |
| 45 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |  |
| 46 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 |  |
| 47 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 |  |
| 48 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |  |
| 49 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 |  |
| 50 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 |  |
| 51 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 |  |
| 52 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 |  |
| 53 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 |  |
| 54 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 |  |
| 55 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |  |
| 56 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 |  |
| 57 | 3 | 2 | 3 | 4 | 3 | 2 | 3 | 4 | 3 | 2 |  |
| 58 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 |  |
| 59 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 |  |
| 60 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |  |
| 61 | 2 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 2 | 4 |  |
| 62 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 63 | 4 | 3 | 2 | 4 | 4 | 4 | 3 | 3 | 3 | 3 |  |
| 64 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 |  |
| 65 | 5 | 4 | 5 | 3 | 5 | 4 | 5 | 3 | 5 | 4 |  |
| 66 | 3 | 5 | 3 | 4 | 3 | 5 | 3 | 4 | 3 | 5 |  |
| 67 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 |  |
| 68 | 2 | 3 | 4 | 3 | 2 | 3 | 4 | 3 | 2 | 3 |  |
| 69 | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 3 | 4 |  |
| 70 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 |  |
| 71 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 |  |
| 72 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |  |
| 73 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |  |
| 74 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 |  |
| 75 | 3 | 3 | 2 | 2 | 3 | 3 | 4 | 4 | 4 | 3 |  |
| 76 | 3 | 3 | 4 | 5 | 3 | 3 | 4 | 5 | 3 | 3 |  |
| 77 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 |  |
| 78 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 |  |
| 79 | 5 | 3 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 3 |  |
| 80 | 4 | 2 | 5 | 2 | 4 | 2 | 5 | 2 | 4 | 2 |  |
| 81 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 |  |
| 82 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |  |
| 83 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 |  |
| 84 | 3 | 4 | 3 | 4 | 4 | 2 | 4 | 4 | 4 | 4 |  |
| 85 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 5 | 5 |  |
| 86 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 |  |
| 87 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 |  |
| 88 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 |  |
| 89 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |  |
| 90 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |  |
| 91 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |  |
| 92 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |  |
| 93 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 2 |  |
| 94 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 |  |
| 95 | 5 | 5 | 5 | 2 | 4 | 1 | 4 | 4 | 4 | 4 |  |
| 96 | 5 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 |  |
| 97 | 5 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 |  |
| 98 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | 5 | 4 | 4 |  |
| 99 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 2 | 2 |  |
| 100 | 5 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 |  |

Lampiran 3 : Data Interval

Data Interval *Product Knowledge*

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | |  |  |  |  |  |  |  |  |
| **X1.1.** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** | **X1.9** | **X1.10** |
| 2,323 | 4,457 | 3,230 | 3,394 | 3,255 | 3,055 | 3,545 | 3,545 | 2,025 | 2,065 |
| 3,513 | 4,457 | 3,230 | 2,228 | 2,102 | 3,055 | 3,545 | 3,545 | 2,025 | 2,065 |
| 2,323 | 3,313 | 2,119 | 3,394 | 1,000 | 2,108 | 3,545 | 3,545 | 2,025 | 2,065 |
| 3,513 | 4,457 | 3,230 | 4,535 | 3,255 | 3,055 | 4,664 | 5,651 | 3,066 | 3,016 |
| 2,323 | 4,457 | 2,119 | 4,535 | 2,102 | 3,055 | 2,406 | 4,582 | 3,066 | 2,065 |
| 1,000 | 4,457 | 1,000 | 4,535 | 1,000 | 2,108 | 4,664 | 3,545 | 3,066 | 1,000 |
| 3,513 | 3,313 | 3,230 | 3,394 | 3,255 | 4,109 | 2,406 | 5,651 | 3,066 | 4,116 |
| 4,757 | 3,313 | 4,474 | 3,394 | 4,551 | 4,109 | 3,545 | 5,651 | 4,291 | 4,116 |
| 2,323 | 4,457 | 2,119 | 4,535 | 2,102 | 2,108 | 4,664 | 4,582 | 2,025 | 2,065 |
| 3,513 | 3,313 | 3,230 | 3,394 | 3,255 | 2,108 | 4,664 | 4,582 | 1,000 | 1,000 |
| 3,513 | 2,183 | 3,230 | 2,228 | 3,255 | 2,108 | 2,406 | 3,545 | 3,066 | 2,065 |
| 3,513 | 3,313 | 3,230 | 3,394 | 3,255 | 2,108 | 2,406 | 2,406 | 3,066 | 2,065 |
| 2,323 | 3,313 | 2,119 | 3,394 | 2,102 | 2,108 | 2,406 | 3,545 | 2,025 | 2,065 |
| 3,513 | 5,689 | 3,230 | 5,689 | 3,255 | 3,055 | 5,933 | 2,406 | 4,291 | 3,016 |
| 3,513 | 4,457 | 3,230 | 4,535 | 3,255 | 3,055 | 4,664 | 4,582 | 1,000 | 4,116 |
| 3,513 | 3,313 | 3,230 | 3,394 | 3,255 | 3,055 | 3,545 | 3,545 | 2,025 | 3,016 |
| 2,323 | 4,457 | 3,230 | 4,535 | 3,255 | 3,055 | 4,664 | 3,545 | 3,066 | 3,016 |
| 2,323 | 2,183 | 2,119 | 2,228 | 2,102 | 1,000 | 3,545 | 2,406 | 2,025 | 1,000 |
| 4,757 | 3,313 | 4,474 | 3,394 | 4,551 | 4,109 | 5,933 | 5,651 | 4,291 | 3,016 |
| 3,513 | 4,457 | 3,230 | 4,535 | 3,255 | 3,055 | 4,664 | 4,582 | 3,066 | 3,016 |
| 3,513 | 5,689 | 3,230 | 5,689 | 3,255 | 4,109 | 5,933 | 5,651 | 4,291 | 4,116 |
| 2,323 | 4,457 | 2,119 | 4,535 | 2,102 | 1,000 | 3,545 | 3,545 | 2,025 | 1,000 |
| 3,513 | 2,183 | 3,230 | 2,228 | 3,255 | 3,055 | 3,545 | 3,545 | 3,066 | 3,016 |
| 3,513 | 3,313 | 3,230 | 3,394 | 3,255 | 3,055 | 1,000 | 1,000 | 3,066 | 3,016 |
| 4,757 | 3,313 | 4,474 | 3,394 | 4,551 | 3,055 | 2,406 | 2,406 | 4,291 | 3,016 |
| 2,323 | 3,313 | 2,119 | 3,394 | 2,102 | 1,000 | 3,545 | 3,545 | 3,066 | 1,000 |
| 2,323 | 3,313 | 2,119 | 3,394 | 2,102 | 3,055 | 4,664 | 4,582 | 2,025 | 3,016 |
