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LAMPIRAN

LEMBAR KUESIONER

Kepada

Yth. Bapak/Ibu/Saudara/i

Di Tempat

Assalamu'alaikum Warahmatullahi Wabarakatuh

Saya mahasiswa program sarjana (S1) Fakultas Ekonomi dan Bisnis Program Studi Manajemen Universitas Pancasakti Tegal yang saat ini sedang melakukan penelitian dengan judul "Pengaruh Persepsi Harga Produk, Persepsi Desain Produk, Persepsi Promosi Penjualan dan Kebiasaan minat beli ulang terhadap Keputusan Pembelian di Toko Umi Tegal". Penelitian ini merupakan syarat untuk kelulusan dijenjang pendidikan strata satu (S1)

Dalam kesempatan ini, saya mengharapkan partisipasi bapak/ibu/saudara/i untuk meluangkan waktunya dalam pengisian kuesioner ini. Bantuan bapak/ibu/saudara/i sangat saya harapkan demi selesainya penelitian ini. Sesuai dengan kode etik penelitian, peneliti menjamin kerahasiaan jawaban dan identitas responden. Atas kesediaan dan bantuan para responden untuk mengisi kuesioner ini, saya sampaikan terimakasih.

Wassalamu'alaikum Warahmatullahi Wabarakatuh

Hormat Saya



Yosa Putri Pradana

Petunjuk Pengisian

1. Jawablah masing-masing pernyataan di bawah ini sesuai dengan penilaian saudara mengenai “Pengaruh Persepsi Harga Produk, Persepsi Desain Produk, Persepsi Promosi Penjualan dan Kebiasaan minat beli ulang terhadap Keputusan Pembelian di Toko Umi Tegal”
2. Pilihlah salah satu jawaban dari kelima alternatif jawaban yang sesuai dengan cara memberikan tanda (\checkmark) pada salah satu kolom pada jawaban yang tersedia.
3. Keterangan jawaban sebagai berikut :

STS : Sangat Tidak Setuju

TS : Tidak Setuju

N : Netral

S : Setuju

SS : Sangat Setuju

Data Responden (Boleh Tidak di Isi)

- 1) Nama :
- 2) Alamat :
- 3) Jenis Kelamin : L / P
- 4) Usia :

<20 tahun

20-30 tahun

30-40 tahun

>40 tahun

1. VARIABEL KEPUTUSAN PEMBELIAN (Y)

No	Pernyataan/Pernyataan	Jawaban				
		5	4	3	2	1
		SS	S	N	TS	STS
Pengenalan masalah						
1.	Saya membeli sepatu untuk kebutuhan sehari hari					
2.	Saya membutuhkan sepatu karena bermanfaat					
Pencarian informasi						
3.	Saya mencari informasi tentang sepatu lewat teman					
4.	Saya mencari informasi tentang sepatu lewat iklan dan sosial media					
Evaluasi Alternatif						
5.	Sebelum melakukan pembelian, saya terlebih dahulu menetapkan tujuan membeli produk					
6.	Sebelum memutuskan untuk membeli produk, saya melakukan seleksi terhadap beberapa alternatif					
Keputusan pembelian						
7	Saya membeli di Toko Umi Putra karena sudah direncanakan sebelumnya					
8	Saya membeli di Toko Umi Putra karena sesuai dengan kebutuhan saya					
Perilaku pasca keputusan pembelian						
9	Saya melakukan pembelian di Toko Umi Putra berulang-ulang atau lebih dari satu kali					
10	Saya merasa puas berbelanja di Toko Umi Putra					

2. VARIABEL PERSEPSI HARGA PRODUK(X1)

No	Pernyataan/Pernyataan	Jawaban				
		5	4	3	2	1
		SS	S	N	TS	STS
Keterjangkauan Harga						
1	Harga di Toko Umi Putra sangat terjangkau					
2	Harga di Toko Umi Putra tergolong murah					
3	Harga di Toko Umi Putra sesuai dengan kualitas produk yang ditawarkan					
Kesesuaian harga dengan kualitas						
4	Harga di Toko Umi Putra sesuai dengan kualitas yang saya harapkan					
5	Harga di Toko Umi Putra lebih murah dibandingkan ditoko lainnya					
6	Perbandingan harga di Toko Umi Putra relative lebih murah					
Daya saing harga						
7	Harga di Toko Umi Putra sesuai dengan manfaat produk yang ditawarkan					
8	Harga di Toko Umi Putra sepadan dengan pelayanan yang diberikan					
Kesesuaian harga dengan manfaat						
9	Harga di Toko Umi Putra dapat bersaing dengan toko lainnya					
10	Harga di Toko Umi Putra sesuai dengan produk yang ditawarkan					

3. VARIABEL PERSEPSI DESAIN PRODUK (X2)

No	Pernyataan/Pernyataan	Jawaban				
		5	4	3	2	1
		SS	S	N	TS	STS
Estetika						
1	Toko Umi Putra memperkenalkan model baru kepada pelanggan					
2	Desain produk Toko Umi Putra tahan lama dan tidak mudah ketinggalan model					
3	Produk sepatu ditoko umi memiliki banyak desain warna					
4	Bentuksepatu di toko umi putra sesuai desain produknya					
5	Produk di toko umi putramemiliki warna dan bentuk yang menarik					
Desain						
6	Produk memiliki banyak variasi desain yang dapat disesuaikan dengan kebutuhan dan keinginan konsumen					
7	Memiliki ukuran yang dapat disesuaikan dengan kebutuhan					
8	Produk di toko umi putra memiliki keanekaragaman bentuk					
9	Produk di toko umi putra memiliki bentuk yang sesuai dengan keinginan saya					
10	Produk di toko umi putra memiliki ukuran yang beragam					

4. VARIABEL PERSEPSI PROMOSI PENJUALAN (X3)

No	Pernyataan/Pernyataan	Jawaban				
		5	4	3	2	1
		SS	S	N	TS	STS
Advertising						
1	Iklan Toko Umi Putra tersedia di sosial media					
2	Iklan Toko Umi Putra menarik					
Promosi penjualan						
3	Toko Umi Putra memberikan discount					
4	Toko Umi Putra memberikan bonus					
Direct marketing						
5	Katalog Toko Umi Putra menarik					
6	Toko Umi Putra menyediakan informasinya di internet					
Personal selling						
7	Karyawan Toko Umi Putra ramah dalam melayani					
8	Karyawan Toko Umi Putra jelas dalam memberikan informasi					
Event sponsorship						
9	Toko Umi Putra menarik di setiap event					
10	Toko Umi Putra tepat dalam memilih tempat stand setiap kali mengikuti event					

5. VARIABEL KEBIASAAN MINAT BELI ULANG (X4)

No	Pernyataan/Pernyataan	Jawaban				
		5	4	3	2	1
		SS	S	N	TS	STS
Kognitif						
1	Ketika saya tidak menggunakan produk dari Toko Umi Putra saya merasa ada yang kurang saat melakukan aktifitas					
2	Ketika saya menggunakan produk dari Toko Umi Putra saya merasa lebih semangat melakukan aktifitas					
3	Ketika saya bersedih saya merasa lebih baik saat berbelanja di Toko Umi Putra					
4	Saya merasa lebih keren ketika menggunakan produk dari toko umi putra					
Efektif						
5	Ketika saya menggunakan produk dari Toko Umi Putra saya menjadi percaya diri					
6	Saya merasa senang menggunakan produk dari toko umi putra					
7	Saya merasa bangga saat menggunakan produk dari umi putra					
Konatif						
8	Ketika saya menggunakan produk dari Toko Umi Putra saya merasa nyaman					
9	Saya merasa lebih percaya diri saat menggunakan produk dari toko umi putra					
10	Saya merasa lebih semangat melakukan aktivitas ketika menggunakan produk dari toko umi putra					

Lampiran 2

Jawaban Responden Variabel Persepsi Harga Produk Uji Validitas dan Reliabilitas

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

Lampiran 4

Jawaban Responden Variabel Persepsi Promosi Penjualan Uji Validitas dan Reliabilitas

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

Lampiran 5

Jawaban Responden Variabel Kebiasaan minat beli Uji Validitas dan Reliabilitas

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

Lampiran 6

Jawaban Responden Variabel Keputusan pembelian Uji Validitas dan Reliabilitan

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

Lampiran 7

Jawaban Responden Variabel X₁ Persepsi Harga Produk

Responden	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7	Item 8	Item 9	Item 10	Total
1	5	4	5	4	4	4	4	4	4	5	43
2	5	4	5	5	3	4	4	5	4	4	43
3	5	3	4	5	4	5	3	4	4	4	41
4	4	5	4	4	4	3	5	5	4	4	42
5	5	4	4	5	4	4	5	4	5	5	45
6	5	3	4	4	4	4	5	4	4	3	40
7	4	4	4	4	5	3	5	3	5	4	41
8	4	5	4	4	4	3	4	4	4	4	40
9	4	3	4	5	5	4	3	5	5	4	42
10	5	4	5	3	5	4	4	4	3	4	41
11	4	3	5	4	4	3	4	4	4	5	40
12	4	3	5	4	4	3	5	4	4	4	40
13	4	4	5	5	5	5	3	4	3	5	43
14	4	5	3	5	4	5	3	3	4	3	39
15	5	4	3	4	4	4	4	4	4	5	41
16	4	5	5	5	5	4	5	3	3	3	42
17	5	4	4	5	3	3	3	5	4	5	41
18	5	5	5	5	4	4	5	3	3	4	43
19	4	4	4	5	3	3	5	5	5	4	42
20	5	4	5	5	4	5	4	4	3	4	43
21	5	5	4	5	5	4	4	4	4	4	44
22	4	5	5	5	4	4	4	4	5	5	45
23	5	4	5	5	4	4	4	5	4	4	44
24	4	4	3	4	4	3	4	4	3	4	37
25	5	4	4	4	4	3	4	4	5	4	41
26	5	4	5	3	3	4	4	3	5	5	41
27	4	4	5	4	4	4	5	5	4	4	43
28	5	3	4	5	4	5	4	4	4	4	42
29	5	5	5	5	3	5	4	4	5	5	46
30	5	4	3	4	4	5	5	5	5	5	45
31	4	5	5	5	4	4	4	5	4	4	44
32	5	5	5	4	5	3	4	4	4	5	44
33	5	4	5	4	4	4	5	4	4	4	43

34	5	5	4	5	5	4	3	3	5	5	44
35	4	4	4	4	5	3	4	4	4	3	39
36	3	4	4	4	5	5	5	5	3	4	42
37	5	4	4	3	3	5	5	5	3	5	42
38	4	5	5	4	4	4	5	4	4	5	44
39	4	3	4	4	5	5	4	5	5	4	43
40	5	4	4	5	5	4	3	4	4	3	41
41	4	4	5	5	4	5	5	4	4	3	43
42	5	3	5	4	4	5	5	5	5	4	45
43	5	5	5	4	4	5	5	4	5	4	46
44	4	5	5	5	4	4	5	5	4	3	44
45	5	3	5	5	5	4	5	4	4	4	44
46	5	4	5	5	4	5	3	5	4	5	45
47	5	5	5	4	3	3	4	4	5	4	42
48	4	5	4	4	4	5	4	5	4	4	43
49	5	4	4	5	3	4	5	4	5	5	44
50	5	4	4	5	4	4	4	4	3	4	41
51	5	3	5	5	4	4	5	4	3	5	43
52	4	4	5	3	4	5	5	3	5	4	42
53	5	4	4	4	3	3	4	5	4	4	40
54	5	5	5	4	5	5	5	4	3	5	46
55	4	4	4	4	4	3	5	3	3	4	38
56	4	4	4	4	4	4	4	4	4	3	39
57	5	4	4	5	4	4	4	4	4	3	41
58	4	4	4	4	4	4	5	4	3	4	40
59	4	3	4	4	4	5	5	4	5	3	41
60	4	4	4	4	4	3	4	5	3	4	39
61	4	4	3	4	5	4	4	4	4	4	40
62	5	5	5	5	3	5	4	4	5	4	45
63	4	3	5	4	4	4	5	5	4	5	43
64	5	4	5	5	4	4	4	5	5	3	44
65	4	4	5	4	4	4	4	4	4	4	41
66	5	4	5	5	4	4	5	5	5	4	46
67	5	5	4	5	4	4	3	4	3	3	40
68	3	5	4	4	3	3	4	4	4	5	39
69	4	5	5	4	4	4	4	5	3	4	42
70	5	5	4	4	4	5	4	4	3	4	42
71	4	4	4	3	3	4	4	4	5	4	39

