produk dan meningkatkan keputusan pembelian.

1. PT. HEBE Beauty sebaiknya meningkatkan kesadaran merek yang kuat dalam menanamkan posisi merek dalam ingatan masyarakat, yaitu dengan logo dan kemasan yang mudah diingat. Dengan demikian diharapkan dapat meningkatkan keputusan pembelian produk Y.O.U Beauty.
2. PT. HEBE Beauty sebaiknya lebih meningkatkan *pirce fairness* untuk mengatur kembali strategi dalam menentukan harga jual produk agar dapat bersaing dengan yang lain. Fokus utama pelanggan adalah harga, ketika harga yang ditetapkan tersebut dinilai wajar maka masyarakat akan meningkatkan keputusan pembelian.

2. Bagi Peneliti Selanjutnya

Untuk peneliti yang akan datang sebaiknya dapat mengkaji variabel lain yang diduga berhubungan dengan keputusan pembelian untuk membantu para perusahaan meningkatkan efektivitas variabel-variabel tersebut dalam mengendalikan keputusan pembelian.

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LAMPIRAN

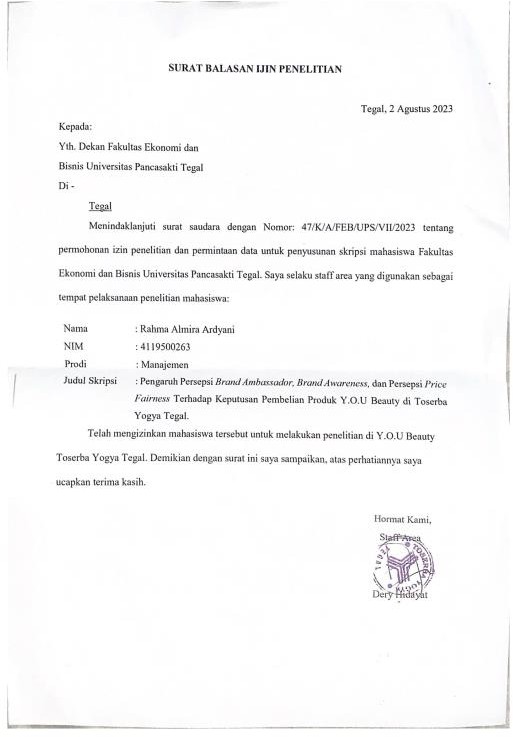
# Lampiran 1.

**Surat Perizinan Dari Fakultas Ekonomi dan Bisnis**



# Lampiran 2.

**Surat Balasan Izin Penelitian Skripsi di Y.O.U Beauty Toserba Yogya Tegal**



# Lampiran 3. Kuesioner Penelitian

**LEMBAR KUESIONER**

Perihal : Permohonan Pengisian Kuesioner

Judul Penelitian : Pengaruh Persepsi *Brand Ambassador, Brand Awareness,* dan Persepsi *Price Fairness* Terhadap Keputusan Pembelian Produk Y.O.U Beauty di Toserba Yogya Tegal.

Kepada :

Sdr. Responden

Konsumen Toserba Yogya Tegal Di Tempat

Dengan Hormat,

Dalam rangka menyelesaikan penelitian, saya Rahma Almira Ardyani, Mahasiswi S1 prodi Manajemen konsentrasi pemasaran Fakultas Ekonomi dan Bisnis Universitas Pancasakti Tegal, mohon partisipasi dari Sdr. untuk mengisi kuesioner yang telah saya sediakan.

Adapun data yang saya minta adalah sesuai dengan kondisi yang dirasakan Sdr. saat membeli kosmetik di Toserba Yogya Tegal. Saya akan menjaga kerahasiaan karena data ini hanya untuk kepentingan penelitian.

Setiap jawaban yang diberikan merupakan bantuan yang tidak ternilai harganya bagi penelitian ini.

Atas perhatian dan bantuannya, saya ucapkan terimakasih.

Tegal, Hormat Saya,

Rahma Almira Ardyani

# PROFIL RESPONDEN

1. Nama :
2. Jenis Kelamin :

 Laki-laki  Perempuan

1. Usia :

 17-29 Tahun  30-39 Tahun

 > 40 Tahun

1. Apakah anda pernah menggunakan produk Y.O.U Beauty?

 Pernah  Tidak Pernah

# Keterangan

STS : Sangat Tidak Setuju TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

# Petunjuk Pengisian

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

# Keputusan Pembelian (Y)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| **Pemilihan produk** | | | | | | |
| 1 | Saya membeli produk Y.O.U Beauty karena  kebutuhan pribadi |  |  |  |  |  |
| 2 | Saya membeli produk Y.O.U Beauty karena  tersedia beragam variasi produk |  |  |  |  |  |
| 3 | Saya membeli produk Y.O.U Beauty karena  kualitasnya baik |  |  |  |  |  |
| **Pemilihan merek** | | | | | | |
| 4 | Saya membeli produk Y.O.U Beauty karena  merek dapat dipercaya |  |  |  |  |  |
| 5 | Saya membeli produk Y.O.U Beauty karena  mereknya popular |  |  |  |  |  |
| **Pemilihan penyaluran** | | | | | | |
| 6 | Saya membeli poduk Y.O.U Beauty karena  mudah mendapatkannya |  |  |  |  |  |
| 7 | Saya membeli produk Y.O.U Beauty karena  selalu tersedia produknya |  |  |  |  |  |
| **Waktu pemilihan** | | | | | | |
| 8 | Saya membeli produk Y.O.U Beauty  sebulan sekali atau sesuai dengan kebutuhan |  |  |  |  |  |
| **Jumlah pembelian** | | | | | | |
| 9 | Saya membeli produk Y.O.U Beauty karena  tersedia jumlahnya sesuai dengan |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | kebutuhan saya |  |  |  |  |  |
| **Metode pembayaran** | | | | | | |
| 10 | Saya membeli produk Y.O.U Beauty karena  dapat menggunakan pembayaran tunai |  |  |  |  |  |
| 11 | Saya membeli produk Y.O.U Beauty karena  dapat menggunakan pembayaran debet |  |  |  |  |  |

**Persepsi *Brand Ambassasor* (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| ***Visibility*** | | | | | | |
| 1 | Kim Soo-hyun banyak dikenal sebagai  sebelum *Brand ambassador* produk Y.O.U Beauty |  |  |  |  |  |
| 2 | Kim Soo-hyun memiliki penampilan yang  menarik |  |  |  |  |  |
| ***Credibility*** | | | | | | |
| 3 | Kim Soo-hyun mampu mengkomunikasikan  produk dengan baik |  |  |  |  |  |
| 4 | Kim Soo-hyun memiliki pengetahuan yang  baik dalam mengkomunikasikan produk |  |  |  |  |  |
| 5 | Kim Soo-hyun memiliki pengalaman dalam  mengkomunikasikan produk |  |  |  |  |  |
| 6 | Kim Soo-hyun dapat dipercaya untuk  mengkomunikasikan produk dengan baik |  |  |  |  |  |
| ***Attraction*** | | | | | | |
| 7 | Kim Soo-hyun memiliki daya tarik secara  fisik |  |  |  |  |  |
| 8 | Kim Soo-hyun merupakan aktor yang  menyenangkan dan ramah |  |  |  |  |  |
| 9 | Kim Soo-hyun memiliki kesamaan selera  dengan konsumen |  |  |  |  |  |
| ***Power*** | | | | | | |
| 10 | Kim Soo-hyun memiliki kekuatan untuk  menarik perhatian konsumen |  |  |  |  |  |
| 11 | Kim Soo-hyun memiliki kemampuan untuk  mempengaruhi konsumen |  |  |  |  |  |

***Brand awareness* (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| **Recall** | | | | | | |
| 1 | Merek Y.O.U Beauty mudah diingat |  |  |  |  |  |
| 2 | Merek Y.O.U Beauty sangat mudah  diucapkan |  |  |  |  |  |
| 3 | Merek Y.O.U Beauty memiliki arti yang  jelas |  |  |  |  |  |
| ***Recognition*** | | | | | | |
| 4 | Merek Y.O.U Beauty mudah dikenal dari  logo produknya |  |  |  |  |  |
| 5 | Merek Y.O.U Beauty mudah dikenal dari  warna produknya |  |  |  |  |  |
| ***Purchase*** | | | | | | |
| 6 | Merek Y.O.U Beauty menjadi pilihan saya  meskipun banyak merek lain |  |  |  |  |  |
| 7 | Merek Y.O.U Beauty menjadikan pilihan  apabila membutuhkan kosmetik lagi |  |  |  |  |  |
| ***Consumption*** | | | | | | |
| 8 | Merek Y.O.U Beauty membuat saya  senang saat menggunakan produknya |  |  |  |  |  |
| 9 | Merek Y.O.U Beauty mudah dikenali  ketika saya menggunakan merek lain |  |  |  |  |  |

**Persepsi *Price fairness* (X3)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **SS** | **S** | **N** | **TS** | **STS** |
| **Keterjangkauan harga** | | | | | | |
| 1 | Harga produk Y.O.U Beauty terjangkau |  |  |  |  |  |
| 2 | Harga produk Y.O.U Beauty mudah  dijangkau |  |  |  |  |  |
| **Kesesuaian harga dengan kualitas** | | | | | | |
| 3 | Harga produk Y.O.U Beauty terjangkau  dengan kualitas yang baik |  |  |  |  |  |
| 4 | Harga produk Y.O.U Beauty sesuai dengan  kualitas produknya |  |  |  |  |  |
| **Kesesuaian harga dengan merek** | | | | | | |
| 5 | Harga produk Y.O.U Beauty sesuai dengan  merek yang dikenal berkualitas |  |  |  |  |  |
| 6 | Harga produk Y.O.U Beauty sangat wajar  dibandingkan merek lain |  |  |  |  |  |
| **Kepuasan harga** | | | | | | |
| 7 | Saya puas dengan harga produk Y.O.U  Beauty karena kualitas yang diberikan |  |  |  |  |  |
| 8 | Saya puas setelah menggunakan produk  Y.O.U Beauty |  |  |  |  |  |

# Lampiran 4.

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

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | Y1.1 | Y1.2 | Y1.3 | Y1.4 | Y1.5 | Y1.6 | Y1.7 | Y1.8 | Y1.9 | Y1.10 | Y1.11 | TY1 |
| 1 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 46 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 2 | 39 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 5 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 36 |
| 6 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 42 |
| 7 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 5 | 4 | 5 | 3 | 42 |
| 8 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 42 |
| 9 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 3 | 4 | 5 | 5 | 48 |
| 10 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 45 |
| 11 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 51 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 42 |
| 13 | 5 | 4 | 5 | 5 | 3 | 3 | 4 | 5 | 5 | 3 | 3 | 45 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 15 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 42 |
| 16 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 4 | 35 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 18 | 5 | 2 | 4 | 4 | 2 | 4 | 2 | 4 | 2 | 5 | 5 | 39 |
| 19 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 51 |
| 20 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 43 |
| 21 | 5 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 46 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 23 | 5 | 3 | 4 | 4 | 3 | 4 | 3 | 5 | 4 | 5 | 2 | 42 |
| 24 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 40 |
| 25 | 5 | 5 | 3 | 3 | 3 | 5 | 4 | 4 | 3 | 3 | 3 | 41 |
| 26 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 44 |
| 27 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 49 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 29 | 5 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 5 | 5 | 5 | 50 |
| 30 | 4 | 4 | 3 | 4 | 3 | 5 | 5 | 3 | 4 | 4 | 4 | 43 |

# Lampiran 5.

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

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | |
|  | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Y.7 | Y.8 | Y.9 | Y.10 | Y.11 | YT |
| Y.1 | Pearson Correlation | 1 | .186 | .344 | .395\* | -.081 | .122 | -.020 | .248 | .034 | .086 | .132 | .366\* |
| Sig. (2-  tailed) |  | .325 | .063 | .031 | .671 | .522 | .916 | .187 | .857 | .651 | .487 | .046 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.2 | Pearson Correlation | .186 | 1 | .173 | .074 | .259 | .301 | .539\*\* | .013 | .298 | -.180 | .080 | .447\* |
| Sig. (2-  tailed) | .325 |  | .360 | .697 | .166 | .106 | .002 | .945 | .110 | .342 | .675 | .013 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.3 | Pearson Correlation | .344 | .173 | 1 | .524\*\* | .306 | -.103 | .253 | .417\* | .454\* | .381\* | .310 | .626\*\* |
| Sig. (2-  tailed) | .063 | .360 |  | .003 | .100 | .587 | .177 | .022 | .012 | .038 | .096 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.4 | Pearson Correlation | .395\* | .074 | .524\*\* | 1 | .308 | .080 | .405\* | .249 | .524\*\* | .163 | .378\* | .639\*\* |
| Sig. (2-  tailed) | .031 | .697 | .003 |  | .098 | .674 | .026 | .184 | .003 | .390 | .039 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.5 | Pearson Correlation | -.081 | .259 | .306 | .308 | 1 | .406\* | .492\*\* | .069 | .380\* | .187 | .281 | .603\*\* |
| Sig. (2-  tailed) | .671 | .166 | .100 | .098 |  | .026 | .006 | .718 | .039 | .321 | .133 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.6 | Pearson Correlation | .122 | .301 | -.103 | .080 | .406\* | 1 | .582\*\* | .227 | .166 | .320 | .409\* | .582\*\* |
| Sig. (2-  tailed) | .522 | .106 | .587 | .674 | .026 |  | .001 | .227 | .380 | .085 | .025 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.7 | Pearson Correlation | -.020 | .539\*\* | .253 | .405\* | .492\*\* | .582\*\* | 1 | .042 | .578\*\* | .101 | .409\* | .717\*\* |
| Sig. (2-  tailed) | .916 | .002 | .177 | .026 | .006 | .001 |  | .826 | .001 | .595 | .025 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.8 | Pearson Correlation | .248 | .013 | .417\* | .249 | .069 | .227 | .042 | 1 | .513\*\* | .318 | .082 | .498\*\* |
| Sig. (2-  tailed) | .187 | .945 | .022 | .184 | .718 | .227 | .826 |  | .004 | .087 | .668 | .005 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Y.9 | Pearson Correlation | .034 | .298 | .454\* | .524\*\* | .380\* | .166 | .578\*\* | .513\*\* | 1 | .180 | .100 | .673\*\* |
| Sig. (2-  tailed) | .857 | .110 | .012 | .003 | .039 | .380 | .001 | .004 |  | .342 | .600 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.10 | Pearson Correlation | .086 | -.180 | .381\* | .163 | .187 | .320 | .101 | .318 | .180 | 1 | .504\*\* | .481\*\* |
| Sig. (2-  tailed) | .651 | .342 | .038 | .390 | .321 | .085 | .595 | .087 | .342 |  | .005 | .007 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.11 | Pearson Correlation | .132 | .080 | .310 | .378\* | .281 | .409\* | .409\* | .082 | .100 | .504\*\* | 1 | .604\*\* |
| Sig. (2-  tailed) | .487 | .675 | .096 | .039 | .133 | .025 | .025 | .668 | .600 | .005 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| YT | Pearson Correlation | .366\* | .447\* | .626\*\* | .639\*\* | .603\*\* | .582\*\* | .717\*\* | .498\*\* | .673\*\* | .481\*\* | .604\*\* | 1 |
| Sig. (2-  tailed) | .046 | .013 | .000 | .000 | .000 | .001 | .000 | .005 | .000 | .007 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | | |

# Lampiran 6

**Output SPSS Uji Reliailitas 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 | Cronbach's Alpha Based on Standardized Items | N of Items |
| .785 | .790 | 11 |

# Lampiran 7

**Data Uji Validitas Dan Reliailitas Variabel Persepsi *Brand Ambassador* (X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 | X1.11 | TX1 |
| 1 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 49 |
| 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 53 |
| 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 36 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 46 |
| 7 | 4 | 5 | 3 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 48 |
| 8 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 5 | 4 | 46 |
| 9 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 10 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 11 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 12 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 13 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 48 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 17 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 39 |
| 18 | 2 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 20 | 5 | 5 | 4 | 3 | 3 | 3 | 5 | 5 | 3 | 5 | 5 | 46 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 54 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 23 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 2 | 4 | 4 | 43 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 43 |
| 25 | 5 | 4 | 5 | 5 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 44 |
| 26 | 3 | 5 | 5 | 3 | 5 | 4 | 4 | 3 | 3 | 5 | 5 | 45 |
| 27 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 28 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 54 |
| 29 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 54 |
| 30 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 50 |

# Lampiran 8

**Output SPSS Uji Validitas Variabel Persepsi *Brand Amassador* (X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 | X1.11 | X1T |
| X1.1 | Pearson Correlati on | 1 | .484\*\* | .637\*\* | .621\*\* | .320 | .344 | .453\* | .411\* | .161 | .464\*\* | .420\* | .592\*\* |
| Sig. (2-  tailed) |  | .007 | .000 | .000 | .084 | .063 | .012 | .024 | .396 | .010 | .021 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson  Correlati on | .484\*\* | 1 | .642\*\* | .539\*\* | .579\*\* | .631\*\* | .854\*\* | .692\*\* | .408\* | .883\*\* | .847\*\* | .835\*\* |
| Sig. (2-  tailed) | .007 |  | .000 | .002 | .001 | .000 | .000 | .000 | .025 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlati on | .637\*\* | .642\*\* | 1 | .712\*\* | .800\*\* | .646\*\* | .477\*\* | .446\* | .302 | .617\*\* | .645\*\* | .770\*\* |
| Sig. (2-  tailed) | .000 | .000 |  | .000 | .000 | .000 | .008 | .014 | .104 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlati  on | .621\*\* | .539\*\* | .712\*\* | 1 | .777\*\* | .801\*\* | .585\*\* | .678\*\* | .619\*\* | .574\*\* | .585\*\* | .854\*\* |
| Sig. (2-  tailed) | .000 | .002 | .000 |  | .000 | .000 | .001 | .000 | .000 | .001 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlati on | .320 | .579\*\* | .800\*\* | .777\*\* | 1 | .866\*\* | .612\*\* | .480\*\* | .629\*\* | .669\*\* | .679\*\* | .839\*\* |
| Sig. (2-  tailed) | .084 | .001 | .000 | .000 |  | .000 | .000 | .007 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.6 | Pearson Correlati  on | .344 | .631\*\* | .646\*\* | .801\*\* | .866\*\* | 1 | .708\*\* | .615\*\* | .637\*\* | .652\*\* | .661\*\* | .858\*\* |
| Sig. (2-  tailed) | .063 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.7 | Pearson Correlati on | .453\* | .854\*\* | .477\*\* | .585\*\* | .612\*\* | .708\*\* | 1 | .748\*\* | .622\*\* | .881\*\* | .839\*\* | .872\*\* |
| Sig. (2-  tailed) | .012 | .000 | .008 | .001 | .000 | .000 |  | .000 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.8 | Pearson Correlati on | .411\* | .692\*\* | .446\* | .678\*\* | .480\*\* | .615\*\* | .748\*\* | 1 | .555\*\* | .654\*\* | .736\*\* | .792\*\* |
| Sig. (2-  tailed) | .024 | .000 | .014 | .000 | .007 | .000 | .000 |  | .001 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| X1.9 | Pearson Correlati on | .161 | .408\* | .302 | .619\*\* | .629\*\* | .637\*\* | .622\*\* | .555\*\* | 1 | .525\*\* | .571\*\* | .703\*\* |
| Sig. (2-  tailed) | .396 | .025 | .104 | .000 | .000 | .000 | .000 | .001 |  | .003 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.1 0 | Pearson Correlati on | .464\*\* | .883\*\* | .617\*\* | .574\*\* | .669\*\* | .652\*\* | .881\*\* | .654\*\* | .525\*\* | 1 | .964\*\* | .876\*\* |
| Sig. (2-  tailed) | .010 | .000 | .000 | .001 | .000 | .000 | .000 | .000 | .003 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.1 1 | Pearson Correlati on | .420\* | .847\*\* | .645\*\* | .585\*\* | .679\*\* | .661\*\* | .839\*\* | .736\*\* | .571\*\* | .964\*\* | 1 | .885\*\* |
| Sig. (2-  tailed) | .021 | .000 | .000 | .001 | .000 | .000 | .000 | .000 | .001 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1T | Pearson Correlati on | .592\*\* | .835\*\* | .770\*\* | .854\*\* | .839\*\* | .858\*\* | .872\*\* | .792\*\* | .703\*\* | .876\*\* | .885\*\* | 1 |
| Sig. (2-  tailed) | .001 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | | |

# Lampiran 9

**Output SPSS Uji Reliabilitas Variabel Persepsi *Brand Ambassador* (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 | Cronbach's Alpha Based on Standardized Items | N of Items |
| .942 | .947 | 11 |

# Lampiran 10

**Data Uji Validitas Dan Reliabilitas Variabel *Brand Awareness* (X2)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | TX2 |
| 1 | 4 | 5 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 33 |
| 2 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 39 |
| 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 41 |
| 4 | 4 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 4 | 40 |
| 5 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 28 |
| 6 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 33 |
| 7 | 5 | 5 | 3 | 2 | 2 | 4 | 4 | 4 | 4 | 33 |
| 8 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 33 |
| 9 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 36 |
| 10 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 11 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 12 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 13 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 36 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 17 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 33 |
| 18 | 2 | 4 | 2 | 2 | 1 | 3 | 3 | 4 | 3 | 24 |
| 19 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 39 |
| 20 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 35 |
| 21 | 5 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 38 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 23 | 4 | 5 | 3 | 3 | 4 | 2 | 3 | 4 | 3 | 31 |
| 24 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 33 |
| 25 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 36 |
| 26 | 5 | 2 | 3 | 5 | 5 | 3 | 4 | 4 | 4 | 35 |
| 27 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 44 |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 28 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 36 |
| 29 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 30 | 5 | 5 | 3 | 5 | 3 | 3 | 4 | 5 | 5 | 38 |

# Lampiran 11

**Output SPSS Uji Validitas Variabel *Brand Awareness* (X2)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | X2T |
| X2. | Pearson | 1 | .256 | .418\* | .552\*\* | .498\*\* | .264 | .441\* | .195 | .441\* | .609\*\* |
| 1 | Correlatio |  |  |  |  |  |  |  |  |  |  |
|  | n |  |  |  |  |  |  |  |  |  |  |
|  | Sig. (2- |  | .172 | .022 | .002 | .005 | .158 | .015 | .302 | .015 | .000 |
|  | tailed) |  |  |  |  |  |  |  |  |  |
|  | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2. | Pearson | .256 | 1 | .323 | .125 | .064 | .341 | .276 | .422\* | .345 | .455\* |
| 2 | Correlatio |  |  |  |  |  |  |  |  |  |  |
|  | n |  |  |  |  |  |  |  |  |  |  |
|  | Sig. (2- | .172 |  | .082 | .511 | .735 | .066 | .139 | .020 | .062 | .012 |
|  | tailed) |  |  |  |  |  |  |  |  |  |
|  | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2. | Pearson | .418\* | .323 | 1 | .681\*\* | .779\*\* | .583\*\* | .785\*\* | .462\* | .589\*\* | .858\*\* |
| 3 | Correlatio |  |  |  |  |  |  |  |  |  |  |
|  | n |  |  |  |  |  |  |  |  |  |  |
|  | Sig. (2- | .022 | .082 |  | .000 | .000 | .001 | .000 | .010 | .001 | .000 |
|  | tailed) |  |  |  |  |  |  |  |  |  |
|  | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2. | Pearson | .552\* | .125 | .681\*\* | 1 | .730\*\* | .332 | .595\*\* | .482\*\* | .536\*\* | .770\*\* |
| 4 | Correlatio | \* |  |  |  |  |  |  |  |  |  |
|  | n |  |  |  |  |  |  |  |  |  |  |
|  | Sig. (2- | .002 | .511 | .000 |  | .000 | .073 | .001 | .007 | .002 | .000 |
|  | tailed) |  |  |  |  |  |  |  |  |  |
|  | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2. | Pearson | .498\* | .064 | .779\*\* | .730\*\* | 1 | .375\* | .631\*\* | .333 | .473\*\* | .759\*\* |
| 5 | Correlatio | \* |  |  |  |  |  |  |  |  |  |
|  | n |  |  |  |  |  |  |  |  |  |  |
|  | Sig. (2- | .005 | .735 | .000 | .000 |  | .041 | .000 | .072 | .008 | .000 |
|  | tailed) |  |  |  |  |  |  |  |  |  |
|  | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2. | Pearson | .264 | .341 | .583\*\* | .332 | .375\* | 1 | .700\*\* | .611\*\* | .759\*\* | .744\*\* |
| 6 | Correlatio |  |  |  |  |  |  |  |  |  |  |
|  | n |  |  |  |  |  |  |  |  |  |  |
|  | Sig. (2- | .158 | .066 | .001 | .073 | .041 |  | .000 | .000 | .000 | .000 |
|  | tailed) |  |  |  |  |  |  |  |  |  |
|  | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2. | Pearson | .441\* | .276 | .785\*\* | .595\*\* | .631\*\* | .700\*\* | 1 | .710\*\* | .786\*\* | .887\*\* |
| 7 | Correlatio |  |  |  |  |  |  |  |  |  |  |
|  | n |  |  |  |  |  |  |  |  |  |  |
|  | Sig. (2- | .015 | .139 | .000 | .001 | .000 | .000 |  | .000 | .000 | .000 |
|  | tailed) |  |  |  |  |  |  |  |  |  |
|  | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| X2. 8 | Pearson  Correlatio n | .195 | .422\* | .462\* | .482\*\* | .333 | .611\*\* | .710\*\* | 1 | .710\*\* | .723\*\* |
| Sig. (2-  tailed) | .302 | .020 | .010 | .007 | .072 | .000 | .000 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2. 9 | Pearson  Correlatio n | .441\* | .345 | .589\*\* | .536\*\* | .473\*\* | .759\*\* | .786\*\* | .710\*\* | 1 | .838\*\* |
| Sig. (2-  tailed) | .015 | .062 | .001 | .002 | .008 | .000 | .000 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2 T | Pearson Correlatio  n | .609\*  \* | .455\* | .858\*\* | .770\*\* | .759\*\* | .744\*\* | .887\*\* | .723\*\* | .838\*\* | 1 |
| Sig. (2-  tailed) | .000 | .012 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | |

# Lampiran 12

**Output SPSS Uji Reliabilitas Variabel *Brand Awareness* (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 | Cronbach's Alpha Based on Standardized Items | N of Items |
| .893 | .896 | 9 |

# Lampiran 13

**Data Uji Validitas Dan Reliabilitas Variabel Persepsi *Price Fairness* (X3)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | TX3 |
| 1 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 35 |
| 2 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 3 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 38 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 6 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 7 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 30 |
| 8 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 34 |
| 9 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 35 |
| 10 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 28 |
| 11 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 12 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 25 |
| 13 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 16 | 5 | 4 | 5 | 1 | 5 | 5 | 5 | 5 | 35 |
| 17 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 28 |
| 18 | 5 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 34 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 20 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 26 |
| 21 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 23 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 33 |
| 24 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 27 |
| 25 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 26 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 30 |
| 27 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 28 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 29 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 30 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 34 |