| 3,513 | 3,313 | 3,230 | 3,394 | 3,255 | 4,109 | 2,406 | 2,406 | 3,066 | 4,116 |
| 4,757 | 4,457 | 4,474 | 4,535 | 4,551 | 4,109 | 2,406 | 2,406 | 4,291 | 4,116 |
| 3,513 | 4,457 | 3,230 | 4,535 | 3,255 | 4,109 | 3,545 | 3,545 | 4,291 | 4,116 |
| 3,513 | 4,457 | 3,230 | 4,535 | 3,255 | 2,108 | 4,664 | 4,582 | 3,066 | 2,065 |
| 2,323 | 3,313 | 2,119 | 3,394 | 2,102 | 1,000 | 4,664 | 4,582 | 2,025 | 1,000 |
| 2,323 | 3,313 | 2,119 | 3,394 | 2,102 | 2,108 | 3,545 | 3,545 | 4,291 | 3,016 |
| 3,513 | 3,313 | 3,230 | 3,394 | 3,255 | 1,000 | 2,406 | 2,406 | 3,066 | 1,000 |
| 3,513 | 4,457 | 3,230 | 4,535 | 3,255 | 3,055 | 4,664 | 4,582 | 4,291 | 4,116 |
| 1,000 | 3,313 | 1,000 | 3,394 | 1,000 | 3,055 | 3,545 | 3,545 | 1,000 | 3,016 |
| 2,323 | 3,313 | 2,119 | 3,394 | 2,102 | 1,000 | 4,664 | 4,582 | 2,025 | 1,000 |
| 2,323 | 3,313 | 1,000 | 3,394 | 2,102 | 2,108 | 4,664 | 4,582 | 3,066 | 3,016 |
| 2,323 | 3,313 | 2,119 | 4,535 | 2,102 | 1,000 | 2,406 | 2,406 | 1,000 | 3,016 |
| 4,757 | 5,689 | 4,474 | 5,689 | 4,551 | 3,055 | 4,664 | 2,406 | 3,066 | 3,016 |
| 4,757 | 4,457 | 4,474 | 4,535 | 4,551 | 2,108 | 4,664 | 5,651 | 4,291 | 4,116 |
| 3,513 | 2,183 | 3,230 | 2,228 | 3,255 | 1,000 | 4,664 | 4,582 | 3,066 | 1,000 |
| 3,513 | 3,313 | 3,230 | 3,394 | 3,255 | 2,108 | 3,545 | 3,545 | 3,066 | 2,065 |
| 3,513 | 3,313 | 3,230 | 3,394 | 3,255 | 3,055 | 3,545 | 3,545 | 3,066 | 3,016 |
| 2,323 | 2,183 | 2,119 | 2,228 | 2,102 | 1,000 | 3,545 | 3,545 | 2,025 | 1,000 |
| 4,757 | 2,183 | 4,474 | 2,228 | 4,551 | 2,108 | 3,545 | 3,545 | 4,291 | 2,065 |
| 3,513 | 3,313 | 3,230 | 3,394 | 3,255 | 3,055 | 2,406 | 2,406 | 3,066 | 3,016 |
| 3,513 | 3,313 | 3,230 | 3,394 | 3,255 | 1,000 | 4,664 | 2,406 | 3,066 | 1,000 |
| 3,513 | 2,183 | 3,230 | 2,228 | 3,255 | 4,109 | 3,545 | 3,545 | 3,066 | 4,116 |
| 2,323 | 4,457 | 2,119 | 4,535 | 2,102 | 2,108 | 3,545 | 3,545 | 2,025 | 2,065 |
| 4,757 | 3,313 | 4,474 | 3,394 | 4,551 | 4,109 | 3,545 | 3,545 | 4,291 | 4,116 |
| 3,513 | 3,313 | 3,230 | 3,394 | 3,255 | 4,109 | 2,406 | 2,406 | 3,066 | 4,116 |
| 3,513 | 3,313 | 3,230 | 3,394 | 3,255 | 3,055 | 4,664 | 4,582 | 3,066 | 3,016 |
| 3,513 | 3,313 | 3,230 | 3,394 | 3,255 | 4,109 | 3,545 | 3,545 | 3,066 | 4,116 |
| 3,513 | 4,457 | 3,230 | 4,535 | 3,255 | 3,055 | 3,545 | 3,545 | 3,066 | 3,016 |
| 3,513 | 4,457 | 3,230 | 4,535 | 3,255 | 3,055 | 3,545 | 3,545 | 3,066 | 3,016 |
| 2,323 | 3,313 | 2,119 | 3,394 | 2,102 | 3,055 | 3,545 | 3,545 | 2,025 | 3,016 |
| 4,757 | 2,183 | 4,474 | 2,228 | 4,551 | 4,109 | 3,545 | 3,545 | 4,291 | 4,116 |
| 3,513 | 2,183 | 3,230 | 2,228 | 3,255 | 2,108 | 3,545 | 3,545 | 3,066 | 2,065 |
| 4,757 | 3,313 | 4,474 | 3,394 | 4,551 | 2,108 | 4,664 | 4,582 | 4,291 | 2,065 |
| 3,513 | 3,313 | 3,230 | 3,394 | 3,255 | 2,108 | 3,545 | 3,545 | 3,066 | 2,065 |
| 3,513 | 3,313 | 3,230 | 3,394 | 3,255 | 2,108 | 4,664 | 4,582 | 3,066 | 2,065 |
| 1,000 | 3,313 | 1,000 | 2,228 | 1,000 | 3,055 | 2,406 | 3,545 | 1,000 | 3,016 |
| 3,513 | 3,313 | 3,230 | 3,394 | 3,255 | 3,055 | 3,545 | 3,545 | 3,066 | 3,016 |
| 4,757 | 3,313 | 4,474 | 3,394 | 4,551 | 4,109 | 3,545 | 3,545 | 4,291 | 4,116 |
| 3,513 | 4,457 | 3,230 | 4,535 | 3,255 | 3,055 | 3,545 | 3,545 | 3,066 | 3,016 |
| 3,513 | 2,183 | 3,230 | 2,228 | 3,255 | 3,055 | 4,664 | 4,582 | 3,066 | 3,016 |
| 2,323 | 3,313 | 2,119 | 3,394 | 2,102 | 2,108 | 3,545 | 3,545 | 2,025 | 2,065 |
| 3,513 | 1,000 | 3,230 | 1,000 | 3,255 | 2,108 | 3,545 | 3,545 | 3,066 | 2,065 |
| 2,323 | 2,183 | 2,119 | 2,228 | 2,102 | 4,109 | 2,406 | 2,406 | 2,025 | 4,116 |
| 4,757 | 2,183 | 4,474 | 2,228 | 4,551 | 2,108 | 2,406 | 2,406 | 4,291 | 2,065 |
| 3,513 | 2,183 | 3,230 | 2,228 | 3,255 | 2,108 | 2,406 | 2,406 | 3,066 | 2,065 |
| 2,323 | 3,313 | 2,119 | 3,394 | 2,102 | 2,108 | 4,664 | 4,582 | 2,025 | 2,065 |
| 3,513 | 3,313 | 3,230 | 3,394 | 3,255 | 2,108 | 2,406 | 2,406 | 3,066 | 2,065 |
| 3,513 | 2,183 | 3,230 | 2,228 | 3,255 | 1,000 | 2,406 | 3,545 | 3,066 | 1,000 |
| 4,757 | 2,183 | 4,474 | 2,228 | 4,551 | 1,000 | 3,545 | 3,545 | 4,291 | 1,000 |
| 3,513 | 2,183 | 3,230 | 2,228 | 3,255 | 3,055 | 3,545 | 3,545 | 3,066 | 3,016 |
| 2,323 | 3,313 | 2,119 | 3,394 | 2,102 | 1,000 | 4,664 | 2,406 | 1,000 | 3,016 |
| 4,757 | 2,183 | 4,474 | 2,228 | 4,551 | 3,055 | 3,545 | 3,545 | 4,291 | 3,016 |
| 3,513 | 4,457 | 3,230 | 4,535 | 3,255 | 2,108 | 2,406 | 2,406 | 3,066 | 2,065 |
| 4,757 | 3,313 | 4,474 | 3,394 | 4,551 | 3,055 | 4,664 | 4,582 | 4,291 | 3,016 |
| 3,513 | 3,313 | 3,230 | 3,394 | 3,255 | 3,055 | 3,545 | 3,545 | 3,066 | 3,016 |
| 3,513 | 3,313 | 3,230 | 3,394 | 3,255 | 3,055 | 4,664 | 4,582 | 3,066 | 3,016 |
| 2,323 | 3,313 | 2,119 | 3,394 | 2,102 | 2,108 | 3,545 | 3,545 | 2,025 | 2,065 |
| 2,323 | 2,183 | 2,119 | 2,228 | 2,102 | 2,108 | 3,545 | 3,545 | 2,025 | 2,065 |
| 2,323 | 3,313 | 2,119 | 3,394 | 2,102 | 4,109 | 3,545 | 3,545 | 3,066 | 3,016 |
| 4,757 | 3,313 | 4,474 | 3,394 | 4,551 | 2,108 | 2,406 | 2,406 | 4,291 | 2,065 |
| 2,323 | 2,183 | 2,119 | 2,228 | 2,102 | 2,108 | 2,406 | 2,406 | 2,025 | 2,065 |
| 4,757 | 4,457 | 4,474 | 4,535 | 4,551 | 3,055 | 4,664 | 4,582 | 4,291 | 4,116 |
| 2,323 | 1,000 | 2,119 | 1,000 | 2,102 | 2,108 | 3,545 | 2,406 | 2,025 | 2,065 |
| 2,323 | 3,313 | 1,000 | 3,394 | 1,000 | 2,108 | 3,545 | 3,545 | 2,025 | 2,065 |
| 3,513 | 4,457 | 3,230 | 4,535 | 3,255 | 3,055 | 4,664 | 4,582 | 3,066 | 3,016 |
| 2,323 | 2,183 | 1,000 | 2,228 | 3,255 | 1,000 | 4,664 | 4,582 | 1,000 | 2,065 |
| 2,323 | 3,313 | 2,119 | 3,394 | 3,255 | 2,108 | 4,664 | 4,582 | 3,066 | 2,065 |
| 3,513 | 4,457 | 3,230 | 3,394 | 3,255 | 1,000 | 2,406 | 2,406 | 3,066 | 3,016 |
| 3,513 | 4,457 | 2,119 | 3,394 | 3,255 | 2,108 | 3,545 | 4,582 | 2,025 | 3,016 |
| 2,323 | 4,457 | 2,119 | 4,535 | 2,102 | 2,108 | 3,545 | 3,545 | 3,066 | 2,065 |
| 2,323 | 3,313 | 2,119 | 3,394 | 3,255 | 2,108 | 3,545 | 4,582 | 3,066 | 3,016 |
| 3,513 | 4,457 | 3,230 | 4,535 | 3,255 | 2,108 | 3,545 | 3,545 | 2,025 | 2,065 |
| 3,513 | 4,457 | 2,119 | 3,394 | 3,255 | 2,108 | 3,545 | 4,582 | 2,025 | 3,016 |

