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LAMPIRAN

Lampiran 1

Kuesioner

**FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS PANCASAKTI TEGAL
Jl. Halmahera Km. 1 Minatragen Tegal**

Kuesioner Penelitian

PENGARUH *BRAND TRUST*, PERSEPSI HARGA PRODUK, DAN *PERCEIVED QUALITY* TERHADAP KEPUTUSAN PEMBELIAN MOBIL XENIA DI ASTRA INTERNASIONAL DAIHATSU KOTA TEGAL

Lampiran	: 8 (delapan) lembar	Kepada Yth.
Hal	: Permohonan menjadi Responden	Bapak/Ibu Responden Pembeli Mobil Xenia Di Astra International Daihatsu Kota Tegal

Assalamualaikum Wr. Wb.

Dengan hormat disampaikan, bahwa dalam rangka menyelesaikan tugas penelitian pada Program Studi Manajemen, Fakultas Ekonomi dan Bisnis Universitas Pancasakti Tegal, dengan ini saya :

Nama : FRISMA ADI AFRIANSYAH
NPM : 4119500062
Program Studi : Manajemen

Memohon bantuan dan kesediaan Bapak/Ibu Pembeli Mobil Xenia di Astra International Daihatsu Kota Tegal untuk menjadi responden dan berkenan memberikan jawaban yang paling sesuai dengan persepsi Bapak/Ibu atas pernyataan kuesioner yang sudah saya siapkan. Jawaban Bapak/Ibu terhadap kuesioner ini tidak akan dipublikasikan dan dijamin kerahasiaannya, karena data ini hanya digunakan untuk kepentingan akademis dan dalam rangka pengembangan ilmu pengetahuan.

Demikian disampaikan atas bantuan dan kerjasamanya diucapkan terimakasih. Wassalamu'alaikum Wr. Wb.

Tegal,

Juni 2023

Hormat Saya,

FRISMA ADI AFRIANSYAH

KUESIONER

A. Identitas Responden

- Nama :
- Alamat :
- Jenis Kelamin : Laki-laki Perempuan
- Usia : 20 th – 30 th 31 th - 40 th
 41 th – 50 th > 50 th
- Pendidikan Terakhir : SD SMP SMA DIII S1 S2
- Pendapatan :(boleh tidak di isi)
- Pekerjaan
- a. Buruh
 - b. Wiraswasta
 - c. PNS
 - d. Ibu Rumah Tangga
 - e. Yang Lain

B. Petunjuk Pengisian

Jawablah pertanyaan ini dengan jujur dan benar

Bacalah terlebih dahulu pertanyaan dengan cermat sebelum anda memulai untuk menjawabnya.

Pilihlah salah satu jawaban yang tersedia dengan memberikan tanda checklist (√) pada salah satu jawaban yang anda anggap paling benar. Keterangan :

SS : Sangat setuju

S : Setuju

C : Cukup

TS : Tidak Setuju

STS : Sangat Tidak Setuju

Keputusan Pembelian (Y)

No	Pernyataan	1	2	3	4	5
		STS	TS	C	S	SS
Pengenalan kebutuhan						
1.	Mobil sangat dibutuhkan untuk memenuhi kebutuhan saya.					
2.	Mobil sangat dibutuhkan untuk memenuhi kebutuhan keluarga.					
Pencarian Informasi						
3.	Mencari informasi tentang merk mobil dari teman atau keluarga.					
4.	Mencari informasi tentang merk mobil dari promosi.					
5.	Mencari informasi tentang merk mobil dari media sosial.					
Pengenalan Alternatif						
6.	Membeli mobil selalu mempertimbangkan keunggulan dan kelemahan berbagai merk mobil.					
7.	Membeli mobil selalu membandingkan berbagai komponen mobil Xenia dengan merk mobil lain.					
Keputusan Pembelian						
8.	Memutuskan membeli mobil Xenia karena banyak tipe mobilnya.					
9.	Memutuskan membeli mobil Xenia karena kualitasnya baik					

Perilaku Pasca Pembelian						
10.	Selalu puas setelah membeli mobil Xenia					
11.	Selalu merekomendasikan mobil Xenia kepada teman/keluarga apabila akan membeli mobil.					

Brand Trust (X1)

No	Pernyataan	1	2	3	4	5
		STS	TS	C	S	SS
Karakteristik Merek						
1.	Mobil Xenia memiliki reputasi yang baik.					
2.	Mobil Xenia sesuai apa yang saya harapkan.					
3.	Mobil Xenia memberikan layanan berkendara dengan baik.					
Karakteristik Perusahaan						
4.	Menggunakan mobil Xenia tidak akan mengecewakan.					
5.	Mobil Xenia mempunyai reputasi yang baik.					
6.	Menggunakan mobil Xenia lebih menguntungkan.					
7.	Konsumen tidak tahu apa itu integritas mobil Xenia sesuai dengan visi perusahaan.					
Karakteristik Konsumen Merek						
8.	Citra mobil Xenia sesuai dengan pandangan saya.					
9.	Lebih menyukai merek mobil Xenia dibandingkan merek lain.					

10.	Percaya dengan mobil Xenia karena sudah pernah menggunakan sebelumnya.					
11.	Selalu puas menggunakan mobil Xenia.					
12.	Setelah menggunakan mobil Xenia akan menyarankan ke orang lain untuk menggunakan.					

Persepsi Harga Produk (X2)

No	Pernyataan	1	2	3	4	5
		STS	TS	C	S	SS
Kesesuaian Harga dengan Kualitas Produk						
1.	Harga mobil Xenia sesuai dengan kualitasnya.					
2.	Harga mobil Xenia sesuai dengan kesepakatan.					
3.	Harga mobil Xenia terjangkau.					
4.	Harga mobil Xenia sesuai dengan patokan harga yang sudah diberikan.					
Perbandingan Harga dengan Pesaing						
5.	Harga mobil Xenia lebih rendah dari merek pesaing					
6.	Harga mobil Xenia sesuai dengan manfaat mobil.					
7.	Harga mobil Xenia memiliki kualitas lebih baik dibandingkan mobil merk lain.					
Kemampuan Financial						
8.	Harga mobil Xenia lebih terjangkau jika dibeli dalam jumlah yang lebih banyak.					
9.	Harga mobil Xenia sesuai kemampuan saya.					
10.	Harga mobil Xenia terjangkau sehingga saya dapat membeli ulang.					

Perceived Quality (X3)

No	Pernyataan	1	2	3	4	5
		STS	TS	C	S	SS
Performance (Kinerja)						
1.	Mobil Xenia adalah produk yang berkualitas.					
Features (Fitur)						
2.	Mobil Xenia memiliki keistimewaan dan komponen yang saya butuhkan.					
Reliability (Reliabilitas)						
3.	Mobil Xenia dapat diandalkan.					
Conformance to Specification (Kesesuaian dengan spesifikasi)						
4.	Mobil Xenia sesuai dengan spesifikasi yang saya inginkan.					
Durability (Daya tahan)						
5.	Mobil Xenia memiliki ketahanan yang tidak mudah rusak.					
Serviceability (Kemampuan melayani)						
6.	Mobil Xenia memberikan kemudahan bagi saya dalam menangani keluhan masalah pada mobil.					
Esthetics (Estetik)						
7.	Mobil Xenia memiliki nilai estetik dan sesuai dengan trend masa kini.					
Perceived Quality (Persepsi Kualitas)						
8.	Keunggulan mobil Xenia sesuai dengan yang saya harapkan.					

R-21	5	4	4	4	4	4	4	4	4	4	5	46
R-22	5	4	4	5	4	4	5	5	4	5	4	49
R-23	5	5	4	4	4	5	5	5	5	4	5	51
R-24	5	4	5	5	4	5	5	4	5	4	4	50
R-25	5	5	4	5	5	5	4	4	5	4	4	50
R-26	5	4	5	5	4	5	4	5	5	4	4	50
R-27	4	5	4	4	4	4	5	5	4	4	4	47
R-28	4	5	5	5	5	4	4	4	5	4	5	50
R-29	5	4	5	5	4	5	4	4	4	4	4	48
R-30	4	4	5	5	5	4	5	4	5	4	4	49

Lampiran 3

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

Kode Responden	Variabel <i>Brand Trust</i>												Σ
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X21.11	X1.12	
R-01	5	5	4	5	4	4	5	4	5	4	5	4	54
R-02	3	4	4	4	3	4	4	3	4	2	3	3	41
R-03	5	5	5	5	5	4	3	4	4	4	5	5	54
R-04	3	2	3	2	3	3	2	3	2	2	4	3	32
R-05	3	5	5	5	4	5	5	5	4	4	3	3	51
R-06	4	3	3	3	3	3	3	4	4	4	4	4	42
R-07	4	4	3	4	3	3	3	4	4	3	4	4	43
R-08	4	5	4	5	5	5	5	4	5	5	5	5	57
R-09	3	3	3	3	4	4	4	3	3	3	3	3	39
R-10	3	4	4	4	4	4	4	4	4	4	4	4	47
R-11	4	5	4	5	4	4	5	3	4	2	5	4	49
R-12	5	4	4	4	5	5	5	4	5	5	5	4	55
R-13	3	4	4	4	3	3	4	4	4	3	3	4	43
R-14	4	4	4	4	4	4	4	4	4	4	4	4	48
R-15	4	5	5	5	5	5	5	5	4	4	5	4	56
R-16	4	4	4	4	4	3	4	5	4	4	4	4	48
R-17	4	3	4	3	3	3	2	3	4	4	4	4	41
R-18	4	3	3	3	4	4	4	4	4	4	4	4	45
R-19	3	4	4	4	5	4	4	4	4	4	4	4	48
R-20	1	3	3	3	4	5	4	4	4	5	5	5	46

R-21	4	4	3	4	4	4	3	3	4	4	4	3	44
R-22	4	4	4	4	1	4	3	4	4	4	4	4	44
R-23	4	2	2	2	2	2	2	2	2	2	3	2	27
R-24	5	5	5	5	4	5	4	5	5	5	5	5	58
R-25	5	4	3	4	4	5	3	4	5	5	4	5	51
R-26	5	5	4	5	4	5	4	5	4	5	4	5	55
R-27	4	4	4	4	4	4	4	4	4	4	4	4	48
R-28	4	5	5	5	5	5	5	5	5	5	5	5	59
R-29	1	4	1	4	4	4	4	1	4	1	1	4	33
R-30	1	1	5	4	3	4	4	4	4	1	4	5	40

Lampiran 4

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

Kode Responden	Variabel Persepsi Harga Produk										Σ
	X2.1	X2.2	X2.3	X3.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	
R-01	4	5	4	5	4	5	5	4	4	4	44
R-02	4	5	5	3	5	3	3	3	4	5	40
R-03	3	4	5	5	5	5	5	5	4	3	44
R-04	4	3	4	3	3	3	3	3	3	4	33
R-05	5	4	3	4	5	3	4	5	4	3	40
R-06	5	3	3	3	3	4	4	3	4	4	36
R-07	4	4	4	4	4	4	4	4	4	4	40
R-08	5	5	5	5	5	4	5	4	4	5	47
R-09	3	3	3	4	4	3	4	3	3	3	33
R-10	4	3	4	3	4	3	3	3	3	4	34
R-11	4	4	4	4	4	4	4	4	4	4	40
R-12	4	5	5	5	5	5	4	5	4	5	47
R-13	4	4	4	4	4	3	4	3	3	3	36
R-14	5	4	4	4	4	4	4	4	4	5	42
R-15	4	5	5	5	5	4	4	5	4	5	46
R-16	4	3	3	3	5	4	4	3	3	4	36
R-17	4	4	4	4	4	4	4	4	3	4	39
R-18	3	4	4	4	4	4	4	4	4	4	39
R-19	2	4	5	2	3	3	4	5	4	4	36
R-20	5	4	5	5	5	1	5	5	4	5	44

R-21	4	4	3	3	4	4	4	4	3	2	35
R-22	4	4	3	4	4	4	4	4	4	1	36
R-23	3	4	2	3	3	4	2	3	3	4	31
R-24	5	5	5	5	5	5	4	5	4	5	48
R-25	4	4	5	5	5	5	4	5	4	5	46
R-26	3	5	5	4	5	5	3	4	4	4	42
R-27	4	4	4	5	5	4	4	4	3	4	41
R-28	5	5	5	5	5	4	4	5	4	5	47
R-29	4	4	4	1	1	1	1	3	1	1	21
R-30	1	4	1	4	4	1	1	1	4	4	25

Lampiran 5

Data Uji Validitas Dan Reliabilitas Variabel *Perceived Quality* (X3)