# Lampiran 14

**Output SPSS Uji Validitas Variabel Persepsi *Price Fairness* (X3)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | |
|  | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | X3T |
| X3. 1 | Pearson Correlation | 1 | .831\*\* | .764\*\* | .301 | .479\*\* | .680\*\* | .700\*\* | .700\*\* | .846\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .106 | .007 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3. 2 | Pearson Correlation | .831\*\* | 1 | .715\*\* | .460\* | .484\*\* | .622\*\* | .715\*\* | .572\*\* | .840\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .011 | .007 | .000 | .000 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3. 3 | Pearson Correlation | .764\*\* | .715\*\* | 1 | .307 | .671\*\* | .816\*\* | .769\*\* | .769\*\* | .891\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .098 | .000 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3. 4 | Pearson Correlation | .301 | .460\* | .307 | 1 | .351 | .300 | .245 | .245 | .517\*\* |
| Sig. (2-tailed) | .106 | .011 | .098 |  | .058 | .107 | .192 | .192 | .003 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3. 5 | Pearson Correlation | .479\*\* | .484\*\* | .671\*\* | .351 | 1 | .801\*\* | .671\*\* | .747\*\* | .794\*\* |
| Sig. (2-tailed) | .007 | .007 | .000 | .058 |  | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3. 6 | Pearson Correlation | .680\*\* | .622\*\* | .816\*\* | .300 | .801\*\* | 1 | .816\*\* | .742\*\* | .883\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .107 | .000 |  | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3. 7 | Pearson Correlation | .700\*\* | .715\*\* | .769\*\* | .245 | .671\*\* | .816\*\* | 1 | .769\*\* | .868\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .192 | .000 | .000 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3. 8 | Pearson Correlation | .700\*\* | .572\*\* | .769\*\* | .245 | .747\*\* | .742\*\* | .769\*\* | 1 | .846\*\* |
| Sig. (2-tailed) | .000 | .001 | .000 | .192 | .000 | .000 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3T | Pearson Correlation | .846\*\* | .840\*\* | .891\*\* | .517\*\* | .794\*\* | .883\*\* | .868\*\* | .846\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .003 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | |

# Lampiran 15

**Output SPSS Uji Reliabilitas Variabel Persepsi *Price Fairness* (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 | Cronbach's Alpha Based on Standardized Items | N of Items |
| .920 | .926 | 8 |

# Lampiran 16

**Data Penelitian Variabel Keputusan Pembelian**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **Y.1** | **Y.2** | **Y.3** | **Y.4** | **Y.5** | **Y.6** | **Y.7** | **Y.8** | **Y1.9** | **Y.10** | **Y.11** | **TOTAL** |
| 1 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 2 | 4 | 40 |
| 2 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| 3 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 47 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 48 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 53 |
| 6 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 2 | 43 |
| 7 | 3 | 4 | 3 | 2 | 2 | 4 | 3 | 1 | 2 | 2 | 2 | 28 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 |
| 10 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 11 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 12 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 50 |
| 13 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 43 |
| 14 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 15 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 2 | 2 | 3 | 3 | 39 |
| 16 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 48 |
| 17 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 39 |
| 18 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 41 |
| 19 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| 20 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| 21 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 42 |
| 22 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 3 | 46 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 25 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 26 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 36 |
| 27 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 52 |
| 28 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 2 | 2 | 4 | 4 | 37 |
| 29 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 4 | 4 | 42 |
| 30 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 45 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **Y.1** | **Y.2** | **Y.3** | **Y.4** | **Y.5** | **Y.6** | **Y.7** | **Y.8** | **Y1.9** | **Y.10** | **Y.11** | **TOTAL** |
| 31 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 54 |
| 32 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 49 |
| 33 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 3 | 50 |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 35 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 45 |
| 36 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 37 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 53 |
| 38 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 47 |
| 39 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 40 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 39 |
| 41 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 42 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 45 |
| 43 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 48 |
| 44 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 5 | 3 | 3 | 2 | 38 |
| 45 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 44 |
| 46 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 47 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 48 |
| 48 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 52 |
| 49 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 43 |
| 50 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 51 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 52 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 43 |
| 53 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 42 |
| 54 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 34 |
| 55 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 41 |
| 56 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 47 |
| 57 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 5 | 41 |
| 58 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 45 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 60 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 3 | 39 |
| 61 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 3 | 4 | 3 | 3 | 42 |
| 62 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **Y.1** | **Y.2** | **Y.3** | **Y.4** | **Y.5** | **Y.6** | **Y.7** | **Y.8** | **Y1.9** | **Y.10** | **Y.11** | **TOTAL** |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 64 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 40 |
| 65 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 40 |
| 66 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 2 | 3 | 4 | 4 | 38 |
| 67 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |
| 68 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 44 |
| 69 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 42 |
| 70 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 52 |
| 71 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 50 |
| 72 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 73 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 75 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 53 |
| 76 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 39 |
| 77 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 4 | 4 | 39 |
| 78 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 79 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 80 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 46 |
| 81 | 3 | 3 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 43 |
| 82 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 33 |
| 83 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 47 |
| 84 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 5 | 5 | 43 |
| 85 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 44 |
| 86 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 5 | 5 | 45 |
| 87 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 5 | 5 | 42 |
| 88 | 3 | 3 | 4 | 3 | 5 | 4 | 5 | 3 | 4 | 3 | 5 | 42 |
| 89 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 50 |
| 90 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 41 |
| 91 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 41 |
| 92 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 2 | 4 | 41 |
| 93 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 3 | 50 |
| 94 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 50 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **Y.1** | **Y.2** | **Y.3** | **Y.4** | **Y.5** | **Y.6** | **Y.7** | **Y.8** | **Y1.9** | **Y.10** | **Y.11** | **TOTAL** |
| 95 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 96 | 3 | 4 | 4 | 3 | 5 | 4 | 3 | 4 | 3 | 4 | 2 | 39 |
| 97 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 33 |
| 98 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 39 |
| 99 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 40 |
| 100 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 42 |