Data Interval *Brand Equity*

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | |  |  |  |  |  |  |  |  |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** | **X2.8** | **X2.9** | **X2.10** |
| 3,545 | 2,025 | 2,065 | 3,354 | 3,109 | 3,202 | 2,228 | 2,341 | 2,221 | 4,043 |
| 3,545 | 2,025 | 2,065 | 3,354 | 3,109 | 3,202 | 2,228 | 2,341 | 2,221 | 2,957 |
| 3,545 | 2,025 | 2,065 | 3,354 | 3,109 | 3,202 | 2,228 | 2,341 | 2,221 | 2,040 |
| 5,651 | 3,066 | 3,016 | 4,457 | 3,109 | 3,202 | 3,292 | 3,511 | 3,303 | 2,957 |
| 4,582 | 3,066 | 2,065 | 4,457 | 1,000 | 4,119 | 3,292 | 2,341 | 3,303 | 1,000 |
| 3,545 | 3,066 | 1,000 | 3,354 | 3,109 | 3,202 | 3,292 | 1,000 | 2,221 | 2,957 |
| 5,651 | 3,066 | 4,116 | 1,000 | 3,109 | 5,123 | 2,228 | 3,511 | 3,303 | 4,043 |
| 5,651 | 4,291 | 4,116 | 3,354 | 4,414 | 5,123 | 2,228 | 4,726 | 4,463 | 4,043 |
| 4,582 | 2,025 | 2,065 | 4,457 | 1,997 | 3,202 | 1,000 | 2,341 | 2,221 | 2,040 |
| 4,582 | 1,000 | 1,000 | 4,457 | 1,000 | 3,202 | 1,000 | 1,000 | 3,303 | 2,040 |
| 3,545 | 3,066 | 2,065 | 2,250 | 3,109 | 3,202 | 1,000 | 3,511 | 3,303 | 2,040 |
| 2,406 | 3,066 | 2,065 | 2,250 | 3,109 | 3,202 | 2,228 | 3,511 | 3,303 | 2,040 |
| 3,545 | 2,025 | 2,065 | 2,250 | 1,997 | 3,202 | 2,228 | 2,341 | 2,221 | 2,040 |
| 2,406 | 4,291 | 3,016 | 5,689 | 4,414 | 5,123 | 4,358 | 4,726 | 4,463 | 4,043 |
| 4,582 | 1,000 | 4,116 | 4,457 | 3,109 | 4,119 | 3,292 | 3,511 | 3,303 | 2,957 |
| 3,545 | 2,025 | 3,016 | 2,250 | 3,109 | 3,202 | 2,228 | 3,511 | 2,221 | 2,040 |
| 3,545 | 3,066 | 3,016 | 4,457 | 3,109 | 3,202 | 3,292 | 2,341 | 2,221 | 2,040 |
| 2,406 | 2,025 | 1,000 | 3,354 | 1,997 | 2,158 | 2,228 | 2,341 | 2,221 | 1,000 |
| 5,651 | 4,291 | 3,016 | 5,689 | 3,109 | 5,123 | 4,358 | 3,511 | 4,463 | 2,957 |
| 4,582 | 3,066 | 3,016 | 4,457 | 3,109 | 1,000 | 3,292 | 3,511 | 1,000 | 2,957 |
| 5,651 | 4,291 | 4,116 | 4,457 | 4,414 | 5,123 | 4,358 | 4,726 | 4,463 | 2,957 |
| 3,545 | 2,025 | 1,000 | 3,354 | 1,997 | 2,158 | 2,228 | 2,341 | 2,221 | 1,000 |
| 3,545 | 3,066 | 3,016 | 3,354 | 3,109 | 4,119 | 1,000 | 3,511 | 3,303 | 2,957 |
| 1,000 | 3,066 | 3,016 | 1,000 | 3,109 | 4,119 | 1,000 | 3,511 | 3,303 | 2,957 |
| 2,406 | 4,291 | 3,016 | 2,250 | 4,414 | 4,119 | 1,000 | 4,726 | 4,463 | 2,957 |
| 3,545 | 3,066 | 1,000 | 4,457 | 3,109 | 4,119 | 3,292 | 3,511 | 2,221 | 2,957 |
| 4,582 | 2,025 | 3,016 | 4,457 | 1,997 | 4,119 | 3,292 | 2,341 | 2,221 | 2,957 |
| 2,406 | 3,066 | 4,116 | 2,250 | 3,109 | 5,123 | 1,000 | 3,511 | 3,303 | 4,043 |
| 2,406 | 4,291 | 4,116 | 2,250 | 4,414 | 5,123 | 1,000 | 4,726 | 4,463 | 4,043 |
| 3,545 | 4,291 | 4,116 | 3,354 | 4,414 | 5,123 | 2,228 | 4,726 | 4,463 | 4,043 |
| 4,582 | 3,066 | 2,065 | 4,457 | 3,109 | 3,202 | 3,292 | 3,511 | 3,303 | 2,040 |
| 4,582 | 2,025 | 1,000 | 4,457 | 1,997 | 2,158 | 3,292 | 2,341 | 2,221 | 1,000 |
| 3,545 | 4,291 | 3,016 | 3,354 | 4,414 | 4,119 | 2,228 | 4,726 | 4,463 | 2,957 |
| 2,406 | 3,066 | 1,000 | 2,250 | 3,109 | 2,158 | 1,000 | 3,511 | 3,303 | 1,000 |
| 4,582 | 4,291 | 4,116 | 4,457 | 3,109 | 5,123 | 3,292 | 3,511 | 3,303 | 4,043 |
| 3,545 | 1,000 | 3,016 | 3,354 | 1,000 | 4,119 | 2,228 | 1,000 | 1,000 | 2,957 |
| 4,582 | 2,025 | 1,000 | 4,457 | 1,997 | 2,158 | 3,292 | 2,341 | 2,221 | 1,000 |
| 4,582 | 3,066 | 3,016 | 4,457 | 1,997 | 4,119 | 3,292 | 2,341 | 2,221 | 2,040 |
| 2,406 | 1,000 | 3,016 | 2,250 | 1,997 | 4,119 | 1,000 | 2,341 | 1,000 | 1,000 |
| 2,406 | 3,066 | 3,016 | 4,457 | 4,414 | 4,119 | 4,358 | 4,726 | 4,463 | 2,957 |
| 5,651 | 4,291 | 4,116 | 4,457 | 4,414 | 5,123 | 4,358 | 3,511 | 3,303 | 2,957 |
| 4,582 | 3,066 | 1,000 | 4,457 | 3,109 | 2,158 | 3,292 | 3,511 | 3,303 | 1,000 |
| 3,545 | 3,066 | 2,065 | 3,354 | 3,109 | 3,202 | 2,228 | 3,511 | 3,303 | 2,040 |
| 3,545 | 3,066 | 3,016 | 3,354 | 3,109 | 4,119 | 2,228 | 3,511 | 3,303 | 2,957 |
| 3,545 | 2,025 | 1,000 | 3,354 | 1,997 | 2,158 | 2,228 | 2,341 | 2,221 | 1,000 |
| 3,545 | 4,291 | 2,065 | 3,354 | 4,414 | 3,202 | 2,228 | 4,726 | 4,463 | 2,040 |
| 2,406 | 3,066 | 3,016 | 2,250 | 3,109 | 4,119 | 1,000 | 3,511 | 3,303 | 2,957 |
| 2,406 | 3,066 | 1,000 | 2,250 | 3,109 | 3,202 | 3,292 | 2,341 | 1,000 | 2,957 |
| 3,545 | 3,066 | 4,116 | 3,354 | 3,109 | 5,123 | 2,228 | 3,511 | 3,303 | 4,043 |
| 3,545 | 2,025 | 2,065 | 3,354 | 1,997 | 3,202 | 2,228 | 2,341 | 2,221 | 2,040 |
| 3,545 | 4,291 | 4,116 | 3,354 | 4,414 | 5,123 | 2,228 | 4,726 | 4,463 | 4,043 |
| 2,406 | 3,066 | 4,116 | 2,250 | 3,109 | 5,123 | 1,000 | 3,511 | 3,303 | 4,043 |
| 4,582 | 3,066 | 3,016 | 4,457 | 3,109 | 4,119 | 3,292 | 3,511 | 3,303 | 2,957 |
| 3,545 | 3,066 | 4,116 | 3,354 | 3,109 | 5,123 | 2,228 | 3,511 | 3,303 | 4,043 |
| 3,545 | 3,066 | 3,016 | 3,354 | 3,109 | 4,119 | 2,228 | 3,511 | 3,303 | 2,957 |
| 3,545 | 3,066 | 3,016 | 3,354 | 3,109 | 4,119 | 2,228 | 3,511 | 3,303 | 2,957 |
| 3,545 | 2,025 | 3,016 | 3,354 | 1,997 | 4,119 | 2,228 | 2,341 | 2,221 | 2,957 |
| 3,545 | 4,291 | 4,116 | 3,354 | 4,414 | 5,123 | 2,228 | 4,726 | 4,463 | 4,043 |
| 3,545 | 3,066 | 2,065 | 3,354 | 3,109 | 3,202 | 2,228 | 3,511 | 3,303 | 2,040 |
| 4,582 | 4,291 | 2,065 | 4,457 | 4,414 | 3,202 | 3,292 | 4,726 | 4,463 | 2,040 |
| 3,545 | 3,066 | 2,065 | 3,354 | 3,109 | 3,202 | 2,228 | 3,511 | 3,303 | 2,040 |
| 4,582 | 3,066 | 2,065 | 4,457 | 3,109 | 3,202 | 2,228 | 2,341 | 3,303 | 2,040 |
| 3,545 | 1,000 | 3,016 | 2,250 | 1,000 | 2,158 | 2,228 | 2,341 | 2,221 | 2,957 |
| 3,545 | 3,066 | 3,016 | 3,354 | 3,109 | 4,119 | 2,228 | 3,511 | 3,303 | 2,957 |
| 3,545 | 4,291 | 4,116 | 3,354 | 4,414 | 5,123 | 2,228 | 4,726 | 4,463 | 4,043 |
| 3,545 | 3,066 | 3,016 | 3,354 | 3,109 | 4,119 | 2,228 | 3,511 | 3,303 | 2,957 |
| 4,582 | 3,066 | 3,016 | 4,457 | 3,109 | 4,119 | 3,292 | 3,511 | 3,303 | 2,957 |
| 3,545 | 2,025 | 2,065 | 3,354 | 1,997 | 3,202 | 2,228 | 2,341 | 2,221 | 2,040 |
| 3,545 | 3,066 | 2,065 | 3,354 | 3,109 | 3,202 | 2,228 | 3,511 | 3,303 | 2,040 |
| 2,406 | 2,025 | 4,116 | 2,250 | 1,997 | 5,123 | 1,000 | 2,341 | 2,221 | 4,043 |
| 2,406 | 4,291 | 2,065 | 2,250 | 4,414 | 3,202 | 1,000 | 4,726 | 4,463 | 2,040 |
| 2,406 | 3,066 | 2,065 | 2,250 | 3,109 | 3,202 | 1,000 | 3,511 | 3,303 | 2,040 |
| 4,582 | 2,025 | 2,065 | 4,457 | 1,997 | 3,202 | 3,292 | 2,341 | 2,221 | 2,040 |
| 2,406 | 3,066 | 2,065 | 2,250 | 3,109 | 3,202 | 1,000 | 3,511 | 3,303 | 2,040 |
| 3,545 | 3,066 | 1,000 | 2,250 | 3,109 | 2,158 | 1,000 | 3,511 | 3,303 | 1,000 |
| 3,545 | 4,291 | 1,000 | 3,354 | 4,414 | 2,158 | 2,228 | 4,726 | 4,463 | 1,000 |
| 3,545 | 3,066 | 3,016 | 3,354 | 3,109 | 4,119 | 2,228 | 3,511 | 3,303 | 2,957 |
| 2,406 | 1,000 | 3,016 | 2,250 | 1,000 | 2,158 | 1,000 | 2,341 | 2,221 | 1,000 |
| 3,545 | 4,291 | 3,016 | 3,354 | 4,414 | 4,119 | 2,228 | 4,726 | 4,463 | 2,957 |
| 2,406 | 3,066 | 2,065 | 2,250 | 3,109 | 3,202 | 1,000 | 3,511 | 3,303 | 2,040 |
| 4,582 | 4,291 | 3,016 | 4,457 | 4,414 | 4,119 | 3,292 | 4,726 | 4,463 | 2,957 |
| 3,545 | 3,066 | 3,016 | 3,354 | 3,109 | 4,119 | 2,228 | 3,511 | 3,303 | 2,957 |
| 4,582 | 3,066 | 3,016 | 4,457 | 3,109 | 4,119 | 3,292 | 3,511 | 3,303 | 2,957 |
| 3,545 | 2,025 | 2,065 | 3,354 | 1,997 | 3,202 | 2,228 | 2,341 | 2,221 | 2,040 |
| 3,545 | 2,025 | 2,065 | 3,354 | 1,997 | 3,202 | 2,228 | 2,341 | 2,221 | 2,040 |
| 3,545 | 3,066 | 3,016 | 3,354 | 1,997 | 4,119 | 1,000 | 3,511 | 3,303 | 2,040 |
| 2,406 | 4,291 | 2,065 | 2,250 | 4,414 | 3,202 | 1,000 | 4,726 | 4,463 | 2,040 |
| 2,406 | 2,025 | 2,065 | 2,250 | 1,997 | 3,202 | 1,000 | 2,341 | 2,221 | 2,040 |
| 4,582 | 4,291 | 4,116 | 3,354 | 3,109 | 5,123 | 3,292 | 3,511 | 3,303 | 2,040 |
| 2,406 | 2,025 | 2,065 | 2,250 | 1,000 | 2,158 | 1,000 | 3,511 | 2,221 | 2,040 |
| 3,545 | 2,025 | 2,065 | 3,354 | 1,997 | 3,202 | 1,000 | 2,341 | 1,000 | 2,040 |
| 4,582 | 3,066 | 3,016 | 4,457 | 3,109 | 4,119 | 3,292 | 3,511 | 3,303 | 2,957 |
| 4,582 | 1,000 | 2,065 | 3,354 | 1,997 | 3,202 | 2,228 | 2,341 | 2,221 | 1,000 |
| 4,582 | 3,066 | 2,065 | 3,354 | 3,109 | 4,119 | 3,292 | 3,511 | 3,303 | 2,957 |
| 2,406 | 3,066 | 3,016 | 3,354 | 3,109 | 3,202 | 2,228 | 3,511 | 2,221 | 2,957 |
| 4,582 | 2,025 | 3,016 | 3,354 | 3,109 | 3,202 | 2,228 | 2,341 | 2,221 | 1,000 |
| 3,545 | 3,066 | 2,065 | 5,689 | 3,109 | 4,119 | 2,228 | 3,511 | 4,463 | 4,043 |
| 4,582 | 3,066 | 3,016 | 4,457 | 1,997 | 3,202 | 2,228 | 2,341 | 2,221 | 4,043 |
| 3,545 | 2,025 | 2,065 | 3,354 | 3,109 | 2,158 | 2,228 | 2,341 | 2,221 | 2,957 |
| 4,582 | 2,025 | 3,016 | 3,354 | 3,109 | 3,202 | 2,228 | 2,341 | 2,221 | 1,000 |