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

Lampiran 8

Jawaban Responden Variabel X₂ Persepsi Desain produk

Respon den	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7	Item 8	Item 9	Item 10	Total
1	4	5	4	5	4	3	4	4	4	4	41
2	4	4	5	4	4	4	4	4	3	4	40
3	5	3	4	4	5	4	4	3	5	3	40
4	4	4	4	4	3	3	5	5	5	4	41
5	4	4	5	4	4	4	3	4	4	4	40
6	5	4	5	5	5	4	4	4	5	3	44
7	5	4	4	4	4	4	5	4	5	5	44
8	4	3	4	4	5	5	5	3	5	5	43
9	4	3	4	5	4	4	3	5	4	4	40
10	4	4	5	3	4	4	4	3	4	4	39
11	4	3	4	3	4	4	4	4	4	4	38
12	3	4	4	4	4	4	5	3	5	5	41
13	5	4	5	4	4	5	5	4	4	5	45
14	4	5	3	5	4	3	3	3	4	3	37
15	4	4	3	4	4	5	5	4	3	4	40
16	5	4	5	3	5	5	4	3	4	5	43
17	5	4	3	5	3	3	5	4	5	5	42
18	4	5	5	4	4	4	4	4	4	4	42
19	5	4	5	3	3	4	5	5	4	5	43
20	4	5	5	4	4	5	4	4	5	4	44
21	5	5	4	5	5	4	3	4	4	4	43
22	4	4	5	4	5	5	4	4	5	5	45
23	5	5	4	5	4	5	4	3	5	5	45
24	4	4	3	3	4	3	4	5	4	4	38
25	4	5	3	5	5	3	5	5	4	5	44
26	4	4	5	5	4	5	4	3	4	3	41
27	4	4	5	4	4	4	3	5	5	4	42
28	5	3	4	5	4	4	5	5	4	4	43
29	4	5	5	4	5	5	5	4	5	5	47
30	5	4	5	4	5	3	4	5	5	5	45
31	5	4	5	5	5	5	3	5	5	4	46
32	3	5	5	4	5	5	4	5	5	5	46

33	4	5	4	5	4	5	4	4	5	5	45
34	4	4	5	4	5	4	3	5	5	4	43
35	3	3	4	4	5	3	4	4	4	4	38
36	4	4	5	4	4	4	5	5	4	5	44
37	4	3	5	5	5	5	5	4	4	5	45
38	5	3	5	4	5	4	4	5	5	4	44
39	4	4	5	5	4	4	4	4	5	5	44
40	4	5	5	4	5	5	4	4	3	3	42
41	5	4	5	5	4	4	5	5	4	4	45
42	4	4	4	4	5	4	5	4	5	5	44
43	3	5	5	4	5	4	4	5	5	5	45
44	4	4	5	4	5	5	4	4	4	4	43
45	5	4	5	3	5	4	5	5	5	4	45
46	4	5	4	4	4	5	4	4	5	5	44
47	4	5	5	3	5	4	5	4	5	4	44
48	5	4	5	4	4	5	4	5	4	5	45
49	5	5	4	4	4	4	4	4	5	4	43
50	5	4	4	3	4	5	4	3	4	5	41
51	4	5	5	5	3	4	3	4	4	5	42
52	3	4	4	4	5	5	4	4	5	4	42
53	4	4	4	5	3	5	3	3	5	5	41
54	4	5	5	4	5	5	4	4	4	4	44
55	4	3	5	4	5	4	5	2	4	3	39
56	5	4	4	4	3	4	4	3	5	4	40
57	4	4	5	3	5	5	4	4	4	4	42
58	5	4	4	4	4	3	3	5	4	3	39
59	5	5	4	4	3	4	3	3	4	5	40
60	4	4	4	4	4	4	4	4	5	4	41
61	4	3	4	3	5	4	5	4	5	4	41
62	5	4	4	3	4	4	5	5	4	4	42
63	4	4	3	4	4	4	4	5	4	5	41
64	5	3	5	4	3	5	3	5	5	5	43
65	4	3	4	3	5	5	5	3	4	4	40
66	5	5	4	5	3	5	5	5	5	3	45
67	4	4	4	4	5	4	4	4	4	4	41
68	4	5	5	5	4	5	3	4	5	3	43
69	4	3	3	4	4	4	4	5	5	4	40
70	5	3	4	3	5	4	4	5	4	4	41

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

Lampiran 9

Jawaban Responden Variabel X₃ Persepsi promosi penjualan

	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7	Item 8	Item 9	Item 10	Total
1	4	5	4	4	4	5	4	3	3	4	40
2	4	4	4	5	4	4	5	4	4	4	42
3	4	4	3	4	4	4	5	5	4	3	40
4	4	5	4	5	5	4	4	4	4	4	43
5	5	5	5	4	4	3	4	5	5	4	44
6	5	5	4	5	4	4	3	5	4	5	44
7	4	4	4	5	5	4	4	4	4	4	42
8	5	3	3	4	5	4	5	4	5	3	41
9	4	5	3	4	4	5	4	4	5	4	42
10	4	4	4	5	4	4	3	5	4	5	42
11	3	3	4	4	5	4	3	4	4	4	38
12	3	3	5	5	5	5	4	3	4	3	40
13	5	4	5	4	5	4	5	3	4	5	44
14	4	3	4	4	4	3	3	4	3	3	35
15	4	3	4	5	3	5	5	4	4	5	42
16	4	4	5	5	4	3	5	5	4	4	43
17	4	4	5	4	4	3	4	4	4	4	40
18	5	3	4	4	5	4	5	3	3	5	41
19	4	4	5	4	5	5	5	4	4	5	45
20	4	4	5	4	4	5	5	5	5	4	45
21	4	3	4	4	4	4	5	5	4	3	40
22	5	4	5	5	3	5	3	3	4	4	41
23	4	5	4	3	3	4	4	4	4	5	40
24	3	4	3	4	4	5	3	5	5	4	40
25	3	4	5	3	5	4	5	3	5	5	42
26	5	3	5	3	4	5	4	4	5	4	42
27	4	4	5	5	5	4	4	5	4	5	45
28	4	4	3	4	4	5	5	4	4	5	42
29	4	5	4	5	5	4	4	3	5	4	43
30	4	5	5	4	5	4	5	5	5	5	47
31	5	4	4	4	4	5	5	4	4	5	44
32	5	4	5	5	5	5	6	5	4	4	48
33	5	5	5	4	5	5	5	4	4	5	47
34	4	4	5	4	4	5	5	4	4	5	44
35	5	3	4	5	3	4	5	4	2	4	39

36	5	5	4	4	4	4	4	5	4	3	42
37	3	4	5	5	5	3	5	4	3	5	42
38	4	4	5	3	4	4	5	4	4	4	41
39	4	3	4	5	4	4	5	5	4	4	42
40	5	4	4	4	5	3	3	4	4	5	41
41	5	4	3	3	5	5	5	5	5	5	45
42	4	5	4	5	5	5	4	3	5	4	44
43	5	4	5	3	4	5	5	5	5	5	46
44	5	5	4	5	5	5	5	5	4	4	47
45	5	5	5	4	5	5	5	4	5	5	48
46	5	4	5	5	5	4	5	4	5	5	47
47	5	4	3	3	3	4	5	5	5	4	41
48	4	5	5	5	5	4	4	5	4	3	44
49	5	5	3	5	4	5	5	5	3	4	44
50	5	3	4	4	4	4	4	4	4	4	40
51	4	4	5	4	4	5	4	3	5	4	42
52	4	4	5	5	4	4	4	3	5	3	41
53	3	4	3	3	4	5	5	4	4	3	38
54	4	4	4	4	5	4	5	5	4	5	44
55	4	3	4	4	4	5	4	4	5	5	42
56	4	5	5	4	4	4	3	3	5	2	39
57	3	3	4	5	3	5	4	5	4	4	40
58	4	5	4	5	4	4	3	3	3	4	39
59	4	5	5	4	4	3	4	4	5	4	42
60	3	4	3	3	4	4	5	4	4	3	37
61	4	5	5	3	4	4	4	5	3	4	41
62	4	4	4	4	5	5	4	4	4	4	42
63	4	4	5	5	4	4	5	5	4	5	45
64	4	4	5	4	3	5	4	4	5	4	42
65	5	3	4	4	5	5	5	5	4	4	44
66	5	4	4	4	5	5	4	4	5	5	45
67	4	5	5	5	5	5	3	4	4	3	43
68	3	3	5	4	5	4	4	5	5	4	42
69	4	3	5	5	5	5	5	5	5	3	45
70	5	4	5	5	4	4	4	4	4	3	42
71	3	4	3	2	4	4	4	5	4	4	37
72	4	4	4	5	4	4	5	4	3	4	41
73	4	3	4	4	4	5	4	4	5	5	42
74	3	3	5	3	5	5	4	5	5	4	42
75	4	5	4	5	5	3	5	3	4	3	41
76	4	4	5	5	5	4	5	4	4	4	44

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

Lampiran 10

Jawaban Responden Variabel X_4 kebiasaan minat beli ulang

Respon den	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7	Item 8	Item 9	Item 10	Total
1	5	4	5	4	4	4	4	4	4	5	43
2	5	4	5	5	3	4	4	5	4	4	43
3	5	3	4	5	4	5	3	4	4	4	41
4	4	5	4	4	4	3	5	5	4	4	42
5	5	4	4	5	4	4	5	4	5	5	45
6	5	3	4	4	4	4	5	4	4	3	40
7	4	4	4	4	5	3	5	3	5	4	41
8	4	5	4	4	4	3	4	4	4	4	40
9	4	3	4	5	5	4	3	5	5	4	42
10	5	4	5	3	5	4	4	4	3	4	41
11	4	3	5	4	4	3	4	4	4	5	40
12	4	3	5	4	4	3	5	4	4	4	40
13	4	4	5	5	5	5	3	4	3	5	43
14	4	5	3	5	4	5	3	3	4	3	39
15	5	4	3	4	4	4	4	4	4	5	41
16	4	5	5	5	5	4	5	3	3	3	42
17	5	4	4	5	3	3	3	5	4	5	41
18	5	5	5	5	4	4	5	3	3	4	43
19	4	4	4	5	3	3	5	5	5	4	42
20	5	4	5	5	4	5	4	4	3	4	43
21	5	5	4	5	5	4	4	4	4	4	44
22	4	5	5	5	4	4	4	4	5	5	45
23	5	4	5	5	4	4	4	5	4	4	44
24	4	4	3	4	4	3	4	4	3	4	37
25	5	4	4	4	4	3	4	4	5	4	41
26	5	4	5	3	3	4	4	3	5	5	41
27	4	4	5	4	4	4	5	5	4	4	43
28	5	3	4	5	4	5	4	4	4	4	42
29	5	5	5	5	3	5	4	4	5	5	46
30	5	4	3	4	4	5	5	5	5	5	45
31	4	5	5	5	4	4	4	5	4	4	44
32	5	5	5	4	5	3	4	4	4	5	44

33	5	4	5	4	4	4	5	4	4	4	43
34	5	5	4	5	5	4	3	3	5	5	44
35	4	4	4	4	5	3	4	4	4	3	39
36	3	4	4	4	5	5	5	5	3	4	42
37	5	4	4	3	3	5	5	5	3	5	42
38	4	5	5	4	4	4	5	4	4	5	44
39	4	3	4	4	5	5	4	5	5	4	43
40	5	4	4	5	5	4	3	4	4	3	41
41	4	4	5	5	4	5	5	4	4	3	43
42	5	3	5	4	4	5	5	5	5	4	45
43	5	5	5	4	4	5	5	4	5	4	46
44	4	5	5	5	4	4	5	5	4	3	44
45	5	3	5	5	5	4	5	4	4	4	44
46	5	4	5	5	4	5	3	5	4	5	45
47	5	5	5	4	3	3	4	4	5	4	42
48	4	5	4	4	4	5	4	5	4	4	43
49	5	4	4	5	3	4	5	4	5	5	44
50	5	4	4	5	4	4	4	4	3	4	41
51	4	5	5	5	3	4	3	4	4	5	42
52	3	4	4	4	5	5	4	4	5	4	42
53	4	4	4	5	3	5	3	3	5	5	41
54	4	5	5	4	5	5	4	4	4	4	44
55	4	3	5	4	5	4	5	2	4	3	39
56	5	4	4	4	3	4	4	3	5	4	40
57	4	4	5	3	5	5	4	4	4	4	42
58	5	4	4	4	4	3	3	5	4	3	39
59	5	5	4	4	3	4	3	3	4	5	40
60	4	4	4	4	4	4	4	4	5	4	41
61	4	3	4	3	5	4	5	4	5	4	41
62	5	4	4	3	4	4	5	5	4	4	42
63	4	4	3	4	4	4	4	5	4	5	41
64	5	3	5	4	3	5	3	5	5	5	43
65	4	3	4	3	5	5	5	3	4	4	40
66	5	5	4	5	3	5	5	5	5	3	45
67	4	4	4	4	5	4	4	4	4	4	41
68	4	5	5	5	4	5	3	4	5	3	43
69	4	3	3	4	4	4	4	5	5	4	40
70	5	3	4	3	5	4	4	5	4	4	41

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

Lampiran 10

Jawaban Responden Variabel Y Keputusan Pembelian

Responden	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7	Item 8	Item 9	Item 10	Total
1	4	5	4	5	4	4	4	5	5	4	44
2	3	4	4	5	3	4	5	4	4	4	40
3	4	5	3	5	4	4	5	5	3	3	41
4	4	5	4	5	5	4	5	4	4	4	44
5	5	5	5	4	5	3	4	5	3	4	43
6	5	4	4	5	4	4	3	5	4	4	42
7	5	4	3	5	5	4	5	4	4	5	44
8	5	3	4	4	5	5	4	4	5	4	43
9	4	5	3	4	5	4	3	4	5	4	41
10	4	4	5	5	4	3	4	4	4	5	42
11	3	4	3	3	5	4	5	5	4	4	40
12	4	4	3	5	4	5	4	5	5	4	43
13	5	4	5	4	5	4	5	3	4	5	44
14	5	3	3	4	4	4	3	4	3	3	36
15	4	3	4	5	3	5	5	4	4	4	41
16	4	4	5	5	4	5	5	5	4	4	45
17	4	5	5	4	4	3	4	5	4	4	42
18	5	4	4	5	5	4	5	5	3	3	43
19	5	4	5	4	4	4	4	5	4	4	44
20	4	5	4	5	4	3	5	5	5	4	44
21	4	3	4	4	4	4	4	5	4	5	42
22	5	4	4	5	4	5	4	4	5	4	44
23	4	5	3	5	5	4	4	5	5	5	45
24	5	4	5	3	4	3	4	3	4	4	39
25	5	5	3	4	4	4	4	5	5	5	43
26	5	3	4	3	3	4	5	4	5	4	40
27	4	4	5	4	4	5	4	5	5	5	45
28	4	5	4	4	5	5	5	5	4	4	45
29	4	5	4	5	5	5	4	5	5	4	46
30	4	5	5	4	5	5	5	5	5	4	46
31	5	4	4	4	4	4	5	4	4	5	43
32	5	4	5	5	5	5	5	5	4	4	47

33	5	5	5	4	5	5	5	5	3	4	46
34	4	4	5	4	4	4	4	4	4	5	42
35	5	4	4	4	3	4	3	5	3	3	38
36	5	5	4	4	5	4	5	4	4	3	43
37	3	4	4	3	4	5	5	4	5	4	41
38	4	4	5	5	5	5	5	5	4	4	46
39	4	5	5	5	4	4	3	5	4	3	42
40	5	4	4	4	5	4	4	4	4	5	43
41	5	4	5	4	4	5	5	5	5	5	47
42	4	5	4	5	5	5	4	3	4	4	43
43	5	4	5	5	5	4	5	5	4	5	47
44	5	5	5	4	4	3	5	5	5	4	45
45	5	5	5	4	5	5	5	4	5	5	48
46	5	4	5	5	5	4	5	4	5	4	46
47	4	5	4	5	5	4	3	5	4	4	43
48	4	5	5	5	5	4	5	4	4	5	46
49	5	5	3	5	5	4	5	5	4	4	45
50	5	3	4	4	4	5	5	5	4	4	43
51	5	4	5	4	4	5	4	4	5	5	45
52	4	4	5	4	4	5	4	4	5	5	44
53	5	3	3	4	4	4	5	4	4	3	39
54	5	4	4	4	5	5	5	5	5	5	47
55	4	3	3	4	4	4	4	4	5	5	40
56	4	3	4	5	5	4	3	5	4	4	41
57	5	4	5	5	3	5	4	5	4	4	44
58	5	5	5	4	4	4	3	5	3	3	41
59	4	5	4	4	4	5	5	5	4	4	44
60	4	4	5	3	4	3	5	4	4	3	39
61	4	5	4	3	5	4	4	4	5	4	42
62	5	4	4	4	5	5	4	4	5	4	44
63	5	4	4	3	4	4	5	5	4	5	43
64	5	5	5	4	5	5	4	4	5	4	46
65	5	3	4	4	5	4	4	5	4	4	42
66	5	5	4	4	5	5	5	5	5	5	48
67	4	5	3	3	4	4	5	5	4	3	40
68	3	3	5	5	4	4	5	4	4	4	41
69	4	4	4	5	5	4	5	4	5	4	44
70	4	5	5	5	4	4	4	4	5	5	45

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

Lampiran 11

Hasil MSI variabel persepsi harga produk

	1	2	3	4	5	6	7	8	9	10	total
1	3,820	3,406	3,790	2,328	2,354	2,224	2,248	2,293	2,264	4,848	29,576
2	3,820	3,406	3,790	3,730	1,000	2,224	2,248	3,643	2,264	3,562	29,688
3	3,820	2,194	2,368	3,730	2,354	3,493	1,000	2,293	2,264	3,562	27,079
4	2,369	4,742	2,368	2,328	2,354	1,000	3,591	3,643	2,264	3,562	28,221
5	3,820	3,406	2,368	3,730	2,354	2,224	3,591	2,293	3,551	4,848	32,185
6	3,820	2,194	2,368	2,328	2,354	2,224	3,591	2,293	2,264	2,362	25,798
7	2,369	3,406	2,368	2,328	3,722	1,000	3,591	1,000	3,551	3,562	26,897
8	2,369	4,742	2,368	2,328	2,354	1,000	2,248	2,293	2,264	3,562	25,529
9	2,369	2,194	2,368	3,730	3,722	2,224	1,000	3,643	3,551	3,562	28,363
10	3,820	3,406	3,790	1,000	3,722	2,224	2,248	2,293	1,000	3,562	27,065
11	2,369	2,194	3,790	2,328	2,354	1,000	2,248	2,293	2,264	4,848	25,689
12	2,369	2,194	3,790	2,328	2,354	1,000	3,591	2,293	2,264	3,562	25,745
13	2,369	3,406	3,790	3,730	3,722	3,493	1,000	2,293	1,000	4,848	29,652
14	2,369	4,742	1,000	3,730	2,354	3,493	1,000	1,000	2,264	2,362	24,316
15	3,820	3,406	1,000	2,328	2,354	2,224	2,248	2,293	2,264	4,848	26,785
16	2,369	4,742	3,790	3,730	3,722	2,224	3,591	1,000	1,000	2,362	28,532
17	3,820	3,406	2,368	3,730	1,000	1,000	1,000	3,643	2,264	4,848	27,080
18	3,820	4,742	3,790	3,730	2,354	2,224	3,591	1,000	1,000	3,562	29,814
19	2,369	3,406	2,368	3,730	1,000	1,000	3,591	3,643	3,551	3,562	28,220
20	3,820	3,406	3,790	3,730	2,354	3,493	2,248	2,293	1,000	3,562	29,697
21	3,820	4,742	2,368	3,730	3,722	2,224	2,248	2,293	2,264	3,562	30,975
22	2,369	4,742	3,790	3,730	2,354	2,224	2,248	2,293	3,551	4,848	32,150
23	3,820	3,406	3,790	3,730	2,354	2,224	2,248	3,643	2,264	3,562	31,042
24	2,369	3,406	1,000	2,328	2,354	1,000	2,248	2,293	1,000	3,562	21,560
25	3,820	3,406	2,368	2,328	2,354	1,000	2,248	2,293	3,551	3,562	26,930
26	3,820	3,406	3,790	1,000	1,000	2,224	2,248	1,000	3,551	4,848	26,887
27	2,369	3,406	3,790	2,328	2,354	2,224	3,591	3,643	2,264	3,562	29,531
28	3,820	2,194	2,368	3,730	2,354	3,493	2,248	2,293	2,264	3,562	28,327
29	3,820	4,742	3,790	3,730	1,000	3,493	2,248	2,293	3,551	4,848	33,516
30	3,820	3,406	1,000	2,328	2,354	3,493	3,591	3,643	3,551	4,848	32,032
31	2,369	4,742	3,790	3,730	2,354	2,224	2,248	3,643	2,264	3,562	30,928
32	3,820	4,742	3,790	2,328	3,722	1,000	2,248	2,293	2,264	4,848	31,056
33	3,820	3,406	3,790	2,328	2,354	2,224	3,591	2,293	2,264	3,562	29,632
34	3,820	4,742	2,368	3,730	3,722	2,224	1,000	1,000	3,551	4,848	31,006
35	2,369	3,406	2,368	2,328	3,722	1,000	2,248	2,293	2,264	2,362	24,362
36	1,000	3,406	2,368	2,328	3,722	3,493	3,591	3,643	1,000	3,562	28,112
37	3,820	3,406	2,368	1,000	1,000	3,493	3,591	3,643	1,000	4,848	28,168
38	2,369	4,742	3,790	2,328	2,354	2,224	3,591	2,293	2,264	4,848	30,804
39	2,369	2,194	2,368	2,328	3,722	3,493	2,248	3,643	3,551	3,562	29,478
40	3,820	3,406	2,368	3,730	3,722	2,224	1,000	2,293	2,264	2,362	27,190
41	2,369	3,406	3,790	3,730	2,354	3,493	3,591	2,293	2,264	2,362	29,653
42	3,820	2,194	3,790	2,328	2,354	3,493	3,591	3,643	3,551	3,562	32,325
43	3,820	4,742	3,790	2,328	2,354	3,493	3,591	2,293	3,551	3,562	33,523

