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**LAMPIRAN**

**Lampiran 1**

KUESIONER

Sebelum mengisi daftar pernyataan, Bapak/Saudara dimohon mengisi data

responden yang penting untuk penelitian ini, setiap data dan jawaban yang

Saudara berikan akan dirahasiakan.

1. **Karakteristik Responden**
2. Nama : ………………………….
3. Umur

( ) 17-22 tahun ( ) 28-32 tahun

( ) 23-27 tahun ( ) >33 tahun

1. Pekerjaan

( ) Pelajar ( ) Wiraswasta ( ) Buruh

( ) Mahasiswa ( ) PNS ( ) Lain-lain

1. Pendapatan

( ) < 1.000.000 ( ) 1.000.000 −< 1.500.000

( ) 1.500.000 − < 2.000.000 ( ) 2.000.000 −< 2.500.000

( ) ≥ 2.500.000

Bapak/Saudara diminta untuk memberikan pernyataan dengan cara memberi tanda

Centang(√) pada kolom penilaian yang telah tersedia.

Keterangan :

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| STS | TS | KS | S | SS |
| Sangat Tidak Setuju | Tidak Setuju | Kurang Seuju | Setuju | Sangat Setuju |

1. **Daftar Pertanyaan**

**Variabel (X₁) *Brand equity***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pertanyaan | STS | ST | KS | S | SS |
| A. *brand awarnes* (kesadaran merek) | | 1 | 2 | 3 | 4 | 5 |
| 1. | Saya dapat langsung mengenali produk Eiger hanya dengan mengenali simbol logo atau atribut lain. |  |  |  |  |  |
| 2. | Ketika saya ingin membeli peralatan dan perlengkapan untuk kegiatan *outdoor*, Merek produk *outdoor* yang muncul pertama kali adalah produk Eiger. |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| B. *perceived quality* (persepsi kualitas) | | 1 | 2 | 3 | 4 | 5 |
| 3. | Eiger merupakan produk *outdoor* yang berkualitas dari waktu ke waktu tidak berubah |  |  |  |  |  |
| 4. | Harga yang di tawarkan Eiger sesuai dengan kualitas yang di berikan kepada pembeli |  |  |  |  |  |
| C. *brand asociations* (asosiasi merek) | | 1 | 2 | 3 | 4 | 5 |
| 5. | Produk Eiger memiliki *image* (citra) yang baik. |  |  |  |  |  |
| 6. | Produk Eiger berbeda dengan produk *outdoor* lainnya. |  |  |  |  |  |
| D. *brand loyalty* (loyalitas merek) | | 1 | 2 | 3 | 4 | 5 |
| 7. | Saya beranggapan bahwa Eiger merupakan produk *outdoor* yang paling unggul di antara merek lainnya. |  |  |  |  |  |
| 8. | Saya beranggapan banyak orang yang merekomendasikan produk Eiger |  |  |  |  |  |

**Variabel (X₂) *Word of Mouth***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pertanyaan | STS | ST | KS | S | SS |
| 1 | 2 | 3 | 4 | 5 |
| 1. | Saya mengetahui produk Eiger dari orang lain yang menceritakan hal-hal positif tentang produk Eiger sehingga saya tertarik untuk membelinya. |  |  |  |  |  |
| 2. | Saya sering membicarakan kepada orang lain,kepuasan yang saya peroleh ketika menggunakan produk Eiger. |  |  |  |  |  |
| 3. | Saya selalu merekomendasikan produk Eiger kepada orang lain yang ingin membeli produk perlengkapan dan peralatan *outdoor.* |  |  |  |  |  |
| 4. | Saya merasa puas menggunakan produk Eiger atas rekomendasi dari teman/keluarga/kerabat dan sebagainya. |  |  |  |  |  |
| 5. | Saya selalu tertarik berbagi cerita tentang pengalaman saya menggunakan produk Eiger kepada teman/keluarga/kerabat dan lain sebagainya. |  |  |  |  |  |
| 6. | Informasi yang saya sampaikan kepada keluarga/teman dan kerabat sesuai dengan kenyataan dan tidak di lebih lebihkan ataupun mengurangi. |  |  |  |  |  |

**Variabel (X₃) *Lifestyle***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pertanyaan | STS | ST | KS | S | SS |
| 1 | 2 | 3 | 4 | 5 |
| 1. | Pada saat membeli produk Eiger saya menyesuaikan dengan trend *fashion* yang sedang berkembang. |  |  |  |  |  |
| 2. | Memakai produk dari Eiger meningkatkan rasa percaya diri saya. |  |  |  |  |  |
| 3. | Saya menggunakan produk Eiger untuk mengikuti perubahan selera komunitas. |  |  |  |  |  |
| 4. | Menurut saya produk *outdoor* dari Eiger adalah produk yang berkualitas dan mengikuti trand yang sedang terjadi saat ini. |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 5. | Ketika berbelanja produk peralatan dan perlengkapan merek Eiger saya ingin membelinya lebih dari satu. |  |  |  |  |  |
| 6. | Produk Eiger sudah menjadu gaya hidup saya karena memiliki merek yang bagus. |  |  |  |  |  |

**Variabel (Y) Keputusan Pembelian**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| No | Pertanyaan | STS | ST | KS | S | SS |
| 1 | 2 | 3 | 4 | 5 |
| 1. | Saya melakukan keputusan pembelian produk Eiger sesuai dengan keinginan dan kebutuhan. |  |  |  |  |  |
| 2. | Saya melakukan keputusan pembelian produk Eiger untuk memenuhi kebutuhan akan aktifitas yang dilakukan. |  |  |  |  |  |
| 3. | Produk Eiger lebih berkualitas dibanding dengan produk *outdoor* lainnya. |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 4. | Saya memutskan untuk membeli produk Eiger karena sudah terpercaya memiliki merek dan kualitas yang bagus. |  |  |  |  |  |
| 5. | Saya memutuskan membeli produk Eiger karena menyukai dan cocok untuk digunakan sesuai fungsinya. |  |  |  |  |  |
| 6. | Merek dan kualitas yang bagus merupakan pengaruh dalam keputusan pembelian produk Eiger. |  |  |  |  |  |

**Lampiran 2**

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

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

**Lampiran 3**

**Data Uji Validitas Dan Reliabilitas Variabel Brand Equity (X1)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Nomor Responden | Instrumen Penelitian Variabel *Brand* *Equity* (X1) | | | | | | | | Skor Total |
| X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 |  |
| 1 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 35 |
| 2 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 25 |
| 3 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 37 |
| 4 | 4 | 4 | 5 | 3 | 4 | 4 | 3 | 5 | 32 |
| 5 | 5 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 30 |
| 6 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 35 |
| 7 | 5 | 3 | 4 | 3 | 5 | 4 | 4 | 5 | 33 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 30 |
| 9 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 38 |
| 10 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 34 |
| 11 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 39 |
| 12 | 5 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 32 |
| 13 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 37 |
| 14 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 30 |
| 15 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 35 |
| 16 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 17 | 4 | 3 | 5 | 5 | 4 | 4 | 3 | 4 | 32 |
| 18 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 36 |
| 19 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 36 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 21 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 5 | 30 |
| 22 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 23 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 37 |
| 24 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 37 |
| 25 | 4 | 4 | 5 | 3 | 5 | 3 | 4 | 4 | 32 |
| 26 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 34 |
| 27 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 38 |
| 28 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 34 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 30 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 38 |

**Lampiran 4**

**Data Uji Validitas Dan Reliabilitas Variabel Word Of Mouth (X2)**

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

**Lampiran 5**

**Data Uji Validitas Dan Reliabilitas Variabel Lifestyle (X3)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Nomor Responden | Instrumen Penelitian Variabel *Lifestyle* (X3) | | | | | | Skor total |
| X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 |
| 1 | 5 | 5 | 5 | 4 | 5 | 4 | 28 |
| 2 | 3 | 4 | 3 | 4 | 3 | 3 | 20 |
| 3 | 4 | 4 | 5 | 4 | 5 | 5 | 27 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 23 |
| 5 | 5 | 4 | 3 | 3 | 3 | 4 | 22 |
| 6 | 4 | 4 | 5 | 5 | 5 | 5 | 28 |
| 7 | 5 | 4 | 3 | 4 | 4 | 3 | 23 |
| 8 | 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 9 | 5 | 5 | 4 | 5 | 5 | 4 | 28 |
| 10 | 5 | 4 | 4 | 4 | 5 | 4 | 26 |
| 11 | 5 | 5 | 4 | 5 | 5 | 5 | 29 |
| 12 | 5 | 4 | 5 | 4 | 4 | 5 | 27 |
| 13 | 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 14 | 5 | 4 | 4 | 5 | 4 | 3 | 25 |
| 15 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 16 | 4 | 5 | 5 | 5 | 4 | 5 | 28 |
| 17 | 4 | 4 | 4 | 4 | 5 | 4 | 25 |
| 18 | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| 19 | 4 | 5 | 4 | 4 | 5 | 5 | 27 |
| 20 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 21 | 4 | 4 | 3 | 2 | 4 | 4 | 21 |
| 22 | 4 | 3 | 4 | 4 | 3 | 4 | 22 |
| 23 | 5 | 5 | 3 | 4 | 4 | 5 | 26 |
| 24 | 5 | 5 | 4 | 5 | 4 | 4 | 27 |
| 25 | 5 | 5 | 4 | 4 | 4 | 5 | 27 |
| 26 | 5 | 5 | 4 | 4 | 4 | 3 | 25 |
| 27 | 5 | 4 | 4 | 4 | 5 | 5 | 27 |
| 28 | 4 | 5 | 5 | 4 | 4 | 4 | 26 |
| 29 | 4 | 5 | 4 | 4 | 4 | 4 | 25 |
| 30 | 5 | 4 | 4 | 5 | 4 | 5 | 27 |