# Lampiran 17

**Perhitungan MSI Variabel Keputusan Pembelian (Y) Succesive Interval**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **Y1.1** | **Y1.2** | **Y1.3** | **Y1.4** | **Y1.5** | **Y1.6** | **Y1.7** | **Y1.8** | **Y1.9** | **Y1.10** | **Y1.11** | **TOTAL** |
| 1 | 3,435 | 2,402 | 2,292 | 3,665 | 2,232 | 2,514 | 2,386 | 2,755 | 3,394 | 1,000 | 2,968 | 29,044 |
| 2 | 4,890 | 2,402 | 2,292 | 3,665 | 3,389 | 2,514 | 2,386 | 3,758 | 3,394 | 3,071 | 2,968 | 34,731 |
| 3 | 3,435 | 3,808 | 3,609 | 4,985 | 3,389 | 2,514 | 2,386 | 3,758 | 3,394 | 3,071 | 2,968 | 37,319 |
| 4 | 3,435 | 2,402 | 2,292 | 3,665 | 3,389 | 2,514 | 2,386 | 4,961 | 4,789 | 4,425 | 4,243 | 38,502 |
| 5 | 4,890 | 3,808 | 3,609 | 4,985 | 4,640 | 3,985 | 3,774 | 4,961 | 3,394 | 3,071 | 4,243 | 45,360 |
| 6 | 4,890 | 2,402 | 2,292 | 3,665 | 2,232 | 2,514 | 2,386 | 4,961 | 3,394 | 3,071 | 1,000 | 32,808 |
| 7 | 2,051 | 2,402 | 1,000 | 1,000 | 1,000 | 2,514 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 14,967 |
| 8 | 3,435 | 2,402 | 2,292 | 3,665 | 3,389 | 2,514 | 2,386 | 3,758 | 3,394 | 3,071 | 2,968 | 33,277 |
| 9 | 3,435 | 2,402 | 2,292 | 3,665 | 3,389 | 2,514 | 1,000 | 2,755 | 3,394 | 3,071 | 2,968 | 30,887 |
| 10 | 4,890 | 3,808 | 3,609 | 4,985 | 4,640 | 3,985 | 3,774 | 4,961 | 4,789 | 4,425 | 4,243 | 48,109 |
| 11 | 2,051 | 1,000 | 1,000 | 2,406 | 2,232 | 1,000 | 1,000 | 2,755 | 2,133 | 1,920 | 1,928 | 19,425 |
| 12 | 4,890 | 3,808 | 3,609 | 3,665 | 3,389 | 2,514 | 2,386 | 4,961 | 3,394 | 4,425 | 4,243 | 41,285 |
| 13 | 3,435 | 2,402 | 2,292 | 2,406 | 3,389 | 2,514 | 1,000 | 4,961 | 3,394 | 3,071 | 2,968 | 31,833 |
| 14 | 4,890 | 3,808 | 3,609 | 4,985 | 3,389 | 2,514 | 2,386 | 3,758 | 3,394 | 3,071 | 2,968 | 38,774 |
| 15 | 3,435 | 2,402 | 3,609 | 3,665 | 3,389 | 2,514 | 2,386 | 1,872 | 1,000 | 1,920 | 1,928 | 28,120 |
| 16 | 3,435 | 2,402 | 2,292 | 3,665 | 3,389 | 3,985 | 2,386 | 4,961 | 3,394 | 4,425 | 4,243 | 38,578 |
| 17 | 3,435 | 1,000 | 1,000 | 3,665 | 2,232 | 1,000 | 1,000 | 3,758 | 3,394 | 3,071 | 2,968 | 26,525 |
| 18 | 3,435 | 3,808 | 2,292 | 2,406 | 2,232 | 2,514 | 2,386 | 3,758 | 3,394 | 1,920 | 1,928 | 30,074 |
| 19 | 4,890 | 2,402 | 2,292 | 3,665 | 3,389 | 2,514 | 2,386 | 3,758 | 3,394 | 3,071 | 2,968 | 34,731 |
| 20 | 3,435 | 3,808 | 3,609 | 3,665 | 2,232 | 2,514 | 2,386 | 3,758 | 3,394 | 3,071 | 2,968 | 34,842 |
| 21 | 3,435 | 3,808 | 3,609 | 3,665 | 3,389 | 2,514 | 1,000 | 3,758 | 2,133 | 1,920 | 1,928 | 31,159 |
| 22 | 3,435 | 3,808 | 3,609 | 3,665 | 3,389 | 3,985 | 2,386 | 4,961 | 3,394 | 1,920 | 1,928 | 36,479 |
| 23 | 3,435 | 2,402 | 2,292 | 3,665 | 3,389 | 2,514 | 2,386 | 3,758 | 3,394 | 3,071 | 2,968 | 33,277 |
| 24 | 3,435 | 2,402 | 2,292 | 3,665 | 3,389 | 2,514 | 2,386 | 3,758 | 3,394 | 3,071 | 2,968 | 33,277 |
| 25 | 4,890 | 3,808 | 3,609 | 4,985 | 4,640 | 3,985 | 3,774 | 4,961 | 4,789 | 4,425 | 4,243 | 48,109 |
| 26 | 2,051 | 1,000 | 1,000 | 2,406 | 2,232 | 2,514 | 1,000 | 2,755 | 2,133 | 3,071 | 2,968 | 23,131 |
| 27 | 4,890 | 2,402 | 3,609 | 4,985 | 4,640 | 2,514 | 3,774 | 3,758 | 4,789 | 4,425 | 4,243 | 44,030 |
| 28 | 3,435 | 2,402 | 1,000 | 2,406 | 3,389 | 2,514 | 1,000 | 1,872 | 1,000 | 3,071 | 2,968 | 25,058 |
| 29 | 3,435 | 2,402 | 2,292 | 3,665 | 3,389 | 3,985 | 1,000 | 2,755 | 2,133 | 3,071 | 2,968 | 31,096 |
| 30 | 3,435 | 2,402 | 2,292 | 3,665 | 3,389 | 3,985 | 2,386 | 2,755 | 3,394 | 3,071 | 4,243 | 35,018 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **Y1.1** | **Y1.2** | **Y1.3** | **Y1.4** | **Y1.5** | **Y1.6** | **Y1.7** | **Y1.8** | **Y1.9** | **Y1.10** | **Y1.11** | **TOTAL** |
| 31 | 4,890 | 3,808 | 3,609 | 4,985 | 4,640 | 3,985 | 3,774 | 4,961 | 4,789 | 4,425 | 2,968 | 46,834 |
| 32 | 4,890 | 3,808 | 2,292 | 3,665 | 3,389 | 3,985 | 3,774 | 4,961 | 3,394 | 3,071 | 2,968 | 40,197 |
| 33 | 4,890 | 3,808 | 3,609 | 4,985 | 3,389 | 3,985 | 3,774 | 4,961 | 4,789 | 1,920 | 1,928 | 42,036 |
| 34 | 3,435 | 2,402 | 2,292 | 3,665 | 3,389 | 2,514 | 2,386 | 3,758 | 3,394 | 3,071 | 2,968 | 33,277 |
| 35 | 3,435 | 3,808 | 2,292 | 3,665 | 3,389 | 2,514 | 2,386 | 2,755 | 3,394 | 3,071 | 4,243 | 34,953 |
| 36 | 4,890 | 3,808 | 3,609 | 4,985 | 4,640 | 3,985 | 3,774 | 4,961 | 4,789 | 4,425 | 4,243 | 48,109 |
| 37 | 4,890 | 3,808 | 3,609 | 4,985 | 4,640 | 3,985 | 3,774 | 2,755 | 4,789 | 4,425 | 4,243 | 45,903 |
| 38 | 3,435 | 2,402 | 3,609 | 3,665 | 3,389 | 2,514 | 3,774 | 3,758 | 3,394 | 3,071 | 4,243 | 37,256 |
| 39 | 3,435 | 2,402 | 2,292 | 3,665 | 3,389 | 2,514 | 2,386 | 3,758 | 3,394 | 3,071 | 2,968 | 33,277 |
| 40 | 3,435 | 2,402 | 1,000 | 2,406 | 2,232 | 2,514 | 2,386 | 2,755 | 2,133 | 3,071 | 2,968 | 27,303 |
| 41 | 3,435 | 2,402 | 2,292 | 3,665 | 3,389 | 2,514 | 2,386 | 3,758 | 3,394 | 3,071 | 2,968 | 33,277 |
| 42 | 3,435 | 2,402 | 2,292 | 3,665 | 3,389 | 3,985 | 2,386 | 3,758 | 3,394 | 3,071 | 2,968 | 34,747 |
| 43 | 3,435 | 2,402 | 3,609 | 3,665 | 4,640 | 3,985 | 2,386 | 4,961 | 3,394 | 3,071 | 2,968 | 38,517 |
| 44 | 3,435 | 2,402 | 2,292 | 3,665 | 1,000 | 1,000 | 2,386 | 4,961 | 2,133 | 1,920 | 1,000 | 26,194 |
| 45 | 3,435 | 2,402 | 1,000 | 4,985 | 4,640 | 2,514 | 2,386 | 2,755 | 3,394 | 3,071 | 2,968 | 33,552 |
| 46 | 4,890 | 3,808 | 3,609 | 4,985 | 4,640 | 3,985 | 3,774 | 4,961 | 4,789 | 4,425 | 4,243 | 48,109 |
| 47 | 3,435 | 2,402 | 3,609 | 4,985 | 3,389 | 3,985 | 3,774 | 3,758 | 2,133 | 3,071 | 4,243 | 38,785 |
| 48 | 3,435 | 3,808 | 2,292 | 3,665 | 4,640 | 3,985 | 3,774 | 4,961 | 4,789 | 4,425 | 4,243 | 44,017 |
| 49 | 3,435 | 2,402 | 1,000 | 3,665 | 3,389 | 2,514 | 2,386 | 3,758 | 3,394 | 3,071 | 2,968 | 31,985 |
| 50 | 2,051 | 1,000 | 1,000 | 2,406 | 2,232 | 1,000 | 1,000 | 2,755 | 2,133 | 1,920 | 1,928 | 19,425 |
| 51 | 4,890 | 3,808 | 3,609 | 4,985 | 4,640 | 3,985 | 3,774 | 4,961 | 4,789 | 4,425 | 4,243 | 48,109 |
| 52 | 3,435 | 2,402 | 2,292 | 3,665 | 3,389 | 2,514 | 2,386 | 3,758 | 3,394 | 3,071 | 1,928 | 32,236 |
| 53 | 3,435 | 2,402 | 2,292 | 3,665 | 2,232 | 2,514 | 2,386 | 3,758 | 3,394 | 3,071 | 1,928 | 31,079 |
| 54 | 3,435 | 1,000 | 1,000 | 2,406 | 2,232 | 2,514 | 1,000 | 1,872 | 2,133 | 1,920 | 1,928 | 21,440 |
| 55 | 3,435 | 2,402 | 1,000 | 3,665 | 3,389 | 1,000 | 2,386 | 3,758 | 3,394 | 3,071 | 1,928 | 29,430 |
| 56 | 4,890 | 2,402 | 2,292 | 3,665 | 4,640 | 3,985 | 2,386 | 3,758 | 3,394 | 3,071 | 2,968 | 37,453 |
| 57 | 4,890 | 2,402 | 1,000 | 3,665 | 3,389 | 1,000 | 1,000 | 3,758 | 2,133 | 1,920 | 4,243 | 29,400 |
| 58 | 3,435 | 2,402 | 3,609 | 4,985 | 4,640 | 3,985 | 2,386 | 2,755 | 3,394 | 1,920 | 1,928 | 35,439 |
| 59 | 3,435 | 2,402 | 2,292 | 3,665 | 3,389 | 2,514 | 2,386 | 3,758 | 3,394 | 3,071 | 2,968 | 33,277 |
| 60 | 3,435 | 1,000 | 1,000 | 3,665 | 3,389 | 2,514 | 2,386 | 1,872 | 3,394 | 3,071 | 1,928 | 27,655 |
| 61 | 3,435 | 2,402 | 3,609 | 4,985 | 2,232 | 2,514 | 2,386 | 2,755 | 3,394 | 1,920 | 1,928 | 31,560 |
| 62 | 1,000 | 2,402 | 2,292 | 3,665 | 3,389 | 2,514 | 2,386 | 3,758 | 3,394 | 3,071 | 2,968 | 30,841 |
| 63 | 3,435 | 2,402 | 2,292 | 3,665 | 3,389 | 2,514 | 2,386 | 3,758 | 3,394 | 3,071 | 2,968 | 33,277 |
| 64 | 3,435 | 1,000 | 1,000 | 3,665 | 3,389 | 2,514 | 2,386 | 2,755 | 2,133 | 3,071 | 2,968 | 28,318 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **Y1.1** | **Y1.2** | **Y1.3** | **Y1.4** | **Y1.5** | **Y1.6** | **Y1.7** | **Y1.8** | **Y1.9** | **Y1.10** | **Y1.11** | **TOTAL** |
| 65 | 3,435 | 2,402 | 1,000 | 2,406 | 3,389 | 2,514 | 2,386 | 2,755 | 2,133 | 3,071 | 2,968 | 28,461 |
| 66 | 3,435 | 2,402 | 1,000 | 2,406 | 2,232 | 2,514 | 2,386 | 1,872 | 2,133 | 3,071 | 2,968 | 26,420 |
| 67 | 3,435 | 2,402 | 2,292 | 3,665 | 1,000 | 2,514 | 2,386 | 3,758 | 3,394 | 3,071 | 2,968 | 30,887 |
| 68 | 3,435 | 3,808 | 2,292 | 3,665 | 3,389 | 3,985 | 1,000 | 3,758 | 2,133 | 3,071 | 2,968 | 33,505 |
| 69 | 3,435 | 2,402 | 2,292 | 3,665 | 2,232 | 2,514 | 2,386 | 2,755 | 3,394 | 3,071 | 2,968 | 31,116 |
| 70 | 4,890 | 2,402 | 2,292 | 4,985 | 4,640 | 3,985 | 2,386 | 4,961 | 4,789 | 4,425 | 4,243 | 43,998 |
| 71 | 3,435 | 3,808 | 2,292 | 3,665 | 3,389 | 2,514 | 3,774 | 4,961 | 4,789 | 4,425 | 4,243 | 41,295 |
| 72 | 3,435 | 2,402 | 2,292 | 3,665 | 3,389 | 2,514 | 2,386 | 3,758 | 3,394 | 3,071 | 2,968 | 33,277 |
| 73 | 4,890 | 3,808 | 3,609 | 4,985 | 4,640 | 3,985 | 3,774 | 4,961 | 4,789 | 4,425 | 4,243 | 48,109 |
| 74 | 3,435 | 2,402 | 2,292 | 3,665 | 3,389 | 2,514 | 2,386 | 3,758 | 3,394 | 3,071 | 2,968 | 33,277 |
| 75 | 4,890 | 3,808 | 3,609 | 4,985 | 4,640 | 3,985 | 3,774 | 4,961 | 3,394 | 4,425 | 2,968 | 45,439 |
| 76 | 2,051 | 1,000 | 1,000 | 2,406 | 2,232 | 2,514 | 2,386 | 3,758 | 3,394 | 3,071 | 2,968 | 26,783 |
| 77 | 3,435 | 2,402 | 2,292 | 2,406 | 2,232 | 2,514 | 1,000 | 2,755 | 2,133 | 3,071 | 2,968 | 27,209 |
| 78 | 3,435 | 2,402 | 2,292 | 3,665 | 3,389 | 2,514 | 2,386 | 3,758 | 3,394 | 3,071 | 2,968 | 33,277 |
| 79 | 4,890 | 3,808 | 3,609 | 4,985 | 4,640 | 3,985 | 3,774 | 4,961 | 4,789 | 4,425 | 4,243 | 48,109 |
| 80 | 4,890 | 3,808 | 2,292 | 3,665 | 3,389 | 3,985 | 2,386 | 3,758 | 2,133 | 3,071 | 2,968 | 36,346 |
| 81 | 2,051 | 1,000 | 2,292 | 3,665 | 2,232 | 2,514 | 3,774 | 3,758 | 3,394 | 4,425 | 2,968 | 32,076 |
| 82 | 3,435 | 1,000 | 1,000 | 2,406 | 2,232 | 1,000 | 1,000 | 1,872 | 2,133 | 1,920 | 1,928 | 19,926 |
| 83 | 3,435 | 2,402 | 2,292 | 2,406 | 3,389 | 3,985 | 3,774 | 3,758 | 3,394 | 4,425 | 4,243 | 37,504 |
| 84 | 3,435 | 2,402 | 2,292 | 2,406 | 2,232 | 2,514 | 2,386 | 2,755 | 3,394 | 4,425 | 4,243 | 32,485 |
| 85 | 3,435 | 2,402 | 2,292 | 2,406 | 2,232 | 2,514 | 2,386 | 3,758 | 3,394 | 4,425 | 4,243 | 33,489 |
| 86 | 4,890 | 2,402 | 2,292 | 3,665 | 2,232 | 2,514 | 2,386 | 2,755 | 3,394 | 4,425 | 4,243 | 35,199 |
| 87 | 3,435 | 2,402 | 2,292 | 2,406 | 2,232 | 2,514 | 2,386 | 2,755 | 2,133 | 4,425 | 4,243 | 31,224 |
| 88 | 2,051 | 1,000 | 2,292 | 2,406 | 4,640 | 2,514 | 3,774 | 2,755 | 3,394 | 1,920 | 4,243 | 30,990 |
| 89 | 4,890 | 3,808 | 3,609 | 3,665 | 2,232 | 3,985 | 3,774 | 3,758 | 3,394 | 4,425 | 4,243 | 41,784 |
| 90 | 3,435 | 2,402 | 2,292 | 2,406 | 2,232 | 2,514 | 2,386 | 3,758 | 2,133 | 3,071 | 2,968 | 29,599 |
| 91 | 2,051 | 1,000 | 2,292 | 3,665 | 3,389 | 1,000 | 2,386 | 3,758 | 3,394 | 3,071 | 2,968 | 28,977 |
| 92 | 3,435 | 2,402 | 2,292 | 3,665 | 3,389 | 2,514 | 1,000 | 3,758 | 3,394 | 1,000 | 2,968 | 29,819 |
| 93 | 4,890 | 3,808 | 3,609 | 4,985 | 3,389 | 3,985 | 2,386 | 3,758 | 4,789 | 4,425 | 1,928 | 41,952 |
| 94 | 3,435 | 3,808 | 3,609 | 4,985 | 4,640 | 2,514 | 2,386 | 4,961 | 3,394 | 3,071 | 4,243 | 41,047 |
| 95 | 4,890 | 3,808 | 3,609 | 4,985 | 3,389 | 2,514 | 2,386 | 3,758 | 3,394 | 3,071 | 2,968 | 38,774 |
| 96 | 2,051 | 2,402 | 2,292 | 2,406 | 4,640 | 2,514 | 1,000 | 3,758 | 2,133 | 3,071 | 1,000 | 27,269 |
| 97 | 3,435 | 1,000 | 2,292 | 2,406 | 2,232 | 1,000 | 1,000 | 2,755 | 2,133 | 1,000 | 1,000 | 20,253 |
| 98 | 3,435 | 2,402 | 2,292 | 3,665 | 2,232 | 2,514 | 2,386 | 2,755 | 2,133 | 1,920 | 1,928 | 27,662 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **Y1.1** | **Y1.2** | **Y1.3** | **Y1.4** | **Y1.5** | **Y1.6** | **Y1.7** | **Y1.8** | **Y1.9** | **Y1.10** | **Y1.11** | **TOTAL** |
| 99 | 2,051 | 2,402 | 1,000 | 3,665 | 3,389 | 2,514 | 1,000 | 2,755 | 3,394 | 3,071 | 2,968 | 28,211 |
| 100 | 3,435 | 2,402 | 2,292 | 2,406 | 2,232 | 2,514 | 2,386 | 3,758 | 3,394 | 3,071 | 2,968 | 30,860 |

# Lampiran 18

**Data Penelitian Variabel Persepsi *Brand Ambassador* (X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** | **X1.9** | **X1.10** | **X1.11** | **TOTAL** |
| 1 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 2 | 4 | 40 |
| 2 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| 3 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 47 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 48 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 53 |
| 6 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 2 | 43 |
| 7 | 3 | 4 | 3 | 2 | 2 | 4 | 3 | 1 | 2 | 2 | 2 | 28 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 42 |
| 10 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 11 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 12 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 48 |
| 13 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 52 |
| 14 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| 15 | 4 | 5 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 38 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 17 | 5 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 5 | 5 | 42 |
| 18 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 3 | 39 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 21 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 3 | 3 | 5 | 4 | 44 |
| 22 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 50 |
| 23 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 49 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 25 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 53 |
| 26 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 41 |
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 28 | 5 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 3 | 5 | 5 | 48 |
| 29 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 51 |
| 30 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 4 | 48 |
| 31 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 53 |
| 32 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 4 | 46 |
| 33 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 52 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** | **X1.9** | **X1.10** | **X1.11** | **TOTAL** |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 35 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 48 |
| 36 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 37 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 38 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 46 |
| 39 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 40 | 2 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 47 |
| 41 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 42 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 44 |
| 43 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 52 |
| 44 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 46 |
| 45 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 47 |
| 46 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 47 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 49 |
| 48 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 49 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 50 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| 51 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 54 |
| 52 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 52 |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 54 | 3 | 5 | 3 | 3 | 3 | 3 | 5 | 4 | 2 | 4 | 4 | 39 |
| 55 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 49 |
| 56 | 4 | 5 | 4 | 3 | 4 | 3 | 5 | 5 | 3 | 5 | 5 | 46 |
| 57 | 4 | 3 | 3 | 3 | 3 | 3 | 5 | 4 | 4 | 3 | 3 | 38 |
| 58 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 5 | 47 |
| 59 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 46 |
| 60 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 50 |
| 61 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 42 |
| 62 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 64 | 4 | 5 | 3 | 3 | 3 | 3 | 5 | 3 | 3 | 5 | 5 | 42 |
| 65 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 35 |
| 66 | 5 | 5 | 3 | 3 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 49 |
| 67 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 52 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 43 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** | **X1.9** | **X1.10** | **X1.11** | **TOTAL** |
| 69 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 70 | 3 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 39 |
| 71 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 49 |
| 72 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 45 |
| 73 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 75 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 76 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 54 |
| 77 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 35 |
| 78 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 79 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 53 |
| 80 | 5 | 4 | 4 | 3 | 5 | 3 | 5 | 4 | 3 | 4 | 5 | 45 |
| 81 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 44 |
| 82 | 4 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 32 |
| 83 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 47 |
| 84 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 46 |
| 85 | 4 | 5 | 3 | 3 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 46 |
| 86 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 48 |
| 87 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 50 |
| 88 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 44 |
| 89 | 3 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 48 |
| 90 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 41 |
| 91 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 92 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 45 |
| 93 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 5 | 47 |
| 94 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 52 |
| 95 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 44 |
| 96 | 5 | 5 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 5 | 4 | 41 |
| 97 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 2 | 5 | 5 | 48 |
| 98 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 47 |
| 99 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 3 | 4 | 4 | 46 |
| 100 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 40 |