Data Interval Persepsi Harga

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | |  |  |  |  |  |  |  |  |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** | **X2.8** | **X2.9** | **X2.10** |
| 3,545 | 2,025 | 2,065 | 3,354 | 3,109 | 3,202 | 2,228 | 2,341 | 2,221 | 4,043 |
| 3,545 | 2,025 | 2,065 | 3,354 | 3,109 | 3,202 | 2,228 | 2,341 | 2,221 | 2,957 |
| 3,545 | 2,025 | 2,065 | 3,354 | 3,109 | 3,202 | 2,228 | 2,341 | 2,221 | 2,040 |
| 5,651 | 3,066 | 3,016 | 4,457 | 3,109 | 3,202 | 3,292 | 3,511 | 3,303 | 2,957 |
| 4,582 | 3,066 | 2,065 | 4,457 | 1,000 | 4,119 | 3,292 | 2,341 | 3,303 | 1,000 |
| 3,545 | 3,066 | 1,000 | 3,354 | 3,109 | 3,202 | 3,292 | 1,000 | 2,221 | 2,957 |
| 5,651 | 3,066 | 4,116 | 1,000 | 3,109 | 5,123 | 2,228 | 3,511 | 3,303 | 4,043 |
| 5,651 | 4,291 | 4,116 | 3,354 | 4,414 | 5,123 | 2,228 | 4,726 | 4,463 | 4,043 |
| 4,582 | 2,025 | 2,065 | 4,457 | 1,997 | 3,202 | 1,000 | 2,341 | 2,221 | 2,040 |
| 4,582 | 1,000 | 1,000 | 4,457 | 1,000 | 3,202 | 1,000 | 1,000 | 3,303 | 2,040 |
| 3,545 | 3,066 | 2,065 | 2,250 | 3,109 | 3,202 | 1,000 | 3,511 | 3,303 | 2,040 |
| 2,406 | 3,066 | 2,065 | 2,250 | 3,109 | 3,202 | 2,228 | 3,511 | 3,303 | 2,040 |
| 3,545 | 2,025 | 2,065 | 2,250 | 1,997 | 3,202 | 2,228 | 2,341 | 2,221 | 2,040 |
| 2,406 | 4,291 | 3,016 | 5,689 | 4,414 | 5,123 | 4,358 | 4,726 | 4,463 | 4,043 |
| 4,582 | 1,000 | 4,116 | 4,457 | 3,109 | 4,119 | 3,292 | 3,511 | 3,303 | 2,957 |
| 3,545 | 2,025 | 3,016 | 2,250 | 3,109 | 3,202 | 2,228 | 3,511 | 2,221 | 2,040 |
| 3,545 | 3,066 | 3,016 | 4,457 | 3,109 | 3,202 | 3,292 | 2,341 | 2,221 | 2,040 |
| 2,406 | 2,025 | 1,000 | 3,354 | 1,997 | 2,158 | 2,228 | 2,341 | 2,221 | 1,000 |
| 5,651 | 4,291 | 3,016 | 5,689 | 3,109 | 5,123 | 4,358 | 3,511 | 4,463 | 2,957 |
| 4,582 | 3,066 | 3,016 | 4,457 | 3,109 | 1,000 | 3,292 | 3,511 | 1,000 | 2,957 |
| 5,651 | 4,291 | 4,116 | 4,457 | 4,414 | 5,123 | 4,358 | 4,726 | 4,463 | 2,957 |
| 3,545 | 2,025 | 1,000 | 3,354 | 1,997 | 2,158 | 2,228 | 2,341 | 2,221 | 1,000 |
| 3,545 | 3,066 | 3,016 | 3,354 | 3,109 | 4,119 | 1,000 | 3,511 | 3,303 | 2,957 |
| 1,000 | 3,066 | 3,016 | 1,000 | 3,109 | 4,119 | 1,000 | 3,511 | 3,303 | 2,957 |
| 2,406 | 4,291 | 3,016 | 2,250 | 4,414 | 4,119 | 1,000 | 4,726 | 4,463 | 2,957 |
| 3,545 | 3,066 | 1,000 | 4,457 | 3,109 | 4,119 | 3,292 | 3,511 | 2,221 | 2,957 |
| 4,582 | 2,025 | 3,016 | 4,457 | 1,997 | 4,119 | 3,292 | 2,341 | 2,221 | 2,957 |
| 2,406 | 3,066 | 4,116 | 2,250 | 3,109 | 5,123 | 1,000 | 3,511 | 3,303 | 4,043 |
| 2,406 | 4,291 | 4,116 | 2,250 | 4,414 | 5,123 | 1,000 | 4,726 | 4,463 | 4,043 |
| 3,545 | 4,291 | 4,116 | 3,354 | 4,414 | 5,123 | 2,228 | 4,726 | 4,463 | 4,043 |
| 4,582 | 3,066 | 2,065 | 4,457 | 3,109 | 3,202 | 3,292 | 3,511 | 3,303 | 2,040 |
| 4,582 | 2,025 | 1,000 | 4,457 | 1,997 | 2,158 | 3,292 | 2,341 | 2,221 | 1,000 |
| 3,545 | 4,291 | 3,016 | 3,354 | 4,414 | 4,119 | 2,228 | 4,726 | 4,463 | 2,957 |
| 2,406 | 3,066 | 1,000 | 2,250 | 3,109 | 2,158 | 1,000 | 3,511 | 3,303 | 1,000 |
| 4,582 | 4,291 | 4,116 | 4,457 | 3,109 | 5,123 | 3,292 | 3,511 | 3,303 | 4,043 |
| 3,545 | 1,000 | 3,016 | 3,354 | 1,000 | 4,119 | 2,228 | 1,000 | 1,000 | 2,957 |
| 4,582 | 2,025 | 1,000 | 4,457 | 1,997 | 2,158 | 3,292 | 2,341 | 2,221 | 1,000 |
| 4,582 | 3,066 | 3,016 | 4,457 | 1,997 | 4,119 | 3,292 | 2,341 | 2,221 | 2,040 |
| 2,406 | 1,000 | 3,016 | 2,250 | 1,997 | 4,119 | 1,000 | 2,341 | 1,000 | 1,000 |
| 2,406 | 3,066 | 3,016 | 4,457 | 4,414 | 4,119 | 4,358 | 4,726 | 4,463 | 2,957 |
| 5,651 | 4,291 | 4,116 | 4,457 | 4,414 | 5,123 | 4,358 | 3,511 | 3,303 | 2,957 |
| 4,582 | 3,066 | 1,000 | 4,457 | 3,109 | 2,158 | 3,292 | 3,511 | 3,303 | 1,000 |
| 3,545 | 3,066 | 2,065 | 3,354 | 3,109 | 3,202 | 2,228 | 3,511 | 3,303 | 2,040 |
| 3,545 | 3,066 | 3,016 | 3,354 | 3,109 | 4,119 | 2,228 | 3,511 | 3,303 | 2,957 |
| 3,545 | 2,025 | 1,000 | 3,354 | 1,997 | 2,158 | 2,228 | 2,341 | 2,221 | 1,000 |
| 3,545 | 4,291 | 2,065 | 3,354 | 4,414 | 3,202 | 2,228 | 4,726 | 4,463 | 2,040 |
| 2,406 | 3,066 | 3,016 | 2,250 | 3,109 | 4,119 | 1,000 | 3,511 | 3,303 | 2,957 |
| 2,406 | 3,066 | 1,000 | 2,250 | 3,109 | 3,202 | 3,292 | 2,341 | 1,000 | 2,957 |
| 3,545 | 3,066 | 4,116 | 3,354 | 3,109 | 5,123 | 2,228 | 3,511 | 3,303 | 4,043 |
| 3,545 | 2,025 | 2,065 | 3,354 | 1,997 | 3,202 | 2,228 | 2,341 | 2,221 | 2,040 |
| 3,545 | 4,291 | 4,116 | 3,354 | 4,414 | 5,123 | 2,228 | 4,726 | 4,463 | 4,043 |
| 2,406 | 3,066 | 4,116 | 2,250 | 3,109 | 5,123 | 1,000 | 3,511 | 3,303 | 4,043 |
| 4,582 | 3,066 | 3,016 | 4,457 | 3,109 | 4,119 | 3,292 | 3,511 | 3,303 | 2,957 |
| 3,545 | 3,066 | 4,116 | 3,354 | 3,109 | 5,123 | 2,228 | 3,511 | 3,303 | 4,043 |
| 3,545 | 3,066 | 3,016 | 3,354 | 3,109 | 4,119 | 2,228 | 3,511 | 3,303 | 2,957 |
| 3,545 | 3,066 | 3,016 | 3,354 | 3,109 | 4,119 | 2,228 | 3,511 | 3,303 | 2,957 |
| 3,545 | 2,025 | 3,016 | 3,354 | 1,997 | 4,119 | 2,228 | 2,341 | 2,221 | 2,957 |
| 3,545 | 4,291 | 4,116 | 3,354 | 4,414 | 5,123 | 2,228 | 4,726 | 4,463 | 4,043 |
| 3,545 | 3,066 | 2,065 | 3,354 | 3,109 | 3,202 | 2,228 | 3,511 | 3,303 | 2,040 |
| 4,582 | 4,291 | 2,065 | 4,457 | 4,414 | 3,202 | 3,292 | 4,726 | 4,463 | 2,040 |
| 3,545 | 3,066 | 2,065 | 3,354 | 3,109 | 3,202 | 2,228 | 3,511 | 3,303 | 2,040 |
| 4,582 | 3,066 | 2,065 | 4,457 | 3,109 | 3,202 | 2,228 | 2,341 | 3,303 | 2,040 |
| 3,545 | 1,000 | 3,016 | 2,250 | 1,000 | 2,158 | 2,228 | 2,341 | 2,221 | 2,957 |
| 3,545 | 3,066 | 3,016 | 3,354 | 3,109 | 4,119 | 2,228 | 3,511 | 3,303 | 2,957 |
| 3,545 | 4,291 | 4,116 | 3,354 | 4,414 | 5,123 | 2,228 | 4,726 | 4,463 | 4,043 |
| 3,545 | 3,066 | 3,016 | 3,354 | 3,109 | 4,119 | 2,228 | 3,511 | 3,303 | 2,957 |
| 4,582 | 3,066 | 3,016 | 4,457 | 3,109 | 4,119 | 3,292 | 3,511 | 3,303 | 2,957 |
| 3,545 | 2,025 | 2,065 | 3,354 | 1,997 | 3,202 | 2,228 | 2,341 | 2,221 | 2,040 |
| 3,545 | 3,066 | 2,065 | 3,354 | 3,109 | 3,202 | 2,228 | 3,511 | 3,303 | 2,040 |
| 2,406 | 2,025 | 4,116 | 2,250 | 1,997 | 5,123 | 1,000 | 2,341 | 2,221 | 4,043 |
| 2,406 | 4,291 | 2,065 | 2,250 | 4,414 | 3,202 | 1,000 | 4,726 | 4,463 | 2,040 |
| 2,406 | 3,066 | 2,065 | 2,250 | 3,109 | 3,202 | 1,000 | 3,511 | 3,303 | 2,040 |
| 4,582 | 2,025 | 2,065 | 4,457 | 1,997 | 3,202 | 3,292 | 2,341 | 2,221 | 2,040 |
| 2,406 | 3,066 | 2,065 | 2,250 | 3,109 | 3,202 | 1,000 | 3,511 | 3,303 | 2,040 |
| 3,545 | 3,066 | 1,000 | 2,250 | 3,109 | 2,158 | 1,000 | 3,511 | 3,303 | 1,000 |
| 3,545 | 4,291 | 1,000 | 3,354 | 4,414 | 2,158 | 2,228 | 4,726 | 4,463 | 1,000 |
| 3,545 | 3,066 | 3,016 | 3,354 | 3,109 | 4,119 | 2,228 | 3,511 | 3,303 | 2,957 |
| 2,406 | 1,000 | 3,016 | 2,250 | 1,000 | 2,158 | 1,000 | 2,341 | 2,221 | 1,000 |
| 3,545 | 4,291 | 3,016 | 3,354 | 4,414 | 4,119 | 2,228 | 4,726 | 4,463 | 2,957 |
| 2,406 | 3,066 | 2,065 | 2,250 | 3,109 | 3,202 | 1,000 | 3,511 | 3,303 | 2,040 |
| 4,582 | 4,291 | 3,016 | 4,457 | 4,414 | 4,119 | 3,292 | 4,726 | 4,463 | 2,957 |
| 3,545 | 3,066 | 3,016 | 3,354 | 3,109 | 4,119 | 2,228 | 3,511 | 3,303 | 2,957 |
| 4,582 | 3,066 | 3,016 | 4,457 | 3,109 | 4,119 | 3,292 | 3,511 | 3,303 | 2,957 |
| 3,545 | 2,025 | 2,065 | 3,354 | 1,997 | 3,202 | 2,228 | 2,341 | 2,221 | 2,040 |
| 3,545 | 2,025 | 2,065 | 3,354 | 1,997 | 3,202 | 2,228 | 2,341 | 2,221 | 2,040 |
| 3,545 | 3,066 | 3,016 | 3,354 | 1,997 | 4,119 | 1,000 | 3,511 | 3,303 | 2,040 |
| 2,406 | 4,291 | 2,065 | 2,250 | 4,414 | 3,202 | 1,000 | 4,726 | 4,463 | 2,040 |
| 2,406 | 2,025 | 2,065 | 2,250 | 1,997 | 3,202 | 1,000 | 2,341 | 2,221 | 2,040 |
| 4,582 | 4,291 | 4,116 | 3,354 | 3,109 | 5,123 | 3,292 | 3,511 | 3,303 | 2,040 |
| 2,406 | 2,025 | 2,065 | 2,250 | 1,000 | 2,158 | 1,000 | 3,511 | 2,221 | 2,040 |
| 3,545 | 2,025 | 2,065 | 3,354 | 1,997 | 3,202 | 1,000 | 2,341 | 1,000 | 2,040 |
| 4,582 | 3,066 | 3,016 | 4,457 | 3,109 | 4,119 | 3,292 | 3,511 | 3,303 | 2,957 |
| 4,582 | 1,000 | 2,065 | 3,354 | 1,997 | 3,202 | 2,228 | 2,341 | 2,221 | 1,000 |
| 4,582 | 3,066 | 2,065 | 3,354 | 3,109 | 4,119 | 3,292 | 3,511 | 3,303 | 2,957 |
| 2,406 | 3,066 | 3,016 | 3,354 | 3,109 | 3,202 | 2,228 | 3,511 | 2,221 | 2,957 |
| 4,582 | 2,025 | 3,016 | 3,354 | 3,109 | 3,202 | 2,228 | 2,341 | 2,221 | 1,000 |
| 3,545 | 3,066 | 2,065 | 5,689 | 3,109 | 4,119 | 2,228 | 3,511 | 4,463 | 4,043 |
| 4,582 | 3,066 | 3,016 | 4,457 | 1,997 | 3,202 | 2,228 | 2,341 | 2,221 | 4,043 |
| 3,545 | 2,025 | 2,065 | 3,354 | 3,109 | 2,158 | 2,228 | 2,341 | 2,221 | 2,957 |
| 4,582 | 2,025 | 3,016 | 3,354 | 3,109 | 3,202 | 2,228 | 2,341 | 2,221 | 1,000 |