44	2,369	4,742	3,790	3,730	2,354	2,224	3,591	3,643	2,264	2,362	31,070
45	3,820	2,194	3,790	3,730	3,722	2,224	3,591	2,293	2,264	3,562	31,191
46	3,820	3,406	3,790	3,730	2,354	3,493	1,000	3,643	2,264	4,848	32,349
47	3,820	4,742	3,790	2,328	1,000	1,000	2,248	2,293	3,551	3,562	28,334
48	2,369	4,742	2,368	2,328	2,354	3,493	2,248	3,643	2,264	3,562	29,372
49	3,820	3,406	2,368	3,730	1,000	2,224	3,591	2,293	3,551	4,848	30,831
50	3,820	3,406	2,368	3,730	2,354	2,224	2,248	2,293	1,000	3,562	27,006
51	3,820	2,194	3,790	3,730	2,354	2,224	3,591	2,293	1,000	4,848	29,844
52	2,369	3,406	3,790	1,000	2,354	3,493	3,591	1,000	3,551	3,562	28,116
53	3,820	3,406	2,368	2,328	1,000	1,000	2,248	3,643	2,264	3,562	25,639
54	3,820	4,742	3,790	2,328	3,722	3,493	3,591	2,293	1,000	4,848	33,627
55	2,369	3,406	2,368	2,328	2,354	1,000	3,591	1,000	1,000	3,562	22,978
56	2,369	3,406	2,368	2,328	2,354	2,224	2,248	2,293	2,264	2,362	24,217
57	3,820	3,406	2,368	3,730	2,354	2,224	2,248	2,293	2,264	2,362	27,071
58	2,369	3,406	2,368	2,328	2,354	2,224	3,591	2,293	1,000	3,562	25,495
59	2,369	2,194	2,368	2,328	2,354	3,493	3,591	2,293	3,551	2,362	26,903
60	2,369	3,406	2,368	2,328	2,354	1,000	2,248	3,643	1,000	3,562	24,278
61	2,369	3,406	1,000	2,328	3,722	2,224	2,248	2,293	2,264	3,562	25,417
62	3,820	4,742	3,790	3,730	1,000	3,493	2,248	2,293	3,551	3,562	32,230
63	2,369	2,194	3,790	2,328	2,354	2,224	3,591	3,643	2,264	4,848	29,605
64	3,820	3,406	3,790	3,730	2,354	2,224	2,248	3,643	3,551	2,362	31,129
65	2,369	3,406	3,790	2,328	2,354	2,224	2,248	2,293	2,264	3,562	26,839
66	3,820	3,406	3,790	3,730	2,354	2,224	3,591	3,643	3,551	3,562	33,670
67	3,820	4,742	2,368	3,730	2,354	2,224	1,000	2,293	1,000	2,362	25,895
68	1,000	4,742	2,368	2,328	1,000	1,000	2,248	2,293	2,264	4,848	24,092
69	2,369	4,742	3,790	2,328	2,354	2,224	2,248	3,643	1,000	3,562	28,261
70	3,820	4,742	2,368	2,328	2,354	3,493	2,248	2,293	1,000	3,562	28,209
71	2,369	3,406	2,368	1,000	1,000	2,224	2,248	2,293	3,551	3,562	24,021
72	2,369	4,742	2,368	2,328	2,354	3,493	3,591	1,000	2,264	4,848	29,358
73	3,820	3,406	3,790	2,328	3,722	3,493	3,591	2,293	2,264	2,362	31,069
74	3,820	2,194	3,790	3,730	3,722	1,000	2,248	2,293	2,264	2,362	27,425
75	2,369	3,406	3,790	2,328	2,354	3,493	2,248	3,643	1,000	3,562	28,193
76	3,820	4,742	2,368	2,328	3,722	2,224	3,591	1,000	3,551	2,362	29,708
77	2,369	4,742	3,790	3,730	2,354	3,493	3,591	3,643	2,264	2,362	32,339
78	3,820	3,406	2,368	2,328	1,000	3,493	3,591	3,643	2,264	4,848	30,761
79	3,820	4,742	2,368	3,730	3,722	3,493	3,591	2,293	1,000	3,562	32,321
80	1,000	4,742	3,790	3,730	2,354	1,000	3,591	3,643	2,264	2,362	28,477
81	3,820	4,742	2,368	1,000	3,722	1,000	3,591	3,643	2,264	3,562	29,712
82	2,369	4,742	1,000	3,730	3,722	2,224	2,248	3,643	2,264	4,848	30,792
83	2,369	3,406	2,368	3,730	1,000	2,224	2,248	2,293	2,264	3,562	25,465
84	2,369	2,194	2,368	3,730	3,722	2,224	2,248	2,293	2,264	1,000	24,414
85	3,820	3,406	3,790	3,730	2,354	2,224	3,591	3,643	3,551	4,848	34,957
86	3,820	3,406	3,790	2,328	3,722	3,493	3,591	3,643	3,551	2,362	33,705
87	1,000	3,406	2,368	2,328	3,722	3,493	3,591	3,643	2,264	3,562	29,377
88	2,369	4,742	2,368	1,000	1,000	3,493	2,248	3,643	2,264	4,848	27,976
89	3,820	3,406	2,368	1,000	2,354	2,224	3,591	3,643	3,551	3,562	29,518
90	2,369	3,406	2,368	2,328	1,000	2,224	2,248	2,293	3,551	3,562	25,349

91	2,369	1,000	3,790	3,730	3,722	2,224	2,248	1,000	1,000	3,562	24,646
92	3,820	4,742	3,790	2,328	2,354	3,493	2,248	2,293	3,551	4,848	33,467
93	3,820	3,406	1,000	3,730	2,354	2,224	1,000	1,000	2,264	4,848	25,647
94	2,369	3,406	2,368	3,730	2,354	2,224	2,248	3,643	1,000	3,562	26,905
95	1,000	3,406	2,368	3,730	3,722	2,224	1,000	1,000	3,551	3,562	25,564
96	3,820	4,742	2,368	2,328	3,722	3,493	1,000	2,293	2,264	2,362	28,393
97	2,369	4,742	2,368	3,730	2,354	1,000	3,591	3,643	2,264	2,362	28,425
98	3,820	3,406	3,790	2,328	2,354	3,493	2,248	3,643	2,264	4,848	32,194
99	2,369	4,742	2,368	3,730	2,354	1,000	3,591	3,643	2,264	2,362	28,425
100	3,820	3,406	3,790	2,328	2,354	3,493	2,248	3,643	2,264	4,848	32,194

Lampiran 12

Hasil MSI Variabel persepsi desain produk

	1	2	3	4	5	6	7	8	9	10	total
1	2,371	3,635	2,292	3,582	3,328	1,000	2,233	3,469	3,123	2,293	27,326
2	2,371	2,300	3,676	2,269	3,328	2,330	2,233	3,469	1,925	2,293	26,194
3	3,771	1,000	2,292	2,269	4,610	2,330	2,233	2,387	4,523	1,000	26,415
4	2,371	2,300	2,292	2,269	2,225	1,000	3,535	4,684	4,523	2,293	27,492
5	2,371	2,300	3,676	2,269	3,328	2,330	1,000	3,469	3,123	2,293	26,159
6	3,771	2,300	3,676	3,582	4,610	2,330	2,233	3,469	4,523	1,000	31,494
7	3,771	2,300	2,292	2,269	3,328	2,330	3,535	3,469	4,523	3,643	31,460
8	2,371	1,000	2,292	2,269	4,610	3,715	3,535	2,387	4,523	3,643	30,345
9	2,371	1,000	2,292	3,582	3,328	2,330	1,000	4,684	3,123	2,293	26,002
10	2,371	2,300	3,676	1,000	3,328	2,330	2,233	2,387	3,123	2,293	25,040
11	2,371	1,000	2,292	1,000	3,328	2,330	2,233	3,469	3,123	2,293	23,439
12	1,000	2,300	2,292	2,269	3,328	2,330	3,535	2,387	4,523	3,643	27,607
13	3,771	2,300	3,676	2,269	3,328	3,715	3,535	3,469	3,123	3,643	32,829
14	2,371	3,635	1,000	3,582	3,328	1,000	1,000	2,387	3,123	1,000	22,426
15	2,371	2,300	1,000	2,269	3,328	3,715	3,535	3,469	1,925	2,293	26,205
16	3,771	2,300	3,676	1,000	4,610	3,715	2,233	2,387	3,123	3,643	30,457
17	3,771	2,300	1,000	3,582	2,225	1,000	3,535	3,469	4,523	3,643	29,048
18	2,371	3,635	3,676	2,269	3,328	2,330	2,233	3,469	3,123	2,293	28,727
19	3,771	2,300	3,676	1,000	2,225	2,330	3,535	4,684	3,123	3,643	30,286
20	2,371	3,635	3,676	2,269	3,328	3,715	2,233	3,469	4,523	2,293	31,512
21	3,771	3,635	2,292	3,582	4,610	2,330	1,000	3,469	3,123	2,293	30,105
22	2,371	2,300	3,676	2,269	4,610	3,715	2,233	3,469	4,523	3,643	32,808
23	3,771	3,635	2,292	3,582	3,328	3,715	2,233	2,387	4,523	3,643	33,108
24	2,371	2,300	1,000	1,000	3,328	1,000	2,233	4,684	3,123	2,293	23,331
25	2,371	3,635	1,000	3,582	4,610	1,000	3,535	4,684	3,123	3,643	31,183
26	2,371	2,300	3,676	3,582	3,328	3,715	2,233	2,387	3,123	1,000	27,715
27	2,371	2,300	3,676	2,269	3,328	2,330	1,000	4,684	4,523	2,293	28,773
28	3,771	1,000	2,292	3,582	3,328	2,330	3,535	4,684	3,123	2,293	29,937
29	2,371	3,635	3,676	2,269	4,610	3,715	3,535	3,469	4,523	3,643	35,446
30	3,771	2,300	3,676	2,269	4,610	1,000	2,233	4,684	4,523	3,643	32,708
31	3,771	2,300	3,676	3,582	4,610	3,715	1,000	4,684	4,523	2,293	34,153
32	1,000	3,635	3,676	2,269	4,610	3,715	2,233	4,684	4,523	3,643	33,987
33	2,371	3,635	2,292	3,582	3,328	3,715	2,233	3,469	4,523	3,643	32,790
34	2,371	2,300	3,676	2,269	4,610	2,330	1,000	4,684	4,523	2,293	30,055
35	1,000	1,000	2,292	2,269	4,610	1,000	2,233	3,469	3,123	2,293	23,289
36	2,371	2,300	3,676	2,269	3,328	2,330	3,535	4,684	3,123	3,643	31,259
37	2,371	1,000	3,676	3,582	4,610	3,715	3,535	3,469	3,123	3,643	32,724
38	3,771	1,000	3,676	2,269	4,610	2,330	2,233	4,684	4,523	2,293	31,388
39	2,371	2,300	3,676	3,582	3,328	2,330	2,233	3,469	4,523	3,643	31,454
40	2,371	3,635	3,676	2,269	4,610	3,715	2,233	3,469	1,925	1,000	28,903
41	3,771	2,300	3,676	3,582	3,328	2,330	3,535	4,684	3,123	2,293	32,621
42	2,371	2,300	2,292	2,269	4,610	2,330	3,535	3,469	4,523	3,643	31,342
43	1,000	3,635	3,676	2,269	4,610	2,330	2,233	4,684	4,523	3,643	32,602

44	2,371	2,300	3,676	2,269	4,610	3,715	2,233	3,469	3,123	2,293	30,059
45	3,771	2,300	3,676	1,000	4,610	2,330	3,535	4,684	4,523	2,293	32,721
46	2,371	3,635	2,292	2,269	3,328	3,715	2,233	3,469	4,523	3,643	31,477
47	2,371	3,635	3,676	1,000	4,610	2,330	3,535	3,469	4,523	2,293	31,442
48	3,771	2,300	3,676	2,269	3,328	3,715	2,233	4,684	3,123	3,643	32,741
49	3,771	3,635	2,292	2,269	3,328	2,330	2,233	3,469	4,523	2,293	30,142
50	3,771	2,300	2,292	1,000	3,328	3,715	2,233	2,387	3,123	3,643	27,791
51	2,371	3,635	3,676	3,582	2,225	2,330	1,000	3,469	3,123	3,643	29,054
52	1,000	2,300	2,292	2,269	4,610	3,715	2,233	3,469	4,523	2,293	28,704
53	2,371	2,300	2,292	3,582	2,225	3,715	1,000	2,387	4,523	3,643	28,038
54	2,371	3,635	3,676	2,269	4,610	3,715	2,233	3,469	3,123	2,293	31,394
55	2,371	1,000	3,676	2,269	4,610	2,330	3,535	1,000	3,123	1,000	24,915
56	3,771	2,300	2,292	2,269	2,225	2,330	2,233	2,387	4,523	2,293	26,622
57	2,371	2,300	3,676	1,000	4,610	3,715	2,233	3,469	3,123	2,293	28,790
58	3,771	2,300	2,292	2,269	3,328	1,000	1,000	4,684	3,123	1,000	24,766
59	3,771	3,635	2,292	2,269	2,225	2,330	1,000	2,387	3,123	3,643	26,675
60	2,371	2,300	2,292	2,269	3,328	2,330	2,233	3,469	4,523	2,293	27,408
61	2,371	1,000	2,292	1,000	4,610	2,330	3,535	3,469	4,523	2,293	27,423
62	3,771	2,300	2,292	1,000	3,328	2,330	3,535	4,684	3,123	2,293	28,655
63	2,371	2,300	1,000	2,269	3,328	2,330	2,233	4,684	3,123	3,643	27,280
64	3,771	1,000	3,676	2,269	2,225	3,715	1,000	4,684	4,523	3,643	30,505
65	2,371	1,000	2,292	1,000	4,610	3,715	3,535	2,387	3,123	2,293	26,326
66	3,771	3,635	2,292	3,582	2,225	3,715	3,535	4,684	4,523	1,000	32,962
67	2,371	2,300	2,292	2,269	4,610	2,330	2,233	3,469	3,123	2,293	27,290
68	2,371	3,635	3,676	3,582	3,328	3,715	1,000	3,469	4,523	1,000	30,299
69	2,371	1,000	1,000	2,269	3,328	2,330	2,233	4,684	4,523	2,293	26,030
70	3,771	1,000	2,292	1,000	4,610	2,330	2,233	4,684	3,123	2,293	27,335
71	2,371	2,300	2,292	3,582	3,328	2,330	3,535	3,469	3,123	2,293	28,623
72	3,771	2,300	3,676	1,000	4,610	2,330	1,000	2,387	4,523	3,643	29,239
73	2,371	3,635	3,676	2,269	3,328	3,715	3,535	3,469	3,123	2,293	31,414
74	2,371	3,635	2,292	2,269	2,225	2,330	3,535	3,469	3,123	3,643	28,893
75	2,371	3,635	1,000	1,000	3,328	3,715	3,535	4,684	4,523	2,293	30,083
76	3,771	2,300	2,292	2,269	3,328	3,715	2,233	3,469	4,523	3,643	31,542
77	2,371	3,635	2,292	2,269	4,610	2,330	3,535	2,387	1,925	2,293	27,648
78	1,000	2,300	3,676	3,582	4,610	3,715	3,535	4,684	3,123	2,293	32,518
79	3,771	2,300	2,292	3,582	4,610	3,715	2,233	2,387	4,523	3,643	33,055
80	2,371	2,300	3,676	3,582	4,610	2,330	2,233	4,684	1,925	2,293	30,003
81	1,000	3,635	2,292	2,269	2,225	2,330	3,535	4,684	4,523	2,293	28,786
82	3,771	3,635	2,292	3,582	4,610	3,715	1,000	4,684	3,123	2,293	32,704
83	2,371	2,300	2,292	1,000	2,225	3,715	2,233	3,469	4,523	3,643	27,770
84	2,371	2,300	2,292	2,269	1,000	2,330	2,233	2,387	3,123	3,643	23,948
85	3,771	3,635	3,676	3,582	4,610	2,330	3,535	4,684	3,123	3,643	36,588
86	3,771	1,000	2,292	3,582	2,225	3,715	3,535	4,684	4,523	3,643	32,969
87	1,000	2,300	2,292	2,269	3,328	3,715	2,233	4,684	4,523	2,293	28,636
88	2,371	3,635	3,676	2,269	2,225	2,330	3,535	2,387	3,123	2,293	27,845
89	2,371	2,300	2,292	3,582	4,610	2,330	3,535	4,684	4,523	1,000	31,227
90	3,771	2,300	1,000	3,582	2,225	2,330	2,233	2,387	3,123	2,293	25,243

91	2,371	2,300	3,676	2,269	3,328	3,715	1,000	2,387	3,123	2,293	26,462
92	3,771	3,635	2,292	3,582	4,610	3,715	3,535	4,684	3,123	3,643	36,589
93	2,371	3,635	2,292	3,582	3,328	3,715	2,233	4,684	1,000	1,000	27,840
94	1,000	2,300	2,292	2,269	3,328	2,330	3,535	4,684	1,925	2,293	25,956
95	3,771	1,000	3,676	2,269	4,610	2,330	2,233	3,469	1,925	2,293	27,576
96	1,000	2,300	3,676	3,582	3,328	3,715	2,233	3,469	3,123	1,000	27,426
97	3,771	2,300	2,292	1,000	3,328	1,000	2,233	3,469	4,523	2,293	26,208
98	3,771	3,635	3,676	3,582	4,610	2,330	3,535	2,387	4,523	1,000	33,049
99	3,771	2,300	2,292	1,000	3,328	1,000	2,233	3,469	4,523	2,293	26,208
100	3,771	3,635	3,676	3,582	4,610	2,330	3,535	2,387	4,523	1,000	33,049

Lampiran 13

Hasil MSI Variabel persepsi promosi penjualan

	1	2	3	4	5	6	7	8	9	10	total
1	2,361	3,521	2,235	3,339	3,277	3,624	2,195	1,000	2,014	3,493	27,058
2	2,361	2,238	2,235	4,646	3,277	2,279	3,534	2,244	3,312	3,493	29,618
3	2,361	2,238	1,000	3,339	3,277	2,279	3,534	3,567	3,312	2,310	27,217
4	2,361	3,521	2,235	4,646	4,628	2,279	2,195	2,244	3,312	3,493	30,914
5	3,742	3,521	3,573	3,339	3,277	1,000	2,195	3,567	4,723	3,493	32,430
6	3,742	3,521	2,235	4,646	3,277	2,279	1,000	3,567	3,312	4,783	32,363
7	2,361	2,238	2,235	4,646	4,628	2,279	2,195	2,244	3,312	3,493	29,630
8	3,742	1,000	1,000	3,339	4,628	2,279	3,534	2,244	4,723	2,310	28,799
9	2,361	3,521	1,000	3,339	3,277	3,624	2,195	2,244	4,723	3,493	29,776
10	2,361	2,238	2,235	4,646	3,277	2,279	1,000	3,567	3,312	4,783	29,698
11	1,000	1,000	2,235	3,339	4,628	2,279	1,000	2,244	3,312	3,493	24,529
12	1,000	1,000	3,573	4,646	4,628	3,624	2,195	1,000	3,312	2,310	27,288
13	3,742	2,238	3,573	3,339	4,628	2,279	3,534	1,000	3,312	4,783	32,428
14	2,361	1,000	2,235	3,339	3,277	1,000	1,000	2,244	2,014	2,310	20,780
15	2,361	1,000	2,235	4,646	2,092	3,624	3,534	2,244	3,312	4,783	29,831
16	2,361	2,238	3,573	4,646	3,277	1,000	3,534	3,567	3,312	3,493	31,001
17	2,361	2,238	3,573	3,339	3,277	1,000	2,195	2,244	3,312	3,493	27,031
18	3,742	1,000	2,235	3,339	4,628	2,279	3,534	1,000	2,014	4,783	28,555
19	2,361	2,238	3,573	3,339	4,628	3,624	3,534	2,244	3,312	4,783	33,635
20	2,361	2,238	3,573	3,339	3,277	3,624	3,534	3,567	4,723	3,493	33,728
21	2,361	1,000	2,235	3,339	3,277	2,279	3,534	3,567	3,312	2,310	27,214
22	3,742	2,238	3,573	4,646	2,092	3,624	1,000	1,000	3,312	3,493	28,720
23	2,361	3,521	2,235	2,194	2,092	2,279	2,195	2,244	3,312	4,783	27,217
24	1,000	2,238	1,000	3,339	3,277	3,624	1,000	3,567	4,723	3,493	27,260
25	1,000	2,238	3,573	2,194	4,628	2,279	3,534	1,000	4,723	4,783	29,952
26	3,742	1,000	3,573	2,194	3,277	3,624	2,195	2,244	4,723	3,493	30,064
27	2,361	2,238	3,573	4,646	4,628	2,279	2,195	3,567	3,312	4,783	33,582
28	2,361	2,238	1,000	3,339	3,277	3,624	3,534	2,244	3,312	4,783	29,711
29	2,361	3,521	2,235	4,646	4,628	2,279	2,195	1,000	4,723	3,493	31,081
30	2,361	3,521	3,573	3,339	4,628	2,279	3,534	3,567	4,723	4,783	36,308
31	3,742	2,238	2,235	3,339	3,277	3,624	3,534	2,244	3,312	4,783	32,328
32	3,742	2,238	3,573	4,646	4,628	3,624	6,000	3,567	3,312	3,493	38,822
33	3,742	3,521	3,573	3,339	4,628	3,624	3,534	2,244	3,312	4,783	36,300
34	2,361	2,238	3,573	3,339	3,277	3,624	3,534	2,244	3,312	4,783	32,284
35	3,742	1,000	2,235	4,646	2,092	2,279	3,534	2,244	1,000	3,493	26,266
36	3,742	3,521	2,235	3,339	3,277	2,279	2,195	3,567	3,312	2,310	29,778
37	1,000	2,238	3,573	4,646	4,628	1,000	3,534	2,244	2,014	4,783	29,661
38	2,361	2,238	3,573	2,194	3,277	2,279	3,534	2,244	3,312	3,493	28,504
39	2,361	1,000	2,235	4,646	3,277	2,279	3,534	3,567	3,312	3,493	29,703
40	3,742	2,238	2,235	3,339	4,628	1,000	1,000	2,244	3,312	4,783	28,521
41	3,742	2,238	1,000	2,194	4,628	3,624	3,534	3,567	4,723	4,783	34,033
42	2,361	3,521	2,235	4,646	4,628	3,624	2,195	1,000	4,723	3,493	32,425
43	3,742	2,238	3,573	2,194	3,277	3,624	3,534	3,567	4,723	4,783	35,255

44	3,742	3,521	2,235	4,646	4,628	3,624	3,534	3,567	3,312	3,493	36,302
45	3,742	3,521	3,573	3,339	4,628	3,624	3,534	2,244	4,723	4,783	37,711
46	3,742	2,238	3,573	4,646	4,628	2,279	3,534	2,244	4,723	4,783	36,391
47	3,742	2,238	1,000	2,194	2,092	2,279	3,534	3,567	4,723	3,493	28,863
48	2,361	3,521	3,573	4,646	4,628	2,279	2,195	3,567	3,312	2,310	32,393
49	3,742	3,521	1,000	4,646	3,277	3,624	3,534	3,567	2,014	3,493	32,419
50	3,742	1,000	2,235	3,339	3,277	2,279	2,195	2,244	3,312	3,493	27,116
51	2,361	2,238	3,573	3,339	3,277	3,624	2,195	1,000	4,723	3,493	29,822
52	2,361	2,238	3,573	4,646	3,277	2,279	2,195	1,000	4,723	2,310	28,602
53	1,000	2,238	1,000	2,194	3,277	3,624	3,534	2,244	3,312	2,310	24,733
54	2,361	2,238	2,235	3,339	4,628	2,279	3,534	3,567	3,312	4,783	32,276
55	2,361	1,000	2,235	3,339	3,277	3,624	2,195	2,244	4,723	4,783	29,780
56	2,361	3,521	3,573	3,339	3,277	2,279	1,000	1,000	4,723	1,000	26,073
57	1,000	1,000	2,235	4,646	2,092	3,624	2,195	3,567	3,312	3,493	27,164
58	2,361	3,521	2,235	4,646	3,277	2,279	1,000	1,000	2,014	3,493	25,826
59	2,361	3,521	3,573	3,339	3,277	1,000	2,195	2,244	4,723	3,493	29,725
60	1,000	2,238	1,000	2,194	3,277	2,279	3,534	2,244	3,312	2,310	23,388
61	2,361	3,521	3,573	2,194	3,277	2,279	2,195	3,567	2,014	3,493	28,475
62	2,361	2,238	2,235	3,339	4,628	3,624	2,195	2,244	3,312	3,493	29,667
63	2,361	2,238	3,573	4,646	3,277	2,279	3,534	3,567	3,312	4,783	33,570
64	2,361	2,238	3,573	3,339	2,092	3,624	2,195	2,244	4,723	3,493	29,881
65	3,742	1,000	2,235	3,339	4,628	3,624	3,534	3,567	3,312	3,493	32,473
66	3,742	2,238	2,235	3,339	4,628	3,624	2,195	2,244	4,723	4,783	33,751
67	2,361	3,521	3,573	4,646	4,628	3,624	1,000	2,244	3,312	2,310	31,219
68	1,000	1,000	3,573	3,339	4,628	2,279	2,195	3,567	4,723	3,493	29,797
69	2,361	1,000	3,573	4,646	4,628	3,624	3,534	3,567	4,723	2,310	33,966
70	3,742	2,238	3,573	4,646	3,277	2,279	2,195	2,244	3,312	2,310	29,817
71	1,000	2,238	1,000	1,000	3,277	2,279	2,195	3,567	3,312	3,493	23,361
72	2,361	2,238	2,235	4,646	3,277	2,279	3,534	2,244	2,014	3,493	28,321
73	2,361	1,000	2,235	3,339	3,277	3,624	2,195	2,244	4,723	4,783	29,780
74	1,000	1,000	3,573	2,194	4,628	3,624	2,195	3,567	4,723	3,493	29,996
75	2,361	3,521	2,235	4,646	4,628	1,000	3,534	1,000	3,312	2,310	28,547
76	2,361	2,238	3,573	4,646	4,628	2,279	3,534	2,244	3,312	3,493	32,308
77	3,742	2,238	2,235	3,339	3,277	2,279	3,534	2,244	4,723	3,493	31,104
78	1,000	2,238	3,573	4,646	4,628	3,624	1,000	3,567	3,312	2,310	29,898
79	2,361	3,521	2,235	3,339	3,277	1,000	2,195	3,567	3,312	3,493	28,299
80	2,361	2,238	2,235	3,339	3,277	2,279	3,534	3,567	4,723	3,493	31,045
81	2,361	3,521	3,573	4,646	4,628	3,624	2,195	2,244	3,312	2,310	32,414
82	3,742	3,521	1,000	3,339	2,092	2,279	3,534	3,567	3,312	4,783	31,170
83	2,361	3,521	2,235	4,646	4,628	3,624	2,195	2,244	3,312	3,493	32,258
84	2,361	2,238	2,235	2,194	3,277	1,000	2,195	2,244	3,312	3,493	24,548
85	2,361	3,521	3,573	4,646	4,628	2,279	2,195	2,244	3,312	4,783	33,543
86	3,742	3,521	2,235	3,339	3,277	2,279	3,534	2,244	4,723	4,783	33,678
87	2,361	2,238	3,573	3,339	4,628	1,000	3,534	3,567	4,723	3,493	32,455
88	2,361	2,238	2,235	4,646	3,277	2,279	2,195	3,567	3,312	3,493	29,603
89	1,000	3,521	2,235	3,339	2,092	2,279	3,534	3,567	4,723	4,783	31,074
90	2,361	3,521	2,235	3,339	4,628	2,279	2,195	2,244	3,312	4,783	30,897

91	2,361	2,238	2,235	4,646	1,000	1,000	2,195	2,244	4,723	3,493	26,134
92	3,742	2,238	3,573	3,339	3,277	2,279	2,195	3,567	3,312	3,493	31,015
93	2,361	3,521	3,573	4,646	2,092	3,624	2,195	1,000	3,312	3,493	29,817
94	2,361	2,238	3,573	4,646	2,092	3,624	3,534	2,244	4,723	4,783	33,818
95	3,742	3,521	2,235	3,339	3,277	2,279	3,534	2,244	3,312	2,310	29,793
96	3,742	1,000	2,235	2,194	3,277	2,279	3,534	3,567	4,723	2,310	28,861
97	3,742	3,521	3,573	3,339	3,277	2,279	3,534	2,244	2,014	3,493	31,017
98	2,361	2,238	2,235	2,194	4,628	1,000	2,195	3,567	3,312	3,493	27,222
99	3,742	3,521	3,573	3,339	3,277	2,279	3,534	2,244	2,014	3,493	31,017
100	2,361	2,238	2,235	2,194	4,628	1,000	2,195	3,567	3,312	3,493	27,222

Lampiran 14

Hasil MSI Variabel kebiasaan minat beli

	1	2	3	4	5	6	7	8	9	10	total
1	3,820	3,406	3,790	2,328	2,354	2,224	2,248	2,293	2,264	4,848	29,576
2	3,820	3,406	3,790	3,730	1,000	2,224	2,248	3,643	2,264	3,562	29,688
3	3,820	2,194	2,368	3,730	2,354	3,493	1,000	2,293	2,264	3,562	27,079
4	2,369	4,742	2,368	2,328	2,354	1,000	3,591	3,643	2,264	3,562	28,221
5	3,820	3,406	2,368	3,730	2,354	2,224	3,591	2,293	3,551	4,848	32,185
6	3,820	2,194	2,368	2,328	2,354	2,224	3,591	2,293	2,264	2,362	25,798
7	2,369	3,406	2,368	2,328	3,722	1,000	3,591	1,000	3,551	3,562	26,897
8	2,369	4,742	2,368	2,328	2,354	1,000	2,248	2,293	2,264	3,562	25,529
9	2,369	2,194	2,368	3,730	3,722	2,224	1,000	3,643	3,551	3,562	28,363
10	3,820	3,406	3,790	1,000	3,722	2,224	2,248	2,293	1,000	3,562	27,065
11	2,369	2,194	3,790	2,328	2,354	1,000	2,248	2,293	2,264	4,848	25,689
12	2,369	2,194	3,790	2,328	2,354	1,000	3,591	2,293	2,264	3,562	25,745
13	2,369	3,406	3,790	3,730	3,722	3,493	1,000	2,293	1,000	4,848	29,652
14	2,369	4,742	1,000	3,730	2,354	3,493	1,000	1,000	2,264	2,362	24,316
15	3,820	3,406	1,000	2,328	2,354	2,224	2,248	2,293	2,264	4,848	26,785
16	2,369	4,742	3,790	3,730	3,722	2,224	3,591	1,000	1,000	2,362	28,532
17	3,820	3,406	2,368	3,730	1,000	1,000	1,000	3,643	2,264	4,848	27,080
18	3,820	4,742	3,790	3,730	2,354	2,224	3,591	1,000	1,000	3,562	29,814
19	2,369	3,406	2,368	3,730	1,000	1,000	3,591	3,643	3,551	3,562	28,220
20	3,820	3,406	3,790	3,730	2,354	3,493	2,248	2,293	1,000	3,562	29,697
21	3,820	4,742	2,368	3,730	3,722	2,224	2,248	2,293	2,264	3,562	30,975
22	2,369	4,742	3,790	3,730	2,354	2,224	2,248	2,293	3,551	4,848	32,150
23	3,820	3,406	3,790	3,730	2,354	2,224	2,248	3,643	2,264	3,562	31,042
24	2,369	3,406	1,000	2,328	2,354	1,000	2,248	2,293	1,000	3,562	21,560
25	3,820	3,406	2,368	2,328	2,354	1,000	2,248	2,293	3,551	3,562	26,930
26	3,820	3,406	3,790	1,000	1,000	2,224	2,248	1,000	3,551	4,848	26,887
27	2,369	3,406	3,790	2,328	2,354	2,224	3,591	3,643	2,264	3,562	29,531
28	3,820	2,194	2,368	3,730	2,354	3,493	2,248	2,293	2,264	3,562	28,327
29	3,820	4,742	3,790	3,730	1,000	3,493	2,248	2,293	3,551	4,848	33,516
30	3,820	3,406	1,000	2,328	2,354	3,493	3,591	3,643	3,551	4,848	32,032
31	2,369	4,742	3,790	3,730	2,354	2,224	2,248	3,643	2,264	3,562	30,928
32	3,820	4,742	3,790	2,328	3,722	1,000	2,248	2,293	2,264	4,848	31,056
33	3,820	3,406	3,790	2,328	2,354	2,224	3,591	2,293	2,264	3,562	29,632
34	3,820	4,742	2,368	3,730	3,722	2,224	1,000	1,000	3,551	4,848	31,006
35	2,369	3,406	2,368	2,328	3,722	1,000	2,248	2,293	2,264	2,362	24,362
36	1,000	3,406	2,368	2,328	3,722	3,493	3,591	3,643	1,000	3,562	28,112
37	3,820	3,406	2,368	1,000	1,000	3,493	3,591	3,643	1,000	4,848	28,168
38	2,369	4,742	3,790	2,328	2,354	2,224	3,591	2,293	2,264	4,848	30,804
39	2,369	2,194	2,368	2,328	3,722	3,493	2,248	3,643	3,551	3,562	29,478
40	3,820	3,406	2,368	3,730	3,722	2,224	1,000	2,293	2,264	2,362	27,190
41	2,369	3,406	3,790	3,730	2,354	3,493	3,591	2,293	2,264	2,362	29,653
42	3,820	2,194	3,790	2,328	2,354	3,493	3,591	3,643	3,551	3,562	32,325

43	3,820	4,742	3,790	2,328	2,354	3,493	3,591	2,293	3,551	3,562	33,523
44	2,369	4,742	3,790	3,730	2,354	2,224	3,591	3,643	2,264	2,362	31,070
45	3,820	2,194	3,790	3,730	3,722	2,224	3,591	2,293	2,264	3,562	31,191
46	3,820	3,406	3,790	3,730	2,354	3,493	1,000	3,643	2,264	4,848	32,349
47	3,820	4,742	3,790	2,328	1,000	1,000	2,248	2,293	3,551	3,562	28,334
48	2,369	4,742	2,368	2,328	2,354	3,493	2,248	3,643	2,264	3,562	29,372
49	3,820	3,406	2,368	3,730	1,000	2,224	3,591	2,293	3,551	4,848	30,831
50	3,820	3,406	2,368	3,730	2,354	2,224	2,248	2,293	1,000	3,562	27,006
51	2,371	3,635	3,676	3,582	2,225	2,330	1,000	3,469	3,123	3,643	29,054
52	1,000	2,300	2,292	2,269	4,610	3,715	2,233	3,469	4,523	2,293	28,704
53	2,371	2,300	2,292	3,582	2,225	3,715	1,000	2,387	4,523	3,643	28,038
54	2,371	3,635	3,676	2,269	4,610	3,715	2,233	3,469	3,123	2,293	31,394
55	2,371	1,000	3,676	2,269	4,610	2,330	3,535	1,000	3,123	1,000	24,915
56	3,771	2,300	2,292	2,269	2,225	2,330	2,233	2,387	4,523	2,293	26,622
57	2,371	2,300	3,676	1,000	4,610	3,715	2,233	3,469	3,123	2,293	28,790
58	3,771	2,300	2,292	2,269	3,328	1,000	1,000	4,684	3,123	1,000	24,766
59	3,771	3,635	2,292	2,269	2,225	2,330	1,000	2,387	3,123	3,643	26,675
60	2,371	2,300	2,292	2,269	3,328	2,330	2,233	3,469	4,523	2,293	27,408
61	2,371	1,000	2,292	1,000	4,610	2,330	3,535	3,469	4,523	2,293	27,423
62	3,771	2,300	2,292	1,000	3,328	2,330	3,535	4,684	3,123	2,293	28,655
63	2,371	2,300	1,000	2,269	3,328	2,330	2,233	4,684	3,123	3,643	27,280
64	3,771	1,000	3,676	2,269	2,225	3,715	1,000	4,684	4,523	3,643	30,505
65	2,371	1,000	2,292	1,000	4,610	3,715	3,535	2,387	3,123	2,293	26,326
66	3,771	3,635	2,292	3,582	2,225	3,715	3,535	4,684	4,523	1,000	32,962
67	2,371	2,300	2,292	2,269	4,610	2,330	2,233	3,469	3,123	2,293	27,290
68	2,371	3,635	3,676	3,582	3,328	3,715	1,000	3,469	4,523	1,000	30,299
69	2,371	1,000	1,000	2,269	3,328	2,330	2,233	4,684	4,523	2,293	26,030
70	3,771	1,000	2,292	1,000	4,610	2,330	2,233	4,684	3,123	2,293	27,335
71	2,371	2,300	2,292	3,582	3,328	2,330	3,535	3,469	3,123	2,293	28,623
72	3,771	2,300	3,676	1,000	4,610	2,330	1,000	2,387	4,523	3,643	29,239
73	2,371	3,635	3,676	2,269	3,328	3,715	3,535	3,469	3,123	2,293	31,414
74	2,371	3,635	2,292	2,269	2,225	2,330	3,535	3,469	3,123	3,643	28,893
75	2,371	3,635	1,000	1,000	3,328	3,715	3,535	4,684	4,523	2,293	30,083
76	3,771	2,300	2,292	2,269	3,328	3,715	2,233	3,469	4,523	3,643	31,542
77	2,371	3,635	2,292	2,269	4,610	2,330	3,535	2,387	1,925	2,293	27,648
78	1,000	2,300	3,676	3,582	4,610	3,715	3,535	4,684	3,123	2,293	32,518
79	3,771	2,300	2,292	3,582	4,610	3,715	2,233	2,387	4,523	3,643	33,055
80	2,371	2,300	3,676	3,582	4,610	2,330	2,233	4,684	1,925	2,293	30,003
81	1,000	3,635	2,292	2,269	2,225	2,330	3,535	4,684	4,523	2,293	28,786
82	3,771	3,635	2,292	3,582	4,610	3,715	1,000	4,684	3,123	2,293	32,704
83	2,371	2,300	2,292	1,000	2,225	3,715	2,233	3,469	4,523	3,643	27,770
84	2,371	2,300	2,292	2,269	1,000	2,330	2,233	2,387	3,123	3,643	23,948
85	3,771	3,635	3,676	3,582	4,610	2,330	3,535	4,684	3,123	3,643	36,588
86	3,771	1,000	2,292	3,582	2,225	3,715	3,535	4,684	4,523	3,643	32,969
87	1,000	2,300	2,292	2,269	3,328	3,715	2,233	4,684	4,523	2,293	28,636
88	2,371	3,635	3,676	2,269	2,225	2,330	3,535	2,387	3,123	2,293	27,845
89	2,371	2,300	2,292	3,582	4,610	2,330	3,535	4,684	4,523	1,000	31,227