# Lampiran 19

**Perhitungan MSI Variabel Persepsi *Brand Ambassador* (X1) Succesive Interval**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** | **X1.9** | **X1.10** | **X1.11** | **TOTAL** |
| 1 | 3,226 | 2,384 | 2,320 | 3,407 | 2,221 | 2,429 | 2,154 | 2,190 | 3,328 | 1,000 | 2,976 | 27,634 |
| 2 | 4,601 | 2,384 | 2,320 | 3,407 | 3,432 | 2,429 | 2,154 | 3,245 | 3,328 | 2,931 | 2,976 | 33,207 |
| 3 | 3,226 | 3,859 | 3,672 | 4,716 | 3,432 | 2,429 | 2,154 | 3,245 | 3,328 | 2,931 | 2,976 | 35,968 |
| 4 | 3,226 | 2,384 | 2,320 | 3,407 | 3,432 | 2,429 | 2,154 | 4,528 | 4,527 | 4,300 | 4,334 | 37,041 |
| 5 | 4,601 | 3,859 | 3,672 | 4,716 | 4,763 | 3,852 | 3,506 | 4,528 | 3,328 | 2,931 | 4,334 | 44,090 |
| 6 | 4,601 | 2,384 | 2,320 | 3,407 | 2,221 | 2,429 | 2,154 | 4,528 | 3,328 | 2,931 | 1,000 | 31,303 |
| 7 | 2,000 | 2,384 | 1,000 | 1,000 | 1,000 | 2,429 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 14,812 |
| 8 | 3,226 | 2,384 | 2,320 | 3,407 | 3,432 | 2,429 | 2,154 | 3,245 | 3,328 | 2,931 | 2,976 | 31,832 |
| 9 | 3,226 | 2,384 | 2,320 | 3,407 | 3,432 | 2,429 | 1,000 | 2,190 | 3,328 | 2,931 | 2,976 | 29,623 |
| 10 | 4,601 | 3,859 | 3,672 | 4,716 | 4,763 | 3,852 | 3,506 | 4,528 | 4,527 | 4,300 | 4,334 | 46,658 |
| 11 | 2,000 | 1,000 | 1,000 | 2,206 | 2,221 | 1,000 | 1,000 | 2,190 | 2,220 | 1,832 | 1,870 | 18,539 |
| 12 | 3,226 | 2,384 | 2,320 | 4,716 | 4,763 | 2,429 | 2,154 | 4,528 | 4,527 | 2,931 | 2,976 | 36,953 |
| 13 | 4,601 | 3,859 | 3,672 | 3,407 | 4,763 | 3,852 | 3,506 | 4,528 | 3,328 | 2,931 | 4,334 | 42,781 |
| 14 | 3,226 | 3,859 | 2,320 | 3,407 | 3,432 | 2,429 | 2,154 | 3,245 | 3,328 | 2,931 | 2,976 | 33,307 |
| 15 | 3,226 | 3,859 | 1,000 | 2,206 | 3,432 | 2,429 | 1,000 | 2,190 | 2,220 | 1,832 | 1,870 | 25,264 |
| 16 | 3,226 | 2,384 | 2,320 | 3,407 | 3,432 | 2,429 | 2,154 | 3,245 | 3,328 | 2,931 | 2,976 | 31,832 |
| 17 | 4,601 | 2,384 | 1,000 | 2,206 | 2,221 | 1,000 | 2,154 | 3,245 | 2,220 | 4,300 | 4,334 | 29,666 |
| 18 | 2,000 | 2,384 | 2,320 | 2,206 | 2,221 | 2,429 | 2,154 | 3,245 | 2,220 | 2,931 | 1,870 | 25,979 |
| 19 | 3,226 | 2,384 | 2,320 | 3,407 | 3,432 | 2,429 | 2,154 | 3,245 | 3,328 | 2,931 | 2,976 | 31,832 |
| 20 | 3,226 | 2,384 | 2,320 | 3,407 | 3,432 | 2,429 | 2,154 | 3,245 | 3,328 | 2,931 | 2,976 | 31,832 |
| 21 | 3,226 | 3,859 | 2,320 | 2,206 | 3,432 | 2,429 | 3,506 | 2,190 | 2,220 | 4,300 | 2,976 | 32,663 |
| 22 | 4,601 | 3,859 | 3,672 | 3,407 | 3,432 | 2,429 | 3,506 | 3,245 | 3,328 | 4,300 | 4,334 | 40,114 |
| 23 | 3,226 | 3,859 | 2,320 | 3,407 | 3,432 | 2,429 | 3,506 | 4,528 | 3,328 | 4,300 | 4,334 | 38,669 |
| 24 | 3,226 | 2,384 | 2,320 | 3,407 | 3,432 | 2,429 | 2,154 | 3,245 | 3,328 | 2,931 | 2,976 | 31,832 |
| 25 | 3,226 | 3,859 | 3,672 | 3,407 | 4,763 | 3,852 | 3,506 | 4,528 | 4,527 | 4,300 | 4,334 | 43,974 |
| 26 | 3,226 | 2,384 | 2,320 | 2,206 | 2,221 | 2,429 | 2,154 | 3,245 | 2,220 | 2,931 | 2,976 | 28,311 |
| 27 | 3,226 | 2,384 | 2,320 | 3,407 | 3,432 | 2,429 | 2,154 | 3,245 | 3,328 | 2,931 | 2,976 | 31,832 |
| 28 | 4,601 | 3,859 | 2,320 | 3,407 | 3,432 | 1,000 | 3,506 | 4,528 | 2,220 | 4,300 | 4,334 | 37,508 |
| 29 | 3,226 | 3,859 | 2,320 | 3,407 | 4,763 | 3,852 | 3,506 | 4,528 | 3,328 | 4,300 | 4,334 | 41,423 |
| 30 | 4,601 | 3,859 | 2,320 | 3,407 | 3,432 | 2,429 | 3,506 | 4,528 | 2,220 | 4,300 | 2,976 | 37,578 |
| 31 | 4,601 | 3,859 | 2,320 | 4,716 | 4,763 | 3,852 | 3,506 | 4,528 | 3,328 | 4,300 | 4,334 | 44,107 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** | **X1.9** | **X1.10** | **X1.11** | **TOTAL** |
| 32 | 3,226 | 2,384 | 2,320 | 3,407 | 3,432 | 2,429 | 3,506 | 4,528 | 2,220 | 4,300 | 2,976 | 34,728 |
| 33 | 1,000 | 3,859 | 3,672 | 4,716 | 4,763 | 3,852 | 3,506 | 4,528 | 4,527 | 4,300 | 4,334 | 43,057 |
| 34 | 3,226 | 2,384 | 2,320 | 3,407 | 3,432 | 2,429 | 2,154 | 3,245 | 3,328 | 2,931 | 2,976 | 31,832 |
| 35 | 3,226 | 3,859 | 2,320 | 4,716 | 4,763 | 2,429 | 2,154 | 3,245 | 3,328 | 2,931 | 4,334 | 37,305 |
| 36 | 4,601 | 3,859 | 3,672 | 4,716 | 4,763 | 3,852 | 3,506 | 4,528 | 4,527 | 4,300 | 4,334 | 46,658 |
| 37 | 4,601 | 3,859 | 3,672 | 4,716 | 4,763 | 3,852 | 3,506 | 4,528 | 4,527 | 4,300 | 4,334 | 46,658 |
| 38 | 4,601 | 2,384 | 2,320 | 3,407 | 3,432 | 2,429 | 2,154 | 3,245 | 3,328 | 4,300 | 2,976 | 34,577 |
| 39 | 4,601 | 3,859 | 3,672 | 4,716 | 4,763 | 3,852 | 3,506 | 4,528 | 4,527 | 4,300 | 4,334 | 46,658 |
| 40 | 1,000 | 3,859 | 2,320 | 3,407 | 3,432 | 2,429 | 3,506 | 4,528 | 3,328 | 4,300 | 4,334 | 36,443 |
| 41 | 2,000 | 1,000 | 1,000 | 2,206 | 2,221 | 1,000 | 1,000 | 2,190 | 2,220 | 1,832 | 1,870 | 18,539 |
| 42 | 2,000 | 2,384 | 2,320 | 3,407 | 3,432 | 2,429 | 3,506 | 3,245 | 3,328 | 2,931 | 2,976 | 31,957 |
| 43 | 3,226 | 3,859 | 3,672 | 4,716 | 3,432 | 3,852 | 3,506 | 4,528 | 3,328 | 4,300 | 4,334 | 42,754 |
| 44 | 3,226 | 3,859 | 2,320 | 3,407 | 3,432 | 2,429 | 2,154 | 3,245 | 3,328 | 2,931 | 4,334 | 34,666 |
| 45 | 2,000 | 2,384 | 2,320 | 3,407 | 3,432 | 2,429 | 3,506 | 4,528 | 3,328 | 4,300 | 4,334 | 35,968 |
| 46 | 4,601 | 3,859 | 3,672 | 4,716 | 4,763 | 3,852 | 3,506 | 4,528 | 4,527 | 4,300 | 4,334 | 46,658 |
| 47 | 4,601 | 3,859 | 3,672 | 4,716 | 3,432 | 2,429 | 3,506 | 3,245 | 3,328 | 2,931 | 2,976 | 38,695 |
| 48 | 4,601 | 3,859 | 3,672 | 4,716 | 4,763 | 3,852 | 3,506 | 4,528 | 4,527 | 4,300 | 4,334 | 46,658 |
| 49 | 3,226 | 2,384 | 2,320 | 3,407 | 3,432 | 2,429 | 2,154 | 3,245 | 3,328 | 2,931 | 2,976 | 31,832 |
| 50 | 3,226 | 3,859 | 2,320 | 3,407 | 3,432 | 2,429 | 2,154 | 3,245 | 3,328 | 2,931 | 2,976 | 33,307 |
| 51 | 4,601 | 3,859 | 3,672 | 4,716 | 4,763 | 3,852 | 2,154 | 4,528 | 4,527 | 4,300 | 4,334 | 45,306 |
| 52 | 3,226 | 3,859 | 3,672 | 3,407 | 4,763 | 2,429 | 3,506 | 4,528 | 4,527 | 4,300 | 4,334 | 42,551 |
| 53 | 3,226 | 2,384 | 2,320 | 3,407 | 3,432 | 2,429 | 2,154 | 3,245 | 3,328 | 2,931 | 2,976 | 31,832 |
| 54 | 2,000 | 3,859 | 1,000 | 2,206 | 2,221 | 1,000 | 3,506 | 3,245 | 1,000 | 2,931 | 2,976 | 25,943 |
| 55 | 3,226 | 2,384 | 2,320 | 3,407 | 4,763 | 3,852 | 3,506 | 4,528 | 4,527 | 2,931 | 2,976 | 38,419 |
| 56 | 3,226 | 3,859 | 2,320 | 2,206 | 3,432 | 1,000 | 3,506 | 4,528 | 2,220 | 4,300 | 4,334 | 34,931 |
| 57 | 3,226 | 1,000 | 1,000 | 2,206 | 2,221 | 1,000 | 3,506 | 3,245 | 3,328 | 1,832 | 1,870 | 24,433 |
| 58 | 3,226 | 3,859 | 2,320 | 3,407 | 3,432 | 2,429 | 3,506 | 3,245 | 2,220 | 4,300 | 4,334 | 36,278 |
| 59 | 4,601 | 3,859 | 2,320 | 3,407 | 3,432 | 2,429 | 2,154 | 3,245 | 3,328 | 2,931 | 2,976 | 34,682 |
| 60 | 3,226 | 3,859 | 2,320 | 3,407 | 4,763 | 3,852 | 3,506 | 3,245 | 3,328 | 4,300 | 4,334 | 40,140 |
| 61 | 2,000 | 2,384 | 2,320 | 3,407 | 3,432 | 2,429 | 2,154 | 2,190 | 3,328 | 2,931 | 2,976 | 29,551 |
| 62 | 4,601 | 3,859 | 3,672 | 4,716 | 4,763 | 3,852 | 3,506 | 4,528 | 4,527 | 4,300 | 4,334 | 46,658 |
| 63 | 3,226 | 2,384 | 2,320 | 3,407 | 3,432 | 2,429 | 2,154 | 3,245 | 3,328 | 2,931 | 2,976 | 31,832 |
| 64 | 3,226 | 3,859 | 1,000 | 2,206 | 2,221 | 1,000 | 3,506 | 2,190 | 2,220 | 4,300 | 4,334 | 30,062 |
| 65 | 2,000 | 2,384 | 1,000 | 2,206 | 2,221 | 1,000 | 1,000 | 2,190 | 2,220 | 1,832 | 2,976 | 21,028 |
| 66 | 4,601 | 3,859 | 1,000 | 2,206 | 4,763 | 3,852 | 3,506 | 4,528 | 2,220 | 4,300 | 4,334 | 39,169 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** | **X1.9** | **X1.10** | **X1.11** | **TOTAL** |
| 67 | 3,226 | 3,859 | 3,672 | 4,716 | 4,763 | 3,852 | 3,506 | 4,528 | 2,220 | 4,300 | 4,334 | 42,976 |
| 68 | 3,226 | 2,384 | 2,320 | 3,407 | 3,432 | 2,429 | 3,506 | 3,245 | 2,220 | 2,931 | 1,870 | 30,970 |
| 69 | 4,601 | 3,859 | 3,672 | 4,716 | 4,763 | 3,852 | 3,506 | 4,528 | 4,527 | 4,300 | 4,334 | 46,658 |
| 70 | 2,000 | 2,384 | 3,672 | 3,407 | 3,432 | 2,429 | 1,000 | 2,190 | 2,220 | 1,832 | 1,870 | 26,436 |
| 71 | 3,226 | 3,859 | 2,320 | 3,407 | 3,432 | 2,429 | 3,506 | 4,528 | 3,328 | 4,300 | 4,334 | 38,669 |
| 72 | 3,226 | 3,859 | 2,320 | 3,407 | 3,432 | 2,429 | 2,154 | 3,245 | 3,328 | 2,931 | 2,976 | 33,307 |
| 73 | 4,601 | 3,859 | 3,672 | 4,716 | 4,763 | 3,852 | 3,506 | 4,528 | 4,527 | 4,300 | 4,334 | 46,658 |
| 74 | 3,226 | 2,384 | 2,320 | 3,407 | 3,432 | 2,429 | 2,154 | 3,245 | 3,328 | 2,931 | 2,976 | 31,832 |
| 75 | 4,601 | 3,859 | 3,672 | 4,716 | 4,763 | 3,852 | 3,506 | 4,528 | 4,527 | 4,300 | 4,334 | 46,658 |
| 76 | 3,226 | 3,859 | 3,672 | 4,716 | 4,763 | 3,852 | 3,506 | 4,528 | 4,527 | 4,300 | 4,334 | 45,283 |
| 77 | 3,226 | 2,384 | 1,000 | 2,206 | 2,221 | 1,000 | 1,000 | 2,190 | 2,220 | 1,832 | 1,870 | 21,148 |
| 78 | 3,226 | 2,384 | 2,320 | 3,407 | 3,432 | 2,429 | 2,154 | 3,245 | 3,328 | 2,931 | 2,976 | 31,832 |
| 79 | 4,601 | 3,859 | 3,672 | 4,716 | 4,763 | 2,429 | 3,506 | 4,528 | 4,527 | 2,931 | 4,334 | 43,866 |
| 80 | 4,601 | 2,384 | 2,320 | 2,206 | 4,763 | 1,000 | 3,506 | 3,245 | 2,220 | 2,931 | 4,334 | 33,509 |
| 81 | 3,226 | 2,384 | 3,672 | 3,407 | 3,432 | 2,429 | 1,000 | 3,245 | 3,328 | 2,931 | 2,976 | 32,030 |
| 82 | 3,226 | 1,000 | 1,000 | 1,000 | 2,221 | 1,000 | 1,000 | 2,190 | 1,000 | 1,832 | 1,870 | 17,339 |
| 83 | 3,226 | 3,859 | 2,320 | 3,407 | 3,432 | 2,429 | 3,506 | 4,528 | 3,328 | 2,931 | 2,976 | 35,941 |
| 84 | 3,226 | 3,859 | 2,320 | 3,407 | 3,432 | 2,429 | 3,506 | 4,528 | 2,220 | 2,931 | 2,976 | 34,834 |
| 85 | 3,226 | 3,859 | 1,000 | 2,206 | 3,432 | 2,429 | 3,506 | 4,528 | 2,220 | 4,300 | 4,334 | 35,040 |
| 86 | 3,226 | 3,859 | 3,672 | 3,407 | 4,763 | 2,429 | 3,506 | 4,528 | 2,220 | 2,931 | 2,976 | 37,516 |
| 87 | 3,226 | 3,859 | 3,672 | 3,407 | 4,763 | 2,429 | 3,506 | 4,528 | 2,220 | 4,300 | 4,334 | 40,244 |
| 88 | 3,226 | 2,384 | 3,672 | 2,206 | 4,763 | 3,852 | 2,154 | 2,190 | 2,220 | 2,931 | 2,976 | 32,573 |
| 89 | 2,000 | 3,859 | 3,672 | 2,206 | 4,763 | 3,852 | 3,506 | 4,528 | 2,220 | 4,300 | 2,976 | 37,881 |
| 90 | 2,000 | 2,384 | 2,320 | 2,206 | 3,432 | 2,429 | 2,154 | 3,245 | 2,220 | 2,931 | 2,976 | 28,296 |
| 91 | 4,601 | 3,859 | 3,672 | 4,716 | 4,763 | 3,852 | 3,506 | 4,528 | 4,527 | 4,300 | 4,334 | 46,658 |
| 92 | 3,226 | 2,384 | 2,320 | 3,407 | 3,432 | 2,429 | 2,154 | 3,245 | 3,328 | 4,300 | 2,976 | 33,201 |
| 93 | 3,226 | 3,859 | 2,320 | 3,407 | 2,221 | 2,429 | 2,154 | 4,528 | 3,328 | 4,300 | 4,334 | 36,106 |
| 94 | 4,601 | 2,384 | 3,672 | 4,716 | 4,763 | 3,852 | 3,506 | 3,245 | 4,527 | 4,300 | 2,976 | 42,541 |
| 95 | 3,226 | 2,384 | 2,320 | 3,407 | 3,432 | 2,429 | 2,154 | 3,245 | 3,328 | 2,931 | 2,976 | 31,832 |
| 96 | 4,601 | 3,859 | 1,000 | 2,206 | 2,221 | 1,000 | 2,154 | 2,190 | 2,220 | 4,300 | 2,976 | 28,727 |
| 97 | 3,226 | 3,859 | 3,672 | 3,407 | 3,432 | 2,429 | 3,506 | 4,528 | 1,000 | 4,300 | 4,334 | 37,693 |
| 98 | 3,226 | 3,859 | 2,320 | 3,407 | 3,432 | 2,429 | 3,506 | 4,528 | 3,328 | 2,931 | 2,976 | 35,941 |
| 99 | 3,226 | 3,859 | 2,320 | 3,407 | 3,432 | 2,429 | 3,506 | 4,528 | 2,220 | 2,931 | 2,976 | 34,834 |
| 100 | 2,000 | 2,384 | 1,000 | 2,206 | 3,432 | 2,429 | 2,154 | 3,245 | 2,220 | 2,931 | 2,976 | 26,977 |