Data Interval Keputusan Pembelian

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | |  |  |  |  |  |  |  |  |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **X3.7** | **X3.8** | **X3.9** | **X3.10** |
| 2,341 | 2,221 | 4,043 | 5,048 | 3,457 | 3,364 | 2,992 | 2,921 | 4,325 | 5,420 |
| 2,341 | 2,221 | 2,957 | 3,144 | 3,457 | 3,364 | 2,992 | 4,055 | 3,156 | 4,155 |
| 2,341 | 2,221 | 2,040 | 3,144 | 2,255 | 2,205 | 2,023 | 2,921 | 3,156 | 2,997 |
| 3,511 | 3,303 | 2,957 | 4,169 | 3,457 | 3,364 | 2,992 | 4,055 | 3,156 | 4,155 |
| 2,341 | 3,303 | 1,000 | 4,169 | 3,457 | 3,364 | 2,023 | 2,921 | 1,000 | 4,155 |
| 1,000 | 2,221 | 2,957 | 3,144 | 3,457 | 3,364 | 1,000 | 1,996 | 3,156 | 2,997 |
| 3,511 | 3,303 | 4,043 | 3,144 | 2,255 | 2,205 | 4,148 | 4,055 | 4,325 | 4,155 |
| 4,726 | 4,463 | 4,043 | 3,144 | 4,744 | 4,617 | 4,148 | 4,055 | 4,325 | 5,420 |
| 2,341 | 2,221 | 2,040 | 4,169 | 2,255 | 2,205 | 2,023 | 2,921 | 3,156 | 2,997 |
| 1,000 | 3,303 | 2,040 | 3,144 | 3,457 | 3,364 | 2,023 | 1,996 | 2,112 | 4,155 |
| 3,511 | 3,303 | 2,040 | 3,144 | 3,457 | 3,364 | 2,023 | 2,921 | 2,112 | 4,155 |
| 3,511 | 3,303 | 2,040 | 3,144 | 3,457 | 3,364 | 2,023 | 1,996 | 3,156 | 2,997 |
| 2,341 | 2,221 | 2,040 | 3,144 | 2,255 | 2,205 | 1,000 | 1,000 | 1,000 | 1,922 |
| 4,726 | 4,463 | 4,043 | 5,048 | 3,457 | 3,364 | 2,992 | 2,921 | 3,156 | 4,155 |
| 3,511 | 3,303 | 2,957 | 4,169 | 1,000 | 1,000 | 2,992 | 2,921 | 3,156 | 4,155 |
| 3,511 | 2,221 | 2,040 | 2,048 | 3,457 | 3,364 | 2,992 | 1,996 | 3,156 | 2,997 |
| 2,341 | 2,221 | 2,040 | 2,048 | 2,255 | 2,205 | 2,023 | 2,921 | 3,156 | 4,155 |
| 2,341 | 2,221 | 1,000 | 3,144 | 2,255 | 2,205 | 1,000 | 1,000 | 2,112 | 2,997 |
| 3,511 | 4,463 | 2,957 | 4,169 | 3,457 | 3,364 | 2,992 | 4,055 | 4,325 | 4,155 |
| 3,511 | 1,000 | 2,957 | 3,144 | 3,457 | 3,364 | 2,992 | 2,921 | 3,156 | 2,997 |
| 4,726 | 4,463 | 2,957 | 5,048 | 3,457 | 3,364 | 4,148 | 4,055 | 4,325 | 4,155 |
| 2,341 | 2,221 | 1,000 | 3,144 | 2,255 | 2,205 | 1,000 | 1,000 | 2,112 | 1,922 |
| 3,511 | 3,303 | 2,957 | 1,000 | 2,255 | 2,205 | 2,023 | 1,996 | 2,112 | 2,997 |
| 3,511 | 3,303 | 2,957 | 3,144 | 3,457 | 3,364 | 2,992 | 2,921 | 3,156 | 5,420 |
| 4,726 | 4,463 | 2,957 | 3,144 | 4,744 | 4,617 | 4,148 | 4,055 | 3,156 | 4,155 |
| 3,511 | 2,221 | 2,957 | 3,144 | 2,255 | 2,205 | 2,023 | 2,921 | 3,156 | 2,997 |
| 2,341 | 2,221 | 2,957 | 2,048 | 2,255 | 2,205 | 2,023 | 1,996 | 3,156 | 4,155 |
| 3,511 | 3,303 | 4,043 | 3,144 | 3,457 | 3,364 | 2,992 | 2,921 | 4,325 | 5,420 |
| 4,726 | 4,463 | 4,043 | 3,144 | 2,255 | 2,205 | 2,023 | 1,996 | 2,112 | 2,997 |
| 4,726 | 4,463 | 4,043 | 3,144 | 4,744 | 4,617 | 4,148 | 4,055 | 4,325 | 2,997 |
| 3,511 | 3,303 | 2,040 | 3,144 | 3,457 | 3,364 | 2,992 | 2,921 | 2,112 | 2,997 |
| 2,341 | 2,221 | 1,000 | 2,048 | 2,255 | 2,205 | 2,023 | 1,996 | 1,000 | 2,997 |
| 4,726 | 4,463 | 2,957 | 3,144 | 4,744 | 4,617 | 4,148 | 4,055 | 3,156 | 5,420 |
| 3,511 | 3,303 | 1,000 | 3,144 | 3,457 | 3,364 | 2,992 | 2,921 | 1,000 | 1,922 |
| 3,511 | 3,303 | 4,043 | 5,048 | 2,255 | 2,205 | 2,992 | 1,996 | 2,112 | 4,155 |
| 1,000 | 1,000 | 2,957 | 3,144 | 3,457 | 3,364 | 2,992 | 2,921 | 3,156 | 2,997 |
| 2,341 | 2,221 | 1,000 | 2,048 | 2,255 | 2,205 | 2,023 | 1,996 | 2,112 | 2,997 |
| 2,341 | 2,221 | 2,040 | 3,144 | 2,255 | 2,205 | 2,023 | 1,996 | 4,325 | 2,997 |
| 2,341 | 1,000 | 1,000 | 2,048 | 4,744 | 4,617 | 4,148 | 4,055 | 3,156 | 2,997 |
| 4,726 | 4,463 | 2,957 | 4,169 | 4,744 | 4,617 | 4,148 | 4,055 | 3,156 | 4,155 |
| 3,511 | 3,303 | 2,957 | 4,169 | 3,457 | 3,364 | 2,992 | 2,921 | 4,325 | 4,155 |
| 3,511 | 3,303 | 1,000 | 3,144 | 3,457 | 3,364 | 2,992 | 2,921 | 1,000 | 2,997 |
| 3,511 | 3,303 | 2,040 | 1,000 | 3,457 | 3,364 | 2,992 | 2,921 | 2,112 | 1,922 |
| 3,511 | 3,303 | 2,957 | 3,144 | 3,457 | 3,364 | 2,992 | 2,921 | 3,156 | 2,997 |
| 2,341 | 2,221 | 1,000 | 2,048 | 2,255 | 2,205 | 2,023 | 1,996 | 2,112 | 2,997 |
| 4,726 | 4,463 | 2,040 | 1,000 | 4,744 | 4,617 | 4,148 | 4,055 | 2,112 | 4,155 |
| 3,511 | 3,303 | 2,957 | 3,144 | 3,457 | 3,364 | 2,992 | 2,921 | 3,156 | 5,420 |
| 2,341 | 1,000 | 2,957 | 3,144 | 3,457 | 3,364 | 1,000 | 1,000 | 3,156 | 1,922 |
| 3,511 | 3,303 | 4,043 | 3,144 | 3,457 | 3,364 | 2,992 | 2,921 | 4,325 | 5,420 |
