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Lampiran 1

Kusioner Penelitian

Assalamualaikumwr.wb

Yang Terhormat Bapak/Ibu

Di Srikandi mina mandiri brebes

Dalam rangka menyelesaikan studi di Fakultas Ekonomi dan Bisnis Progam Studi Manajemen Universitas Pancasakti Tegal dengan lokasi penelitian berada di Di Srikandi mina mandiri brebesl, saya memohon kesediaan Bapak/Ibu untuk dapat membantu penelitian saya dengan mengisi kusioner terlampir. Judul penelitian saya adalah “Pengaruh Harga, Kualitas Produk, Desain Produk, dan Inovasi produk terhadap keputusan pembelian produk olahan ikan bandeng di Srikandi Mina Mandiri Brebes”

Isian kusioner terlampir semata-mata untuk kepentingan ilmiah, serta jawaban Bapak atau Ibu bersifat rahasia. Maka dari itu atas segala bantuan, partisipi dan kesediaan Bapak atau Ibu mengisi kusioner yang dimaksud, sebelum dan sesudahnya disampaikan banyak terimakasih.

Hormat Kami

Uly Deswita Aryuni
NPM : 4116500311

Petunjuk Pengisian

1. Jawablah masing-masing pernyataan di bawah ini sesuai dengan penilaian saudara mengenai “Pengaruh Harga, Kualitas Produk, Desain Produk, dan Inovasi produk terhadap keputusan pembelian produk olahan ikan bandeng di Srikandi Mina Mandiri Brebes”
2. Pilihlah salah satu jawaban dari kelima alternatif jawaban yang sesuai dengan cara memberikan tanda (\surd) pada salah satu kolom pada jawaban yang tersedia.
3. Keterangan jawaban sebagai berikut :

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

1) **Data Responden** (Boleh Tidak di Isi)

1) Nama :

2) Alamat :

3) Jenis Kelamin : L / P

4) Usia :

<20 tahun

20-30 tahun

30-40 tahun

>40 tahun

5) Pekerjaan :

1. Daftar Pernyataan Variabel Keputusan Pembelian

| No. | Pernyataan | SS | S | N | TS | STS |
|-----|--|----|---|---|----|-----|
| 1. | Saya membutuhkan produk ikan untuk kebutuhan sehari hari | | | | | |
| 2. | Saya membutuhkan ikan bandeng karena sangat bermanfaat untuk tubuh kita. | | | | | |
| 3. | Saya mencari informasi ikan bandeng lewat teman | | | | | |
| 4. | Saya mencari informasi ikan bandeng melalui iklan | | | | | |
| 5. | Saya membandingkan kualitas ikan bandeng dengan ikan yang lain | | | | | |
| 6. | Saya membandingkan harga ikan bandeng dengan ikan yang lain | | | | | |
| 7. | Saya memutuskan membeli ikan bandeng karena kualitasnya bagus | | | | | |
| 8. | Saya memutuskan membeli ikan bandeng karena baik untuk dikonsumsi | | | | | |
| 9. | Saya puas membeli produk ikan bandeng | | | | | |
| 10. | Saya puas dan akan | | | | | |

| | | | | | | |
|--|---|--|--|--|--|--|
| | merekomendasikan ke teman agar membeli ikan bandeng | | | | | |
|--|---|--|--|--|--|--|

2. Daftar Pernyataan Variabel harga

| No. | Pernyataan | SS | S | N | TS | STS |
|-----|---|----|---|---|----|-----|
| 1. | Harga ikan bandeng sesuai dengan rasa produk yang saya rasakan | | | | | |
| 2. | Harga ikan bandeng sesuai dengan harga ikan pada umumnya | | | | | |
| 3. | Harga ikan bandeng bervariasi sesuai dengan ukurannya | | | | | |
| 4. | Harga ikan bandeng sesuai dengan kemampuan saya | | | | | |
| 5. | Harga ikan bandeng sesuai dengan kualitas produknya | | | | | |
| 6. | Harga ikan bandeng di srikandi mina mandiri sering mendapatkan potongan | | | | | |
| 7. | Harga ikan bandeng di srikandi mina mandiri sama dengan lainnya | | | | | |
| 8. | Harga ikan bandeng sesuai dengan ukuran yang di tawarkan | | | | | |
| 9. | Harga ikan bandeng sesuai dengan kualitas produk yang di tawarkan | | | | | |
| 10. | Harga ikan bandeng dapat bersaing dengan ikan yang lain | | | | | |

3. Daftar Pernyataan kualitas produk

| No. | Pernyataan | SS | S | N | TS | STS |
|-----|---|----|---|---|----|-----|
| 1. | Kualitas ikan bandeng sesuai dengan keinginan saya | | | | | |
| 2. | Kandungan yang dimiliki ikan bandeng sesuai dengan keinginan saya | | | | | |
| 3. | Kualitas ikan bandeng memuaskan saya | | | | | |
| 4. | Olahan ikan bandeng sesuai dengan keinginan saya. | | | | | |
| 5. | Olahan ikan bandeng tidak mudah basi | | | | | |
| 6. | Olahan ikan bandeng mudah dicari | | | | | |
| 7. | Olahan ikan bandeng terlihat menarik | | | | | |
| 8. | Ikan bandeng lebih enak dikonsumsi | | | | | |
| 9. | Ikan bandeng membantu saya untuk memenuhi kebutuhan | | | | | |
| 10. | Ikan bandeng merupakan ikan yang berkualitas | | | | | |

4. Daftar Pernyataan Variabel desain produk

| No. | Pernyataan | SS | S | N | TS | STS |
|-----|---|----|---|---|----|-----|
| 1. | Olahan ikan bandeng beraneka warna | | | | | |
| 2. | Saya measa olahan ikan bandeng memiliki warna yang sesuai dengan desain produknya | | | | | |
| 3. | Olahan ikan bandeng memiliki berbagai jenis yang memiliki bwarna yang menarik | | | | | |
| 4. | Olahan ikan bandeng memiliki tekstur yang empuk | | | | | |
| 5. | Saya merasa olahan ikan bandeng memiliki bentuk yang sangat menarik | | | | | |
| 6. | Olahan ikan bandeng sangat beraneka ragam bentuknya | | | | | |
| 7. | Olahan ikan bandeng memiliki keindahan bentuknya | | | | | |
| 8. | Olahan ikan bandeng memiliki bentuk yang unik. | | | | | |
| 9. | Saya merasa olahan ikan bandeng | | | | | |

| | | | | | | |
|-----|--|--|--|--|--|--|
| | memiliki bahan yang berkualitas. | | | | | |
| 10. | Olahan ikan bandeng memiliki ukuran yang sesuai dengan keinginan saya. | | | | | |

5. Daftar Pernyataan Inovasi Produk

| No. | Pernyataan | SS | S | N | TS | STS |
|-----|---|----|---|---|----|-----|
| 1. | Jenis olahan ikan bandeng memiliki bentuk yang unik. | | | | | |
| 2. | Kemasan olahan ikan bandeng sangat menarik | | | | | |
| 3. | Tempat penjualan olahan ikan abndeng memiliki tempat yang menarik perhatian saya. | | | | | |
| 4. | Jenis Olahan ikan bandeng beraneka ragam . | | | | | |
| 5. | Olahan ikan bandeng meiliki banyak pilihan dan jenisnya. | | | | | |
| 6. | Kualitas olahan ikan bandeng sangat baik. | | | | | |
| 7. | Kualitas olahan ikan bandeng lebih baik disbanding olahan ikan lainnya. | | | | | |

| | | | | | | |
|-----|--|--|--|--|--|--|
| 8. | Olahan ikan bandeng di srikandi mina mandiri memiliki kualitas yang baik | | | | | |
| 9. | Tempat penjualan disrikandi mina mandiri sangat menarik | | | | | |
| 10. | Tempat penjualan srikandi mina mandiri lebih baik dari pada tempat lain | | | | | |

Lampiran 2

Jawaban Responden Variabel Persepsi Harga Uji Validitas dan Reliabilitas

| Responden | Item 1 | Item 2 | Item 3 | Item 4 | Item 5 | Item 6 | Item 7 | Item 8 | Item 9 | Item 10 | Total |
|-----------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|-------|
| 1 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 40 |
| 2 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 40 |
| 3 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 39 |
| 4 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 3 | 5 | 3 | 41 |
| 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 44 |
| 6 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 3 | 42 |
| 7 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 3 | 4 | 41 |
| 8 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 43 |
| 9 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 40 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 11 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 40 |
| 12 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 3 | 4 | 41 |
| 13 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 14 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 4 | 5 | 4 | 41 |
| 15 | 4 | 3 | 5 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 41 |
| 16 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 41 |
| 17 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 18 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 42 |
| 19 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 31 |
| 20 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 21 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 39 |
| 22 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 41 |
| 23 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 47 |
| 24 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 25 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 41 |
| 26 | 5 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 3 | 39 |
| 27 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 3 | 4 | 43 |
| 28 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 40 |
| 29 | 4 | 3 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 3 | 37 |
| 30 | 3 | 2 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 2 | 29 |

Lampiran 4

Jawaban Responden Variabel Persepsi Inovasi produk Uji Validitas dan Reliabilitas

| Responden | Item 1 | Item 2 | Item 3 | Item 4 | Item 5 | Item 6 | Item 7 | Item 8 | Item 9 | Item 10 | Total |
|-----------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|-------|
| 1 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 42 |
| 2 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 44 |
| 3 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 4 | 5 | 5 | 45 |
| 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 45 |
| 5 | 4 | 4 | 4 | 3 | 3 | 5 | 3 | 3 | 5 | 5 | 39 |
| 6 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 41 |
| 7 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 49 |
| 8 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 48 |
| 9 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 46 |
| 10 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 45 |
| 11 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 5 | 36 |
| 12 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 45 |
| 13 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 47 |
| 14 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 45 |
| 15 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 16 | 5 | 3 | 5 | 3 | 3 | 5 | 3 | 5 | 4 | 4 | 40 |
| 17 | 3 | 3 | 4 | 3 | 2 | 5 | 3 | 3 | 4 | 4 | 34 |
| 18 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 33 |
| 19 | 3 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 41 |
| 20 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 3 | 41 |
| 21 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 38 |
| 22 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 40 |
| 23 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 43 |
| 24 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 5 | 5 | 37 |
| 25 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 40 |
| 26 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 41 |
| 27 | 4 | 5 | 3 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 41 |
| 28 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 45 |
| 29 | 4 | 5 | 3 | 4 | 5 | 3 | 4 | 3 | 3 | 4 | 38 |
| 30 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 33 |