# Lampiran 20

**Data Penelitian Variabel *Brand Awareness* (X2)**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** | **X2.8** | **X2.9** | **TOTAL** |
| 1 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 33 |
| 2 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 33 |
| 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 6 | 4 | 4 | 5 | 5 | 4 | 3 | 3 | 3 | 2 | 33 |
| 7 | 3 | 4 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 27 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 9 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 31 |
| 10 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 11 | 4 | 3 | 5 | 3 | 5 | 3 | 3 | 3 | 3 | 32 |
| 12 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 40 |
| 13 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 30 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 15 | 4 | 4 | 3 | 4 | 4 | 2 | 3 | 4 | 4 | 32 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 17 | 5 | 4 | 3 | 5 | 4 | 3 | 2 | 3 | 3 | 32 |
| 18 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 37 |
| 19 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 37 |
| 20 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 21 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 29 |
| 22 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 3 | 4 | 38 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 25 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 26 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 29 |
| 27 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 42 |
| 28 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 33 |
| 29 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 35 |
| 30 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 33 |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** | **X2.8** | **X2.9** | **TOTAL** |
| 31 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 33 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 43 |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 35 |
| 35 | 5 | 1 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 38 |
| 36 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 37 | 5 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 3 | 39 |
| 38 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 39 |
| 39 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 40 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 31 |
| 41 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 35 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 39 |
| 44 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 45 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 43 |
| 46 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 47 | 5 | 5 | 3 | 4 | 4 | 3 | 2 | 3 | 3 | 32 |
| 48 | 5 | 5 | 4 | 5 | 4 | 3 | 3 | 3 | 4 | 36 |
| 49 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 50 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 34 |
| 51 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 52 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 54 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 30 |
| 55 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 56 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 34 |
| 57 | 4 | 4 | 4 | 5 | 5 | 3 | 3 | 3 | 5 | 36 |
| 58 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 60 | 4 | 3 | 3 | 4 | 4 | 2 | 2 | 3 | 3 | 28 |
| 61 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 3 | 35 |
| 62 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** | **X2.8** | **X2.9** | **TOTAL** |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 64 | 5 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 32 |
| 65 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 32 |
| 66 | 4 | 2 | 2 | 4 | 2 | 2 | 2 | 3 | 2 | 23 |
| 67 | 4 | 4 | 3 | 4 | 2 | 3 | 3 | 4 | 3 | 30 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 35 |
| 69 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 34 |
| 70 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 71 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 40 |
| 72 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 35 |
| 73 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 74 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 42 |
| 75 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 76 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 77 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 29 |
| 78 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 79 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 80 | 4 | 4 | 3 | 4 | 2 | 3 | 4 | 4 | 5 | 33 |
| 81 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 82 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 3 | 3 | 27 |
| 83 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 40 |
| 84 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 4 | 39 |
| 85 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 4 | 39 |
| 86 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 4 | 39 |
| 87 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 4 | 39 |
| 88 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 5 | 36 |
| 89 | 5 | 5 | 5 | 5 | 5 | 3 | 3 | 4 | 4 | 39 |
| 90 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 34 |
| 91 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 42 |
| 92 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 93 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 38 |
| 94 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 42 |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** | **X2.8** | **X2.9** | **TOTAL** |
| 95 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 96 | 5 | 2 | 3 | 3 | 3 | 3 | 3 | 4 | 2 | 28 |
| 97 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 28 |
| 98 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 33 |
| 99 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 33 |
| 100 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 34 |