| 2,341 | 2,221 | 2,040 | 3,144 | 2,255 | 2,205 | 2,023 | 1,996 | 2,112 | 2,997 |
| 4,726 | 4,463 | 4,043 | 3,144 | 4,744 | 4,617 | 4,148 | 4,055 | 4,325 | 4,155 |
| 3,511 | 3,303 | 4,043 | 3,144 | 3,457 | 3,364 | 2,992 | 2,921 | 4,325 | 4,155 |
| 3,511 | 3,303 | 2,957 | 3,144 | 3,457 | 3,364 | 2,023 | 1,996 | 2,112 | 4,155 |
| 3,511 | 3,303 | 4,043 | 3,144 | 3,457 | 3,364 | 2,992 | 2,921 | 4,325 | 5,420 |
| 3,511 | 3,303 | 2,957 | 4,169 | 3,457 | 3,364 | 2,992 | 2,921 | 3,156 | 4,155 |
| 3,511 | 3,303 | 2,957 | 2,048 | 3,457 | 3,364 | 2,992 | 2,921 | 3,156 | 4,155 |
| 2,341 | 2,221 | 2,957 | 2,048 | 1,000 | 1,000 | 2,023 | 1,000 | 1,000 | 2,997 |
| 4,726 | 4,463 | 4,043 | 3,144 | 4,744 | 4,617 | 4,148 | 4,055 | 4,325 | 4,155 |
| 3,511 | 3,303 | 2,040 | 2,048 | 3,457 | 3,364 | 2,992 | 2,921 | 2,112 | 4,155 |
| 4,726 | 4,463 | 2,040 | 3,144 | 4,744 | 4,617 | 4,148 | 4,055 | 2,112 | 4,155 |
| 3,511 | 3,303 | 2,040 | 3,144 | 3,457 | 3,364 | 2,992 | 2,921 | 2,112 | 4,155 |
| 2,341 | 3,303 | 2,040 | 3,144 | 3,457 | 3,364 | 2,992 | 2,921 | 2,112 | 2,997 |
| 2,341 | 2,221 | 2,957 | 3,144 | 3,457 | 1,000 | 2,023 | 1,996 | 2,112 | 2,997 |
| 3,511 | 3,303 | 2,957 | 2,048 | 3,457 | 3,364 | 2,992 | 2,921 | 3,156 | 4,155 |
| 4,726 | 4,463 | 4,043 | 3,144 | 3,457 | 3,364 | 2,992 | 2,921 | 3,156 | 4,155 |
| 3,511 | 3,303 | 2,957 | 2,048 | 3,457 | 3,364 | 2,992 | 2,921 | 3,156 | 4,155 |
| 3,511 | 3,303 | 2,957 | 3,144 | 3,457 | 3,364 | 2,992 | 2,921 | 3,156 | 2,997 |
| 2,341 | 2,221 | 2,040 | 2,048 | 2,255 | 2,205 | 2,023 | 1,996 | 2,112 | 2,997 |
| 3,511 | 3,303 | 2,040 | 3,144 | 2,255 | 2,205 | 2,992 | 2,921 | 3,156 | 4,155 |
| 2,341 | 2,221 | 4,043 | 4,169 | 2,255 | 2,205 | 1,000 | 1,996 | 2,112 | 1,922 |
| 4,726 | 4,463 | 2,040 | 2,048 | 3,457 | 3,364 | 2,023 | 2,921 | 2,112 | 2,997 |
| 3,511 | 3,303 | 2,040 | 2,048 | 2,255 | 2,205 | 2,023 | 1,996 | 2,112 | 4,155 |
| 2,341 | 2,221 | 2,040 | 2,048 | 2,255 | 2,205 | 2,023 | 2,921 | 3,156 | 2,997 |
| 3,511 | 3,303 | 2,040 | 3,144 | 3,457 | 3,364 | 2,992 | 2,921 | 2,112 | 2,997 |
| 3,511 | 3,303 | 1,000 | 3,144 | 2,255 | 2,205 | 1,000 | 1,000 | 1,000 | 1,000 |
| 4,726 | 4,463 | 1,000 | 1,000 | 2,255 | 2,205 | 1,000 | 1,996 | 1,000 | 2,997 |
| 3,511 | 3,303 | 2,957 | 4,169 | 2,255 | 2,205 | 1,000 | 1,000 | 2,112 | 2,997 |
| 2,341 | 2,221 | 1,000 | 3,144 | 2,255 | 2,205 | 2,023 | 1,996 | 3,156 | 2,997 |
| 4,726 | 4,463 | 2,957 | 2,048 | 4,744 | 4,617 | 4,148 | 4,055 | 3,156 | 4,155 |
| 3,511 | 3,303 | 2,040 | 4,169 | 3,457 | 3,364 | 1,000 | 1,000 | 2,112 | 2,997 |
| 4,726 | 4,463 | 2,957 | 2,048 | 4,744 | 4,617 | 4,148 | 4,055 | 3,156 | 4,155 |
| 3,511 | 3,303 | 2,957 | 3,144 | 3,457 | 3,364 | 2,992 | 2,921 | 3,156 | 4,155 |
| 3,511 | 3,303 | 2,957 | 3,144 | 3,457 | 3,364 | 2,992 | 2,921 | 3,156 | 4,155 |
| 2,341 | 2,221 | 2,040 | 2,048 | 2,255 | 2,205 | 2,992 | 2,921 | 3,156 | 2,997 |
| 2,341 | 2,221 | 2,040 | 1,000 | 2,255 | 2,205 | 2,023 | 1,996 | 2,112 | 4,155 |
| 3,511 | 3,303 | 2,040 | 3,144 | 2,255 | 2,205 | 2,023 | 1,996 | 4,325 | 5,420 |
| 4,726 | 4,463 | 2,040 | 4,169 | 4,744 | 4,617 | 4,148 | 4,055 | 2,112 | 2,997 |
| 2,341 | 2,221 | 2,040 | 2,048 | 2,255 | 2,205 | 2,023 | 1,996 | 2,112 | 4,155 |
| 3,511 | 3,303 | 2,040 | 4,169 | 4,744 | 4,617 | 4,148 | 4,055 | 4,325 | 4,155 |
| 3,511 | 2,221 | 2,040 | 2,048 | 1,000 | 1,000 | 1,000 | 1,000 | 2,112 | 5,420 |
| 2,341 | 1,000 | 2,040 | 3,144 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,922 |
| 3,511 | 3,303 | 2,957 | 4,169 | 2,255 | 2,205 | 2,023 | 1,000 | 2,112 | 2,997 |
| 2,341 | 2,221 | 1,000 | 3,144 | 3,457 | 2,205 | 2,023 | 1,996 | 2,112 | 4,155 |
| 3,511 | 3,303 | 2,957 | 4,169 | 3,457 | 3,364 | 2,992 | 4,055 | 3,156 | 4,155 |
| 3,511 | 2,221 | 2,957 | 3,144 | 3,457 | 3,364 | 1,000 | 1,996 | 2,112 | 2,997 |
| 2,341 | 2,221 | 1,000 | 2,048 | 3,457 | 3,364 | 2,992 | 1,996 | 3,156 | 4,155 |
| 3,511 | 4,463 | 4,043 | 5,048 | 3,457 | 4,617 | 2,992 | 4,055 | 3,156 | 4,155 |
| 2,341 | 2,221 | 4,043 | 5,048 | 3,457 | 3,364 | 2,992 | 4,055 | 3,156 | 4,155 |
| 2,341 | 2,221 | 2,957 | 4,169 | 2,255 | 3,364 | 2,023 | 2,921 | 3,156 | 4,155 |
| 2,341 | 2,221 | 1,000 | 2,048 | 3,457 | 3,364 | 2,992 | 1,996 | 3,156 | 4,155 |
| 0,000 | 0,000 | 0,000 | 0,000 | 0,000 | 0,000 | 0,000 | 0,000 | 0,000 | 0,000 |