**Lampiran 6**

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

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | |
|  | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Y.6 | Total\_Y |
| Y.1 | Pearson Correlation | 1 | .425\* | .425\* | .533\*\* | .469\*\* | .136 | .731\*\* |
| Sig. (2-tailed) |  | .019 | .019 | .002 | .009 | .473 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.2 | Pearson Correlation | .425\* | 1 | .213 | .285 | .368\* | .286 | .623\*\* |
| Sig. (2-tailed) | .019 |  | .258 | .127 | .045 | .125 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.3 | Pearson Correlation | .425\* | .213 | 1 | .285 | .450\* | .450\* | .689\*\* |
| Sig. (2-tailed) | .019 | .258 |  | .127 | .013 | .013 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.4 | Pearson Correlation | .533\*\* | .285 | .285 | 1 | .171 | .114 | .590\*\* |
| Sig. (2-tailed) | .002 | .127 | .127 |  | .367 | .550 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.5 | Pearson Correlation | .469\*\* | .368\* | .450\* | .171 | 1 | .565\*\* | .761\*\* |
| Sig. (2-tailed) | .009 | .045 | .013 | .367 |  | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y.6 | Pearson Correlation | .136 | .286 | .450\* | .114 | .565\*\* | 1 | .647\*\* |
| Sig. (2-tailed) | .473 | .125 | .013 | .550 | .001 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total\_Y | Pearson Correlation | .731\*\* | .623\*\* | .689\*\* | .590\*\* | .761\*\* | .647\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .001 | .000 | .000 |  |
| N | 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 7**

**Uji Validitas Variabel Brand Equity (X1)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | Total\_X1 |
| X1.1 | Pearson Correlation | 1 | -.093 | .259 | .142 | .241 | .453\* | .098 | .374\* | .450\* |
| Sig. (2-tailed) |  | .626 | .168 | .455 | .199 | .012 | .605 | .042 | .013 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | -.093 | 1 | .356 | .326 | .308 | .292 | .543\*\* | .173 | .581\*\* |
| Sig. (2-tailed) | .626 |  | .054 | .079 | .098 | .117 | .002 | .362 | .001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .259 | .356 | 1 | .412\* | .471\*\* | .365\* | .317 | .301 | .676\*\* |
| Sig. (2-tailed) | .168 | .054 |  | .024 | .009 | .047 | .088 | .106 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | .142 | .326 | .412\* | 1 | .125 | .449\* | .403\* | .224 | .628\*\* |
| Sig. (2-tailed) | .455 | .079 | .024 |  | .510 | .013 | .027 | .234 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlation | .241 | .308 | .471\*\* | .125 | 1 | .279 | .416\* | .332 | .606\*\* |
| Sig. (2-tailed) | .199 | .098 | .009 | .510 |  | .136 | .022 | .073 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.6 | Pearson Correlation | .453\* | .292 | .365\* | .449\* | .279 | 1 | .374\* | .498\*\* | .730\*\* |
| Sig. (2-tailed) | .012 | .117 | .047 | .013 | .136 |  | .042 | .005 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.7 | Pearson Correlation | .098 | .543\*\* | .317 | .403\* | .416\* | .374\* | 1 | .463\*\* | .728\*\* |
| Sig. (2-tailed) | .605 | .002 | .088 | .027 | .022 | .042 |  | .010 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.8 | Pearson Correlation | .374\* | .173 | .301 | .224 | .332 | .498\*\* | .463\*\* | 1 | .674\*\* |
| Sig. (2-tailed) | .042 | .362 | .106 | .234 | .073 | .005 | .010 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total\_X1 | Pearson Correlation | .450\* | .581\*\* | .676\*\* | .628\*\* | .606\*\* | .730\*\* | .728\*\* | .674\*\* | 1 |
| Sig. (2-tailed) | .013 | .001 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | |

**Lampiran 8**

**Uji Validitas Variabel Word of Mouth (X2)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | Total\_X2 |
| X2.1 | Pearson Correlation | 1 | .368\* | .642\*\* | .336 | .074 | .444\* | .720\*\* |
| Sig. (2-tailed) |  | .045 | .000 | .069 | .697 | .014 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | .368\* | 1 | .547\*\* | .269 | .137 | .360 | .680\*\* |
| Sig. (2-tailed) | .045 |  | .002 | .151 | .470 | .051 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | .642\*\* | .547\*\* | 1 | .461\* | .139 | .379\* | .804\*\* |
| Sig. (2-tailed) | .000 | .002 |  | .010 | .465 | .039 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | .336 | .269 | .461\* | 1 | .407\* | .287 | .699\*\* |
| Sig. (2-tailed) | .069 | .151 | .010 |  | .025 | .125 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.5 | Pearson Correlation | .074 | .137 | .139 | .407\* | 1 | .262 | .448\* |
| Sig. (2-tailed) | .697 | .470 | .465 | .025 |  | .161 | .013 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.6 | Pearson Correlation | .444\* | .360 | .379\* | .287 | .262 | 1 | .668\*\* |
| Sig. (2-tailed) | .014 | .051 | .039 | .125 | .161 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total\_X2 | Pearson Correlation | .720\*\* | .680\*\* | .804\*\* | .699\*\* | .448\* | .668\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .013 | .000 |  |
| N | 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 9**

**Uji Validitas Variabel Lifestyle (X3)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | |
|  | | X3.1 | X3.2 | X3.3 | X3.4 | X3.5 | X3.6 | Total\_X3 |
| X3.1 | Pearson Correlation | 1 | .214 | .045 | .265 | .188 | .174 | .483\*\* |
| Sig. (2-tailed) |  | .256 | .813 | .157 | .319 | .357 | .007 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.2 | Pearson Correlation | .214 | 1 | .146 | .216 | .172 | .159 | .485\*\* |
| Sig. (2-tailed) | .256 |  | .440 | .252 | .363 | .400 | .007 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.3 | Pearson Correlation | .045 | .146 | 1 | .444\* | .462\* | .428\* | .704\*\* |
| Sig. (2-tailed) | .813 | .440 |  | .014 | .010 | .018 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.4 | Pearson Correlation | .265 | .216 | .444\* | 1 | .311 | .215 | .674\*\* |
| Sig. (2-tailed) | .157 | .252 | .014 |  | .094 | .255 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.5 | Pearson Correlation | .188 | .172 | .462\* | .311 | 1 | .379\* | .686\*\* |
| Sig. (2-tailed) | .319 | .363 | .010 | .094 |  | .039 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.6 | Pearson Correlation | .174 | .159 | .428\* | .215 | .379\* | 1 | .656\*\* |
| Sig. (2-tailed) | .357 | .400 | .018 | .255 | .039 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total\_X3 | Pearson Correlation | .483\*\* | .485\*\* | .704\*\* | .674\*\* | .686\*\* | .656\*\* | 1 |
| Sig. (2-tailed) | .007 | .007 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | |

**Lampiran 10**

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

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 42.9 |
| Excludeda | 40 | 57.1 |
| Total | 70 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .757 | 6 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Y.1 | 20.4667 | 4.947 | .583 | .699 |
| Y.2 | 20.3667 | 5.413 | .455 | .733 |
| Y.3 | 20.3667 | 5.206 | .540 | .713 |
| Y.4 | 20.4000 | 5.352 | .381 | .754 |
| Y.5 | 20.6333 | 4.654 | .604 | .691 |
| Y.6 | 20.4333 | 5.082 | .445 | .738 |

**Lampiran 11**

**Uji Reliabilitas Variabel Brand Equity (X1)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 42.9 |
| Excludeda | 40 | 57.1 |
| Total | 70 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .791 | 8 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X1.1 | 29.5667 | 9.909 | .318 | .791 |
| X1.2 | 29.9333 | 9.099 | .431 | .778 |
| X1.3 | 29.5667 | 8.737 | .552 | .759 |
| X1.4 | 29.7333 | 8.616 | .463 | .774 |
| X1.5 | 29.7000 | 9.114 | .473 | .771 |
| X1.6 | 29.8000 | 8.372 | .613 | .748 |
| X1.7 | 30.0000 | 8.276 | .604 | .749 |
| X1.8 | 29.7000 | 8.355 | .520 | .764 |

**Lampiran 12**

**Uji Reliabilitas Variabel Word of Mouth (X2)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 42.9 |
| Excludeda | 40 | 57.1 |
| Total | 70 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .762 | 6 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X2.1 | 21.4000 | 5.076 | .567 | .710 |
| X2.2 | 21.0667 | 5.099 | .495 | .730 |
| X2.3 | 20.9667 | 4.654 | .677 | .677 |
| X2.4 | 20.8667 | 4.878 | .499 | .731 |
| X2.5 | 20.9000 | 6.231 | .288 | .772 |
| X2.6 | 20.9667 | 5.275 | .499 | .728 |

**Lampiran 13**

**Uji Reliabilitas Variabel Lifestyle (X3)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 42.9 |
| Excludeda | 40 | 57.1 |
| Total | 70 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .679 | 6 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X3.1 | 21.1000 | 4.645 | .266 | .681 |
| X3.2 | 21.2000 | 4.648 | .273 | .678 |
| X3.3 | 21.5667 | 3.840 | .511 | .600 |
| X3.4 | 21.4667 | 3.913 | .464 | .618 |
| X3.5 | 21.3333 | 3.954 | .497 | .607 |
| X3.6 | 21.3333 | 3.954 | .435 | .629 |

**Lampiran 14**

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

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

**Lampiran 15**

**Data Penelitian Variabel Brand Equity (X1)**

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

**Lampiran 16**

**Data Penelitian Variabel Word Of Mouth (X2)**

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

**Lampiran 17**

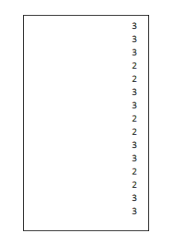
**Data Penelitian Variabel Lifestyle (X3)**

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

**Lampiran 18**

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

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



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

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

• Buka excel

• Klik file stat97.xla > klik Enable Macro

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

• Pilih Add In >Statistics>Successive Interval

• Pilih Yes

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

• Kemudian pindah ke Cell Output.