Lampiran 5

Jawaban Responden Variabel Persepsi Desain produk Uji Validitas dan Reliabilitas

| Responden | Item 1 | Item 2 | Item 3 | Item 4 | Item 5 | Item 6 | Item 7 | Item 8 | Item 9 | Item 10 | Total |
|-----------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|-------|
| 1 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 35 |
| 2 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 2 | 32 |
| 3 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 32 |
| 5 | 3 | 3 | 2 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 29 |
| 6 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 47 |
| 7 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 2 | 30 |
| 8 | 4 | 5 | 3 | 4 | 5 | 3 | 4 | 3 | 3 | 4 | 38 |
| 9 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 35 |
| 10 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 37 |
| 11 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 38 |
| 12 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 3 | 2 | 2 | 26 |
| 13 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 35 |
| 14 | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 3 | 4 | 4 | 37 |
| 15 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 32 |
| 16 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 39 |
| 17 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 39 |
| 18 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 46 |
| 19 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 31 |
| 20 | 4 | 4 | 3 | 3 | 5 | 5 | 3 | 4 | 5 | 3 | 39 |
| 21 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 36 |
| 22 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 44 |
| 23 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 32 |
| 24 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 45 |
| 25 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 38 |
| 26 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 48 |
| 27 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 40 |
| 28 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 37 |
| 29 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 27 |
| 30 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 34 |

Lampiran 6

Jawaban Responden Variabel Keputusan pembelian Uji Validitas dan Reliabilitan

| | Item 1 | Item 2 | Item 3 | Item 4 | Item 5 | Item 6 | Item 7 | Item 8 | Item 9 | Item 10 | Total |
|----|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|-------|
| 1 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 43 |
| 2 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 43 |
| 3 | 4 | 4 | 4 | 5 | 2 | 3 | 4 | 4 | 5 | 4 | 39 |
| 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 43 |
| 5 | 4 | 5 | 5 | 5 | 3 | 5 | 4 | 3 | 4 | 4 | 42 |
| 6 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 45 |
| 7 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 42 |
| 8 | 5 | 3 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 3 | 41 |
| 9 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 43 |
| 10 | 4 | 4 | 4 | 3 | 5 | 3 | 4 | 5 | 4 | 4 | 40 |
| 11 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 42 |
| 12 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 42 |
| 13 | 3 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 38 |
| 14 | 3 | 3 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 40 |
| 15 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 44 |
| 16 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 35 |
| 17 | 4 | 3 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 42 |
| 18 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 4 | 43 |
| 19 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 40 |
| 20 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 3 | 3 | 5 | 41 |
| 21 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 45 |
| 22 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 45 |
| 23 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 40 |
| 24 | 5 | 4 | 5 | 5 | 3 | 5 | 3 | 3 | 4 | 4 | 41 |
| 25 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 40 |
| 26 | 3 | 4 | 3 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 40 |
| 27 | 3 | 4 | 5 | 3 | 5 | 4 | 5 | 3 | 5 | 5 | 42 |
| 28 | 5 | 3 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 42 |
| 29 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 45 |
| 30 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 42 |

Lampiran 7

Jawaban Responden Variabel X₁ Persepsi harga

| | Item 1 | Item 2 | Item 3 | Item 4 | Item 5 | Item 6 | Item 7 | Item 8 | Item 9 | Item 10 | Total |
|----|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|-------|
| 1 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 40 |
| 2 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 3 | 41 |
| 3 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 40 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 5 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 40 |
| 6 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 43 |
| 7 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 44 |
| 8 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 44 |
| 9 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 42 |
| 10 | 5 | 3 | 3 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 41 |
| 11 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 42 |
| 12 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 5 | 42 |
| 13 | 3 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 38 |
| 14 | 3 | 3 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 40 |
| 15 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 44 |
| 16 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 35 |
| 17 | 4 | 3 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 42 |
| 18 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 4 | 43 |
| 19 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 40 |
| 20 | 5 | 3 | 4 | 4 | 5 | 4 | 5 | 3 | 3 | 5 | 41 |
| 21 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 45 |
| 22 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 45 |
| 23 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 40 |
| 24 | 5 | 4 | 5 | 5 | 3 | 5 | 3 | 3 | 4 | 4 | 41 |
| 25 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 40 |
| 26 | 3 | 4 | 3 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 40 |
| 27 | 3 | 4 | 5 | 3 | 5 | 4 | 5 | 3 | 5 | 5 | 42 |
| 28 | 5 | 3 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 42 |
| 29 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 45 |
| 30 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 42 |
| 31 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 43 |
| 32 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 47 |
| 33 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 44 |
| 34 | 5 | 4 | 5 | 5 | 5 | 5 | 6 | 5 | 4 | 4 | 48 |

| | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 35 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 47 |
| 36 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 44 |
| 37 | 5 | 3 | 4 | 5 | 3 | 4 | 5 | 4 | 2 | 4 | 39 |
| 38 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 42 |
| 39 | 3 | 4 | 5 | 5 | 5 | 3 | 5 | 4 | 3 | 5 | 42 |
| 40 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 41 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 42 |
| 42 | 5 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 5 | 41 |
| 43 | 5 | 4 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 44 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 4 | 44 |
| 45 | 5 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 46 |
| 46 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 47 |
| 47 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 48 |
| 48 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 47 |
| 49 | 5 | 4 | 3 | 3 | 3 | 4 | 5 | 5 | 5 | 4 | 41 |
| 50 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 44 |
| 51 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 3 | 4 | 44 |
| 52 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 53 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 42 |
| 54 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 3 | 41 |
| 55 | 3 | 4 | 3 | 3 | 4 | 5 | 5 | 4 | 4 | 3 | 38 |
| 56 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 44 |
| 57 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 42 |
| 58 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 5 | 2 | 39 |
| 59 | 3 | 3 | 4 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 40 |
| 60 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 39 |
| 61 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 42 |
| 62 | 3 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 37 |
| 63 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 41 |
| 64 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 42 |
| 65 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 45 |
| 66 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 42 |
| 67 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 44 |
| 68 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 45 |
| 69 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 3 | 43 |
| 70 | 3 | 3 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 42 |
| 71 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 45 |
| 72 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 42 |
| 73 | 3 | 4 | 3 | 2 | 4 | 4 | 4 | 5 | 4 | 4 | 37 |

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|-----|---|---|---|---|---|---|---|---|---|---|----|
| 74 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 41 |
| 75 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 42 |
| 76 | 3 | 3 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 4 | 42 |
| 77 | 4 | 5 | 4 | 5 | 5 | 3 | 5 | 3 | 4 | 3 | 41 |
| 78 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 44 |
| 79 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 43 |
| 80 | 3 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 3 | 42 |
| 81 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 41 |
| 82 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 43 |
| 83 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 44 |
| 84 | 5 | 5 | 3 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 43 |
| 85 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 44 |
| 86 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 38 |
| 87 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 45 |
| 88 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 45 |
| 89 | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 44 |
| 90 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 91 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 43 |
| 92 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 43 |
| 93 | 4 | 4 | 4 | 5 | 2 | 3 | 4 | 4 | 5 | 4 | 39 |
| 94 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 43 |
| 95 | 4 | 5 | 5 | 5 | 3 | 5 | 4 | 3 | 4 | 4 | 42 |
| 96 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 45 |
| 97 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 42 |
| 98 | 5 | 3 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 3 | 41 |
| 99 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 43 |
| 100 | 4 | 4 | 4 | 3 | 5 | 3 | 4 | 5 | 4 | 4 | 40 |

Lampiran 8

Jawaban Responden Variabel X₂ Persepsi Kualitas produk

| Responden | Item 1 | Item 2 | Item 3 | Item 4 | Item 5 | Item 6 | Item 7 | Item 8 | Item 9 | Item 10 | Total |
|-----------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|-------|
| 1 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 44 |
| 2 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 5 | 5 | 45 |
| 3 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 4 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 43 |
| 5 | 5 | 3 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 41 |
| 6 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 42 |
| 7 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 45 |
| 8 | 5 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 40 |
| 9 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 3 | 5 | 4 | 41 |
| 10 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 40 |
| 11 | 4 | 3 | 4 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 42 |
| 12 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | 3 | 4 | 41 |
| 13 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 40 |
| 14 | 4 | 3 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 40 |
| 15 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 3 | 5 | 43 |
| 16 | 4 | 5 | 3 | 5 | 4 | 5 | 3 | 3 | 4 | 3 | 39 |
| 17 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 41 |
| 18 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 3 | 3 | 42 |
| 19 | 5 | 4 | 4 | 5 | 3 | 3 | 3 | 5 | 4 | 5 | 41 |
| 20 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 3 | 4 | 43 |
| 21 | 4 | 4 | 4 | 5 | 3 | 3 | 5 | 5 | 5 | 4 | 42 |
| 22 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 43 |
| 23 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 44 |
| 24 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 45 |
| 25 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 44 |
| 26 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 37 |
| 27 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 41 |
| 28 | 5 | 4 | 5 | 3 | 3 | 4 | 4 | 3 | 5 | 5 | 41 |
| 29 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 43 |
| 30 | 5 | 3 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 42 |
| 31 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 46 |

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|----|---|---|---|---|---|---|---|---|---|---|----|
| 32 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 45 |
| 33 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 44 |
| 34 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 44 |
| 35 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 43 |
| 36 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 3 | 5 | 5 | 44 |
| 37 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 3 | 39 |
| 38 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 42 |
| 39 | 5 | 4 | 4 | 3 | 3 | 5 | 5 | 5 | 3 | 5 | 42 |
| 40 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 44 |
| 41 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 43 |
| 42 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 3 | 41 |
| 43 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 43 |
| 44 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 45 |
| 45 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 46 |
| 46 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 3 | 44 |
| 47 | 5 | 3 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 44 |
| 48 | 5 | 4 | 5 | 5 | 4 | 5 | 3 | 5 | 4 | 5 | 45 |
| 49 | 5 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 5 | 4 | 42 |
| 50 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 43 |
| 51 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 5 | 44 |
| 52 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 41 |
| 53 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 43 |
| 54 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 3 | 5 | 4 | 42 |
| 55 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 40 |
| 56 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 46 |
| 57 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 3 | 4 | 38 |
| 58 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 59 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 41 |
| 60 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 40 |
| 61 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 41 |
| 62 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 3 | 4 | 39 |
| 63 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 40 |
| 64 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 5 | 4 | 45 |
| 65 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 43 |
| 66 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 3 | 44 |
| 67 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |

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|-----|---|---|---|---|---|---|---|---|---|---|----|
| 68 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 46 |
| 69 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 40 |
| 70 | 3 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 39 |
| 71 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 42 |
| 72 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 42 |
| 73 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 39 |
| 74 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 43 |
| 75 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 44 |
| 76 | 5 | 3 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 3 | 41 |
| 77 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 42 |
| 78 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 3 | 43 |
| 79 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 45 |
| 80 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 5 | 44 |
| 81 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 45 |
| 82 | 3 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 3 | 42 |
| 83 | 5 | 5 | 4 | 3 | 5 | 3 | 5 | 5 | 4 | 4 | 43 |
| 84 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 44 |
| 85 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 40 |
| 86 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 2 | 39 |
| 87 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 47 |
| 88 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 46 |
| 89 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 43 |
| 90 | 4 | 5 | 4 | 3 | 3 | 5 | 4 | 5 | 4 | 5 | 42 |
| 91 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 43 |
| 92 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 40 |
| 93 | 4 | 2 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 39 |
| 94 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 46 |
| 95 | 5 | 4 | 3 | 5 | 4 | 4 | 3 | 3 | 4 | 5 | 40 |
| 96 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 41 |
| 97 | 3 | 4 | 4 | 5 | 5 | 4 | 3 | 3 | 5 | 4 | 40 |
| 98 | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 3 | 42 |
| 99 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 4 | 3 | 42 |
| 100 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |

Lampiran 9

Jawaban Responden Variabel X₃ Persepsi Inovasi produk

| Responden | Item 1 | Item 2 | Item 3 | Item 4 | Item 5 | Item 6 | Item 7 | Item 8 | Item 9 | Item 10 | Total |
|-----------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|-------|
| 1 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | 3 | 5 | 5 | 45 |
| 2 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 43 |
| 3 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 41 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 40 |
| 5 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 3 | 40 |
| 6 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 5 | 4 | 41 |
| 7 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 40 |
| 8 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 3 | 44 |
| 9 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 44 |
| 10 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 43 |
| 11 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 40 |
| 12 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 39 |
| 13 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 14 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 41 |
| 15 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 45 |
| 16 | 4 | 5 | 3 | 5 | 4 | 3 | 3 | 3 | 4 | 3 | 37 |
| 17 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 40 |
| 18 | 5 | 4 | 5 | 3 | 5 | 5 | 4 | 3 | 4 | 5 | 43 |
| 19 | 5 | 4 | 3 | 5 | 3 | 3 | 5 | 4 | 5 | 5 | 42 |
| 20 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 21 | 5 | 4 | 5 | 3 | 3 | 4 | 5 | 5 | 4 | 5 | 43 |
| 22 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 44 |
| 23 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 43 |
| 24 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 45 |
| 25 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 45 |
| 26 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 5 | 4 | 4 | 38 |
| 27 | 4 | 5 | 3 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 44 |
| 28 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 3 | 41 |
| 29 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 42 |
| 30 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 43 |
| 31 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 47 |

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| 32 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 45 |
| 33 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 46 |
| 34 | 3 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 46 |
| 35 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 45 |
| 36 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 4 | 43 |
| 37 | 3 | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 38 |
| 38 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 44 |
| 39 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 45 |
| 40 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 44 |
| 41 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| 42 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 3 | 3 | 42 |
| 43 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 45 |
| 44 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 44 |
| 45 | 3 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 45 |
| 46 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 43 |
| 47 | 5 | 4 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 4 | 45 |
| 48 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 44 |
| 49 | 4 | 5 | 5 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 44 |
| 50 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |
| 51 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| 52 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 41 |
| 53 | 4 | 5 | 5 | 5 | 3 | 4 | 3 | 4 | 4 | 5 | 42 |
| 54 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 42 |
| 55 | 4 | 4 | 4 | 5 | 3 | 5 | 3 | 3 | 5 | 5 | 41 |
| 56 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 44 |
| 57 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 2 | 4 | 3 | 39 |
| 58 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 5 | 4 | 40 |
| 59 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 42 |
| 60 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 3 | 39 |
| 61 | 5 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 5 | 40 |
| 62 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 63 | 4 | 3 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 41 |
| 64 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 42 |
| 65 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 41 |
| 66 | 5 | 3 | 5 | 4 | 3 | 5 | 3 | 5 | 5 | 5 | 43 |
| 67 | 4 | 3 | 4 | 3 | 5 | 5 | 5 | 3 | 4 | 4 | 40 |

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|-----|---|---|---|---|---|---|---|---|---|---|----|
| 68 | 5 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 3 | 45 |
| 69 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 70 | 4 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 5 | 3 | 43 |
| 71 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 40 |
| 72 | 5 | 3 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 41 |
| 73 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 74 | 5 | 4 | 5 | 3 | 5 | 4 | 3 | 3 | 5 | 5 | 42 |
| 75 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 44 |
| 76 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 42 |
| 77 | 4 | 5 | 3 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 43 |
| 78 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 44 |
| 79 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 3 | 4 | 41 |
| 80 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 45 |
| 81 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 45 |
| 82 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 43 |
| 83 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 42 |
| 84 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 45 |
| 85 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 5 | 5 | 41 |
| 86 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 4 | 5 | 38 |
| 87 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 48 |
| 88 | 5 | 3 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 45 |
| 89 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 42 |
| 90 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 41 |
| 91 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 44 |
| 92 | 5 | 4 | 3 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 39 |
| 93 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 40 |
| 94 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 95 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 2 | 3 | 41 |
| 96 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 40 |
| 97 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 41 |
| 98 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 41 |
| 99 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 40 |
| 100 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | 3 | 45 |

Lampiran 10

Jawaban Responden Variabel X₄ Persepsi desain produk

| Responden | Item 1 | Item 2 | Item 3 | Item 4 | Item 5 | Item 6 | Item 7 | Item 8 | Item 9 | Item 10 | Total |
|-----------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|-------|
| 1 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 5 | 5 | 44 |
| 2 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 41 |
| 3 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 5 | 43 |
| 4 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 3 | 5 | 4 | 42 |
| 5 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 40 |
| 6 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 46 |
| 7 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 3 | 3 | 4 | 38 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 9 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 41 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 40 |
| 11 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 3 | 41 |
| 12 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 3 | 4 | 39 |
| 13 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 40 |
| 14 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 5 | 4 | 45 |
| 15 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 43 |
| 16 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 3 | 44 |
| 17 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 18 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 46 |
| 19 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 40 |
| 20 | 3 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 39 |
| 21 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 42 |
| 22 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 42 |
| 23 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 39 |
| 24 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 5 | 43 |
| 25 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 44 |
| 26 | 5 | 3 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 3 | 41 |
| 27 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 42 |
| 28 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 3 | 43 |
| 29 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 45 |
| 30 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 5 | 44 |
| 31 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 45 |

| | | | | | | | | | | | |
|----|---|---|---|---|---|---|---|---|---|---|----|
| 32 | 3 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 3 | 42 |
| 33 | 5 | 5 | 4 | 3 | 5 | 3 | 5 | 5 | 4 | 4 | 43 |
| 34 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 44 |
| 35 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 40 |
| 36 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 2 | 39 |
| 37 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 47 |
| 38 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 3 | 46 |
| 39 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 43 |
| 40 | 4 | 5 | 4 | 3 | 3 | 5 | 4 | 5 | 4 | 5 | 42 |
| 41 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 43 |
| 42 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 4 | 40 |
| 43 | 4 | 2 | 5 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 39 |
| 44 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 46 |
| 45 | 5 | 4 | 3 | 5 | 4 | 4 | 3 | 3 | 4 | 5 | 40 |
| 46 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 41 |
| 47 | 3 | 4 | 4 | 5 | 5 | 4 | 3 | 3 | 5 | 4 | 40 |
| 48 | 5 | 5 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 3 | 42 |
| 49 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 4 | 3 | 42 |
| 50 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 45 |
| 51 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 43 |
| 52 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 41 |
| 53 | 4 | 5 | 5 | 5 | 3 | 4 | 3 | 4 | 4 | 5 | 42 |
| 54 | 3 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 42 |
| 55 | 4 | 4 | 4 | 5 | 3 | 5 | 3 | 3 | 5 | 5 | 41 |
| 56 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 44 |
| 57 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 2 | 4 | 3 | 39 |
| 58 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 5 | 4 | 40 |
| 59 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 42 |
| 60 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 3 | 39 |
| 61 | 5 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 5 | 40 |
| 62 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 63 | 4 | 3 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 4 | 41 |
| 64 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 42 |
| 65 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 41 |
| 66 | 5 | 3 | 5 | 4 | 3 | 5 | 3 | 5 | 5 | 5 | 43 |
| 67 | 4 | 3 | 4 | 3 | 5 | 5 | 5 | 3 | 4 | 4 | 40 |

| | | | | | | | | | | | |
|-----|---|---|---|---|---|---|---|---|---|---|----|
| 68 | 5 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 3 | 45 |
| 69 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 70 | 4 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 5 | 3 | 43 |
| 71 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 40 |
| 72 | 5 | 3 | 4 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 41 |
| 73 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 42 |
| 74 | 5 | 4 | 5 | 3 | 5 | 4 | 3 | 3 | 5 | 5 | 42 |
| 75 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 44 |
| 76 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 42 |
| 77 | 4 | 5 | 3 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 43 |
| 78 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 44 |
| 79 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 3 | 3 | 4 | 41 |
| 80 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 45 |
| 81 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 45 |
| 82 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 43 |
| 83 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 4 | 42 |
| 84 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 45 |
| 85 | 4 | 4 | 4 | 3 | 3 | 5 | 4 | 4 | 5 | 5 | 41 |
| 86 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 4 | 5 | 38 |
| 87 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 48 |
| 88 | 5 | 3 | 4 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 45 |
| 89 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 42 |
| 90 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 41 |
| 91 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 44 |
| 92 | 5 | 4 | 3 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 39 |
| 93 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 40 |
| 94 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 48 |
| 95 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 2 | 3 | 41 |
| 96 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 40 |
| 97 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 41 |
| 98 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 3 | 41 |
| 99 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 40 |
| 100 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | 3 | 45 |

Lampiran 10

Jawaban Responden Variabel Y Keputusan Pembelian

| Responden | Item 1 | Item 2 | Item 3 | Item 4 | Item 5 | Item 6 | Item 7 | Item 8 | Item 9 | Item 10 | Total |
|-----------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|-------|
| 1 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 43 |
| 2 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 44 |
| 3 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 44 |
| 4 | 3 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 40 |
| 5 | 4 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 3 | 3 | 41 |
| 6 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 44 |
| 7 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 5 | 3 | 4 | 43 |
| 8 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 42 |
| 9 | 5 | 4 | 3 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 44 |
| 10 | 5 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 43 |
| 11 | 4 | 5 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 41 |
| 12 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 42 |
| 13 | 3 | 4 | 3 | 3 | 5 | 4 | 5 | 5 | 4 | 4 | 40 |
| 14 | 4 | 4 | 3 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 43 |
| 15 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 44 |
| 16 | 5 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 36 |
| 17 | 4 | 3 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 41 |
| 18 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 45 |
| 19 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 42 |
| 20 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 3 | 3 | 43 |
| 21 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 44 |
| 22 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 4 | 44 |
| 23 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 42 |
| 24 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 44 |
| 25 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 45 |
| 26 | 5 | 4 | 5 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 39 |
| 27 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 43 |
| 28 | 5 | 3 | 4 | 3 | 3 | 4 | 5 | 4 | 5 | 4 | 40 |
| 29 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 45 |
| 30 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 45 |
| 31 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 46 |

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|----|---|---|---|---|---|---|---|---|---|---|----|
| 32 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 46 |
| 33 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 43 |
| 34 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 47 |
| 35 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 4 | 46 |
| 36 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 42 |
| 37 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 5 | 3 | 3 | 38 |
| 38 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 43 |
| 39 | 3 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 41 |
| 40 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 46 |
| 41 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 4 | 3 | 42 |
| 42 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 43 |
| 43 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 47 |
| 44 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 43 |
| 45 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 47 |
| 46 | 5 | 5 | 5 | 4 | 4 | 3 | 5 | 5 | 5 | 4 | 45 |
| 47 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 48 |
| 48 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 46 |
| 49 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 4 | 43 |
| 50 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 46 |
| 51 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 45 |
| 52 | 5 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 43 |
| 53 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 45 |
| 54 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 44 |
| 55 | 5 | 3 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 39 |
| 56 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 57 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 40 |
| 58 | 4 | 3 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 4 | 41 |
| 59 | 5 | 4 | 5 | 5 | 3 | 5 | 4 | 5 | 4 | 4 | 44 |
| 60 | 5 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 3 | 3 | 41 |
| 61 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 44 |
| 62 | 4 | 4 | 5 | 3 | 4 | 3 | 5 | 4 | 4 | 3 | 39 |
| 63 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 4 | 42 |
| 64 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 44 |
| 65 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 5 | 43 |
| 66 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 46 |
| 67 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 42 |

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|-----|---|---|---|---|---|---|---|---|---|---|----|
| 68 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |
| 69 | 4 | 5 | 3 | 3 | 4 | 4 | 5 | 5 | 4 | 3 | 40 |
| 70 | 3 | 3 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 41 |
| 71 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 44 |
| 72 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 45 |
| 73 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 38 |
| 74 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 45 |
| 75 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 5 | 5 | 43 |
| 76 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 44 |
| 77 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 46 |
| 78 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 3 | 43 |
| 79 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 45 |
| 80 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 45 |
| 81 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 3 | 3 | 44 |
| 82 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 4 | 45 |
| 83 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 46 |
| 84 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 46 |
| 85 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 40 |
| 86 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 3 | 3 | 4 | 37 |
| 87 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 47 |
| 88 | 3 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 43 |
| 89 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 46 |
| 90 | 5 | 5 | 3 | 3 | 5 | 4 | 5 | 5 | 4 | 4 | 43 |
| 91 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 45 |
| 92 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 40 |
| 93 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 3 | 42 |
| 94 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 45 |
| 95 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 | 3 | 5 | 40 |
| 96 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 42 |
| 97 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 40 |
| 98 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 44 |
| 99 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 3 | 43 |
| 100 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 48 |

Lampiran 11

Uji Reliabilitas Variabel Keputusan Pembelian

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .821 | 10 |

Lampiran 12

Uji Reliabilitas Persepsi Harga

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .892 | 10 |

Lampiran 13

Uji Reliabilitas Persepsi Kualitas Produk

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .879 | 10 |

Lampiran 14

Uji Reliabilitas Persepsi Desain Produk

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

Lampiran 15

Uji Reliabilitas Persepsi Inovasi Produk

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .841 | 10 |

Lampiran 16

Statistik Deskriptif

| | N | Minimum | Maximum | Mean | Std. Deviation |
|--------------------------|-----------|-----------|-----------|-----------|----------------|
| | Statistic | Statistic | Statistic | Statistic | Statistic |
| Persepsi Harga | 100 | 35,00 | 48,00 | 42,2900 | 2,41333 |
| Persepsi Kualitas Produk | 100 | 37,00 | 47,00 | 42,3300 | 2,12753 |
| Persepsi Desain Produk | 100 | 37,00 | 48,00 | 42,4300 | 2,29736 |
| Persepsi Inovasi Produk | 100 | 38,00 | 48,00 | 42,0900 | 2,22518 |
| Keputusan Pembelian | 100 | 36,00 | 48,00 | 43,2600 | 2,50503 |
| Valid N (listwise) | 100 | | | | |

Lampiran 17

Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 100 |
| Normal Parameters ^{a,b} | Mean | ,0000000 |
| | Std. Deviation | 1,49423606 |
| Most Extreme Differences | Absolute | ,063 |
| | Positive | ,054 |
| | Negative | -,063 |
| Test Statistic | | ,063 |
| Asymp. Sig. (2-tailed) | | ,200 ^{c,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 18

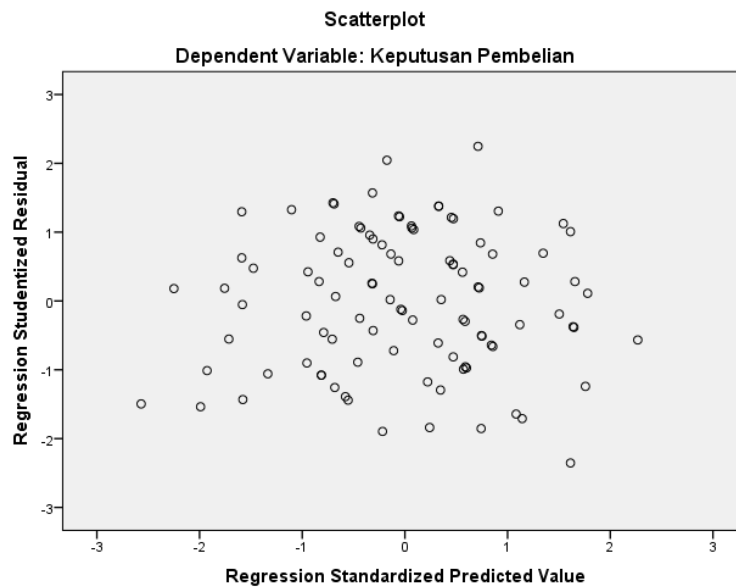
Hasil Uji Multikolinieritas

| Model | Collinearity Statistics | |
|--------------------------|-------------------------|-------|
| | Tolerance | VIF |
| 1 (Constant) | | |
| Persepsi Harga | ,650 | 1,539 |
| Persepsi Kualitas Produk | ,427 | 2,343 |
| Persepsi Desain Produk | ,399 | 2,507 |
| Persepsi Inovasi Produk | ,363 | 2,680 |

a. Dependent Variable: Keputusan Pembelian

Lampiran 19

Uji Heteroskedasitas



Lampiran 20

Analisis Regresi Linier Berganda

| | | Coefficients ^a | | | | |
|-------|--------------------------|-----------------------------|------------|---------------------------|-------|------|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 2,568 | 3,904 | | ,145 | ,885 |
| | Persepsi Harga | ,262 | ,079 | ,252 | 3,325 | ,001 |
| | Persepsi Kualitas Produk | ,500 | ,110 | ,425 | 4,536 | ,000 |
| | Persepsi Desain Produk | ,287 | ,106 | ,264 | 2,720 | ,008 |
| | Persepsi Inovasi Produk | ,215 | ,835 | ,271 | 2,178 | ,010 |

a. Dependent Variable: Keputusan Pembelian

Lampiran 21

Uji Signifikansi Parsial (Uji-t)

| | | Coefficients ^a | | | | |
|-------|--------------------------|-----------------------------|------------|---------------------------|-------|------|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| Model | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 2,568 | 3,904 | | ,145 | ,885 |
| | Persepsi Harga | ,262 | ,079 | ,252 | 3,325 | ,001 |
| | Persepsi Kualitas Produk | ,500 | ,110 | ,425 | 4,536 | ,000 |
| | Persepsi Desain Produk | ,287 | ,106 | ,264 | 2,720 | ,008 |
| | Persepsi Inovasi Produk | ,215 | ,835 | ,271 | 2,178 | ,010 |

a. Dependent Variable: Keputusan Pembelian

Lampiran 22

Uji Signifikansi Simultan (Uji F-test)

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 400,199 | 4 | 100,050 | 43,000 | ,000 ^b |
| | Residual | 221,041 | 95 | 2,327 | | |
| | Total | 621,240 | 99 | | | |

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Persepsi Inovasi Produk, Persepsi Harga, Persepsi Kualitas Produk, Persepsi Desain Produk

Lampiran 23

Analisis Koefisien Determinasi

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | ,803 ^a | ,644 | ,629 | 1,52537 | 2,163 |

a. Predictors: (Constant), Persepsi Inovasi Produk, Persepsi Harga, Persepsi Kualitas Produk, Persepsi Desain Produk

b. Dependent Variable: Keputusan Pembelian