90	3,771	2,300	1,000	3,582	2,225	2,330	2,233	2,387	3,123	2,293	25,243
91	2,371	2,300	3,676	2,269	3,328	3,715	1,000	2,387	3,123	2,293	26,462
92	3,771	3,635	2,292	3,582	4,610	3,715	3,535	4,684	3,123	3,643	36,589
93	2,371	3,635	2,292	3,582	3,328	3,715	2,233	4,684	1,000	1,000	27,840
94	1,000	2,300	2,292	2,269	3,328	2,330	3,535	4,684	1,925	2,293	25,956
95	3,771	1,000	3,676	2,269	4,610	2,330	2,233	3,469	1,925	2,293	27,576
96	1,000	2,300	3,676	3,582	3,328	3,715	2,233	3,469	3,123	1,000	27,426
97	3,771	2,300	2,292	1,000	3,328	1,000	2,233	3,469	4,523	2,293	26,208
98	3,771	3,635	3,676	3,582	4,610	2,330	3,535	2,387	4,523	1,000	33,049
99	3,771	2,300	2,292	1,000	3,328	1,000	2,233	3,469	4,523	2,293	26,208
100	3,771	3,635	3,676	3,582	4,610	2,330	3,535	2,387	4,523	1,000	33,049

Lampiran 15

Hasil MSI Variabel keputusan pembelian

	1	2	3	4	5	6	7	8	9	10	total
1	2,326	3,556	2,193	3,679	2,387	2,362	2,178	3,807	3,664	2,300	28,450
2	1,000	2,221	2,193	3,679	1,000	2,362	3,545	2,373	2,303	2,300	22,974
3	2,326	3,556	1,000	3,679	2,387	2,362	3,545	3,807	1,000	1,000	24,661
4	2,326	3,556	2,193	3,679	3,824	2,362	3,545	2,373	2,303	2,300	28,458
5	3,740	3,556	3,480	2,302	3,824	1,000	2,178	3,807	1,000	2,300	27,187
6	3,740	2,221	2,193	3,679	2,387	2,362	1,000	3,807	2,303	2,300	25,992
7	3,740	2,221	1,000	3,679	3,824	2,362	3,545	2,373	2,303	3,635	28,681
8	3,740	1,000	2,193	2,302	3,824	3,764	2,178	2,373	3,664	2,300	27,337
9	2,326	3,556	1,000	2,302	3,824	2,362	1,000	2,373	3,664	2,300	24,705
10	2,326	2,221	3,480	3,679	2,387	1,000	2,178	2,373	2,303	3,635	25,581
11	1,000	2,221	1,000	1,000	3,824	2,362	3,545	3,807	2,303	2,300	23,362
12	2,326	2,221	1,000	3,679	2,387	3,764	2,178	3,807	3,664	2,300	27,326
13	3,740	2,221	3,480	2,302	3,824	2,362	3,545	1,000	2,303	3,635	28,411
14	3,740	1,000	1,000	2,302	2,387	2,362	1,000	2,373	1,000	1,000	18,164
15	2,326	1,000	2,193	3,679	1,000	3,764	3,545	2,373	2,303	2,300	24,481
16	2,326	2,221	3,480	3,679	2,387	3,764	3,545	3,807	2,303	2,300	29,811
17	2,326	3,556	3,480	2,302	2,387	1,000	2,178	3,807	2,303	2,300	25,638
18	3,740	2,221	2,193	3,679	3,824	2,362	3,545	3,807	1,000	1,000	27,370
19	3,740	2,221	3,480	2,302	2,387	2,362	3,545	2,373	2,303	3,635	28,347
20	2,326	3,556	2,193	3,679	2,387	1,000	3,545	3,807	3,664	2,300	28,455
21	2,326	1,000	2,193	2,302	2,387	2,362	3,545	2,373	3,664	3,635	25,785
22	3,740	2,221	2,193	3,679	2,387	3,764	2,178	2,373	3,664	2,300	28,498
23	2,326	3,556	1,000	3,679	3,824	2,362	2,178	3,807	3,664	3,635	30,030
24	3,740	2,221	3,480	1,000	2,387	1,000	2,178	1,000	2,303	2,300	21,608
25	3,740	3,556	1,000	2,302	2,387	2,362	3,545	3,807	3,664	1,000	27,362
26	3,740	1,000	2,193	1,000	1,000	2,362	3,545	2,373	3,664	2,300	23,175
27	2,326	2,221	3,480	2,302	2,387	3,764	2,178	3,807	3,664	3,635	29,764
28	2,326	3,556	2,193	2,302	3,824	3,764	3,545	2,373	2,303	3,635	29,820
29	2,326	3,556	2,193	3,679	3,824	3,764	2,178	3,807	3,664	2,300	31,290
30	2,326	3,556	3,480	2,302	3,824	3,764	3,545	3,807	2,303	2,300	31,206
31	3,740	2,221	2,193	2,302	2,387	2,362	3,545	2,373	2,303	3,635	27,060
32	3,740	2,221	3,480	3,679	3,824	3,764	3,545	3,807	2,303	2,300	32,663
33	3,740	3,556	3,480	2,302	3,824	3,764	3,545	3,807	1,000	2,300	31,318
34	2,326	2,221	3,480	2,302	2,387	2,362	2,178	2,373	2,303	3,635	25,566
35	3,740	2,221	2,193	2,302	1,000	2,362	1,000	3,807	1,000	1,000	20,625
36	3,740	3,556	2,193	2,302	3,824	2,362	3,545	2,373	2,303	1,000	27,196
37	1,000	2,221	2,193	1,000	2,387	3,764	3,545	2,373	3,664	2,300	24,446
38	2,326	2,221	3,480	3,679	3,824	3,764	3,545	3,807	2,303	2,300	31,248
39	2,326	3,556	3,480	3,679	2,387	2,362	1,000	3,807	2,303	1,000	25,899
40	3,740	2,221	2,193	2,302	3,824	2,362	2,178	2,373	2,303	3,635	27,130
41	3,740	2,221	3,480	2,302	2,387	3,764	3,545	3,807	3,664	3,635	32,545
42	2,326	3,556	2,193	3,679	3,824	3,764	2,178	1,000	2,303	2,300	27,122

43	3,740	2,221	3,480	3,679	3,824	2,362	3,545	3,807	2,303	3,635	32,595
44	3,740	3,556	3,480	2,302	2,387	1,000	3,545	3,807	3,664	2,300	29,780
45	3,740	3,556	3,480	2,302	3,824	3,764	3,545	2,373	3,664	3,635	33,882
46	3,740	2,221	3,480	3,679	3,824	2,362	3,545	2,373	3,664	2,300	31,186
47	2,326	3,556	2,193	3,679	3,824	2,362	1,000	3,807	2,303	2,300	27,349
48	2,326	3,556	3,480	3,679	3,824	2,362	3,545	2,373	2,303	3,635	31,080
49	3,740	3,556	1,000	3,679	3,824	2,362	3,545	3,807	2,303	2,300	30,115
50	3,740	1,000	2,193	2,302	2,387	3,764	3,545	3,807	2,303	2,300	27,341
51	3,740	2,221	3,480	2,302	2,387	3,764	2,178	2,373	3,664	3,635	29,744
52	2,326	2,221	3,480	2,302	2,387	3,764	2,178	2,373	3,664	3,635	28,329
53	3,740	1,000	1,000	2,302	2,387	2,362	3,545	2,373	2,303	1,000	22,011
54	3,740	2,221	2,193	2,302	3,824	3,764	3,545	3,807	3,664	3,635	32,695
55	2,326	1,000	1,000	2,302	2,387	2,362	2,178	2,373	3,664	3,635	23,226
56	2,326	1,000	2,193	3,679	3,824	2,362	1,000	3,807	2,303	2,300	24,793
57	3,740	2,221	3,480	3,679	1,000	3,764	2,178	3,807	2,303	2,300	28,472
58	3,740	3,556	3,480	2,302	2,387	2,362	1,000	3,807	1,000	1,000	24,634
59	2,326	3,556	2,193	2,302	2,387	3,764	3,545	3,807	2,303	2,300	28,482
60	2,326	2,221	3,480	1,000	2,387	1,000	3,545	2,373	2,303	1,000	21,633
61	2,326	3,556	2,193	1,000	3,824	2,362	2,178	2,373	3,664	2,300	25,774
62	3,740	2,221	2,193	2,302	3,824	3,764	2,178	2,373	3,664	2,300	28,558
63	3,740	2,221	2,193	1,000	2,387	2,362	3,545	3,807	2,303	3,635	27,192
64	3,740	3,556	3,480	2,302	3,824	3,764	2,178	2,373	3,664	2,300	31,180
65	3,740	1,000	2,193	2,302	3,824	2,362	2,178	3,807	2,303	2,300	26,009
66	3,740	3,556	2,193	2,302	3,824	3,764	3,545	3,807	3,664	3,635	34,030
67	2,326	3,556	1,000	1,000	2,387	2,362	3,545	3,807	2,303	1,000	23,285
68	1,000	1,000	3,480	3,679	2,387	2,362	3,545	2,373	2,303	2,300	24,427
69	2,326	2,221	2,193	3,679	3,824	2,362	3,545	2,373	3,664	2,300	28,485
70	2,326	3,556	3,480	3,679	2,387	2,362	2,178	2,373	3,664	3,635	29,638
71	2,326	1,000	1,000	2,302	2,387	2,362	2,178	3,807	1,000	2,300	20,662
72	3,740	3,556	2,193	3,679	2,387	3,764	3,545	2,373	2,303	2,300	29,838
73	2,326	2,221	2,193	3,679	2,387	3,764	2,178	1,000	3,664	3,635	27,046
74	2,326	2,221	3,480	2,302	3,824	3,764	2,178	3,807	2,303	2,300	28,505
75	3,740	3,556	2,193	3,679	3,824	3,764	2,178	3,807	2,303	2,300	31,344
76	2,326	2,221	3,480	3,679	3,824	2,362	3,545	2,373	2,303	1,000	27,111
77	3,740	2,221	3,480	2,302	3,824	2,362	2,178	3,807	3,664	2,300	29,878
78	3,740	2,221	2,193	2,302	2,387	3,764	3,545	2,373	3,664	3,635	29,823
79	3,740	3,556	3,480	3,679	2,387	3,764	2,178	3,807	1,000	1,000	28,591
80	2,326	3,556	3,480	3,679	3,824	1,000	3,545	3,807	2,303	2,300	29,818
81	3,740	3,556	2,193	2,302	3,824	2,362	3,545	2,373	3,664	3,635	31,192
82	1,000	3,556	2,193	3,679	3,824	3,764	3,545	3,807	3,664	2,300	31,331
83	2,326	3,556	3,480	2,302	2,387	1,000	2,178	2,373	2,303	1,000	22,903
84	2,326	2,221	1,000	2,302	3,824	2,362	1,000	1,000	1,000	2,300	19,335
85	3,740	2,221	3,480	3,679	2,387	2,362	3,545	3,807	3,664	3,635	32,519
86	1,000	3,556	3,480	3,679	2,387	3,764	2,178	2,373	2,303	2,300	27,019
87	2,326	3,556	2,193	2,302	3,824	3,764	2,178	3,807	3,664	3,635	31,249
88	3,740	3,556	1,000	1,000	3,824	2,362	3,545	3,807	2,303	2,300	27,436
89	2,326	3,556	2,193	3,679	2,387	3,764	3,545	2,373	2,303	3,635	29,759