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

• Tekan Next

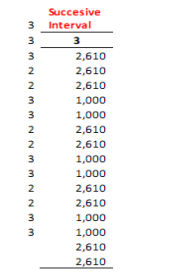
• Pilih Select all

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

• Tekan Next

• Tekan Finish

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

****

**Lampiran 19**

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | |  |  |  |  |  |
| **Y.1** | **Y.2** | **Y.3** | **Y.4** | **Y.5** | **Y.6** |  |
| 3.687 | 2.532 | 4.400 | 3.859 | 2.760 | 3.833 | 21.071 |
| 2.319 | 2.532 | 2.842 | 3.859 | 4.324 | 3.833 | 19.709 |
| 3.687 | 2.532 | 4.400 | 3.859 | 4.324 | 3.833 | 22.635 |
| 2.319 | 2.532 | 4.400 | 3.859 | 2.760 | 3.833 | 19.702 |
| 3.687 | 4.006 | 2.842 | 3.859 | 2.760 | 3.833 | 20.987 |
| 2.319 | 2.532 | 4.400 | 3.859 | 2.760 | 3.833 | 19.702 |
| 3.687 | 4.006 | 4.400 | 3.859 | 4.324 | 2.414 | 22.690 |
| 1.000 | 1.000 | 2.842 | 1.000 | 1.000 | 2.414 | 9.256 |
| 2.319 | 2.532 | 4.400 | 3.859 | 2.760 | 3.833 | 19.702 |
| 1.000 | 2.532 | 1.000 | 2.384 | 2.760 | 1.000 | 10.676 |
| 3.687 | 4.006 | 2.842 | 3.859 | 2.760 | 2.414 | 19.568 |
| 2.319 | 1.000 | 2.842 | 2.384 | 2.760 | 1.000 | 12.305 |
| 1.000 | 2.532 | 2.842 | 2.384 | 4.324 | 2.414 | 15.496 |
| 3.687 | 2.532 | 2.842 | 3.859 | 4.324 | 2.414 | 19.659 |
| 1.000 | 1.000 | 2.842 | 2.384 | 4.324 | 2.414 | 13.964 |
| 2.319 | 2.532 | 2.842 | 2.384 | 2.760 | 2.414 | 15.251 |
| 3.687 | 2.532 | 4.400 | 3.859 | 4.324 | 3.833 | 22.635 |
| 2.319 | 2.532 | 4.400 | 3.859 | 4.324 | 2.414 | 19.848 |
| 3.687 | 2.532 | 4.400 | 3.859 | 4.324 | 3.833 | 22.635 |
| 2.319 | 4.006 | 4.400 | 2.384 | 4.324 | 2.414 | 19.847 |
| 3.687 | 4.006 | 4.400 | 3.859 | 4.324 | 2.414 | 22.690 |
| 3.687 | 2.532 | 4.400 | 3.859 | 4.324 | 2.414 | 21.217 |
| 2.319 | 2.532 | 4.400 | 3.859 | 4.324 | 2.414 | 19.848 |
| 3.687 | 4.006 | 4.400 | 2.384 | 4.324 | 3.833 | 22.634 |
| 3.687 | 2.532 | 4.400 | 3.859 | 2.760 | 3.833 | 21.071 |
| 2.319 | 4.006 | 2.842 | 3.859 | 4.324 | 3.833 | 21.183 |
| 2.319 | 4.006 | 4.400 | 3.859 | 4.324 | 3.833 | 22.740 |
| 2.319 | 2.532 | 4.400 | 2.384 | 2.760 | 2.414 | 16.809 |
| 2.319 | 2.532 | 2.842 | 2.384 | 2.760 | 1.000 | 13.837 |
| 2.319 | 2.532 | 2.842 | 2.384 | 2.760 | 2.414 | 15.251 |
| 3.687 | 4.006 | 2.842 | 3.859 | 4.324 | 2.414 | 21.133 |
| 3.687 | 4.006 | 2.842 | 2.384 | 4.324 | 3.833 | 21.076 |
| 3.687 | 2.532 | 2.842 | 3.859 | 2.760 | 2.414 | 18.095 |
| 2.319 | 2.532 | 2.842 | 2.384 | 4.324 | 1.000 | 15.401 |
| 3.687 | 4.006 | 4.400 | 3.859 | 2.760 | 2.414 | 21.126 |
| 2.319 | 2.532 | 4.400 | 3.859 | 2.760 | 2.414 | 18.284 |
| 2.319 | 2.532 | 4.400 | 3.859 | 4.324 | 2.414 | 19.848 |
| 2.319 | 4.006 | 4.400 | 3.859 | 4.324 | 3.833 | 22.740 |
| 3.687 | 2.532 | 4.400 | 3.859 | 4.324 | 2.414 | 21.217 |
| 2.319 | 4.006 | 4.400 | 2.384 | 4.324 | 3.833 | 21.266 |
| 3.687 | 4.006 | 2.842 | 2.384 | 2.760 | 2.414 | 18.093 |
| 2.319 | 2.532 | 2.842 | 1.000 | 2.760 | 1.000 | 12.453 |
| 1.000 | 2.532 | 2.842 | 2.384 | 4.324 | 2.414 | 15.496 |
| 3.687 | 2.532 | 4.400 | 3.859 | 2.760 | 2.414 | 19.652 |
| 1.000 | 2.532 | 2.842 | 2.384 | 2.760 | 2.414 | 13.932 |
| 2.319 | 2.532 | 2.842 | 2.384 | 2.760 | 2.414 | 15.251 |
| 3.687 | 2.532 | 4.400 | 3.859 | 4.324 | 3.833 | 22.635 |
| 2.319 | 4.006 | 4.400 | 2.384 | 4.324 | 2.414 | 19.847 |
| 3.687 | 2.532 | 4.400 | 3.859 | 4.324 | 3.833 | 22.635 |
| 2.319 | 2.532 | 4.400 | 3.859 | 4.324 | 2.414 | 19.848 |
| 3.687 | 4.006 | 4.400 | 3.859 | 4.324 | 2.414 | 22.690 |
| 3.687 | 2.532 | 4.400 | 3.859 | 4.324 | 2.414 | 21.217 |
| 2.319 | 4.006 | 2.842 | 3.859 | 4.324 | 2.414 | 19.764 |
| 2.319 | 4.006 | 4.400 | 3.859 | 4.324 | 3.833 | 22.740 |
| 3.687 | 2.532 | 4.400 | 3.859 | 2.760 | 3.833 | 21.071 |
| 2.319 | 4.006 | 2.842 | 3.859 | 4.324 | 3.833 | 21.183 |
| 3.687 | 2.532 | 4.400 | 3.859 | 4.324 | 3.833 | 22.635 |
| 2.319 | 4.006 | 2.842 | 2.384 | 2.760 | 2.414 | 16.725 |
| 2.319 | 2.532 | 2.842 | 2.384 | 2.760 | 1.000 | 13.837 |
| 3.687 | 2.532 | 2.842 | 1.000 | 2.760 | 2.414 | 15.236 |
| 1.000 | 2.532 | 2.842 | 1.000 | 2.760 | 1.000 | 11.134 |
| 3.687 | 4.006 | 2.842 | 3.859 | 2.760 | 2.414 | 19.568 |
| 2.319 | 1.000 | 2.842 | 2.384 | 2.760 | 1.000 | 12.305 |
| 1.000 | 2.532 | 2.842 | 2.384 | 4.324 | 2.414 | 15.496 |
| 3.687 | 2.532 | 4.400 | 3.859 | 2.760 | 2.414 | 19.652 |
| 1.000 | 2.532 | 2.842 | 2.384 | 2.760 | 2.414 | 13.932 |
| 2.319 | 2.532 | 2.842 | 2.384 | 2.760 | 2.414 | 15.251 |
| 3.687 | 4.006 | 2.842 | 3.859 | 4.324 | 3.833 | 22.551 |
| 2.319 | 4.006 | 4.400 | 2.384 | 4.324 | 2.414 | 19.847 |
| 3.687 | 4.006 | 4.400 | 2.384 | 4.324 | 3.833 | 22.634 |
| 2.319 | 4.006 | 4.400 | 2.384 | 4.324 | 2.414 | 19.847 |
| 3.687 | 4.006 | 2.842 | 3.859 | 4.324 | 2.414 | 21.133 |
| 3.687 | 2.532 | 4.400 | 3.859 | 4.324 | 2.414 | 21.217 |
| 2.319 | 2.532 | 4.400 | 3.859 | 4.324 | 2.414 | 19.848 |
| 2.319 | 4.006 | 4.400 | 2.384 | 4.324 | 3.833 | 21.266 |
| 2.319 | 2.532 | 4.400 | 3.859 | 4.324 | 3.833 | 21.267 |
| 2.319 | 4.006 | 2.842 | 3.859 | 4.324 | 3.833 | 21.183 |
| 2.319 | 4.006 | 4.400 | 3.859 | 4.324 | 3.833 | 22.740 |
| 2.319 | 2.532 | 4.400 | 2.384 | 2.760 | 2.414 | 16.809 |
| 1.000 | 2.532 | 4.400 | 2.384 | 2.760 | 1.000 | 14.076 |
| 2.319 | 2.532 | 2.842 | 2.384 | 2.760 | 2.414 | 15.251 |
| 2.319 | 4.006 | 4.400 | 3.859 | 4.324 | 2.414 | 21.322 |
| 2.319 | 4.006 | 4.400 | 2.384 | 4.324 | 3.833 | 21.266 |
| 2.319 | 4.006 | 2.842 | 3.859 | 2.760 | 2.414 | 18.200 |
| 2.319 | 1.000 | 2.842 | 2.384 | 4.324 | 2.414 | 15.283 |
| 3.687 | 2.532 | 4.400 | 3.859 | 4.324 | 2.414 | 21.217 |
| 2.319 | 2.532 | 2.842 | 3.859 | 4.324 | 2.414 | 18.290 |
| 2.319 | 2.532 | 4.400 | 2.384 | 4.324 | 3.833 | 19.792 |
| 2.319 | 4.006 | 4.400 | 2.384 | 4.324 | 3.833 | 21.266 |
| 2.319 | 4.006 | 4.400 | 3.859 | 4.324 | 2.414 | 21.322 |
| 2.319 | 4.006 | 4.400 | 2.384 | 4.324 | 3.833 | 21.266 |
| 3.687 | 4.006 | 2.842 | 3.859 | 2.760 | 2.414 | 19.568 |
| 2.319 | 1.000 | 2.842 | 2.384 | 2.760 | 1.000 | 12.305 |
| 1.000 | 2.532 | 2.842 | 2.384 | 4.324 | 2.414 | 15.496 |
| 3.687 | 4.006 | 2.842 | 3.859 | 2.760 | 2.414 | 19.568 |
| 1.000 | 2.532 | 2.842 | 2.384 | 2.760 | 2.414 | 13.932 |
| 2.319 | 2.532 | 2.842 | 2.384 | 2.760 | 2.414 | 15.251 |
| 3.687 | 2.532 | 4.400 | 3.859 | 4.324 | 3.833 | 22.635 |
| 2.319 | 2.532 | 4.400 | 3.859 | 4.324 | 2.414 | 19.848 |
| 3.687 | 2.532 | 4.400 | 3.859 | 4.324 | 3.833 | 22.635 |

