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Lampiran 1. Lembar Kuesioner

**LEMBAR KUESIONER**

Perihal : Pemohonan Pengisian Kuesioner

Judul Penelitian : Pengaruh Persepsi Gaya Hidup, Persepsi *Brand image*, Persepsi *Brand trust*, dan Persepsi Harga Produk Terhadap Keputusan Pembelian *E-commerce* Shopee di Rusunawa Kabupaten Pemalang.

Kepada Yth,

Sd/i Responden

Di Tempat

Dengan Hormat,

Berhubungan dengan penyelesaian tugas akhir sebagai mahasiswa Program Strata Satu (S1) Fakultas Ekonomi Dan Bisnis Universitas Pancasakti Tegal maka saya :

Nama : Pipit Dwiarti

NIM : 4118500070

Falkutas : Ekonomi dan Bisnis (Program Studi Manajemen)

Adapun data yang kami sajikan adalah sesuai dengan kondisi yang dirasakan saudara sekarang ini. Kami akan menjaga kerahasian karena data ini hanya untuk kepentingan dalam penelitian. Setiap respon jawaban yang diberikan adalah bantuan yang sangat membantu dalam penelitian ini.

Atas perhatian dan bantuannya yang sangat berharga, kami mengucapkan terimakasih.

Tegal, November 2022

Hormat Saya,

Pipit Dwiarti

KARAKTERISTIK RESPONDEN

1. Jenis Kelamin
2. Laki-laki
3. Perempuan
4. Usia
5. 18 tahun - 21 tahun
6. 22 tahun – 25 tahun
7. > 25 tahun
8. Pendidikan
9. SD
10. SMP
11. SMA
12. D3/S1
13. Pekerjaan
14. Pegawai swasta
15. Pelajar/mahasiswa
16. Buruh Pabrik
17. Wirausaha
18. Lainnya
19. Pendapatan Konsumen
20. < Rp. 500.000
21. Rp.500.000- Rp.1000.000
22. Rp. 1000.000-Rp.1500.000
23. Rp. 1500.000- Rp.2000.000
24. Apakah saudara pernah membeli sesuatu melalui Aplikasi Shopee?
25. Jika ya : silahkan lanjutkan mengisi kuesioner
26. Jika tidak : tidak perlu dilanjutkan mengisi kuesioner

**Petunjuk Pengisian**

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

**Keputusan Pembelian (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | STS | TS | N | S | SS |
| 1. | Produk yang disediakan memiliki kualitas yang baik |  |  |  |  |  |
| 2. | Produk yang disediakan tidak mengecewakan |  |  |  |  |  |
| 3. | Produk yang disediakan memiliki harga yang terjangkau |  |  |  |  |  |
| 4. | Produk yang disediakan sesuai dengan kebutuhan saya |  |  |  |  |  |
| 5. | Saya merekomendasikan orang terdekat untuk melakukan pembelian di *e-commerce* Shopee |  |  |  |  |  |
| 6. | Saya melakukan pembelian ulang |  |  |  |  |  |

**Persepsi Gaya Hidup (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pertanyaan | STS | TS | N | S | SS |
| 1. | Saya menggunakan *e-commerce* shopee karena lengkap, relevan dan mudah dimengerti |  |  |  |  |  |
| 2. | Saya menggunakan *e-commerce* shopee karena mudah melakukan pembelian dan pembayaran |  |  |  |  |  |
| 3. | Saya menggunakan *e-commerce* shopee karena saya senang berbelanja *online* |  |  |  |  |  |
| 4. | Saya menggunakan *e-commerce* shopee karena waktu respon yang cepat |  |  |  |  |  |
| 5. | Saya menggunakan *e-commerce* shopee karena semua produk yang saya butuhkan tersedia |  |  |  |  |  |
| 6. | Saya menggunakan *e-commerce* shopee karena adanya dukungan fitur lengkap yang disampaikan oleh aplikasi Shopee |  |  |  |  |  |

**Persepsi *Brand image* (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | STS | TS | N | S | SS |
| 1. | *E-commerce* Shopee memiliki fitur yang lebih menarik |  |  |  |  |  |
| 2. | Terdapat banyak pilihan merek produk yang dijual di *e-commerce* Shopee |  |  |  |  |  |
| 3. | Produk yang dijual di *e-commerce* Shopee mengikuti *trend* |  |  |  |  |  |
| 4. | Produk yang dijual di *e-commerce* Shopee bervariasi |  |  |  |  |  |
| 5. | Produk yang dijual di *e-commerce* Shopee memiliki keunggulan pada kualitas dan model |  |  |  |  |  |
| 6. | Saya selalu setia membeli produk melalui *e-commerce* Shopee |  |  |  |  |  |

**Persepsi *Brand trust* (X3)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | STS | TS | N | S | SS |
| 1. | *e-commerce* shopee mampu menarik perhatihan saya pada tampilan aplikasinya. |  |  |  |  |  |
| 2. | Saya percaya bahwa *e-commerce* shopee memiliki keunggulan yang berbeda dari *e-commerce* lain. |  |  |  |  |  |
| 3. | Kebutuhan konsumen selalu ada pada *e-commerce* shopee. |  |  |  |  |  |
| 4. | Saya percaya *e-commerce* shopee mampu memenuhi kebutuhan dengan pelayanan terbaik. |  |  |  |  |  |
| 5. | *E-commerce* shopee memiliki kontak pengaduan dan *customer service* untuk melaporkan masalah. |  |  |  |  |  |
| 6. | *E-commerce* shopee menyediakan barang yang bagus dengan harga yang murah. |  |  |  |  |  |
| 7. | Saya tertarik melakukan pembelian melalui *e-commerce* shopee karena praktis dan mudah |  |  |  |  |  |
| 8. | Konsumen merasa nyaman dengan melakukan pembelian melalui *e-commerce* shopee |  |  |  |  |  |
| 9. | *E-commerce* shopee memberikan kepuasan yang lebih pada konsumen dengan fitus belanja yang mudah dipahami semua kalangan masyarakat. |  |  |  |  |  |

**Persepsi Harga Produk (X4)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pernyataan | STS | TS | N | S | SS |
| 1. | Produk yang di jual memiliki harga yang sesuai dengan kualitas yang ditawarkan. |  |  |  |  |  |
| 2. | *E-commerce* shopee menawarkan harga yang lebih murah dibandingkan *E-commerce* lain. |  |  |  |  |  |
| 3. | Harga produk yang di jual sesuai dengan daya beli masyarakat. |  |  |  |  |  |
| 4. | Harga produk yang di jual sesuai dengan pendapatan saya. |  |  |  |  |  |

Lampiran 2. Data Tabulasi Kuesioner Keputusan Pembelian

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

| Kode resp | **Succesive Interval** | | | | | | **JML** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Y.1** | **Y.2** | **Y.3** | **Y.4** | **Y.5** | **Y.6** |
| R-001 | 4,291 | 4,297 | 4,234 | 3,933 | 5,686 | 5,334 | 27,776 |
| R-002 | 5,658 | 4,297 | 4,234 | 3,933 | 4,395 | 5,334 | 27,851 |
| R-003 | 4,291 | 4,297 | 4,234 | 3,933 | 5,686 | 4,056 | 26,498 |
| R-004 | 5,658 | 5,704 | 4,234 | 5,063 | 5,686 | 3,029 | 29,373 |
| R-005 | 4,291 | 4,297 | 4,234 | 3,933 | 4,395 | 4,056 | 25,207 |
| R-006 | 5,658 | 4,297 | 5,596 | 3,933 | 5,686 | 5,334 | 30,504 |
| R-007 | 4,291 | 5,704 | 4,234 | 3,033 | 4,395 | 5,334 | 26,991 |
| R-008 | 4,291 | 4,297 | 4,234 | 3,933 | 4,395 | 4,056 | 25,207 |
| R-009 | 4,291 | 4,297 | 3,051 | 3,933 | 4,395 | 3,029 | 22,997 |
| R-010 | 5,658 | 5,704 | 4,234 | 3,033 | 3,250 | 5,334 | 27,213 |
| R-011 | 4,291 | 4,297 | 4,234 | 5,063 | 5,686 | 5,334 | 28,905 |
| R-012 | 4,291 | 4,297 | 4,234 | 3,033 | 3,250 | 4,056 | 23,162 |
| R-013 | 4,291 | 4,297 | 4,234 | 3,033 | 3,250 | 3,029 | 22,134 |
| R-014 | 5,658 | 5,704 | 5,596 | 5,063 | 5,686 | 5,334 | 33,041 |
| R-015 | 4,291 | 4,297 | 5,596 | 3,033 | 4,395 | 5,334 | 26,946 |
| R-016 | 4,291 | 5,704 | 4,234 | 3,033 | 5,686 | 4,056 | 27,004 |
| R-017 | 5,658 | 5,704 | 5,596 | 5,063 | 5,686 | 5,334 | 33,041 |
| R-018 | 5,658 | 5,704 | 5,596 | 5,063 | 5,686 | 5,334 | 33,041 |
| R-019 | 5,658 | 5,704 | 5,596 | 5,063 | 5,686 | 5,334 | 33,041 |
| R-020 | 4,291 | 4,297 | 4,234 | 5,063 | 4,395 | 4,056 | 26,336 |
| R-021 | 4,291 | 4,297 | 4,234 | 3,033 | 4,395 | 4,056 | 24,306 |
| R-022 | 3,000 | 3,011 | 3,051 | 3,033 | 3,250 | 3,029 | 18,375 |
| R-023 | 5,658 | 5,704 | 4,234 | 5,063 | 5,686 | 5,334 | 31,679 |
| R-024 | 4,291 | 4,297 | 5,596 | 3,933 | 5,686 | 4,056 | 27,860 |
| R-025 | 4,291 | 4,297 | 4,234 | 3,033 | 4,395 | 4,056 | 24,306 |
| R-026 | 5,658 | 3,011 | 5,596 | 2,000 | 5,686 | 4,056 | 26,007 |
| R-027 | 4,291 | 4,297 | 4,234 | 3,933 | 4,395 | 4,056 | 25,207 |
| R-028 | 3,000 | 3,011 | 4,234 | 3,933 | 4,395 | 4,056 | 22,629 |
| R-029 | 5,658 | 5,704 | 5,596 | 5,063 | 5,686 | 5,334 | 33,041 |
| R-030 | 5,658 | 5,704 | 5,596 | 5,063 | 5,686 | 4,056 | 31,763 |
| R-031 | 4,291 | 4,297 | 4,234 | 3,933 | 4,395 | 3,029 | 24,179 |
| R-032 | 5,658 | 5,704 | 5,596 | 3,933 | 4,395 | 5,334 | 30,620 |
| R-033 | 4,291 | 4,297 | 4,234 | 3,033 | 4,395 | 4,056 | 24,306 |
| R-034 | 4,291 | 4,297 | 3,051 | 5,063 | 5,686 | 5,334 | 27,723 |
| R-035 | 5,658 | 5,704 | 5,596 | 3,933 | 5,686 | 5,334 | 31,911 |
| R-036 | 5,658 | 4,297 | 5,596 | 3,933 | 4,395 | 4,056 | 27,935 |
| R-037 | 4,291 | 4,297 | 4,234 | 3,033 | 4,395 | 4,056 | 24,306 |
| R-038 | 5,658 | 4,297 | 5,596 | 3,933 | 5,686 | 5,334 | 30,504 |
| R-039 | 5,658 | 5,704 | 5,596 | 5,063 | 5,686 | 5,334 | 33,041 |
| R-040 | 5,658 | 5,704 | 5,596 | 3,033 | 3,250 | 3,029 | 26,270 |
| R-041 | 4,291 | 4,297 | 3,051 | 3,033 | 3,250 | 4,056 | 21,980 |
| R-042 | 4,291 | 4,297 | 3,051 | 3,933 | 4,395 | 3,029 | 22,997 |
| R-043 | 4,291 | 3,011 | 4,234 | 3,933 | 4,395 | 4,056 | 23,920 |
| R-044 | 4,291 | 4,297 | 4,234 | 3,933 | 5,686 | 5,334 | 27,776 |
| R-045 | 4,291 | 4,297 | 4,234 | 2,000 | 5,686 | 4,056 | 24,564 |
| R-046 | 4,291 | 4,297 | 4,234 | 3,033 | 4,395 | 4,056 | 24,306 |
| R-047 | 4,291 | 4,297 | 4,234 | 3,933 | 4,395 | 4,056 | 25,207 |
| R-048 | 4,291 | 4,297 | 4,234 | 3,933 | 4,395 | 3,029 | 24,179 |
| R-049 | 4,291 | 4,297 | 3,051 | 3,933 | 4,395 | 3,029 | 22,997 |
| R-050 | 5,658 | 4,297 | 5,596 | 3,933 | 5,686 | 5,334 | 30,504 |
| R-051 | 5,658 | 5,704 | 5,596 | 3,033 | 3,250 | 3,029 | 26,270 |
| R-052 | 5,658 | 5,704 | 5,596 | 5,063 | 5,686 | 5,334 | 33,041 |
| R-053 | 4,291 | 5,704 | 4,234 | 3,033 | 4,395 | 5,334 | 26,991 |
| R-054 | 5,658 | 5,704 | 5,596 | 3,033 | 3,250 | 3,029 | 26,270 |
| R-055 | 5,658 | 3,011 | 5,596 | 2,000 | 5,686 | 4,056 | 26,007 |
| R-056 | 4,291 | 2,000 | 4,234 | 2,000 | 5,686 | 4,056 | 22,267 |
| R-057 | 4,291 | 4,297 | 5,596 | 5,063 | 4,395 | 4,056 | 27,699 |
| R-058 | 4,291 | 5,704 | 3,051 | 3,933 | 3,250 | 5,334 | 25,565 |
| R-059 | 3,000 | 4,297 | 4,234 | 3,033 | 3,250 | 4,056 | 21,871 |
| R-060 | 3,000 | 5,704 | 3,051 | 3,933 | 2,000 | 4,056 | 21,746 |
| R-061 | 5,658 | 4,297 | 4,234 | 2,000 | 4,395 | 5,334 | 25,917 |
| R-062 | 3,000 | 3,011 | 4,234 | 3,033 | 4,395 | 2,000 | 19,673 |
| R-063 | 4,291 | 3,011 | 5,596 | 3,033 | 4,395 | 4,056 | 24,382 |
| R-064 | 3,000 | 4,297 | 4,234 | 2,000 | 4,395 | 2,000 | 19,926 |
| R-065 | 4,291 | 4,297 | 2,000 | 3,933 | 5,686 | 4,056 | 24,264 |
| R-066 | 5,658 | 4,297 | 4,234 | 5,063 | 4,395 | 4,056 | 27,703 |
| R-067 | 3,000 | 4,297 | 5,596 | 5,063 | 4,395 | 4,056 | 26,407 |
| R-068 | 5,658 | 5,704 | 5,596 | 3,933 | 5,686 | 5,334 | 31,911 |
| R-069 | 3,000 | 3,011 | 3,051 | 3,033 | 3,250 | 3,029 | 18,375 |
| R-070 | 3,000 | 4,297 | 4,234 | 5,063 | 5,686 | 4,056 | 26,336 |
| R-071 | 5,658 | 5,704 | 5,596 | 5,063 | 4,395 | 5,334 | 31,750 |
| R-072 | 5,658 | 4,297 | 4,234 | 5,063 | 4,395 | 5,334 | 28,981 |
| R-073 | 5,658 | 5,704 | 5,596 | 5,063 | 4,395 | 5,334 | 31,750 |
| R-074 | 3,000 | 3,011 | 4,234 | 5,063 | 3,250 | 3,029 | 21,587 |
| R-075 | 5,658 | 5,704 | 5,596 | 5,063 | 4,395 | 5,334 | 31,750 |
| R-076 | 5,658 | 5,704 | 3,051 | 3,033 | 4,395 | 4,056 | 25,897 |
| R-077 | 3,000 | 5,704 | 5,596 | 5,063 | 5,686 | 5,334 | 30,383 |
| R-078 | 5,658 | 5,704 | 4,234 | 5,063 | 4,395 | 5,334 | 30,388 |
| R-079 | 5,658 | 5,704 | 5,596 | 3,933 | 4,395 | 5,334 | 30,620 |
| R-080 | 4,291 | 4,297 | 5,596 | 3,033 | 3,250 | 4,056 | 24,524 |
| R-081 | 4,291 | 4,297 | 4,234 | 3,933 | 5,686 | 5,334 | 27,776 |
| R-082 | 4,291 | 5,704 | 5,596 | 3,933 | 4,395 | 4,056 | 27,976 |
| R-083 | 4,291 | 4,297 | 5,596 | 3,933 | 4,395 | 4,056 | 26,569 |
| R-084 | 5,658 | 5,704 | 4,234 | 5,063 | 4,395 | 5,334 | 30,388 |
| R-085 | 4,291 | 5,704 | 4,234 | 5,063 | 5,686 | 4,056 | 29,034 |
| R-086 | 4,291 | 4,297 | 4,234 | 5,063 | 3,250 | 4,056 | 25,192 |
| R-087 | 4,291 | 5,704 | 5,596 | 5,063 | 4,395 | 5,334 | 30,384 |
| R-088 | 5,658 | 4,297 | 5,596 | 5,063 | 4,395 | 5,334 | 30,343 |
| R-089 | 4,291 | 4,297 | 5,596 | 3,033 | 4,395 | 5,334 | 26,946 |
| R-090 | 4,291 | 5,704 | 4,234 | 5,063 | 4,395 | 5,334 | 29,021 |
| R-091 | 5,658 | 4,297 | 5,596 | 5,063 | 5,686 | 5,334 | 31,634 |
| R-092 | 5,658 | 5,704 | 5,596 | 3,933 | 4,395 | 4,056 | 29,342 |
| R-093 | 5,658 | 5,704 | 5,596 | 3,933 | 5,686 | 4,056 | 30,633 |
| R-094 | 5,658 | 4,297 | 4,234 | 3,933 | 5,686 | 5,334 | 29,142 |
| R-095 | 4,291 | 4,297 | 4,234 | 5,063 | 5,686 | 5,334 | 28,905 |
| R-096 | 4,291 | 4,297 | 5,596 | 5,063 | 5,686 | 5,334 | 30,268 |
| R-097 | 4,291 | 4,297 | 5,596 | 3,933 | 5,686 | 4,056 | 27,860 |
| R-098 | 4,291 | 4,297 | 5,596 | 5,063 | 4,395 | 5,334 | 28,977 |
| R-099 | 5,658 | 4,297 | 4,234 | 3,933 | 3,250 | 3,029 | 24,401 |
| R-100 | 5,658 | 4,297 | 4,234 | 3,933 | 3,250 | 4,056 | 25,429 |

Lampiran 3. Data Tabulasi Kuesioner Persepsi Gaya Hidup

| Kode resp | PERSEPSI GAYA HIDUP (X1) | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1 |
| R-001 | 4 | 3 | 3 | 3 | 4 | 4 | 21 |
| R-002 | 4 | 3 | 3 | 3 | 4 | 4 | 21 |
| R-003 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| R-004 | 3 | 4 | 4 | 4 | 5 | 4 | 24 |
| R-005 | 4 | 5 | 5 | 5 | 5 | 5 | 29 |
| R-006 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-007 | 4 | 3 | 3 | 3 | 5 | 3 | 21 |
| R-008 | 3 | 3 | 3 | 3 | 4 | 3 | 19 |
| R-009 | 3 | 4 | 3 | 3 | 4 | 4 | 21 |
| R-010 | 3 | 4 | 4 | 4 | 4 | 4 | 23 |
| R-011 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| R-012 | 4 | 3 | 3 | 3 | 4 | 4 | 21 |
| R-013 | 4 | 4 | 4 | 3 | 4 | 3 | 22 |
| R-014 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-015 | 3 | 4 | 5 | 3 | 4 | 4 | 23 |
| R-016 | 3 | 4 | 5 | 3 | 4 | 4 | 23 |
| R-017 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-018 | 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| R-019 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-020 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| R-021 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| R-022 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| R-023 | 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| R-024 | 5 | 5 | 4 | 4 | 5 | 4 | 27 |
| R-025 | 4 | 3 | 3 | 3 | 4 | 3 | 20 |
| R-026 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| R-027 | 5 | 4 | 4 | 4 | 5 | 5 | 27 |
| R-028 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-029 | 5 | 5 | 5 | 4 | 4 | 4 | 27 |
| R-030 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| R-031 | 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| R-032 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| R-033 | 4 | 3 | 3 | 3 | 4 | 4 | 21 |
| R-034 | 3 | 4 | 3 | 3 | 5 | 2 | 20 |
| R-035 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-036 | 4 | 5 | 5 | 4 | 4 | 2 | 24 |
| R-037 | 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| R-038 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| R-039 | 5 | 5 | 5 | 5 | 5 | 4 | 29 |
| R-040 | 5 | 5 | 5 | 4 | 5 | 3 | 27 |
| R-041 | 3 | 3 | 3 | 3 | 4 | 3 | 19 |
| R-042 | 3 | 4 | 4 | 3 | 4 | 4 | 22 |
| R-043 | 4 | 4 | 3 | 4 | 3 | 3 | 21 |
| R-044 | 3 | 3 | 5 | 5 | 4 | 4 | 24 |
| R-045 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| R-046 | 4 | 3 | 3 | 3 | 4 | 4 | 21 |
| R-047 | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| R-048 | 4 | 4 | 3 | 4 | 4 | 3 | 22 |
| R-049 | 3 | 4 | 4 | 3 | 4 | 4 | 22 |
| R-050 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-051 | 5 | 5 | 5 | 4 | 5 | 3 | 27 |
| R-052 | 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| R-053 | 4 | 3 | 3 | 3 | 5 | 3 | 21 |
| R-054 | 5 | 5 | 5 | 4 | 5 | 3 | 27 |
| R-055 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| R-056 | 3 | 4 | 4 | 3 | 4 | 5 | 23 |
| R-057 | 5 | 4 | 3 | 3 | 4 | 5 | 24 |
| R-058 | 3 | 5 | 3 | 3 | 5 | 4 | 23 |
| R-059 | 4 | 3 | 3 | 5 | 2 | 4 | 21 |
| R-060 | 2 | 4 | 2 | 4 | 4 | 2 | 18 |
| R-061 | 4 | 3 | 4 | 3 | 4 | 4 | 22 |
| R-062 | 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| R-063 | 4 | 3 | 4 | 4 | 4 | 3 | 22 |
| R-064 | 3 | 5 | 3 | 4 | 2 | 3 | 20 |
| R-065 | 5 | 5 | 4 | 3 | 4 | 3 | 24 |
| R-066 | 5 | 4 | 5 | 4 | 3 | 4 | 25 |
| R-067 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| R-068 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| R-069 | 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| R-070 | 3 | 5 | 4 | 4 | 4 | 3 | 23 |
| R-071 | 5 | 4 | 5 | 5 | 5 | 4 | 28 |
| R-072 | 5 | 5 | 3 | 4 | 4 | 4 | 25 |
| R-073 | 4 | 4 | 4 | 5 | 4 | 4 | 25 |
| R-074 | 3 | 4 | 4 | 5 | 4 | 4 | 24 |
| R-075 | 4 | 4 | 4 | 3 | 5 | 3 | 23 |
| R-076 | 5 | 4 | 4 | 4 | 3 | 5 | 25 |
| R-077 | 3 | 3 | 4 | 4 | 5 | 5 | 24 |
| R-078 | 4 | 3 | 5 | 5 | 3 | 5 | 25 |
| R-079 | 4 | 5 | 3 | 4 | 3 | 5 | 24 |
| R-080 | 5 | 5 | 4 | 3 | 4 | 5 | 26 |
| R-081 | 5 | 4 | 3 | 4 | 4 | 5 | 25 |
| R-082 | 5 | 5 | 4 | 4 | 4 | 4 | 26 |
| R-083 | 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| R-084 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| R-085 | 4 | 5 | 4 | 3 | 3 | 5 | 24 |
| R-086 | 5 | 5 | 4 | 5 | 5 | 4 | 28 |
| R-087 | 4 | 5 | 4 | 5 | 5 | 3 | 26 |
| R-088 | 3 | 3 | 5 | 4 | 3 | 3 | 21 |
| R-089 | 3 | 4 | 5 | 4 | 4 | 4 | 24 |
| R-090 | 3 | 3 | 4 | 5 | 4 | 4 | 23 |
| R-091 | 5 | 4 | 5 | 4 | 5 | 4 | 27 |
| R-092 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| R-093 | 3 | 4 | 5 | 3 | 4 | 5 | 24 |
| R-094 | 4 | 4 | 4 | 4 | 3 | 5 | 24 |
| R-095 | 4 | 5 | 3 | 5 | 4 | 3 | 24 |
| R-096 | 4 | 3 | 4 | 5 | 4 | 5 | 25 |
| R-097 | 3 | 4 | 5 | 3 | 5 | 4 | 24 |
| R-098 | 4 | 5 | 4 | 5 | 4 | 4 | 26 |
| R-099 | 5 | 4 | 4 | 5 | 3 | 4 | 25 |
| R-100 | 5 | 3 | 3 | 4 | 3 | 3 | 21 |

| Kode resp | **Succesive Interval** | | | | | | **JML** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** |
| R-001 | 4,573 | 3,000 | 3,496 | 3,000 | 4,158 | 4,295 | 22,521 |
| R-002 | 4,573 | 3,000 | 3,496 | 3,000 | 4,158 | 4,295 | 22,521 |
| R-003 | 4,573 | 5,366 | 4,574 | 4,170 | 4,158 | 4,295 | 27,135 |
| R-004 | 3,452 | 4,147 | 4,574 | 4,170 | 5,518 | 4,295 | 26,156 |
| R-005 | 4,573 | 5,366 | 5,743 | 5,320 | 5,518 | 5,539 | 32,059 |
| R-006 | 5,783 | 5,366 | 5,743 | 5,320 | 5,518 | 5,539 | 33,269 |
| R-007 | 4,573 | 3,000 | 3,496 | 3,000 | 5,518 | 3,174 | 22,761 |
| R-008 | 3,452 | 3,000 | 3,496 | 3,000 | 4,158 | 3,174 | 20,280 |
| R-009 | 3,452 | 4,147 | 3,496 | 3,000 | 4,158 | 4,295 | 22,548 |
| R-010 | 3,452 | 4,147 | 4,574 | 4,170 | 4,158 | 4,295 | 24,795 |
| R-011 | 4,573 | 4,147 | 5,743 | 5,320 | 5,518 | 5,539 | 30,840 |
| R-012 | 4,573 | 3,000 | 3,496 | 3,000 | 4,158 | 4,295 | 22,521 |
| R-013 | 4,573 | 4,147 | 4,574 | 3,000 | 4,158 | 3,174 | 23,625 |
| R-014 | 5,783 | 5,366 | 5,743 | 5,320 | 5,518 | 5,539 | 33,269 |
| R-015 | 3,452 | 4,147 | 5,743 | 3,000 | 4,158 | 4,295 | 24,795 |
| R-016 | 3,452 | 4,147 | 5,743 | 3,000 | 4,158 | 4,295 | 24,795 |
| R-017 | 5,783 | 5,366 | 5,743 | 5,320 | 5,518 | 5,539 | 33,269 |
| R-018 | 5,783 | 5,366 | 5,743 | 5,320 | 4,158 | 4,295 | 30,664 |
| R-019 | 5,783 | 5,366 | 5,743 | 5,320 | 5,518 | 5,539 | 33,269 |
| R-020 | 4,573 | 4,147 | 4,574 | 4,170 | 5,518 | 4,295 | 27,276 |
| R-021 | 4,573 | 4,147 | 4,574 | 3,000 | 4,158 | 4,295 | 24,746 |
| R-022 | 3,452 | 3,000 | 3,496 | 3,000 | 2,970 | 3,174 | 19,092 |
| R-023 | 5,783 | 5,366 | 5,743 | 4,170 | 5,518 | 4,295 | 30,875 |
| R-024 | 5,783 | 5,366 | 4,574 | 4,170 | 5,518 | 4,295 | 29,706 |
| R-025 | 4,573 | 3,000 | 3,496 | 3,000 | 4,158 | 3,174 | 21,400 |
| R-026 | 4,573 | 5,366 | 5,743 | 4,170 | 4,158 | 4,295 | 28,304 |
| R-027 | 5,783 | 4,147 | 4,574 | 4,170 | 5,518 | 5,539 | 29,731 |
| R-028 | 4,573 | 4,147 | 4,574 | 4,170 | 4,158 | 4,295 | 25,916 |
| R-029 | 5,783 | 5,366 | 5,743 | 4,170 | 4,158 | 4,295 | 29,514 |
| R-030 | 5,783 | 5,366 | 5,743 | 5,320 | 5,518 | 4,295 | 32,025 |
| R-031 | 4,573 | 4,147 | 3,496 | 4,170 | 4,158 | 3,174 | 23,717 |
| R-032 | 4,573 | 4,147 | 4,574 | 3,000 | 4,158 | 4,295 | 24,746 |
| R-033 | 4,573 | 3,000 | 3,496 | 3,000 | 4,158 | 4,295 | 22,521 |
| R-034 | 3,452 | 4,147 | 3,496 | 3,000 | 5,518 | 2,000 | 21,614 |
| R-035 | 5,783 | 5,366 | 5,743 | 5,320 | 5,518 | 5,539 | 33,269 |
| R-036 | 4,573 | 5,366 | 5,743 | 4,170 | 4,158 | 2,000 | 26,009 |
| R-037 | 4,573 | 4,147 | 4,574 | 4,170 | 4,158 | 5,539 | 27,160 |
| R-038 | 4,573 | 5,366 | 4,574 | 5,320 | 4,158 | 4,295 | 28,285 |
| R-039 | 5,783 | 5,366 | 5,743 | 5,320 | 5,518 | 4,295 | 32,025 |
| R-040 | 5,783 | 5,366 | 5,743 | 4,170 | 5,518 | 3,174 | 29,754 |
| R-041 | 3,452 | 3,000 | 3,496 | 3,000 | 4,158 | 3,174 | 20,280 |
| R-042 | 3,452 | 4,147 | 4,574 | 3,000 | 4,158 | 4,295 | 23,625 |
| R-043 | 4,573 | 4,147 | 3,496 | 4,170 | 2,970 | 3,174 | 22,529 |
| R-044 | 3,452 | 3,000 | 5,743 | 5,320 | 4,158 | 4,295 | 25,967 |
| R-045 | 4,573 | 4,147 | 4,574 | 3,000 | 4,158 | 4,295 | 24,746 |
| R-046 | 4,573 | 3,000 | 3,496 | 3,000 | 4,158 | 4,295 | 22,521 |
| R-047 | 4,573 | 4,147 | 4,574 | 4,170 | 4,158 | 4,295 | 25,916 |
| R-048 | 4,573 | 4,147 | 3,496 | 4,170 | 4,158 | 3,174 | 23,717 |
| R-049 | 3,452 | 4,147 | 4,574 | 3,000 | 4,158 | 4,295 | 23,625 |
| R-050 | 5,783 | 5,366 | 5,743 | 5,320 | 5,518 | 5,539 | 33,269 |
| R-051 | 5,783 | 5,366 | 5,743 | 4,170 | 5,518 | 3,174 | 29,754 |
| R-052 | 5,783 | 5,366 | 5,743 | 5,320 | 5,518 | 5,539 | 33,269 |
| R-053 | 4,573 | 3,000 | 3,496 | 3,000 | 5,518 | 3,174 | 22,761 |
| R-054 | 5,783 | 5,366 | 5,743 | 4,170 | 5,518 | 3,174 | 29,754 |
| R-055 | 4,573 | 5,366 | 5,743 | 4,170 | 4,158 | 4,295 | 28,304 |
| R-056 | 3,452 | 4,147 | 4,574 | 3,000 | 4,158 | 5,539 | 24,870 |
| R-057 | 5,783 | 4,147 | 3,496 | 3,000 | 4,158 | 5,539 | 26,123 |
| R-058 | 3,452 | 5,366 | 3,496 | 3,000 | 5,518 | 4,295 | 25,128 |
| R-059 | 4,573 | 3,000 | 3,496 | 5,320 | 2,000 | 4,295 | 22,683 |
| R-060 | 2,000 | 4,147 | 2,000 | 4,170 | 4,158 | 2,000 | 18,475 |
| R-061 | 4,573 | 3,000 | 4,574 | 3,000 | 4,158 | 4,295 | 23,599 |
| R-062 | 4,573 | 4,147 | 5,743 | 4,170 | 4,158 | 4,295 | 27,085 |
| R-063 | 4,573 | 3,000 | 4,574 | 4,170 | 4,158 | 3,174 | 23,648 |
| R-064 | 3,452 | 5,366 | 3,496 | 4,170 | 2,000 | 3,174 | 21,658 |
| R-065 | 5,783 | 5,366 | 4,574 | 3,000 | 4,158 | 3,174 | 26,054 |
| R-066 | 5,783 | 4,147 | 5,743 | 4,170 | 2,970 | 4,295 | 27,107 |
| R-067 | 4,573 | 5,366 | 4,574 | 4,170 | 5,518 | 5,539 | 29,740 |
| R-068 | 5,783 | 4,147 | 5,743 | 5,320 | 5,518 | 5,539 | 32,050 |
| R-069 | 3,452 | 3,000 | 3,496 | 3,000 | 2,970 | 3,174 | 19,092 |
| R-070 | 3,452 | 5,366 | 4,574 | 4,170 | 4,158 | 3,174 | 24,893 |
| R-071 | 5,783 | 4,147 | 5,743 | 5,320 | 5,518 | 4,295 | 30,806 |
| R-072 | 5,783 | 5,366 | 3,496 | 4,170 | 4,158 | 4,295 | 27,268 |
| R-073 | 4,573 | 4,147 | 4,574 | 5,320 | 4,158 | 4,295 | 27,065 |
| R-074 | 3,452 | 4,147 | 4,574 | 5,320 | 4,158 | 4,295 | 25,945 |
| R-075 | 4,573 | 4,147 | 4,574 | 3,000 | 5,518 | 3,174 | 24,985 |
| R-076 | 5,783 | 4,147 | 4,574 | 4,170 | 2,970 | 5,539 | 27,182 |
| R-077 | 3,452 | 3,000 | 4,574 | 4,170 | 5,518 | 5,539 | 26,253 |
| R-078 | 4,573 | 3,000 | 5,743 | 5,320 | 2,970 | 5,539 | 27,144 |
| R-079 | 4,573 | 5,366 | 3,496 | 4,170 | 2,970 | 5,539 | 26,114 |
| R-080 | 5,783 | 5,366 | 4,574 | 3,000 | 4,158 | 5,539 | 28,419 |
| R-081 | 5,783 | 4,147 | 3,496 | 4,170 | 4,158 | 5,539 | 27,293 |
| R-082 | 5,783 | 5,366 | 4,574 | 4,170 | 4,158 | 4,295 | 28,345 |
| R-083 | 4,573 | 4,147 | 4,574 | 4,170 | 4,158 | 3,174 | 24,795 |
| R-084 | 5,783 | 4,147 | 5,743 | 4,170 | 5,518 | 4,295 | 29,656 |
| R-085 | 4,573 | 5,366 | 4,574 | 3,000 | 2,970 | 5,539 | 26,021 |
| R-086 | 5,783 | 5,366 | 4,574 | 5,320 | 5,518 | 4,295 | 30,856 |
| R-087 | 4,573 | 5,366 | 4,574 | 5,320 | 5,518 | 3,174 | 28,524 |
| R-088 | 3,452 | 3,000 | 5,743 | 4,170 | 2,970 | 3,174 | 22,509 |
| R-089 | 3,452 | 4,147 | 5,743 | 4,170 | 4,158 | 4,295 | 25,965 |
| R-090 | 3,452 | 3,000 | 4,574 | 5,320 | 4,158 | 4,295 | 24,798 |
| R-091 | 5,783 | 4,147 | 5,743 | 4,170 | 5,518 | 4,295 | 29,656 |
| R-092 | 4,573 | 5,366 | 4,574 | 5,320 | 4,158 | 4,295 | 28,285 |
| R-093 | 3,452 | 4,147 | 5,743 | 3,000 | 4,158 | 5,539 | 26,039 |
| R-094 | 4,573 | 4,147 | 4,574 | 4,170 | 2,970 | 5,539 | 25,972 |
| R-095 | 4,573 | 5,366 | 3,496 | 5,320 | 4,158 | 3,174 | 26,086 |
| R-096 | 4,573 | 3,000 | 4,574 | 5,320 | 4,158 | 5,539 | 27,163 |
| R-097 | 3,452 | 4,147 | 5,743 | 3,000 | 5,518 | 4,295 | 26,155 |
| R-098 | 4,573 | 5,366 | 4,574 | 5,320 | 4,158 | 4,295 | 28,285 |
| R-099 | 5,783 | 4,147 | 4,574 | 5,320 | 2,970 | 4,295 | 27,088 |
| R-100 | 5,783 | 3,000 | 3,496 | 4,170 | 2,970 | 3,174 | 22,592 |