Kode Responden	Variabel <i>Perceived Quality</i>								Σ
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	
R-01	5	4	5	4	3	4	5	5	35
R-02	3	3	3	5	3	3	3	3	26
R-03	5	4	5	5	4	4	4	4	35
R-04	2	4	3	3	4	3	3	3	25
R-05	3	4	4	3	5	4	4	4	31
R-06	4	3	4	5	3	3	3	3	28
R-07	3	3	3	3	3	4	4	4	27
R-08	4	5	4	5	3	5	5	5	36
R-09	3	3	3	4	3	3	3	3	25
R-10	4	4	4	4	3	4	4	4	31
R-11	4	4	4	4	4	4	4	4	32
R-12	4	5	5	5	4	5	4	5	37
R-13	3	4	4	4	3	3	4	4	29
R-14	4	4	4	4	4	4	4	4	32
R-15	4	4	5	5	4	4	3	3	32
R-16	4	3	4	3	4	3	3	3	27
R-17	4	5	5	5	5	5	5	5	39
R-18	4	4	5	4	3	5	4	3	32
R-19	5	4	4	5	4	3	5	5	35
R-20	4	5	5	4	4	5	5	4	36

R-21	4	4	5	5	4	5	4	4	35
R-22	5	4	5	4	4	5	4	4	35
R-23	5	5	5	4	4	4	4	5	36
R-24	5	4	5	4	3	4	3	5	33
R-25	4	5	4	4	4	4	4	5	34
R-26	5	5	5	5	5	5	5	5	40
R-27	5	4	4	4	5	4	5	3	34
R-28	5	5	4	5	5	4	5	5	38
R-29	5	4	4	5	4	4	5	5	36
R-30	4	4	4	4	5	4	4	5	34

Lampiran 6

Output SPSS Uji Validitas Variabel Keputusan Pembelian

		Correlations											
		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10	Y.11	TOTAL
Y.1	Pearson Correlation	1	,335	,416*	,195	,081	,413*	,139	,224	,464**	,213	,359	,593**
	Sig. (2-tailed)		,070	,022	,302	,672	,023	,465	,235	,010	,257	,052	,001
	N	30	30	30	30	30	30	30	30	30	30	30	30
Y.2	Pearson Correlation	,335	1	,196	,101	,386*	,180	,088	,172	,305	,050	,333	,450*
	Sig. (2-tailed)	,070		,299	,597	,035	,342	,644	,362	,102	,793	,072	,012
	N	30	30	30	30	30	30	30	30	30	30	30	30
Y.3	Pearson Correlation	,416*	,196	1	,471**	,342	,280	,431*	,019	,468**	,282	,396*	,709**
	Sig. (2-tailed)	,022	,299		,009	,065	,134	,017	,920	,009	,131	,030	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
Y.4	Pearson Correlation	,195	,101	,471**	1	,549**	,388*	,572**	,104	,425*	,500**	,284	,742**
	Sig. (2-tailed)	,302	,597	,009		,002	,034	,001	,584	,019	,005	,128	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
Y.5	Pearson Correlation	,081	,386*	,342	,549**	1	,474**	,308	-,042	,292	,447*	,261	,613**
	Sig. (2-tailed)	,672	,035	,065	,002		,008	,098	,827	,118	,013	,163	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
Y.6	Pearson Correlation	,413*	,180	,280	,388*	,474**	1	,243	,193	,218	,382*	-,129	,551**
	Sig. (2-tailed)	,023	,342	,134	,034	,008		,195	,307	,247	,037	,498	,002
	N	30	30	30	30	30	30	30	30	30	30	30	30

Y.7	Pearson Correlation	,139	,088	,431*	,572**	,308	,243	1	,434*	,368*	,527**	,273	,675**
	Sig. (2-tailed)	,465	,644	,017	,001	,098	,195		,017	,046	,003	,145	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
Y.8	Pearson Correlation	,224	,172	,019	,104	-,042	,193	,434*	1	,424*	,304	,069	,397*
	Sig. (2-tailed)	,235	,362	,920	,584	,827	,307	,017		,020	,103	,718	,030
	N	30	30	30	30	30	30	30	30	30	30	30	30
Y.9	Pearson Correlation	,464**	,305	,468**	,425*	,292	,218	,368*	,424*	1	,050	,346	,695**
	Sig. (2-tailed)	,010	,102	,009	,019	,118	,247	,046	,020		,794	,061	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
Y.10	Pearson Correlation	,213	,050	,282	,500**	,447*	,382*	,527**	,304	,050	1	,014	,534**
	Sig. (2-tailed)	,257	,793	,131	,005	,013	,037	,003	,103	,794		,942	,002
	N	30	30	30	30	30	30	30	30	30	30	30	30
Y.11	Pearson Correlation	,359	,333	,396*	,284	,261	-,129	,273	,069	,346	,014	1	,500**
	Sig. (2-tailed)	,052	,072	,030	,128	,163	,498	,145	,718	,061	,942		,005
	N	30	30	30	30	30	30	30	30	30	30	30	30
TOT	Pearson Correlation	,593**	,450*	,709**	,742**	,613**	,551**	,675**	,397*	,695**	,534**	,500**	1
AL	Sig. (2-tailed)	,001	,012	,000	,000	,000	,002	,000	,030	,000	,002	,005	
	N	30	30	30	30	30	30	30	30	30	30	30	30

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

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

Lampiran 7

Output SPSS Uji Validitas Variabel *Brand Trust* (X1)

		Correlations												
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	TOTAL
X1.1	Pearson Correlation	1	,507**	,284	,317	,166	,088	-,022	,381*	,313	,561**	,494**	,094	,526**
	Sig. (2-tailed)		,004	,128	,088	,381	,642	,906	,038	,092	,001	,006	,623	,003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.2	Pearson Correlation	,507**	1	,405*	,847**	,522**	,543**	,569**	,422*	,611**	,509**	,305	,311	,775**
	Sig. (2-tailed)	,004		,026	,000	,003	,002	,001	,020	,000	,004	,101	,094	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.3	Pearson Correlation	,284	,405*	1	,635**	,303	,421*	,438*	,761**	,423*	,363*	,590**	,397*	,700**
	Sig. (2-tailed)	,128	,026		,000	,104	,021	,016	,000	,020	,048	,001	,030	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.4	Pearson Correlation	,317	,847**	,635**	1	,514**	,636**	,694**	,520**	,716**	,334	,356	,518**	,816**
	Sig. (2-tailed)	,088	,000	,000		,004	,000	,000	,003	,000	,071	,054	,003	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.5	Pearson Correlation	,166	,522**	,303	,514**	1	,609**	,613**	,327	,478**	,441*	,385*	,400*	,667**
	Sig. (2-tailed)	,381	,003	,104	,004		,000	,000	,078	,008	,015	,035	,029	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.6	Pearson Correlation	,088	,543**	,421*	,636**	,609**	1	,662**	,475**	,651**	,552**	,382*	,556**	,750**
	Sig. (2-tailed)	,642	,002	,021	,000	,000		,000	,008	,000	,002	,037	,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.7	Pearson Correlation	-,022	,569**	,438*	,694**	,613**	,662**	1	,421*	,587**	,234	,262	,305	,653**
	Sig. (2-tailed)	,906	,001	,016	,000	,000	,000		,021	,001	,213	,162	,102	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.8	Pearson Correlation	,381*	,422*	,761**	,520**	,327	,475**	,421*	1	,482**	,681**	,601**	,502**	,773**
	Sig. (2-tailed)	,038	,020	,000	,003	,078	,008	,021		,007	,000	,000	,005	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.9	Pearson Correlation	,313	,611**	,423*	,716**	,478**	,651**	,587**	,482**	1	,581**	,430*	,688**	,796**
	Sig. (2-tailed)	,092	,000	,020	,000	,008	,000	,001	,007		,001	,018	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.10	Pearson Correlation	,561**	,509**	,363*	,334	,441*	,552**	,234	,681**	,581**	1	,600**	,470**	,759**
	Sig. (2-tailed)	,001	,004	,048	,071	,015	,002	,213	,000	,001		,000	,009	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.11	Pearson Correlation	,494**	,305	,590**	,356	,385*	,382*	,262	,601**	,430*	,600**	1	,505**	,697**
	Sig. (2-tailed)	,006	,101	,001	,054	,035	,037	,162	,000	,018	,000		,004	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.12	Pearson Correlation	,094	,311	,397*	,518**	,400*	,556**	,305	,502**	,688**	,470**	,505**	1	,644**
	Sig. (2-tailed)	,623	,094	,030	,003	,029	,001	,102	,005	,000	,009	,004		,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,526**	,775**	,700**	,816**	,667**	,750**	,653**	,773**	,796**	,759**	,697**	,644**	1
	Sig. (2-tailed)	,003	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30

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

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

Lampiran 8

Output SPSS Uji Validitas Variabel Persepsi Harga Produk (X2)

		Correlations										TOTA
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	L
X2.1	Pearson Correlation	1	,130	,367*	,250	,226	,199	,465**	,417*	,044	,195	,490**
	Sig. (2-tailed)		,494	,046	,182	,229	,291	,010	,022	,816	,303	,006
	N	30	30	30	30	30	30	30	30	30	30	30
X2.2	Pearson Correlation	,130	1	,512**	,472**	,417*	,324	,149	,451*	,402*	,348	,582**
	Sig. (2-tailed)	,494		,004	,008	,022	,080	,432	,012	,028	,060	,001
	N	30	30	30	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	,367*	,512**	1	,334	,367*	,332	,484**	,707**	,251	,434*	,702**
	Sig. (2-tailed)	,046	,004		,071	,046	,073	,007	,000	,180	,017	,000
	N	30	30	30	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	,250	,472**	,334	1	,786**	,463**	,605**	,489**	,614**	,491**	,798**
	Sig. (2-tailed)	,182	,008	,071		,000	,010	,000	,006	,000	,006	,000
	N	30	30	30	30	30	30	30	30	30	30	30
X2.5	Pearson Correlation	,226	,417*	,367*	,786**	1	,431*	,555**	,451*	,630**	,532**	,780**
	Sig. (2-tailed)	,229	,022	,046	,000		,017	,001	,012	,000	,002	,000
	N	30	30	30	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	,199	,324	,332	,463**	,431*	1	,511**	,479**	,409*	,252	,656**
	Sig. (2-tailed)	,291	,080	,073	,010	,017		,004	,007	,025	,179	,000
	N	30	30	30	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	,465**	,149	,484**	,605**	,555**	,511**	1	,667**	,511**	,264	,769**
	Sig. (2-tailed)	,010	,432	,007	,000	,001	,004		,000	,004	,159	,000
	N	30	30	30	30	30	30	30	30	30	30	30
X2.8	Pearson Correlation	,417*	,451*	,707**	,489**	,451*	,479**	,667**	1	,415*	,253	,777**
	Sig. (2-tailed)	,022	,012	,000	,006	,012	,007	,000		,022	,177	,000
	N	30	30	30	30	30	30	30	30	30	30	30
X2.9	Pearson Correlation	,044	,402*	,251	,614**	,630**	,409*	,511**	,415*	1	,551**	,681**
	Sig. (2-tailed)											
	N											

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

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

Lampiran 9

Output SPSS Uji Validitas Variabel *Perceived Quality* (X3)

		Correlations								
		X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	TOTAL
X3.1	Pearson Correlation	1	,370*	,633**	,447*	,259	,353	,511**	,503**	,739**
	Sig. (2-tailed)		,044	,000	,013	,167	,056	,004	,005	,000
	N	30	30	30	30	30	30	30	30	30
X3.2	Pearson Correlation	,370*	1	,543**	,316	,457*	,646**	,620**	,674**	,821**
	Sig. (2-tailed)	,044		,002	,088	,011	,000	,000	,000	,000
	N	30	30	30	30	30	30	30	30	30
X3.3	Pearson Correlation	,633**	,543**	1	,351	,209	,676**	,301	,361*	,723**
	Sig. (2-tailed)	,000	,002		,057	,267	,000	,106	,050	,000
	N	30	30	30	30	30	30	30	30	30
X3.4	Pearson Correlation	,447*	,316	,351	1	,073	,259	,301	,300	,540**
	Sig. (2-tailed)	,013	,088	,057		,702	,167	,106	,107	,002
	N	30	30	30	30	30	30	30	30	30
X3.5	Pearson Correlation	,259	,457*	,209	,073	1	,272	,400*	,261	,523**
	Sig. (2-tailed)	,167	,011	,267	,702		,146	,028	,163	,003
	N	30	30	30	30	30	30	30	30	30
X3.6	Pearson Correlation	,353	,646**	,676**	,259	,272	1	,515**	,402*	,729**
	Sig. (2-tailed)	,056	,000	,000	,167	,146		,004	,028	,000
	N	30	30	30	30	30	30	30	30	30
X3.7	Pearson Correlation	,511**	,620**	,301	,301	,400*	,515**	1	,611**	,767**
	Sig. (2-tailed)	,004	,000	,106	,106	,028	,004		,000	,000
	N	30	30	30	30	30	30	30	30	30
X3.8	Pearson Correlation	,503**	,674**	,361*	,300	,261	,402*	,611**	1	,747**
	Sig. (2-tailed)	,005	,000	,050	,107	,163	,028	,000		,000
	N	30	30	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	,739**	,821**	,723**	,540**	,523**	,729**	,767**	,747**	1
	Sig. (2-tailed)	,000	,000	,000	,002	,003	,000	,000	,000	
	N	30	30	30	30	30	30	30	30	30

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

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

Lampiran 10**Output SPSS Uji Reliabilitas Variabel Keputusan Pembelian****Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,812	11

Lampiran 11**Output SPSS Uji Reliabilitas Variabel *Brand Trust* (X1)****Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,907	12

Lampiran 12**Output SPSS Uji Reliabilitas Variabel Persepsi Harga Produk (X2)****Case Processing Summary**

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,872	10

Lampiran 13

Output SPSS Uji Reliabilitas Variabel *Perceived Quality* (X3)

Case Processing Summary

		N	%
Cases	Valid	30	100,0
	Excluded ^a	0	,0
	Total	30	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,849	8

Lampiran 14

Data Penelitian Variabel Keputusan Pembelian

Kode Responden	Variabel Keputusan Pembelian											Σ
	Y.01	Y.02	Y.03	Y.04	Y.05	Y.06	Y.07	Y.08	Y.09	Y.10	Y.11	
R-01	5	3	3	4	4	5	5	4	3	5	2	43
R-02	5	4	4	3	4	3	4	3	4	5	4	43
R-03	5	4	4	4	4	4	5	3	4	4	4	45
R-04	5	4	4	4	5	4	4	2	4	4	4	44
R-05	5	4	4	5	4	5	5	5	4	5	4	50
R-06	5	4	3	3	4	3	3	2	2	3	5	37
R-07	5	4	3	4	4	3	5	3	4	5	5	45
R-08	4	5	4	4	3	3	5	3	3	4	4	42
R-09	5	5	5	4	5	3	4	3	5	5	5	49
R-10	5	4	4	4	4	3	4	3	4	4	4	43
R-11	5	4	4	3	4	3	4	3	4	3	3	40
R-12	5	4	4	4	3	3	3	4	4	4	4	42
R-13	5	5	4	4	3	4	3	5	4	3	4	44
R-14	5	3	3	3	3	3	3	4	4	3	3	37
R-15	5	3	4	4	3	3	4	4	4	4	4	42
R-16	5	3	3	4	3	5	4	4	4	4	4	43
R-17	5	5	5	5	5	4	4	4	4	4	4	49
R-18	5	5	4	4	4	5	3	4	4	2	5	45
R-19	5	4	4	3	3	5	2	4	3	4	4	41
R-20	5	4	4	3	4	4	2	4	4	3	4	41
R-21	5	4	4	4	3	4	2	3	3	4	4	40
R-22	5	5	5	5	3	5	2	3	3	4	4	44
R-23	5	3	3	3	3	3	3	3	3	4	4	37
R-24	5	5	4	4	4	4	3	4	5	4	5	47
R-25	5	4	4	5	4	4	4	4	4	4	5	47
R-26	5	3	4	4	3	4	3	4	4	4	4	42
R-27	5	3	3	4	3	4	2	4	5	5	5	43
R-28	4	3	3	5	3	4	4	3	4	4	4	41
R-29	5	4	4	4	3	4	2	2	3	3	4	38
R-30	5	4	4	4	3	4	2	4	4	4	4	42
R-31	5	4	4	4	3	4	4	4	4	4	4	44

Kode Responden	Variabel Keputusan Pembelian											Σ
	Y.01	Y.02	Y.03	Y.04	Y.05	Y.06	Y.07	Y.08	Y.09	Y.10	Y.11	
R-32	5	4	4	4	4	4	3	4	4	4	4	44
R-33	4	3	4	5	4	4	2	4	5	2	3	40
R-34	5	1	5	5	4	5	5	4	5	5	5	49
R-35	5	4	4	4	3	2	4	4	3	3	4	40
R-36	5	4	4	4	4	1	4	4	3	4	4	41
R-37	5	4	2	3	3	4	3	4	2	3	3	36
R-38	5	5	4	5	4	5	5	5	5	5	5	53
R-39	5	5	4	5	4	5	4	4	5	5	5	51
R-40	4	5	3	4	4	4	3	5	5	4	5	46
R-41	4	4	4	4	3	4	4	4	4	5	5	45
R-42	4	4	4	5	4	5	5	5	5	5	5	51
R-43	3	1	1	3	1	1	4	4	4	1	1	24
R-44	3	1	1	1	4	4	1	4	1	4	4	28
R-45	5	4	5	5	4	4	5	3	4	5	5	49
R-46	5	3	5	4	3	5	5	4	5	3	5	47
R-47	4	1	3	3	4	1	1	4	3	4	5	33
R-48	5	5	5	5	4	3	5	4	5	3	3	47
R-49	5	5	5	5	5	5	5	5	5	4	4	53
R-50	2	5	5	5	4	5	5	5	5	5	5	51
R-51	2	5	5	5	5	5	5	5	5	4	4	50
R-52	4	5	5	5	5	4	5	5	5	5	5	53
R-53	3	5	5	5	5	5	5	4	4	5	5	51
R-54	3	3	5	4	3	5	2	5	3	4	5	42
R-55	3	5	5	5	5	5	5	5	5	4	5	52
R-56	3	5	5	5	5	5	5	5	4	5	5	52
R-57	2	5	5	5	5	5	4	5	5	5	4	50
R-58	2	5	5	5	5	5	5	5	5	5	5	52
R-59	2	5	5	5	5	5	5	5	5	4	5	51
R-60	2	4	4	5	4	3	5	3	5	4	4	43
R-61	3	5	4	4	3	3	4	3	4	4	4	41
R-62	4	5	5	4	5	2	4	4	5	5	4	47
R-63	4	2	2	3	4	3	3	4	5	4	4	38
R-64	2	2	2	2	3	3	3	3	4	2	2	28

Kode Responden	Variabel Keputusan Pembelian											Σ
	Y.01	Y.02	Y.03	Y.04	Y.05	Y.06	Y.07	Y.08	Y.09	Y.10	Y.11	
R-65	3	4	4	4	4	4	4	4	4	4	4	43
R-66	4	3	3	4	3	3	4	4	4	4	4	40
R-67	3	3	3	3	4	3	4	4	3	3	4	37
R-68	3	3	3	4	3	3	4	4	4	4	4	39
R-69	5	3	3	3	4	3	3	4	4	4	4	40
R-70	5	2	2	3	4	3	3	3	4	3	4	36
R-71	5	2	2	2	4	2	2	2	4	2	2	29
R-72	5	2	2	3	4	4	3	4	4	4	4	39
R-73	5	2	2	3	4	4	3	4	4	4	4	39
R-74	5	3	3	4	4	3	3	3	3	3	3	37
R-75	5	4	4	4	4	3	4	4	4	4	4	44
R-76	5	4	4	4	4	4	4	4	4	4	4	45
R-77	4	2	3	3	4	2	3	3	4	3	4	35
R-78	4	3	3	3	4	3	4	4	4	3	3	38
R-79	5	4	4	4	3	2	4	4	4	4	4	42
R-80	5	3	3	3	3	2	3	3	4	3	3	35
R-81	2	3	3	3	3	3	3	4	4	4	4	36
R-82	4	5	3	3	3	4	3	3	3	3	3	37
R-83	4	4	4	5	4	3	5	3	5	4	4	45
R-84	3	5	4	4	3	3	4	3	4	4	4	41
R-85	4	5	5	4	5	2	4	4	5	5	4	47
R-86	5	2	2	3	4	3	3	4	5	4	4	39
R-87	5	2	2	2	3	3	3	3	4	2	2	31
R-88	5	3	3	3	3	4	4	4	2	4	4	39
R-89	5	4	3	4	3	4	5	4	5	4	4	45
R-90	4	5	4	4	4	2	1	5	4	2	5	40

Lampiran 15

Data Penelitian Variabel *Brand Trust* (X1)

Kode Responden	Variabel <i>Brand Trust</i>												Σ
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	
R-01	5	4	4	5	5	4	3	4	5	5	4	2	50
R-02	5	5	5	5	5	5	4	4	5	4	5	4	106
R-03	4	4	4	4	5	4	4	4	4	4	4	4	105
R-04	5	5	5	5	4	4	5	5	4	5	3	4	103
R-05	5	5	5	5	5	5	5	5	5	5	4	4	112
R-06	4	4	5	5	4	4	4	4	4	4	4	5	109
R-07	5	5	5	5	4	4	4	4	5	5	4	5	106
R-08	5	4	4	4	4	4	4	5	4	5	4	4	106
R-09	5	4	4	4	4	4	4	5	4	4	4	5	102
R-10	5	5	4	4	5	4	5	5	4	5	4	4	105
R-11	5	4	5	4	4	4	4	4	5	4	4	3	104
R-12	4	5	4	3	5	5	4	3	3	5	3	4	98
R-13	5	5	3	3	3	4	1	3	5	4	4	4	92
R-14	5	5	5	5	5	5	5	3	4	5	4	3	98
R-15	3	4	5	4	5	4	5	5	4	5	5	4	107
R-16	5	4	5	4	4	4	4	4	4	5	4	4	104
R-17	4	4	4	3	5	5	4	4	4	4	4	4	100
R-18	5	4	4	3	4	5	4	4	5	3	4	5	99
R-19	5	5	4	2	5	4	5	4	4	4	4	4	100
R-20	4	4	4	3	4	5	3	3	4	3	5	4	96
R-21	5	5	4	4	4	3	3	4	5	4	4	4	95
R-22	5	4	5	4	3	4	5	4	4	5	4	4	100
R-23	5	4	4	5	3	1	5	4	3	4	5	4	98
R-24	5	5	5	5	5	5	5	5	5	5	4	5	106
R-25	5	5	5	5	5	5	5	5	5	5	4	5	118
R-26	5	4	4	5	3	3	2	4	4	5	5	4	107
R-27	4	3	2	3	5	3	4	5	4	3	4	5	93
R-28	5	5	4	4	5	4	3	5	4	4	4	4	96
R-29	5	4	4	4	4	4	4	4	4	4	4	4	100
R-30	4	4	4	5	4	5	4	4	4	4	4	4	99
R-31	5	5	5	4	4	4	5	4	4	4	4	4	102

Kode Responden	Variabel <i>Brand Trust</i>												Σ
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	
R-65	5	5	5	5	5	5	5	5	5	5	4	4	106
R-66	5	5	5	5	5	5	5	5	5	5	4	4	116
R-67	5	4	4	4	5	5	5	3	4	4	4	4	109
R-68	4	5	4	4	4	4	5	4	4	4	4	4	101
R-69	5	5	3	4	5	3	4	5	4	4	4	4	100
R-70	5	5	5	4	5	5	4	4	5	5	3	4	104
R-71	5	5	4	4	4	3	3	4	5	4	4	2	101
R-72	5	4	5	4	3	4	5	4	4	5	4	4	98
R-73	5	4	4	5	3	1	5	4	3	4	4	4	97
R-74	5	5	5	5	5	5	5	5	5	5	3	3	102
R-75	5	5	5	5	5	5	5	5	5	5	4	4	114
R-76	5	4	4	5	3	3	2	4	4	5	4	4	105
R-77	4	3	2	3	5	3	4	5	4	3	4	4	91
R-78	5	5	4	4	5	4	3	5	4	4	4	3	94
R-79	5	4	4	4	4	4	4	4	4	4	4	4	99
R-80	4	4	4	5	4	5	4	4	4	4	3	3	97
R-81	4	5	4	3	4	5	4	5	3	4	3	4	96
R-82	3	4	3	4	3	4	3	4	3	4	4	3	90
R-83	4	4	4	4	4	4	4	5	5	4	4	4	92
R-84	4	4	4	4	4	5	4	4	4	4	4	4	99
R-85	4	4	4	5	5	5	4	5	4	4	4	4	101
R-86	4	4	5	4	4	4	4	4	5	4	4	4	102
R-87	5	4	5	4	4	4	5	5	5	4	4	2	101
R-88	3	4	4	4	4	4	4	5	5	5	4	4	101
R-89	4	4	4	4	4	4	5	4	4	4	4	4	99
R-90	4	5	4	4	4	4	4	4	5	5	5	5	102

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Data Penelitian Variabel Persepsi Harga Produk (X2)

Kode Responden	Variabel Persepsi Harga Produk										Σ
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	
R-01	5	4	4	5	5	3	3	5	2	4	40
R-02	4	5	4	3	3	4	3	3	4	4	37
R-03	4	4	4	4	3	4	4	4	4	5	40
R-04	4	4	5	5	4	5	4	4	4	5	44
R-05	3	3	4	4	5	3	5	3	5	4	39
R-06	3	3	3	3	3	4	3	4	3	4	33
R-07	5	4	2	5	4	5	3	4	5	5	42
R-08	5	3	3	3	4	3	3	3	3	3	33
R-09	4	4	5	4	3	5	3	5	4	4	41
R-10	5	4	4	3	3	4	3	4	4	4	38
R-11	5	5	4	5	2	4	4	5	5	4	43
R-12	2	2	3	4	3	3	4	5	4	4	34
R-13	2	2	2	3	3	3	3	4	2	2	26
R-14	4	4	4	4	4	4	4	4	4	4	40
R-15	3	3	4	3	3	4	4	4	4	4	36
R-16	3	3	3	4	3	4	4	3	3	4	34
R-17	3	3	4	3	3	4	4	4	4	4	36
R-18	3	3	3	4	3	3	4	4	4	4	35
R-19	2	2	3	4	3	3	3	4	3	4	31
R-20	2	2	2	4	2	2	2	4	2	2	24
R-21	2	2	3	4	4	3	4	4	4	4	34
R-22	2	2	3	4	4	3	4	4	4	4	34
R-23	3	3	4	4	3	3	3	3	3	3	32
R-24	4	4	4	4	3	4	4	4	4	4	39
R-25	4	4	4	4	4	4	4	4	4	4	40
R-26	2	3	3	4	2	3	3	4	3	4	31
R-27	3	3	3	4	3	4	4	4	3	3	34
R-28	4	4	4	3	2	4	4	4	4	4	37
R-29	3	3	3	3	2	3	3	4	3	3	30
R-30	3	3	3	3	3	3	4	4	4	4	34
R-31	4	3	3	3	2	3	4	4	4	4	34

Kode Responden	Variabel Persepsi Harga Produk										Σ
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	
R-32	3	3	4	4	4	4	4	4	4	4	38
R-33	4	4	5	4	4	4	4	4	4	4	41
R-34	3	3	4	5	4	4	4	5	5	5	42
R-35	3	4	4	4	3	3	4	4	4	3	36
R-36	4	4	1	4	3	4	4	4	4	4	36
R-37	2	2	2	2	2	2	2	2	3	2	21
R-38	5	5	4	5	4	5	5	5	5	5	48
R-39	3	4	4	5	3	4	5	5	4	5	42
R-40	4	5	4	5	4	5	4	5	4	5	45
R-41	4	4	4	4	4	4	4	4	4	4	40
R-42	3	3	3	4	3	3	4	4	4	4	35
R-43	1	4	4	4	4	1	4	1	1	4	28
R-44	4	1	4	3	1	3	3	1	1	1	22
R-45	3	4	5	5	4	5	4	3	5	5	43
R-46	4	5	4	5	3	4	4	4	4	4	41
R-47	3	5	4	4	5	5	3	4	5	4	42
R-48	5	4	5	4	3	3	5	4	4	4	41
R-49	5	4	5	5	5	4	5	5	4	4	46
R-50	4	3	4	5	4	3	3	3	5	4	38
R-51	4	3	5	4	3	5	4	5	4	5	42
R-52	5	4	5	3	5	5	3	5	3	5	43
R-53	3	3	4	3	3	3	5	4	5	5	38
R-54	4	4	4	4	5	4	4	5	5	4	43
R-55	5	4	5	5	4	5	5	5	4	5	47
R-56	3	3	4	4	4	3	5	5	3	4	38
R-57	4	3	5	5	3	4	4	5	3	3	39
R-58	3	3	3	4	5	4	3	4	5	4	38
R-59	3	5	3	5	5	4	4	4	5	5	43
R-60	3	3	4	3	3	4	4	4	4	4	36
R-61	3	3	3	4	3	4	4	3	3	4	34
R-62	3	3	4	3	3	4	4	4	4	4	36
R-63	3	3	3	4	3	3	4	4	4	4	35
R-64	2	2	3	4	3	3	3	4	3	4	31

Kode Responden	Variabel Persepsi Harga Produk										Σ
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	
R-65	2	2	2	4	2	2	2	4	2	2	24
R-66	2	2	3	4	4	3	4	4	4	4	34
R-67	2	2	3	4	4	3	4	4	4	4	34
R-68	3	3	4	4	3	3	3	3	3	3	32
R-69	4	4	4	4	3	4	4	4	4	4	39
R-70	4	4	4	4	4	4	4	4	4	4	40
R-71	2	3	3	4	2	3	3	4	3	4	31
R-72	3	3	3	4	3	4	4	4	3	3	34
R-73	4	4	4	3	2	4	4	4	4	4	37
R-74	3	3	3	3	2	3	3	4	3	3	30
R-75	3	3	3	3	3	3	4	4	4	4	34
R-76	4	3	3	3	2	3	4	4	4	4	34
R-77	3	3	4	4	4	4	4	4	4	4	38
R-78	4	4	5	4	4	4	4	4	4	4	41
R-79	3	3	4	5	4	4	4	5	5	5	42
R-80	3	4	4	4	3	3	4	4	4	3	36
R-81	4	4	1	4	3	4	4	4	4	4	36
R-82	3	4	5	4	5	4	3	3	4	4	39
R-83	4	4	5	4	4	4	5	5	4	4	43
R-84	3	5	5	4	3	4	4	4	4	5	41
R-85	3	4	4	3	4	4	5	4	5	5	41
R-86	4	3	4	5	3	5	4	3	3	4	38
R-87	4	5	5	4	5	4	5	5	5	4	46
R-88	4	2	3	3	4	4	3	3	3	3	32
R-89	4	4	4	3	5	4	4	3	4	3	38
R-90	4	2	1	4	4	3	5	4	5	4	36

Kode Responden	Variabel <i>Perceived Quality</i>								Σ
	Y.01	Y.02	Y.03	Y.04	Y.05	Y.06	Y.07	Y.08	
R-32	4	4	4	4	2	3	3	4	28
R-33	4	4	3	4	3	4	4	4	30
R-34	4	4	5	4	5	4	5	4	35
R-35	5	5	4	4	5	4	4	5	36
R-36	5	5	4	4	4	4	5	4	35
R-37	5	5	4	5	5	5	4	5	38
R-38	5	5	5	5	4	4	5	5	38
R-39	4	5	4	4	4	4	4	4	33
R-40	5	5	5	5	3	5	4	5	37
R-41	4	5	4	4	5	4	4	4	34
R-42	5	4	3	4	5	4	4	5	34
R-43	5	4	4	5	4	5	4	5	36
R-44	4	4	5	4	4	4	4	3	32
R-45	5	5	5	4	4	3	5	3	34
R-46	5	4	3	3	4	4	5	4	32
R-47	4	4	4	4	4	4	4	4	32
R-48	5	5	4	5	4	5	4	1	33
R-49	5	5	4	4	4	5	5	4	36
R-50	5	5	4	4	4	3	4	4	33
R-51	4	5	4	5	4	5	4	4	35
R-52	5	5	4	4	4	3	5	5	35
R-53	5	4	4	4	4	2	4	4	31
R-54	5	4	4	4	3	3	2	1	26
R-55	5	4	4	5	3	5	4	5	35
R-56	5	4	3	5	5	4	4	4	34
R-57	5	5	5	5	5	5	5	5	40
R-58	5	5	5	5	5	5	5	5	40
R-59	5	4	3	2	4	4	2	4	28
R-60	4	3	4	4	3	5	3	2	28
R-61	3	3	4	3	3	4	3	4	27
R-62	4	2	4	5	2	4	4	4	29
R-63	4	3	4	4	3	3	4	4	29
R-64	4	3	2	3	3	3	3	5	26

Kode Responden	Variabel <i>Perceived Quality</i>								Σ
	Y.01	Y.02	Y.03	Y.04	Y.05	Y.06	Y.07	Y.08	
R-65	4	4	4	4	4	4	4	3	31
R-66	4	3	4	3	3	4	4	5	30
R-67	4	3	4	4	3	4	4	3	29
R-68	3	3	4	3	3	4	4	4	28
R-69	4	3	4	4	3	3	4	4	29
R-70	4	3	4	4	3	3	3	5	29
R-71	5	4	5	5	5	4	5	5	38
R-72	5	4	3	5	5	4	5	4	35
R-73	4	5	5	5	5	5	5	4	38
R-74	4	4	4	4	5	5	5	5	36
R-75	5	5	5	5	5	4	5	4	38
R-76	3	4	4	4	5	5	5	5	35
R-77	5	5	5	5	5	3	5	4	37
R-78	5	5	5	5	5	5	4	4	38
R-79	3	5	4	5	5	5	5	5	37
R-80	4	4	4	5	5	5	5	4	36
R-81	4	4	4	4	4	5	4	5	34
R-82	4	4	5	5	5	5	5	5	38
R-83	4	4	5	5	5	5	5	4	37
R-84	4	4	4	4	4	4	4	4	32
R-85	5	5	5	5	5	4	4	4	37
R-86	4	4	4	4	4	5	5	5	35
R-87	5	5	5	4	5	5	4	4	37
R-88	4	4	4	4	4	3	4	4	31
R-89	4	4	4	5	5	5	4	5	36
R-90	5	5	5	4	4	4	4	5	36

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Pengolahan Data Interval (MSI) Variabel Keputusan Pembelian

Kode Responden	Variabel Keputusan Pembelian											Σ
	Y.01	Y.02	Y.03	Y.04	Y.05	Y.06	Y.07	Y.08	Y.09	Y.10	Y.11	
R-01	3,454	2,440	2,671	3,673	3,932	4,539	4,485	3,279	2,433	4,969	1,764	37,639
R-02	3,454	3,198	3,573	2,636	3,932	2,630	3,430	2,118	3,509	4,969	3,459	36,907
R-03	3,454	3,198	3,573	3,673	3,932	3,503	4,485	2,118	3,509	3,690	3,459	38,594
R-04	3,454	3,198	3,573	3,673	5,165	3,503	3,430	1,000	3,509	3,690	3,459	37,653
R-05	3,454	3,198	3,573	4,862	3,932	4,539	4,485	4,576	3,509	4,969	3,459	44,555
R-06	3,454	3,198	2,671	2,636	3,932	2,630	2,621	1,000	1,690	2,660	4,836	31,328
R-07	3,454	3,198	2,671	3,673	3,932	2,630	4,485	2,118	3,509	4,969	4,836	39,475
R-08	2,295	4,270	3,573	3,673	2,672	2,630	4,485	2,118	2,433	3,690	3,459	35,299
R-09	3,454	4,270	4,722	3,673	5,165	2,630	3,430	2,118	4,812	4,969	4,836	44,080
R-10	3,454	3,198	3,573	3,673	3,932	2,630	3,430	2,118	3,509	3,690	3,459	36,665
R-11	3,454	3,198	3,573	2,636	3,932	2,630	3,430	2,118	3,509	2,660	2,362	33,501
R-12	3,454	3,198	3,573	3,673	2,672	2,630	2,621	3,279	3,509	3,690	3,459	35,757
R-13	3,454	4,270	3,573	3,673	2,672	3,503	2,621	4,576	3,509	2,660	3,459	37,971
R-14	3,454	2,440	2,671	2,636	2,672	2,630	2,621	3,279	3,509	2,660	2,362	30,934
R-15	3,454	2,440	3,573	3,673	2,672	2,630	3,430	3,279	3,509	3,690	3,459	35,809
R-16	3,454	2,440	2,671	3,673	2,672	4,539	3,430	3,279	3,509	3,690	3,459	36,815
R-17	3,454	4,270	4,722	4,862	5,165	3,503	3,430	3,279	3,509	3,690	3,459	43,341
R-18	3,454	4,270	3,573	3,673	3,932	4,539	2,621	3,279	3,509	1,885	4,836	39,571
R-19	3,454	3,198	3,573	2,636	2,672	4,539	1,849	3,279	2,433	3,690	3,459	34,781
R-20	3,454	3,198	3,573	2,636	3,932	3,503	1,849	3,279	3,509	2,660	3,459	35,052
R-21	3,454	3,198	3,573	3,673	2,672	3,503	1,849	2,118	2,433	3,690	3,459	33,623
R-22	3,454	4,270	4,722	4,862	2,672	4,539	1,849	2,118	2,433	3,690	3,459	38,068
R-23	3,454	2,440	2,671	2,636	2,672	2,630	2,621	2,118	2,433	3,690	3,459	30,824
R-24	3,454	4,270	3,573	3,673	3,932	3,503	2,621	3,279	4,812	3,690	4,836	41,644
R-25	3,454	3,198	3,573	4,862	3,932	3,503	3,430	3,279	3,509	3,690	4,836	41,264
R-26	3,454	2,440	3,573	3,673	2,672	3,503	2,621	3,279	3,509	3,690	3,459	35,873
R-27	3,454	2,440	2,671	3,673	2,672	3,503	1,849	3,279	4,812	4,969	4,836	38,160
R-28	2,295	2,440	2,671	4,862	2,672	3,503	3,430	2,118	3,509	3,690	3,459	34,648
R-29	3,454	3,198	3,573	3,673	2,672	3,503	1,849	1,000	2,433	2,660	3,459	31,475
R-30	3,454	3,198	3,573	3,673	2,672	3,503	1,849	3,279	3,509	3,690	3,459	35,859
R-31	3,454	3,198	3,573	3,673	2,672	3,503	3,430	3,279	3,509	3,690	3,459	37,439
R-32	3,454	3,198	3,573	3,673	3,932	3,503	2,621	3,279	3,509	3,690	3,459	37,890
R-33	2,295	2,440	3,573	4,862	3,932	3,503	1,849	3,279	4,812	1,885	2,362	34,792
R-34	3,454	1,000	4,722	4,862	3,932	4,539	4,485	3,279	4,812	4,969	4,836	44,890
R-35	3,454	3,198	3,573	3,673	2,672	1,782	3,430	3,279	2,433	2,660	3,459	33,614
R-36	3,454	3,198	3,573	3,673	3,932	1,000	3,430	3,279	2,433	3,690	3,459	35,120
R-37	3,454	3,198	1,885	2,636	2,672	3,503	2,621	3,279	1,690	2,660	2,362	29,960
R-38	3,454	4,270	3,573	4,862	3,932	4,539	4,485	4,576	4,812	4,969	4,836	48,309

Kode Responden	Variabel Keputusan Pembelian											Σ
	Y.01	Y.02	Y.03	Y.04	Y.05	Y.06	Y.07	Y.08	Y.09	Y.10	Y.11	
R-39	3,454	4,270	3,573	4,862	3,932	4,539	3,430	3,279	4,812	4,969	4,836	45,956
R-40	2,295	4,270	2,671	3,673	3,932	3,503	2,621	4,576	4,812	3,690	4,836	40,880
R-41	2,295	3,198	3,573	3,673	2,672	3,503	3,430	3,279	3,509	4,969	4,836	38,938
R-42	2,295	3,198	3,573	4,862	3,932	4,539	4,485	4,576	4,812	4,969	4,836	46,077
R-43	1,761	1,000	1,000	2,636	1,000	1,000	3,430	3,279	3,509	1,000	1,000	20,614
R-44	1,761	1,000	1,000	1,000	3,932	3,503	1,000	3,279	1,000	3,690	3,459	24,624
R-45	3,454	3,198	4,722	4,862	3,932	3,503	4,485	2,118	3,509	4,969	4,836	43,588
R-46	3,454	2,440	4,722	3,673	2,672	4,539	4,485	3,279	4,812	2,660	4,836	41,573
R-47	2,295	1,000	2,671	2,636	3,932	1,000	1,000	3,279	2,433	3,690	4,836	28,772
R-48	3,454	4,270	4,722	4,862	3,932	2,630	4,485	3,279	4,812	2,660	2,362	41,468
R-49	3,454	4,270	4,722	4,862	5,165	4,539	4,485	4,576	4,812	3,690	3,459	48,033
R-50	1,000	4,270	4,722	4,862	3,932	4,539	4,485	4,576	4,812	4,969	4,836	47,004
R-51	1,000	4,270	4,722	4,862	5,165	4,539	4,485	4,576	4,812	3,690	3,459	45,579
R-52	2,295	4,270	4,722	4,862	5,165	3,503	4,485	4,576	4,812	4,969	4,836	48,496
R-53	1,761	4,270	4,722	4,862	5,165	4,539	4,485	3,279	3,509	4,969	4,836	46,397
R-54	1,761	2,440	4,722	3,673	2,672	4,539	1,849	4,576	2,433	3,690	4,836	37,192
R-55	1,761	4,270	4,722	4,862	5,165	4,539	4,485	4,576	4,812	3,690	4,836	47,718
R-56	1,761	4,270	4,722	4,862	5,165	4,539	4,485	4,576	3,509	4,969	4,836	47,694
R-57	1,000	4,270	4,722	4,862	5,165	4,539	3,430	4,576	4,812	4,969	3,459	45,804
R-58	1,000	4,270	4,722	4,862	5,165	4,539	4,485	4,576	4,812	4,969	4,836	48,236
R-59	1,000	4,270	4,722	4,862	5,165	4,539	4,485	4,576	4,812	3,690	4,836	46,957
R-60	1,000	3,198	3,573	4,862	3,932	2,630	4,485	2,118	4,812	3,690	3,459	37,758
R-61	1,761	4,270	3,573	3,673	2,672	2,630	3,430	2,118	3,509	3,690	3,459	34,785
R-62	2,295	4,270	4,722	3,673	5,165	1,782	3,430	3,279	4,812	4,969	3,459	41,857
R-63	2,295	1,777	1,885	2,636	3,932	2,630	2,621	3,279	4,812	3,690	3,459	33,014
R-64	1,000	1,777	1,885	1,690	2,672	2,630	2,621	2,118	3,509	1,885	1,764	23,550
R-65	1,761	3,198	3,573	3,673	3,932	3,503	3,430	3,279	3,509	3,690	3,459	37,006
R-66	2,295	2,440	2,671	3,673	2,672	2,630	3,430	3,279	3,509	3,690	3,459	33,748
R-67	1,761	2,440	2,671	2,636	3,932	2,630	3,430	3,279	2,433	2,660	3,459	31,331
R-68	1,761	2,440	2,671	3,673	2,672	2,630	3,430	3,279	3,509	3,690	3,459	33,214
R-69	3,454	2,440	2,671	2,636	3,932	2,630	2,621	3,279	3,509	3,690	3,459	34,320
R-70	3,454	1,777	1,885	2,636	3,932	2,630	2,621	2,118	3,509	2,660	3,459	30,680
R-71	3,454	1,777	1,885	1,690	3,932	1,782	1,849	1,000	3,509	1,885	1,764	24,526
R-72	3,454	1,777	1,885	2,636	3,932	3,503	2,621	3,279	3,509	3,690	3,459	33,743
R-73	3,454	1,777	1,885	2,636	3,932	3,503	2,621	3,279	3,509	3,690	3,459	33,743
R-74	3,454	2,440	2,671	3,673	3,932	2,630	2,621	2,118	2,433	2,660	2,362	30,994
R-75	3,454	3,198	3,573	3,673	3,932	2,630	3,430	3,279	3,509	3,690	3,459	37,825
R-76	3,454	3,198	3,573	3,673	3,932	3,503	3,430	3,279	3,509	3,690	3,459	38,699
R-77	2,295	1,777	2,671	2,636	3,932	1,782	2,621	2,118	3,509	2,660	3,459	29,460
R-78	2,295	2,440	2,671	2,636	3,932	2,630	3,430	3,279	3,509	2,660	2,362	31,843

Kode Responden	Variabel Keputusan Pembelian											Σ
	Y.01	Y.02	Y.03	Y.04	Y.05	Y.06	Y.07	Y.08	Y.09	Y.10	Y.11	
R-79	3,454	3,198	3,573	3,673	2,672	1,782	3,430	3,279	3,509	3,690	3,459	35,719
R-80	3,454	2,440	2,671	2,636	2,672	1,782	2,621	2,118	3,509	2,660	2,362	28,926
R-81	1,000	2,440	2,671	2,636	2,672	2,630	2,621	3,279	3,509	3,690	3,459	30,606
R-82	2,295	4,270	2,671	2,636	2,672	3,503	2,621	2,118	2,433	2,660	2,362	30,242
R-83	2,295	3,198	3,573	4,862	3,932	2,630	4,485	2,118	4,812	3,690	3,459	39,053
R-84	1,761	4,270	3,573	3,673	2,672	2,630	3,430	2,118	3,509	3,690	3,459	34,785
R-85	2,295	4,270	4,722	3,673	5,165	1,782	3,430	3,279	4,812	4,969	3,459	41,857
R-86	3,454	1,777	1,885	2,636	3,932	2,630	2,621	3,279	4,812	3,690	3,459	34,173
R-87	3,454	1,777	1,885	1,690	2,672	2,630	2,621	2,118	3,509	1,885	1,764	26,004
R-88	3,454	2,440	2,671	2,636	2,672	3,503	3,430	3,279	1,690	3,690	3,459	32,924
R-89	3,454	3,198	2,671	3,673	2,672	3,503	4,485	3,279	4,812	3,690	3,459	38,896
R-90	2,295	4,270	3,573	3,673	3,932	1,782	1,000	4,576	3,509	1,885	4,836	35,332

Lampiran 19

Pengolahan Data Interval (MSI) Variabel *Brand Trust* (X1)

Kode Responden	Variabel <i>Brand Trust</i>												Σ
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	
R-01	3,691	2,641	2,769	4,537	3,644	2,994	2,219	2,308	3,723	3,720	2,817	1,764	36,826
R-02	3,691	4,162	4,216	4,537	3,644	4,368	3,233	2,308	3,723	2,301	4,576	3,459	44,218
R-03	2,159	2,641	2,769	3,162	3,644	2,994	3,233	2,308	2,318	2,301	2,817	3,459	33,805
R-04	3,691	4,162	4,216	4,537	2,262	2,994	4,556	3,699	2,318	3,720	1,000	3,459	40,614
R-05	3,691	4,162	4,216	4,537	3,644	4,368	4,556	3,699	3,723	3,720	2,817	3,459	46,592
R-06	2,159	2,641	4,216	4,537	2,262	2,994	3,233	2,308	2,318	2,301	2,817	4,836	36,623
R-07	3,691	4,162	4,216	4,537	2,262	2,994	3,233	2,308	3,723	3,720	2,817	4,836	42,500
R-08	3,691	2,641	2,769	3,162	2,262	2,994	3,233	3,699	2,318	3,720	2,817	3,459	36,765
R-09	3,691	2,641	2,769	3,162	2,262	2,994	3,233	3,699	2,318	2,301	2,817	4,836	36,724
R-10	3,691	4,162	2,769	3,162	3,644	2,994	4,556	3,699	2,318	3,720	2,817	3,459	40,991
R-11	3,691	2,641	4,216	3,162	2,262	2,994	3,233	2,308	3,723	2,301	2,817	2,362	35,711
R-12	2,159	4,162	2,769	1,984	3,644	4,368	3,233	1,000	1,000	3,720	1,000	3,459	32,497
R-13	3,691	4,162	1,606	1,984	1,000	2,994	1,000	1,000	3,723	2,301	2,817	3,459	29,738
R-14	3,691	4,162	4,216	4,537	3,644	4,368	4,556	1,000	2,318	3,720	2,817	2,362	41,391
R-15	1,000	2,641	4,216	3,162	3,644	2,994	4,556	3,699	2,318	3,720	4,576	3,459	39,984
R-16	3,691	2,641	4,216	3,162	2,262	2,994	3,233	2,308	2,318	3,720	2,817	3,459	36,822
R-17	2,159	2,641	2,769	1,984	3,644	4,368	3,233	2,308	2,318	2,301	2,817	3,459	34,000
R-18	3,691	2,641	2,769	1,984	2,262	4,368	3,233	2,308	3,723	1,000	2,817	4,836	35,632
R-19	3,691	4,162	2,769	1,000	3,644	2,994	4,556	2,308	2,318	2,301	2,817	3,459	36,020
R-20	2,159	2,641	2,769	1,984	2,262	4,368	2,219	1,000	2,318	1,000	4,576	3,459	30,753
R-21	3,691	4,162	2,769	3,162	2,262	1,847	2,219	2,308	3,723	2,301	2,817	3,459	34,721
R-22	3,691	2,641	4,216	3,162	1,000	2,994	4,556	2,308	2,318	3,720	2,817	3,459	36,882
R-23	3,691	2,641	2,769	4,537	1,000	1,000	4,556	2,308	1,000	2,301	4,576	3,459	33,838
R-24	3,691	4,162	4,216	4,537	3,644	4,368	4,556	3,699	3,723	3,720	2,817	4,836	47,969
R-25	3,691	4,162	4,216	4,537	3,644	4,368	4,556	3,699	3,723	3,720	2,817	4,836	47,969
R-26	3,691	2,641	2,769	4,537	1,000	1,847	1,604	2,308	2,318	3,720	4,576	3,459	34,469
R-27	2,159	1,000	1,000	1,984	3,644	1,847	3,233	3,699	2,318	1,000	2,817	4,836	29,536
R-28	3,691	4,162	2,769	3,162	3,644	2,994	2,219	3,699	2,318	2,301	2,817	3,459	37,236
R-29	3,691	2,641	2,769	3,162	2,262	2,994	3,233	2,308	2,318	2,301	2,817	3,459	33,956
R-30	2,159	2,641	2,769	4,537	2,262	4,368	3,233	2,308	2,318	2,301	2,817	3,459	35,172
R-31	3,691	4,162	4,216	3,162	2,262	2,994	4,556	2,308	2,318	2,301	2,817	3,459	38,247
R-32	2,159	4,162	2,769	3,162	2,262	2,994	3,233	2,308	3,723	3,720	2,817	3,459	36,769
R-33	2,159	4,162	2,769	3,162	2,262	2,994	3,233	2,308	3,723	3,720	2,817	2,362	35,672
R-34	3,691	4,162	4,216	4,537	3,644	4,368	4,556	3,699	3,723	3,720	2,817	4,836	47,969
R-35	3,691	4,162	4,216	4,537	3,644	4,368	4,556	3,699	3,723	3,720	2,817	3,459	46,592
R-36	3,691	4,162	4,216	4,537	3,644	2,994	3,233	3,699	3,723	3,720	4,576	3,459	45,654
R-37	3,691	2,641	4,216	4,537	3,644	4,368	4,556	3,699	3,723	3,720	2,817	2,362	43,973
R-38	3,691	2,641	2,769	3,162	2,262	2,994	3,233	3,699	2,318	2,301	2,817	4,836	36,724

Kode Responden	Variabel <i>Brand Trust</i>												Σ
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	
R-39	2,159	2,641	2,769	4,537	2,262	1,847	3,233	1,000	2,318	2,301	2,817	4,836	32,720
R-40	2,159	2,641	2,769	3,162	2,262	2,994	3,233	3,699	2,318	2,301	2,817	4,836	35,192
R-41	3,691	2,641	2,769	4,537	3,644	4,368	4,556	3,699	3,723	3,720	2,817	4,836	45,001
R-42	3,691	2,641	2,769	3,162	3,644	2,994	2,219	3,699	2,318	1,000	2,817	4,836	35,790
R-43	3,691	2,641	4,216	3,162	2,262	4,368	3,233	1,000	3,723	3,720	2,817	1,000	35,833
R-44	3,691	4,162	2,769	4,537	3,644	2,994	3,233	3,699	3,723	2,301	2,817	3,459	41,030
R-45	3,691	4,162	2,769	3,162	3,644	4,368	3,233	3,699	2,318	2,301	2,817	4,836	41,001
R-46	3,691	2,641	4,216	3,162	3,644	2,994	3,233	3,699	2,318	2,301	2,817	4,836	39,553
R-47	3,691	2,641	4,216	4,537	3,644	2,994	3,233	2,308	2,318	3,720	4,576	4,836	42,714
R-48	2,159	2,641	4,216	3,162	3,644	2,994	2,219	2,308	1,000	3,720	2,817	2,362	33,242
R-49	3,691	2,641	2,769	4,537	2,262	2,994	3,233	2,308	2,318	3,720	2,817	3,459	36,749
R-50	3,691	4,162	4,216	4,537	3,644	4,368	4,556	3,699	3,723	3,720	2,817	4,836	47,969
R-51	3,691	4,162	4,216	3,162	2,262	2,994	4,556	2,308	3,723	1,000	2,817	3,459	38,351
R-52	3,691	4,162	4,216	4,537	2,262	4,368	4,556	2,308	3,723	3,720	2,817	4,836	45,197
R-53	3,691	4,162	4,216	3,162	2,262	4,368	3,233	2,308	3,723	3,720	2,817	4,836	42,499
R-54	3,691	4,162	2,769	3,162	2,262	2,994	4,556	2,308	2,318	3,720	2,817	4,836	39,596
R-55	3,691	4,162	4,216	4,537	3,644	4,368	4,556	2,308	3,723	2,301	2,817	4,836	45,160
R-56	3,691	4,162	4,216	4,537	3,644	4,368	4,556	3,699	3,723	3,720	4,576	4,836	49,728
R-57	3,691	4,162	4,216	4,537	3,644	4,368	4,556	3,699	3,723	3,720	2,817	3,459	46,592
R-58	3,691	4,162	4,216	4,537	2,262	2,994	4,556	1,000	3,723	3,720	2,817	4,836	42,515
R-59	3,691	4,162	4,216	3,162	2,262	2,994	4,556	2,308	1,000	3,720	4,576	4,836	41,484
R-60	3,691	4,162	4,216	4,537	3,644	4,368	4,556	3,699	3,723	3,720	2,817	3,459	46,592
R-61	3,691	4,162	4,216	4,537	3,644	4,368	4,556	3,699	3,723	3,720	2,817	3,459	46,592
R-62	3,691	4,162	4,216	4,537	3,644	4,368	4,556	3,699	3,723	3,720	2,817	3,459	46,592
R-63	3,691	4,162	4,216	4,537	3,644	2,994	4,556	3,699	3,723	3,720	1,000	3,459	43,401
R-64	3,691	2,641	4,216	3,162	2,262	2,994	3,233	2,308	2,318	2,301	2,817	1,764	33,708
R-65	3,691	4,162	4,216	4,537	3,644	4,368	4,556	3,699	3,723	3,720	2,817	3,459	46,592
R-66	3,691	4,162	4,216	4,537	3,644	4,368	4,556	3,699	3,723	3,720	2,817	3,459	46,592
R-67	3,691	2,641	2,769	3,162	3,644	4,368	4,556	1,000	2,318	2,301	2,817	3,459	36,726
R-68	2,159	4,162	2,769	3,162	2,262	2,994	4,556	2,308	2,318	2,301	2,817	3,459	35,268
R-69	3,691	4,162	1,606	3,162	3,644	1,847	3,233	3,699	2,318	2,301	2,817	3,459	35,940
R-70	3,691	4,162	4,216	3,162	3,644	4,368	3,233	2,308	3,723	3,720	1,000	3,459	40,686
R-71	3,691	4,162	2,769	3,162	2,262	1,847	2,219	2,308	3,723	2,301	2,817	1,764	33,026
R-72	3,691	2,641	4,216	3,162	1,000	2,994	4,556	2,308	2,318	3,720	2,817	3,459	36,882
R-73	3,691	2,641	2,769	4,537	1,000	1,000	4,556	2,308	1,000	2,301	2,817	3,459	32,080
R-74	3,691	4,162	4,216	4,537	3,644	4,368	4,556	3,699	3,723	3,720	1,000	2,362	43,678
R-75	3,691	4,162	4,216	4,537	3,644	4,368	4,556	3,699	3,723	3,720	2,817	3,459	46,592
R-76	3,691	2,641	2,769	4,537	1,000	1,847	1,604	2,308	2,318	3,720	2,817	3,459	32,710
R-77	2,159	1,000	1,000	1,984	3,644	1,847	3,233	3,699	2,318	1,000	2,817	3,459	28,159
R-78	3,691	4,162	2,769	3,162	3,644	2,994	2,219	3,699	2,318	2,301	2,817	2,362	36,139

Kode Responden	Variabel <i>Brand Trust</i>												Σ
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	
R-79	3,691	2,641	2,769	3,162	2,262	2,994	3,233	2,308	2,318	2,301	2,817	3,459	33,956
R-80	2,159	2,641	2,769	4,537	2,262	4,368	3,233	2,308	2,318	2,301	1,000	2,362	32,258
R-81	2,159	4,162	2,769	1,984	2,262	4,368	3,233	3,699	1,000	2,301	1,000	3,459	32,396
R-82	1,000	2,641	1,606	3,162	1,000	2,994	2,219	2,308	1,000	2,301	2,817	2,362	25,411
R-83	2,159	2,641	2,769	3,162	2,262	2,994	3,233	3,699	3,723	2,301	2,817	3,459	35,220
R-84	2,159	2,641	2,769	3,162	2,262	4,368	3,233	2,308	2,318	2,301	2,817	3,459	33,798
R-85	2,159	2,641	2,769	4,537	3,644	4,368	3,233	3,699	2,318	2,301	2,817	3,459	37,944
R-86	2,159	2,641	4,216	3,162	2,262	2,994	3,233	2,308	3,723	2,301	2,817	3,459	35,276
R-87	3,691	2,641	4,216	3,162	2,262	2,994	4,556	3,699	3,723	2,301	2,817	1,764	37,827
R-88	1,000	2,641	2,769	3,162	2,262	2,994	3,233	3,699	3,723	3,720	2,817	3,459	35,479
R-89	2,159	2,641	2,769	3,162	2,262	2,994	4,556	2,308	2,318	2,301	2,817	3,459	33,747
R-90	2,159	4,162	2,769	3,162	2,262	2,994	3,233	2,308	3,723	3,720	4,576	4,836	39,905

Lampiran 20

Pengolahan Data Interval (MSI) Variabel Persepsi Harga Produk (X2)

Kode Responden	Variabel Persepsi Harga Produk										Σ
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	
R-01	5,334	4,251	3,527	5,061	5,287	2,807	2,180	4,782	1,664	3,645	38,538
R-02	4,230	5,384	3,527	2,458	3,236	4,014	2,180	2,093	3,534	3,645	34,303
R-03	4,230	4,251	3,527	3,736	3,236	4,014	3,446	3,350	3,534	5,094	38,419
R-04	4,230	4,251	4,726	5,061	4,242	5,287	3,446	3,350	3,534	5,094	43,222
R-05	3,224	3,224	3,527	3,736	5,287	2,807	4,842	2,093	4,846	3,645	37,232
R-06	3,224	3,224	2,485	2,458	3,236	4,014	2,180	3,350	2,426	3,645	30,243
R-07	5,334	4,251	1,667	5,061	4,242	5,287	2,180	3,350	4,846	5,094	41,313
R-08	5,334	3,224	2,485	2,458	4,242	2,807	2,180	2,093	2,426	2,442	29,693
R-09	4,230	4,251	4,726	3,736	3,236	5,287	2,180	4,782	3,534	3,645	39,609
R-10	5,334	4,251	3,527	2,458	3,236	4,014	2,180	3,350	3,534	3,645	35,530
R-11	5,334	5,384	3,527	5,061	2,143	4,014	3,446	4,782	4,846	3,645	42,183
R-12	2,178	2,178	2,485	3,736	3,236	2,807	3,446	4,782	3,534	3,645	32,027
R-13	2,178	2,178	1,667	2,458	3,236	2,807	2,180	3,350	1,664	1,764	23,482
R-14	4,230	4,251	3,527	3,736	4,242	4,014	3,446	3,350	3,534	3,645	37,977
R-15	3,224	3,224	3,527	2,458	3,236	4,014	3,446	3,350	3,534	3,645	33,659
R-16	3,224	3,224	2,485	3,736	3,236	4,014	3,446	2,093	2,426	3,645	31,530
R-17	3,224	3,224	3,527	2,458	3,236	4,014	3,446	3,350	3,534	3,645	33,659
R-18	3,224	3,224	2,485	3,736	3,236	2,807	3,446	3,350	3,534	3,645	32,688
R-19	2,178	2,178	2,485	3,736	3,236	2,807	2,180	3,350	2,426	3,645	28,223
R-20	2,178	2,178	1,667	3,736	2,143	1,690	1,000	3,350	1,664	1,764	21,371
R-21	2,178	2,178	2,485	3,736	4,242	2,807	3,446	3,350	3,534	3,645	31,602
R-22	2,178	2,178	2,485	3,736	4,242	2,807	3,446	3,350	3,534	3,645	31,602
R-23	3,224	3,224	3,527	3,736	3,236	2,807	2,180	2,093	2,426	2,442	28,897
R-24	4,230	4,251	3,527	3,736	3,236	4,014	3,446	3,350	3,534	3,645	36,971
R-25	4,230	4,251	3,527	3,736	4,242	4,014	3,446	3,350	3,534	3,645	37,977
R-26	2,178	3,224	2,485	3,736	2,143	2,807	2,180	3,350	2,426	3,645	28,176
R-27	3,224	3,224	2,485	3,736	3,236	4,014	3,446	3,350	2,426	2,442	31,584
R-28	4,230	4,251	3,527	2,458	2,143	4,014	3,446	3,350	3,534	3,645	34,600
R-29	3,224	3,224	2,485	2,458	2,143	2,807	2,180	3,350	2,426	2,442	26,741
R-30	3,224	3,224	2,485	2,458	3,236	2,807	3,446	3,350	3,534	3,645	31,410
R-31	4,230	3,224	2,485	2,458	2,143	2,807	3,446	3,350	3,534	3,645	31,324
R-32	3,224	3,224	3,527	3,736	4,242	4,014	3,446	3,350	3,534	3,645	35,944
R-33	4,230	4,251	4,726	3,736	4,242	4,014	3,446	3,350	3,534	3,645	39,175
R-34	3,224	3,224	3,527	5,061	4,242	4,014	3,446	4,782	4,846	5,094	41,460
R-35	3,224	4,251	3,527	3,736	3,236	2,807	3,446	3,350	3,534	2,442	33,554
R-36	4,230	4,251	1,000	3,736	3,236	4,014	3,446	3,350	3,534	3,645	34,443
R-37	2,178	2,178	1,667	1,000	2,143	1,690	1,000	1,465	2,426	1,764	17,512
R-38	5,334	5,384	3,527	5,061	4,242	5,287	4,842	4,782	4,846	5,094	48,399

Kode Responden	Variabel Persepsi Harga Produk										Σ
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	
R-39	3,224	4,251	3,527	5,061	3,236	4,014	4,842	4,782	3,534	5,094	41,564
R-40	4,230	5,384	3,527	5,061	4,242	5,287	3,446	4,782	3,534	5,094	44,588
R-41	4,230	4,251	3,527	3,736	4,242	4,014	3,446	3,350	3,534	3,645	37,977
R-42	3,224	3,224	2,485	3,736	3,236	2,807	3,446	3,350	3,534	3,645	32,688
R-43	1,000	4,251	3,527	3,736	4,242	1,000	3,446	1,000	1,000	3,645	26,848
R-44	4,230	1,000	3,527	2,458	1,000	2,807	2,180	1,000	1,000	1,000	20,203
R-45	3,224	4,251	4,726	5,061	4,242	5,287	3,446	2,093	4,846	5,094	42,271
R-46	4,230	5,384	3,527	5,061	3,236	4,014	3,446	3,350	3,534	3,645	39,429
R-47	3,224	5,384	3,527	3,736	5,287	5,287	2,180	3,350	4,846	3,645	40,469
R-48	5,334	4,251	4,726	3,736	3,236	2,807	4,842	3,350	3,534	3,645	39,461
R-49	5,334	4,251	4,726	5,061	5,287	4,014	4,842	4,782	3,534	3,645	45,475
R-50	4,230	3,224	3,527	5,061	4,242	2,807	2,180	2,093	4,846	3,645	35,857
R-51	4,230	3,224	4,726	3,736	3,236	5,287	3,446	4,782	3,534	5,094	41,296
R-52	5,334	4,251	4,726	2,458	5,287	5,287	2,180	4,782	2,426	5,094	41,825
R-53	3,224	3,224	3,527	2,458	3,236	2,807	4,842	3,350	4,846	5,094	36,608
R-54	4,230	4,251	3,527	3,736	5,287	4,014	3,446	4,782	4,846	3,645	41,765
R-55	5,334	4,251	4,726	5,061	4,242	5,287	4,842	4,782	3,534	5,094	47,153
R-56	3,224	3,224	3,527	3,736	4,242	2,807	4,842	4,782	2,426	3,645	36,455
R-57	4,230	3,224	4,726	5,061	3,236	4,014	3,446	4,782	2,426	2,442	37,587
R-58	3,224	3,224	2,485	3,736	5,287	4,014	2,180	3,350	4,846	3,645	35,993
R-59	3,224	5,384	2,485	5,061	5,287	4,014	3,446	3,350	4,846	5,094	42,192
R-60	3,224	3,224	3,527	2,458	3,236	4,014	3,446	3,350	3,534	3,645	33,659
R-61	3,224	3,224	2,485	3,736	3,236	4,014	3,446	2,093	2,426	3,645	31,530
R-62	3,224	3,224	3,527	2,458	3,236	4,014	3,446	3,350	3,534	3,645	33,659
R-63	3,224	3,224	2,485	3,736	3,236	2,807	3,446	3,350	3,534	3,645	32,688
R-64	2,178	2,178	2,485	3,736	3,236	2,807	2,180	3,350	2,426	3,645	28,223
R-65	2,178	2,178	1,667	3,736	2,143	1,690	1,000	3,350	1,664	1,764	21,371
R-66	2,178	2,178	2,485	3,736	4,242	2,807	3,446	3,350	3,534	3,645	31,602
R-67	2,178	2,178	2,485	3,736	4,242	2,807	3,446	3,350	3,534	3,645	31,602
R-68	3,224	3,224	3,527	3,736	3,236	2,807	2,180	2,093	2,426	2,442	28,897
R-69	4,230	4,251	3,527	3,736	3,236	4,014	3,446	3,350	3,534	3,645	36,971
R-70	4,230	4,251	3,527	3,736	4,242	4,014	3,446	3,350	3,534	3,645	37,977
R-71	2,178	3,224	2,485	3,736	2,143	2,807	2,180	3,350	2,426	3,645	28,176
R-72	3,224	3,224	2,485	3,736	3,236	4,014	3,446	3,350	2,426	2,442	31,584
R-73	4,230	4,251	3,527	2,458	2,143	4,014	3,446	3,350	3,534	3,645	34,600
R-74	3,224	3,224	2,485	2,458	2,143	2,807	2,180	3,350	2,426	2,442	26,741
R-75	3,224	3,224	2,485	2,458	3,236	2,807	3,446	3,350	3,534	3,645	31,410
R-76	4,230	3,224	2,485	2,458	2,143	2,807	3,446	3,350	3,534	3,645	31,324
R-77	3,224	3,224	3,527	3,736	4,242	4,014	3,446	3,350	3,534	3,645	35,944
R-78	4,230	4,251	4,726	3,736	4,242	4,014	3,446	3,350	3,534	3,645	39,175

Kode Responden	Variabel Persepsi Harga Produk										Σ
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	
R-79	3,224	3,224	3,527	5,061	4,242	4,014	3,446	4,782	4,846	5,094	41,460
R-80	3,224	4,251	3,527	3,736	3,236	2,807	3,446	3,350	3,534	2,442	33,554
R-81	4,230	4,251	1,000	3,736	3,236	4,014	3,446	3,350	3,534	3,645	34,443
R-82	3,224	4,251	4,726	3,736	5,287	4,014	2,180	2,093	3,534	3,645	36,692
R-83	4,230	4,251	4,726	3,736	4,242	4,014	4,842	4,782	3,534	3,645	42,003
R-84	3,224	5,384	4,726	3,736	3,236	4,014	3,446	3,350	3,534	5,094	39,745
R-85	3,224	4,251	3,527	2,458	4,242	4,014	4,842	3,350	4,846	5,094	39,848
R-86	4,230	3,224	3,527	5,061	3,236	5,287	3,446	2,093	2,426	3,645	36,177
R-87	4,230	5,384	4,726	3,736	5,287	4,014	4,842	4,782	4,846	3,645	45,493
R-88	4,230	2,178	2,485	2,458	4,242	4,014	2,180	2,093	2,426	2,442	28,750
R-89	4,230	4,251	3,527	2,458	5,287	4,014	3,446	2,093	3,534	2,442	35,284
R-90	4,230	2,178	1,000	3,736	4,242	2,807	4,842	3,350	4,846	3,645	34,877

Lampiran 21

Pengolahan Data Interval (MSI) Variabel *Perceived Quality* (X3)

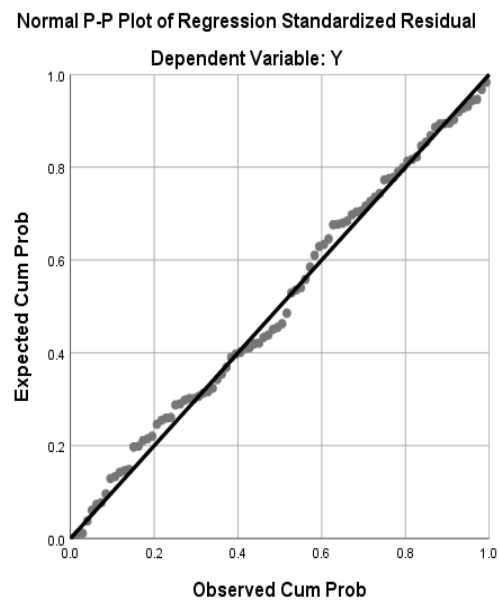
Kode Responden	Variabel <i>Perceived Quality</i>								Σ
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	
R-01	1,000	3,033	1,000	1,000	3,020	1,988	1,885	3,138	16,063
R-02	2,293	4,348	1,849	1,817	2,018	3,079	3,027	3,138	21,569
R-03	2,293	3,033	3,010	2,890	3,020	3,079	3,027	2,035	22,388
R-04	1,000	3,033	3,010	2,890	3,020	3,079	1,885	3,138	21,055
R-05	2,293	3,033	1,849	1,817	2,018	3,079	3,027	3,138	20,254
R-06	2,293	1,955	1,849	1,817	2,018	3,079	3,027	2,035	18,074
R-07	3,680	3,033	3,010	2,890	3,020	3,079	4,388	3,138	26,239
R-08	3,680	1,000	1,000	1,000	4,254	4,388	4,388	4,473	24,183
R-09	2,293	3,033	3,010	2,890	3,020	3,079	3,027	3,138	23,491
R-10	3,680	4,348	4,386	4,233	4,254	4,388	4,388	3,138	32,815
R-11	2,293	3,033	3,010	2,890	3,020	3,079	3,027	3,138	23,491
R-12	3,680	3,033	3,010	2,890	3,020	4,388	4,388	4,473	28,882
R-13	2,293	4,348	4,386	4,233	4,254	4,388	3,027	2,035	28,964
R-14	3,680	4,348	4,386	4,233	4,254	4,388	4,388	3,138	32,815
R-15	2,293	1,955	1,849	1,817	3,020	3,079	3,027	3,138	20,178
R-16	1,000	3,033	3,010	2,890	1,000	1,000	1,885	2,035	15,853
R-17	2,293	3,033	3,010	2,890	3,020	3,079	3,027	4,473	24,825
R-18	3,680	4,348	4,386	4,233	4,254	4,388	4,388	3,138	32,815
R-19	3,680	4,348	4,386	4,233	4,254	4,388	4,388	4,473	34,150
R-20	1,000	4,348	4,386	4,233	3,020	3,079	1,885	3,138	25,089
R-21	2,293	4,348	4,386	4,233	4,254	4,388	3,027	3,138	30,066
R-22	2,293	3,033	3,010	2,890	3,020	3,079	3,027	2,035	22,388
R-23	2,293	4,348	4,386	4,233	3,020	3,079	3,027	4,473	28,859
R-24	3,680	4,348	3,010	4,233	4,254	3,079	4,388	3,138	30,130
R-25	3,680	3,033	3,010	2,890	3,020	4,388	4,388	4,473	28,882
R-26	3,680	3,033	3,010	2,890	3,020	3,079	4,388	3,138	26,239
R-27	3,680	4,348	4,386	4,233	4,254	4,388	4,388	4,473	34,150
R-28	2,293	3,033	3,010	2,890	3,020	3,079	3,027	2,035	22,388
R-29	3,680	4,348	4,386	4,233	4,254	4,388	4,388	4,473	34,150
R-30	3,680	4,348	3,010	2,890	3,020	4,388	4,388	2,035	27,760
R-31	2,293	3,033	3,010	2,890	3,020	3,079	3,027	3,138	23,491
R-32	2,293	3,033	3,010	2,890	1,000	1,988	1,885	3,138	19,236
R-33	2,293	3,033	1,849	2,890	2,018	3,079	3,027	3,138	21,328
R-34	2,293	3,033	4,386	2,890	4,254	3,079	4,388	3,138	27,461
R-35	3,680	4,348	3,010	2,890	4,254	3,079	3,027	4,473	28,761
R-36	3,680	4,348	3,010	2,890	3,020	3,079	4,388	3,138	27,554
R-37	3,680	4,348	3,010	4,233	4,254	4,388	3,027	4,473	31,413
R-38	3,680	4,348	4,386	4,233	3,020	3,079	4,388	4,473	31,607

Kode Responden	Variabel <i>Perceived Quality</i>								Σ
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	
R-39	2,293	4,348	3,010	2,890	3,020	3,079	3,027	3,138	24,805
R-40	3,680	4,348	4,386	4,233	2,018	4,388	3,027	4,473	30,553
R-41	2,293	4,348	3,010	2,890	4,254	3,079	3,027	3,138	26,039
R-42	3,680	3,033	1,849	2,890	4,254	3,079	3,027	4,473	26,285
R-43	3,680	3,033	3,010	4,233	3,020	4,388	3,027	4,473	28,865
R-44	2,293	3,033	4,386	2,890	3,020	3,079	3,027	2,035	23,763
R-45	3,680	4,348	4,386	2,890	3,020	1,988	4,388	2,035	26,735
R-46	3,680	3,033	1,849	1,817	3,020	3,079	4,388	3,138	24,004
R-47	2,293	3,033	3,010	2,890	3,020	3,079	3,027	3,138	23,491
R-48	3,680	4,348	3,010	4,233	3,020	4,388	3,027	1,000	26,707
R-49	3,680	4,348	3,010	2,890	3,020	4,388	4,388	3,138	28,862
R-50	3,680	4,348	3,010	2,890	3,020	1,988	3,027	3,138	25,101
R-51	2,293	4,348	3,010	4,233	3,020	4,388	3,027	3,138	27,457
R-52	3,680	4,348	3,010	2,890	3,020	1,988	4,388	4,473	27,797
R-53	3,680	3,033	3,010	2,890	3,020	1,000	3,027	3,138	22,799
R-54	3,680	3,033	3,010	2,890	2,018	1,988	1,000	1,000	18,619
R-55	3,680	3,033	3,010	4,233	2,018	4,388	3,027	4,473	27,863
R-56	3,680	3,033	1,849	4,233	4,254	3,079	3,027	3,138	26,293
R-57	3,680	4,348	4,386	4,233	4,254	4,388	4,388	4,473	34,150
R-58	3,680	4,348	4,386	4,233	4,254	4,388	4,388	4,473	34,150
R-59	3,680	3,033	1,849	1,000	3,020	3,079	1,000	3,138	19,800
R-60	2,293	1,955	3,010	2,890	2,018	4,388	1,885	1,465	19,905
R-61	1,000	1,955	3,010	1,817	2,018	3,079	1,885	3,138	17,902
R-62	2,293	1,000	3,010	4,233	1,000	3,079	3,027	3,138	20,781
R-63	2,293	1,955	3,010	2,890	2,018	1,988	3,027	3,138	20,319
R-64	2,293	1,955	1,000	1,817	2,018	1,988	1,885	4,473	17,428
R-65	2,293	3,033	3,010	2,890	3,020	3,079	3,027	2,035	22,388
R-66	2,293	1,955	3,010	1,817	2,018	3,079	3,027	4,473	21,672
R-67	2,293	1,955	3,010	2,890	2,018	3,079	3,027	2,035	20,308
R-68	1,000	1,955	3,010	1,817	2,018	3,079	3,027	3,138	19,045
R-69	2,293	1,955	3,010	2,890	2,018	1,988	3,027	3,138	20,319
R-70	2,293	1,955	3,010	2,890	2,018	1,988	1,885	4,473	20,512
R-71	3,680	3,033	4,386	4,233	4,254	3,079	4,388	4,473	31,526
R-72	3,680	3,033	1,849	4,233	4,254	3,079	4,388	3,138	27,654
R-73	2,293	4,348	4,386	4,233	4,254	4,388	4,388	3,138	31,427
R-74	2,293	3,033	3,010	2,890	4,254	4,388	4,388	4,473	28,729
R-75	3,680	4,348	4,386	4,233	4,254	3,079	4,388	3,138	31,506
R-76	1,000	3,033	3,010	2,890	4,254	4,388	4,388	4,473	27,436
R-77	3,680	4,348	4,386	4,233	4,254	1,988	4,388	3,138	30,414
R-78	3,680	4,348	4,386	4,233	4,254	4,388	3,027	3,138	31,454

Kode Responden	Variabel <i>Perceived Quality</i>								Σ
	X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	
R-79	1,000	4,348	3,010	4,233	4,254	4,388	4,388	4,473	30,094
R-80	2,293	3,033	3,010	4,233	4,254	4,388	4,388	3,138	28,737
R-81	2,293	3,033	3,010	2,890	3,020	4,388	3,027	4,473	26,134
R-82	2,293	3,033	4,386	4,233	4,254	4,388	4,388	4,473	31,447
R-83	2,293	3,033	4,386	4,233	4,254	4,388	4,388	3,138	30,112
R-84	2,293	3,033	3,010	2,890	3,020	3,079	3,027	3,138	23,491
R-85	3,680	4,348	4,386	4,233	4,254	3,079	3,027	3,138	30,145
R-86	2,293	3,033	3,010	2,890	3,020	4,388	4,388	4,473	27,495
R-87	3,680	4,348	4,386	2,890	4,254	4,388	3,027	3,138	30,111
R-88	2,293	3,033	3,010	2,890	3,020	1,988	3,027	3,138	22,399
R-89	2,293	3,033	3,010	4,233	4,254	4,388	3,027	4,473	28,711
R-90	3,680	4,348	4,386	2,890	3,020	3,079	3,027	4,473	28,903

Lampiran 22

Output SPSS Uji Asumsi Klasik Uji Normalitas



One-Sample Kolmogorov-Smirnov Test

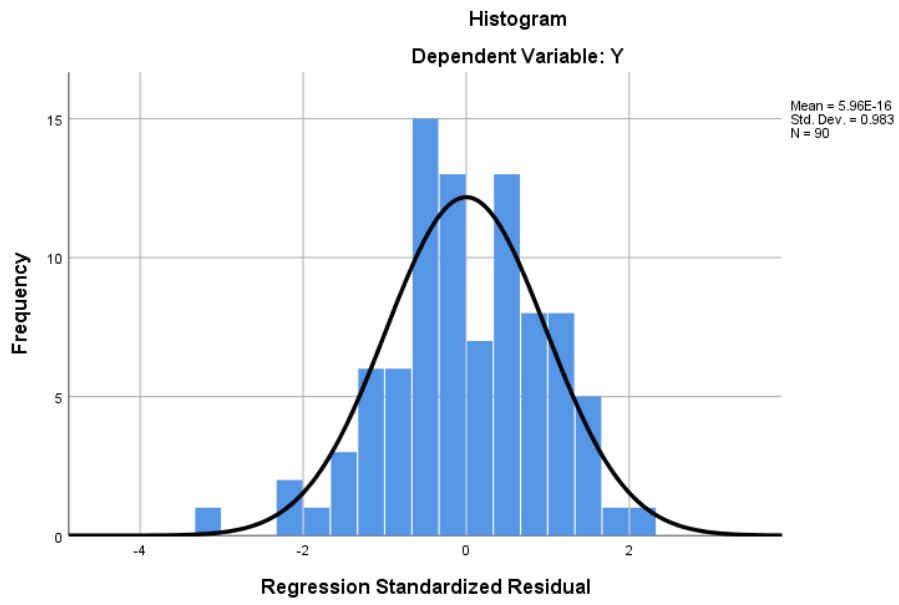
		Unstandardized Residual
N		90
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.98799671
Most Extreme Differences	Absolute	.057
	Positive	.049
	Negative	-.057
Test Statistic		.057
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.



Lampiran 23

Output SPSS Uji Asumsi Klasik Uji Multikolioneritas

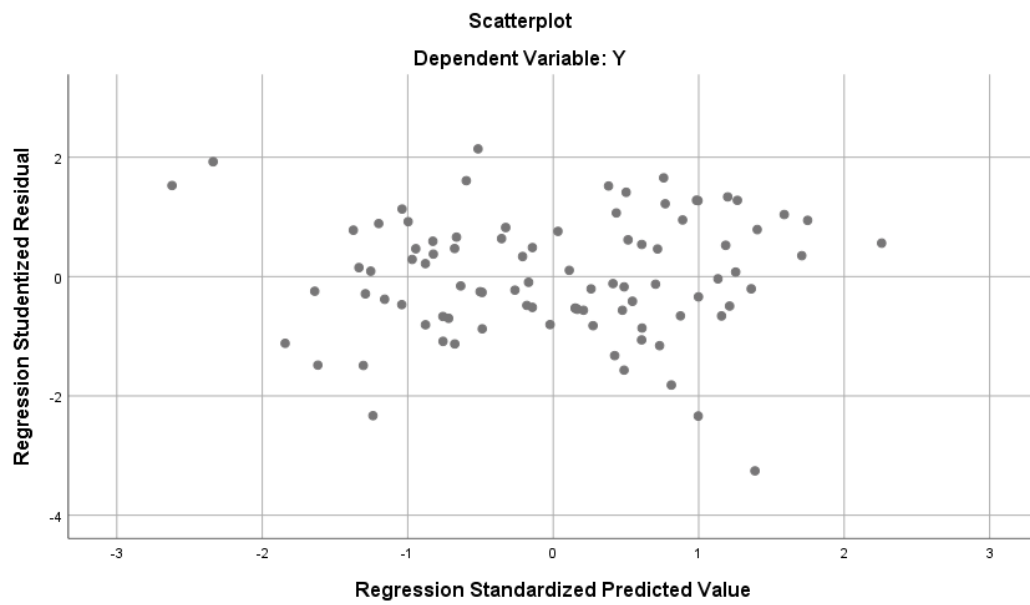
		Coefficients ^a					Collinearity Statistics		
Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Tolerance	VIF
		B	Std. Error	Beta					
1	(Constant)	4.454	5.804			.767	.445		
	X1	.340	.099	.303		3.414	.001	.967	1.034
	X2	.485	.090	.471		5.356	.000	.987	1.013
	X3	.098	.114	.076		.860	.392	.978	1.023

a. Dependent Variable: Y

Lampiran 24**Output SPSS Uji Asumsi Klasik Uji Autokorelasi**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.587 ^a	.345	.322	5.074

a. Predictors: (Constant), X3, X2, X1

Lampiran 25**Output SPSS Uji Asumsi Klasik Uji Heteroskedastisita**

Lampiran 26

Output SPSS Uji Regresi Linier Berganda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X3, X2, X1 ^b	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.587 ^a	.345	.322	5.074	1.760

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1164.959	3	388.320	15.082	.000 ^b
	Residual	2214.330	86	25.748		
	Total	3379.289	89			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	4.454	5.804		.767	.445		
	X1	.340	.099	.303	3.414	.001	.967	1.034
	X2	.485	.090	.471	5.356	.000	.987	1.013
	X3	.098	.114	.076	.860	.392	.978	1.023

a. Dependent Variable: Y

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions		
					X1	X2	X3
1	1	3.940	1.000	.00	.00	.00	.00
	2	.032	11.052	.00	.10	.12	.67
	3	.022	13.436	.01	.35	.73	.00
	4	.006	25.192	.99	.55	.15	.32

a. Dependent Variable: Y

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	27.61	45.26	37.09	3.618	90
Std. Predicted Value	-2.620	2.258	.000	1.000	90
Standard Error of Predicted Value	.614	1.902	1.040	.251	90
Adjusted Predicted Value	26.89	45.05	37.09	3.623	90
Residual	-16.106	10.781	.000	4.988	90
Std. Residual	-3.174	2.125	.000	.983	90
Stud. Residual	-3.256	2.140	.000	1.006	90
Deleted Residual	-16.953	10.941	.003	5.223	90
Stud. Deleted Residual	-3.458	2.187	-.002	1.021	90
Mahal. Distance	.316	11.513	2.967	1.989	90
Cook's Distance	.000	.139	.012	.020	90
Centered Leverage Value	.004	.129	.033	.022	90

a. Dependent Variable: Y

Lampiran 27

Surat Ijin Penelitian



YAYASAN PENDIDIKAN PANCASAKTI TEGAL
UNIVERSITAS PANCASAKTI TEGAL
FAKULTAS EKONOMI DAN BISNIS

Jalan Halmahera KM 1 Kota Tegal 52121

Sekretariat : Telp (0283) 355720

Web : <http://feb.upstegal.ac.id>, email : feb@upstegal.ac.id

Nomor : **58/K/E/FEB/UPS/X/2023** Tegal, 18 Oktober 2023
 Lampiran : -
 Perihal : **Ijin Penelitian Dan Permintaan Data**

Kepada : Yth. **Kepala Bengkel PT. Astra Internasional Daihatsu Kota Tegal**
 Jl. Kol. Sugiono, No. 103, Pekauman
 Di – Tegal

Dengan hormat, salah satu syarat untuk menyelesaikan program sarjana (S1) Fakultas Ekonomi dan Bisnis mahasiswa diwajibkan mengadakan penelitian sebagai bahan menyusun skripsi.

Berkenaan dengan hal itu, mohon berkenaan Bapak membantu memberi data yang diperlukan dalam penelitian tersebut kepada mahasiswa:

N a m a : **Frisma Adi Afriansyah**
 Npm : 4119500062
 Program Studi : Manajemen
 Judul Skripsi : Pengaruh Brand Trust, Persepsi Harga Produk Dan Perceived Quality Terhadap Keputusan Pembelian Mobil Xenia Di Astra Internasional Daihatsu Kota Tegal..

Atas bantuan dan kerjasama yang baik kami ucapkan terimakasih,

Dekan



Dr. Dien Noviany R., S.E., M.M., Akt., CA
 NIDN. 0628117502

Lampiran 28

Surat Balasan Penelitian



Lampiran : -

Perihal : Surat Balasan Penelitian

Kepada : Yth. Dekan Fakultas Ekonomi dan Bisnis
Di Tempat

Dengan hormat,

Yang bertanda tangan di bawah ini :

Nama : Desniar Dietya N

Jabatan : Kepala PGA PT. Astra Internasional Daihatsu kota Tegal

Menerangkan Bahwa :

Nama : Frisma Adi Afriansyah

NPM : 4119500062

Jurusan : Manajemen

Mahasiswa : Universitas Pancasakti Tegal

Berdasarkan surat ini yang kami terima dari Fakultas Ekonomi & Bisnis – Universitas Pancasakti Tegal, mahasiswa bersangkutan telah disetujui untuk melakukan penelitian di PT. Astra Internasional Daihatsu Kota Tegal sebagai syarat penyusunan skripsi dengan judul: **“Pengaruh *Brand Trust*, Persepsi Harga Produk dan *Perceived Quality* Terhadap Keputusan Pembelian Mobil Xenia Di PT. Astra Internasional Daihatsu Kota Tegal”**
Demikian surat ini kami sampaikan atas kerjasamanya kami ucapkan terimakasih.

Tegal, 6 November 2023

Kepala PGA

PT.ASTRA international - Fbk
DAIHATSU
CABANG TEGAL
Desniar Dietya N