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**LAMPIRAN**

**Lampiran 1**

Lembar Kuisioner

Perihal : Permohonan Pengisian Kuesioner

Judul Penelitian : Pengaruh persepsi citra merek, persepsi harga produk dan persepsi kualitas produk terhadap keputusan pembelian konsumen pada Toko Fattah Pengabean Brebes.

Kepada Yth:

Saudara/i

Saya Muhammad Malikil Alam (4118500339) Mahasiswa Program Studi Manajemen Fakultas Ekonomi Dan Bisnis Universitas PancasaktiTegal sedang melakukan penelitian dalam rangka penyusunan (tugas akhir/skripsi) mengenai Pengaruh Persepsi Citra Merek, Persepsi Harga Produk dan Persepsi Kualitas Produk Terhadap Keputusan Pembelian Konsumen Smartphone Merek Oppo Pada Toko Fattah Pengabean Brebes Sehubungan dengan itu, kami membutuhkan sejumlah data untuk diolah dan kemudian akan dijadikan sebagai bahan penelitian melalui kerjasama dan kesediaan saudara/i dalam mengisi kuesioner ini. Terima kasih atas kerjasama dan kesediaan saudara/i dalam pengisian kuesioner ini

Keterangan :

SS = Sangat Setuju 5

S = Setuju 4

N = Netral 3

TS = Tidak Setuju 2

STS = Sangat Tidak Setuju 1

**KUESIONER**

1. Identitas Responden
2. Jenis Kelamin
3. Perempuan
4. Laki-laki
5. Usia
6. 21-30 tahun
7. 31-40 tahun
8. > 41 tahun
9. Pekerjaan
10. Pelajar/Mahasiswa
11. Pegawai Swasta
12. Wiraswasta
13. Pegawai Negri
14. Lainnya
15. Petunjuk Pengisian
16. Apakah sudah pernah membeli Smartphone Merek Oppo di Toko Fattah Pengabean Brebes
17. Belum pernah (berhenti/tidak perlu melanjutkan mengisi pertanyaan)
18. Pernah (lanjut pertanyaan berikut).
19. Pilih salah satu jawaban yang sudah disediakan dengan memberikan tanda checklist () pada jawaban yang dianggap benar.

Keterangan :

SS = Sangat Setuju 5

S = Setuju 4

N = Netral 3

TS = Tidak Setuju 2

STS = Sangat Tidak Setuju 1

**Petunjuk Pengisian**

Berilah tanda *check list* (√ ) pada salah satu jawaban yang paling sesuai dengan pendapat saudara.

**Pernyataan Tentang Keputusan Pembelian Konsumen (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
| 1. | Saya mantap memilih membeli smartphone merek Oppo setelah melakukan pencarian informasi |  |  |  |  |  |
| 2. | Saya yakin akan keputusan saya membeli produk smartphone merek Oppo karena kualitasnya menarik |  |  |  |  |  |
| 3. | Saya membeli produk di Toko Fattah Pengabean Brebes karena tertarik adanya bujukan orang lain |  |  |  |  |  |
| 4. | Saya akan melakukan pembelian produk smartphone merek Oppo secara terus-menerus atau berulang-ulang |  |  |  |  |  |
| 5 | Saya akan melakukan pembelian produk smartphone merek Oppo secara terus-menerus atau berulang-ulang |  |  |  |  |  |

**Pernyataan Tentang Citra Merek (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
| 1. | Saya melihat kualitas produk smartphone merek Oppo sesuai dengan kinerjanya |  |  |  |  |  |
| 2. | Saya membeli smartphone merek Oppo karena mempunyai beragam tipe yang menarik |  |  |  |  |  |
| 3. | Saya merasa jika smartphone merek Oppo mengalami kerusakan Toko Fattah Pengabean Brebes memberikan garansi kerusakan selama 3 bulan |  |  |  |  |  |
| 4. | Saya melihat kualitas produk smartphone merek Oppo sesuai harapan saya |  |  |  |  |  |
| 5. | Smartphone merek Oppo yang dijual di Toko Fattah Pengabean Brebes mempunyai kualitas yang tahan lama |  |  |  |  |  |
| 6. | Menurut saya di Toko Fattah Pengabean Brebes memberikan pelayanan yang ramah dan sopan |  |  |  |  |  |
| 7. | Penampilan produk smartphone merek Oppo memiliki warna dan bentuk yang menarik |  |  |  |  |  |
| 8. | Smartphone merek Oppo yang dijual di Toko Fattah Pengabean Brebes mempunyai kualitas yang sesuai dengan produknya |  |  |  |  |  |

**Pernyataan Tentang Harga (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
| 1. | Saya membeli smartphone merek Oppo karena memilih harga sesuai dengan keterjangkauan |  |  |  |  |  |
| 2. | Pada smartphone merek Oppo memiliki harga sesuai dengan hasil yang diinginkan |  |  |  |  |  |
| 3. | Saya membeli samartphone merek Oppo di Toko Fattah Pengabean Brebes karena selalu memberikan potongan harga |  |  |  |  |  |
| 4. | Saya memutuskan membeli smartphone merek Oppo karena harga sesuai dengan manfaat yang dibeli |  |  |  |  |  |
| 5. | Saya membeli smartphone merek Oppo karena di Toko Fattah Pengabean Brebes dapat bersaing. |  |  |  |  |  |

**Pernyataan Tentang Kualitas Produk (X3)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
| 1. | Saya melihat kualitas produk smartphone merek Oppo sesuai dengan kinerjanya |  |  |  |  |  |
| 2. | Saya membeli smartphone merek Oppo karena mempunyai beragam tipe yang menarik |  |  |  |  |  |
| 3. | Saya merasa jika smartphone merek Oppo mengalami kerusakan Toko Fattah Pengabean Brebes memberikan garansi kerusakan selama 3 bulan |  |  |  |  |  |
| 4. | Saya melihat kualitas produk smartphone merek Oppo sesuai harapan saya |  |  |  |  |  |
| 5. | Smartphone merek Oppo yang dijual di Toko Fattah Pengabean Brebes mempunyai kualitas yang baik |  |  |  |  |  |
| 6. | Menurut saya di Toko Fattah Pengabean Brebes memberikan pelayanan yang ramah dan sopan |  |  |  |  |  |
| 7. | Saya tertarik dengan penampilan produk smartphone merek Oppo memilik banyaki warna dan bentuk yang menarik |  |  |  |  |  |
| 8. | Smartphone merek Oppo yang dijual di Toko Fattah Pengabean Brebes mempunyai kualitas yang sesuai dengan produknya |  |  |  |  |  |

**Lampiran 2**

**Data Uji Validitas Dan Reliabilitas Variabel Keputusan Pembelian (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Nomor Responden | Instrumen Penelitian Keputusan Pembelian (Y) | | | | | Skor Total |
| Y1.1 | Y2.2 | Y2.3 | Y2.4 | Y2.5 |
| 1 | 5 | 4 | 5 | 4 | 5 | 23 |
| 2 | 5 | 4 | 4 | 5 | 4 | 22 |
| 3 | 5 | 4 | 5 | 5 | 4 | 23 |
| 4 | 4 | 4 | 5 | 4 | 5 | 22 |
| 5 | 5 | 5 | 4 | 4 | 5 | 23 |
| 6 | 4 | 4 | 5 | 4 | 4 | 21 |
| 7 | 5 | 5 | 5 | 5 | 3 | 23 |
| 8 | 4 | 3 | 4 | 3 | 5 | 19 |
| 9 | 4 | 4 | 4 | 4 | 4 | 20 |
| 10 | 3 | 4 | 3 | 3 | 3 | 16 |
| 11 | 5 | 5 | 4 | 4 | 5 | 23 |
| 12 | 4 | 3 | 4 | 3 | 4 | 18 |
| 13 | 3 | 4 | 4 | 3 | 3 | 17 |
| 14 | 5 | 5 | 4 | 5 | 3 | 22 |
| 15 | 3 | 3 | 4 | 5 | 3 | 18 |
| 16 | 4 | 4 | 4 | 4 | 3 | 19 |
| 17 | 5 | 4 | 5 | 5 | 5 | 24 |
| 18 | 4 | 4 | 5 | 4 | 4 | 21 |
| 19 | 5 | 4 | 5 | 4 | 5 | 23 |
| 20 | 4 | 4 | 5 | 4 | 3 | 20 |
| 21 | 5 | 5 | 5 | 5 | 4 | 24 |
| 22 | 5 | 4 | 4 | 5 | 4 | 22 |
| 23 | 4 | 4 | 4 | 5 | 4 | 21 |
| 24 | 4 | 5 | 5 | 4 | 5 | 23 |
| 25 | 3 | 4 | 5 | 3 | 4 | 19 |
| 26 | 4 | 4 | 4 | 4 | 3 | 19 |
| 27 | 4 | 4 | 4 | 5 | 4 | 21 |
| 28 | 4 | 4 | 4 | 4 | 4 | 20 |
| 29 | 3 | 4 | 3 | 4 | 3 | 17 |
| 30 | 4 | 4 | 3 | 3 | 3 | 17 |

**Lampiran 3**

**Data Uji Validitas Dan Reliabilitas Variabel Citra Merek (X1)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Nomor Responden | Instrumen Penelitian Citra Merek (X1) | | | | | | | | Skor Total |
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 |  |
| 1 | 4 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 36 |
| 2 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 36 |
| 3 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | 5 | 37 |
| 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 36 |
| 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 37 |
| 6 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 35 |
| 7 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 8 | 3 | 3 | 3 | 3 | 3 | 5 | 5 | 4 | 29 |
| 9 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 36 |
| 10 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 26 |
| 11 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 35 |
| 12 | 4 | 3 | 5 | 3 | 4 | 4 | 3 | 5 | 31 |
| 13 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 31 |
| 14 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 35 |
| 15 | 5 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 35 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 30 |
| 17 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 18 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 34 |
| 19 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 39 |
| 20 | 5 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 32 |
| 21 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 37 |
| 22 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 30 |
| 23 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 35 |
| 24 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 25 | 4 | 3 | 5 | 5 | 4 | 4 | 3 | 4 | 32 |
| 26 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 37 |
| 27 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 36 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 29 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 31 |
| 30 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |

**Lampiran 4**

**Data Uji Validitas Dan Reliabilitas Variabel Harga Produk (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Nomor Responden | Instrumen Penelitian Harga Produk (X2) | | | | | Skor Total |
| X2.1 | X2.2 | X2.3 | X2.4 | X2.5 |
| 1 | 5 | 4 | 4 | 4 | 4 | 21 |
| 2 | 4 | 5 | 5 | 4 | 4 | 22 |
| 3 | 5 | 4 | 5 | 5 | 5 | 24 |
| 4 | 4 | 5 | 4 | 4 | 4 | 21 |
| 5 | 5 | 4 | 4 | 4 | 5 | 22 |
| 6 | 5 | 4 | 4 | 5 | 4 | 22 |
| 7 | 5 | 4 | 4 | 5 | 5 | 23 |
| 8 | 4 | 4 | 3 | 3 | 4 | 18 |
| 9 | 4 | 4 | 4 | 5 | 4 | 21 |
| 10 | 3 | 3 | 4 | 4 | 4 | 18 |
| 11 | 5 | 5 | 4 | 5 | 3 | 22 |
| 12 | 4 | 3 | 4 | 5 | 3 | 19 |
| 13 | 4 | 3 | 5 | 4 | 4 | 20 |
| 14 | 5 | 5 | 4 | 5 | 5 | 24 |
| 15 | 3 | 4 | 5 | 5 | 3 | 20 |
| 16 | 4 | 3 | 4 | 4 | 4 | 19 |
| 17 | 4 | 4 | 5 | 5 | 5 | 23 |
| 18 | 4 | 4 | 4 | 5 | 5 | 22 |
| 19 | 5 | 5 | 5 | 5 | 5 | 25 |
| 20 | 5 | 4 | 5 | 4 | 4 | 22 |
| 21 | 5 | 4 | 4 | 4 | 5 | 22 |
| 22 | 3 | 5 | 4 | 4 | 3 | 19 |
| 23 | 4 | 4 | 5 | 5 | 4 | 22 |
| 24 | 5 | 5 | 5 | 4 | 5 | 24 |
| 25 | 4 | 4 | 4 | 4 | 4 | 20 |
| 26 | 5 | 5 | 5 | 4 | 5 | 24 |
| 27 | 5 | 5 | 5 | 5 | 5 | 25 |
| 28 | 4 | 4 | 4 | 4 | 4 | 20 |
| 29 | 4 | 3 | 4 | 4 | 5 | 20 |
| 30 | 4 | 4 | 4 | 4 | 3 | 19 |

**Lampiran 5**

**Data Uji Validitas Dan Reliabilitas Variabel Kualitas Produk (X3)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Nomor Responden | Instrumen Penelitian Kualitas Produk (X3) | | | | | | | | Skor total |
| X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 |  |
| 1 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| 2 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 36 |
| 3 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 37 |
| 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 37 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 37 |
| 6 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 35 |
| 7 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 37 |
| 8 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 30 |
| 9 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 36 |
| 10 | 3 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 27 |
| 11 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 35 |
| 12 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 29 |
| 13 | 5 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 29 |
| 14 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 35 |
| 15 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 31 |
| 16 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 2 | 29 |
| 17 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 38 |
| 18 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 35 |
| 19 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 38 |
| 20 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 33 |
| 21 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 37 |
| 22 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 35 |
| 23 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 34 |
| 24 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 37 |
| 25 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 34 |
| 26 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 27 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 35 |
| 28 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 33 |
| 29 | 4 | 4 | 4 | 2 | 4 | 3 | 3 | 4 | 28 |
| 30 | 4 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 29 |

**Lampiran 6**

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

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Total\_Y |
| Y.1 | Pearson Correlation | 1 | .476\*\* | .385\* | .542\*\* | .455\* | .851\*\* |
| Sig. (2-tailed) |  | .008 | .035 | .002 | .012 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.2 | Pearson Correlation | .476\*\* | 1 | .203 | .310 | .096 | .569\*\* |
| Sig. (2-tailed) | .008 |  | .282 | .095 | .613 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.3 | Pearson Correlation | .385\* | .203 | 1 | .276 | .445\* | .683\*\* |
| Sig. (2-tailed) | .035 | .282 |  | .141 | .014 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.4 | Pearson Correlation | .542\*\* | .310 | .276 | 1 | .016 | .637\*\* |
| Sig. (2-tailed) | .002 | .095 | .141 |  | .933 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.5 | Pearson Correlation | .455\* | .096 | .445\* | .016 | 1 | .630\*\* |
| Sig. (2-tailed) | .012 | .613 | .014 | .933 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Total\_Y | Pearson Correlation | .851\*\* | .569\*\* | .683\*\* | .637\*\* | .630\*\* | 1 |
| Sig. (2-tailed) | .000 | .001 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | |

**Lampiran 7**

**Uji Validitas Variabel Persepsi Citra Merek (X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | Total\_X1 |
| X1.1 | Pearson Correlation | 1 | .269 | .414\* | .114 | .248 | .030 | .027 | .222 | .450\* |
| Sig. (2-tailed) |  | .150 | .023 | .550 | .187 | .873 | .889 | .239 | .013 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | .269 | 1 | .000 | .106 | .571\*\* | .114 | .279 | .130 | .516\*\* |
| Sig. (2-tailed) | .150 |  | 1.000 | .576 | .001 | .550 | .135 | .495 | .003 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .414\* | .000 | 1 | .415\* | .262 | .234 | .204 | .235 | .580\*\* |
| Sig. (2-tailed) | .023 | 1.000 |  | .023 | .162 | .214 | .279 | .212 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | .114 | .106 | .415\* | 1 | .284 | .261 | .334 | .205 | .592\*\* |
| Sig. (2-tailed) | .550 | .576 | .023 |  | .129 | .164 | .071 | .277 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlation | .248 | .571\*\* | .262 | .284 | 1 | .083 | .246 | .313 | .633\*\* |
| Sig. (2-tailed) | .187 | .001 | .162 | .129 |  | .662 | .190 | .093 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.6 | Pearson Correlation | .030 | .114 | .234 | .261 | .083 | 1 | .420\* | .417\* | .558\*\* |
| Sig. (2-tailed) | .873 | .550 | .214 | .164 | .662 |  | .021 | .022 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.7 | Pearson Correlation | .027 | .279 | .204 | .334 | .246 | .420\* | 1 | .536\*\* | .680\*\* |
| Sig. (2-tailed) | .889 | .135 | .279 | .071 | .190 | .021 |  | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.8 | Pearson Correlation | .222 | .130 | .235 | .205 | .313 | .417\* | .536\*\* | 1 | .667\*\* |
| Sig. (2-tailed) | .239 | .495 | .212 | .277 | .093 | .022 | .002 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total\_X1 | Pearson Correlation | .450\* | .516\*\* | .580\*\* | .592\*\* | .633\*\* | .558\*\* | .680\*\* | .667\*\* | 1 |
| Sig. (2-tailed) | .013 | .003 | .001 | .001 | .000 | .001 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | |

**Lampiran 8**

**Uji Validitas Variabel Persepsi Harga Produk (X2)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | Total\_X2 |
| X2.1 | Pearson Correlation | 1 | .357 | .159 | .185 | .550\*\* | .743\*\* |
| Sig. (2-tailed) |  | .053 | .401 | .327 | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | .357 | 1 | .247 | .126 | .144 | .610\*\* |
| Sig. (2-tailed) | .053 |  | .189 | .508 | .449 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | .159 | .247 | 1 | .336 | .231 | .585\*\* |
| Sig. (2-tailed) | .401 | .189 |  | .069 | .219 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | .185 | .126 | .336 | 1 | .101 | .511\*\* |
| Sig. (2-tailed) | .327 | .508 | .069 |  | .596 | .004 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.5 | Pearson Correlation | .550\*\* | .144 | .231 | .101 | 1 | .682\*\* |
| Sig. (2-tailed) | .002 | .449 | .219 | .596 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| Total\_X2 | Pearson Correlation | .743\*\* | .610\*\* | .585\*\* | .511\*\* | .682\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .001 | .004 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |

**Lampiran 9**

**Uji Validitas Variabel Persepsi Kualitas Produk (X3)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | |
|  | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | Total\_X3 |
| X3.1 | Pearson Correlation | 1 | .163 | .231 | .237 | .126 | .347 | -.091 | .233 | .420\* |
| Sig. (2-tailed) |  | .391 | .219 | .206 | .508 | .060 | .634 | .216 | .021 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.2 | Pearson Correlation | .163 | 1 | -.029 | .310 | .515\*\* | .398\* | .541\*\* | .176 | .592\*\* |
| Sig. (2-tailed) | .391 |  | .881 | .096 | .004 | .029 | .002 | .354 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.3 | Pearson Correlation | .231 | -.029 | 1 | .362\* | .346 | .357 | .175 | .368\* | .565\*\* |
| Sig. (2-tailed) | .219 | .881 |  | .050 | .061 | .053 | .354 | .046 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.4 | Pearson Correlation | .237 | .310 | .362\* | 1 | .429\* | .552\*\* | .396\* | .420\* | .753\*\* |
| Sig. (2-tailed) | .206 | .096 | .050 |  | .018 | .002 | .031 | .021 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.5 | Pearson Correlation | .126 | .515\*\* | .346 | .429\* | 1 | .466\*\* | .564\*\* | .284 | .749\*\* |
| Sig. (2-tailed) | .508 | .004 | .061 | .018 |  | .009 | .001 | .128 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.6 | Pearson Correlation | .347 | .398\* | .357 | .552\*\* | .466\*\* | 1 | .291 | .307 | .730\*\* |
| Sig. (2-tailed) | .060 | .029 | .053 | .002 | .009 |  | .119 | .099 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.7 | Pearson Correlation | -.091 | .541\*\* | .175 | .396\* | .564\*\* | .291 | 1 | .240 | .626\*\* |
| Sig. (2-tailed) | .634 | .002 | .354 | .031 | .001 | .119 |  | .201 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.8 | Pearson Correlation | .233 | .176 | .368\* | .420\* | .284 | .307 | .240 | 1 | .603\*\* |
| Sig. (2-tailed) | .216 | .354 | .046 | .021 | .128 | .099 | .201 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total\_X3 | Pearson Correlation | .420\* | .592\*\* | .565\*\* | .753\*\* | .749\*\* | .730\*\* | .626\*\* | .603\*\* | 1 |
| Sig. (2-tailed) | .021 | .001 | .001 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | |

**Lampiran 10**

**Uji Reliabilitas Variabel Keputusan Pembelian (Y)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .698 | 5 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Y.1 | 16.4667 | 3.085 | .720 | .524 |
| Y.2 | 16.5667 | 4.254 | .375 | .680 |
| Y.3 | 16.3667 | 3.757 | .483 | .638 |
| Y.4 | 16.5333 | 3.775 | .386 | .680 |
| Y.5 | 16.7333 | 3.720 | .352 | .700 |

**Lampiran 11**

**Uji Reliabilitas Variabel Persepsi Citra Merek (X1)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .729 | 8 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X1.1 | 29.9000 | 9.679 | .304 | .722 |
| X1.2 | 29.9333 | 9.099 | .335 | .719 |
| X1.3 | 29.9000 | 8.783 | .409 | .704 |
| X1.4 | 29.9667 | 8.654 | .416 | .703 |
| X1.5 | 30.0000 | 8.621 | .484 | .690 |
| X1.6 | 29.9667 | 8.930 | .388 | .708 |
| X1.7 | 30.0667 | 8.064 | .517 | .681 |
| X1.8 | 29.9000 | 8.231 | .507 | .683 |

**Lampiran 12**

**Uji Reliabilitas Variabel Persepsi Harga Produk (X2)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .618 | 5 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X2.1 | 17.1000 | 2.507 | .527 | .477 |
| X2.2 | 17.3000 | 2.838 | .324 | .590 |
| X2.3 | 17.1000 | 3.059 | .361 | .571 |
| X2.4 | 17.0333 | 3.206 | .260 | .614 |
| X2.5 | 17.2000 | 2.579 | .401 | .549 |

**Lampiran 13**

**Uji Reliabilitas Variabel Persepsi Kualitas Produk (X3)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .787 | 8 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X3.1 | 29.3667 | 9.620 | .262 | .796 |
| X3.2 | 29.5000 | 9.017 | .465 | .769 |
| X3.3 | 29.5667 | 8.875 | .407 | .777 |
| X3.4 | 29.6667 | 7.678 | .621 | .740 |
| X3.5 | 29.5000 | 7.845 | .626 | .740 |
| X3.6 | 29.7667 | 8.323 | .624 | .744 |
| X3.7 | 29.6667 | 8.575 | .479 | .766 |
| X3.8 | 30.0333 | 8.723 | .454 | .770 |

**Lampiran 14**

**Data Penelitian Variabel Keputusan Pembelian (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Nomor Responden | Instrumen Penelitian Keputusan Pembelian (Y) | | | | | Skor Total |
| Y1.1 | Y2.2 | Y2.3 | Y2.4 | Y2.5 |
| 1 | 4 | 5 | 5 | 4 | 5 | 23 |
| 2 | 5 | 4 | 5 | 5 | 4 | 23 |
| 3 | 4 | 5 | 4 | 5 | 5 | 23 |
| 4 | 5 | 4 | 5 | 5 | 4 | 23 |
| 5 | 5 | 5 | 5 | 5 | 5 | 25 |
| 6 | 5 | 5 | 4 | 5 | 5 | 24 |
| 7 | 5 | 5 | 4 | 4 | 5 | 23 |
| 8 | 5 | 4 | 4 | 3 | 3 | 19 |
| 9 | 5 | 5 | 4 | 4 | 5 | 23 |
| 10 | 3 | 4 | 3 | 4 | 3 | 17 |
| 11 | 4 | 4 | 5 | 4 | 5 | 22 |
| 12 | 4 | 4 | 3 | 4 | 4 | 19 |
| 13 | 5 | 4 | 4 | 3 | 3 | 19 |
| 14 | 4 | 4 | 5 | 5 | 5 | 23 |
| 15 | 5 | 4 | 3 | 4 | 4 | 20 |
| 16 | 4 | 4 | 4 | 3 | 4 | 19 |
| 17 | 5 | 5 | 4 | 5 | 5 | 24 |
| 18 | 5 | 4 | 5 | 4 | 5 | 23 |
| 19 | 5 | 5 | 4 | 5 | 5 | 24 |
| 20 | 5 | 4 | 5 | 4 | 4 | 22 |
| 21 | 5 | 4 | 5 | 5 | 5 | 24 |
| 22 | 5 | 4 | 5 | 5 | 4 | 23 |
| 23 | 4 | 4 | 5 | 4 | 5 | 22 |
| 24 | 4 | 5 | 5 | 5 | 4 | 23 |
| 25 | 4 | 4 | 4 | 4 | 5 | 21 |
| 26 | 5 | 5 | 4 | 4 | 4 | 22 |
| 27 | 4 | 5 | 4 | 4 | 5 | 22 |
| 28 | 4 | 5 | 4 | 4 | 4 | 21 |
| 29 | 4 | 4 | 4 | 2 | 4 | 18 |
| 30 | 4 | 3 | 4 | 4 | 3 | 18 |
| 31 | 5 | 5 | 4 | 4 | 4 | 22 |
| 32 | 5 | 5 | 5 | 5 | 4 | 24 |
| 33 | 5 | 5 | 4 | 4 | 4 | 22 |
| 34 | 5 | 5 | 4 | 4 | 4 | 22 |
| 35 | 5 | 4 | 5 | 4 | 5 | 23 |
| 36 | 4 | 5 | 5 | 4 | 4 | 22 |
| 37 | 4 | 5 | 4 | 4 | 4 | 21 |
| 38 | 5 | 4 | 5 | 5 | 4 | 23 |
| 39 | 4 | 4 | 4 | 3 | 4 | 19 |
| 40 | 4 | 5 | 5 | 5 | 4 | 23 |
| 41 | 4 | 5 | 4 | 5 | 5 | 23 |
| 42 | 5 | 5 | 4 | 4 | 5 | 23 |
| 43 | 4 | 5 | 5 | 5 | 4 | 23 |
| 44 | 5 | 5 | 5 | 4 | 5 | 24 |
| 45 | 4 | 4 | 5 | 4 | 4 | 21 |
| 46 | 5 | 5 | 4 | 4 | 5 | 23 |
| 47 | 4 | 4 | 4 | 5 | 4 | 21 |
| 48 | 4 | 4 | 5 | 3 | 4 | 20 |
| 49 | 5 | 5 | 5 | 5 | 5 | 25 |
| 50 | 5 | 5 | 4 | 5 | 4 | 23 |
| 51 | 4 | 4 | 5 | 4 | 3 | 20 |
| 52 | 3 | 3 | 3 | 4 | 5 | 18 |
| 53 | 5 | 4 | 4 | 4 | 4 | 21 |
| 54 | 5 | 5 | 4 | 4 | 4 | 22 |
| 55 | 4 | 5 | 5 | 5 | 5 | 24 |
| 56 | 4 | 4 | 4 | 4 | 4 | 20 |
| 57 | 4 | 4 | 4 | 5 | 5 | 22 |
| 58 | 5 | 4 | 5 | 5 | 4 | 23 |
| 59 | 5 | 5 | 5 | 5 | 5 | 25 |
| 60 | 4 | 5 | 3 | 4 | 3 | 19 |
| 61 | 3 | 4 | 4 | 3 | 4 | 18 |
| 62 | 5 | 5 | 4 | 5 | 4 | 23 |
| 63 | 4 | 3 | 4 | 4 | 4 | 19 |
| 64 | 5 | 3 | 4 | 3 | 5 | 20 |
| 65 | 4 | 4 | 4 | 5 | 4 | 21 |
| 66 | 4 | 4 | 4 | 4 | 4 | 20 |
| 67 | 4 | 4 | 4 | 3 | 4 | 19 |
| 68 | 4 | 4 | 4 | 5 | 4 | 21 |
| 69 | 4 | 4 | 5 | 4 | 4 | 21 |
| 70 | 5 | 4 | 5 | 4 | 5 | 23 |
| 71 | 4 | 3 | 4 | 4 | 4 | 19 |
| 72 | 4 | 3 | 4 | 5 | 3 | 19 |
| 73 | 5 | 5 | 5 | 4 | 4 | 23 |
| 74 | 5 | 5 | 5 | 5 | 5 | 25 |
| 75 | 5 | 5 | 5 | 5 | 4 | 24 |
| 76 | 4 | 4 | 4 | 4 | 4 | 20 |
| 77 | 4 | 4 | 5 | 5 | 4 | 22 |
| 78 | 5 | 5 | 5 | 5 | 4 | 24 |
| 79 | 5 | 5 | 5 | 5 | 4 | 24 |
| 80 | 5 | 4 | 5 | 5 | 5 | 24 |
| 81 | 4 | 4 | 4 | 5 | 4 | 21 |
| 82 | 4 | 5 | 3 | 4 | 5 | 21 |
| 83 | 5 | 5 | 4 | 3 | 4 | 21 |
| 84 | 5 | 5 | 5 | 5 | 4 | 24 |
| 85 | 5 | 5 | 4 | 4 | 4 | 22 |
| 86 | 5 | 4 | 5 | 5 | 4 | 23 |
| 87 | 4 | 4 | 3 | 5 | 5 | 21 |
| 88 | 5 | 5 | 4 | 5 | 5 | 24 |
| 89 | 5 | 4 | 3 | 3 | 4 | 19 |
| 90 | 4 | 4 | 4 | 3 | 4 | 19 |
| 91 | 4 | 5 | 3 | 5 | 5 | 22 |
| 92 | 3 | 4 | 4 | 5 | 4 | 20 |
| 93 | 5 | 5 | 5 | 4 | 5 | 24 |
| 94 | 4 | 4 | 4 | 4 | 5 | 21 |
| 95 | 4 | 3 | 4 | 3 | 5 | 19 |
| 96 | 5 | 5 | 4 | 5 | 5 | 24 |
| 97 | 3 | 4 | 4 | 3 | 4 | 18 |
| 98 | 5 | 5 | 5 | 5 | 4 | 24 |
| 99 | 4 | 4 | 4 | 4 | 4 | 20 |
| 100 | 4 | 4 | 5 | 5 | 4 | 22 |

**Lampiran 15**

**Data Penelitian Variabel Citra Merek (X1)**

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

**Lampiran 16**

**Data Penelitian Variabel Harga Produk (X2)**

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

**Lampiran 17**

**Data Penelitian Variabel Kualitas Produk (X3)**

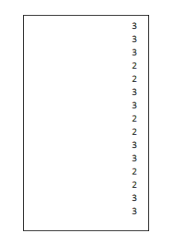
|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Nomor Responden | Instrumen Penelitian Kualitas Produk (X3) | | | | | | | | Skor total |
| X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 |  |
| 1 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| 2 | 5 | 4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

**Lampiran 18**

**Cara merubah Data Ordinal ke Data Interval dengan menggunakan prosedur MSI dengan Excel**

Bagaimana cara mengubah data ordinal menjadi data interval dengan menggunakan bantuan Excel? Untuk mengubah data ordinal menjadi data interval dengan menggunakan Excel kita dapat lakukan dengan cara sebagai berikut. Karena tidak semua program Excel mempunyai program tambahan penghitungan MSI; maka carilah dulu program tambahan ini yang dapat di cari di Internet, melalui Google Search. Nama filenya ialah stat97.xla. Kalau sudah ketemu, lakukan langkah berikutnya, yaitu mengubah data ordinal ke data interval. Sebagai contoh kita mempun

yai nilai berskala ordinal seperti di bawah ini:



Ketikkan dalam Excel data diatas; atau kita dapat mengkopi dari SPSS secara langsung ke Excel.

**Cara mengubah data tersebut dapat dilakukan dengan cara sebagai berikut:**

• Buka excel

• Klik file stat97.xla > klik Enable Macro

• Masukkan data yang akan diubah. Dapat diketikkan atau kopi (dengan menggunakan perintah Copy - Paste) dari word atau SPSS di kolom A baris 1

• Pilih Add In >Statistics>Successive Interval

• Pilih Yes

• Pada saat kursor di Data Range Blok data yang ada sampai selesai, misalnya 15 data 89

• Kemudian pindah ke Cell Output.

• Klik di kolom baru untuk membuat output, misalny di kolom B baris 1

• Tekan Next

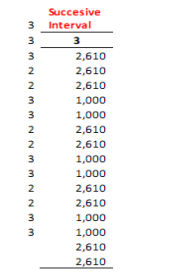
• Pilih Select all

• Isikan minimum value 1 dan maksimum value 9 (atau sesuai dengan jarak nilai terendah sampai dengan teratas)

• Tekan Next

• Tekan Finish

**Keluaran akan menjadi seperti di bawah ini:**

****

**Lampiran 19**

**Tabulasi Data MSI Penelitian Responden Variabel Keputusan Pembelian (Y)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | |  |  |  |  |
| **Y1.1** | **Y2.2** | **Y2.3** | **Y2.4** | **Y2.5** |  |
| 2.420 | 3.798 | 3.770 | 3.269 | 3.939 | 17.196 |
| 3.877 | 2.373 | 3.770 | 4.579 | 2.484 | 17.082 |
| 2.420 | 3.798 | 2.365 | 4.579 | 3.939 | 17.100 |
| 3.877 | 2.373 | 3.770 | 4.579 | 2.484 | 17.082 |
| 3.877 | 3.798 | 3.770 | 4.579 | 3.939 | 19.962 |
| 3.877 | 3.798 | 2.365 | 4.579 | 3.939 | 18.557 |
| 3.877 | 3.798 | 2.365 | 3.269 | 3.939 | 17.247 |
| 3.877 | 2.373 | 2.365 | 2.158 | 1.000 | 11.773 |
| 3.877 | 3.798 | 2.365 | 3.269 | 3.939 | 17.247 |
| 1.000 | 2.373 | 1.000 | 3.269 | 1.000 | 8.643 |
| 2.420 | 2.373 | 3.770 | 3.269 | 3.939 | 15.771 |
| 2.420 | 2.373 | 1.000 | 3.269 | 2.484 | 11.546 |
| 3.877 | 2.373 | 2.365 | 2.158 | 1.000 | 11.773 |
| 2.420 | 2.373 | 3.770 | 4.579 | 3.939 | 17.081 |
| 3.877 | 2.373 | 1.000 | 3.269 | 2.484 | 13.003 |
| 2.420 | 2.373 | 2.365 | 2.158 | 2.484 | 11.800 |
| 3.877 | 3.798 | 2.365 | 4.579 | 3.939 | 18.557 |
| 3.877 | 2.373 | 3.770 | 3.269 | 3.939 | 17.228 |
| 3.877 | 3.798 | 2.365 | 4.579 | 3.939 | 18.557 |
| 3.877 | 2.373 | 3.770 | 3.269 | 2.484 | 15.773 |
| 3.877 | 2.373 | 3.770 | 4.579 | 3.939 | 18.537 |
| 3.877 | 2.373 | 3.770 | 4.579 | 2.484 | 17.082 |
| 2.420 | 2.373 | 3.770 | 3.269 | 3.939 | 15.771 |
| 2.420 | 3.798 | 3.770 | 4.579 | 2.484 | 17.050 |
| 2.420 | 2.373 | 2.365 | 3.269 | 3.939 | 14.366 |
| 3.877 | 3.798 | 2.365 | 3.269 | 2.484 | 15.793 |
| 2.420 | 3.798 | 2.365 | 3.269 | 3.939 | 15.791 |
| 2.420 | 3.798 | 2.365 | 3.269 | 2.484 | 14.336 |
| 2.420 | 2.373 | 2.365 | 1.000 | 2.484 | 10.642 |
| 2.420 | 1.000 | 2.365 | 3.269 | 1.000 | 10.055 |
| 3.877 | 3.798 | 2.365 | 3.269 | 2.484 | 15.793 |
| 3.877 | 3.798 | 3.770 | 4.579 | 2.484 | 18.507 |
| 3.877 | 3.798 | 2.365 | 3.269 | 2.484 | 15.793 |
| 3.877 | 3.798 | 2.365 | 3.269 | 2.484 | 15.793 |
| 3.877 | 2.373 | 3.770 | 3.269 | 3.939 | 17.228 |
| 2.420 | 3.798 | 3.770 | 3.269 | 2.484 | 15.741 |
| 2.420 | 3.798 | 2.365 | 3.269 | 2.484 | 14.336 |
| 3.877 | 2.373 | 3.770 | 4.579 | 2.484 | 17.082 |
| 2.420 | 2.373 | 2.365 | 2.158 | 2.484 | 11.800 |
| 2.420 | 3.798 | 3.770 | 4.579 | 2.484 | 17.050 |
| 2.420 | 3.798 | 2.365 | 4.579 | 3.939 | 17.100 |
| 3.877 | 3.798 | 2.365 | 3.269 | 3.939 | 17.247 |
| 2.420 | 3.798 | 3.770 | 4.579 | 2.484 | 17.050 |
| 3.877 | 3.798 | 3.770 | 3.269 | 3.939 | 18.652 |
| 2.420 | 2.373 | 3.770 | 3.269 | 2.484 | 14.316 |
| 3.877 | 3.798 | 2.365 | 3.269 | 3.939 | 17.247 |
| 2.420 | 2.373 | 2.365 | 4.579 | 2.484 | 14.221 |
| 2.420 | 2.373 | 3.770 | 2.158 | 2.484 | 13.205 |
| 3.877 | 3.798 | 3.770 | 4.579 | 3.939 | 19.962 |
| 3.877 | 3.798 | 2.365 | 4.579 | 2.484 | 17.102 |
| 2.420 | 2.373 | 3.770 | 3.269 | 1.000 | 12.833 |
| 1.000 | 1.000 | 1.000 | 3.269 | 3.939 | 10.208 |
| 3.877 | 2.373 | 2.365 | 3.269 | 2.484 | 14.368 |
| 3.877 | 3.798 | 2.365 | 3.269 | 2.484 | 15.793 |
| 2.420 | 3.798 | 3.770 | 4.579 | 3.939 | 18.505 |
| 2.420 | 2.373 | 2.365 | 3.269 | 2.484 | 12.911 |
| 2.420 | 2.373 | 2.365 | 4.579 | 3.939 | 15.676 |
| 3.877 | 2.373 | 3.770 | 4.579 | 2.484 | 17.082 |
| 3.877 | 3.798 | 3.770 | 4.579 | 3.939 | 19.962 |
| 2.420 | 3.798 | 1.000 | 3.269 | 1.000 | 11.487 |
| 1.000 | 2.373 | 2.365 | 2.158 | 2.484 | 10.380 |
| 3.877 | 3.798 | 2.365 | 4.579 | 2.484 | 17.102 |
| 2.420 | 1.000 | 2.365 | 3.269 | 2.484 | 11.538 |
| 3.877 | 1.000 | 2.365 | 2.158 | 3.939 | 13.339 |
| 2.420 | 2.373 | 2.365 | 4.579 | 2.484 | 14.221 |
| 2.420 | 2.373 | 2.365 | 3.269 | 2.484 | 12.911 |
| 2.420 | 2.373 | 2.365 | 2.158 | 2.484 | 11.800 |
| 2.420 | 2.373 | 2.365 | 4.579 | 2.484 | 14.221 |
| 2.420 | 2.373 | 3.770 | 3.269 | 2.484 | 14.316 |
| 3.877 | 2.373 | 3.770 | 3.269 | 3.939 | 17.228 |
| 2.420 | 1.000 | 2.365 | 3.269 | 2.484 | 11.538 |
| 2.420 | 1.000 | 2.365 | 4.579 | 1.000 | 11.364 |
| 3.877 | 3.798 | 3.770 | 3.269 | 2.484 | 17.198 |
| 3.877 | 3.798 | 3.770 | 4.579 | 3.939 | 19.962 |
| 3.877 | 3.798 | 3.770 | 4.579 | 2.484 | 18.507 |
| 2.420 | 2.373 | 2.365 | 3.269 | 2.484 | 12.911 |
| 2.420 | 2.373 | 3.770 | 4.579 | 2.484 | 15.626 |
| 3.877 | 3.798 | 3.770 | 4.579 | 2.484 | 18.507 |
| 3.877 | 3.798 | 3.770 | 4.579 | 2.484 | 18.507 |
| 3.877 | 2.373 | 3.770 | 4.579 | 3.939 | 18.537 |
| 2.420 | 2.373 | 2.365 | 4.579 | 2.484 | 14.221 |
| 2.420 | 3.798 | 1.000 | 3.269 | 3.939 | 14.426 |
| 3.877 | 3.798 | 2.365 | 2.158 | 2.484 | 14.681 |
| 3.877 | 3.798 | 3.770 | 4.579 | 2.484 | 18.507 |
| 3.877 | 3.798 | 2.365 | 3.269 | 2.484 | 15.793 |
| 3.877 | 2.373 | 3.770 | 4.579 | 2.484 | 17.082 |
| 2.420 | 2.373 | 1.000 | 4.579 | 3.939 | 14.310 |
| 3.877 | 3.798 | 2.365 | 4.579 | 3.939 | 18.557 |
| 3.877 | 2.373 | 1.000 | 2.158 | 2.484 | 11.892 |
| 2.420 | 2.373 | 2.365 | 2.158 | 2.484 | 11.800 |
| 2.420 | 3.798 | 1.000 | 4.579 | 3.939 | 15.735 |
| 1.000 | 2.373 | 2.365 | 4.579 | 2.484 | 12.801 |
| 3.877 | 3.798 | 3.770 | 3.269 | 3.939 | 18.652 |
| 2.420 | 2.373 | 2.365 | 3.269 | 3.939 | 14.366 |
| 2.420 | 1.000 | 2.365 | 2.158 | 3.939 | 11.882 |
| 3.877 | 3.798 | 2.365 | 4.579 | 3.939 | 18.557 |
| 1.000 | 2.373 | 2.365 | 2.158 | 2.484 | 10.380 |
| 3.877 | 3.798 | 3.770 | 4.579 | 2.484 | 18.507 |
| 2.420 | 2.373 | 2.365 | 3.269 | 2.484 | 12.911 |
| 2.420 | 2.373 | 3.770 | 4.579 | 2.484 | 15.626 |

**Lampiran 20**

**Tabulasi Data MSI Penelitian Responden Variabel Persepsi Citra Merek (X1)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | |  |  |  |  |  |  |  |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** |  |
| 3.721 | 2.360 | 2.401 | 2.182 | 4.289 | 4.763 | 2.181 | 3.985 | 25.882 |
| 2.319 | 3.757 | 2.401 | 2.182 | 4.289 | 3.354 | 3.486 | 2.514 | 24.303 |
| 3.721 | 2.360 | 3.824 | 3.523 | 2.752 | 4.763 | 3.486 | 2.514 | 26.944 |
| 2.319 | 3.757 | 2.401 | 2.182 | 4.289 | 3.354 | 3.486 | 3.985 | 25.773 |
| 3.721 | 2.360 | 2.401 | 3.523 | 2.752 | 4.763 | 3.486 | 3.985 | 26.992 |
| 3.721 | 2.360 | 3.824 | 2.182 | 2.752 | 4.763 | 3.486 | 3.985 | 27.074 |
| 3.721 | 2.360 | 3.824 | 3.523 | 4.289 | 3.354 | 3.486 | 3.985 | 28.543 |
| 2.319 | 2.360 | 1.000 | 2.182 | 4.289 | 1.000 | 2.181 | 2.514 | 17.845 |
| 2.319 | 2.360 | 3.824 | 2.182 | 2.752 | 4.763 | 3.486 | 2.514 | 24.201 |
| 1.000 | 1.000 | 2.401 | 2.182 | 2.752 | 2.051 | 1.000 | 1.000 | 13.387 |
| 3.721 | 3.757 | 3.824 | 1.000 | 2.752 | 3.354 | 3.486 | 3.985 | 25.880 |
| 2.319 | 1.000 | 3.824 | 1.000 | 2.752 | 3.354 | 2.181 | 1.000 | 17.430 |
| 2.319 | 1.000 | 2.401 | 2.182 | 2.752 | 2.051 | 2.181 | 2.514 | 17.401 |
| 3.721 | 3.757 | 3.824 | 3.523 | 2.752 | 4.763 | 3.486 | 3.985 | 29.811 |
| 1.000 | 2.360 | 3.824 | 1.000 | 2.752 | 4.763 | 1.000 | 2.514 | 19.213 |
| 2.319 | 1.000 | 2.401 | 2.182 | 2.752 | 2.051 | 2.181 | 1.000 | 15.887 |
| 2.319 | 2.360 | 3.824 | 3.523 | 4.289 | 4.763 | 2.181 | 3.985 | 27.243 |
| 2.319 | 2.360 | 3.824 | 3.523 | 2.752 | 3.354 | 2.181 | 2.514 | 22.828 |
| 3.721 | 3.757 | 3.824 | 3.523 | 4.289 | 3.354 | 3.486 | 2.514 | 28.469 |
| 3.721 | 2.360 | 2.401 | 2.182 | 4.289 | 3.354 | 3.486 | 2.514 | 24.308 |
| 3.721 | 2.360 | 2.401 | 3.523 | 2.752 | 3.354 | 3.486 | 2.514 | 24.113 |
| 1.000 | 3.757 | 2.401 | 1.000 | 2.752 | 3.354 | 1.000 | 1.000 | 16.265 |
| 2.319 | 2.360 | 3.824 | 2.182 | 4.289 | 4.763 | 3.486 | 2.514 | 25.737 |
| 3.721 | 3.757 | 2.401 | 3.523 | 4.289 | 3.354 | 3.486 | 3.985 | 28.517 |
| 2.319 | 2.360 | 2.401 | 2.182 | 2.752 | 2.051 | 2.181 | 3.985 | 20.232 |
| 3.721 | 3.757 | 2.401 | 3.523 | 2.752 | 3.354 | 2.181 | 2.514 | 24.204 |
| 3.721 | 3.757 | 3.824 | 3.523 | 4.289 | 3.354 | 2.181 | 2.514 | 27.163 |
| 2.319 | 2.360 | 2.401 | 2.182 | 2.752 | 3.354 | 2.181 | 2.514 | 20.064 |
| 2.319 | 1.000 | 2.401 | 3.523 | 2.752 | 2.051 | 1.000 | 2.514 | 17.561 |
| 2.319 | 2.360 | 2.401 | 1.000 | 2.752 | 3.354 | 2.181 | 1.000 | 17.367 |
| 3.721 | 3.757 | 2.401 | 3.523 | 2.752 | 4.763 | 3.486 | 2.514 | 26.918 |
| 2.319 | 2.360 | 2.401 | 3.523 | 4.289 | 4.763 | 3.486 | 3.985 | 27.126 |
| 3.721 | 3.757 | 1.000 | 3.523 | 2.752 | 3.354 | 1.000 | 2.514 | 21.622 |
| 1.000 | 2.360 | 2.401 | 3.523 | 4.289 | 3.354 | 1.000 | 1.000 | 18.928 |
| 3.721 | 2.360 | 3.824 | 3.523 | 4.289 | 3.354 | 3.486 | 2.514 | 27.072 |
| 2.319 | 2.360 | 2.401 | 3.523 | 4.289 | 3.354 | 1.000 | 2.514 | 21.760 |
| 2.319 | 2.360 | 3.824 | 2.182 | 2.752 | 3.354 | 2.181 | 2.514 | 21.487 |
| 3.721 | 3.757 | 3.824 | 3.523 | 2.752 | 4.763 | 2.181 | 2.514 | 27.035 |
| 2.319 | 2.360 | 2.401 | 3.523 | 2.752 | 3.354 | 2.181 | 3.985 | 22.875 |
| 3.721 | 2.360 | 3.824 | 2.182 | 2.752 | 4.763 | 2.181 | 3.985 | 25.768 |
| 3.721 | 3.757 | 3.824 | 3.523 | 2.752 | 3.354 | 3.486 | 3.985 | 28.403 |
| 3.721 | 3.757 | 3.824 | 3.523 | 2.752 | 4.763 | 3.486 | 2.514 | 28.341 |
| 3.721 | 3.757 | 3.824 | 3.523 | 4.289 | 3.354 | 3.486 | 2.514 | 28.469 |
| 2.319 | 2.360 | 2.401 | 3.523 | 2.752 | 4.763 | 2.181 | 2.514 | 22.813 |
| 2.319 | 2.360 | 2.401 | 3.523 | 2.752 | 3.354 | 3.486 | 2.514 | 22.710 |
| 3.721 | 3.757 | 3.824 | 2.182 | 2.752 | 4.763 | 3.486 | 2.514 | 27.000 |
| 3.721 | 2.360 | 2.401 | 2.182 | 4.289 | 3.354 | 3.486 | 2.514 | 24.308 |
| 3.721 | 2.360 | 2.401 | 2.182 | 2.752 | 4.763 | 3.486 | 2.514 | 24.180 |
| 3.721 | 3.757 | 3.824 | 3.523 | 4.289 | 4.763 | 3.486 | 3.985 | 31.348 |
| 3.721 | 3.757 | 3.824 | 2.182 | 4.289 | 4.763 | 2.181 | 2.514 | 27.231 |
| 3.721 | 3.757 | 2.401 | 3.523 | 2.752 | 4.763 | 2.181 | 2.514 | 25.612 |
| 2.319 | 1.000 | 2.401 | 1.000 | 1.000 | 3.354 | 1.000 | 2.514 | 14.588 |
| 2.319 | 2.360 | 2.401 | 2.182 | 4.289 | 3.354 | 3.486 | 2.514 | 22.906 |
| 3.721 | 2.360 | 2.401 | 2.182 | 2.752 | 3.354 | 2.181 | 2.514 | 21.467 |
| 3.721 | 3.757 | 3.824 | 3.523 | 4.289 | 4.763 | 3.486 | 3.985 | 31.348 |
| 1.000 | 2.360 | 1.000 | 2.182 | 4.289 | 2.051 | 2.181 | 1.000 | 16.063 |
| 2.319 | 3.757 | 3.824 | 2.182 | 4.289 | 4.763 | 2.181 | 2.514 | 25.828 |
| 3.721 | 3.757 | 2.401 | 3.523 | 4.289 | 3.354 | 3.486 | 3.985 | 28.517 |
| 3.721 | 3.757 | 2.401 | 3.523 | 4.289 | 4.763 | 2.181 | 3.985 | 28.619 |
| 2.319 | 2.360 | 3.824 | 2.182 | 2.752 | 3.354 | 2.181 | 2.514 | 21.487 |
| 2.319 | 1.000 | 2.401 | 2.182 | 2.752 | 3.354 | 1.000 | 2.514 | 17.523 |
| 3.721 | 3.757 | 3.824 | 2.182 | 2.752 | 3.354 | 2.181 | 2.514 | 24.286 |
| 1.000 | 1.000 | 1.000 | 1.000 | 2.752 | 2.051 | 1.000 | 2.514 | 12.318 |
| 2.319 | 2.360 | 1.000 | 2.182 | 1.000 | 2.051 | 2.181 | 2.514 | 15.608 |
| 2.319 | 2.360 | 2.401 | 2.182 | 4.289 | 3.354 | 2.181 | 2.514 | 21.600 |
| 3.721 | 2.360 | 2.401 | 3.523 | 2.752 | 3.354 | 2.181 | 2.514 | 22.807 |
| 2.319 | 2.360 | 1.000 | 2.182 | 1.000 | 3.354 | 1.000 | 2.514 | 15.730 |
| 2.319 | 2.360 | 2.401 | 3.523 | 2.752 | 3.354 | 3.486 | 2.514 | 22.710 |
| 3.721 | 3.757 | 3.824 | 2.182 | 4.289 | 3.354 | 3.486 | 2.514 | 27.128 |
| 2.319 | 2.360 | 2.401 | 2.182 | 2.752 | 3.354 | 2.181 | 2.514 | 20.064 |
| 2.319 | 3.757 | 2.401 | 2.182 | 2.752 | 3.354 | 1.000 | 2.514 | 20.280 |
| 3.721 | 3.757 | 2.401 | 2.182 | 2.752 | 3.354 | 1.000 | 3.985 | 23.153 |
| 3.721 | 2.360 | 2.401 | 2.182 | 2.752 | 4.763 | 2.181 | 2.514 | 22.875 |
| 3.721 | 2.360 | 3.824 | 2.182 | 2.752 | 3.354 | 2.181 | 3.985 | 24.360 |
| 2.319 | 2.360 | 2.401 | 2.182 | 2.752 | 4.763 | 3.486 | 3.985 | 24.248 |
| 3.721 | 3.757 | 2.401 | 3.523 | 2.752 | 3.354 | 2.181 | 2.514 | 24.204 |
| 3.721 | 2.360 | 2.401 | 1.000 | 2.752 | 3.354 | 2.181 | 1.000 | 18.770 |
| 2.319 | 2.360 | 3.824 | 3.523 | 2.752 | 3.354 | 2.181 | 2.514 | 22.828 |
| 2.319 | 3.757 | 3.824 | 3.523 | 4.289 | 4.763 | 3.486 | 3.985 | 29.945 |
| 3.721 | 3.757 | 3.824 | 3.523 | 4.289 | 4.763 | 3.486 | 3.985 | 31.348 |
| 3.721 | 2.360 | 2.401 | 3.523 | 4.289 | 4.763 | 2.181 | 2.514 | 25.752 |
| 2.319 | 3.757 | 1.000 | 2.182 | 2.752 | 3.354 | 1.000 | 3.985 | 20.349 |
| 2.319 | 2.360 | 2.401 | 2.182 | 2.752 | 3.354 | 2.181 | 2.514 | 20.064 |
| 2.319 | 2.360 | 3.824 | 3.523 | 2.752 | 4.763 | 2.181 | 3.985 | 25.707 |
| 2.319 | 2.360 | 2.401 | 3.523 | 2.752 | 3.354 | 3.486 | 3.985 | 24.181 |
| 2.319 | 2.360 | 3.824 | 3.523 | 2.752 | 3.354 | 3.486 | 2.514 | 24.133 |
| 2.319 | 1.000 | 1.000 | 3.523 | 2.752 | 2.051 | 3.486 | 2.514 | 18.646 |
| 2.319 | 3.757 | 3.824 | 3.523 | 4.289 | 4.763 | 3.486 | 3.985 | 29.945 |
| 2.319 | 3.757 | 3.824 | 3.523 | 4.289 | 3.354 | 3.486 | 2.514 | 27.066 |
| 1.000 | 2.360 | 2.401 | 1.000 | 2.752 | 3.354 | 2.181 | 2.514 | 17.563 |
| 3.721 | 2.360 | 3.824 | 1.000 | 4.289 | 3.354 | 2.181 | 1.000 | 21.729 |
| 2.319 | 3.757 | 3.824 | 3.523 | 2.752 | 3.354 | 2.181 | 2.514 | 24.224 |
| 3.721 | 3.757 | 2.401 | 3.523 | 2.752 | 4.763 | 3.486 | 2.514 | 26.918 |
| 2.319 | 2.360 | 3.824 | 2.182 | 2.752 | 3.354 | 3.486 | 2.514 | 22.792 |
| 2.319 | 1.000 | 2.401 | 2.182 | 4.289 | 3.354 | 2.181 | 2.514 | 20.240 |
| 3.721 | 3.757 | 2.401 | 3.523 | 4.289 | 4.763 | 3.486 | 2.514 | 28.454 |
| 3.721 | 3.757 | 3.824 | 3.523 | 4.289 | 4.763 | 3.486 | 3.985 | 31.348 |
| 3.721 | 2.360 | 2.401 | 3.523 | 2.752 | 3.354 | 3.486 | 3.985 | 25.584 |
| 2.319 | 2.360 | 2.401 | 1.000 | 2.752 | 2.051 | 3.486 | 2.514 | 18.884 |
| 1.000 | 3.757 | 2.401 | 3.523 | 4.289 | 3.354 | 2.181 | 2.514 | 23.019 |

**Lampiran 21**

**Tabulasi Data MSI Penelitian Responden Variabel Persepsi Harga Produk (X2)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | |  |  |  |  |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** |  |
| 3.939 | 2.442 | 3.996 | 3.736 | 4.289 | 18.402 |
| 2.484 | 3.875 | 2.524 | 3.736 | 4.289 | 16.906 |
| 3.939 | 3.875 | 3.996 | 3.736 | 2.752 | 18.298 |
| 2.484 | 2.442 | 3.996 | 5.154 | 4.289 | 18.365 |
| 3.939 | 2.442 | 2.524 | 3.736 | 2.752 | 15.393 |
| 3.939 | 2.442 | 2.524 | 2.382 | 2.752 | 14.039 |
| 3.939 | 3.875 | 3.996 | 3.736 | 4.289 | 19.834 |
| 1.000 | 1.000 | 2.524 | 3.736 | 4.289 | 12.548 |
| 3.939 | 3.875 | 2.524 | 3.736 | 2.752 | 16.825 |
| 1.000 | 1.000 | 2.524 | 2.382 | 2.752 | 9.658 |
| 3.939 | 2.442 | 3.996 | 3.736 | 2.752 | 16.865 |
| 2.484 | 1.000 | 2.524 | 2.382 | 2.752 | 11.142 |
| 1.000 | 2.442 | 1.000 | 2.382 | 2.752 | 9.577 |
| 3.939 | 2.442 | 2.524 | 3.736 | 2.752 | 15.393 |
| 2.484 | 2.442 | 1.000 | 3.736 | 2.752 | 12.414 |
| 2.484 | 2.442 | 2.524 | 1.000 | 2.752 | 11.202 |
| 3.939 | 3.875 | 3.996 | 3.736 | 4.289 | 19.834 |
| 3.939 | 2.442 | 2.524 | 3.736 | 2.752 | 15.393 |
| 3.939 | 2.442 | 3.996 | 5.154 | 4.289 | 19.820 |
| 2.484 | 2.442 | 2.524 | 2.382 | 4.289 | 14.120 |
| 3.939 | 3.875 | 2.524 | 3.736 | 2.752 | 16.825 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 13.938 |
| 3.939 | 2.442 | 2.524 | 3.736 | 4.289 | 16.929 |
| 2.484 | 3.875 | 2.524 | 5.154 | 4.289 | 18.324 |
| 3.939 | 2.442 | 3.996 | 3.736 | 2.752 | 16.865 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 13.938 |
| 3.939 | 2.442 | 3.996 | 3.736 | 4.289 | 18.402 |
| 2.484 | 2.442 | 3.996 | 2.382 | 2.752 | 14.057 |
| 2.484 | 1.000 | 1.000 | 3.736 | 2.752 | 10.972 |
| 1.000 | 2.442 | 1.000 | 3.736 | 2.752 | 10.930 |
| 2.484 | 3.875 | 3.996 | 5.154 | 2.752 | 18.261 |
| 2.484 | 2.442 | 2.524 | 5.154 | 4.289 | 16.892 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 13.938 |
| 2.484 | 1.000 | 2.524 | 3.736 | 4.289 | 14.032 |
| 3.939 | 3.875 | 3.996 | 5.154 | 4.289 | 21.252 |
| 2.484 | 2.442 | 1.000 | 3.736 | 4.289 | 13.950 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 13.938 |
| 2.484 | 3.875 | 2.524 | 5.154 | 2.752 | 16.788 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 13.938 |
| 2.484 | 3.875 | 3.996 | 5.154 | 2.752 | 18.261 |
| 3.939 | 2.442 | 3.996 | 3.736 | 2.752 | 16.865 |
| 3.939 | 3.875 | 2.524 | 3.736 | 2.752 | 16.825 |
| 2.484 | 3.875 | 3.996 | 3.736 | 4.289 | 18.379 |
| 3.939 | 2.442 | 2.524 | 2.382 | 2.752 | 14.039 |
| 2.484 | 2.442 | 2.524 | 5.154 | 2.752 | 15.356 |
| 3.939 | 3.875 | 3.996 | 3.736 | 2.752 | 18.298 |
| 2.484 | 2.442 | 2.524 | 3.736 | 4.289 | 15.474 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 13.938 |
| 3.939 | 3.875 | 3.996 | 5.154 | 4.289 | 21.252 |
| 2.484 | 3.875 | 2.524 | 5.154 | 4.289 | 18.324 |
| 1.000 | 2.442 | 2.524 | 3.736 | 2.752 | 12.454 |
| 3.939 | 2.442 | 2.524 | 2.382 | 1.000 | 12.287 |
| 2.484 | 2.442 | 2.524 | 3.736 | 4.289 | 15.474 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 13.938 |
| 3.939 | 3.875 | 3.996 | 5.154 | 4.289 | 21.252 |
| 2.484 | 2.442 | 2.524 | 2.382 | 4.289 | 14.120 |
| 3.939 | 2.442 | 3.996 | 3.736 | 4.289 | 18.402 |
| 2.484 | 2.442 | 2.524 | 5.154 | 4.289 | 16.892 |
| 3.939 | 2.442 | 3.996 | 3.736 | 4.289 | 18.402 |
| 1.000 | 3.875 | 2.524 | 2.382 | 2.752 | 12.533 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 13.938 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 13.938 |
| 2.484 | 2.442 | 2.524 | 2.382 | 2.752 | 12.584 |
| 3.939 | 1.000 | 2.524 | 2.382 | 1.000 | 10.844 |
| 2.484 | 2.442 | 3.996 | 3.736 | 4.289 | 16.947 |
| 2.484 | 1.000 | 1.000 | 2.382 | 2.752 | 9.618 |
| 2.484 | 2.442 | 1.000 | 2.382 | 1.000 | 9.308 |
| 2.484 | 2.442 | 2.524 | 5.154 | 2.752 | 15.356 |
| 2.484 | 2.442 | 2.524 | 3.736 | 4.289 | 15.474 |
| 3.939 | 2.442 | 2.524 | 3.736 | 2.752 | 15.393 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 13.938 |
| 1.000 | 3.875 | 2.524 | 5.154 | 2.752 | 15.304 |
| 2.484 | 2.442 | 3.996 | 3.736 | 2.752 | 15.410 |
| 3.939 | 2.442 | 2.524 | 3.736 | 2.752 | 15.393 |
| 2.484 | 3.875 | 3.996 | 3.736 | 2.752 | 16.843 |
| 2.484 | 2.442 | 3.996 | 2.382 | 2.752 | 14.057 |
| 2.484 | 3.875 | 2.524 | 3.736 | 2.752 | 15.370 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 13.938 |
| 2.484 | 3.875 | 2.524 | 3.736 | 4.289 | 16.906 |
| 3.939 | 2.442 | 2.524 | 2.382 | 4.289 | 15.575 |
| 2.484 | 1.000 | 2.524 | 2.382 | 4.289 | 12.678 |
| 3.939 | 1.000 | 2.524 | 3.736 | 2.752 | 13.950 |
| 2.484 | 2.442 | 1.000 | 2.382 | 2.752 | 11.060 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 13.938 |
| 2.484 | 2.442 | 3.996 | 3.736 | 2.752 | 15.410 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 13.938 |
| 3.939 | 1.000 | 2.524 | 2.382 | 2.752 | 12.597 |
| 3.939 | 2.442 | 3.996 | 5.154 | 4.289 | 19.820 |
| 2.484 | 3.875 | 2.524 | 3.736 | 4.289 | 16.906 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 13.938 |
| 3.939 | 3.875 | 2.524 | 2.382 | 4.289 | 17.008 |
| 2.484 | 2.442 | 3.996 | 3.736 | 2.752 | 15.410 |
| 3.939 | 2.442 | 3.996 | 3.736 | 2.752 | 16.865 |
| 3.939 | 2.442 | 2.524 | 3.736 | 2.752 | 15.393 |
| 3.939 | 1.000 | 2.524 | 5.154 | 4.289 | 16.905 |
| 3.939 | 3.875 | 3.996 | 3.736 | 4.289 | 19.834 |
| 2.484 | 1.000 | 2.524 | 2.382 | 4.289 | 12.678 |
| 2.484 | 3.875 | 3.996 | 3.736 | 2.752 | 16.843 |
| 2.484 | 2.442 | 2.524 | 3.736 | 2.752 | 13.938 |
| 2.484 | 1.000 | 3.996 | 3.736 | 4.289 | 15.504 |

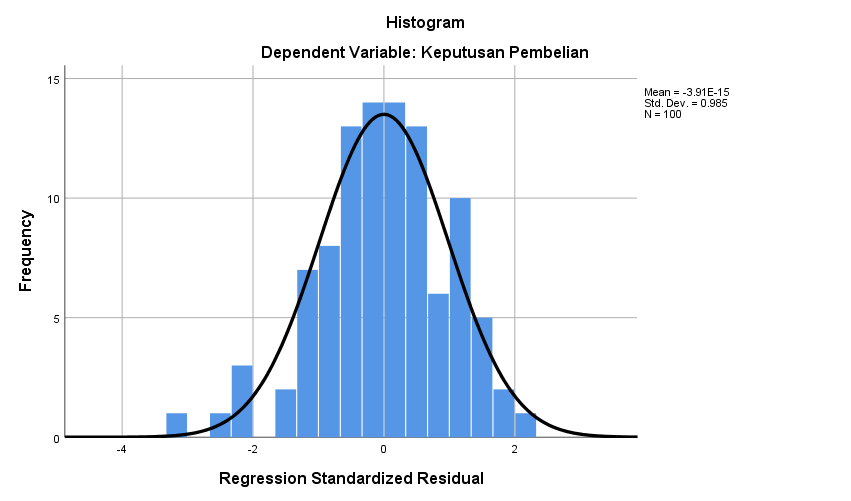
**Lampiran 21**

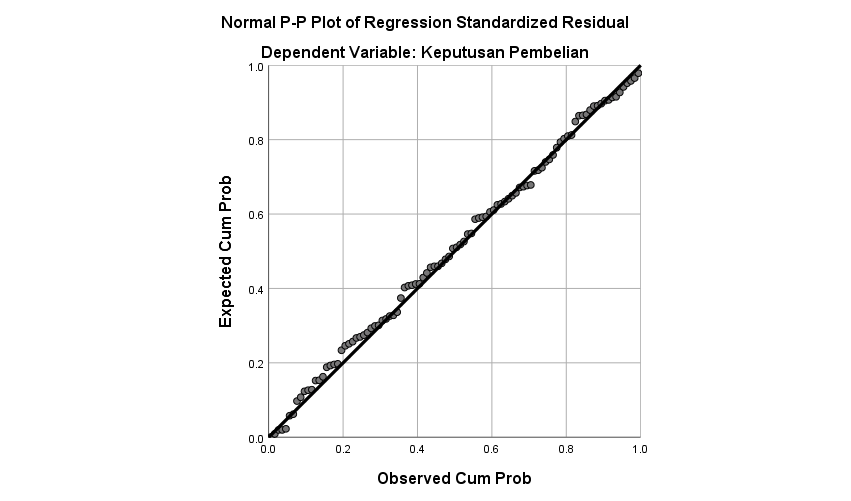
**Tabulasi Data MSI Penelitian Responden Variabel Persepsi Kualitas Produk (X3)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | |  |  |  |  |  |  |  |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **X3.7** | **X3.8** |  |
| 2.420 | 3.798 | 3.770 | 3.269 | 3.939 | 2.442 | 3.996 | 3.736 | 27.370 |
| 3.877 | 2.373 | 3.770 | 4.579 | 2.484 | 3.875 | 2.524 | 3.736 | 27.217 |
| 2.420 | 3.798 | 2.365 | 4.579 | 3.939 | 3.875 | 3.996 | 3.736 | 28.707 |
| 3.877 | 2.373 | 3.770 | 4.579 | 2.484 | 2.442 | 3.996 | 5.154 | 28.675 |
| 3.877 | 3.798 | 3.770 | 4.579 | 3.939 | 2.442 | 2.524 | 3.736 | 28.664 |
| 3.877 | 3.798 | 2.365 | 4.579 | 3.939 | 2.442 | 2.524 | 2.382 | 25.905 |
| 3.877 | 3.798 | 2.365 | 3.269 | 3.939 | 3.875 | 3.996 | 3.736 | 28.854 |
| 3.877 | 2.373 | 2.365 | 2.158 | 1.000 | 1.000 | 2.524 | 3.736 | 19.033 |
| 3.877 | 3.798 | 2.365 | 3.269 | 3.939 | 3.875 | 2.524 | 3.736 | 27.382 |
| 1.000 | 2.373 | 1.000 | 3.269 | 1.000 | 1.000 | 2.524 | 2.382 | 14.548 |
| 2.420 | 2.373 | 3.770 | 3.269 | 3.939 | 2.442 | 3.996 | 3.736 | 25.946 |
| 2.420 | 2.373 | 1.000 | 3.269 | 2.484 | 1.000 | 2.524 | 2.382 | 17.452 |
| 3.877 | 2.373 | 2.365 | 2.158 | 1.000 | 2.442 | 1.000 | 2.382 | 17.598 |
| 2.420 | 2.373 | 3.770 | 4.579 | 3.939 | 2.442 | 2.524 | 3.736 | 25.782 |
| 3.877 | 2.373 | 1.000 | 3.269 | 2.484 | 2.442 | 1.000 | 3.736 | 20.181 |
| 2.420 | 2.373 | 2.365 | 2.158 | 2.484 | 2.442 | 2.524 | 1.000 | 17.766 |
| 3.877 | 3.798 | 2.365 | 4.579 | 3.939 | 3.875 | 3.996 | 3.736 | 30.164 |
| 3.877 | 2.373 | 3.770 | 3.269 | 3.939 | 2.442 | 2.524 | 3.736 | 25.930 |
| 3.877 | 3.798 | 2.365 | 4.579 | 3.939 | 2.442 | 3.996 | 5.154 | 30.149 |
| 3.877 | 2.373 | 3.770 | 3.269 | 2.484 | 2.442 | 2.524 | 2.382 | 23.121 |
| 3.877 | 2.373 | 3.770 | 4.579 | 3.939 | 3.875 | 2.524 | 3.736 | 28.672 |
| 3.877 | 2.373 | 3.770 | 4.579 | 2.484 | 2.442 | 2.524 | 3.736 | 25.784 |
| 2.420 | 2.373 | 3.770 | 3.269 | 3.939 | 2.442 | 2.524 | 3.736 | 24.473 |
| 2.420 | 3.798 | 3.770 | 4.579 | 2.484 | 3.875 | 2.524 | 5.154 | 28.602 |
| 2.420 | 2.373 | 2.365 | 3.269 | 3.939 | 2.442 | 3.996 | 3.736 | 24.541 |
| 3.877 | 3.798 | 2.365 | 3.269 | 2.484 | 2.442 | 2.524 | 3.736 | 24.494 |
| 2.420 | 3.798 | 2.365 | 3.269 | 3.939 | 2.442 | 3.996 | 3.736 | 25.965 |
| 2.420 | 3.798 | 2.365 | 3.269 | 2.484 | 2.442 | 3.996 | 2.382 | 23.157 |
| 2.420 | 2.373 | 2.365 | 1.000 | 2.484 | 1.000 | 1.000 | 3.736 | 16.378 |
| 2.420 | 1.000 | 2.365 | 3.269 | 1.000 | 2.442 | 1.000 | 3.736 | 17.233 |
| 3.877 | 3.798 | 2.365 | 3.269 | 2.484 | 3.875 | 3.996 | 5.154 | 28.818 |
| 3.877 | 3.798 | 3.770 | 4.579 | 2.484 | 2.442 | 2.524 | 5.154 | 28.627 |
| 3.877 | 3.798 | 2.365 | 3.269 | 2.484 | 2.442 | 2.524 | 3.736 | 24.494 |
| 3.877 | 3.798 | 2.365 | 3.269 | 2.484 | 1.000 | 2.524 | 3.736 | 23.052 |
| 3.877 | 2.373 | 3.770 | 3.269 | 3.939 | 3.875 | 3.996 | 5.154 | 30.253 |
| 2.420 | 3.798 | 3.770 | 3.269 | 2.484 | 2.442 | 1.000 | 3.736 | 22.919 |
| 2.420 | 3.798 | 2.365 | 3.269 | 2.484 | 2.442 | 2.524 | 3.736 | 23.038 |
| 3.877 | 2.373 | 3.770 | 4.579 | 2.484 | 3.875 | 2.524 | 5.154 | 28.635 |
| 2.420 | 2.373 | 2.365 | 2.158 | 2.484 | 2.442 | 2.524 | 3.736 | 20.502 |
| 2.420 | 3.798 | 3.770 | 4.579 | 2.484 | 3.875 | 3.996 | 5.154 | 30.075 |
| 2.420 | 3.798 | 2.365 | 4.579 | 3.939 | 2.442 | 3.996 | 3.736 | 27.275 |
| 3.877 | 3.798 | 2.365 | 3.269 | 3.939 | 3.875 | 2.524 | 3.736 | 27.382 |
| 2.420 | 3.798 | 3.770 | 4.579 | 2.484 | 3.875 | 3.996 | 3.736 | 28.657 |
| 3.877 | 3.798 | 3.770 | 3.269 | 3.939 | 2.442 | 2.524 | 2.382 | 26.001 |
| 2.420 | 2.373 | 3.770 | 3.269 | 2.484 | 2.442 | 2.524 | 5.154 | 24.436 |
| 3.877 | 3.798 | 2.365 | 3.269 | 3.939 | 3.875 | 3.996 | 3.736 | 28.854 |
| 2.420 | 2.373 | 2.365 | 4.579 | 2.484 | 2.442 | 2.524 | 3.736 | 22.922 |
| 2.420 | 2.373 | 3.770 | 2.158 | 2.484 | 2.442 | 2.524 | 3.736 | 21.907 |
| 3.877 | 3.798 | 3.770 | 4.579 | 3.939 | 3.875 | 3.996 | 5.154 | 32.987 |
| 3.877 | 3.798 | 2.365 | 4.579 | 2.484 | 3.875 | 2.524 | 5.154 | 28.654 |
| 2.420 | 2.373 | 3.770 | 3.269 | 1.000 | 2.442 | 2.524 | 3.736 | 21.535 |
| 1.000 | 1.000 | 1.000 | 3.269 | 3.939 | 2.442 | 2.524 | 2.382 | 17.556 |
| 3.877 | 2.373 | 2.365 | 3.269 | 2.484 | 2.442 | 2.524 | 3.736 | 23.070 |
| 3.877 | 3.798 | 2.365 | 3.269 | 2.484 | 2.442 | 2.524 | 3.736 | 24.494 |
| 2.420 | 3.798 | 3.770 | 4.579 | 3.939 | 3.875 | 3.996 | 5.154 | 31.530 |
| 2.420 | 2.373 | 2.365 | 3.269 | 2.484 | 2.442 | 2.524 | 2.382 | 20.260 |
| 2.420 | 2.373 | 2.365 | 4.579 | 3.939 | 2.442 | 3.996 | 3.736 | 25.850 |
| 3.877 | 2.373 | 3.770 | 4.579 | 2.484 | 2.442 | 2.524 | 5.154 | 27.202 |
| 3.877 | 3.798 | 3.770 | 4.579 | 3.939 | 2.442 | 3.996 | 3.736 | 30.136 |
| 2.420 | 3.798 | 1.000 | 3.269 | 1.000 | 3.875 | 2.524 | 2.382 | 20.268 |
| 1.000 | 2.373 | 2.365 | 2.158 | 2.484 | 2.442 | 2.524 | 3.736 | 19.082 |
| 3.877 | 3.798 | 2.365 | 4.579 | 2.484 | 2.442 | 2.524 | 3.736 | 25.804 |
| 2.420 | 1.000 | 2.365 | 3.269 | 2.484 | 2.442 | 2.524 | 2.382 | 18.886 |
| 3.877 | 1.000 | 2.365 | 2.158 | 3.939 | 1.000 | 2.524 | 2.382 | 19.244 |
| 2.420 | 2.373 | 2.365 | 4.579 | 2.484 | 2.442 | 3.996 | 3.736 | 24.395 |
| 2.420 | 2.373 | 2.365 | 3.269 | 2.484 | 1.000 | 1.000 | 2.382 | 17.294 |
| 2.420 | 2.373 | 2.365 | 2.158 | 2.484 | 2.442 | 1.000 | 2.382 | 17.625 |
| 2.420 | 2.373 | 2.365 | 4.579 | 2.484 | 2.442 | 2.524 | 5.154 | 24.340 |
| 2.420 | 2.373 | 3.770 | 3.269 | 2.484 | 2.442 | 2.524 | 3.736 | 23.018 |
| 3.877 | 2.373 | 3.770 | 3.269 | 3.939 | 2.442 | 2.524 | 3.736 | 25.930 |
| 2.420 | 1.000 | 2.365 | 3.269 | 2.484 | 2.442 | 2.524 | 3.736 | 20.240 |
| 2.420 | 1.000 | 2.365 | 4.579 | 1.000 | 3.875 | 2.524 | 5.154 | 22.916 |
| 3.877 | 3.798 | 3.770 | 3.269 | 2.484 | 2.442 | 3.996 | 3.736 | 27.372 |
| 3.877 | 3.798 | 3.770 | 4.579 | 3.939 | 2.442 | 2.524 | 3.736 | 28.664 |
| 3.877 | 3.798 | 3.770 | 4.579 | 2.484 | 3.875 | 3.996 | 3.736 | 30.114 |
| 2.420 | 2.373 | 2.365 | 3.269 | 2.484 | 2.442 | 3.996 | 2.382 | 21.732 |
| 2.420 | 2.373 | 3.770 | 4.579 | 2.484 | 3.875 | 2.524 | 3.736 | 25.760 |
| 3.877 | 3.798 | 3.770 | 4.579 | 2.484 | 2.442 | 2.524 | 3.736 | 27.209 |
| 3.877 | 3.798 | 3.770 | 4.579 | 2.484 | 3.875 | 2.524 | 3.736 | 28.641 |
| 3.877 | 2.373 | 3.770 | 4.579 | 3.939 | 2.442 | 2.524 | 2.382 | 25.885 |
| 2.420 | 2.373 | 2.365 | 4.579 | 2.484 | 1.000 | 2.524 | 2.382 | 20.127 |
| 2.420 | 3.798 | 1.000 | 3.269 | 3.939 | 1.000 | 2.524 | 3.736 | 21.685 |
| 3.877 | 3.798 | 2.365 | 2.158 | 2.484 | 2.442 | 1.000 | 2.382 | 20.506 |
| 3.877 | 3.798 | 3.770 | 4.579 | 2.484 | 2.442 | 2.524 | 3.736 | 27.209 |
| 3.877 | 3.798 | 2.365 | 3.269 | 2.484 | 2.442 | 3.996 | 3.736 | 25.967 |
| 3.877 | 2.373 | 3.770 | 4.579 | 2.484 | 2.442 | 2.524 | 3.736 | 25.784 |
| 2.420 | 2.373 | 1.000 | 4.579 | 3.939 | 1.000 | 2.524 | 2.382 | 20.216 |
| 3.877 | 3.798 | 2.365 | 4.579 | 3.939 | 2.442 | 3.996 | 5.154 | 30.149 |
| 3.877 | 2.373 | 1.000 | 2.158 | 2.484 | 3.875 | 2.524 | 3.736 | 22.026 |
| 2.420 | 2.373 | 2.365 | 2.158 | 2.484 | 2.442 | 2.524 | 3.736 | 20.502 |
| 2.420 | 3.798 | 1.000 | 4.579 | 3.939 | 3.875 | 2.524 | 2.382 | 24.516 |
| 1.000 | 2.373 | 2.365 | 4.579 | 2.484 | 2.442 | 3.996 | 3.736 | 22.975 |
| 3.877 | 3.798 | 3.770 | 3.269 | 3.939 | 2.442 | 3.996 | 3.736 | 28.827 |
| 2.420 | 2.373 | 2.365 | 3.269 | 3.939 | 2.442 | 2.524 | 3.736 | 23.068 |
| 2.420 | 1.000 | 2.365 | 2.158 | 3.939 | 1.000 | 2.524 | 5.154 | 20.559 |
| 3.877 | 3.798 | 2.365 | 4.579 | 3.939 | 3.875 | 3.996 | 3.736 | 30.164 |
| 1.000 | 2.373 | 2.365 | 2.158 | 2.484 | 1.000 | 2.524 | 2.382 | 16.286 |
| 3.877 | 3.798 | 3.770 | 4.579 | 2.484 | 3.875 | 3.996 | 3.736 | 30.114 |
| 2.420 | 2.373 | 2.365 | 3.269 | 2.484 | 2.442 | 2.524 | 3.736 | 21.613 |
| 2.420 | 2.373 | 3.770 | 4.579 | 2.484 | 1.000 | 3.996 | 3.736 | 24.358 |

**Lampiran 23**

**Uji Asumsi Klasik (Uji Normalitas)**





|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | .79314339 |
| Most Extreme Differences | Absolute | .043 |
| Positive | .029 |
| Negative | -.043 |
| Test Statistic | | .043 |
| Asymp. Sig. (2-tailed) | | .200c,d |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |
| d. This is a lower bound of the true significance. | | |

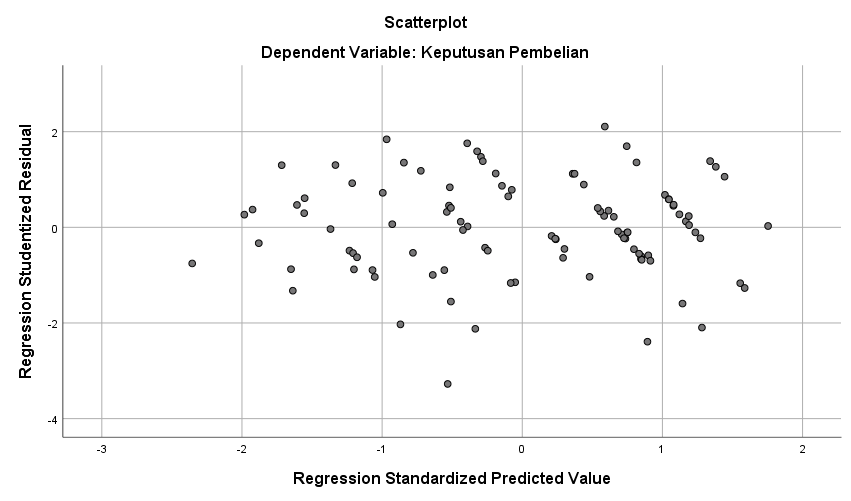
**Lampiran 24**

**Uji Asumsi Klasik (Uji Multikolonieritas)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta |  |  | Tolerance | VIF |
| 1 | (Constant) | 1.103 | .505 |  | 2.186 | .031 |  |  |
| Persepsi Citra Merek | .062 | .028 | .100 | 2.203 | .030 | .432 | 2.315 |
| Persepsi Harga Produk | .545 | .062 | .540 | 8.756 | .000 | .232 | 4.308 |
| Persepsi Kualitas Produk | .863 | .041 | 1.315 | 21.140 | .000 | .228 | 4.387 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | | | |

**Lampiran 25**

**Uji Asumsi Klasik (Uji Heteroskedastisitas)**



|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta |  |  | Tolerance | VIF |
| 1 | (Constant) | 1.103 | .505 |  | 2.186 | .031 |  |  |
| Persepsi Citra Merek | .062 | .028 | .100 | 2.203 | .030 | .432 | 2.315 |
| Persepsi Harga Produk | .545 | .062 | .540 | 8.756 | .000 | .232 | 4.308 |
| Persepsi Kualitas Produk | .863 | .041 | 1.315 | 21.140 | .000 | .228 | 4.387 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | | | |

**Lampiran 26**

**Analisis Regresi Linier Berganda**

|  |  |  |  |
| --- | --- | --- | --- |
| **Descriptive Statistics** | | | |
|  | Mean | Std. Deviation | N |
| Keputusan Pembelian | 15.36850 | 2.725217 | 100 |
| Persepsi Citra Merek | 23.50849 | 4.367191 | 100 |
| Persepsi Harga Produk | 15.33709 | 2.699388 | 100 |
| Persepsi Kualitas Produk | 24.51934 | 4.152860 | 100 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | |
|  | | Keputusan Pembelian | Citra Merek | Harga | Kualitas Produk |
| Pearson Correlation | Keputusan Pembelian | 1.000 | .669 | .671 | .921 |
| Persepsi Citra Merek | .669 | 1.000 | .725 | .731 |
| Persepsi Harga Produk | .671 | .725 | 1.000 | .866 |
| Persepsi Kualitas Produk | .921 | .731 | .866 | 1.000 |
| Sig. (1-tailed) | Keputusan Pembelian | . | .000 | .000 | .000 |
| Persepsi Citra Merek | .000 | . | .000 | .000 |
| Persepsi Harga Produk | .000 | .000 | . | .000 |
| Persepsi Kualitas Produk | .000 | .000 | .000 | . |
| N | Keputusan Pembelian | 100 | 100 | 100 | 100 |
| Persepsi Citra Merek | 100 | 100 | 100 | 100 |
| Persepsi Harga Produk | 100 | 100 | 100 | 100 |
| Persepsi Kualitas Produk | 100 | 100 | 100 | 100 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Kualitas Produk, Citra Merek, Hargab | . | Enter |
| a. Dependent Variable: Keputusan Pembelian | | | |
| b. All requested variables entered. | | | |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta |  |  | Tolerance | VIF |
| 1 | (Constant) | 1.103 | .505 |  | 2.186 | .031 |  |  |
| Persepsi Citra Merek | .062 | .028 | .100 | 2.203 | .030 | .432 | 2.315 |
| Persepsi Harga Produk | .545 | .062 | .540 | 8.756 | .000 | .232 | 4.308 |
| Persepsi Kualitas Produk | .863 | .041 | 1.315 | 21.140 | .000 | .228 | 4.387 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | | | |

**Lampiran 27**

**Uji Signifikansi Parsial (Uji t)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta |  |  | Tolerance | VIF |
| 1 | (Constant) | 1.103 | .505 |  | 2.186 | .031 |  |  |
| Persepsi Citra Merek | .062 | .028 | .100 | 2.203 | .030 | .432 | 2.315 |
| Persepsi Harga Produk | .545 | .062 | .540 | 8.756 | .000 | .232 | 4.308 |
| Persepsi Kualitas Produk | .863 | .041 | 1.315 | 21.140 | .000 | .228 | 4.387 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | | | |

**Lampiran 28**

**Uji Signifikansi Simultan (Uji F)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 672.975 | 3 | 224.325 | 345.788 | .000b |
| Residual | 62.279 | 96 | .649 |  |  |
| Total | 735.254 | 99 |  |  |  |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |
| b. Predictors: (Constant), Persepsi Citra Merek, Persepsi Harga Produk, Persepsi Kualitas Produk | | | | | | |

**Lampiran 29**

**Analisis Koefisien Determinasi**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .957a | .915 | .913 | .805441 |
| a. Predictors: (Constant), Persepsi Citra Merek, Persepsi Harga Produk, Persepsi Kualitas Produk | | | | |
| b. Dependent Variable: Keputusan Pembelian | | | | |