Lampiran 4. Data Tabulasi Kuesioner Persepsi *Brand image*

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

| Kode resp | **Succesive Interval** | | | | | | JML |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** |
| R-001 | 5,628 | 4,628 | 4,267 | 3,000 | 3,000 | 4,360 | 24,883 |
| R-002 | 4,000 | 4,628 | 4,267 | 3,000 | 3,000 | 4,360 | 23,255 |
| R-003 | 4,000 | 6,144 | 4,267 | 5,497 | 4,226 | 4,360 | 28,495 |
| R-004 | 5,628 | 6,144 | 4,267 | 4,225 | 4,226 | 4,360 | 28,851 |
| R-005 | 5,628 | 6,144 | 4,267 | 5,497 | 5,479 | 5,718 | 32,735 |
| R-006 | 5,628 | 6,144 | 5,575 | 5,497 | 5,479 | 5,718 | 34,042 |
| R-007 | 4,000 | 4,628 | 4,267 | 3,000 | 3,000 | 3,000 | 21,896 |
| R-008 | 4,000 | 4,628 | 3,000 | 3,000 | 3,000 | 3,000 | 20,628 |
| R-009 | 4,000 | 4,628 | 3,000 | 4,225 | 3,000 | 4,360 | 23,213 |
| R-010 | 5,628 | 4,628 | 4,267 | 4,225 | 4,226 | 4,360 | 27,335 |
| R-011 | 4,000 | 4,628 | 4,267 | 4,225 | 5,479 | 5,718 | 28,318 |
| R-012 | 4,000 | 4,628 | 4,267 | 3,000 | 3,000 | 4,360 | 23,255 |
| R-013 | 5,628 | 4,628 | 4,267 | 4,225 | 4,226 | 4,360 | 27,335 |
| R-014 | 4,000 | 4,628 | 5,575 | 5,497 | 5,479 | 5,718 | 30,898 |
| R-015 | 4,000 | 4,628 | 4,267 | 4,225 | 4,226 | 4,360 | 25,707 |
| R-016 | 5,628 | 6,144 | 4,267 | 4,225 | 5,479 | 4,360 | 30,104 |
| R-017 | 5,628 | 4,628 | 5,575 | 5,497 | 5,479 | 5,718 | 32,526 |
| R-018 | 4,000 | 4,628 | 5,575 | 5,497 | 5,479 | 4,360 | 29,540 |
| R-019 | 5,628 | 4,628 | 5,575 | 5,497 | 5,479 | 5,718 | 32,526 |
| R-020 | 5,628 | 6,144 | 4,267 | 4,225 | 4,226 | 4,360 | 28,851 |
| R-021 | 5,628 | 6,144 | 4,267 | 4,225 | 4,226 | 4,360 | 28,851 |
| R-022 | 4,000 | 4,628 | 3,000 | 3,000 | 3,000 | 3,000 | 20,628 |
| R-023 | 4,000 | 4,628 | 5,575 | 5,497 | 5,479 | 4,360 | 29,540 |
| R-024 | 4,000 | 4,628 | 5,575 | 5,497 | 4,226 | 4,360 | 28,287 |
| R-025 | 4,000 | 4,628 | 4,267 | 3,000 | 3,000 | 3,000 | 21,896 |
| R-026 | 4,000 | 4,628 | 4,267 | 5,497 | 5,479 | 4,360 | 28,232 |
| R-027 | 4,000 | 4,628 | 5,575 | 4,225 | 4,226 | 5,718 | 28,373 |
| R-028 | 4,000 | 4,628 | 4,267 | 4,225 | 4,226 | 4,360 | 25,707 |
| R-029 | 4,000 | 4,628 | 5,575 | 5,497 | 5,479 | 4,360 | 29,540 |
| R-030 | 4,000 | 4,628 | 5,575 | 5,497 | 5,479 | 4,360 | 29,540 |
| R-031 | 5,628 | 4,628 | 4,267 | 4,225 | 3,000 | 3,000 | 24,749 |
| R-032 | 5,628 | 6,144 | 4,267 | 4,225 | 4,226 | 4,360 | 28,851 |
| R-033 | 5,628 | 4,628 | 4,267 | 3,000 | 3,000 | 4,360 | 24,883 |
| R-034 | 4,000 | 4,628 | 3,000 | 4,225 | 3,000 | 3,000 | 21,853 |
| R-035 | 5,628 | 6,144 | 5,575 | 5,497 | 5,479 | 5,718 | 34,042 |
| R-036 | 4,000 | 4,628 | 4,267 | 5,497 | 4,226 | 4,360 | 26,979 |
| R-037 | 4,000 | 3,000 | 4,267 | 4,225 | 4,226 | 4,360 | 24,079 |
| R-038 | 4,000 | 4,628 | 4,267 | 5,497 | 4,226 | 4,360 | 26,979 |
| R-039 | 4,000 | 6,144 | 5,575 | 5,497 | 5,479 | 4,360 | 31,056 |
| R-040 | 4,000 | 4,628 | 5,575 | 5,497 | 4,226 | 4,360 | 28,287 |
| R-041 | 4,000 | 6,144 | 3,000 | 3,000 | 4,226 | 3,000 | 23,371 |
| R-042 | 5,628 | 4,628 | 3,000 | 4,225 | 3,000 | 4,360 | 24,841 |
| R-043 | 4,000 | 4,628 | 4,267 | 4,225 | 3,000 | 3,000 | 23,121 |
| R-044 | 4,000 | 4,628 | 3,000 | 3,000 | 5,479 | 4,360 | 24,467 |
| R-045 | 4,000 | 4,628 | 4,267 | 4,225 | 4,226 | 4,360 | 25,707 |
| R-046 | 4,000 | 4,628 | 4,267 | 3,000 | 3,000 | 4,360 | 23,255 |
| R-047 | 5,628 | 4,628 | 4,267 | 4,225 | 4,226 | 4,360 | 27,335 |
| R-048 | 4,000 | 4,628 | 4,267 | 4,225 | 3,000 | 3,000 | 23,121 |
| R-049 | 4,000 | 6,144 | 4,267 | 4,225 | 4,226 | 4,360 | 27,223 |
| R-050 | 4,000 | 4,628 | 5,575 | 5,497 | 5,479 | 5,718 | 30,898 |
| R-051 | 4,000 | 4,628 | 5,575 | 4,225 | 5,479 | 4,360 | 28,267 |
| R-052 | 5,628 | 6,144 | 5,575 | 5,497 | 5,479 | 5,718 | 34,042 |
| R-053 | 5,628 | 4,628 | 4,267 | 3,000 | 3,000 | 3,000 | 23,524 |
| R-054 | 5,628 | 6,144 | 5,575 | 5,497 | 4,226 | 4,360 | 31,431 |
| R-055 | 4,000 | 4,628 | 4,267 | 5,497 | 5,479 | 4,360 | 28,232 |
| R-056 | 5,628 | 6,144 | 4,267 | 4,225 | 4,226 | 5,718 | 30,210 |
| R-057 | 5,628 | 4,628 | 5,575 | 4,225 | 4,226 | 5,718 | 30,001 |
| R-058 | 4,000 | 6,144 | 3,000 | 4,225 | 3,000 | 4,360 | 24,729 |
| R-059 | 5,628 | 6,144 | 4,267 | 3,000 | 3,000 | 4,360 | 26,400 |
| R-060 | 4,000 | 4,628 | 3,000 | 4,225 | 3,000 | 3,000 | 21,853 |
| R-061 | 4,000 | 4,628 | 4,267 | 3,000 | 4,226 | 4,360 | 24,482 |
| R-062 | 4,000 | 4,628 | 4,267 | 4,225 | 5,479 | 4,360 | 26,959 |
| R-063 | 4,000 | 6,144 | 4,267 | 3,000 | 4,226 | 3,000 | 24,638 |
| R-064 | 4,000 | 4,628 | 3,000 | 5,497 | 3,000 | 3,000 | 23,125 |
| R-065 | 5,628 | 6,144 | 5,575 | 5,497 | 4,226 | 3,000 | 30,072 |
| R-066 | 4,000 | 6,144 | 5,575 | 4,225 | 5,479 | 4,360 | 29,784 |
| R-067 | 4,000 | 4,628 | 4,267 | 5,497 | 4,226 | 5,718 | 28,338 |
| R-068 | 4,000 | 6,144 | 5,575 | 4,225 | 5,479 | 5,718 | 31,142 |
| R-069 | 5,628 | 4,628 | 3,000 | 3,000 | 3,000 | 3,000 | 22,256 |
| R-070 | 4,000 | 4,628 | 3,000 | 5,497 | 4,226 | 3,000 | 24,352 |
| R-071 | 4,000 | 6,144 | 5,575 | 4,225 | 5,479 | 4,360 | 29,784 |
| R-072 | 5,628 | 4,628 | 5,575 | 4,225 | 4,226 | 4,360 | 28,643 |
| R-073 | 5,628 | 6,144 | 4,267 | 4,225 | 4,226 | 4,360 | 28,851 |
| R-074 | 4,000 | 6,144 | 4,267 | 4,225 | 4,226 | 4,360 | 27,223 |
| R-075 | 4,000 | 4,628 | 4,267 | 4,225 | 4,226 | 3,000 | 24,347 |
| R-076 | 4,000 | 4,628 | 5,575 | 4,225 | 4,226 | 5,718 | 28,373 |
| R-077 | 4,000 | 4,628 | 3,000 | 3,000 | 4,226 | 5,718 | 24,573 |
| R-078 | 4,000 | 4,628 | 4,267 | 4,225 | 5,479 | 4,360 | 26,959 |
| R-079 | 5,628 | 4,628 | 4,267 | 5,497 | 4,226 | 5,718 | 29,966 |
| R-080 | 4,000 | 6,144 | 5,575 | 5,497 | 4,226 | 5,718 | 31,162 |
| R-081 | 4,000 | 4,628 | 5,575 | 4,225 | 4,226 | 5,718 | 28,373 |
| R-082 | 4,000 | 6,144 | 5,575 | 5,497 | 4,226 | 4,360 | 29,803 |
| R-083 | 4,000 | 4,628 | 4,267 | 4,225 | 4,226 | 3,000 | 24,347 |
| R-084 | 5,628 | 6,144 | 5,575 | 4,225 | 5,479 | 4,360 | 31,412 |
| R-085 | 4,000 | 4,628 | 4,267 | 5,497 | 4,226 | 5,718 | 28,338 |
| R-086 | 4,000 | 6,144 | 5,575 | 5,497 | 4,226 | 4,360 | 29,803 |
| R-087 | 4,000 | 4,628 | 4,267 | 4,225 | 4,226 | 3,000 | 24,347 |
| R-088 | 5,628 | 3,000 | 3,000 | 3,000 | 5,479 | 3,000 | 23,107 |
| R-089 | 4,000 | 3,000 | 3,000 | 4,225 | 5,479 | 4,360 | 24,064 |
| R-090 | 4,000 | 3,000 | 3,000 | 3,000 | 4,226 | 4,360 | 21,586 |
| R-091 | 5,628 | 6,144 | 5,575 | 4,225 | 5,479 | 4,360 | 31,412 |
| R-092 | 5,628 | 4,628 | 4,267 | 5,497 | 4,226 | 4,360 | 28,607 |
| R-093 | 4,000 | 3,000 | 3,000 | 4,225 | 5,479 | 4,360 | 24,064 |
| R-094 | 5,628 | 4,628 | 4,267 | 4,225 | 4,226 | 5,718 | 28,693 |
| R-095 | 4,000 | 4,628 | 4,267 | 5,497 | 3,000 | 3,000 | 24,393 |
| R-096 | 4,000 | 4,628 | 4,267 | 4,225 | 4,226 | 4,360 | 25,707 |
| R-097 | 4,000 | 3,000 | 3,000 | 4,225 | 5,479 | 4,360 | 24,064 |
| R-098 | 4,000 | 4,628 | 4,267 | 5,497 | 4,226 | 4,360 | 26,979 |
| R-099 | 5,628 | 6,144 | 5,575 | 4,225 | 4,226 | 4,360 | 30,159 |
| R-100 | 5,628 | 4,628 | 5,575 | 3,000 | 3,000 | 3,000 | 24,832 |

Lampiran 5. Data Tabulasi Kuesioner *Brand trust*

| Kode resp | **PERSEPSI *BRAND TRUST* (X3)** | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **X3.7** | **X3.8** | **X3.9** | **X3** |
| R-001 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 37 |
| R-002 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 36 |
| R-003 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 38 |
| R-004 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 39 |
| R-005 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| R-006 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 42 |
| R-007 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 35 |
| R-008 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| R-009 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 33 |
| R-010 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 5 | 34 |
| R-011 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 42 |
| R-012 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 41 |
| R-013 | 4 | 5 | 5 | 5 | 3 | 3 | 3 | 3 | 3 | 34 |
| R-014 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 5 | 5 | 36 |
| R-015 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 5 | 33 |
| R-016 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| R-017 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 41 |
| R-018 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 38 |
| R-019 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 36 |
| R-020 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 37 |
| R-021 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 34 |
| R-022 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 31 |
| R-023 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 43 |
| R-024 | 5 | 4 | 5 | 4 | 3 | 3 | 3 | 4 | 4 | 35 |
| R-025 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 41 |
| R-026 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 34 |
| R-027 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 39 |
| R-028 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 39 |
| R-029 | 5 | 4 | 3 | 4 | 3 | 3 | 4 | 5 | 5 | 36 |
| R-030 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 40 |
| R-031 | 4 | 4 | 5 | 3 | 4 | 3 | 5 | 4 | 3 | 35 |
| R-032 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 34 |
| R-033 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 32 |
| R-034 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 36 |
| R-035 | 5 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 34 |
| R-036 | 4 | 4 | 3 | 5 | 3 | 4 | 4 | 4 | 4 | 35 |
| R-037 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 31 |
| R-038 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| R-039 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 41 |
| R-040 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 34 |
| R-041 | 3 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 4 | 39 |
| R-042 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 28 |
| R-043 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 38 |
| R-044 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 42 |
| R-045 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 38 |
| R-046 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 40 |
| R-047 | 4 | 3 | 3 | 4 | 5 | 3 | 3 | 4 | 4 | 33 |
| R-048 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 40 |
| R-049 | 3 | 5 | 5 | 3 | 3 | 4 | 4 | 4 | 3 | 34 |
| R-050 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 42 |
| R-051 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 40 |
| R-052 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 43 |
| R-053 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 3 | 4 | 34 |
| R-054 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 36 |
| R-055 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 37 |
| R-056 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 34 |
| R-057 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 42 |
| R-058 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 40 |
| R-059 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 34 |
| R-060 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 38 |
| R-061 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 40 |
| R-062 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 3 | 3 | 34 |
| R-063 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 38 |
| R-064 | 3 | 4 | 4 | 5 | 4 | 5 | 3 | 3 | 3 | 34 |
| R-065 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 40 |
| R-066 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 42 |
| R-067 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 40 |
| R-068 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 41 |
| R-069 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 34 |
| R-070 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 39 |
| R-071 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 42 |
| R-072 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 39 |
| R-073 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 36 |
| R-074 | 3 | 4 | 3 | 3 | 4 | 5 | 3 | 5 | 3 | 33 |
| R-075 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 42 |
| R-076 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 3 | 4 | 34 |
| R-077 | 3 | 3 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| R-078 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 41 |
| R-079 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 41 |
| R-080 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 37 |
| R-081 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 39 |
| R-082 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 40 |
| R-083 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 37 |
| R-084 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 42 |
| R-085 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 41 |
| R-086 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 39 |
| R-087 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 42 |
| R-088 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 36 |
| R-089 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 35 |
| R-090 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 40 |
| R-091 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 43 |
| R-092 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 40 |
| R-093 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 39 |
| R-094 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 39 |
| R-095 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 41 |
| R-096 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 40 |
| R-097 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 37 |
| R-098 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 41 |
| R-099 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 35 |
| R-100 | 5 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 35 |

| Kode resp | Succesive Interval | | | | | | | | | JML |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X3.9 |
| R-001 | 4,307 | 4,348 | 4,578 | 4,429 | 4,267 | 4,393 | 5,785 | 4,124 | 4,326 | 40,558 |
| R-002 | 4,307 | 3,000 | 4,578 | 4,429 | 4,267 | 4,393 | 4,386 | 4,124 | 5,687 | 39,171 |
| R-003 | 4,307 | 5,725 | 4,578 | 4,429 | 4,267 | 4,393 | 5,785 | 4,124 | 4,326 | 41,934 |
| R-004 | 4,307 | 4,348 | 6,083 | 5,860 | 4,267 | 4,393 | 4,386 | 5,280 | 4,326 | 43,251 |
| R-005 | 4,307 | 5,725 | 4,578 | 4,429 | 4,267 | 4,393 | 4,386 | 4,124 | 4,326 | 40,535 |
| R-006 | 5,638 | 5,725 | 6,083 | 4,429 | 5,575 | 4,393 | 5,785 | 4,124 | 5,687 | 47,438 |
| R-007 | 4,307 | 4,348 | 4,578 | 4,429 | 4,267 | 4,393 | 4,386 | 3,000 | 4,326 | 38,035 |
| R-008 | 3,000 | 3,000 | 4,578 | 4,429 | 4,267 | 4,393 | 4,386 | 4,124 | 4,326 | 36,503 |
| R-009 | 3,000 | 4,348 | 4,578 | 4,429 | 3,000 | 4,393 | 4,386 | 4,124 | 3,000 | 35,258 |
| R-010 | 3,000 | 4,348 | 4,578 | 4,429 | 3,000 | 4,393 | 4,386 | 3,000 | 5,687 | 36,821 |
| R-011 | 4,307 | 5,725 | 4,578 | 5,860 | 4,267 | 5,792 | 5,785 | 5,280 | 5,687 | 47,281 |
| R-012 | 4,307 | 5,725 | 6,083 | 5,860 | 5,575 | 5,792 | 5,785 | 3,000 | 4,326 | 46,453 |
| R-013 | 4,307 | 5,725 | 6,083 | 5,860 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 36,975 |
| R-014 | 5,638 | 4,348 | 4,578 | 3,000 | 3,000 | 3,000 | 4,386 | 5,280 | 5,687 | 38,918 |
| R-015 | 3,000 | 4,348 | 4,578 | 3,000 | 4,267 | 4,393 | 3,000 | 3,000 | 5,687 | 35,275 |
| R-016 | 3,000 | 4,348 | 3,000 | 4,429 | 4,267 | 4,393 | 4,386 | 4,124 | 4,326 | 36,273 |
| R-017 | 5,638 | 4,348 | 4,578 | 4,429 | 4,267 | 5,792 | 5,785 | 5,280 | 5,687 | 45,805 |
| R-018 | 4,307 | 4,348 | 4,578 | 4,429 | 4,267 | 4,393 | 4,386 | 5,280 | 5,687 | 41,676 |
| R-019 | 5,638 | 4,348 | 4,578 | 4,429 | 3,000 | 4,393 | 4,386 | 5,280 | 3,000 | 39,052 |
| R-020 | 4,307 | 4,348 | 4,578 | 4,429 | 4,267 | 4,393 | 4,386 | 5,280 | 4,326 | 40,315 |
| R-021 | 4,307 | 4,348 | 4,578 | 4,429 | 4,267 | 4,393 | 3,000 | 3,000 | 4,326 | 36,649 |
| R-022 | 3,000 | 4,348 | 4,578 | 3,000 | 4,267 | 4,393 | 3,000 | 3,000 | 3,000 | 32,587 |
| R-023 | 5,638 | 5,725 | 4,578 | 5,860 | 4,267 | 5,792 | 5,785 | 5,280 | 5,687 | 48,613 |
| R-024 | 5,638 | 4,348 | 6,083 | 4,429 | 3,000 | 3,000 | 3,000 | 4,124 | 4,326 | 37,948 |
| R-025 | 4,307 | 5,725 | 6,083 | 5,860 | 5,575 | 5,792 | 5,785 | 3,000 | 4,326 | 46,453 |
| R-026 | 4,307 | 4,348 | 4,578 | 4,429 | 3,000 | 4,393 | 4,386 | 3,000 | 4,326 | 36,768 |
| R-027 | 5,638 | 5,725 | 4,578 | 5,860 | 4,267 | 4,393 | 4,386 | 4,124 | 4,326 | 43,298 |
| R-028 | 4,307 | 5,725 | 4,578 | 5,860 | 4,267 | 5,792 | 4,386 | 4,124 | 4,326 | 43,366 |
| R-029 | 5,638 | 4,348 | 3,000 | 4,429 | 3,000 | 3,000 | 4,386 | 5,280 | 5,687 | 38,768 |
| R-030 | 5,638 | 4,348 | 4,578 | 5,860 | 5,575 | 4,393 | 4,386 | 5,280 | 4,326 | 44,386 |
| R-031 | 4,307 | 4,348 | 6,083 | 3,000 | 4,267 | 3,000 | 5,785 | 4,124 | 3,000 | 37,914 |
| R-032 | 4,307 | 3,000 | 4,578 | 4,429 | 3,000 | 3,000 | 4,386 | 4,124 | 5,687 | 36,511 |
| R-033 | 4,307 | 3,000 | 4,578 | 3,000 | 4,267 | 3,000 | 4,386 | 3,000 | 4,326 | 33,865 |
| R-034 | 3,000 | 4,348 | 4,578 | 4,429 | 3,000 | 4,393 | 4,386 | 5,280 | 5,687 | 39,101 |
| R-035 | 5,638 | 3,000 | 3,000 | 4,429 | 3,000 | 4,393 | 3,000 | 4,124 | 5,687 | 36,271 |
| R-036 | 4,307 | 4,348 | 3,000 | 5,860 | 3,000 | 4,393 | 4,386 | 4,124 | 4,326 | 37,745 |
| R-037 | 3,000 | 3,000 | 4,578 | 4,429 | 3,000 | 4,393 | 3,000 | 3,000 | 4,326 | 32,727 |
| R-038 | 4,307 | 4,348 | 4,578 | 4,429 | 4,267 | 4,393 | 4,386 | 4,124 | 4,326 | 39,159 |
| R-039 | 5,638 | 5,725 | 4,578 | 4,429 | 5,575 | 4,393 | 4,386 | 5,280 | 5,687 | 45,691 |
| R-040 | 5,638 | 3,000 | 4,578 | 4,429 | 4,267 | 4,393 | 4,386 | 3,000 | 3,000 | 36,691 |
| R-041 | 3,000 | 5,725 | 6,083 | 5,860 | 4,267 | 5,792 | 5,785 | 3,000 | 4,326 | 43,838 |
| R-042 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 4,124 | 3,000 | 28,124 |
| R-043 | 4,307 | 4,348 | 4,578 | 4,429 | 5,575 | 5,792 | 4,386 | 4,124 | 4,326 | 41,866 |
| R-044 | 4,307 | 5,725 | 6,083 | 5,860 | 5,575 | 4,393 | 5,785 | 4,124 | 5,687 | 47,539 |
| R-045 | 4,307 | 5,725 | 4,578 | 4,429 | 5,575 | 4,393 | 5,785 | 3,000 | 4,326 | 42,118 |
| R-046 | 4,307 | 5,725 | 6,083 | 5,860 | 5,575 | 4,393 | 5,785 | 3,000 | 4,326 | 45,055 |
| R-047 | 4,307 | 3,000 | 3,000 | 4,429 | 5,575 | 3,000 | 3,000 | 4,124 | 4,326 | 34,761 |
| R-048 | 4,307 | 4,348 | 6,083 | 5,860 | 5,575 | 4,393 | 5,785 | 4,124 | 4,326 | 44,802 |
| R-049 | 3,000 | 5,725 | 6,083 | 3,000 | 3,000 | 4,393 | 4,386 | 4,124 | 3,000 | 36,710 |
| R-050 | 5,638 | 4,348 | 4,578 | 5,860 | 5,575 | 5,792 | 5,785 | 4,124 | 5,687 | 47,388 |
| R-051 | 5,638 | 5,725 | 6,083 | 4,429 | 5,575 | 4,393 | 5,785 | 3,000 | 4,326 | 44,954 |
| R-052 | 5,638 | 5,725 | 6,083 | 5,860 | 4,267 | 4,393 | 5,785 | 5,280 | 5,687 | 48,718 |
| R-053 | 4,307 | 4,348 | 4,578 | 5,860 | 3,000 | 3,000 | 4,386 | 3,000 | 4,326 | 36,806 |
| R-054 | 5,638 | 4,348 | 4,578 | 4,429 | 4,267 | 5,792 | 4,386 | 3,000 | 3,000 | 39,438 |
| R-055 | 4,307 | 4,348 | 6,083 | 5,860 | 4,267 | 4,393 | 4,386 | 3,000 | 4,326 | 40,971 |
| R-056 | 3,000 | 4,348 | 4,578 | 4,429 | 4,267 | 4,393 | 4,386 | 3,000 | 4,326 | 36,728 |
| R-057 | 5,638 | 5,725 | 6,083 | 4,429 | 5,575 | 4,393 | 5,785 | 5,280 | 4,326 | 47,234 |
| R-058 | 4,307 | 4,348 | 6,083 | 4,429 | 5,575 | 5,792 | 4,386 | 4,124 | 5,687 | 44,731 |
| R-059 | 4,307 | 4,348 | 4,578 | 4,429 | 4,267 | 3,000 | 4,386 | 3,000 | 4,326 | 36,642 |
| R-060 | 4,307 | 4,348 | 4,578 | 4,429 | 5,575 | 4,393 | 5,785 | 4,124 | 4,326 | 41,866 |
| R-061 | 4,307 | 5,725 | 4,578 | 5,860 | 5,575 | 4,393 | 5,785 | 3,000 | 5,687 | 44,911 |
| R-062 | 4,307 | 4,348 | 4,578 | 5,860 | 3,000 | 4,393 | 4,386 | 3,000 | 3,000 | 36,873 |
| R-063 | 4,307 | 4,348 | 6,083 | 4,429 | 5,575 | 4,393 | 5,785 | 3,000 | 4,326 | 42,246 |
| R-064 | 3,000 | 4,348 | 4,578 | 5,860 | 4,267 | 5,792 | 3,000 | 3,000 | 3,000 | 36,846 |
| R-065 | 5,638 | 5,725 | 6,083 | 5,860 | 4,267 | 4,393 | 4,386 | 4,124 | 4,326 | 44,803 |
| R-066 | 5,638 | 5,725 | 6,083 | 5,860 | 4,267 | 5,792 | 4,386 | 5,280 | 4,326 | 47,358 |
| R-067 | 4,307 | 5,725 | 4,578 | 4,429 | 4,267 | 5,792 | 5,785 | 5,280 | 4,326 | 44,489 |
| R-068 | 5,638 | 4,348 | 4,578 | 4,429 | 5,575 | 5,792 | 5,785 | 4,124 | 5,687 | 45,956 |
| R-069 | 3,000 | 4,348 | 4,578 | 5,860 | 4,267 | 4,393 | 4,386 | 3,000 | 3,000 | 36,833 |
| R-070 | 4,307 | 4,348 | 4,578 | 5,860 | 4,267 | 5,792 | 4,386 | 5,280 | 4,326 | 43,146 |
| R-071 | 5,638 | 4,348 | 4,578 | 5,860 | 5,575 | 4,393 | 5,785 | 5,280 | 5,687 | 47,145 |
| R-072 | 5,638 | 5,725 | 4,578 | 4,429 | 4,267 | 4,393 | 4,386 | 5,280 | 4,326 | 43,022 |
| R-073 | 4,307 | 4,348 | 4,578 | 4,429 | 4,267 | 3,000 | 4,386 | 5,280 | 4,326 | 38,922 |
| R-074 | 3,000 | 4,348 | 3,000 | 3,000 | 4,267 | 5,792 | 3,000 | 5,280 | 3,000 | 34,688 |
| R-075 | 4,307 | 4,348 | 6,083 | 5,860 | 5,575 | 5,792 | 4,386 | 5,280 | 5,687 | 47,319 |
| R-076 | 4,307 | 4,348 | 4,578 | 5,860 | 3,000 | 3,000 | 4,386 | 3,000 | 4,326 | 36,806 |
| R-077 | 3,000 | 3,000 | 3,000 | 5,860 | 4,267 | 5,792 | 4,386 | 5,280 | 4,326 | 38,912 |
| R-078 | 4,307 | 4,348 | 6,083 | 5,860 | 4,267 | 5,792 | 4,386 | 5,280 | 5,687 | 46,011 |
| R-079 | 4,307 | 5,725 | 6,083 | 5,860 | 5,575 | 4,393 | 4,386 | 4,124 | 5,687 | 46,140 |
| R-080 | 5,638 | 5,725 | 4,578 | 4,429 | 4,267 | 4,393 | 4,386 | 3,000 | 4,326 | 40,742 |
| R-081 | 5,638 | 4,348 | 4,578 | 4,429 | 4,267 | 4,393 | 5,785 | 4,124 | 5,687 | 43,250 |
| R-082 | 5,638 | 5,725 | 4,578 | 5,860 | 5,575 | 4,393 | 4,386 | 4,124 | 4,326 | 44,606 |
| R-083 | 4,307 | 4,348 | 4,578 | 4,429 | 5,575 | 4,393 | 4,386 | 4,124 | 4,326 | 40,467 |
| R-084 | 5,638 | 4,348 | 6,083 | 5,860 | 4,267 | 5,792 | 4,386 | 5,280 | 5,687 | 47,342 |
| R-085 | 4,307 | 5,725 | 4,578 | 5,860 | 4,267 | 5,792 | 5,785 | 5,280 | 4,326 | 45,921 |
| R-086 | 5,638 | 5,725 | 4,578 | 4,429 | 4,267 | 4,393 | 4,386 | 5,280 | 4,326 | 43,022 |
| R-087 | 4,307 | 5,725 | 4,578 | 5,860 | 5,575 | 5,792 | 4,386 | 5,280 | 5,687 | 47,191 |
| R-088 | 3,000 | 3,000 | 4,578 | 4,429 | 5,575 | 4,393 | 4,386 | 5,280 | 4,326 | 38,967 |
| R-089 | 3,000 | 4,348 | 4,578 | 4,429 | 5,575 | 3,000 | 4,386 | 4,124 | 4,326 | 37,767 |
| R-090 | 4,307 | 4,348 | 4,578 | 5,860 | 4,267 | 5,792 | 4,386 | 5,280 | 5,687 | 44,506 |
| R-091 | 5,638 | 4,348 | 6,083 | 4,429 | 5,575 | 5,792 | 5,785 | 5,280 | 5,687 | 48,617 |
| R-092 | 4,307 | 5,725 | 6,083 | 5,860 | 5,575 | 4,393 | 4,386 | 4,124 | 4,326 | 44,779 |
| R-093 | 4,307 | 4,348 | 4,578 | 5,860 | 5,575 | 4,393 | 5,785 | 4,124 | 4,326 | 43,297 |
| R-094 | 4,307 | 4,348 | 6,083 | 4,429 | 4,267 | 4,393 | 5,785 | 4,124 | 5,687 | 43,423 |
| R-095 | 4,307 | 5,725 | 4,578 | 4,429 | 4,267 | 5,792 | 5,785 | 5,280 | 5,687 | 45,850 |
| R-096 | 4,307 | 3,000 | 4,578 | 4,429 | 5,575 | 5,792 | 5,785 | 5,280 | 5,687 | 44,433 |
| R-097 | 4,307 | 4,348 | 4,578 | 4,429 | 4,267 | 4,393 | 5,785 | 4,124 | 4,326 | 40,558 |
| R-098 | 4,307 | 5,725 | 4,578 | 4,429 | 5,575 | 5,792 | 4,386 | 5,280 | 5,687 | 45,759 |
| R-099 | 4,307 | 4,348 | 4,578 | 4,429 | 4,267 | 4,393 | 4,386 | 4,124 | 3,000 | 37,832 |
| R-100 | 5,638 | 3,000 | 4,578 | 4,429 | 4,267 | 4,393 | 3,000 | 4,124 | 4,326 | 37,756 |

Lampiran 6. Data Kuesioner Persepsi Harga Produk

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Kode resp | **PERSEPSI HARGA PRODUK (X4)** | | | | |
| **X4.1** | **X4.2** | **X4.3** | **X4.4** | **X4** |
| R-001 | 3 | 4 | 3 | 5 | 15 |
| R-002 | 3 | 4 | 3 | 4 | 14 |
| R-003 | 4 | 4 | 5 | 5 | 18 |
| R-004 | 4 | 5 | 5 | 5 | 19 |
| R-005 | 4 | 3 | 4 | 4 | 15 |
| R-006 | 5 | 5 | 5 | 5 | 20 |
| R-007 | 3 | 4 | 4 | 3 | 14 |
| R-008 | 4 | 5 | 5 | 5 | 19 |
| R-009 | 4 | 5 | 4 | 5 | 18 |
| R-010 | 3 | 4 | 4 | 4 | 15 |
| R-011 | 4 | 4 | 4 | 4 | 16 |
| R-012 | 4 | 4 | 4 | 5 | 17 |
| R-013 | 4 | 4 | 4 | 3 | 15 |
| R-014 | 5 | 5 | 5 | 5 | 20 |
| R-015 | 3 | 4 | 4 | 4 | 15 |
| R-016 | 4 | 4 | 4 | 5 | 17 |
| R-017 | 5 | 5 | 5 | 5 | 20 |
| R-018 | 5 | 5 | 5 | 4 | 19 |
| R-019 | 5 | 5 | 5 | 5 | 20 |
| R-020 | 5 | 5 | 5 | 5 | 20 |
| R-021 | 4 | 4 | 4 | 4 | 16 |
| R-022 | 3 | 3 | 3 | 3 | 12 |
| R-023 | 5 | 5 | 5 | 5 | 20 |
| R-024 | 5 | 5 | 5 | 5 | 20 |
| R-025 | 4 | 4 | 4 | 5 | 17 |
| R-026 | 5 | 4 | 5 | 5 | 19 |
| R-027 | 4 | 5 | 4 | 4 | 17 |
| R-028 | 4 | 4 | 4 | 4 | 16 |
| R-029 | 5 | 4 | 4 | 4 | 17 |
| R-030 | 5 | 5 | 5 | 5 | 20 |
| R-031 | 4 | 4 | 4 | 4 | 16 |
| R-032 | 5 | 4 | 4 | 4 | 17 |
| R-033 | 4 | 3 | 4 | 4 | 15 |
| R-034 | 5 | 5 | 5 | 5 | 20 |
| R-035 | 5 | 4 | 5 | 5 | 19 |
| R-036 | 5 | 4 | 4 | 5 | 18 |
| R-037 | 4 | 5 | 4 | 5 | 18 |
| R-038 | 4 | 4 | 4 | 4 | 16 |
| R-039 | 5 | 5 | 5 | 5 | 20 |
| R-040 | 4 | 4 | 5 | 5 | 18 |
| R-041 | 4 | 4 | 4 | 4 | 16 |
| R-042 | 4 | 4 | 4 | 4 | 16 |
| R-043 | 4 | 3 | 3 | 4 | 14 |
| R-044 | 3 | 4 | 5 | 3 | 15 |
| R-045 | 4 | 5 | 4 | 4 | 17 |
| R-046 | 4 | 3 | 4 | 4 | 15 |
| R-047 | 4 | 4 | 4 | 4 | 16 |
| R-048 | 4 | 4 | 4 | 4 | 16 |
| R-049 | 4 | 4 | 4 | 4 | 16 |
| R-050 | 5 | 5 | 5 | 5 | 20 |
| R-051 | 5 | 3 | 3 | 3 | 14 |
| R-052 | 4 | 5 | 5 | 5 | 19 |
| R-053 | 4 | 5 | 5 | 4 | 18 |
| R-054 | 5 | 3 | 3 | 4 | 15 |
| R-055 | 5 | 5 | 5 | 4 | 19 |
| R-056 | 4 | 4 | 5 | 4 | 17 |
| R-057 | 3 | 4 | 4 | 4 | 15 |
| R-058 | 3 | 4 | 4 | 4 | 15 |
| R-059 | 5 | 4 | 5 | 5 | 19 |
| R-060 | 3 | 4 | 3 | 5 | 15 |
| R-061 | 4 | 4 | 4 | 3 | 15 |
| R-062 | 4 | 4 | 5 | 5 | 18 |
| R-063 | 4 | 3 | 3 | 4 | 14 |
| R-064 | 2 | 2 | 2 | 5 | 11 |
| R-065 | 4 | 3 | 4 | 3 | 14 |
| R-066 | 3 | 4 | 4 | 3 | 14 |
| R-067 | 3 | 4 | 3 | 4 | 14 |
| R-068 | 4 | 4 | 3 | 3 | 14 |
| R-069 | 4 | 3 | 3 | 5 | 15 |
| R-070 | 5 | 5 | 5 | 4 | 19 |
| R-071 | 4 | 4 | 4 | 4 | 16 |
| R-072 | 5 | 4 | 4 | 5 | 18 |
| R-073 | 4 | 5 | 4 | 4 | 17 |
| R-074 | 3 | 4 | 4 | 4 | 15 |
| R-075 | 4 | 5 | 5 | 4 | 18 |
| R-076 | 4 | 4 | 4 | 3 | 15 |
| R-077 | 5 | 5 | 4 | 3 | 17 |
| R-078 | 4 | 4 | 3 | 4 | 15 |
| R-079 | 4 | 5 | 5 | 4 | 18 |
| R-080 | 4 | 3 | 3 | 5 | 15 |
| R-081 | 4 | 4 | 5 | 5 | 18 |
| R-082 | 5 | 5 | 5 | 4 | 19 |
| R-083 | 5 | 5 | 4 | 5 | 19 |
| R-084 | 4 | 5 | 5 | 5 | 19 |
| R-085 | 3 | 4 | 3 | 5 | 15 |
| R-086 | 4 | 4 | 4 | 5 | 17 |
| R-087 | 4 | 4 | 4 | 4 | 16 |
| R-088 | 5 | 5 | 4 | 4 | 18 |
| R-089 | 4 | 4 | 4 | 3 | 15 |
| R-090 | 5 | 4 | 4 | 4 | 17 |
| R-091 | 4 | 4 | 5 | 5 | 18 |
| R-092 | 4 | 3 | 3 | 4 | 14 |
| R-093 | 3 | 3 | 4 | 5 | 15 |
| R-094 | 4 | 5 | 4 | 4 | 17 |
| R-095 | 4 | 4 | 5 | 4 | 17 |
| R-096 | 5 | 5 | 5 | 5 | 20 |
| R-097 | 4 | 4 | 5 | 4 | 17 |
| R-098 | 5 | 4 | 4 | 4 | 17 |
| R-099 | 4 | 4 | 4 | 5 | 17 |
| R-100 | 3 | 4 | 4 | 4 | 15 |

| Kode resp | Succesive Interval | | | | JML |
| --- | --- | --- | --- | --- | --- |
| X4.1 | X4.2 | X4.3 | X4.4 |
| R-001 | 3,250 | 4,415 | 3,221 | 5,615 | 16,501 |
| R-002 | 3,250 | 4,415 | 3,221 | 4,266 | 15,152 |
| R-003 | 4,487 | 4,415 | 5,723 | 5,615 | 20,240 |
| R-004 | 4,487 | 5,783 | 5,723 | 5,615 | 21,608 |
| R-005 | 4,487 | 3,158 | 4,406 | 4,266 | 16,316 |
| R-006 | 5,824 | 5,783 | 5,723 | 5,615 | 22,946 |
| R-007 | 3,250 | 4,415 | 4,406 | 3,000 | 15,071 |
| R-008 | 4,487 | 5,783 | 5,723 | 5,615 | 21,608 |
| R-009 | 4,487 | 5,783 | 4,406 | 5,615 | 20,290 |
| R-010 | 3,250 | 4,415 | 4,406 | 4,266 | 16,337 |
| R-011 | 4,487 | 4,415 | 4,406 | 4,266 | 17,573 |
| R-012 | 4,487 | 4,415 | 4,406 | 5,615 | 18,923 |
| R-013 | 4,487 | 4,415 | 4,406 | 3,000 | 16,308 |
| R-014 | 5,824 | 5,783 | 5,723 | 5,615 | 22,946 |
| R-015 | 3,250 | 4,415 | 4,406 | 4,266 | 16,337 |
| R-016 | 4,487 | 4,415 | 4,406 | 5,615 | 18,923 |
| R-017 | 5,824 | 5,783 | 5,723 | 5,615 | 22,946 |
| R-018 | 5,824 | 5,783 | 5,723 | 4,266 | 21,596 |
| R-019 | 5,824 | 5,783 | 5,723 | 5,615 | 22,946 |
| R-020 | 5,824 | 5,783 | 5,723 | 5,615 | 22,946 |
| R-021 | 4,487 | 4,415 | 4,406 | 4,266 | 17,573 |
| R-022 | 3,250 | 3,158 | 3,221 | 3,000 | 12,629 |
| R-023 | 5,824 | 5,783 | 5,723 | 5,615 | 22,946 |
| R-024 | 5,824 | 5,783 | 5,723 | 5,615 | 22,946 |
| R-025 | 4,487 | 4,415 | 4,406 | 5,615 | 18,923 |
| R-026 | 5,824 | 4,415 | 5,723 | 5,615 | 21,578 |
| R-027 | 4,487 | 5,783 | 4,406 | 4,266 | 18,941 |
| R-028 | 4,487 | 4,415 | 4,406 | 4,266 | 17,573 |
| R-029 | 5,824 | 4,415 | 4,406 | 4,266 | 18,911 |
| R-030 | 5,824 | 5,783 | 5,723 | 5,615 | 22,946 |
| R-031 | 4,487 | 4,415 | 4,406 | 4,266 | 17,573 |
| R-032 | 5,824 | 4,415 | 4,406 | 4,266 | 18,911 |
| R-033 | 4,487 | 3,158 | 4,406 | 4,266 | 16,316 |
| R-034 | 5,824 | 5,783 | 5,723 | 5,615 | 22,946 |
| R-035 | 5,824 | 4,415 | 5,723 | 5,615 | 21,578 |
| R-036 | 5,824 | 4,415 | 4,406 | 5,615 | 20,260 |
| R-037 | 4,487 | 5,783 | 4,406 | 5,615 | 20,290 |
| R-038 | 4,487 | 4,415 | 4,406 | 4,266 | 17,573 |
| R-039 | 5,824 | 5,783 | 5,723 | 5,615 | 22,946 |
| R-040 | 4,487 | 4,415 | 5,723 | 5,615 | 20,240 |
| R-041 | 4,487 | 4,415 | 4,406 | 4,266 | 17,573 |
| R-042 | 4,487 | 4,415 | 4,406 | 4,266 | 17,573 |
| R-043 | 4,487 | 3,158 | 3,221 | 4,266 | 15,131 |
| R-044 | 3,250 | 4,415 | 5,723 | 3,000 | 16,389 |
| R-045 | 4,487 | 5,783 | 4,406 | 4,266 | 18,941 |
| R-046 | 4,487 | 3,158 | 4,406 | 4,266 | 16,316 |
| R-047 | 4,487 | 4,415 | 4,406 | 4,266 | 17,573 |
| R-048 | 4,487 | 4,415 | 4,406 | 4,266 | 17,573 |
| R-049 | 4,487 | 4,415 | 4,406 | 4,266 | 17,573 |
| R-050 | 5,824 | 5,783 | 5,723 | 5,615 | 22,946 |
| R-051 | 5,824 | 3,158 | 3,221 | 3,000 | 15,203 |
| R-052 | 4,487 | 5,783 | 5,723 | 5,615 | 21,608 |
| R-053 | 4,487 | 5,783 | 5,723 | 4,266 | 20,258 |
| R-054 | 5,824 | 3,158 | 3,221 | 4,266 | 16,469 |
| R-055 | 5,824 | 5,783 | 5,723 | 4,266 | 21,596 |
| R-056 | 4,487 | 4,415 | 5,723 | 4,266 | 18,891 |
| R-057 | 3,250 | 4,415 | 4,406 | 4,266 | 16,337 |
| R-058 | 3,250 | 4,415 | 4,406 | 4,266 | 16,337 |
| R-059 | 5,824 | 4,415 | 5,723 | 5,615 | 21,578 |
| R-060 | 3,250 | 4,415 | 3,221 | 5,615 | 16,501 |
| R-061 | 4,487 | 4,415 | 4,406 | 3,000 | 16,308 |
| R-062 | 4,487 | 4,415 | 5,723 | 5,615 | 20,240 |
| R-063 | 4,487 | 3,158 | 3,221 | 4,266 | 15,131 |
| R-064 | 2,000 | 2,000 | 2,000 | 5,615 | 11,615 |
| R-065 | 4,487 | 3,158 | 4,406 | 3,000 | 15,051 |
| R-066 | 3,250 | 4,415 | 4,406 | 3,000 | 15,071 |
| R-067 | 3,250 | 4,415 | 3,221 | 4,266 | 15,152 |
| R-068 | 4,487 | 4,415 | 3,221 | 3,000 | 15,123 |
| R-069 | 4,487 | 3,158 | 3,221 | 5,615 | 16,481 |
| R-070 | 5,824 | 5,783 | 5,723 | 4,266 | 21,596 |
| R-071 | 4,487 | 4,415 | 4,406 | 4,266 | 17,573 |
| R-072 | 5,824 | 4,415 | 4,406 | 5,615 | 20,260 |
| R-073 | 4,487 | 5,783 | 4,406 | 4,266 | 18,941 |
| R-074 | 3,250 | 4,415 | 4,406 | 4,266 | 16,337 |
| R-075 | 4,487 | 5,783 | 5,723 | 4,266 | 20,258 |
| R-076 | 4,487 | 4,415 | 4,406 | 3,000 | 16,308 |
| R-077 | 5,824 | 5,783 | 4,406 | 3,000 | 19,013 |
| R-078 | 4,487 | 4,415 | 3,221 | 4,266 | 16,388 |
| R-079 | 4,487 | 5,783 | 5,723 | 4,266 | 20,258 |
| R-080 | 4,487 | 3,158 | 3,221 | 5,615 | 16,481 |
| R-081 | 4,487 | 4,415 | 5,723 | 5,615 | 20,240 |
| R-082 | 5,824 | 5,783 | 5,723 | 4,266 | 21,596 |
| R-083 | 5,824 | 5,783 | 4,406 | 5,615 | 21,628 |
| R-084 | 4,487 | 5,783 | 5,723 | 5,615 | 21,608 |
| R-085 | 3,250 | 4,415 | 3,221 | 5,615 | 16,501 |
| R-086 | 4,487 | 4,415 | 4,406 | 5,615 | 18,923 |
| R-087 | 4,487 | 4,415 | 4,406 | 4,266 | 17,573 |
| R-088 | 5,824 | 5,783 | 4,406 | 4,266 | 20,278 |
| R-089 | 4,487 | 4,415 | 4,406 | 3,000 | 16,308 |
| R-090 | 5,824 | 4,415 | 4,406 | 4,266 | 18,911 |
| R-091 | 4,487 | 4,415 | 5,723 | 5,615 | 20,240 |
| R-092 | 4,487 | 3,158 | 3,221 | 4,266 | 15,131 |
| R-093 | 3,250 | 3,158 | 4,406 | 5,615 | 16,429 |
| R-094 | 4,487 | 5,783 | 4,406 | 4,266 | 18,941 |
| R-095 | 4,487 | 4,415 | 5,723 | 4,266 | 18,891 |
| R-096 | 5,824 | 5,783 | 5,723 | 5,615 | 22,946 |
| R-097 | 4,487 | 4,415 | 5,723 | 4,266 | 18,891 |
| R-098 | 5,824 | 4,415 | 4,406 | 4,266 | 18,911 |
| R-099 | 4,487 | 4,415 | 4,406 | 5,615 | 18,923 |
| R-100 | 3,250 | 4,415 | 4,406 | 4,266 | 16,337 |

Lampiran 7. Data Kuesioner Uji Coba Keputusan Pembelian

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

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Kode resp** | Succesive Interval | |  |  |  |  |  |
| 5 | 5 | 5 | 5 | 5 | 5 |  |
| R-01 | 5,966 | 5,774 | 5,580 | 5,251 | 5,663 | 5,297 | 33,531 |
| R-02 | 4,503 | 4,381 | 5,580 | 3,116 | 4,288 | 4,052 | 25,921 |
| R-03 | 4,503 | 5,774 | 4,248 | 3,116 | 5,663 | 4,052 | 27,355 |
| R-04 | 5,966 | 5,774 | 5,580 | 5,251 | 5,663 | 4,052 | 32,286 |
| R-05 | 5,966 | 5,774 | 5,580 | 5,251 | 5,663 | 3,000 | 31,234 |
| R-06 | 5,966 | 5,774 | 5,580 | 5,251 | 5,663 | 5,297 | 33,531 |
| R-07 | 4,503 | 4,381 | 4,248 | 5,251 | 4,288 | 4,052 | 26,724 |
| R-08 | 4,503 | 4,381 | 4,248 | 3,116 | 4,288 | 5,297 | 25,833 |
| R-09 | 3,000 | 3,000 | 3,000 | 3,116 | 3,000 | 4,052 | 19,168 |
| R-10 | 5,966 | 5,774 | 4,248 | 5,251 | 5,663 | 4,052 | 30,954 |
| R-11 | 4,503 | 4,381 | 5,580 | 4,115 | 5,663 | 5,297 | 29,540 |
| R-12 | 4,503 | 4,381 | 4,248 | 3,116 | 4,288 | 3,000 | 23,536 |
| R-13 | 5,966 | 3,000 | 5,580 | 2,000 | 5,663 | 4,052 | 26,261 |
| R-14 | 4,503 | 4,381 | 4,248 | 4,115 | 4,288 | 5,297 | 26,833 |
| R-15 | 3,000 | 3,000 | 4,248 | 4,115 | 4,288 | 5,297 | 23,949 |
| R-16 | 5,966 | 5,774 | 5,580 | 4,115 | 5,663 | 3,000 | 30,098 |
| R-17 | 5,966 | 4,381 | 5,580 | 4,115 | 4,288 | 3,000 | 27,331 |
| R-18 | 4,503 | 4,381 | 4,248 | 3,116 | 4,288 | 5,297 | 25,833 |
| R-19 | 5,966 | 4,381 | 5,580 | 4,115 | 5,663 | 5,297 | 31,003 |
| R-20 | 5,966 | 5,774 | 5,580 | 5,251 | 5,663 | 4,052 | 32,286 |
| R-21 | 5,966 | 5,774 | 5,580 | 3,116 | 3,000 | 5,297 | 28,733 |
| R-22 | 4,503 | 4,381 | 3,000 | 3,116 | 3,000 | 4,052 | 22,052 |
| R-23 | 4,503 | 4,381 | 3,000 | 4,115 | 4,288 | 5,297 | 25,585 |
| R-24 | 4,503 | 3,000 | 4,248 | 4,115 | 4,288 | 4,052 | 24,207 |
| R-25 | 4,503 | 4,381 | 4,248 | 4,115 | 5,663 | 5,297 | 28,208 |
| R-26 | 4,503 | 4,381 | 4,248 | 2,000 | 5,663 | 3,000 | 23,795 |
| R-27 | 4,503 | 4,381 | 4,248 | 3,116 | 4,288 | 5,297 | 25,833 |
| R-28 | 4,503 | 4,381 | 4,248 | 4,115 | 4,288 | 5,297 | 26,833 |
| R-29 | 4,503 | 4,381 | 4,248 | 4,115 | 4,288 | 5,297 | 26,833 |
| R-30 | 4,503 | 4,381 | 3,000 | 4,115 | 4,288 | 5,297 | 25,585 |

Lampiran 8. Data Kuesioner Uji Coba Persepsi Gaya Hidup

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

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Kode resp** | Succesive Interval | |  |  |  |  |  |
| 5 | 4 | 4 | 4 | 4 | 5 |  |
| R-01 | 5,297 | 4,000 | 4,000 | 4,000 | 4,288 | 4,772 | 26,357 |
| R-02 | 4,052 | 4,000 | 4,000 | 4,000 | 4,288 | 3,544 | 23,884 |
| R-03 | 4,052 | 5,597 | 5,636 | 5,597 | 5,663 | 4,772 | 31,318 |
| R-04 | 4,052 | 4,000 | 4,000 | 4,000 | 3,000 | 3,544 | 22,596 |
| R-05 | 3,000 | 5,597 | 4,000 | 4,000 | 5,663 | 2,910 | 25,170 |
| R-06 | 5,297 | 5,597 | 5,636 | 5,597 | 5,663 | 4,772 | 32,563 |
| R-07 | 4,052 | 5,597 | 5,636 | 4,000 | 4,288 | 4,772 | 28,346 |
| R-08 | 5,297 | 4,000 | 4,000 | 4,000 | 4,288 | 4,772 | 26,357 |
| R-09 | 4,052 | 5,597 | 4,000 | 5,597 | 5,663 | 4,772 | 29,682 |
| R-10 | 4,052 | 4,000 | 4,000 | 4,000 | 4,288 | 2,000 | 22,340 |
| R-11 | 5,297 | 5,597 | 5,636 | 5,597 | 5,663 | 4,772 | 32,563 |
| R-12 | 3,000 | 4,000 | 4,000 | 4,000 | 4,288 | 2,910 | 22,198 |
| R-13 | 4,052 | 4,000 | 4,000 | 4,000 | 4,288 | 2,910 | 23,250 |
| R-14 | 5,297 | 5,597 | 5,636 | 5,597 | 5,663 | 4,772 | 32,563 |
| R-15 | 5,297 | 4,000 | 4,000 | 4,000 | 4,288 | 2,910 | 24,495 |
| R-16 | 3,000 | 4,000 | 4,000 | 5,597 | 5,663 | 3,544 | 25,804 |
| R-17 | 3,000 | 4,000 | 4,000 | 4,000 | 4,288 | 4,772 | 24,060 |
| R-18 | 5,297 | 5,597 | 4,000 | 5,597 | 5,663 | 4,772 | 30,927 |
| R-19 | 5,297 | 5,597 | 4,000 | 5,597 | 5,663 | 4,772 | 30,927 |
| R-20 | 4,052 | 5,597 | 5,636 | 5,597 | 5,663 | 3,544 | 30,090 |
| R-21 | 5,297 | 5,597 | 5,636 | 5,597 | 5,663 | 4,772 | 32,563 |
| R-22 | 4,052 | 4,000 | 4,000 | 4,000 | 4,288 | 4,772 | 25,112 |
| R-23 | 5,297 | 4,000 | 4,000 | 4,000 | 4,288 | 4,772 | 26,357 |
| R-24 | 4,052 | 5,597 | 5,636 | 5,597 | 4,288 | 4,772 | 29,943 |
| R-25 | 5,297 | 5,597 | 5,636 | 5,597 | 5,663 | 4,772 | 32,563 |
| R-26 | 3,000 | 4,000 | 4,000 | 4,000 | 5,663 | 3,544 | 24,207 |
| R-27 | 5,297 | 4,000 | 4,000 | 4,000 | 4,288 | 4,772 | 26,357 |
| R-28 | 5,297 | 5,597 | 5,636 | 5,597 | 3,000 | 4,772 | 29,900 |
| R-29 | 5,297 | 4,000 | 4,000 | 4,000 | 4,288 | 4,772 | 26,357 |
| R-30 | 5,297 | 4,000 | 4,000 | 5,597 | 3,000 | 4,772 | 26,667 |

Lampiran 9. Data Kuesioner Uji Coba Persepsi *Brand Image*

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

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Kode resp** | Succesive Interval | |  |  |  |  |  |
| 5 | 5 | 5 | 5 | 5 | 5 |  |
| R-01 | 5,323 | 5,624 | 5,471 | 5,186 | 5,522 | 5,712 | 32,837 |
| R-02 | 3,000 | 3,000 | 4,223 | 5,186 | 5,522 | 4,358 | 25,289 |
| R-03 | 3,000 | 3,000 | 4,223 | 3,000 | 4,204 | 4,358 | 21,784 |
| R-04 | 5,323 | 5,624 | 5,471 | 5,186 | 3,000 | 5,712 | 30,315 |
| R-05 | 5,323 | 4,312 | 4,223 | 4,073 | 4,204 | 4,358 | 26,492 |
| R-06 | 5,323 | 5,624 | 5,471 | 5,186 | 5,522 | 5,712 | 32,837 |
| R-07 | 4,178 | 5,624 | 5,471 | 5,186 | 5,522 | 4,358 | 30,339 |
| R-08 | 3,000 | 4,312 | 3,000 | 4,073 | 4,204 | 4,358 | 22,946 |
| R-09 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 18,000 |
| R-10 | 4,178 | 4,312 | 5,471 | 5,186 | 5,522 | 4,358 | 29,027 |
| R-11 | 4,178 | 4,312 | 4,223 | 5,186 | 5,522 | 4,358 | 27,779 |
| R-12 | 3,000 | 4,312 | 4,223 | 5,186 | 4,204 | 3,000 | 23,924 |
| R-13 | 4,178 | 5,624 | 5,471 | 5,186 | 3,000 | 4,358 | 27,816 |
| R-14 | 4,178 | 4,312 | 5,471 | 5,186 | 5,522 | 5,712 | 30,381 |
| R-15 | 4,178 | 3,000 | 3,000 | 3,000 | 5,522 | 4,358 | 23,059 |
| R-16 | 5,323 | 4,312 | 4,223 | 4,073 | 4,204 | 5,712 | 27,845 |
| R-17 | 4,178 | 3,000 | 4,223 | 4,073 | 5,522 | 3,000 | 23,996 |
| R-18 | 4,178 | 4,312 | 4,223 | 4,073 | 5,522 | 5,712 | 28,019 |
| R-19 | 5,323 | 4,312 | 4,223 | 3,000 | 5,522 | 4,358 | 26,738 |
| R-20 | 5,323 | 5,624 | 5,471 | 5,186 | 4,204 | 4,358 | 30,165 |
| R-21 | 4,178 | 5,624 | 3,000 | 3,000 | 4,204 | 3,000 | 23,006 |
| R-22 | 3,000 | 4,312 | 4,223 | 4,073 | 3,000 | 3,000 | 21,607 |
| R-23 | 3,000 | 4,312 | 3,000 | 3,000 | 5,522 | 4,358 | 23,192 |
| R-24 | 4,178 | 4,312 | 4,223 | 4,073 | 4,204 | 3,000 | 23,989 |
| R-25 | 5,323 | 3,000 | 4,223 | 3,000 | 4,204 | 4,358 | 24,107 |
| R-26 | 3,000 | 3,000 | 3,000 | 3,000 | 4,204 | 4,358 | 20,562 |
| R-27 | 3,000 | 4,312 | 4,223 | 4,073 | 4,204 | 4,358 | 24,169 |
| R-28 | 4,178 | 4,312 | 4,223 | 4,073 | 4,204 | 4,358 | 25,347 |
| R-29 | 4,178 | 4,312 | 5,471 | 4,073 | 5,522 | 3,000 | 26,556 |
| R-30 | 3,000 | 4,312 | 3,000 | 3,000 | 4,204 | 4,358 | 21,873 |

Lampiran 10. Data Kuesioner Uji Coba Persepsi *Brand Trust*

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Kode resp** | **BRAND TRUST (X3)** | | | | | | | | | |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **X3.7** | **X3.8** | **X3.9** | **JML** |
| R-01 | 5 | 5 | 5 | 3 | 3 | 4 | 3 | 5 | 5 | 38 |
| R-02 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 38 |
| R-03 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 38 |
| R-04 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 43 |
| R-05 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 38 |
| R-06 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 43 |
| R-07 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 37 |
| R-08 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 37 |
| R-09 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 35 |
| R-10 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 42 |
| R-11 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 41 |
| R-12 | 4 | 5 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 36 |
| R-13 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 41 |
| R-14 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 35 |
| R-15 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 29 |
| R-16 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 43 |
| R-17 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 40 |
| R-18 | 3 | 3 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 33 |
| R-19 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 40 |
| R-20 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 41 |
| R-21 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 5 | 5 | 34 |
| R-22 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 39 |
| R-23 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 38 |
| R-24 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 36 |
| R-25 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 5 | 3 | 37 |
| R-26 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 42 |
| R-27 | 3 | 5 | 5 | 4 | 5 | 3 | 3 | 4 | 4 | 36 |
| R-28 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 32 |
| R-29 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 5 | 4 | 34 |
| R-30 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Kode resp** | Succesive Interval | | |  |  |  |  |  |  |  |
| 5 | 5 | 5 | 3 | 3 | 4 | 3 | 5 | 5 |  |
| R-01 | 5,712 | 5,500 | 5,465 | 3,000 | 3,000 | 4,452 | 3,000 | 5,449 | 5,663 | 41,240 |
| R-02 | 4,354 | 5,500 | 4,184 | 5,632 | 4,360 | 4,452 | 4,232 | 5,449 | 3,000 | 41,163 |
| R-03 | 4,354 | 5,500 | 4,184 | 4,309 | 4,360 | 4,452 | 4,232 | 5,449 | 4,288 | 41,128 |
| R-04 | 5,712 | 4,149 | 5,465 | 5,632 | 5,731 | 4,452 | 5,464 | 5,449 | 5,663 | 47,717 |
| R-05 | 4,354 | 5,500 | 4,184 | 4,309 | 4,360 | 4,452 | 4,232 | 4,101 | 5,663 | 41,155 |
| R-06 | 5,712 | 5,500 | 5,465 | 5,632 | 4,360 | 5,899 | 4,232 | 5,449 | 5,663 | 47,912 |
| R-07 | 3,000 | 4,149 | 5,465 | 4,309 | 3,000 | 4,452 | 4,232 | 5,449 | 5,663 | 39,719 |
| R-08 | 4,354 | 5,500 | 4,184 | 4,309 | 4,360 | 4,452 | 3,000 | 4,101 | 5,663 | 39,923 |
| R-09 | 4,354 | 4,149 | 4,184 | 4,309 | 4,360 | 4,452 | 4,232 | 4,101 | 3,000 | 37,141 |
| R-10 | 5,712 | 4,149 | 5,465 | 5,632 | 5,731 | 4,452 | 4,232 | 5,449 | 5,663 | 46,485 |
| R-11 | 3,000 | 5,500 | 5,465 | 5,632 | 5,731 | 4,452 | 4,232 | 5,449 | 5,663 | 45,124 |
| R-12 | 4,354 | 5,500 | 3,000 | 4,309 | 5,731 | 4,452 | 3,000 | 4,101 | 4,288 | 38,735 |
| R-13 | 4,354 | 4,149 | 4,184 | 4,309 | 5,731 | 5,899 | 5,464 | 5,449 | 5,663 | 45,202 |
| R-14 | 5,712 | 4,149 | 4,184 | 3,000 | 4,360 | 3,000 | 4,232 | 4,101 | 4,288 | 37,027 |
| R-15 | 4,354 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 | 4,288 | 29,642 |
| R-16 | 5,712 | 5,500 | 5,465 | 4,309 | 4,360 | 5,899 | 5,464 | 5,449 | 5,663 | 47,821 |
| R-17 | 4,354 | 5,500 | 4,184 | 4,309 | 4,360 | 4,452 | 5,464 | 5,449 | 5,663 | 43,735 |
| R-18 | 3,000 | 3,000 | 3,000 | 3,000 | 4,360 | 4,452 | 5,464 | 4,101 | 4,288 | 34,666 |
| R-19 | 4,354 | 5,500 | 5,465 | 4,309 | 5,731 | 5,899 | 5,464 | 3,000 | 4,288 | 44,010 |
| R-20 | 5,712 | 4,149 | 4,184 | 4,309 | 4,360 | 5,899 | 5,464 | 5,449 | 5,663 | 45,189 |
| R-21 | 3,000 | 4,149 | 4,184 | 4,309 | 3,000 | 3,000 | 3,000 | 5,449 | 5,663 | 35,754 |
| R-22 | 4,354 | 5,500 | 5,465 | 5,632 | 4,360 | 4,452 | 4,232 | 4,101 | 4,288 | 42,385 |
| R-23 | 4,354 | 5,500 | 5,465 | 4,309 | 3,000 | 4,452 | 4,232 | 5,449 | 4,288 | 41,049 |
| R-24 | 3,000 | 4,149 | 4,184 | 4,309 | 4,360 | 4,452 | 4,232 | 5,449 | 4,288 | 38,423 |
| R-25 | 4,354 | 5,500 | 4,184 | 5,632 | 4,360 | 4,452 | 3,000 | 5,449 | 3,000 | 39,931 |
| R-26 | 4,354 | 5,500 | 5,465 | 5,632 | 5,731 | 5,899 | 5,464 | 4,101 | 4,288 | 46,435 |
| R-27 | 3,000 | 5,500 | 5,465 | 4,309 | 5,731 | 3,000 | 3,000 | 4,101 | 4,288 | 38,395 |
| R-28 | 4,354 | 3,000 | 3,000 | 3,000 | 4,360 | 4,452 | 4,232 | 3,000 | 4,288 | 33,686 |
| R-29 | 4,354 | 4,149 | 4,184 | 3,000 | 4,360 | 3,000 | 3,000 | 5,449 | 4,288 | 35,785 |
| R-30 | 4,354 | 4,149 | 3,000 | 4,309 | 4,360 | 4,452 | 4,232 | 4,101 | 4,288 | 37,245 |

Lampiran 11. Data Kuesioner Uji Coba Persepsi Harga Produk

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Kode resp** | **PERSEPSI HARGA (X4)** | | | | |
| **X2.2** | **X2.3** | **X2.4** | **X2.5** | **JML** |
| R-01 | 5 | 5 | 5 | 4 | 19 |
| R-02 | 4 | 4 | 3 | 4 | 15 |
| R-03 | 3 | 4 | 3 | 4 | 14 |
| R-04 | 5 | 5 | 5 | 3 | 18 |
| R-05 | 5 | 5 | 5 | 4 | 19 |
| R-06 | 5 | 5 | 5 | 5 | 20 |
| R-07 | 5 | 5 | 4 | 4 | 18 |
| R-08 | 4 | 5 | 3 | 4 | 16 |
| R-09 | 5 | 3 | 3 | 3 | 14 |
| R-10 | 5 | 5 | 4 | 3 | 17 |
| R-11 | 5 | 5 | 4 | 4 | 18 |
| R-12 | 3 | 5 | 3 | 4 | 15 |
| R-13 | 4 | 5 | 4 | 4 | 17 |
| R-14 | 5 | 4 | 4 | 4 | 17 |
| R-15 | 4 | 4 | 4 | 4 | 16 |
| R-16 | 4 | 5 | 5 | 5 | 19 |
| R-17 | 4 | 4 | 4 | 5 | 17 |
| R-18 | 5 | 4 | 4 | 4 | 17 |
| R-19 | 5 | 4 | 5 | 4 | 18 |
| R-20 | 5 | 5 | 5 | 5 | 20 |
| R-21 | 4 | 5 | 4 | 5 | 18 |
| R-22 | 4 | 4 | 3 | 4 | 15 |
| R-23 | 4 | 4 | 3 | 4 | 15 |
| R-24 | 4 | 4 | 4 | 4 | 16 |
| R-25 | 4 | 5 | 5 | 5 | 19 |
| R-26 | 5 | 5 | 3 | 4 | 17 |
| R-27 | 4 | 4 | 3 | 4 | 15 |
| R-28 | 5 | 4 | 4 | 4 | 17 |
| R-29 | 4 | 4 | 4 | 4 | 16 |
| R-30 | 4 | 4 | 3 | 3 | 14 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Kode resp** | Succesive Interval | |  |  |  |
| 5 | 5 | 5 | 4 |  |
| R-01 | 5,791 | 6,025 | 5,323 | 4,518 | 21,657 |
| R-02 | 4,365 | 4,531 | 3,000 | 4,518 | 16,413 |
| R-03 | 3,000 | 4,531 | 3,000 | 4,518 | 15,049 |
| R-04 | 5,791 | 6,025 | 5,323 | 3,000 | 20,139 |
| R-05 | 5,791 | 6,025 | 5,323 | 4,518 | 21,657 |
| R-06 | 5,791 | 6,025 | 5,323 | 6,014 | 23,154 |
| R-07 | 5,791 | 6,025 | 4,178 | 4,518 | 20,512 |
| R-08 | 4,365 | 6,025 | 3,000 | 4,518 | 17,907 |
| R-09 | 5,791 | 3,000 | 3,000 | 3,000 | 14,791 |
| R-10 | 5,791 | 6,025 | 4,178 | 3,000 | 18,995 |
| R-11 | 5,791 | 6,025 | 4,178 | 4,518 | 20,512 |
| R-12 | 3,000 | 6,025 | 3,000 | 4,518 | 16,542 |
| R-13 | 4,365 | 6,025 | 4,178 | 4,518 | 19,085 |
| R-14 | 5,791 | 4,531 | 4,178 | 4,518 | 19,018 |
| R-15 | 4,365 | 4,531 | 4,178 | 4,518 | 17,592 |
| R-16 | 4,365 | 6,025 | 5,323 | 6,014 | 21,727 |
| R-17 | 4,365 | 4,531 | 4,178 | 6,014 | 19,089 |
| R-18 | 5,791 | 4,531 | 4,178 | 4,518 | 19,018 |
| R-19 | 5,791 | 4,531 | 5,323 | 4,518 | 20,163 |
| R-20 | 5,791 | 6,025 | 5,323 | 6,014 | 23,154 |
| R-21 | 4,365 | 6,025 | 4,178 | 6,014 | 20,582 |
| R-22 | 4,365 | 4,531 | 3,000 | 4,518 | 16,413 |
| R-23 | 4,365 | 4,531 | 3,000 | 4,518 | 16,413 |
| R-24 | 4,365 | 4,531 | 4,178 | 4,518 | 17,592 |
| R-25 | 4,365 | 6,025 | 5,323 | 6,014 | 21,727 |
| R-26 | 5,791 | 6,025 | 3,000 | 4,518 | 19,334 |
| R-27 | 4,365 | 4,531 | 3,000 | 4,518 | 16,413 |
| R-28 | 5,791 | 4,531 | 4,178 | 4,518 | 19,018 |
| R-29 | 4,365 | 4,531 | 4,178 | 4,518 | 17,592 |
| R-30 | 4,365 | 4,531 | 3,000 | 3,000 | 14,896 |

Lampiran 12. Hasil Uji Validitas dan Reliabilitas Kuesioner Keputusan Pembelian

| **Correlations** | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | item\_1 | item\_2 | item\_3 | item\_4 | item\_5 | item\_6 | Total |
| item\_1 | Pearson Correlation | 1 | ,672\*\* | ,723\*\* | ,382\* | ,531\*\* | ,454\* | ,805\*\* |
| Sig. (2-tailed) |  | ,000 | ,000 | ,037 | ,003 | 0,012 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_2 | Pearson Correlation | ,672\*\* | 1 | ,439\* | ,495\*\* | ,436\* | 0,297 | ,769\*\* |
| Sig. (2-tailed) | ,000 |  | ,015 | ,005 | ,016 | 0,111 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_3 | Pearson Correlation | ,723\*\* | ,439\* | 1 | ,263 | ,553\*\* | 0,354 | ,733\*\* |
| Sig. (2-tailed) | ,000 | ,015 |  | ,160 | ,002 | 0,055 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_4 | Pearson Correlation | ,382\* | ,495\*\* | ,263 | 1 | ,347 | 0,317 | ,686\*\* |
| Sig. (2-tailed) | ,037 | ,005 | ,160 |  | ,060 | 0,088 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_5 | Pearson Correlation | ,531\*\* | ,436\* | ,553\*\* | ,347 | 1 | 0,244 | ,708\*\* |
| Sig. (2-tailed) | ,003 | ,016 | ,002 | ,060 |  | 0,193 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_6 | Pearson Correlation | ,454\* | 0,297 | 0,354 | 0,317 | 0,244 | 1 | ,657\*\* |
| Sig. (2-tailed) | 0,012 | 0,111 | 0,055 | 0,088 | 0,193 |  | 0 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| total | Pearson Correlation | ,805\*\* | ,769\*\* | ,733\*\* | ,686\*\* | ,708\*\* | ,657\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | **Reliability Statistics** | |  |  |  |  |  |  |
|  | Cronbach's Alpha | N of Items |  |  |  |  |  |  |
|  | ,706 | 6 |  |  |  |  |  |  |

Lampiran 13. Hasil Uji Validitas dan Reliabilitas Kuesioner Gaya Hidup

| **Correlations** | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | item\_1 | item\_2 | item\_3 | item\_4 | item\_5 | item\_6 | total |
| item\_1 | Pearson Correlation | 1 | ,203 | ,243 | ,298 | -,080 | ,536\*\* | ,533\*\* |
| Sig. (2-tailed) |  | ,282 | ,195 | ,109 | ,675 | ,002 | ,002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_2 | Pearson Correlation | ,203 | 1 | ,756\*\* | ,732\*\* | ,557\*\* | ,370\* | ,855\*\* |
| Sig. (2-tailed) | ,282 |  | ,000 | ,000 | ,001 | ,044 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_3 | Pearson Correlation | ,243 | ,756\*\* | 1 | ,614\*\* | ,296 | ,364\* | ,768\*\* |
| Sig. (2-tailed) | ,195 | ,000 |  | ,000 | ,112 | ,048 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_4 | Pearson Correlation | ,298 | ,732\*\* | ,614\*\* | 1 | ,459\* | ,422\* | ,834\*\* |
| Sig. (2-tailed) | ,109 | ,000 | ,000 |  | ,011 | ,020 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_5 | Pearson Correlation | -,080 | ,557\*\* | ,296 | ,459\* | 1 | ,074 | ,555\*\* |
| Sig. (2-tailed) | ,675 | ,001 | ,112 | ,011 |  | ,697 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_6 | Pearson Correlation | ,536\*\* | ,370\* | ,364\* | ,422\* | ,074 | 1 | ,660\*\* |
| Sig. (2-tailed) | ,002 | ,044 | ,048 | ,020 | ,697 |  | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| total | Pearson Correlation | ,533\*\* | ,855\*\* | ,768\*\* | ,834\*\* | ,555\*\* | ,660\*\* | 1 |
| Sig. (2-tailed) | ,002 | ,000 | ,000 | ,000 | ,001 | ,000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | **Reliability Statistics** | |  |  |  |  |  |  |
|  | Cronbach's Alpha | N of Items |  |  |  |  |  |  |
|  | ,786 | 6 |  |  |  |  |  |  |

Lampiran 14. Hasil Uji Validitas dan Reliabilitas Kuesioner *Brand image*

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | |  | **Reliability Statistics** | |
|  | | item\_1 | item\_2 | item\_3 | item\_4 | item\_5 | item\_6 | total |  | Cronbach's Alpha | N of Items |
| item\_1 | Pearson Correlation | 1 | ,443\* | ,544\*\* | ,274 | ,167 | ,454\* | ,712\*\* |  | ,762 | 6 |
| Sig. (2-tailed) |  | ,014 | ,002 | ,143 | ,379 | ,012 | ,000 |  |  |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |  |  |  |
| item\_2 | Pearson Correlation | ,443\* | 1 | ,539\*\* | ,540\*\* | -,067 | ,297 | ,681\*\* |  |  |  |
| Sig. (2-tailed) | ,014 |  | ,002 | ,002 | ,726 | ,111 | ,000 |  |  |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |  |  |  |
| item\_3 | Pearson Correlation | ,544\*\* | ,539\*\* | 1 | ,781\*\* | ,169 | ,354 | ,837\*\* |  |  |  |
| Sig. (2-tailed) | ,002 | ,002 |  | ,000 | ,372 | ,055 | ,000 |  |  |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |  |  |  |
| item\_4 | Pearson Correlation | ,274 | ,540\*\* | ,781\*\* | 1 | ,152 | ,317 | ,757\*\* |  |  |  |
| Sig. (2-tailed) | ,143 | ,002 | ,000 |  | ,423 | ,088 | ,000 |  |  |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |  |  |  |
| item\_5 | Pearson Correlation | ,167 | -,067 | ,169 | ,152 | 1 | ,244 | ,408\* |  |  |  |
| Sig. (2-tailed) | ,379 | ,726 | ,372 | ,423 |  | ,193 | ,025 |  |  |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |  |  |  |
| item\_6 | Pearson Correlation | ,454\* | ,297 | ,354 | ,317 | ,244 | 1 | ,657\*\* |  |  |  |
| Sig. (2-tailed) | ,012 | ,111 | ,055 | ,088 | ,193 |  | ,000 |  |  |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |  |  |  |
| total | Pearson Correlation | ,712\*\* | ,681\*\* | ,837\*\* | ,757\*\* | ,408\* | ,657\*\* | 1 |  |  |  |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,025 | ,000 |  |  |  |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |  |  |  |

Lampiran 15. Hasil Uji Validitas dan Reliabilitas Kuesioner *Brand trust*

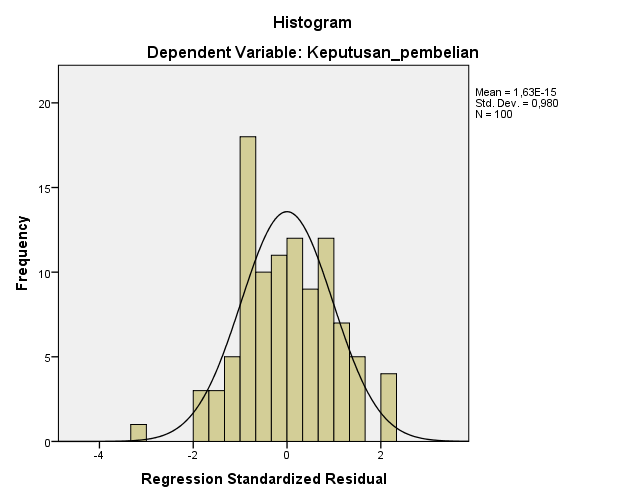
|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | |
|  | | item\_1 | item\_2 | item\_3 | item\_4 | item\_5 | item\_6 | item\_7 | item\_8 | item\_9 | total |
| item\_1 | Pearson Correlation | 1 | ,112 | ,196 | ,071 | ,070 | ,332 | ,208 | ,122 | ,212 | ,455\* |
| Sig. (2-tailed) |  | ,557 | ,299 | ,711 | ,715 | ,073 | ,269 | ,520 | ,260 | ,012 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_2 | Pearson Correlation | ,112 | 1 | ,538\*\* | ,512\*\* | ,202 | ,295 | -,072 | ,253 | ,046 | ,558\*\* |
| Sig. (2-tailed) | ,557 |  | ,002 | ,004 | ,285 | ,114 | ,706 | ,177 | ,809 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_3 | Pearson Correlation | ,196 | ,538\*\* | 1 | ,514\*\* | ,168 | ,292 | ,192 | ,389\* | ,339 | ,706\*\* |
| Sig. (2-tailed) | ,299 | ,002 |  | ,004 | ,375 | ,117 | ,309 | ,034 | ,067 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_4 | Pearson Correlation | ,071 | ,512\*\* | ,514\*\* | 1 | ,437\* | ,400\* | ,201 | ,362\* | ,034 | ,688\*\* |
| Sig. (2-tailed) | ,711 | ,004 | ,004 |  | ,016 | ,029 | ,287 | ,049 | ,859 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_5 | Pearson Correlation | ,070 | ,202 | ,168 | ,437\* | 1 | ,330 | ,350 | -,118 | -,001 | ,480\*\* |
| Sig. (2-tailed) | ,715 | ,285 | ,375 | ,016 |  | ,075 | ,058 | ,534 | ,997 | ,007 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_6 | Pearson Correlation | ,332 | ,295 | ,292 | ,400\* | ,330 | 1 | ,679\*\* | ,133 | ,230 | ,722\*\* |
| Sig. (2-tailed) | ,073 | ,114 | ,117 | ,029 | ,075 |  | ,000 | ,485 | ,221 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_7 | Pearson Correlation | ,208 | -,072 | ,192 | ,201 | ,350 | ,679\*\* | 1 | ,072 | ,210 | ,559\*\* |
| Sig. (2-tailed) | ,269 | ,706 | ,309 | ,287 | ,058 | ,000 |  | ,704 | ,264 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_8 | Pearson Correlation | ,122 | ,253 | ,389\* | ,362\* | -,118 | ,133 | ,072 | 1 | ,347 | ,493\*\* |
| Sig. (2-tailed) | ,520 | ,177 | ,034 | ,049 | ,534 | ,485 | ,704 |  | ,060 | ,006 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| item\_9 | Pearson Correlation | ,212 | ,046 | ,339 | ,034 | -,001 | ,230 | ,210 | ,347 | 1 | ,469\*\* |
| Sig. (2-tailed) | ,260 | ,809 | ,067 | ,859 | ,997 | ,221 | ,264 | ,060 |  | ,009 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| total | Pearson Correlation | ,455\* | ,558\*\* | ,706\*\* | ,688\*\* | ,480\*\* | ,722\*\* | ,559\*\* | ,493\*\* | ,469\*\* | 1 |
| Sig. (2-tailed) | ,012 | ,001 | ,000 | ,000 | ,007 | ,000 | ,001 | ,006 | ,009 |  |
| N | 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). | | | | | | | | | | | |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  | **Reliability Statistics** | |  |  |  |  |  |  |  |  |  |
|  | Cronbach's Alpha | N of Items |  |  |  |  |  |  |  |  |  |
|  | ,741 | 9 |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |

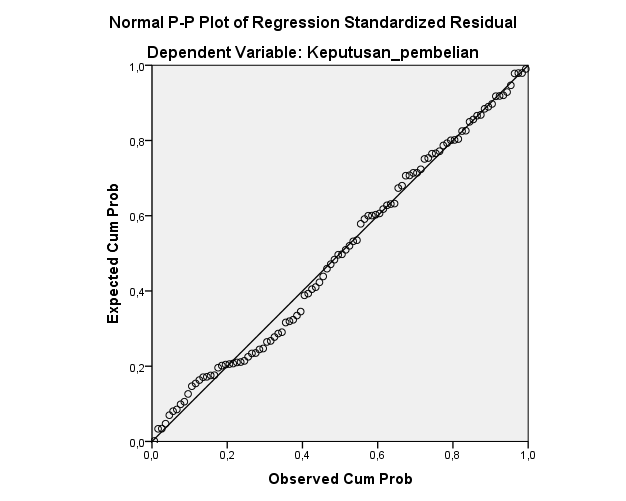
Lampiran 16. Hasil Uji Validitas dan Reliabilitas Kuesioner Persepsi Harga Produk

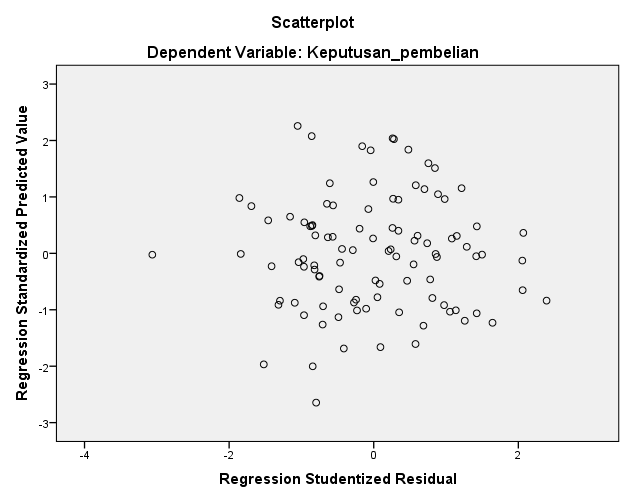
|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | |  |  |  |
|  | | item\_1 | item\_2 | item\_3 | item\_4 | total |  |  |  |
| item\_1 | Pearson Correlation | 1 | ,136 | ,481\*\* | -,174 | ,540\*\* |  |  |  |
| Sig. (2-tailed) |  | ,475 | ,007 | ,356 | ,002 |  |  |  |
| N | 30 | 30 | 30 | 30 | 30 |  |  |  |
| item\_2 | Pearson Correlation | ,136 | 1 | ,455\* | ,318 | ,705\*\* |  | **Reliability Statistics** | |
| Sig. (2-tailed) | ,475 |  | ,011 | ,087 | ,000 |  | Cronbach's Alpha | N of Items |
| N | 30 | 30 | 30 | 30 | 30 |  | ,796 | 4 |
| item\_3 | Pearson Correlation | ,481\*\* | ,455\* | 1 | ,385\* | ,870\*\* |  |  |  |
| Sig. (2-tailed) | ,007 | ,011 |  | ,036 | ,000 |  |  |  |
| N | 30 | 30 | 30 | 30 | 30 |  |  |  |
| item\_4 | Pearson Correlation | -,174 | ,318 | ,385\* | 1 | ,569\*\* |  |  |  |
| Sig. (2-tailed) | ,356 | ,087 | ,036 |  | ,001 |  |  |  |
| N | 30 | 30 | 30 | 30 | 30 |  |  |  |
| total | Pearson Correlation | ,540\*\* | ,705\*\* | ,870\*\* | ,569\*\* | 1 |  |  |  |
| Sig. (2-tailed) | ,002 | ,000 | ,000 | ,001 |  |  |  |  |
| N | 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 17. Hasil Uji SPSS

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | ,0000000 |
| Std. Deviation | 2,39311984 |
| Most Extreme Differences | Absolute | ,064 |
| Positive | ,064 |
| Negative | -,042 |
| Test Statistic | | ,064 |
| 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. | | |







|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 1,862 | 3,024 |  | ,616 | ,540 |  |  |
| Gaya\_Hidup | ,582 | ,137 | ,588 | 4,239 | ,000 | ,251 | 3,990 |
| Brand\_image | ,153 | ,138 | ,141 | 3,106 | ,002 | ,297 | 3,363 |
| Brand\_trust | ,203 | ,060 | ,256 | 3,400 | ,001 | ,847 | 1,180 |
| Harga\_produk | ,299 | ,103 | ,224 | 2,911 | ,004 | ,812 | 1,231 |
| a. Dependent Variable: Keputusan\_pembelian | | | | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,736a | ,542 | ,523 | 2,44298 | 1,741 |
| a. Predictors: (Constant), Harga\_produk, Brand\_trust, Brand\_image, Gaya\_Hidup | | | | | |
| b. Dependent Variable: Keputusan\_pembelian | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 671,621 | 4 | 167,905 | 28,134 | ,000b |
| Residual | 566,975 | 95 | 5,968 |  |  |
| Total | 1238,596 | 99 |  |  |  |
| a. Dependent Variable: Keputusan\_pembelian | | | | | | |
| b. Predictors: (Constant), Harga\_produk, Brand\_trust, Brand\_image, Gaya\_Hidup | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 1,862 | 3,024 |  | ,616 | ,540 |
| Gaya\_Hidup | ,582 | ,137 | ,588 | 4,239 | ,000 |
| Brand\_image | ,153 | ,138 | ,141 | 3,106 | ,002 |
| Brand\_trust | ,203 | ,060 | ,256 | 3,400 | ,001 |
| Harga\_produk | ,299 | ,103 | ,224 | 2,911 | ,004 |
| a. Dependent Variable: Keputusan\_pembelian | | | | | | |