# Lampiran 21

**Perhitungan MSI Variabel *Brand Awareness* (X2) Succesive Interval**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** | **X2.8** | **X2.9** | **TOTAL** |
| 1 | 2,695 | 3,330 | 3,286 | 1,000 | 3,047 | 2,414 | 3,422 | 2,275 | 2,133 | 23,602 |
| 2 | 2,695 | 3,330 | 2,159 | 2,419 | 3,047 | 2,414 | 3,422 | 2,275 | 2,133 | 23,894 |
| 3 | 2,695 | 2,199 | 2,159 | 2,419 | 3,047 | 3,513 | 3,422 | 2,275 | 3,295 | 25,024 |
| 4 | 4,216 | 4,704 | 4,559 | 3,844 | 4,406 | 4,583 | 4,583 | 3,526 | 4,588 | 39,009 |
| 5 | 4,216 | 4,704 | 4,559 | 3,844 | 4,406 | 4,583 | 4,583 | 3,526 | 4,588 | 39,009 |
| 6 | 2,695 | 3,330 | 4,559 | 3,844 | 3,047 | 2,414 | 2,304 | 1,000 | 1,000 | 24,194 |
| 7 | 1,000 | 3,330 | 1,000 | 1,000 | 1,892 | 2,414 | 2,304 | 1,000 | 2,133 | 16,074 |
| 8 | 2,695 | 3,330 | 3,286 | 2,419 | 3,047 | 3,513 | 3,422 | 2,275 | 3,295 | 27,283 |
| 9 | 2,695 | 3,330 | 2,159 | 2,419 | 3,047 | 2,414 | 2,304 | 1,000 | 2,133 | 21,502 |
| 10 | 4,216 | 4,704 | 4,559 | 3,844 | 4,406 | 4,583 | 4,583 | 3,526 | 4,588 | 39,009 |
| 11 | 2,695 | 2,199 | 4,559 | 1,000 | 4,406 | 2,414 | 2,304 | 1,000 | 2,133 | 22,711 |
| 12 | 2,695 | 4,704 | 3,286 | 3,844 | 3,047 | 4,583 | 3,422 | 3,526 | 3,295 | 32,402 |
| 13 | 2,695 | 2,199 | 3,286 | 2,419 | 1,892 | 2,414 | 2,304 | 1,000 | 2,133 | 20,343 |
| 14 | 2,695 | 3,330 | 3,286 | 2,419 | 3,047 | 3,513 | 3,422 | 2,275 | 3,295 | 27,283 |
| 15 | 2,695 | 3,330 | 2,159 | 2,419 | 3,047 | 1,000 | 2,304 | 2,275 | 3,295 | 22,525 |
| 16 | 2,695 | 3,330 | 3,286 | 2,419 | 3,047 | 3,513 | 3,422 | 2,275 | 3,295 | 27,283 |
| 17 | 4,216 | 3,330 | 2,159 | 3,844 | 3,047 | 2,414 | 1,000 | 1,000 | 2,133 | 23,143 |
| 18 | 4,216 | 4,704 | 3,286 | 2,419 | 3,047 | 2,414 | 3,422 | 2,275 | 3,295 | 29,079 |
| 19 | 2,695 | 4,704 | 3,286 | 2,419 | 3,047 | 3,513 | 3,422 | 2,275 | 3,295 | 28,657 |
| 20 | 2,695 | 2,199 | 3,286 | 2,419 | 3,047 | 3,513 | 3,422 | 2,275 | 3,295 | 26,151 |
| 21 | 2,695 | 2,199 | 2,159 | 1,000 | 3,047 | 2,414 | 2,304 | 1,000 | 2,133 | 18,951 |
| 22 | 4,216 | 4,704 | 4,559 | 3,844 | 4,406 | 2,414 | 2,304 | 1,000 | 3,295 | 30,743 |
| 23 | 2,695 | 3,330 | 3,286 | 2,419 | 3,047 | 3,513 | 3,422 | 2,275 | 3,295 | 27,283 |
| 24 | 2,695 | 3,330 | 3,286 | 2,419 | 3,047 | 3,513 | 3,422 | 2,275 | 3,295 | 27,283 |
| 25 | 4,216 | 4,704 | 4,559 | 3,844 | 4,406 | 4,583 | 4,583 | 3,526 | 4,588 | 39,009 |
| 26 | 1,000 | 2,199 | 3,286 | 2,419 | 1,892 | 2,414 | 2,304 | 1,000 | 2,133 | 18,648 |
| 27 | 4,216 | 4,704 | 4,559 | 3,844 | 4,406 | 4,583 | 3,422 | 2,275 | 3,295 | 35,304 |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** | **X2.8** | **X2.9** | **TOTAL** |
| 28 | 2,695 | 4,704 | 3,286 | 2,419 | 3,047 | 2,414 | 2,304 | 1,000 | 2,133 | 24,004 |
| 29 | 2,695 | 3,330 | 3,286 | 1,000 | 3,047 | 3,513 | 3,422 | 2,275 | 3,295 | 25,863 |
| 30 | 2,695 | 3,330 | 3,286 | 2,419 | 3,047 | 2,414 | 2,304 | 1,000 | 3,295 | 23,792 |
| 31 | 4,216 | 4,704 | 4,559 | 3,844 | 4,406 | 4,583 | 4,583 | 3,526 | 4,588 | 39,009 |
| 32 | 2,695 | 3,330 | 3,286 | 2,419 | 3,047 | 3,513 | 3,422 | 2,275 | 3,295 | 27,283 |
| 33 | 4,216 | 4,704 | 3,286 | 2,419 | 4,406 | 4,583 | 4,583 | 3,526 | 4,588 | 36,312 |
| 34 | 2,695 | 3,330 | 3,286 | 2,419 | 3,047 | 3,513 | 2,304 | 2,275 | 3,295 | 26,165 |
| 35 | 4,216 | 1,000 | 4,559 | 3,844 | 4,406 | 4,583 | 3,422 | 2,275 | 3,295 | 31,599 |
| 36 | 4,216 | 4,704 | 4,559 | 3,844 | 4,406 | 4,583 | 4,583 | 3,526 | 4,588 | 39,009 |
| 37 | 4,216 | 4,704 | 2,159 | 3,844 | 4,406 | 3,513 | 3,422 | 3,526 | 2,133 | 31,923 |
| 38 | 2,695 | 3,330 | 4,559 | 3,844 | 4,406 | 3,513 | 3,422 | 2,275 | 3,295 | 31,339 |
| 39 | 4,216 | 4,704 | 4,559 | 3,844 | 4,406 | 4,583 | 4,583 | 3,526 | 4,588 | 39,009 |
| 40 | 2,695 | 3,330 | 3,286 | 2,419 | 1,892 | 2,414 | 2,304 | 1,000 | 2,133 | 21,475 |
| 41 | 2,695 | 3,330 | 3,286 | 2,419 | 3,047 | 3,513 | 3,422 | 2,275 | 3,295 | 27,283 |
| 42 | 2,695 | 3,330 | 3,286 | 2,419 | 3,047 | 3,513 | 2,304 | 2,275 | 3,295 | 26,165 |
| 43 | 2,695 | 3,330 | 3,286 | 2,419 | 3,047 | 3,513 | 4,583 | 3,526 | 4,588 | 30,988 |
| 44 | 2,695 | 2,199 | 2,159 | 2,419 | 3,047 | 3,513 | 3,422 | 2,275 | 3,295 | 25,024 |
| 45 | 4,216 | 4,704 | 4,559 | 3,844 | 3,047 | 3,513 | 4,583 | 3,526 | 4,588 | 36,580 |
| 46 | 4,216 | 4,704 | 4,559 | 3,844 | 4,406 | 4,583 | 4,583 | 3,526 | 4,588 | 39,009 |
| 47 | 4,216 | 4,704 | 2,159 | 2,419 | 3,047 | 2,414 | 1,000 | 1,000 | 2,133 | 23,093 |
| 48 | 4,216 | 4,704 | 3,286 | 3,844 | 3,047 | 2,414 | 2,304 | 1,000 | 3,295 | 28,111 |
| 49 | 2,695 | 3,330 | 3,286 | 2,419 | 3,047 | 3,513 | 3,422 | 2,275 | 3,295 | 27,283 |
| 50 | 2,695 | 4,704 | 3,286 | 2,419 | 3,047 | 2,414 | 2,304 | 1,000 | 3,295 | 25,166 |
| 51 | 4,216 | 4,704 | 4,559 | 3,844 | 4,406 | 4,583 | 4,583 | 3,526 | 4,588 | 39,009 |
| 52 | 4,216 | 3,330 | 2,159 | 2,419 | 3,047 | 3,513 | 3,422 | 2,275 | 3,295 | 27,676 |
| 53 | 2,695 | 3,330 | 3,286 | 2,419 | 3,047 | 3,513 | 3,422 | 2,275 | 3,295 | 27,283 |
| 54 | 2,695 | 3,330 | 2,159 | 2,419 | 1,892 | 2,414 | 2,304 | 1,000 | 2,133 | 20,348 |
| 55 | 4,216 | 3,330 | 4,559 | 2,419 | 3,047 | 3,513 | 3,422 | 2,275 | 3,295 | 30,076 |
| 56 | 4,216 | 3,330 | 3,286 | 2,419 | 1,892 | 2,414 | 3,422 | 1,000 | 3,295 | 25,276 |
| 57 | 2,695 | 3,330 | 3,286 | 3,844 | 4,406 | 2,414 | 2,304 | 1,000 | 4,588 | 27,869 |
| 58 | 4,216 | 4,704 | 3,286 | 2,419 | 3,047 | 3,513 | 3,422 | 2,275 | 3,295 | 30,178 |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** | **X2.8** | **X2.9** | **TOTAL** |
| 59 | 2,695 | 3,330 | 3,286 | 2,419 | 3,047 | 3,513 | 3,422 | 2,275 | 3,295 | 27,283 |
| 60 | 2,695 | 2,199 | 2,159 | 2,419 | 3,047 | 1,000 | 1,000 | 1,000 | 2,133 | 17,652 |
| 61 | 4,216 | 3,330 | 3,286 | 3,844 | 3,047 | 2,414 | 3,422 | 1,000 | 2,133 | 26,692 |
| 62 | 4,216 | 4,704 | 4,559 | 3,844 | 4,406 | 4,583 | 4,583 | 3,526 | 4,588 | 39,009 |
| 63 | 2,695 | 3,330 | 3,286 | 2,419 | 3,047 | 3,513 | 3,422 | 2,275 | 3,295 | 27,283 |
| 64 | 4,216 | 3,330 | 2,159 | 2,419 | 1,892 | 2,414 | 3,422 | 1,000 | 2,133 | 22,986 |
| 65 | 2,695 | 3,330 | 3,286 | 2,419 | 1,892 | 2,414 | 3,422 | 1,000 | 2,133 | 22,593 |
| 66 | 2,695 | 1,596 | 1,000 | 2,419 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 12,710 |
| 67 | 2,695 | 3,330 | 2,159 | 2,419 | 1,000 | 2,414 | 2,304 | 2,275 | 2,133 | 20,730 |
| 68 | 2,695 | 3,330 | 3,286 | 2,419 | 3,047 | 3,513 | 2,304 | 2,275 | 3,295 | 26,165 |
| 69 | 2,695 | 3,330 | 3,286 | 2,419 | 3,047 | 2,414 | 2,304 | 2,275 | 3,295 | 25,067 |
| 70 | 4,216 | 4,704 | 4,559 | 3,844 | 4,406 | 4,583 | 4,583 | 3,526 | 4,588 | 39,009 |
| 71 | 4,216 | 4,704 | 3,286 | 3,844 | 4,406 | 3,513 | 3,422 | 2,275 | 3,295 | 32,961 |
| 72 | 2,695 | 3,330 | 4,559 | 2,419 | 3,047 | 2,414 | 2,304 | 2,275 | 3,295 | 26,339 |
| 73 | 4,216 | 4,704 | 4,559 | 3,844 | 4,406 | 4,583 | 4,583 | 3,526 | 4,588 | 39,009 |
| 74 | 4,216 | 4,704 | 4,559 | 3,844 | 3,047 | 3,513 | 4,583 | 2,275 | 4,588 | 35,328 |
| 75 | 4,216 | 4,704 | 4,559 | 3,844 | 4,406 | 4,583 | 4,583 | 3,526 | 4,588 | 39,009 |
| 76 | 2,695 | 3,330 | 3,286 | 2,419 | 3,047 | 3,513 | 3,422 | 2,275 | 3,295 | 27,283 |
| 77 | 2,695 | 3,330 | 2,159 | 1,000 | 1,892 | 2,414 | 2,304 | 1,000 | 2,133 | 18,928 |
| 78 | 2,695 | 3,330 | 3,286 | 2,419 | 3,047 | 3,513 | 3,422 | 2,275 | 3,295 | 27,283 |
| 79 | 4,216 | 4,704 | 4,559 | 3,844 | 4,406 | 4,583 | 4,583 | 3,526 | 4,588 | 39,009 |
| 80 | 2,695 | 3,330 | 2,159 | 2,419 | 1,000 | 2,414 | 3,422 | 2,275 | 4,588 | 24,303 |
| 81 | 2,695 | 3,330 | 3,286 | 2,419 | 3,047 | 3,513 | 3,422 | 2,275 | 3,295 | 27,283 |
| 82 | 2,695 | 2,199 | 2,159 | 1,000 | 1,892 | 1,000 | 2,304 | 1,000 | 2,133 | 16,382 |
| 83 | 4,216 | 4,704 | 4,559 | 3,844 | 4,406 | 2,414 | 3,422 | 2,275 | 3,295 | 33,135 |
| 84 | 4,216 | 4,704 | 4,559 | 3,844 | 4,406 | 2,414 | 2,304 | 2,275 | 3,295 | 32,018 |
| 85 | 4,216 | 4,704 | 4,559 | 3,844 | 4,406 | 2,414 | 2,304 | 2,275 | 3,295 | 32,018 |
| 86 | 4,216 | 4,704 | 4,559 | 3,844 | 4,406 | 2,414 | 2,304 | 2,275 | 3,295 | 32,018 |
| 87 | 4,216 | 4,704 | 4,559 | 3,844 | 4,406 | 2,414 | 2,304 | 2,275 | 3,295 | 32,018 |
| 88 | 4,216 | 3,330 | 3,286 | 2,419 | 3,047 | 2,414 | 3,422 | 1,000 | 4,588 | 27,723 |
| 89 | 4,216 | 4,704 | 4,559 | 3,844 | 4,406 | 2,414 | 2,304 | 2,275 | 3,295 | 32,018 |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** | **X2.7** | **X2.8** | **X2.9** | **TOTAL** |
| 90 | 2,695 | 3,330 | 3,286 | 2,419 | 3,047 | 2,414 | 2,304 | 2,275 | 3,295 | 25,067 |
| 91 | 2,695 | 3,330 | 3,286 | 3,844 | 4,406 | 4,583 | 4,583 | 3,526 | 4,588 | 34,842 |
| 92 | 2,695 | 3,330 | 3,286 | 2,419 | 3,047 | 3,513 | 3,422 | 2,275 | 3,295 | 27,283 |
| 93 | 4,216 | 3,330 | 3,286 | 2,419 | 3,047 | 3,513 | 3,422 | 3,526 | 3,295 | 30,055 |
| 94 | 2,695 | 4,704 | 4,559 | 3,844 | 4,406 | 3,513 | 3,422 | 3,526 | 4,588 | 35,258 |
| 95 | 2,695 | 3,330 | 3,286 | 2,419 | 3,047 | 3,513 | 3,422 | 2,275 | 3,295 | 27,283 |
| 96 | 4,216 | 1,596 | 2,159 | 1,000 | 1,892 | 2,414 | 2,304 | 2,275 | 1,000 | 18,856 |
| 97 | 1,000 | 3,330 | 2,159 | 1,000 | 1,892 | 2,414 | 2,304 | 1,000 | 2,133 | 17,233 |
| 98 | 2,695 | 3,330 | 3,286 | 2,419 | 3,047 | 2,414 | 2,304 | 1,000 | 3,295 | 23,792 |
| 99 | 2,695 | 3,330 | 3,286 | 2,419 | 3,047 | 2,414 | 2,304 | 1,000 | 3,295 | 23,792 |
| 100 | 2,695 | 3,330 | 3,286 | 2,419 | 3,047 | 2,414 | 2,304 | 2,275 | 3,295 | 25,067 |

# Lampiran 22

**Data Penelitian Variabel Persepsi *Price Fairness* (X3)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Responden | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | X3.7 | X3.8 | TOTAL |
| 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 28 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 6 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 34 |
| 7 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 25 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 9 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 | 28 |
| 10 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 11 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 12 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 36 |
| 13 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 29 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 16 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 17 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 26 |
| 18 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 32 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 20 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 28 |
| 21 | 3 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 31 |
| 22 | 4 | 5 | 3 | 4 | 4 | 3 | 3 | 3 | 29 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 25 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 26 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 27 |
| 27 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 28 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 25 |
| 29 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 31 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 32 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 5 | 37 |
| 33 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 35 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 36 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 37 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 38 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 36 |
| 39 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 40 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 28 |
| 41 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 43 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 38 |
| 44 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 37 |
| 45 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 46 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 47 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 33 |
| 48 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 33 |
| 49 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 50 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 30 |
| 51 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 52 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 54 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 28 |
| 55 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 34 |
| 56 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 32 |
| 57 | 5 | 4 | 3 | 5 | 3 | 3 | 3 | 4 | 30 |
| 58 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 37 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 60 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 27 |
| 61 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 34 |
| 62 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 63 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 64 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 34 |
| 65 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 4 | 28 |
| 66 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 28 |
| 67 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 68 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 69 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 33 |
| 70 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 72 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 73 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 74 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 32 |
| 75 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 39 |
| 76 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 77 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 78 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 79 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 80 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 81 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 82 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 83 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 84 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 4 | 35 |
| 85 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 34 |
| 86 | 5 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 36 |
| 87 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 33 |
| 88 | 5 | 4 | 4 | 3 | 3 | 4 | 5 | 4 | 32 |
| 89 | 5 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 32 |
| 90 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 28 |
| 91 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 92 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 93 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 35 |
| 94 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 37 |
| 95 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 96 | 4 | 4 | 4 | 4 | 2 | 2 | 3 | 3 | 26 |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 97 | 5 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 24 |
| 98 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 99 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 29 |
| 100 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 29 |