Lampiran 4 : Hasil Uji Validitas

UJI VALIDITAS X1

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 | Total\_X1 |
| X1.1 | Pearson Correlation | 1 | -.092 | .940\*\* | -.077 | .883\*\* | .625\*\* | -.087 | .092 | .494\*\* | .635\*\* | .670\*\* |
| Sig. (2-tailed) |  | .627 | .000 | .684 | .000 | .000 | .649 | .629 | .006 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | -.092 | 1 | -.025 | .870\*\* | -.030 | .270 | .482\*\* | .187 | .181 | .206 | .493\*\* |
| Sig. (2-tailed) | .627 |  | .896 | .000 | .874 | .149 | .007 | .323 | .339 | .276 | .006 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .940\*\* | -.025 | 1 | -.060 | .947\*\* | .668\*\* | -.056 | .071 | .479\*\* | .645\*\* | .699\*\* |
| Sig. (2-tailed) | .000 | .896 |  | .752 | .000 | .000 | .770 | .707 | .007 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | -.077 | .870\*\* | -.060 | 1 | .037 | .232 | .481\*\* | .212 | .291 | .277 | .531\*\* |
| Sig. (2-tailed) | .684 | .000 | .752 |  | .848 | .217 | .007 | .260 | .119 | .138 | .003 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlation | .883\*\* | -.030 | .947\*\* | .037 | 1 | .637\*\* | -.039 | .087 | .515\*\* | .641\*\* | .712\*\* |
| Sig. (2-tailed) | .000 | .874 | .000 | .848 |  | .000 | .836 | .649 | .004 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.6 | Pearson Correlation | .625\*\* | .270 | .668\*\* | .232 | .637\*\* | 1 | .064 | .297 | .538\*\* | .895\*\* | .834\*\* |
| Sig. (2-tailed) | .000 | .149 | .000 | .217 | .000 |  | .735 | .111 | .002 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.7 | Pearson Correlation | -.087 | .482\*\* | -.056 | .481\*\* | -.039 | .064 | 1 | .519\*\* | -.007 | .015 | .421\* |
| Sig. (2-tailed) | .649 | .007 | .770 | .007 | .836 | .735 |  | .003 | .969 | .938 | .021 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.8 | Pearson Correlation | .092 | .187 | .071 | .212 | .087 | .297 | .519\*\* | 1 | -.014 | .214 | .478\*\* |
| Sig. (2-tailed) | .629 | .323 | .707 | .260 | .649 | .111 | .003 |  | .940 | .256 | .008 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.9 | Pearson Correlation | .494\*\* | .181 | .479\*\* | .291 | .515\*\* | .538\*\* | -.007 | -.014 | 1 | .482\*\* | .613\*\* |
| Sig. (2-tailed) | .006 | .339 | .007 | .119 | .004 | .002 | .969 | .940 |  | .007 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.10 | Pearson Correlation | .635\*\* | .206 | .645\*\* | .277 | .641\*\* | .895\*\* | .015 | .214 | .482\*\* | 1 | .797\*\* |
| Sig. (2-tailed) | .000 | .276 | .000 | .138 | .000 | .000 | .938 | .256 | .007 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total\_X1 | Pearson Correlation | .670\*\* | .493\*\* | .699\*\* | .531\*\* | .712\*\* | .834\*\* | .421\* | .478\*\* | .613\*\* | .797\*\* | 1 |
| Sig. (2-tailed) | .000 | .006 | .000 | .003 | .000 | .000 | .021 | .008 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |

UJI VALIDITAS X2

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | X2.10 | Total\_X2 |
| X2.1 | Pearson Correlation | 1 | -.014 | .214 | .457\* | -.127 | .118 | .445\* | -.032 | .069 | .064 | .388\* |
| Sig. (2-tailed) |  | .940 | .256 | .011 | .503 | .536 | .014 | .867 | .716 | .738 | .034 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | -.014 | 1 | .482\*\* | -.015 | .697\*\* | .576\*\* | .210 | .734\*\* | .661\*\* | .482\*\* | .735\*\* |
| Sig. (2-tailed) | .940 |  | .007 | .939 | .000 | .001 | .265 | .000 | .000 | .007 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | .214 | .482\*\* | 1 | -.123 | .619\*\* | .656\*\* | .076 | .733\*\* | .561\*\* | .658\*\* | .765\*\* |
| Sig. (2-tailed) | .256 | .007 |  | .519 | .000 | .000 | .688 | .000 | .001 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | .457\* | .115 | .123 | 1 | .250 | .427 | .689\*\* | .720 | -.011 | -.080 | .392 |
| Sig. (2-tailed) | .011 | .939 | .519 |  | .430 | .886 | .000 | .529 | .953 | .675 | .031 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.5 | Pearson Correlation | -.127 | .697\*\* | .619\*\* | -.150 | 1 | .479\*\* | .116 | .801\*\* | .515\*\* | .702\*\* | .701\*\* |
| Sig. (2-tailed) | .503 | .000 | .000 | .430 |  | .007 | .541 | .000 | .004 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.6 | Pearson Correlation | .118 | .576\*\* | .656\*\* | -.027 | .479\*\* | 1 | .108 | .598\*\* | .808\*\* | .637\*\* | .779\*\* |
| Sig. (2-tailed) | .536 | .001 | .000 | .886 | .007 |  | .571 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.7 | Pearson Correlation | .445\* | .210 | .076 | .689\*\* | .116 | .108 | 1 | .066 | .017 | .054 | .464\*\* |
| Sig. (2-tailed) | .014 | .265 | .688 | .000 | .541 | .571 |  | .729 | .930 | .778 | .010 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.8 | Pearson Correlation | -.032 | .734\*\* | .733\*\* | -.120 | .801\*\* | .598\*\* | .066 | 1 | .700\*\* | .558\*\* | .768\*\* |
| Sig. (2-tailed) | .867 | .000 | .000 | .529 | .000 | .000 | .729 |  | .000 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.9 | Pearson Correlation | .069 | .661\*\* | .561\*\* | -.011 | .515\*\* | .808\*\* | .017 | .700\*\* | 1 | .445\* | .738\*\* |
| Sig. (2-tailed) | .716 | .000 | .001 | .953 | .004 | .000 | .930 | .000 |  | .014 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.10 | Pearson Correlation | .064 | .482\*\* | .658\*\* | -.080 | .702\*\* | .637\*\* | .054 | .558\*\* | .445\* | 1 | .702\*\* |
| Sig. (2-tailed) | .738 | .007 | .000 | .675 | .000 | .000 | .778 | .001 | .014 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total\_X2 | Pearson Correlation | .388\* | .735\*\* | .765\*\* | .392 | .701\*\* | .779\*\* | .464\*\* | .768\*\* | .738\*\* | .702\*\* | 1 |
| Sig. (2-tailed) | .034 | .000 | .000 | .031 | .000 | .000 | .010 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |

UJI VALIDITAS X3

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X3.9 | X3.10 | Total\_X3 |
| X3.1 | Pearson Correlation | 1 | .700\*\* | .558\*\* | .161 | .354 | .354 | .689\*\* | .488\*\* | .385\* | .200 | .698\*\* |
| Sig. (2-tailed) |  | .000 | .001 | .395 | .055 | .055 | .000 | .006 | .035 | .290 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.2 | Pearson Correlation | .700\*\* | 1 | .445\* | .290 | .433\* | .433\* | .546\*\* | .458\* | .252 | .369\* | .695\*\* |
| Sig. (2-tailed) | .000 |  | .014 | .120 | .017 | .017 | .002 | .011 | .179 | .045 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.3 | Pearson Correlation | .558\*\* | .445\* | 1 | .183 | .294 | .294 | .658\*\* | .537\*\* | .668\*\* | .476\*\* | .735\*\* |
| Sig. (2-tailed) | .001 | .014 |  | .333 | .115 | .115 | .000 | .002 | .000 | .008 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.4 | Pearson Correlation | .161 | .290 | .183 | 1 | .164 | .164 | .282 | .368\* | .258 | .298 | .454\* |
| Sig. (2-tailed) | .395 | .120 | .333 |  | .386 | .386 | .131 | .045 | .169 | .110 | .012 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.5 | Pearson Correlation | .354 | .433\* | .294 | .164 | 1 | 1.000\*\* | .535\*\* | .476\*\* | .344 | .380\* | .672\*\* |
| Sig. (2-tailed) | .055 | .017 | .115 | .386 |  | .000 | .002 | .008 | .062 | .038 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.6 | Pearson Correlation | .354 | .433\* | .294 | .164 | 1.000\*\* | 1 | .535\*\* | .476\*\* | .344 | .380\* | .672\*\* |
| Sig. (2-tailed) | .055 | .017 | .115 | .386 | .000 |  | .002 | .008 | .062 | .038 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.7 | Pearson Correlation | .689\*\* | .546\*\* | .658\*\* | .282 | .535\*\* | .535\*\* | 1 | .839\*\* | .723\*\* | .585\*\* | .909\*\* |
| Sig. (2-tailed) | .000 | .002 | .000 | .131 | .002 | .002 |  | .000 | .000 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.8 | Pearson Correlation | .488\*\* | .458\* | .537\*\* | .368\* | .476\*\* | .476\*\* | .839\*\* | 1 | .666\*\* | .591\*\* | .841\*\* |
| Sig. (2-tailed) | .006 | .011 | .002 | .045 | .008 | .008 | .000 |  | .000 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.9 | Pearson Correlation | .385\* | .252 | .668\*\* | .258 | .344 | .344 | .723\*\* | .666\*\* | 1 | .500\*\* | .734\*\* |
| Sig. (2-tailed) | .035 | .179 | .000 | .169 | .062 | .062 | .000 | .000 |  | .005 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.10 | Pearson Correlation | .200 | .369\* | .476\*\* | .298 | .380\* | .380\* | .585\*\* | .591\*\* | .500\*\* | 1 | .673\*\* |
| Sig. (2-tailed) | .290 | .045 | .008 | .110 | .038 | .038 | .001 | .001 | .005 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total\_X3 | Pearson Correlation | .698\*\* | .695\*\* | .735\*\* | .454\* | .672\*\* | .672\*\* | .909\*\* | .841\*\* | .734\*\* | .673\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .012 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |

UJI VALIDITAS Y

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y1.5 | Y1.6 | Y1.7 | Y1.8 | Y1.9 | Y1.10 | Total\_Y |
| Y1.1 | Pearson Correlation | 1 | .750\*\* | .358 | .458\* | .883\*\* | .567\*\* | .295 | .467\*\* | .664\*\* | .558\*\* | .780\*\* |
| Sig. (2-tailed) |  | .000 | .052 | .011 | .000 | .001 | .113 | .009 | .000 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.2 | Pearson Correlation | .750\*\* | 1 | .538\*\* | .503\*\* | .627\*\* | .736\*\* | .442\* | .627\*\* | .404\* | .716\*\* | .824\*\* |
| Sig. (2-tailed) | .000 |  | .002 | .005 | .000 | .000 | .014 | .000 | .027 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.3 | Pearson Correlation | .358 | .538\*\* | 1 | .384\* | .314 | .444\* | .698\*\* | .576\*\* | .197 | .440\* | .640\*\* |
| Sig. (2-tailed) | .052 | .002 |  | .036 | .091 | .014 | .000 | .001 | .298 | .015 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.4 | Pearson Correlation | .458\* | .503\*\* | .384\* | 1 | .486\*\* | .582\*\* | .456\* | .761\*\* | .580\*\* | .574\*\* | .758\*\* |
| Sig. (2-tailed) | .011 | .005 | .036 |  | .007 | .001 | .011 | .000 | .001 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.5 | Pearson Correlation | .883\*\* | .627\*\* | .314 | .486\*\* | 1 | .721\*\* | .313 | .496\*\* | .705\*\* | .708\*\* | .812\*\* |
| Sig. (2-tailed) | .000 | .000 | .091 | .007 |  | .000 | .092 | .005 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.6 | Pearson Correlation | .567\*\* | .736\*\* | .444\* | .582\*\* | .721\*\* | 1 | .419\* | .602\*\* | .525\*\* | .919\*\* | .847\*\* |
| Sig. (2-tailed) | .001 | .000 | .014 | .001 | .000 |  | .021 | .000 | .003 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.7 | Pearson Correlation | .295 | .442\* | .698\*\* | .456\* | .313 | .419\* | 1 | .515\*\* | .438\* | .451\* | .665\*\* |
| Sig. (2-tailed) | .113 | .014 | .000 | .011 | .092 | .021 |  | .004 | .015 | .012 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.8 | Pearson Correlation | .467\*\* | .627\*\* | .576\*\* | .761\*\* | .496\*\* | .602\*\* | .515\*\* | 1 | .389\* | .650\*\* | .789\*\* |
| Sig. (2-tailed) | .009 | .000 | .001 | .000 | .005 | .000 | .004 |  | .034 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.9 | Pearson Correlation | .664\*\* | .404\* | .197 | .580\*\* | .705\*\* | .525\*\* | .438\* | .389\* | 1 | .455\* | .709\*\* |
| Sig. (2-tailed) | .000 | .027 | .298 | .001 | .000 | .003 | .015 | .034 |  | .011 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.10 | Pearson Correlation | .558\*\* | .716\*\* | .440\* | .574\*\* | .708\*\* | .919\*\* | .451\* | .650\*\* | .455\* | 1 | .841\*\* |
| Sig. (2-tailed) | .001 | .000 | .015 | .001 | .000 | .000 | .012 | .000 | .011 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total\_Y | Pearson Correlation | .780\*\* | .824\*\* | .640\*\* | .758\*\* | .812\*\* | .847\*\* | .665\*\* | .789\*\* | .709\*\* | .841\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |

Lampiran 5 : Hasil Uji Relibilitas

UJI RELIABILITAS X1

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .817 | 10 |

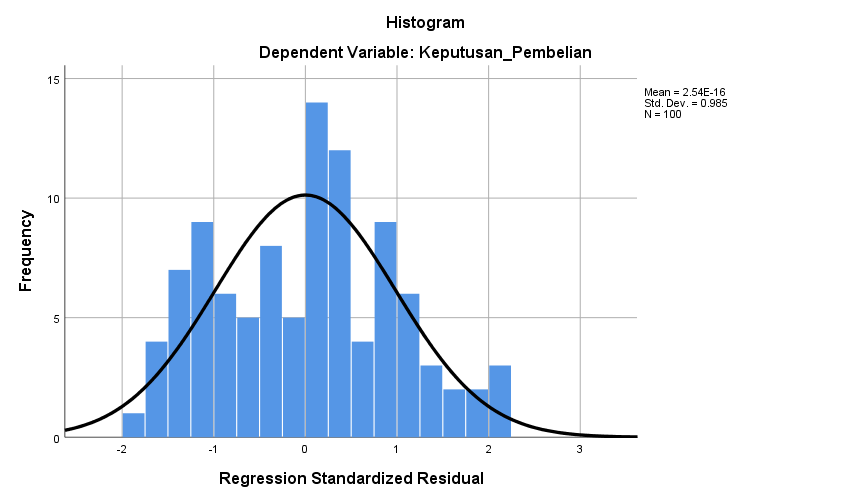
|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .823 | 10 |

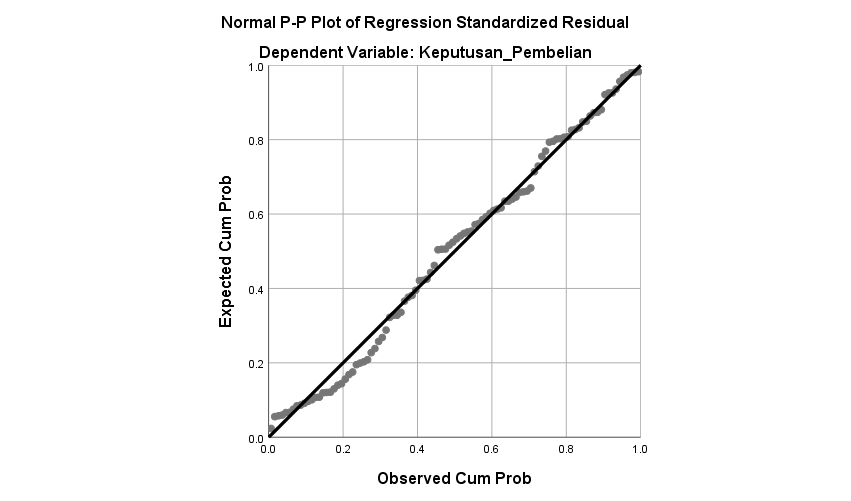
|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .890 | 10 |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .920 | 10 |

Lampiran 6 : Hasil Uji Normalitas

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Standardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | .98473193 |
| Most Extreme Differences | Absolute | .065 |
| Positive | .065 |
| Negative | -.054 |
| Test Statistic | | .065 |
| Asymp. Sig. (2-tailed) | | .200c,d |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |
| d. This is a lower bound of the true significance. | | |

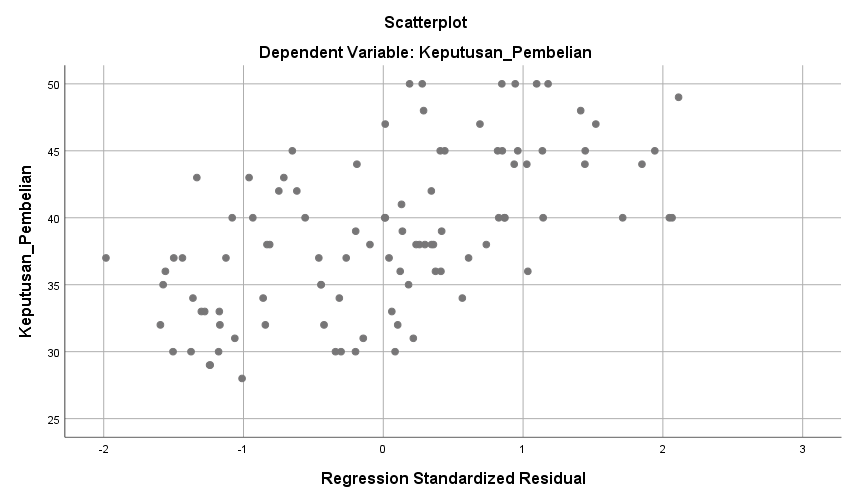




Lampiran 7 : Hasil Uji Multikolinearitas

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 5.918 | 2.511 |  | 2.357 | .020 |  |  |
| Product\_Knowledge | .430 | .100 | .426 | 4.306 | .000 | .355 | 2.814 |
| Brand\_Equity | .315 | .163 | .291 | 1.997 | .047 | .152 | 6.562 |
| Persepsi Harga | .181 | .161 | .152 | 1.125 | .263 | .190 | 5.254 |
| a. Dependent Variable: Keputusan\_Pembelian | | | | | | | | |

Lampiran 8 : Hasil Uji Heterkedastisitas



Lampiran 9 : Analisa Regresi Linear Berganda

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 5.918 | 2.511 |  | 2.357 | .020 |
| Product\_Knowledge | .430 | .100 | .426 | 4.306 | .000 |
| Brand\_Equity | .315 | .163 | .291 | 1.997 | .047 |
| Persepsi Harga | .181 | .161 | .152 | 1.125 | .263 |
| a. Dependent Variable: Keputusan\_Pembelian | | | | | | |

Lampiran 10 : Hasil Uji t

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 5.918 | 2.511 |  | 2.357 | .020 |
| Product\_Knowledge | .430 | .100 | .426 | 4.306 | .000 |
| Brand\_Equity | .315 | .163 | .291 | 1.997 | .047 |
| Persepsi Harga | .181 | .161 | .152 | 1.125 | .263 |
| a. Dependent Variable: Keputusan\_Pembelian | | | | | | |

Lampiran 11 : Hasil Uji F

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 2285.500 | 3 | 761.833 | 63.647 | .000b |
| Residual | 1149.090 | 96 | 11.970 |  |  |
| Total | 3434.590 | 99 |  |  |  |
| a. Dependent Variable: Keputusan\_Pembelian | | | | | | |
| b. Predictors: (Constant), Persepsi\_Harga, Product\_Knowledge, Brand\_Equity | | | | | | |

Lampiran 12 : Hasil Uji Koefisien Determinasi

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
| R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .816a | .665 | .655 | 3.460 | .665 | 63.647 | 3 | 96 | .000 |
| a. Predictors: (Constant), Persepsi\_Harga, Product\_Knowledge, Brand\_Equity | | | | | | | | | |
| b. Dependent Variable: Keputusan\_Pembelian | | | | | | | | | |