**Lampiran 20**

**Tabulasi Data MSI Penelitian Responden Variabel Brand Equity (X1)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | |  |  |  |  |  |  |  |
| **X1.1** | **X1.2** | **X1.3** | **X1.4** | **X1.5** | **X1.6** | **X1.7** | **X1.8** |  |
| 3.126 | 1.881 | 2.146 | 3.094 | 3.240 | 3.129 | 3.272 | 1.840 | 21.728 |
| 1.971 | 3.015 | 2.146 | 3.094 | 3.240 | 1.905 | 2.174 | 2.938 | 20.482 |
| 3.126 | 3.015 | 3.257 | 2.073 | 3.240 | 3.129 | 3.272 | 1.840 | 22.952 |
| 1.971 | 3.015 | 2.146 | 2.073 | 3.240 | 3.129 | 2.174 | 2.938 | 20.686 |
| 3.126 | 3.015 | 2.146 | 1.000 | 3.240 | 3.129 | 2.174 | 2.938 | 20.768 |
| 3.126 | 3.015 | 3.257 | 3.094 | 2.097 | 3.129 | 3.272 | 1.000 | 21.990 |
| 3.126 | 1.881 | 3.257 | 4.293 | 3.240 | 3.129 | 1.000 | 4.448 | 24.375 |
| 1.971 | 1.000 | 3.257 | 2.073 | 2.097 | 3.129 | 1.000 | 2.938 | 17.465 |
| 3.126 | 1.000 | 4.486 | 4.293 | 2.097 | 3.129 | 2.174 | 1.000 | 21.306 |
| 3.126 | 3.015 | 2.146 | 2.073 | 3.240 | 1.905 | 2.174 | 2.938 | 20.617 |
| 1.000 | 3.015 | 4.486 | 1.000 | 3.240 | 3.129 | 2.174 | 2.938 | 20.982 |
| 1.000 | 1.000 | 3.257 | 2.073 | 3.240 | 3.129 | 2.174 | 1.840 | 17.713 |
| 1.000 | 3.015 | 2.146 | 3.094 | 3.240 | 1.000 | 3.272 | 1.840 | 18.606 |
| 1.971 | 3.015 | 2.146 | 2.073 | 3.240 | 3.129 | 2.174 | 2.938 | 20.686 |
| 3.126 | 3.015 | 3.257 | 3.094 | 3.240 | 3.129 | 3.272 | 2.938 | 25.071 |
| 1.971 | 1.881 | 3.257 | 2.073 | 2.097 | 1.905 | 3.272 | 1.840 | 18.296 |
| 4.525 | 1.000 | 2.146 | 3.094 | 4.559 | 3.129 | 2.174 | 2.938 | 23.566 |
| 3.126 | 3.015 | 3.257 | 1.000 | 2.097 | 3.129 | 2.174 | 2.938 | 20.737 |
| 3.126 | 3.015 | 4.486 | 1.000 | 3.240 | 3.129 | 1.000 | 4.448 | 23.444 |
| 3.126 | 3.015 | 3.257 | 4.293 | 3.240 | 1.000 | 2.174 | 2.938 | 23.043 |
| 3.126 | 1.000 | 3.257 | 2.073 | 3.240 | 1.905 | 3.272 | 4.448 | 22.321 |
| 1.971 | 3.015 | 2.146 | 4.293 | 3.240 | 3.129 | 3.272 | 2.938 | 24.004 |
| 3.126 | 3.015 | 3.257 | 3.094 | 1.000 | 3.129 | 3.272 | 2.938 | 22.832 |
| 1.000 | 3.015 | 3.257 | 4.293 | 3.240 | 3.129 | 3.272 | 2.938 | 24.144 |
| 3.126 | 3.015 | 2.146 | 3.094 | 3.240 | 3.129 | 4.473 | 2.938 | 25.160 |
| 3.126 | 1.881 | 3.257 | 3.094 | 3.240 | 3.129 | 3.272 | 2.938 | 23.938 |
| 1.971 | 3.015 | 3.257 | 3.094 | 3.240 | 4.722 | 1.000 | 2.938 | 23.236 |
| 1.971 | 3.015 | 3.257 | 2.073 | 3.240 | 1.000 | 4.473 | 2.938 | 21.966 |
| 1.971 | 1.881 | 2.146 | 3.094 | 2.097 | 3.129 | 2.174 | 2.938 | 19.431 |
| 1.971 | 3.015 | 3.257 | 2.073 | 2.097 | 3.129 | 2.174 | 2.938 | 20.654 |
| 4.525 | 3.015 | 1.000 | 3.094 | 2.097 | 1.905 | 3.272 | 2.938 | 21.846 |
| 1.971 | 4.675 | 2.146 | 1.000 | 3.240 | 4.722 | 2.174 | 4.448 | 24.376 |
| 3.126 | 1.881 | 2.146 | 3.094 | 2.097 | 3.129 | 1.000 | 2.938 | 19.412 |
| 3.126 | 1.000 | 3.257 | 2.073 | 3.240 | 1.905 | 3.272 | 1.000 | 18.873 |
| 3.126 | 3.015 | 4.486 | 2.073 | 2.097 | 3.129 | 3.272 | 2.938 | 24.137 |
| 1.971 | 1.881 | 2.146 | 3.094 | 4.559 | 1.905 | 3.272 | 1.840 | 20.668 |
| 4.525 | 3.015 | 2.146 | 2.073 | 4.559 | 3.129 | 1.000 | 1.840 | 22.287 |
| 4.525 | 3.015 | 3.257 | 2.073 | 4.559 | 1.905 | 2.174 | 2.938 | 24.446 |
| 3.126 | 3.015 | 1.000 | 3.094 | 4.559 | 1.000 | 2.174 | 2.938 | 20.906 |
| 4.525 | 3.015 | 3.257 | 2.073 | 1.000 | 3.129 | 4.473 | 1.840 | 23.312 |
| 3.126 | 1.881 | 3.257 | 3.094 | 2.097 | 3.129 | 1.000 | 2.938 | 20.523 |
| 1.000 | 1.881 | 1.000 | 2.073 | 3.240 | 3.129 | 2.174 | 1.840 | 16.337 |
| 3.126 | 3.015 | 1.000 | 1.000 | 1.000 | 3.129 | 2.174 | 2.938 | 17.383 |
| 3.126 | 1.881 | 3.257 | 3.094 | 3.240 | 3.129 | 2.174 | 1.000 | 20.902 |
| 3.126 | 1.000 | 3.257 | 3.094 | 1.000 | 1.905 | 2.174 | 2.938 | 18.494 |
| 3.126 | 1.000 | 3.257 | 1.000 | 2.097 | 3.129 | 3.272 | 2.938 | 19.820 |
| 4.525 | 1.881 | 3.257 | 3.094 | 2.097 | 3.129 | 3.272 | 2.938 | 24.194 |
| 3.126 | 1.881 | 3.257 | 3.094 | 3.240 | 3.129 | 3.272 | 2.938 | 23.938 |
| 3.126 | 1.000 | 4.486 | 3.094 | 3.240 | 4.722 | 3.272 | 1.000 | 23.940 |
| 3.126 | 3.015 | 3.257 | 1.000 | 1.000 | 3.129 | 3.272 | 2.938 | 20.738 |
| 3.126 | 3.015 | 3.257 | 2.073 | 2.097 | 4.722 | 2.174 | 4.448 | 24.913 |
| 3.126 | 1.881 | 3.257 | 3.094 | 3.240 | 3.129 | 1.000 | 2.938 | 21.665 |
| 3.126 | 3.015 | 2.146 | 1.000 | 4.559 | 3.129 | 3.272 | 2.938 | 23.186 |
| 4.525 | 3.015 | 2.146 | 3.094 | 4.559 | 3.129 | 1.000 | 2.938 | 24.406 |
| 3.126 | 1.000 | 3.257 | 1.000 | 3.240 | 3.129 | 2.174 | 4.448 | 21.375 |
| 4.525 | 1.881 | 2.146 | 3.094 | 3.240 | 1.905 | 3.272 | 1.840 | 21.903 |
| 1.971 | 3.015 | 2.146 | 2.073 | 4.559 | 1.905 | 2.174 | 2.938 | 20.781 |
| 3.126 | 1.000 | 3.257 | 2.073 | 3.240 | 3.129 | 2.174 | 2.938 | 20.938 |
| 3.126 | 3.015 | 2.146 | 3.094 | 2.097 | 3.129 | 1.000 | 2.938 | 20.545 |
| 3.126 | 3.015 | 2.146 | 1.000 | 2.097 | 3.129 | 2.174 | 2.938 | 19.626 |
| 3.126 | 3.015 | 1.000 | 2.073 | 2.097 | 1.905 | 2.174 | 2.938 | 18.328 |
| 3.126 | 3.015 | 4.486 | 1.000 | 2.097 | 1.905 | 3.272 | 2.938 | 21.839 |
| 3.126 | 1.881 | 2.146 | 2.073 | 3.240 | 1.000 | 3.272 | 1.840 | 18.578 |
| 3.126 | 1.881 | 2.146 | 2.073 | 2.097 | 3.129 | 2.174 | 2.938 | 19.566 |
| 3.126 | 1.881 | 2.146 | 2.073 | 3.240 | 3.129 | 2.174 | 4.448 | 22.218 |
| 3.126 | 3.015 | 2.146 | 2.073 | 2.097 | 1.905 | 3.272 | 1.000 | 18.634 |
| 3.126 | 1.000 | 3.257 | 2.073 | 2.097 | 1.905 | 2.174 | 2.938 | 18.571 |
| 3.126 | 4.675 | 1.000 | 2.073 | 3.240 | 3.129 | 4.473 | 2.938 | 24.654 |
| 3.126 | 3.015 | 3.257 | 3.094 | 1.000 | 3.129 | 2.174 | 2.938 | 21.733 |
| 3.126 | 3.015 | 3.257 | 3.094 | 3.240 | 4.722 | 2.174 | 1.000 | 23.628 |
| 4.525 | 3.015 | 3.257 | 2.073 | 3.240 | 3.129 | 1.000 | 2.938 | 23.177 |
| 1.971 | 3.015 | 3.257 | 4.293 | 1.000 | 3.129 | 4.473 | 1.000 | 22.137 |
| 3.126 | 1.000 | 3.257 | 2.073 | 3.240 | 3.129 | 3.272 | 1.840 | 20.937 |
| 3.126 | 3.015 | 2.146 | 4.293 | 2.097 | 3.129 | 2.174 | 2.938 | 22.918 |
| 1.000 | 3.015 | 2.146 | 3.094 | 4.559 | 3.129 | 2.174 | 2.938 | 22.055 |
| 3.126 | 1.881 | 4.486 | 2.073 | 3.240 | 3.129 | 4.473 | 1.000 | 23.408 |
| 4.525 | 3.015 | 2.146 | 3.094 | 3.240 | 1.000 | 3.272 | 1.000 | 21.292 |
| 3.126 | 3.015 | 3.257 | 1.000 | 2.097 | 3.129 | 4.473 | 2.938 | 23.035 |
| 3.126 | 1.000 | 3.257 | 2.073 | 1.000 | 3.129 | 3.272 | 1.000 | 17.858 |
| 3.126 | 1.000 | 2.146 | 3.094 | 2.097 | 1.000 | 1.000 | 2.938 | 16.401 |
| 3.126 | 1.000 | 3.257 | 3.094 | 2.097 | 3.129 | 2.174 | 1.000 | 18.878 |
| 1.971 | 3.015 | 4.486 | 3.094 | 2.097 | 1.000 | 3.272 | 2.938 | 21.872 |
| 4.525 | 3.015 | 1.000 | 2.073 | 3.240 | 3.129 | 2.174 | 1.840 | 20.996 |
| 1.971 | 3.015 | 4.486 | 3.094 | 2.097 | 3.129 | 3.272 | 1.840 | 22.903 |
| 1.971 | 3.015 | 1.000 | 3.094 | 2.097 | 3.129 | 3.272 | 1.000 | 18.578 |
| 3.126 | 3.015 | 2.146 | 1.000 | 4.559 | 3.129 | 2.174 | 1.840 | 20.989 |
| 3.126 | 4.675 | 2.146 | 1.000 | 2.097 | 3.129 | 1.000 | 2.938 | 20.112 |
| 1.000 | 3.015 | 2.146 | 4.293 | 3.240 | 3.129 | 3.272 | 1.000 | 21.095 |
| 4.525 | 1.881 | 3.257 | 4.293 | 3.240 | 1.905 | 3.272 | 1.840 | 24.213 |
| 1.971 | 3.015 | 4.486 | 3.094 | 2.097 | 1.905 | 2.174 | 2.938 | 21.679 |
| 1.971 | 3.015 | 4.486 | 3.094 | 3.240 | 3.129 | 3.272 | 1.840 | 24.046 |
| 1.971 | 1.881 | 4.486 | 3.094 | 3.240 | 3.129 | 1.000 | 2.938 | 21.739 |
| 1.971 | 1.881 | 3.257 | 2.073 | 3.240 | 1.000 | 2.174 | 1.840 | 17.436 |
| 3.126 | 3.015 | 3.257 | 3.094 | 3.240 | 1.905 | 1.000 | 2.938 | 21.574 |
| 3.126 | 3.015 | 4.486 | 2.073 | 3.240 | 1.905 | 2.174 | 2.938 | 22.956 |
| 3.126 | 3.015 | 2.146 | 1.000 | 2.097 | 3.129 | 2.174 | 2.938 | 19.626 |
| 3.126 | 3.015 | 3.257 | 2.073 | 2.097 | 3.129 | 2.174 | 2.938 | 21.810 |
| 1.000 | 3.015 | 3.257 | 3.094 | 3.240 | 1.905 | 3.272 | 4.448 | 23.230 |
| 1.971 | 3.015 | 2.146 | 1.000 | 3.240 | 4.722 | 3.272 | 2.938 | 22.304 |
| 1.971 | 4.675 | 3.257 | 2.073 | 1.000 | 4.722 | 2.174 | 2.938 | 22.811 |

**Lampiran 21**

**Tabulasi Data MSI Penelitian Responden Variabel Word of Mouth (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | |  |  |  |  |  |
| **X2.1** | **X2.2** | **X2.3** | **X2.4** | **X2.5** | **X2.6** |  |
| 3.806 | 3.917 | 4.447 | 4.164 | 2.601 | 2.368 | 21.304 |
| 2.388 | 3.917 | 2.890 | 2.652 | 2.601 | 3.843 | 18.290 |
| 3.806 | 2.469 | 4.447 | 4.164 | 1.000 | 3.843 | 19.731 |
| 2.388 | 3.917 | 4.447 | 2.652 | 1.000 | 3.843 | 18.247 |
| 3.806 | 2.469 | 4.447 | 4.164 | 1.000 | 3.843 | 19.731 |
| 3.806 | 2.469 | 4.447 | 2.652 | 1.000 | 3.843 | 18.219 |
| 3.806 | 2.469 | 4.447 | 4.164 | 2.601 | 3.843 | 21.332 |
| 1.000 | 2.469 | 1.000 | 2.652 | 1.000 | 1.000 | 9.122 |
| 2.388 | 2.469 | 4.447 | 2.652 | 1.000 | 3.843 | 16.800 |
| 1.000 | 1.000 | 2.890 | 2.652 | 1.000 | 1.000 | 9.542 |
| 3.806 | 2.469 | 4.447 | 2.652 | 1.000 | 3.843 | 18.219 |
| 1.000 | 1.000 | 2.890 | 1.000 | 1.000 | 2.368 | 9.258 |
| 2.388 | 2.469 | 2.890 | 2.652 | 1.000 | 2.368 | 13.767 |
| 3.806 | 2.469 | 4.447 | 4.164 | 1.000 | 3.843 | 19.731 |
| 1.000 | 2.469 | 2.890 | 2.652 | 1.000 | 2.368 | 12.380 |
| 2.388 | 1.000 | 2.890 | 2.652 | 1.000 | 2.368 | 12.298 |
| 2.388 | 2.469 | 4.447 | 4.164 | 2.601 | 3.843 | 19.913 |
| 2.388 | 2.469 | 4.447 | 4.164 | 2.601 | 3.843 | 19.913 |
| 3.806 | 3.917 | 4.447 | 4.164 | 1.000 | 3.843 | 21.178 |
| 3.806 | 2.469 | 2.890 | 2.652 | 2.601 | 2.368 | 16.787 |
| 3.806 | 2.469 | 4.447 | 4.164 | 2.601 | 3.843 | 21.332 |
| 3.806 | 3.917 | 2.890 | 4.164 | 2.601 | 2.368 | 19.746 |
| 2.388 | 2.469 | 4.447 | 2.652 | 2.601 | 3.843 | 18.401 |
| 3.806 | 3.917 | 2.890 | 2.652 | 2.601 | 3.843 | 19.709 |
| 3.806 | 2.469 | 4.447 | 2.652 | 1.000 | 3.843 | 18.219 |
| 3.806 | 3.917 | 4.447 | 4.164 | 1.000 | 2.368 | 19.703 |
| 2.388 | 3.917 | 4.447 | 4.164 | 2.601 | 3.843 | 21.360 |
| 2.388 | 3.917 | 2.890 | 2.652 | 2.601 | 2.368 | 16.815 |
| 2.388 | 2.469 | 2.890 | 2.652 | 1.000 | 1.000 | 12.399 |
| 2.388 | 2.469 | 2.890 | 2.652 | 1.000 | 2.368 | 13.767 |
| 3.806 | 3.917 | 2.890 | 4.164 | 1.000 | 3.843 | 19.621 |
| 2.388 | 2.469 | 4.447 | 4.164 | 2.601 | 3.843 | 19.913 |
| 2.388 | 3.917 | 2.890 | 4.164 | 1.000 | 3.843 | 18.202 |
| 2.388 | 2.469 | 2.890 | 2.652 | 1.000 | 2.368 | 13.767 |
| 2.388 | 2.469 | 4.447 | 4.164 | 2.601 | 3.843 | 19.913 |
| 2.388 | 2.469 | 2.890 | 4.164 | 1.000 | 3.843 | 16.755 |
| 2.388 | 2.469 | 4.447 | 4.164 | 1.000 | 2.368 | 16.837 |
| 3.806 | 3.917 | 4.447 | 4.164 | 1.000 | 3.843 | 21.178 |
| 2.388 | 3.917 | 4.447 | 2.652 | 2.601 | 3.843 | 19.848 |
| 3.806 | 3.917 | 2.890 | 4.164 | 2.601 | 2.368 | 19.746 |
| 3.806 | 2.469 | 4.447 | 2.652 | 1.000 | 3.843 | 18.219 |
| 1.000 | 1.000 | 2.890 | 2.652 | 1.000 | 2.368 | 10.910 |
| 2.388 | 2.469 | 2.890 | 2.652 | 1.000 | 2.368 | 13.767 |
| 3.806 | 2.469 | 4.447 | 4.164 | 1.000 | 3.843 | 19.731 |
| 2.388 | 2.469 | 2.890 | 2.652 | 2.601 | 2.368 | 15.368 |
| 2.388 | 2.469 | 2.890 | 2.652 | 1.000 | 2.368 | 13.767 |
| 3.806 | 2.469 | 4.447 | 4.164 | 2.601 | 3.843 | 21.332 |
| 2.388 | 2.469 | 4.447 | 4.164 | 2.601 | 3.843 | 19.913 |
| 2.388 | 3.917 | 4.447 | 4.164 | 2.601 | 3.843 | 21.360 |
| 3.806 | 2.469 | 4.447 | 2.652 | 2.601 | 2.368 | 18.344 |
| 3.806 | 2.469 | 4.447 | 4.164 | 2.601 | 3.843 | 21.332 |
| 2.388 | 3.917 | 4.447 | 2.652 | 2.601 | 2.368 | 18.373 |
| 2.388 | 2.469 | 4.447 | 2.652 | 2.601 | 3.843 | 18.401 |
| 3.806 | 3.917 | 2.890 | 2.652 | 2.601 | 3.843 | 19.709 |
| 3.806 | 2.469 | 4.447 | 2.652 | 1.000 | 3.843 | 18.219 |
| 3.806 | 3.917 | 2.890 | 4.164 | 2.601 | 2.368 | 19.746 |
| 3.806 | 3.917 | 4.447 | 4.164 | 1.000 | 3.843 | 21.178 |
| 2.388 | 3.917 | 2.890 | 2.652 | 2.601 | 2.368 | 16.815 |
| 2.388 | 2.469 | 2.890 | 2.652 | 1.000 | 2.368 | 13.767 |
| 2.388 | 2.469 | 2.890 | 2.652 | 1.000 | 2.368 | 13.767 |
| 1.000 | 1.000 | 2.890 | 2.652 | 1.000 | 1.000 | 9.542 |
| 3.806 | 2.469 | 4.447 | 2.652 | 1.000 | 3.843 | 18.219 |
| 1.000 | 1.000 | 2.890 | 1.000 | 1.000 | 2.368 | 9.258 |
| 2.388 | 2.469 | 2.890 | 2.652 | 1.000 | 2.368 | 13.767 |
| 3.806 | 3.917 | 2.890 | 4.164 | 1.000 | 3.843 | 19.621 |
| 2.388 | 2.469 | 2.890 | 2.652 | 1.000 | 2.368 | 13.767 |
| 2.388 | 1.000 | 2.890 | 2.652 | 1.000 | 2.368 | 12.298 |
| 2.388 | 2.469 | 4.447 | 4.164 | 2.601 | 3.843 | 19.913 |
| 2.388 | 2.469 | 4.447 | 4.164 | 2.601 | 3.843 | 19.913 |
| 3.806 | 3.917 | 4.447 | 2.652 | 2.601 | 3.843 | 21.267 |
| 3.806 | 2.469 | 2.890 | 2.652 | 2.601 | 2.368 | 16.787 |
| 3.806 | 2.469 | 4.447 | 4.164 | 2.601 | 3.843 | 21.332 |
| 2.388 | 3.917 | 4.447 | 4.164 | 2.601 | 2.368 | 19.885 |
| 2.388 | 2.469 | 4.447 | 2.652 | 2.601 | 3.843 | 18.401 |
| 3.806 | 3.917 | 2.890 | 2.652 | 2.601 | 3.843 | 19.709 |
| 3.806 | 2.469 | 4.447 | 2.652 | 1.000 | 3.843 | 18.219 |
| 3.806 | 3.917 | 2.890 | 4.164 | 1.000 | 2.368 | 18.146 |
| 3.806 | 3.917 | 2.890 | 4.164 | 2.601 | 3.843 | 21.222 |
| 2.388 | 3.917 | 2.890 | 2.652 | 2.601 | 2.368 | 16.815 |
| 2.388 | 2.469 | 2.890 | 2.652 | 1.000 | 2.368 | 13.767 |
| 2.388 | 2.469 | 2.890 | 2.652 | 1.000 | 2.368 | 13.767 |
| 3.806 | 3.917 | 2.890 | 4.164 | 1.000 | 3.843 | 19.621 |
| 2.388 | 2.469 | 4.447 | 4.164 | 2.601 | 3.843 | 19.913 |
| 3.806 | 3.917 | 2.890 | 4.164 | 1.000 | 3.843 | 19.621 |
| 2.388 | 2.469 | 2.890 | 2.652 | 1.000 | 3.843 | 15.242 |
| 2.388 | 3.917 | 4.447 | 4.164 | 1.000 | 3.843 | 19.759 |
| 2.388 | 3.917 | 2.890 | 2.652 | 2.601 | 3.843 | 18.290 |
| 2.388 | 2.469 | 4.447 | 4.164 | 1.000 | 2.368 | 16.837 |
| 3.806 | 3.917 | 4.447 | 4.164 | 1.000 | 3.843 | 21.178 |
| 2.388 | 2.469 | 4.447 | 2.652 | 2.601 | 3.843 | 18.401 |
| 3.806 | 3.917 | 2.890 | 4.164 | 2.601 | 2.368 | 19.746 |
| 3.806 | 2.469 | 4.447 | 2.652 | 1.000 | 3.843 | 18.219 |
| 1.000 | 2.469 | 2.890 | 1.000 | 1.000 | 2.368 | 10.727 |
| 2.388 | 2.469 | 2.890 | 2.652 | 1.000 | 2.368 | 13.767 |
| 2.388 | 3.917 | 4.447 | 4.164 | 1.000 | 3.843 | 19.759 |
| 2.388 | 2.469 | 2.890 | 2.652 | 1.000 | 2.368 | 13.767 |
| 2.388 | 1.000 | 2.890 | 2.652 | 1.000 | 2.368 | 12.298 |
| 2.388 | 2.469 | 4.447 | 4.164 | 2.601 | 3.843 | 19.913 |
| 2.388 | 2.469 | 4.447 | 4.164 | 2.601 | 3.843 | 19.913 |
| 3.806 | 3.917 | 4.447 | 2.652 | 2.601 | 3.843 | 21.267 |

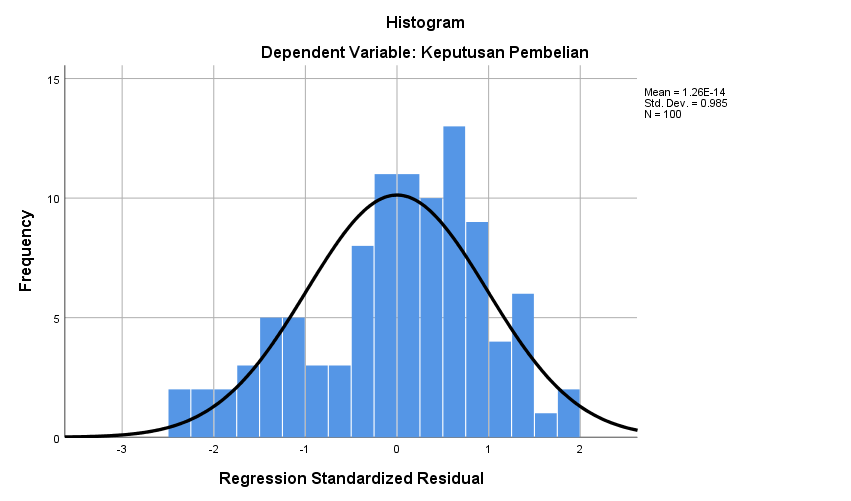
**Lampiran 21**

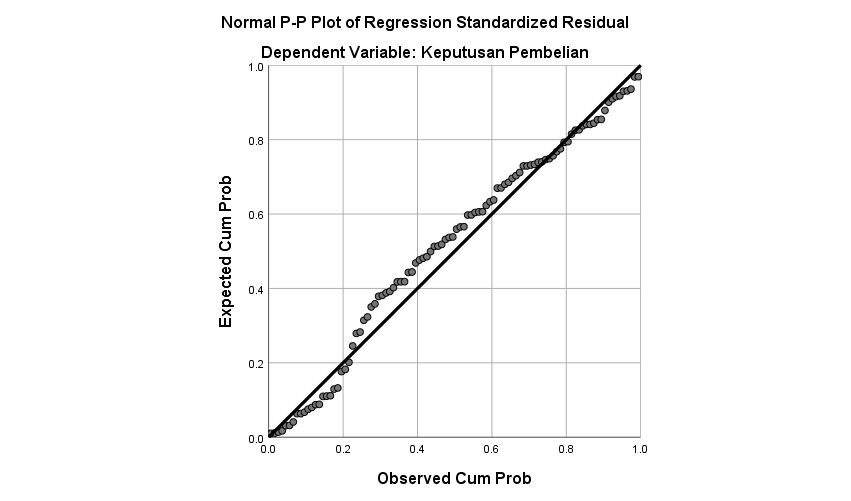
**Tabulasi Data MSI Penelitian Responden Variabel Lifestyle (X3)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | |  |  |  |  |  |
| **X3.1** | **X3.2** | **X3.3** | **X3.4** | **X3.5** | **X3.6** |  |
| 4.213 | 2.714 | 4.251 | 2.603 | 2.443 | 2.590 | 18.814 |
| 2.688 | 4.265 | 2.721 | 2.603 | 3.884 | 2.590 | 18.752 |
| 2.688 | 4.265 | 4.251 | 2.603 | 3.884 | 2.590 | 20.282 |
| 4.213 | 2.714 | 4.251 | 2.603 | 2.443 | 2.590 | 18.814 |
| 2.688 | 4.265 | 4.251 | 2.603 | 2.443 | 4.085 | 20.335 |
| 4.213 | 2.714 | 4.251 | 2.603 | 3.884 | 2.590 | 20.255 |
| 4.213 | 4.265 | 4.251 | 4.102 | 2.443 | 4.085 | 23.358 |
| 2.688 | 2.714 | 2.721 | 1.000 | 1.000 | 1.000 | 11.123 |
| 2.688 | 2.714 | 2.721 | 4.102 | 3.884 | 4.085 | 20.194 |
| 2.688 | 2.714 | 1.000 | 2.603 | 2.443 | 2.590 | 14.039 |
| 2.688 | 2.714 | 4.251 | 2.603 | 3.884 | 4.085 | 20.226 |
| 1.000 | 2.714 | 2.721 | 1.000 | 2.443 | 1.000 | 10.878 |
| 4.213 | 2.714 | 2.721 | 2.603 | 1.000 | 2.590 | 15.841 |
| 2.688 | 2.714 | 4.251 | 4.102 | 2.443 | 2.590 | 18.788 |
| 2.688 | 2.714 | 2.721 | 2.603 | 1.000 | 2.590 | 14.317 |
| 2.688 | 2.714 | 2.721 | 2.603 | 2.443 | 2.590 | 15.759 |
| 4.213 | 4.265 | 2.721 | 4.102 | 2.443 | 4.085 | 21.828 |
| 4.213 | 2.714 | 4.251 | 2.603 | 3.884 | 4.085 | 21.750 |
| 2.688 | 2.714 | 4.251 | 4.102 | 2.443 | 4.085 | 20.283 |
| 2.688 | 2.714 | 2.721 | 4.102 | 3.884 | 4.085 | 20.194 |
| 4.213 | 2.714 | 4.251 | 4.102 | 3.884 | 4.085 | 23.249 |
| 4.213 | 2.714 | 2.721 | 4.102 | 3.884 | 2.590 | 20.224 |
| 2.688 | 2.714 | 4.251 | 2.603 | 3.884 | 2.590 | 18.731 |
| 2.688 | 4.265 | 4.251 | 4.102 | 2.443 | 4.085 | 21.834 |
| 4.213 | 2.714 | 2.721 | 4.102 | 2.443 | 4.085 | 20.277 |
| 4.213 | 4.265 | 2.721 | 2.603 | 2.443 | 4.085 | 20.329 |
| 4.213 | 4.265 | 4.251 | 2.603 | 3.884 | 4.085 | 23.301 |
| 2.688 | 2.714 | 4.251 | 2.603 | 2.443 | 2.590 | 17.290 |
| 2.688 | 1.000 | 2.721 | 2.603 | 2.443 | 2.590 | 14.045 |
| 2.688 | 1.000 | 2.721 | 2.603 | 2.443 | 2.590 | 14.045 |
| 4.213 | 4.265 | 4.251 | 2.603 | 2.443 | 4.085 | 21.860 |
| 4.213 | 4.265 | 2.721 | 2.603 | 2.443 | 4.085 | 20.329 |
| 4.213 | 4.265 | 2.721 | 2.603 | 3.884 | 2.590 | 20.276 |
| 2.688 | 4.265 | 2.721 | 2.603 | 2.443 | 2.590 | 17.310 |
| 4.213 | 2.714 | 2.721 | 2.603 | 3.884 | 2.590 | 18.725 |
| 2.688 | 4.265 | 2.721 | 2.603 | 3.884 | 2.590 | 18.752 |
| 2.688 | 2.714 | 4.251 | 4.102 | 2.443 | 2.590 | 18.788 |
| 2.688 | 2.714 | 4.251 | 4.102 | 3.884 | 4.085 | 21.725 |
| 2.688 | 2.714 | 4.251 | 4.102 | 3.884 | 2.590 | 20.230 |
| 2.688 | 4.265 | 2.721 | 2.603 | 3.884 | 4.085 | 20.247 |
| 2.688 | 2.714 | 4.251 | 2.603 | 2.443 | 4.085 | 18.785 |
| 1.000 | 2.714 | 2.721 | 1.000 | 2.443 | 1.000 | 10.878 |
| 4.213 | 2.714 | 2.721 | 2.603 | 1.000 | 2.590 | 15.841 |
| 2.688 | 2.714 | 4.251 | 4.102 | 2.443 | 2.590 | 18.788 |
| 2.688 | 2.714 | 2.721 | 2.603 | 2.443 | 2.590 | 15.759 |
| 2.688 | 2.714 | 2.721 | 2.603 | 2.443 | 2.590 | 15.759 |
| 4.213 | 4.265 | 2.721 | 4.102 | 2.443 | 4.085 | 21.828 |
| 4.213 | 2.714 | 4.251 | 2.603 | 3.884 | 4.085 | 21.750 |
| 2.688 | 2.714 | 4.251 | 4.102 | 3.884 | 4.085 | 21.725 |
| 2.688 | 2.714 | 2.721 | 2.603 | 3.884 | 4.085 | 18.696 |
| 4.213 | 2.714 | 2.721 | 4.102 | 3.884 | 4.085 | 21.719 |
| 4.213 | 2.714 | 2.721 | 4.102 | 3.884 | 2.590 | 20.224 |
| 2.688 | 2.714 | 4.251 | 2.603 | 3.884 | 2.590 | 18.731 |
| 2.688 | 4.265 | 4.251 | 4.102 | 2.443 | 4.085 | 21.834 |
| 2.688 | 2.714 | 4.251 | 4.102 | 3.884 | 2.590 | 20.230 |
| 4.213 | 4.265 | 2.721 | 2.603 | 2.443 | 4.085 | 20.329 |
| 2.688 | 2.714 | 4.251 | 4.102 | 3.884 | 4.085 | 21.725 |
| 2.688 | 2.714 | 4.251 | 2.603 | 2.443 | 2.590 | 17.290 |
| 2.688 | 2.714 | 2.721 | 2.603 | 2.443 | 2.590 | 15.759 |
| 2.688 | 1.000 | 2.721 | 2.603 | 2.443 | 2.590 | 14.045 |
| 2.688 | 2.714 | 1.000 | 2.603 | 2.443 | 2.590 | 14.039 |
| 2.688 | 2.714 | 4.251 | 2.603 | 2.443 | 4.085 | 18.785 |
| 1.000 | 2.714 | 2.721 | 1.000 | 2.443 | 2.590 | 12.468 |
| 4.213 | 2.714 | 2.721 | 2.603 | 1.000 | 2.590 | 15.841 |
| 2.688 | 2.714 | 4.251 | 4.102 | 2.443 | 2.590 | 18.788 |
| 2.688 | 2.714 | 2.721 | 2.603 | 2.443 | 2.590 | 15.759 |
| 2.688 | 2.714 | 2.721 | 2.603 | 2.443 | 2.590 | 15.759 |
| 4.213 | 4.265 | 2.721 | 4.102 | 2.443 | 4.085 | 21.828 |
| 4.213 | 2.714 | 4.251 | 2.603 | 3.884 | 4.085 | 21.750 |
| 2.688 | 2.714 | 4.251 | 4.102 | 3.884 | 4.085 | 21.725 |
| 2.688 | 2.714 | 2.721 | 2.603 | 3.884 | 4.085 | 18.696 |
| 4.213 | 2.714 | 2.721 | 4.102 | 3.884 | 4.085 | 21.719 |
| 4.213 | 2.714 | 2.721 | 4.102 | 3.884 | 2.590 | 20.224 |
| 2.688 | 2.714 | 4.251 | 2.603 | 3.884 | 2.590 | 18.731 |
| 2.688 | 4.265 | 4.251 | 4.102 | 2.443 | 4.085 | 21.834 |
| 2.688 | 4.265 | 4.251 | 4.102 | 3.884 | 2.590 | 21.780 |
| 4.213 | 4.265 | 2.721 | 2.603 | 2.443 | 4.085 | 20.329 |
| 2.688 | 4.265 | 4.251 | 4.102 | 3.884 | 4.085 | 23.275 |
| 2.688 | 2.714 | 4.251 | 2.603 | 2.443 | 2.590 | 17.290 |
| 2.688 | 1.000 | 2.721 | 2.603 | 2.443 | 2.590 | 14.045 |
| 2.688 | 1.000 | 2.721 | 2.603 | 2.443 | 2.590 | 14.045 |
| 4.213 | 4.265 | 4.251 | 2.603 | 2.443 | 4.085 | 21.860 |
| 4.213 | 4.265 | 2.721 | 2.603 | 2.443 | 4.085 | 20.329 |
| 2.688 | 2.714 | 4.251 | 2.603 | 3.884 | 2.590 | 18.731 |
| 2.688 | 4.265 | 2.721 | 2.603 | 2.443 | 2.590 | 17.310 |
| 4.213 | 2.714 | 4.251 | 2.603 | 3.884 | 2.590 | 20.255 |
| 2.688 | 4.265 | 2.721 | 2.603 | 3.884 | 2.590 | 18.752 |
| 2.688 | 2.714 | 4.251 | 4.102 | 2.443 | 2.590 | 18.788 |
| 4.213 | 2.714 | 4.251 | 4.102 | 3.884 | 2.590 | 21.754 |
| 2.688 | 2.714 | 4.251 | 4.102 | 3.884 | 2.590 | 20.230 |
| 2.688 | 4.265 | 4.251 | 4.102 | 2.443 | 4.085 | 21.834 |
| 2.688 | 2.714 | 4.251 | 2.603 | 2.443 | 4.085 | 18.785 |
| 1.000 | 2.714 | 2.721 | 1.000 | 2.443 | 1.000 | 10.878 |
| 4.213 | 2.714 | 2.721 | 2.603 | 1.000 | 2.590 | 15.841 |
| 2.688 | 2.714 | 4.251 | 4.102 | 2.443 | 2.590 | 18.788 |
| 2.688 | 2.714 | 2.721 | 2.603 | 1.000 | 2.590 | 14.317 |
| 2.688 | 2.714 | 2.721 | 2.603 | 2.443 | 2.590 | 15.759 |
| 4.213 | 4.265 | 2.721 | 4.102 | 2.443 | 4.085 | 21.828 |
| 4.213 | 2.714 | 4.251 | 2.603 | 3.884 | 4.085 | 21.750 |
| 2.688 | 2.714 | 4.251 | 4.102 | 3.884 | 4.085 | 21.725 |

**Lampiran 23**

**Uji Asumsi Klasik (Uji Normalitas)**





|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Unstandardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | .0000000 |
| Std. Deviation | .88556586 |
| Most Extreme Differences | Absolute | .087 |
| Positive | .062 |
| Negative | -.087 |
| Test Statistic | | .087 |
| Asymp. Sig. (2-tailed) | | .061c |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |

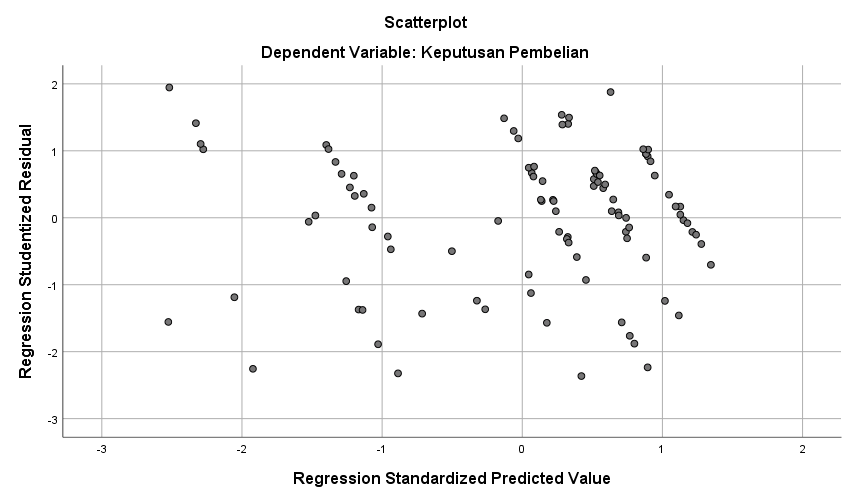
**Lampiran 24**

**Uji Asumsi Klasik (Uji Multikolonieritas)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | | |
| Model | | Unstandardized Coefficients | | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | | Std. Error | Beta |  |  | Tolerance | VIF |
| 1 | (Constant) | | -2.016 | .965 |  | -2.089 | .039 |  |  |
| Brand Equity | | .190 | .064 | .118 | 2.981 | .004 | .449 | 2.225 |
| Word of Mouth | | .535 | .072 | .533 | 7.416 | .000 | .137 | 7.300 |
| Lifestyle | | .397 | .082 | .358 | 4.823 | .000 | .128 | 7.794 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | | | | |

**Lampiran 25**

**Uji Asumsi Klasik (Uji Heteroskedastisitas)**



|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | -2.016 | .965 |  | -2.089 | .039 |
| Brand Equity | .190 | .064 | .118 | 2.981 | .004 |
| Word of Mouth | .535 | .072 | .533 | 7.416 | .000 |
| Lifestyle | .397 | .082 | .358 | 4.823 | .000 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | | |

**Lampiran 26**

**Analisis Regresi Linier Berganda**

|  |  |  |  |
| --- | --- | --- | --- |
| **Descriptive Statistics** | | | |
|  | Mean | Std. Deviation | N |
| Keputusan Pembelian | 18.89213 | 3.399933 | 100 |
| Brand Equity | 21.47883 | 2.115754 | 100 |
| Word of Mouth | 17.50864 | 3.383547 | 100 |
| Lifestyle | 18.77316 | 3.064102 | 100 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | |
|  | | Keputusan Pembelian | Brand Equity | Word of Mouth | Lifestyle |
| Pearson Correlation | Keputusan Pembelian | 1.000 | .763 | .949 | .939 |
| Brand Equity | .763 | 1.000 | .716 | .737 |
| Word of Mouth | .949 | .716 | 1.000 | .928 |
| Lifestyle | .939 | .737 | .928 | 1.000 |
| Sig. (1-tailed) | Keputusan Pembelian | . | .000 | .000 | .000 |
| Brand Equity | .000 | . | .000 | .000 |
| Word of Mouth | .000 | .000 | . | .000 |
| Lifestyle | .000 | .000 | .000 | . |
| N | Keputusan Pembelian | 100 | 100 | 100 | 100 |
| Brand Equity | 100 | 100 | 100 | 100 |
| Word of Mouth | 100 | 100 | 100 | 100 |
| Lifestyle | 100 | 100 | 100 | 100 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | |
| Model | Variables Entered | Variables Removed | Method |
| 1 | Lifestyle, Brand Equity, Word of Mouthb | . | Enter |
| a. Dependent Variable: Keputusan Pembelian | | | |
| b. All requested variables entered. | | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | -2.016 | .965 |  | -2.089 | .039 |
| Brand Equity | .190 | .064 | .118 | 2.981 | .004 |
| Word of Mouth | .535 | .072 | .533 | 7.416 | .000 |
| Lifestyle | .397 | .082 | .358 | 4.823 | .000 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Collinearity Diagnosticsa** | | | | | | | |
| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | | |
| (Constant) | Brand Equity | Word of Mouth | Lifestyle |
| 1 | 1 | 3.973 | 1.000 | .00 | .00 | .00 | .00 |
| 2 | .022 | 13.488 | .19 | .01 | .08 | .02 |
| 3 | .003 | 36.336 | .81 | .94 | .09 | .00 |
| 4 | .002 | 43.613 | .01 | .05 | .83 | .98 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Residuals Statisticsa** | | | | | |
|  | Minimum | Maximum | Mean | Std. Deviation | N |
| Predicted Value | 10.60220 | 23.30978 | 18.89213 | 3.282578 | 100 |
| Std. Predicted Value | -2.525 | 1.346 | .000 | 1.000 | 100 |
| Standard Error of Predicted Value | .103 | .413 | .173 | .051 | 100 |
| Adjusted Predicted Value | 10.48342 | 23.33549 | 18.89601 | 3.281422 | 100 |
| Residual | -2.076562 | 1.680205 | .000000 | .885566 | 100 |
| Std. Residual | -2.309 | 1.868 | .000 | .985 | 100 |
| Stud. Residual | -2.364 | 1.945 | -.002 | 1.008 | 100 |
| Deleted Residual | -2.176528 | 1.821578 | -.003877 | .928134 | 100 |
| Stud. Deleted Residual | -2.423 | 1.975 | -.005 | 1.017 | 100 |
| Mahal. Distance | .318 | 19.859 | 2.970 | 2.712 | 100 |
| Cook's Distance | .000 | .166 | .012 | .024 | 100 |
| Centered Leverage Value | .003 | .201 | .030 | .027 | 100 |
| a. Dependent Variable: Keputusan Pembelian | | | | | |

**Lampiran 27**

**Uji Signifikansi Parsial (Uji t)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | -2.016 | .965 |  | -2.089 | .039 |
| Brand Equity | .190 | .064 | .118 | 2.981 | .004 |
| Word of Mouth | .535 | .072 | .533 | 7.416 | .000 |
| Lifestyle | .397 | .082 | .358 | 4.823 | .000 |
| a. Dependent Variable: Keputusan Pembelian | | | | | | | |

**Lampiran 28**

**Uji Signifikansi Simultan (Uji F)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1066.756 | 3 | 355.585 | 439.682 | .000b |
| Residual | 77.638 | 96 | .809 |  |  |
| Total | 1144.395 | 99 |  |  |  |
| a. Dependent Variable: Keputusan Pembelian | | | | | | |
| b. Predictors: (Constant), Lifestyle, Brand Equity, Word of Mouth | | | | | | |

**Lampiran 29**

**Analisis Koefisien Determinasi**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .965a | .932 | .930 | .899296 |
| a. Predictors: (Constant), Lifestyle, Brand Equity, Word of Mouth | | | | |
| b. Dependent Variable: Keputusan Pembelian | | | | |