90	1,000	3,556	2,193	2,302	2,387	2,362	2,178	3,807	1,000	2,300	23,085
91	3,740	2,221	3,480	2,302	3,824	3,764	2,178	1,000	2,303	1,000	25,812
92	3,740	3,556	3,480	2,302	2,387	3,764	2,178	2,373	2,303	3,635	29,717
93	2,326	2,221	2,193	2,302	1,000	2,362	3,545	2,373	1,000	3,635	22,956
94	2,326	2,221	2,193	2,302	3,824	2,362	3,545	2,373	2,303	2,300	25,747
95	2,326	2,221	1,000	2,302	2,387	2,362	2,178	2,373	3,664	2,300	23,112
96	3,740	3,556	2,193	3,679	2,387	2,362	2,178	2,373	3,664	2,300	28,430
97	2,326	2,221	2,193	3,679	3,824	3,764	3,545	2,373	2,303	1,000	27,227
98	3,740	3,556	3,480	1,000	3,824	3,764	3,545	3,807	3,664	3,635	34,014
99	2,326	2,221	2,193	3,679	3,824	3,764	3,545	2,373	2,303	1,000	27,227
100	3,740	3,556	3,480	1,000	3,824	3,764	3,545	3,807	3,664	3,635	34,014

Lampiran 16

Uji Validitas Variabel Keputusan Pembelian

		total
p1	Pearson Correlation	,616**
	Sig. (2-tailed)	,000
	N	30
p2	Pearson Correlation	,694**
	Sig. (2-tailed)	,000
	N	30
p3	Pearson Correlation	,698**
	Sig. (2-tailed)	,000
	N	30
p4	Pearson Correlation	,651**
	Sig. (2-tailed)	,000
	N	30
p5	Pearson Correlation	,746**
	Sig. (2-tailed)	,000
	N	30
p6	Pearson Correlation	,667**
	Sig. (2-tailed)	,000
	N	30
p7	Pearson Correlation	,826**
	Sig. (2-tailed)	,000
	N	30
p8	Pearson Correlation	,725**
	Sig. (2-tailed)	,000
	N	30
p9	Pearson Correlation	,696**
	Sig. (2-tailed)	,001
	N	30
p10	Pearson Correlation	,818**
	Sig. (2-tailed)	,000
	N	30
total	Pearson Correlation	1
	Sig. (2-tailed)	
	N	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Lampiran 17

Uji Validitas Variabel Persepsi Harga Produk

		total
p1	Pearson Correlation	,444**
	Sig. (2-tailed)	,001
	N	30
p2	Pearson Correlation	,536**
	Sig. (2-tailed)	,000
	N	30
p3	Pearson Correlation	,705**
	Sig. (2-tailed)	,000
	N	30
p4	Pearson Correlation	,557**
	Sig. (2-tailed)	,000
	N	30
p5	Pearson Correlation	,457**
	Sig. (2-tailed)	,000
	N	30
p6	Pearson Correlation	,670**
	Sig. (2-tailed)	,000
	N	30
p7	Pearson Correlation	,442**
	Sig. (2-tailed)	,000
	N	30
p8	Pearson Correlation	,670**
	Sig. (2-tailed)	,000
	N	30
p9	Pearson Correlation	,745**
	Sig. (2-tailed)	,001
	N	30
p10	Pearson Correlation	,697**
	Sig. (2-tailed)	,000
	N	30
total	Pearson Correlation	1
	Sig. (2-tailed)	
	N	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Lampiran 18

Uji Validitas Variabel Persepsi Desain Produk

		total
p1	Pearson Correlation	,514**
	Sig. (2-tailed)	,000
	N	30
p2	Pearson Correlation	,592**
	Sig. (2-tailed)	,000
	N	30
p3	Pearson Correlation	,605**
	Sig. (2-tailed)	,000
	N	30
p4	Pearson Correlation	,454**
	Sig. (2-tailed)	,000
	N	30
p5	Pearson Correlation	,762**
	Sig. (2-tailed)	,000
	N	30
p6	Pearson Correlation	,581**
	Sig. (2-tailed)	,000
	N	30
p7	Pearson Correlation	,754**
	Sig. (2-tailed)	,000
	N	30
p8	Pearson Correlation	,483**
	Sig. (2-tailed)	,000
	N	30
p9	Pearson Correlation	,486**
	Sig. (2-tailed)	,001
	N	30
p10	Pearson Correlation	,675**
	Sig. (2-tailed)	,000
	N	30
total	Pearson Correlation	1
	Sig. (2-tailed)	
	N	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Lampiran 19

Uji Validitas Variabel Persepsi promosi penjualan

		total
p1	Pearson Correlation	,709**
	Sig. (2-tailed)	,000
	N	30
p2	Pearson Correlation	,704**
	Sig. (2-tailed)	,000
	N	30
p3	Pearson Correlation	,765**
	Sig. (2-tailed)	,000
	N	30
p4	Pearson Correlation	,771**
	Sig. (2-tailed)	,000
	N	30
p5	Pearson Correlation	,772**
	Sig. (2-tailed)	,000
	N	30
p6	Pearson Correlation	,888**
	Sig. (2-tailed)	,000
	N	30
p7	Pearson Correlation	,842**
	Sig. (2-tailed)	,000
	N	30
p8	Pearson Correlation	,757**
	Sig. (2-tailed)	,000
	N	30
p9	Pearson Correlation	,696**
	Sig. (2-tailed)	,001
	N	30
p10	Pearson Correlation	,680**
	Sig. (2-tailed)	,000
	N	30
total	Pearson Correlation	1

Sig. (2-tailed)	
N	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Lampiran 20

Uji Validitas Variabel kebiasaan minat beli

		total
p1	Pearson Correlation	,895**
	Sig. (2-tailed)	,000
	N	30
p2	Pearson Correlation	,839**
	Sig. (2-tailed)	,000
	N	30
p3	Pearson Correlation	,878**
	Sig. (2-tailed)	,000
	N	30
p4	Pearson Correlation	,917**
	Sig. (2-tailed)	,000
	N	30
p5	Pearson Correlation	,873**
	Sig. (2-tailed)	,000
	N	30
p6	Pearson Correlation	,782**
	Sig. (2-tailed)	,000
	N	30
p7	Pearson Correlation	,545**
	Sig. (2-tailed)	,000
	N	30
p8	Pearson Correlation	,829**
	Sig. (2-tailed)	,000
	N	30
p9	Pearson Correlation	,907**
	Sig. (2-tailed)	,001
	N	30
p10	Pearson Correlation	,897**
	Sig. (2-tailed)	,000

	N	30
total	Pearson Correlation	1
	Sig. (2-tailed)	
	N	30

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Lampiran 21**Uji Reliabilitas Variabel Keputusan Pembelian**

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

Lampiran 22**Uji Reliabilitas Persepsi Harga Produk**

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

Lampiran 23**Uji Reliabilitas Persepsi Kualitas Produk**

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

Lampiran 24**Uji Reliabilitas Persepsi Desain Produk**

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

Lampiran 25**Uji Reliabilitas Persepsi Inovasi Produk**

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

Lampiran 26

Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.07987519
Most Extreme Differences	Absolute	.086
	Positive	.053
	Negative	-.086
Test Statistic		.086
Asymp. Sig. (2-tailed)		.064 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Lampiran 27

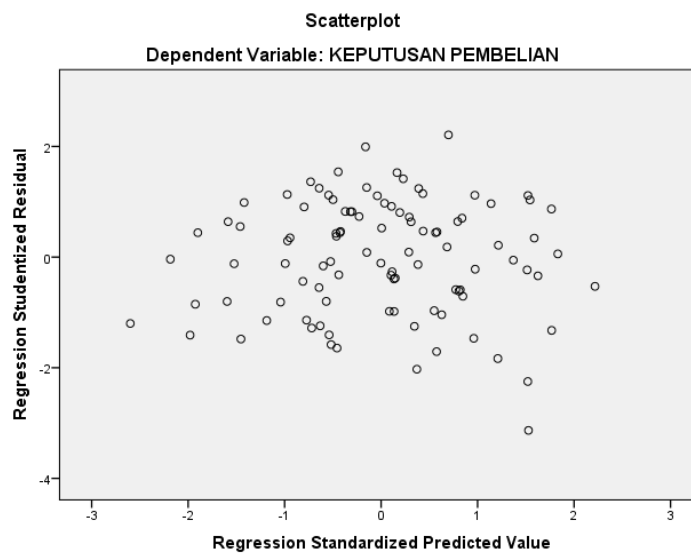
Hasil Uji Multikolinieritas

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
PERSEPSI HARGA PRODUK	.455	2.198
PERSEPSI DESAIN PRODUK	.309	3.239
PERSEPSI PROMOSI PENJUALAN	.741	1.349
KEBIASAAN MINAT BELI ULANG	.239	4.187

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Lampiran 28

Uji Heteroskedasitas



Lampiran 29

Analisis Regresi Linier Berganda

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.876	2.591		-1.110	.270
	PERSEPSI HARGA PRODUK	.370	.095	.362	3.902	.000
	PERSEPSI DESAIN PRODUK	.423	.127	.374	3.323	.001
	PERSEPSI PROMOSI PENJUALAN	.263	.079	.243	3.348	.001
	KEBIASAAN MINAT BELI ULANG	-.020	.161	-.016	-.125	.900

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Lampiran 20

Uji Signifikansi Parsial (Uji-t)

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.876	2.591		-1.110	.270
	PERSEPSI HARGA PRODUK	.370	.095	.362	3.902	.000
	PERSEPSI DESAIN PRODUK	.423	.127	.374	3.323	.001
	PERSEPSI PROMOSI PENJUALAN	.263	.079	.243	3.348	.001
	KEBIASAAN MINAT BELI ULANG	-.020	.161	-.016	-.125	.900

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Lampiran 31

Uji Signifikansi Simultan (Uji F-test)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	724.096	4	181.024	40.156	.000 ^b
	Residual	428.262	95	4.508		
	Total	1152.358	99			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), KEBIASAAN MINAT BELI ULANG, PERSEPSI PROMOSI PENJUALAN, PERSEPSI HARGA PRODUK, PERSEPSI DESAIN PRODUK

Lampiran 32

Analisis Koefisien Determinasi

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.793 ^a	.628	.613	2.1232106	2.302

a. Predictors: (Constant), KEBIASAAN MINAT BELI ULANG, PERSEPSI PROMOSI PENJUALAN, PERSEPSI HARGA PRODUK, PERSEPSI DESAIN PRODUK

b. Dependent Variable: KEPUTUSAN PEMBELIAN