# Lampiran 23

**Perhitungan MSI Variabel Persepsi *Price fairness* (X3) Succesive Interval**

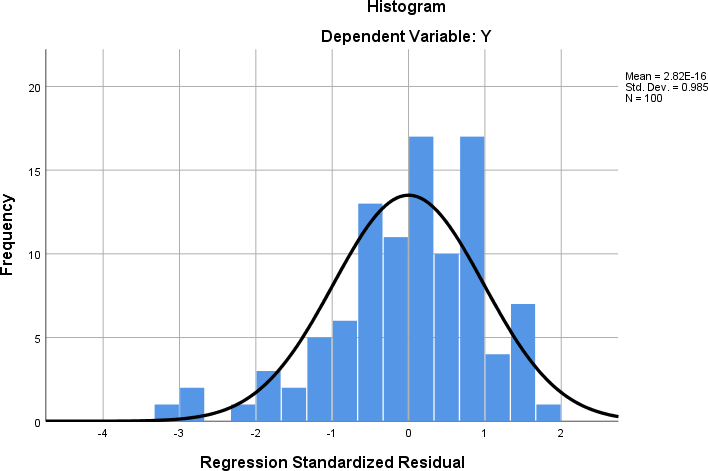
|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **X3.7** | **X3.8** | **TOTAL** |
| 1 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 22,345 |
| 2 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 22,345 |
| 3 | 1,000 | 2,089 | 2,347 | 2,402 | 3,541 | 2,352 | 1,000 | 2,436 | 17,167 |
| 4 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 22,345 |
| 5 | 3,686 | 4,824 | 3,705 | 3,808 | 4,890 | 4,793 | 3,695 | 3,867 | 33,268 |
| 6 | 3,686 | 4,824 | 3,705 | 2,402 | 3,541 | 3,542 | 2,345 | 1,000 | 25,045 |
| 7 | 1,000 | 2,089 | 1,000 | 2,402 | 2,278 | 2,352 | 1,000 | 1,000 | 13,121 |
| 8 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 22,345 |
| 9 | 2,322 | 2,089 | 1,000 | 1,000 | 3,541 | 3,542 | 1,000 | 2,436 | 16,930 |
| 10 | 3,686 | 4,824 | 3,705 | 3,808 | 4,890 | 4,793 | 3,695 | 3,867 | 33,268 |
| 11 | 1,000 | 2,089 | 1,000 | 1,000 | 2,278 | 2,352 | 1,000 | 1,000 | 11,719 |
| 12 | 3,686 | 3,411 | 3,705 | 2,402 | 4,890 | 4,793 | 2,345 | 2,436 | 27,667 |
| 13 | 1,000 | 2,089 | 2,347 | 2,402 | 3,541 | 2,352 | 2,345 | 2,436 | 18,511 |
| 14 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 22,345 |
| 15 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 22,345 |
| 16 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 22,345 |
| 17 | 1,000 | 3,411 | 1,000 | 1,000 | 2,278 | 3,542 | 1,000 | 1,000 | 14,231 |
| 18 | 2,322 | 3,411 | 2,347 | 3,808 | 3,541 | 2,352 | 2,345 | 2,436 | 22,561 |
| 19 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 22,345 |
| 20 | 1,000 | 2,089 | 2,347 | 2,402 | 3,541 | 2,352 | 1,000 | 2,436 | 17,167 |
| 21 | 1,000 | 2,089 | 2,347 | 3,808 | 3,541 | 3,542 | 2,345 | 2,436 | 21,107 |
| 22 | 2,322 | 4,824 | 1,000 | 2,402 | 3,541 | 2,352 | 1,000 | 1,000 | 18,441 |
| 23 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 22,345 |
| 24 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 22,345 |
| 25 | 3,686 | 4,824 | 3,705 | 3,808 | 4,890 | 4,793 | 3,695 | 3,867 | 33,268 |
| 26 | 2,322 | 3,411 | 1,000 | 1,000 | 2,278 | 2,352 | 2,345 | 1,000 | 15,708 |
| 27 | 3,686 | 4,824 | 3,705 | 3,808 | 4,890 | 4,793 | 3,695 | 3,867 | 33,268 |

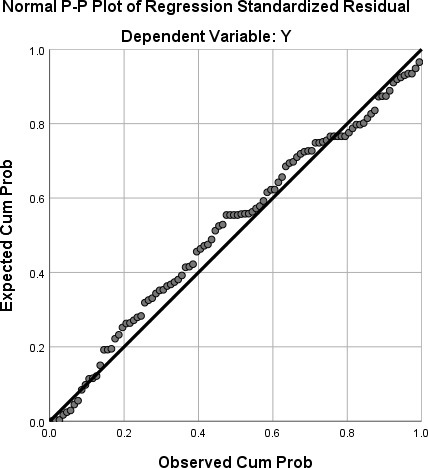
|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **X3.7** | **X3.8** | **TOTAL** |
| 28 | 2,322 | 2,089 | 1,000 | 1,000 | 2,278 | 2,352 | 1,000 | 1,000 | 13,041 |
| 29 | 1,000 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 21,023 |
| 30 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 22,345 |
| 31 | 3,686 | 4,824 | 3,705 | 3,808 | 4,890 | 4,793 | 3,695 | 3,867 | 33,268 |
| 32 | 3,686 | 4,824 | 3,705 | 3,808 | 4,890 | 2,352 | 2,345 | 3,867 | 29,476 |
| 33 | 3,686 | 4,824 | 3,705 | 3,808 | 4,890 | 4,793 | 3,695 | 3,867 | 33,268 |
| 34 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 22,345 |
| 35 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 22,345 |
| 36 | 3,686 | 4,824 | 3,705 | 3,808 | 4,890 | 4,793 | 3,695 | 3,867 | 33,268 |
| 37 | 3,686 | 4,824 | 3,705 | 3,808 | 4,890 | 4,793 | 3,695 | 3,867 | 33,268 |
| 38 | 2,322 | 3,411 | 2,347 | 3,808 | 4,890 | 4,793 | 3,695 | 2,436 | 27,701 |
| 39 | 3,686 | 4,824 | 3,705 | 3,808 | 4,890 | 4,793 | 3,695 | 3,867 | 33,268 |
| 40 | 2,322 | 3,411 | 1,000 | 2,402 | 2,278 | 3,542 | 1,000 | 1,000 | 16,955 |
| 41 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 22,345 |
| 42 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 22,345 |
| 43 | 3,686 | 4,824 | 3,705 | 3,808 | 4,890 | 3,542 | 2,345 | 3,867 | 30,666 |
| 44 | 2,322 | 3,411 | 2,347 | 3,808 | 4,890 | 4,793 | 3,695 | 3,867 | 29,132 |
| 45 | 3,686 | 4,824 | 3,705 | 3,808 | 4,890 | 4,793 | 3,695 | 3,867 | 33,268 |
| 46 | 3,686 | 4,824 | 3,705 | 3,808 | 4,890 | 4,793 | 3,695 | 3,867 | 33,268 |
| 47 | 3,686 | 4,824 | 2,347 | 2,402 | 3,541 | 3,542 | 1,000 | 2,436 | 23,778 |
| 48 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 3,695 | 2,436 | 23,696 |
| 49 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 22,345 |
| 50 | 2,322 | 3,411 | 1,000 | 1,000 | 3,541 | 3,542 | 2,345 | 2,436 | 19,596 |
| 51 | 3,686 | 4,824 | 3,705 | 3,808 | 4,890 | 4,793 | 3,695 | 3,867 | 33,268 |
| 52 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 2,352 | 2,345 | 2,436 | 21,155 |
| 53 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 22,345 |
| 54 | 2,322 | 3,411 | 1,000 | 2,402 | 2,278 | 3,542 | 1,000 | 1,000 | 16,955 |
| 55 | 3,686 | 3,411 | 2,347 | 2,402 | 4,890 | 3,542 | 2,345 | 2,436 | 25,057 |
| 56 | 2,322 | 3,411 | 2,347 | 3,808 | 2,278 | 3,542 | 2,345 | 2,436 | 22,488 |
| 57 | 3,686 | 3,411 | 1,000 | 3,808 | 2,278 | 2,352 | 1,000 | 2,436 | 19,970 |
| 58 | 2,322 | 3,411 | 3,705 | 3,808 | 4,890 | 3,542 | 3,695 | 3,867 | 29,239 |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **X3.7** | **X3.8** | **TOTAL** |
| 59 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 22,345 |
| 60 | 1,000 | 3,411 | 1,000 | 1,000 | 3,541 | 3,542 | 1,000 | 1,000 | 15,494 |
| 61 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 4,793 | 2,345 | 3,867 | 25,027 |
| 62 | 3,686 | 4,824 | 3,705 | 3,808 | 4,890 | 4,793 | 3,695 | 3,867 | 33,268 |
| 63 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 22,345 |
| 64 | 3,686 | 4,824 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 25,122 |
| 65 | 1,000 | 2,089 | 1,000 | 2,402 | 3,541 | 3,542 | 1,000 | 2,436 | 17,010 |
| 66 | 2,322 | 3,411 | 2,347 | 2,402 | 2,278 | 2,352 | 1,000 | 1,000 | 17,112 |
| 67 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 2,352 | 2,345 | 2,436 | 21,155 |
| 68 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 2,352 | 2,345 | 2,436 | 21,155 |
| 69 | 3,686 | 4,824 | 2,347 | 2,402 | 3,541 | 2,352 | 2,345 | 2,436 | 23,932 |
| 70 | 3,686 | 4,824 | 3,705 | 3,808 | 4,890 | 4,793 | 3,695 | 3,867 | 33,268 |
| 71 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 22,345 |
| 72 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 22,345 |
| 73 | 3,686 | 4,824 | 3,705 | 3,808 | 4,890 | 4,793 | 3,695 | 3,867 | 33,268 |
| 74 | 1,000 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 3,695 | 2,436 | 22,374 |
| 75 | 3,686 | 4,824 | 3,705 | 3,808 | 4,890 | 3,542 | 3,695 | 3,867 | 32,017 |
| 76 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 22,345 |
| 77 | 1,000 | 2,089 | 1,000 | 1,000 | 2,278 | 2,352 | 1,000 | 1,000 | 11,719 |
| 78 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 22,345 |
| 79 | 3,686 | 4,824 | 3,705 | 3,808 | 4,890 | 4,793 | 3,695 | 3,867 | 33,268 |
| 80 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 2,352 | 2,345 | 2,436 | 21,155 |
| 81 | 3,686 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 23,709 |
| 82 | 1,000 | 2,089 | 1,000 | 1,000 | 2,278 | 2,352 | 1,000 | 1,000 | 11,719 |
| 83 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 2,352 | 2,345 | 2,436 | 21,155 |
| 84 | 3,686 | 4,824 | 3,705 | 3,808 | 3,541 | 2,352 | 2,345 | 2,436 | 26,696 |
| 85 | 3,686 | 4,824 | 3,705 | 2,402 | 3,541 | 2,352 | 2,345 | 2,436 | 25,290 |
| 86 | 3,686 | 4,824 | 3,705 | 3,808 | 4,890 | 2,352 | 2,345 | 2,436 | 28,045 |
| 87 | 3,686 | 4,824 | 2,347 | 2,402 | 3,541 | 2,352 | 2,345 | 2,436 | 23,932 |
| 88 | 3,686 | 3,411 | 2,347 | 1,000 | 2,278 | 3,542 | 3,695 | 2,436 | 22,395 |
| 89 | 3,686 | 4,824 | 2,347 | 2,402 | 2,278 | 2,352 | 2,345 | 2,436 | 22,669 |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Responden** | **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** | **X3.7** | **X3.8** | **TOTAL** |
| 90 | 2,322 | 3,411 | 1,000 | 1,000 | 2,278 | 2,352 | 2,345 | 2,436 | 17,143 |
| 91 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 2,352 | 2,345 | 2,436 | 21,155 |
| 92 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 22,345 |
| 93 | 3,686 | 3,411 | 2,347 | 3,808 | 4,890 | 3,542 | 2,345 | 2,436 | 26,463 |
| 94 | 2,322 | 4,824 | 3,705 | 2,402 | 4,890 | 4,793 | 3,695 | 2,436 | 29,067 |
| 95 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 22,345 |
| 96 | 2,322 | 3,411 | 2,347 | 2,402 | 1,000 | 1,000 | 1,000 | 1,000 | 14,481 |
| 97 | 3,686 | 1,000 | 1,000 | 1,000 | 2,278 | 1,000 | 1,000 | 1,000 | 11,964 |
| 98 | 2,322 | 3,411 | 2,347 | 2,402 | 3,541 | 3,542 | 2,345 | 2,436 | 22,345 |
| 99 | 2,322 | 3,411 | 1,000 | 1,000 | 3,541 | 3,542 | 2,345 | 1,000 | 18,160 |
| 100 | 2,322 | 3,411 | 2,347 | 2,402 | 2,278 | 2,352 | 1,000 | 2,436 | 18,547 |

# Lampiran 24 Uji Normalitas





|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | 4.30301134 |
| Most Extreme Differences | Absolute | .085 |
| Positive | .045 |
| Negative | -.085 |
| Test Statistic | | .085 |
| Asymp. Sig. (2-tailed) | | .070c |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |

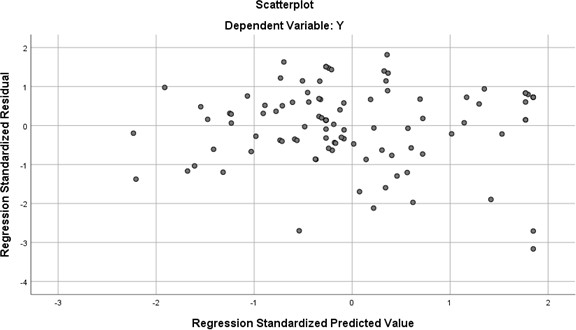
**Lampiran 25**

# Uji Multikolinieritas

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 5.986 | 2.353 |  | 2.544 | .013 |  |  |
| Brand Ambassador | .155 | .074 | .156 | 2.075 | .041 | .642 | 1.558 |
| Brand Awareness | .419 | .125 | .364 | 3.343 | .001 | .307 | 3.258 |
| Price Fairness | .461 | .138 | .372 | 3.341 | .001 | .293 | 3.412 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | | | |

**Lampiran 26**

# Uji Heterokedasitas



**Lampiran 27**

# Uji Auto Korelasi

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .807a | .651 | .640 | 4.36973 | 1.817 |
| a. Predictors: (Constant), Price Fairness, Brand Ambassador , Brand Awareness | | | | | |
| b. Dependent Variable: Keputusan Pembelian | | | | | |

**Lampiran 28**

# Analisis Regresi Linear Berganda

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Price Fairness, Brand Ambassador , Brand  Awarenessb | . | Enter |
| a. Dependent Variable: Keputusan Pembelian | | | |
| b. All requested variables entered. | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summary** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .807a | .651 | .640 | 4.36973 |
| a. Predictors: (Constant), Price Fairness, Brand Ambassador , Brand Awareness | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 3415.835 | 3 | 1138.612 | 59.630 | .000b |
| Residual | 1833.075 | 96 | 19.095 |  |  |
| Total | 5248.910 | 99 |  |  |  |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |
| b. Predictors: (Constant), Price Fairness, Brand Ambassador , Brand Awareness | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 5.986 | 2.353 |  | 2.544 | .013 |
| Brand Ambassador | .155 | .074 | .156 | 2.075 | .041 |
| Brand Awareness | .419 | .125 | .364 | 3.343 | .001 |
| Price Fairness | .461 | .138 | .372 | 3.341 | .001 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |