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LAMPIRAN

Lampiran 1 Kuesioner

Lampiran 1 Kuesioner Penelitian

Kepada

Yth. Bapak/Ibu/Sdr/Sdri

Konsumen Orlin Beauty Di Toko Sammy Warureja Kabupaten Tegal

Dengan hormat,

Sehubungan dengan penyelesaian tugas akhir sebagai mahasiswa Program Strata Satu (S1) pada Fakultas Ekonomi Dan Bisnis Universitas Pancasakti Tegal maka Saya :

Nama : Yeni Ainil Zulfa

NIM : 4120600173

Fakultas : Ekonomi Dan Bisnis (Program Studi Manajemen)

Bermaksud melakukan penelitian ilmiah untuk penyusunan skripsi dengan judul “Pengaruh Kesadaran Merek, Pengetahuan Produk Dan Persepsi Kemasan Terhadap Keputusan Pembelian *Orlin Beauty* Di Toko Sammy Warureja Kabupaten Tegal

Untuk itu, saya sangat mengharapkan kesediaan Bapak/Ibu/Sdr/Sdri untuk menjadi responden dengan mengisi lembar kuesioner ini secara lengkap. Data yang diperoleh hanya akan digunakan untuk kepentingan penelitian sehingga tidak ada jawaban yang salah dan kerahasiaannya akan saya jaga sesuai dengan etika penelitian.

Atas partisipasi bapak/ibu mengisi kuesioner ini saya ucapkan terima kasih.

Hormat saya,

Yeni Ainil Zulfa

IDENTITAS RESPONDEN

Nama :

Alamat :

Isilah dan berilah tanda silang (X) atau checklist (√) pada isian berikut :

1. Umur :

a. 17 – 20 tahun	c. 21 – 30 tahun
b. 31 – 40 tahun	d. Di atas 41 Tahun

2. Jenis Kelamin :

a. Laki-Laki	b. Perempuan
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3. Tingkat pendidikan terakhir

a. Sekolah Menengah Atas	c. Diploma
b. Sarjana	d. Pascasarjana

4. Penghasilan Perbulan

a. Rp. 1.000.000 – Rp. 2.000.000	c. Rp. 3.000.000 – Rp. 4.000.000
b. Rp. 2.000.000 – Rp. 3.000.000	d. Di atas Rp. 4.000.000

5. Pekerjaan

a. PNS	c. TNI/POLRI
b. Swasta	d. Siswa /
c. Mahasiswa	

Petunjuk Pengisian Kuesioner

Mohon anda memberi tanda silang (X) atau checklist (√) pada kolom yang disediakan sesuai dengan penilaian Bapak/Ibu/Sdr/Sdri dalam menilai setiap item pertanyaan.

- SS = Sangat setuju
 S = Setuju
 N = Netral
 TS = Tidak setuju
 STS = Sangat tidak setuju

Pernyataan Keputusan Pembelian

No	Pernyataan	STS	TS	N	S	SS
Memilih Produk						
1	Saya membeli produk Orlin <i>Beauty</i> di Toko Sammy Warureja Kabupaten Tegal sesuai kebutuhan untuk perawatan kulit					
2	Saya memilih Orlin <i>Beauty</i> di Toko Sammy Warureja Kabupaten Tegal karena harganya murah					
3	Saya memilih Orlin <i>Beauty</i> di Toko Sammy Warureja Kabupaten Tegal karena mudah dijangkau					
Kualitas Produk						
4	Saya membeli Orlin <i>Beauty</i> di Toko Sammy Warureja Kabupaten Tegal karena kualitasnya bagus					
5	Saya biasa membeli Orlin <i>Beauty</i> di Toko Sammy Warureja Kabupaten Tegal karena manfaatnya untuk kulit					
6	Saya membeli Orlin <i>Beauty</i> di Toko Sammy Warureja Kabupaten Tegal karena pelayanannya memuaskan					
Kepercayaan Terhadap Merek						
7	Saya memilih merek Orlin <i>Beauty</i> di Toko Sammy Warureja Kabupaten Tegal karena sangat percaya					
8	Saya memilih Orlin <i>Beauty</i> di Toko Sammy Warureja Kabupaten Tegal karena mereknya populer di kalangan anak remaja					
Produk Melekat di Benak Konsumen						
9	Saya biasa membeli Orlin <i>Beauty</i> di Toko Sammy Warureja Kabupaten Tegal karena sudah melekat di hati					
10	Saya biasa membeli Orlin <i>Beauty</i> di Toko Sammy Warureja Kabupaten Tegal karena tidak nyaman menggunakan produk lainnya					
Persediaan Lengkap						

11	Saya memilih Orlin <i>Beauty</i> di Toko Sammy Warureja Kabupaten Tegal karena persediaannya lengkap					
12	Saya membeli Orlin <i>Beauty</i> di Toko Sammy Warureja Kabupaten Tegal karena produknya beragam					
Rutin Membeli						
13	Saya terus menerus membeli produk Orlin <i>Beauty</i> di Toko Sammy Warureja Kabupaten Tegal setiap membutuhkan					
14	Saya rutin membeli Orlin <i>Beauty</i> di Toko Sammy Warureja Kabupaten Tegal setiap bulan					
Membeli Sesuai Keinginan						
15	Saya membeli banyak produk Orlin <i>Beauty</i> di Toko Sammy Warureja Kabupaten Tegal yang sesuai untuk perawatan kulit					
16	Saya membeli banyak produk Orlin <i>Beauty</i> di Toko Sammy Warureja Kabupaten Tegal dengan jenis yang berbeda-beda					
17	Saya membeli banyak produk Orlin <i>Beauty</i> di Toko Sammy Warureja Kabupaten Tegal sesuai keinginan					

Pernyataan Kesadaran Merek (*Brand Awareness*)

No	Pernyataan	STS	TS	N	S	SS
Merek di Asosiasikan						
1	Atribut yang menempel di merek Orlin <i>Beauty</i> di Toko Sammy Warureja Kabupaten Tegal memberikan berbagai informasi mengenai produk bagi konsumen					
2	Orlin <i>Beauty</i> di Toko Sammy Warureja Kabupaten Tegal selalu memperkenalkan produknya secara lengkap					
Merek Kesukaan						
3	Produk merek Orlin <i>Beauty</i> di Toko Sammy Warureja Kabupaten Tegal					

	memberikan kesan akrab kepada semua wanita					
4	Saya merasa akrab dengan produk Orlin <i>Beauty</i> sehingga ikut terlibat dalam mempromosikan Orlin <i>Beauty</i> di Toko Sammy Warureja Kabupaten Tegal					
5	Saya suka menggunakan merek Orlin <i>Beauty</i> di Toko Sammy Warureja Kabupaten Tegal karena lebih hemat					
Kepercayaan						
6	Orlin <i>Beauty</i> di Toko Sammy Warureja Kabupaten Tegal memberikan berperan besar untuk perawatan kulit remaja					
7	Orlin <i>Beauty</i> yang dibeli di Toko Sammy Warureja Kabupaten Tegal produknya tahan lama digunakan					
Iklan Secara Luas						
8	Orlin <i>Beauty</i> karena iklannya dimana-mana					
9	Saya selalu ingat produk Orlin <i>Beauty</i> di Toko Sammy karena iklannya di media sosial					
Merek Sukses						
10	Toko Sammy Warureja Kabupaten Tegal memiliki pengalaman bisnis dalam memasarkan Orlin <i>Beauty</i>					
11	Orlin <i>Beauty</i> di Toko Sammy Warureja Kabupaten Tegal menjadi merek yang sukses					

Pernyataan Pengetahuan Produk (*Product Knowledge*)

No	Pernyataan	STS	TS	N	S	SS
Atribut Produk						
1	Saya mengetahui produk Orlin <i>Beauty</i> sesuai dengan atributnya					
2	Saya percaya pada atribut yang menempel di produk Orlin <i>Beauty</i>					
3	Saya mengetahui produk Orlin <i>Beauty</i> memiliki tampilan sangat menarik					

Harga Sesuai dengan Produk						
4	Saya mengetahui adanya kesesuaian harga dengan produk Orlin <i>Beauty</i>					
5	Saya mengetahui harga yang dibayar sesuai dengan reputasi produk Orlin <i>Beauty</i>					
Manfaat yang Dirasakan						
6	Saya merasakan manfaat langsung dari penggunaan produk Orlin <i>Beauty</i>					
7	Saya merasakan efek langsung pada kulit saat penggunaan produk Orlin <i>Beauty</i> pada diri sendiri					
8	Saya mengetahui kesesuaian antara produk manfaat dari Orlin <i>Beauty</i>					
Merasa Percaya Diri						
9	Saya lebih percaya diri saat menggunakan produk Orlin <i>Beauty</i>					
10	Saya merasa nyaman dan tidak khawatir pada saat menggunakan produk Orlin <i>Beauty</i>					

Pernyataan Persepsi Kemasan

No	Pernyataan	STS	TS	N	S	SS
Melindungi Produk						
1	Kemasan Produk yang disediakan Toko Sammy Warureja Kabupaten Tegal untuk produk Orlin <i>Beauty</i> melindungi produk dengan aman					
2	Kemasan Produk yang disediakan Toko Sammy Warureja Kabupaten Tegal untuk produk Orlin <i>Beauty</i> mampu menjaga kualitas produk					
Mudah Dibawa						
3	Kemasan Produk yang disediakan Toko Sammy Warureja Kabupaten Tegal untuk produk Orlin <i>Beauty</i> mudah dibawa					
4	Kemasan Produk yang disediakan Toko Sammy Warureja Kabupaten Tegal untuk					

	produk Orlin <i>Beauty</i> mudah dibuka dan ditutup					
Wadah Produk						
5	Persepsi Kemasan yang disediakan Toko Sammy Warureja Kabupaten Tegal sebagai wadah pembelian produk Orlin <i>Beauty</i>					
6	Kemasan Produk yang disediakan Toko Sammy Warureja Kabupaten Tegal untuk produk Orlin <i>Beauty</i> lebih ringan					
7	Kemasan Produk yang disediakan Toko Sammy Warureja Kabupaten Tegal untuk produk Orlin <i>Beauty</i> menggunakan bahan yang kuat					
Kesan Kualitas						
8	Kemasan Produk yang disediakan Toko Sammy Warureja Kabupaten Tegal untuk produk Orlin <i>Beauty</i> memberikan kesan kualitas					
9	Kemasan Produk yang disediakan Toko Sammy Warureja Kabupaten Tegal untuk produk Orlin <i>Beauty</i> komposisi warna, gambar dan tulisannya tepat					
Menarik Perhatian Konsumen						
10	Kemasan Produk yang disediakan Toko Sammy Warureja Kabupaten Tegal untuk produk Orlin <i>Beauty</i> di Toko Sammy menarik perhatian konsumennya					
11	Kemasan Produk yang disediakan Toko Sammy Warureja Kabupaten Tegal untuk produk Orlin <i>Beauty</i> terlihat indah					
12	Kemasan Produk yang disediakan Toko Sammy Warureja Kabupaten Tegal untuk produk Orlin <i>Beauty</i> berbeda dengan merek perusahaan lain					
13	Kemasan Produk yang disediakan Toko Sammy Warureja Kabupaten Tegal untuk produk Orlin <i>Beauty</i> mampu meningkatkan harga diri konsumen					
Harga Produk Sesuai						

14	Toko Sammy Warureja Kabupaten Tegal menyediakan ukuran Kemasan Produk Orlin <i>Beauty</i> yang sesuai harganya					
15	Kemasan Produk yang disediakan Toko Sammy Warureja Kabupaten Tegal untuk produk Orlin <i>Beauty</i> gratis sehingga menghemat biaya					
16	Kemasan Produk yang disediakan Toko Sammy Warureja Kabupaten Tegal untuk produk menjadikan harganya lebih murah dari pesaingnya					

Lampiran 2 Data 30 Responden Uji Validitas Dan Reliabilitas

VARIABEL KEPUTUSAN PEMBELIAN

Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.9	Y1.10	Y1.11	Y1.12	Y1.13	Y1.14	Y1.15	Y1.16	Y1.17	Total_Y
5	4	5	5	5	4	5	4	5	5	5	5	5	5	5	5	5	82
5	4	4	4	3	3	3	3	3	3	3	5	5	3	3	5	5	64
5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	70
5	3	3	4	4	3	4	4	4	4	5	4	4	4	5	4	4	68
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5	4	5	5	5	5	4	5	5	5	2	5	5	5	2	5	5	77
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4	4	4	5	3	4	4	3	4	4	4	4	5	4	4	4	5	69

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4	4	4	4	4	4	4	4	4	4	40
3	3	4	4	4	3	4	4	5	3	37
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4	4	4	4	5	5	4	5	5	4	44
4	3	3	3	3	4	3	3	3	4	33

VARIABEL PERSEPSI KEMASAN

X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	X3.11	X3.12	X3.13	X3.14	X3.15	X3.16	Total_X3
5	5	4	3	4	5	5	5	5	5	5	5	5	5	5	5	76
2	2	3	1	1	1	1	1	5	5	5	5	4	4	4	5	49
5	5	4	4	4	4	4	4	5	4	4	4	4	4	4	4	67
4	3	4	4	4	4	4	3	4	3	3	3	4	4	4	4	59
3	3	4	3	3	2	4	4	3	4	4	4	4	4	2	3	54
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3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	48
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4	4	4	3	3	5	5	4	2	4	3	3	3	4	2	3	56
5	1	2	3	4	5	2	5	5	3	3	5	3	5	5	3	59

4	3	4	2	3	4	2	4	3	4	4	4	2	4	5	2	54
5	3	4	5	4	5	3	5	5	5	5	5	5	4	4	5	72
3	3	3	3	3	3	3	3	3	4	3	3	3	3	3	3	49
4	5	5	3	2	3	2	3	5	5	4	4	5	4	2	5	61
4	5	5	4	5	4	4	5	5	5	4	5	5	5	5	5	75
4	3	4	4	4	4	3	4	4	4	3	4	3	3	4	4	59

Lampiran 3 Hasil Uji Instrumen Penelitian

a) Uji Validitas

Uji Validitas Keputusan Pembelian

Correlations																			
		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.9	Y1.10	Y1.11	Y1.12	Y1.13	Y1.14	Y1.15	Y1.16	Y1.17	Total_ Y
Y1.1	Pearson Correlation	1	,166	,372*	,352	,518**	,370*	,473*	,528**	,495*	,383*	,256	,459*	,598**	,383*	,256	,459*	,598**	,683**
	Sig. (2-tailed)		,381	,043	,057	,003	,044	,008	,003	,005	,036	,172	,011	,000	,036	,172	,011	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y1.2	Pearson Correlation	,166	1	,309	,319	,027	,380*	,296	,238	,228	,150	,235	,517**	,405*	,150	,235	,517**	,405*	,521**
	Sig. (2-tailed)	,381		,096	,086	,886	,039	,113	,206	,225	,429	,211	,003	,027	,429	,211	,003	,027	,003
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y1.3	Pearson Correlation	,372*	,309	1	,713**	,477**	,681**	,443*	,479**	,403*	,346	,230	,139	,353	,346	,230	,139	,353	,614**

	Sig. (2-tailed)	,043	,096		,000	,008	,000	,014	,007	,027	,061	,221	,464	,056	,061	,221	,464	,056	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y1.4	Pearson Correlation	,352	,319	,713**	1	,510**	,595**	,386*	,362*	,422*	,304	,399*	,109	,295	,304	,399*	,109	,295	,598**
	Sig. (2-tailed)	,057	,086	,000		,004	,001	,035	,049	,020	,102	,029	,565	,113	,102	,029	,565	,113	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y1.5	Pearson Correlation	,518**	,027	,477**	,510**	1	,567**	,441*	,563**	,502*	,334	,170	,021	,390*	,334	,170	,021	,390*	,572**
	Sig. (2-tailed)	,003	,886	,008	,004		,001	,015	,001	,005	,071	,368	,913	,033	,071	,368	,913	,033	,001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y1.6	Pearson Correlation	,370*	,380*	,681**	,595**	,567**	1	,721*	,795**	,707*	,639**	,257	,197	,404*	,639**	,257	,197	,404*	,790**
	Sig. (2-tailed)	,044	,039	,000	,001	,001		,000	,000	,000	,000	,170	,296	,027	,000	,170	,296	,027	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y1.7	Pearson Correlation	,473**	,296	,443*	,386*	,441*	,721**	1	,724**	,880*	,504**	,504**	,268	,484**	,504**	,504**	,268	,484**	,789**
	Sig. (2-tailed)	,008	,113	,014	,035	,015	,000		,000	,000	,004	,004	,152	,007	,004	,004	,152	,007	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y1.8	Pearson Correlation	,528**	,238	,479**	,362*	,563**	,795**	,724*	1	,751*	,632**	,267	,200	,429*	,632**	,267	,200	,429*	,761**
	Sig. (2-tailed)	,003	,206	,007	,049	,001	,000	,000		,000	,000	,154	,290	,018	,000	,154	,290	,018	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y1.9	Pearson Correlation	,495**	,228	,403*	,422*	,502**	,707**	,880*	,751**	1	,694**	,261	,225	,492**	,694**	,261	,225	,492**	,782**
	Sig. (2-tailed)	,005	,225	,027	,020	,005	,000	,000	,000		,000	,163	,231	,006	,000	,163	,231	,006	,000

Y1.1 6	Pearson Correlation	,459*	,517**	,139	,109	,021	,197	,268	,200	,225	,227	,145	1,000**	,609**	,227	,145	1	,609**	,579**
	Sig. (2-tailed)	,011	,003	,464	,565	,913	,296	,152	,290	,231	,228	,444	,000	,000	,228	,444		,000	,001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Y1.1 7	Pearson Correlation	,598**	,405*	,353	,295	,390*	,404*	,484*	,429*	,492*	,364*	,217	,609**	1,000**	,364*	,217	,609**	1	,757**
	Sig. (2-tailed)	,000	,027	,056	,113	,033	,027	,007	,018	,006	,048	,250	,000	,000	,048	,250	,000		,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Kepu tusa n_Pe mbeli an	Pearson Correlation	,683**	,521**	,614**	,598**	,572**	,790**	,789*	,761**	,782*	,680**	,479**	,579**	,757**	,680**	,479**	,579**	,757**	1
	Sig. (2-tailed)	,000	,003	,000	,000	,001	,000	,000	,000	,000	,000	,007	,001	,000	,000	,007	,001	,000	
	N	30	30	30	30	30	30	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).																			

Uji Validitas Brand Awareness

		Correlations												
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	Total_X1	
X1.1	Pearson Correlation	1	,423*	,513**	,389*	,313	,326	,237	,292	,323	,324	,463**	,604**	
	Sig. (2-tailed)		,020	,004	,034	,092	,079	,208	,118	,081	,081	,010	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	
X1.2	Pearson Correlation	,423*	1	,584**	,323	,293	,479**	,545**	,375*	,201	,703**	,577**	,708**	

	Sig. (2-tailed)	,020		,001	,081	,117	,007	,002	,041	,287	,000	,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1.3	Pearson Correlation	,513**	,584**	1	,347	,267	,555**	,410*	,443*	,362*	,395*	,325	,671**
	Sig. (2-tailed)	,004	,001		,060	,153	,001	,024	,014	,050	,031	,080	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1.4	Pearson Correlation	,389*	,323	,347	1	,736**	,223	,122	,327	,350	,294	,451*	,622**
	Sig. (2-tailed)	,034	,081	,060		,000	,235	,521	,078	,058	,115	,012	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1.5	Pearson Correlation	,313	,293	,267	,736**	1	,324	,360	,580**	,498**	,394*	,540**	,705**
	Sig. (2-tailed)	,092	,117	,153	,000		,081	,050	,001	,005	,031	,002	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1.6	Pearson Correlation	,326	,479**	,555**	,223	,324	1	,792**	,570**	,489**	,598**	,408*	,746**
	Sig. (2-tailed)	,079	,007	,001	,235	,081		,000	,001	,006	,000	,025	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1.7	Pearson Correlation	,237	,545**	,410*	,122	,360	,792**	1	,700**	,574**	,654**	,463**	,747**
	Sig. (2-tailed)	,208	,002	,024	,521	,050	,000		,000	,001	,000	,010	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1.8	Pearson Correlation	,292	,375*	,443*	,327	,580**	,570**	,700**	1	,690**	,519**	,512**	,767**
	Sig. (2-tailed)	,118	,041	,014	,078	,001	,001	,000		,000	,003	,004	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1.9	Pearson Correlation	,323	,201	,362*	,350	,498**	,489**	,574**	,690**	1	,351	,457*	,674**
	Sig. (2-tailed)	,081	,287	,050	,058	,005	,006	,001	,000		,057	,011	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	,324	,703**	,395*	,294	,394*	,598**	,654**	,519**	,351	1	,386*	,728**

X1.1 0	Sig. (2-tailed)	,081	,000	,031	,115	,031	,000	,000	,003	,057		,035	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
X1.1 1	Pearson Correlation	,463**	,577**	,325	,451*	,540**	,408*	,463**	,512**	,457*	,386*	1	,721**
	Sig. (2-tailed)	,010	,001	,080	,012	,002	,025	,010	,004	,011	,035		,000
	N	30	30	30	30	30	30	30	30	30	30	30	30
Brand_A ware ness	Pearson Correlation	,604**	,708**	,671**	,622**	,705**	,746**	,747**	,767**	,674**	,728**	,721**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30
*. Correlation is significant at the 0.05 level (2-tailed).													
**. Correlation is significant at the 0.01 level (2-tailed).													

Uji Validitas Pengetahuan Konsumen

Correlations												
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	Total_X2
X2.1	Pearson Correlation	1	,462*	,502**	,189	,302	,551**	,242	,617**	,119	,528**	,683**
	Sig. (2-tailed)		,010	,005	,318	,105	,002	,198	,000	,531	,003	,000
	N	30	30	30	30	30	30	30	30	30	30	30
X2.2	Pearson Correlation	,462*	1	,757**	,259	,495**	,478**	,474**	,613**	-,022	,374*	,734**
	Sig. (2-tailed)	,010		,000	,167	,005	,008	,008	,000	,909	,042	,000
	N	30	30	30	30	30	30	30	30	30	30	30
X2.3	Pearson Correlation	,502**	,757**	1	,365*	,400*	,459*	,396*	,732**	-,120	,482**	,743**

	Sig. (2-tailed)	,005	,000		,047	,028	,011	,030	,000	,527	,007	,000
	N	30	30	30	30	30	30	30	30	30	30	30
X2.4	Pearson Correlation	,189	,259	,365*	1	,427*	,029	,408*	,235	,493**	,123	,519**
	Sig. (2-tailed)	,318	,167	,047		,018	,878	,025	,211	,006	,516	,003
	N	30	30	30	30	30	30	30	30	30	30	30
X2.5	Pearson Correlation	,302	,495**	,400*	,427*	1	,345	,684**	,531**	,447*	,445*	,743**
	Sig. (2-tailed)	,105	,005	,028	,018		,062	,000	,003	,013	,014	,000
	N	30	30	30	30	30	30	30	30	30	30	30
X2.6	Pearson Correlation	,551**	,478**	,459*	,029	,345	1	,456*	,646**	,085	,412*	,683**
	Sig. (2-tailed)	,002	,008	,011	,878	,062		,011	,000	,653	,024	,000
	N	30	30	30	30	30	30	30	30	30	30	30
X2.7	Pearson Correlation	,242	,474**	,396*	,408*	,684**	,456*	1	,422*	,542**	,151	,711**
	Sig. (2-tailed)	,198	,008	,030	,025	,000	,011		,020	,002	,424	,000
	N	30	30	30	30	30	30	30	30	30	30	30
X2.8	Pearson Correlation	,617**	,613**	,732**	,235	,531**	,646**	,422*	1	,164	,594**	,831**
	Sig. (2-tailed)	,000	,000	,000	,211	,003	,000	,020		,388	,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30
X2.9	Pearson Correlation	,119	-,022	-,120	,493**	,447*	,085	,542**	,164	1	,108	,416*
	Sig. (2-tailed)	,531	,909	,527	,006	,013	,653	,002	,388		,571	,022
	N	30	30	30	30	30	30	30	30	30	30	30
X2.1	Pearson Correlation	,528**	,374*	,482**	,123	,445*	,412*	,151	,594**	,108	1	,627**
	Sig. (2-tailed)	,003	,042	,007	,516	,014	,024	,424	,001	,571		,000
	N	30	30	30	30	30	30	30	30	30	30	30
0	Pearson Correlation	,683**	,734**	,743**	,519**	,743**	,683**	,711**	,831**	,416*	,627**	1

X3.1 3	Pearson Correlation	,236	,502**	,440*	,390*	,336	,235	,459*	,302	,423*	,478**	,633**	,578**	1	,546**	,340	,788**	,758**
	Sig. (2-tailed)	,210	,005	,015	,033	,069	,211	,011	,105	,020	,008	,000	,001		,002	,066	,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X3.1 4	Pearson Correlation	,216	,256	,295	,174	,386*	,312	,151	,391*	,485**	,325	,215	,571**	,546**	1	,568**	,327	,607**
	Sig. (2-tailed)	,251	,172	,114	,359	,035	,093	,427	,033	,007	,080	,254	,001	,002		,001	,078	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X3.1 5	Pearson Correlation	,414*	,114	,202	,272	,514**	,496**	,236	,333	,399*	,123	,329	,496**	,340	,568**	1	,347	,613**
	Sig. (2-tailed)	,023	,550	,284	,146	,004	,005	,210	,073	,029	,517	,076	,005	,066	,001		,060	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X3.1 6	Pearson Correlation	,335	,377*	,314	,350	,141	,181	,290	,025	,487**	,505**	,542**	,368*	,788**	,327	,347	1	,623**
	Sig. (2-tailed)	,071	,040	,091	,058	,456	,339	,121	,894	,006	,004	,002	,045	,000	,078	,060		,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Perse psi Kema san	Pearson Correlation	,642**	,644**	,644**	,641**	,720**	,672**	,584**	,687**	,443*	,574**	,579**	,643**	,758**	,607**	,613**	,623**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,001	,000	,014	,001	,001	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	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).																		

c) Uji Reliabilitas

VARIABEL KEPUTUSAN PEMBELIAN

Reliability Statistics	
Cronbach's Alpha	N of Items
,914	17

VARIABEL KESADARAN MEREK

Reliability Statistics	
Cronbach's Alpha	N of Items
,890	11

VARIABEL PENGETAHUAN PRODUK

Reliability Statistics	
Cronbach's Alpha	N of Items
,860	10

VARIABEL PERSEPSI KEMASAN

Reliability Statistics	
Cronbach's Alpha	N of Items
,897	16

Lampiran 4 Data Ordinal 100 Responden

VARIABEL KEPUTUSAN PEMBELIAN

Nomor	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.9	Y1.10	Y1.11	Y1.12	Y1.13	Y1.14	Y1.15	Y1.16	Y1.17	Total_Y
1	5	4	5	5	5	4	5	4	5	5	5	5	5	5	5	5	5	82
2	5	4	4	4	3	3	3	3	3	3	3	5	5	3	3	5	5	64
3	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	70
4	5	3	3	4	4	3	4	4	4	4	5	4	4	4	5	4	4	68
5	3	4	4	4	4	4	4	4	4	4	4	2	3	4	4	2	3	61
6	4	1	3	3	4	2	3	2	3	3	3	4	4	3	3	4	4	53
7	4	3	3	2	3	2	4	3	4	3	3	3	4	3	3	3	4	54
8	5	4	5	5	5	5	4	5	5	5	2	5	5	5	2	5	5	77
9	4	4	4	4	4	4	4	4	4	4	4	5	5	4	4	5	5	72
10	5	3	5	4	5	5	4	5	4	5	3	3	4	5	3	3	4	70
11	3	3	4	3	3	3	2	3	2	3	3	3	3	3	3	3	3	50
12	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	85
13	4	4	5	4	4	4	4	3	3	3	4	4	4	3	4	4	4	65
14	4	4	4	4	3	4	4	4	3	3	4	3	3	3	4	3	3	60
15	4	2	4	4	4	3	4	3	4	2	3	2	3	2	3	2	3	52
16	5	2	5	5	5	3	3	3	3	3	4	2	4	3	4	2	4	60
17	4	3	5	5	5	5	5	4	5	4	4	2	3	4	4	2	3	67
18	4	2	3	3	3	3	4	4	4	4	3	3	3	4	3	3	3	56
19	4	3	5	5	4	3	3	3	3	3	3	3	3	3	3	3	3	57
20	5	2	4	4	4	4	4	4	4	4	4	4	2	4	4	4	2	63
21	4	3	4	3	2	2	3	2	2	3	4	4	3	3	4	4	3	53
22	4	4	4	5	3	4	4	3	4	4	4	4	5	4	4	4	5	69

50	3	3	3	3	2	3	3	3	4	3	3	3	3	3	3	3	3	51
51	4	2	5	4	4	5	5	4	4	5	5	3	3	5	5	3	3	69
52	5	2	5	5	4	5	4	4	4	4	4	4	3	4	4	4	3	68
53	5	4	5	5	5	4	5	4	5	5	5	5	5	5	5	5	5	82
54	5	4	4	4	3	3	3	3	3	3	3	5	5	3	3	5	5	64
55	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	70
56	5	3	3	4	4	3	4	4	4	4	5	4	4	4	5	4	4	68
57	3	4	4	4	4	4	4	4	4	4	4	2	3	4	4	2	3	61
58	4	3	3	3	4	2	3	2	3	3	3	4	4	3	3	4	4	55
59	4	3	3	2	3	2	4	3	4	3	3	3	4	3	3	3	4	54
60	5	4	5	5	5	5	4	5	5	5	1	5	5	5	2	5	5	76
61	4	4	4	4	4	4	4	4	4	4	4	5	5	4	4	5	5	72
62	5	3	5	4	5	5	4	5	4	5	3	3	4	5	3	3	4	70
63	3	3	4	3	3	3	2	3	2	3	3	3	3	3	3	3	3	50
64	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	85
65	4	4	5	4	4	4	4	3	3	3	4	4	4	3	4	4	4	65
66	4	4	4	4	3	4	4	4	3	3	4	3	3	3	4	3	3	60
67	4	2	4	4	4	3	4	3	4	2	3	2	3	2	3	2	3	52
68	5	2	5	5	5	3	3	3	3	3	4	2	4	3	4	2	4	60
69	4	3	5	5	5	5	5	4	5	4	4	2	3	4	4	2	3	67
70	4	2	3	3	3	3	4	4	4	4	3	3	3	4	3	3	3	56
71	4	3	5	5	4	3	3	3	3	3	3	3	3	3	3	3	3	57
72	5	2	4	4	4	4	4	4	4	4	4	4	2	4	4	4	2	63
73	4	3	4	3	2	2	3	2	2	3	4	4	3	3	4	4	3	53

74	4	4	4	5	3	4	4	3	4	4	4	4	5	4	4	4	5	69
75	4	2	5	4	3	5	5	5	5	5	4	4	4	5	4	4	4	72
76	5	5	5	4	2	4	5	4	5	4	4	5	5	4	4	5	5	75
77	3	4	4	5	3	3	3	2	3	3	4	3	2	3	4	2	2	53
78	5	4	5	5	5	4	5	5	4	2	5	5	5	2	5	5	5	76
79	4	2	4	4	2	2	3	3	3	4	4	3	3	4	4	3	3	55
80	5	2	5	5	5	5	5	5	5	5	5	2	5	5	5	2	5	76
81	5	4	5	5	5	5	5	4	5	5	4	5	5	5	4	5	5	81
82	4	3	4	4	3	4	4	3	3	3	4	4	4	3	4	4	4	62
83	5	3	5	4	3	4	5	4	4	3	4	4	4	3	4	4	4	67
84	5	5	5	5	5	5	5	5	5	5	5	4	4	5	5	4	4	81
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86	5	5	5	5	5	4	4	4	5	5	2	3	4	5	2	3	4	70
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88	4	4	4	4	4	4	4	4	5	5	5	4	4	5	5	4	4	73
89	3	2	5	4	3	4	4	3	3	2	5	5	5	2	5	5	5	65
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96	4	2	4	3	4	4	4	4	4	3	4	4	4	3	4	4	4	63
97	4	2	4	4	4	4	2	4	3	3	4	5	5	3	4	5	5	65

98	4	3	3	3	3	4	3	3	4	4	4	4	2	4	4	4	2	58
99	3	3	3	3	3	2	3	2	2	3	3	3	3	3	3	3	3	48
100	3	3	3	3	2	3	3	3	4	3	3	3	3	3	3	3	3	51

KESADARAN MEREK

X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11
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PENGETAHUAN PRODUK

X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10
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VARIABEL PERSEPSI KEMASAN

X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	X3.11	X3.12	X3.13	X3.14	X3.15	X3.16
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3	2	3	3	3	2	3	3	3	3	4	3	4	2	2	3

Lampiran 5 Data Interval 100 Responden

Keputusan Pembelian

Successive Interval

Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1.7	Y1.8	Y1.9	Y1.10	Y1.11	Y1.12	Y1.13	Y1.14	Y1.15	Y1.16	Y1.17
3,469	4,414	4,387	4,518	4,055	2,884	4,527	3,151	4,204	4,179	5,154	4,013	3,957	4,179	4,643	3,973	3,912
3,469	4,414	3,111	3,246	2,026	1,918	2,203	2,097	2,004	2,146	2,650	4,013	3,957	2,146	2,111	3,973	3,912
3,469	5,420	3,111	3,246	2,947	2,884	3,315	3,151	3,005	3,108	3,817	2,866	2,885	3,108	3,306	2,826	2,839
3,469	3,575	2,057	3,246	2,947	1,918	3,315	3,151	3,005	3,108	5,154	2,866	2,885	3,108	4,643	2,826	2,839
1,000	4,414	3,111	3,246	2,947	2,884	3,315	3,151	3,005	3,108	3,817	1,000	2,022	3,108	3,306	1,000	1,996
2,182	1,000	2,057	2,135	2,947	1,000	2,203	1,000	2,004	2,146	2,650	2,866	2,885	2,146	2,111	2,826	2,839
2,182	3,575	2,057	1,000	2,026	1,000	3,315	2,097	3,005	2,146	2,650	1,957	2,885	2,146	2,111	1,936	2,839
3,469	4,414	4,387	4,518	4,055	4,109	3,315	4,345	4,204	4,179	1,753	4,013	3,957	4,179	1,000	3,973	3,912
2,182	4,414	3,111	3,246	2,947	2,884	3,315	3,151	3,005	3,108	3,817	4,013	3,957	3,108	3,306	3,973	3,912
3,469	3,575	4,387	3,246	4,055	4,109	3,315	4,345	3,005	4,179	2,650	1,957	2,885	4,179	2,111	1,936	2,839
1,000	3,575	3,111	2,135	2,026	1,918	1,000	2,097	1,000	2,146	2,650	1,957	2,022	2,146	2,111	1,936	1,996
3,469	5,420	4,387	4,518	4,055	4,109	4,527	4,345	4,204	4,179	5,154	4,013	3,957	4,179	4,643	3,973	3,912
2,182	4,414	4,387	3,246	2,947	2,884	3,315	2,097	2,004	2,146	3,817	2,866	2,885	2,146	3,306	2,826	2,839
2,182	4,414	3,111	3,246	2,026	2,884	3,315	3,151	2,004	2,146	3,817	1,957	2,022	2,146	3,306	1,936	1,996
2,182	2,558	3,111	3,246	2,947	1,918	3,315	2,097	3,005	1,000	2,650	1,000	2,022	1,000	2,111	1,000	1,996
3,469	2,558	4,387	4,518	4,055	1,918	2,203	2,097	2,004	2,146	3,817	1,000	2,885	2,146	3,306	1,000	2,839
2,182	3,575	4,387	4,518	4,055	4,109	4,527	3,151	4,204	3,108	3,817	1,000	2,022	3,108	3,306	1,000	1,996

2,182	2,558	2,057	2,135	2,026	1,918	3,315	3,151	3,005	3,108	2,650	1,957	2,022	3,108	2,111	1,936	1,996
2,182	3,575	4,387	4,518	2,947	1,918	2,203	2,097	2,004	2,146	2,650	1,957	2,022	2,146	2,111	1,936	1,996
3,469	2,558	3,111	3,246	2,947	2,884	3,315	3,151	3,005	3,108	3,817	2,866	1,000	3,108	3,306	2,826	1,000
2,182	3,575	3,111	2,135	1,000	1,000	2,203	1,000	1,000	2,146	3,817	2,866	2,022	2,146	3,306	2,826	1,996
2,182	4,414	3,111	4,518	2,026	2,884	3,315	2,097	3,005	3,108	3,817	2,866	3,957	3,108	3,306	2,826	3,912
2,182	2,558	4,387	3,246	2,026	4,109	4,527	4,345	4,204	4,179	3,817	2,866	2,885	4,179	3,306	2,826	2,839
3,469	5,420	4,387	3,246	1,000	2,884	4,527	3,151	4,204	3,108	3,817	4,013	3,957	3,108	3,306	3,973	3,912
1,000	4,414	3,111	4,518	1,000	1,918	2,203	1,000	2,004	2,146	3,817	1,957	1,000	2,146	3,306	1,936	1,000
3,469	4,414	4,387	4,518	4,055	2,884	4,527	4,345	3,005	1,000	5,154	4,013	3,957	1,000	4,643	3,973	3,912
2,182	2,558	3,111	3,246	1,000	1,000	2,203	2,097	2,004	3,108	3,817	1,957	2,022	3,108	3,306	1,936	1,996
3,469	2,558	4,387	4,518	4,055	4,109	4,527	4,345	4,204	4,179	5,154	1,000	3,957	4,179	4,643	1,000	3,912
3,469	4,414	4,387	4,518	4,055	4,109	4,527	3,151	4,204	4,179	3,817	4,013	3,957	4,179	3,306	3,973	3,912
2,182	3,575	3,111	3,246	2,026	2,884	3,315	2,097	2,004	2,146	3,817	2,866	2,885	2,146	3,306	2,826	2,839
3,469	3,575	4,387	3,246	2,026	2,884	4,527	3,151	3,005	2,146	3,817	2,866	2,885	2,146	3,306	2,826	2,839
3,469	5,420	4,387	4,518	4,055	4,109	4,527	4,345	4,204	4,179	5,154	2,866	2,885	4,179	4,643	2,826	2,839
3,469	3,575	4,387	3,246	2,947	2,884	2,203	3,151	3,005	4,179	3,817	2,866	2,885	4,179	3,306	2,826	2,839
3,469	5,420	4,387	4,518	4,055	2,884	3,315	3,151	4,204	4,179	1,753	1,957	2,885	4,179	1,000	1,936	2,839
3,469	2,558	3,111	3,246	2,026	2,884	3,315	3,151	3,005	3,108	3,817	2,866	2,885	3,108	3,306	2,826	2,839
2,182	4,414	3,111	3,246	2,947	2,884	3,315	3,151	4,204	4,179	5,154	2,866	2,885	4,179	4,643	2,826	2,839
1,000	2,558	4,387	3,246	1,000	2,884	3,315	2,097	2,004	1,000	5,154	4,013	3,957	1,000	4,643	3,973	3,912
1,000	2,558	1,000	3,246	2,026	1,000	2,203	1,000	1,000	1,000	1,753	2,866	2,022	1,000	2,111	2,826	1,996
3,469	3,575	3,111	4,518	2,947	1,918	2,203	2,097	2,004	3,108	3,817	2,866	3,957	3,108	3,306	2,826	3,912
2,182	3,575	3,111	4,518	2,947	2,884	3,315	2,097	3,005	3,108	3,817	1,000	1,000	3,108	3,306	1,000	1,000
2,182	2,558	4,387	4,518	2,947	2,884	3,315	2,097	3,005	3,108	3,817	2,866	1,000	3,108	3,306	2,826	1,000

2,182	4,414	3,111	3,246	2,947	2,884	3,315	3,151	3,005	3,108	3,817	2,866	2,885	3,108	3,306	2,826	2,839
3,469	2,558	3,111	3,246	2,947	4,109	2,203	3,151	3,005	3,108	3,817	4,013	3,957	3,108	3,306	3,973	3,912
2,182	2,558	3,111	2,135	2,947	2,884	3,315	3,151	3,005	2,146	3,817	2,866	2,885	2,146	3,306	2,826	2,839
2,182	2,558	3,111	3,246	2,947	2,884	1,000	3,151	2,004	2,146	3,817	4,013	3,957	2,146	3,306	3,973	3,912
2,182	3,575	2,057	2,135	2,026	2,884	2,203	2,097	3,005	3,108	3,817	2,866	1,000	3,108	3,306	2,826	1,000
1,000	3,575	2,057	2,135	2,026	1,918	2,203	1,000	1,000	2,146	2,650	1,957	2,022	2,146	2,111	1,936	1,996
1,000	3,575	2,057	2,135	1,000	1,918	2,203	2,097	3,005	2,146	2,650	1,957	2,022	2,146	2,111	1,936	1,996
1,000	4,414	3,111	2,135	2,026	2,884	3,315	3,151	2,004	2,146	2,650	1,957	2,022	2,146	2,111	1,936	1,996
1,000	3,575	2,057	2,135	1,000	1,918	2,203	2,097	3,005	2,146	2,650	1,957	2,022	2,146	2,111	1,936	1,996
2,182	2,558	4,387	3,246	2,947	4,109	4,527	3,151	3,005	4,179	5,154	1,957	2,022	4,179	4,643	1,936	1,996
3,469	2,558	4,387	4,518	2,947	4,109	3,315	3,151	3,005	3,108	3,817	2,866	2,022	3,108	3,306	2,826	1,996
3,469	4,414	4,387	4,518	4,055	2,884	4,527	3,151	4,204	4,179	5,154	4,013	3,957	4,179	4,643	3,973	3,912
3,469	4,414	3,111	3,246	2,026	1,918	2,203	2,097	2,004	2,146	2,650	4,013	3,957	2,146	2,111	3,973	3,912
3,469	5,420	3,111	3,246	2,947	2,884	3,315	3,151	3,005	3,108	3,817	2,866	2,885	3,108	3,306	2,826	2,839
3,469	3,575	2,057	3,246	2,947	1,918	3,315	3,151	3,005	3,108	5,154	2,866	2,885	3,108	4,643	2,826	2,839
1,000	4,414	3,111	3,246	2,947	2,884	3,315	3,151	3,005	3,108	3,817	1,000	2,022	3,108	3,306	1,000	1,996
2,182	3,575	2,057	2,135	2,947	1,000	2,203	1,000	2,004	2,146	2,650	2,866	2,885	2,146	2,111	2,826	2,839
2,182	3,575	2,057	1,000	2,026	1,000	3,315	2,097	3,005	2,146	2,650	1,957	2,885	2,146	2,111	1,936	2,839
3,469	4,414	4,387	4,518	4,055	4,109	3,315	4,345	4,204	4,179	1,000	4,013	3,957	4,179	1,000	3,973	3,912
2,182	4,414	3,111	3,246	2,947	2,884	3,315	3,151	3,005	3,108	3,817	4,013	3,957	3,108	3,306	3,973	3,912
3,469	3,575	4,387	3,246	4,055	4,109	3,315	4,345	3,005	4,179	2,650	1,957	2,885	4,179	2,111	1,936	2,839
1,000	3,575	3,111	2,135	2,026	1,918	1,000	2,097	1,000	2,146	2,650	1,957	2,022	2,146	2,111	1,936	1,996
3,469	5,420	4,387	4,518	4,055	4,109	4,527	4,345	4,204	4,179	5,154	4,013	3,957	4,179	4,643	3,973	3,912
2,182	4,414	4,387	3,246	2,947	2,884	3,315	2,097	2,004	2,146	3,817	2,866	2,885	2,146	3,306	2,826	2,839

2,182	4,414	3,111	3,246	2,026	2,884	3,315	3,151	2,004	2,146	3,817	1,957	2,022	2,146	3,306	1,936	1,996
2,182	2,558	3,111	3,246	2,947	1,918	3,315	2,097	3,005	1,000	2,650	1,000	2,022	1,000	2,111	1,000	1,996
3,469	2,558	4,387	4,518	4,055	1,918	2,203	2,097	2,004	2,146	3,817	1,000	2,885	2,146	3,306	1,000	2,839
2,182	3,575	4,387	4,518	4,055	4,109	4,527	3,151	4,204	3,108	3,817	1,000	2,022	3,108	3,306	1,000	1,996
2,182	2,558	2,057	2,135	2,026	1,918	3,315	3,151	3,005	3,108	2,650	1,957	2,022	3,108	2,111	1,936	1,996
2,182	3,575	4,387	4,518	2,947	1,918	2,203	2,097	2,004	2,146	2,650	1,957	2,022	2,146	2,111	1,936	1,996
3,469	2,558	3,111	3,246	2,947	2,884	3,315	3,151	3,005	3,108	3,817	2,866	1,000	3,108	3,306	2,826	1,000
2,182	3,575	3,111	2,135	1,000	1,000	2,203	1,000	1,000	2,146	3,817	2,866	2,022	2,146	3,306	2,826	1,996
2,182	4,414	3,111	4,518	2,026	2,884	3,315	2,097	3,005	3,108	3,817	2,866	3,957	3,108	3,306	2,826	3,912
2,182	2,558	4,387	3,246	2,026	4,109	4,527	4,345	4,204	4,179	3,817	2,866	2,885	4,179	3,306	2,826	2,839
3,469	5,420	4,387	3,246	1,000	2,884	4,527	3,151	4,204	3,108	3,817	4,013	3,957	3,108	3,306	3,973	3,912
1,000	4,414	3,111	4,518	2,026	1,918	2,203	1,000	2,004	2,146	3,817	1,957	1,000	2,146	3,306	1,000	1,000
3,469	4,414	4,387	4,518	4,055	2,884	4,527	4,345	3,005	1,000	5,154	4,013	3,957	1,000	4,643	3,973	3,912
2,182	2,558	3,111	3,246	1,000	1,000	2,203	2,097	2,004	3,108	3,817	1,957	2,022	3,108	3,306	1,936	1,996
3,469	2,558	4,387	4,518	4,055	4,109	4,527	4,345	4,204	4,179	5,154	1,000	3,957	4,179	4,643	1,000	3,912
3,469	4,414	4,387	4,518	4,055	4,109	4,527	3,151	4,204	4,179	3,817	4,013	3,957	4,179	3,306	3,973	3,912
2,182	3,575	3,111	3,246	2,026	2,884	3,315	2,097	2,004	2,146	3,817	2,866	2,885	2,146	3,306	2,826	2,839
3,469	3,575	4,387	3,246	2,026	2,884	4,527	3,151	3,005	2,146	3,817	2,866	2,885	2,146	3,306	2,826	2,839
3,469	5,420	4,387	4,518	4,055	4,109	4,527	4,345	4,204	4,179	5,154	2,866	2,885	4,179	4,643	2,826	2,839
3,469	3,575	4,387	3,246	2,947	2,884	2,203	3,151	3,005	4,179	3,817	2,866	2,885	4,179	3,306	2,826	2,839
3,469	5,420	4,387	4,518	4,055	2,884	3,315	3,151	4,204	4,179	1,753	1,957	2,885	4,179	1,000	1,936	2,839
3,469	2,558	3,111	3,246	2,026	2,884	3,315	3,151	3,005	3,108	3,817	2,866	2,885	3,108	3,306	2,826	2,839
2,182	4,414	3,111	3,246	2,947	2,884	3,315	3,151	4,204	4,179	5,154	2,866	2,885	4,179	4,643	2,826	2,839
1,000	2,558	4,387	3,246	2,026	2,884	3,315	2,097	2,004	1,000	5,154	4,013	3,957	1,000	4,643	3,973	3,912

1,000	3,575	1,000	3,246	2,026	1,000	2,203	1,000	1,000	1,000	2,650	2,866	2,022	1,000	2,111	2,826	1,000
3,469	3,575	3,111	4,518	2,947	1,918	2,203	2,097	2,004	3,108	3,817	2,866	3,957	3,108	3,306	2,826	3,912
2,182	3,575	3,111	4,518	2,947	2,884	3,315	2,097	3,005	3,108	3,817	1,000	1,000	3,108	3,306	1,000	1,000
2,182	2,558	4,387	4,518	2,947	2,884	3,315	2,097	3,005	3,108	3,817	2,866	1,000	3,108	3,306	2,826	1,000
2,182	4,414	3,111	3,246	2,947	2,884	3,315	3,151	3,005	3,108	3,817	2,866	2,885	3,108	3,306	2,826	2,839
3,469	2,558	3,111	3,246	2,947	4,109	2,203	3,151	3,005	3,108	3,817	4,013	3,957	3,108	3,306	3,973	3,912
2,182	2,558	3,111	2,135	2,947	2,884	3,315	3,151	3,005	2,146	3,817	2,866	2,885	2,146	3,306	2,826	2,839
2,182	2,558	3,111	3,246	2,947	2,884	1,000	3,151	2,004	2,146	3,817	4,013	3,957	2,146	3,306	3,973	3,912
2,182	3,575	2,057	2,135	2,026	2,884	2,203	2,097	3,005	3,108	3,817	2,866	1,000	3,108	3,306	2,826	1,000
1,000	3,575	2,057	2,135	2,026	1,000	2,203	1,000	1,000	2,146	2,650	1,957	2,022	2,146	2,111	1,936	1,996
1,000	3,575	2,057	2,135	1,000	1,918	2,203	2,097	3,005	2,146	2,650	1,957	2,022	2,146	2,111	1,936	1,996

VARIABEL KESADARAN MEREK

Successive Interval

3	4	5	4	5	5	5	5	5	5	5	3
1,940	3,631	4,767	3,760	5,011	4,017	4,306	4,741	4,580	4,383	2,149	
4,306	2,332	3,489	1,000	2,958	4,017	4,306	3,488	4,580	3,130	2,149	
4,306	3,631	3,489	4,612	5,011	2,858	3,026	3,488	3,341	3,130	3,290	
3,013	3,631	2,387	2,927	3,938	1,000	1,000	2,406	3,341	3,130	3,290	
1,940	2,332	2,387	2,927	3,938	2,858	3,026	3,488	3,341	3,130	3,290	
4,306	2,332	4,767	4,612	3,938	1,954	1,000	2,406	3,341	1,000	3,290	
1,940	2,332	2,387	1,943	3,938	1,954	3,026	4,741	4,580	1,000	3,290	
4,306	5,011	4,767	3,760	3,938	4,017	4,306	4,741	4,580	4,383	4,554	

1,940	3,631	3,489	2,927	3,938	2,858	3,026	3,488	3,341	3,130	3,290
4,306	5,011	4,767	2,927	2,958	2,858	4,306	3,488	3,341	3,130	3,290
1,940	2,332	1,597	2,927	2,958	1,000	1,959	2,406	2,382	2,048	2,149
4,306	5,011	4,767	4,612	5,011	4,017	4,306	4,741	4,580	4,383	4,554
3,013	3,631	3,489	2,927	3,938	2,858	3,026	3,488	3,341	3,130	3,290
3,013	3,631	2,387	2,927	2,958	1,954	1,959	2,406	2,382	2,048	2,149
3,013	3,631	3,489	1,943	2,958	1,954	3,026	3,488	3,341	3,130	3,290
3,013	3,631	3,489	1,943	2,958	2,858	3,026	3,488	3,341	3,130	2,149
3,013	3,631	3,489	2,927	2,958	2,858	3,026	3,488	4,580	2,048	4,554
1,940	3,631	3,489	1,943	2,958	4,017	3,026	2,406	2,382	2,048	3,290
3,013	2,332	3,489	2,927	2,958	2,858	1,959	3,488	3,341	2,048	2,149
3,013	3,631	3,489	2,927	3,938	2,858	3,026	3,488	3,341	3,130	3,290
1,940	2,332	3,489	2,927	1,970	1,954	1,959	2,406	3,341	2,048	1,000
3,013	3,631	3,489	1,943	2,958	2,858	3,026	3,488	2,382	3,130	3,290
3,013	3,631	3,489	3,760	3,938	2,858	3,026	4,741	3,341	4,383	3,290
4,306	5,011	4,767	2,927	2,958	4,017	3,026	3,488	3,341	4,383	3,290
1,000	3,631	2,387	2,927	2,958	2,858	3,026	2,406	3,341	3,130	2,149
4,306	3,631	2,387	3,760	3,938	4,017	4,306	3,488	4,580	4,383	4,554
1,940	3,631	3,489	1,943	1,970	2,858	3,026	3,488	3,341	3,130	3,290
4,306	5,011	4,767	4,612	5,011	4,017	4,306	4,741	4,580	4,383	4,554
3,013	3,631	3,489	4,612	5,011	4,017	4,306	4,741	4,580	3,130	4,554
3,013	2,332	2,387	2,927	2,958	2,858	1,959	3,488	3,341	2,048	2,149
3,013	3,631	3,489	3,760	3,938	2,858	3,026	4,741	4,580	3,130	2,149
4,306	5,011	4,767	4,612	5,011	4,017	4,306	4,741	4,580	4,383	4,554

3,013	3,631	3,489	2,927	2,958	2,858	3,026	3,488	3,341	2,048	3,290
3,013	3,631	3,489	4,612	1,000	1,000	1,959	1,000	1,704	4,383	4,554
3,013	2,332	2,387	1,943	3,938	1,954	3,026	3,488	3,341	4,383	3,290
4,306	5,011	4,767	4,612	5,011	4,017	4,306	4,741	4,580	4,383	4,554
3,013	2,332	4,767	1,000	1,970	1,954	3,026	1,597	1,000	3,130	4,554
1,000	2,332	1,000	2,927	1,970	1,000	1,000	2,406	2,382	3,130	3,290
3,013	3,631	3,489	3,760	2,958	4,017	3,026	3,488	2,382	3,130	3,290
3,013	3,631	3,489	2,927	2,958	2,858	3,026	3,488	4,580	3,130	3,290
3,013	3,631	4,767	3,760	3,938	4,017	3,026	3,488	3,341	3,130	3,290
3,013	3,631	3,489	3,760	3,938	2,858	3,026	3,488	3,341	3,130	3,290
3,013	3,631	3,489	2,927	3,938	4,017	4,306	4,741	4,580	3,130	3,290
3,013	3,631	3,489	2,927	2,958	2,858	3,026	3,488	3,341	3,130	2,149
3,013	3,631	3,489	1,943	1,970	2,858	3,026	3,488	3,341	3,130	3,290
3,013	2,332	2,387	3,760	1,970	1,954	1,959	2,406	2,382	2,048	2,149
1,000	1,000	2,387	2,927	2,958	1,954	1,959	2,406	2,382	2,048	1,000
1,940	2,332	2,387	2,927	3,938	1,954	1,959	2,406	1,704	2,048	2,149
3,013	3,631	3,489	3,760	2,958	1,954	1,959	2,406	1,704	1,000	2,149
1,940	2,332	1,597	2,927	2,958	1,954	1,959	1,597	2,382	2,048	2,149
3,013	3,631	3,489	4,612	3,938	4,017	4,306	3,488	4,580	4,383	3,290
4,306	3,631	3,489	4,612	3,938	4,017	3,026	4,741	4,580	3,130	3,290
1,940	3,631	4,767	3,760	5,011	4,017	4,306	4,741	4,580	4,383	2,149
4,306	2,332	3,489	1,000	2,958	4,017	4,306	3,488	4,580	3,130	2,149
4,306	3,631	3,489	4,612	5,011	2,858	3,026	3,488	3,341	3,130	3,290
3,013	3,631	2,387	2,927	3,938	1,000	1,000	2,406	3,341	3,130	3,290

1,940	2,332	2,387	2,927	3,938	2,858	3,026	3,488	3,341	3,130	3,290
4,306	2,332	4,767	4,612	3,938	1,954	1,000	2,406	3,341	1,000	3,290
1,940	2,332	2,387	1,943	3,938	1,954	3,026	4,741	4,580	1,000	3,290
4,306	5,011	4,767	3,760	3,938	4,017	4,306	4,741	4,580	4,383	4,554
1,940	3,631	3,489	2,927	3,938	2,858	3,026	3,488	3,341	3,130	3,290
4,306	5,011	4,767	2,927	2,958	2,858	4,306	3,488	3,341	3,130	3,290
1,940	2,332	1,597	2,927	2,958	1,000	1,959	2,406	2,382	2,048	2,149
4,306	5,011	4,767	4,612	5,011	4,017	4,306	4,741	4,580	4,383	4,554
3,013	3,631	3,489	2,927	3,938	2,858	3,026	3,488	3,341	3,130	3,290
3,013	3,631	2,387	2,927	2,958	1,954	1,959	2,406	2,382	2,048	2,149
3,013	3,631	3,489	1,943	2,958	1,954	3,026	3,488	3,341	3,130	3,290
3,013	3,631	3,489	1,943	2,958	2,858	3,026	3,488	3,341	3,130	2,149
3,013	3,631	3,489	2,927	2,958	2,858	3,026	3,488	4,580	2,048	4,554
1,940	3,631	3,489	1,943	2,958	4,017	3,026	2,406	2,382	2,048	3,290
3,013	2,332	3,489	2,927	2,958	2,858	1,959	3,488	3,341	2,048	2,149
3,013	3,631	3,489	2,927	3,938	2,858	3,026	3,488	3,341	3,130	3,290
1,940	2,332	3,489	2,927	1,970	1,954	1,959	2,406	3,341	2,048	1,000
3,013	3,631	3,489	1,943	2,958	2,858	3,026	3,488	2,382	3,130	3,290
3,013	3,631	3,489	3,760	3,938	2,858	3,026	4,741	3,341	4,383	3,290
4,306	5,011	4,767	2,927	2,958	4,017	3,026	3,488	3,341	4,383	3,290
1,000	3,631	2,387	2,927	2,958	2,858	3,026	2,406	3,341	3,130	2,149
4,306	3,631	2,387	3,760	3,938	4,017	4,306	3,488	4,580	4,383	4,554
1,940	3,631	3,489	1,943	1,970	2,858	3,026	3,488	3,341	3,130	3,290
4,306	5,011	4,767	4,612	5,011	4,017	4,306	4,741	4,580	4,383	4,554

3,013	3,631	3,489	4,612	5,011	4,017	4,306	4,741	4,580	3,130	4,554
3,013	2,332	2,387	2,927	2,958	2,858	1,959	3,488	3,341	2,048	2,149
3,013	3,631	3,489	3,760	3,938	2,858	3,026	4,741	4,580	3,130	2,149
4,306	5,011	4,767	4,612	5,011	4,017	4,306	4,741	4,580	4,383	4,554
3,013	3,631	3,489	2,927	2,958	2,858	3,026	3,488	3,341	2,048	3,290
3,013	3,631	3,489	4,612	1,000	1,000	1,959	1,000	1,704	4,383	4,554
3,013	2,332	2,387	1,943	3,938	1,954	3,026	3,488	3,341	4,383	3,290
4,306	5,011	4,767	4,612	5,011	4,017	4,306	4,741	4,580	4,383	4,554
3,013	2,332	4,767	1,000	1,970	1,954	3,026	1,597	1,000	3,130	4,554
1,000	2,332	1,000	2,927	1,970	1,000	1,000	2,406	2,382	3,130	3,290
3,013	3,631	3,489	3,760	2,958	4,017	3,026	3,488	2,382	3,130	3,290
3,013	3,631	3,489	2,927	2,958	2,858	3,026	3,488	4,580	3,130	3,290
3,013	3,631	4,767	3,760	3,938	4,017	3,026	3,488	3,341	3,130	3,290
3,013	3,631	3,489	3,760	3,938	2,858	3,026	3,488	3,341	3,130	3,290
3,013	3,631	3,489	2,927	3,938	4,017	4,306	4,741	4,580	3,130	3,290
3,013	3,631	3,489	2,927	2,958	2,858	3,026	3,488	3,341	3,130	2,149
3,013	3,631	3,489	1,943	1,970	2,858	3,026	3,488	3,341	3,130	3,290
3,013	2,332	2,387	3,760	1,970	1,954	1,959	2,406	2,382	2,048	2,149
1,000	1,000	2,387	2,927	2,958	1,954	1,959	2,406	2,382	2,048	1,000
1,940	2,332	2,387	2,927	3,938	1,954	1,959	2,406	1,704	2,048	2,149

VARIABEL PENGETAHUAN PRODUK

Successive Interval

5	5	5	5	5	4	5	5	5	5
4,111	4,257	5,088	4,213	4,306	3,530	4,111	4,506	4,179	4,643
4,111	3,141	3,836	3,011	3,144	3,530	2,968	2,349	2,146	2,166
3,048	4,257	3,836	3,011	3,144	3,530	2,968	3,443	3,108	3,306
3,048	2,127	2,802	2,007	3,144	2,581	2,017	2,349	3,108	4,643
2,100	2,127	3,836	3,011	3,144	3,530	2,968	2,349	3,108	3,306
2,100	2,127	2,802	2,007	2,119	2,581	2,017	2,349	2,146	2,166
3,048	3,141	5,088	4,213	2,119	4,575	2,968	3,443	2,146	2,166
1,000	1,000	1,938	4,213	3,144	1,000	2,968	1,000	4,179	1,000
3,048	3,141	3,836	3,011	3,144	3,530	2,968	3,443	3,108	3,306
2,100	2,127	3,836	3,011	3,144	2,581	2,968	3,443	4,179	2,166
2,100	2,127	2,802	2,007	2,119	2,581	2,017	2,349	2,146	2,166
4,111	4,257	5,088	4,213	4,306	4,575	4,111	4,506	4,179	4,643
2,100	1,000	2,802	2,007	3,144	3,530	2,017	3,443	2,146	3,306
2,100	3,141	3,836	2,007	3,144	2,581	2,968	2,349	2,146	3,306
1,000	4,257	3,836	1,000	3,144	3,530	2,968	3,443	1,000	2,166
1,000	1,000	3,836	3,011	2,119	1,743	2,017	2,349	2,146	3,306
2,100	2,127	2,802	2,007	3,144	2,581	2,017	2,349	3,108	3,306
3,048	1,000	1,938	2,007	2,119	3,530	2,017	2,349	3,108	2,166
2,100	2,127	2,802	2,007	2,119	2,581	1,000	2,349	2,146	2,166
3,048	3,141	3,836	3,011	3,144	1,743	2,968	3,443	3,108	3,306
3,048	2,127	3,836	3,011	2,119	1,743	1,000	3,443	2,146	3,306

2,100	3,141	3,836	4,213	3,144	3,530	2,968	3,443	3,108	3,306
2,100	1,000	1,938	3,011	3,144	2,581	2,968	2,349	4,179	3,306
4,111	2,127	3,836	1,000	2,119	4,575	2,968	4,506	3,108	3,306
3,048	3,141	3,836	3,011	2,119	2,581	1,000	3,443	2,146	3,306
4,111	3,141	5,088	3,011	4,306	3,530	2,017	4,506	1,000	4,643
2,100	2,127	2,802	3,011	2,119	2,581	1,000	2,349	3,108	3,306
3,048	3,141	3,836	4,213	4,306	4,575	4,111	4,506	4,179	4,643
3,048	3,141	3,836	3,011	4,306	4,575	2,968	4,506	4,179	3,306
3,048	2,127	2,802	2,007	2,119	3,530	2,017	2,349	2,146	3,306
3,048	3,141	3,836	3,011	3,144	3,530	2,017	3,443	2,146	3,306
4,111	4,257	5,088	4,213	4,306	4,575	4,111	4,506	4,179	4,643
2,100	3,141	3,836	3,011	4,306	2,581	2,968	3,443	4,179	3,306
3,048	3,141	3,836	4,213	4,306	1,743	4,111	1,000	4,179	1,507
3,048	3,141	2,802	2,007	3,144	2,581	2,017	2,349	3,108	3,306
4,111	4,257	1,000	4,213	4,306	4,575	4,111	4,506	4,179	4,643
4,111	2,127	1,938	1,000	4,306	2,581	4,111	2,349	1,000	4,643
1,000	1,000	2,802	1,000	1,000	1,000	1,000	2,349	1,000	1,000
3,048	2,127	5,088	3,011	4,306	2,581	2,968	2,349	3,108	3,306
2,100	2,127	3,836	3,011	3,144	2,581	2,968	3,443	3,108	3,306
1,000	2,127	1,938	1,000	1,000	1,743	1,000	1,000	3,108	3,306
3,048	3,141	3,836	3,011	3,144	3,530	2,968	3,443	3,108	3,306
2,100	1,000	2,802	3,011	3,144	2,581	4,111	3,443	3,108	3,306
2,100	3,141	3,836	3,011	2,119	3,530	2,968	2,349	2,146	3,306
1,000	3,141	3,836	2,007	3,144	1,000	2,968	3,443	2,146	3,306

3,048	2,127	2,802	3,011	1,000	3,530	1,000	2,349	3,108	3,306
2,100	2,127	2,802	2,007	2,119	2,581	2,017	2,349	2,146	2,166
2,100	2,127	2,802	2,007	2,119	2,581	2,017	2,349	2,146	2,166
2,100	2,127	2,802	3,011	3,144	2,581	2,017	2,349	2,146	2,166
2,100	2,127	3,836	2,007	2,119	2,581	2,017	2,349	2,146	2,166
1,000	3,141	1,938	3,011	4,306	3,530	2,017	3,443	4,179	4,643
1,000	3,141	3,836	3,011	3,144	3,530	2,017	3,443	3,108	3,306
4,111	4,257	5,088	4,213	4,306	3,530	4,111	4,506	4,179	4,643
4,111	3,141	3,836	3,011	3,144	3,530	2,968	2,349	2,146	2,166
3,048	4,257	3,836	3,011	3,144	3,530	2,968	3,443	3,108	3,306
3,048	2,127	2,802	2,007	3,144	2,581	2,017	2,349	3,108	4,643
2,100	2,127	3,836	3,011	3,144	3,530	2,968	2,349	3,108	3,306
2,100	2,127	2,802	2,007	2,119	2,581	2,017	2,349	2,146	2,166
3,048	3,141	5,088	4,213	2,119	4,575	2,968	3,443	2,146	2,166
1,000	1,000	1,938	4,213	3,144	1,000	2,968	1,000	4,179	1,000
3,048	3,141	3,836	3,011	3,144	3,530	2,968	3,443	3,108	3,306
2,100	2,127	3,836	3,011	3,144	2,581	2,968	3,443	4,179	2,166
2,100	2,127	2,802	2,007	2,119	2,581	2,017	2,349	2,146	2,166
4,111	4,257	5,088	4,213	4,306	4,575	4,111	4,506	4,179	4,643
2,100	1,000	2,802	2,007	3,144	3,530	2,017	3,443	2,146	3,306
2,100	3,141	3,836	2,007	3,144	2,581	2,968	2,349	2,146	3,306
1,000	4,257	3,836	1,000	3,144	3,530	2,968	3,443	1,000	2,166
1,000	1,000	3,836	3,011	2,119	1,743	2,017	2,349	2,146	3,306
2,100	2,127	2,802	2,007	3,144	2,581	2,017	2,349	3,108	3,306

3,048	1,000	1,938	2,007	2,119	3,530	2,017	2,349	3,108	2,166
2,100	2,127	2,802	2,007	2,119	2,581	1,000	2,349	2,146	2,166
3,048	3,141	3,836	3,011	3,144	1,743	2,968	3,443	3,108	3,306
3,048	2,127	3,836	3,011	2,119	1,743	1,000	3,443	2,146	3,306
2,100	3,141	3,836	4,213	3,144	3,530	2,968	3,443	3,108	3,306
2,100	1,000	1,938	3,011	3,144	2,581	2,968	2,349	4,179	3,306
4,111	2,127	3,836	1,000	2,119	4,575	2,968	4,506	3,108	3,306
3,048	3,141	3,836	3,011	2,119	2,581	1,000	3,443	2,146	3,306
4,111	3,141	5,088	3,011	4,306	3,530	2,017	4,506	1,000	4,643
2,100	2,127	2,802	3,011	2,119	2,581	1,000	2,349	3,108	3,306
3,048	3,141	3,836	4,213	4,306	4,575	4,111	4,506	4,179	4,643
3,048	3,141	3,836	3,011	4,306	4,575	2,968	4,506	4,179	3,306
3,048	2,127	2,802	2,007	2,119	3,530	2,017	2,349	2,146	3,306
3,048	3,141	3,836	3,011	3,144	3,530	2,017	3,443	2,146	3,306
4,111	4,257	5,088	4,213	4,306	4,575	4,111	4,506	4,179	4,643
2,100	3,141	3,836	3,011	4,306	2,581	2,968	3,443	4,179	3,306
3,048	3,141	3,836	4,213	4,306	1,743	4,111	1,000	4,179	1,507
3,048	3,141	2,802	2,007	3,144	2,581	2,017	2,349	3,108	3,306
4,111	4,257	1,000	4,213	4,306	4,575	4,111	4,506	4,179	4,643
4,111	2,127	1,938	1,000	4,306	2,581	4,111	2,349	1,000	4,643
1,000	1,000	2,802	1,000	1,000	1,000	1,000	2,349	1,000	1,000
3,048	2,127	5,088	3,011	4,306	2,581	2,968	2,349	3,108	3,306
2,100	2,127	3,836	3,011	3,144	2,581	2,968	3,443	3,108	3,306
1,000	2,127	1,938	1,000	1,000	1,743	1,000	1,000	3,108	3,306

3,048	3,141	3,836	3,011	3,144	3,530	2,968	3,443	3,108	3,306
2,100	1,000	2,802	3,011	3,144	2,581	4,111	3,443	3,108	3,306
2,100	3,141	3,836	3,011	2,119	3,530	2,968	2,349	2,146	3,306
1,000	3,141	3,836	2,007	3,144	1,000	2,968	3,443	2,146	3,306
3,048	2,127	2,802	3,011	1,000	3,530	1,000	2,349	3,108	3,306
2,100	2,127	2,802	2,007	2,119	2,581	2,017	2,349	2,146	2,166
2,100	2,127	2,802	2,007	2,119	2,581	2,017	2,349	2,146	2,166

VARIABEL PERSEPSI KEMASAN

Successive Interval

X3.1	X3.2	X3.3	X3.4	X3.5	X3.6	X3.7	X3.8	X3.9	X3.10	X3.11	X3.12	X3.13	X3.14	X3.15	X3.16
4,316	5,011	3,190	3,033	3,879	4,942	4,909	4,709	4,554	3,505	4,942	4,213	4,554	4,474	4,942	4,716
1,000	2,084	2,031	1,000	1,000	1,000	1,000	1,000	4,554	3,505	4,942	4,213	3,407	3,204	3,772	4,716
4,316	5,011	3,190	4,124	3,879	3,825	3,903	3,601	4,554	2,266	3,879	3,168	3,407	3,204	3,772	3,579
3,075	3,152	3,190	4,124	3,879	3,825	3,903	2,530	3,394	1,000	2,825	2,182	3,407	3,204	3,772	3,579
2,021	3,152	3,190	3,033	2,767	2,029	3,903	3,601	2,288	2,266	3,879	3,168	3,407	3,204	1,970	2,463
4,316	3,152	2,031	3,033	1,896	3,825	4,909	2,530	2,288	1,000	4,942	2,182	3,407	1,000	3,772	4,716
2,021	4,080	2,031	5,176	3,879	2,909	4,909	3,601	3,394	1,000	2,825	2,182	3,407	3,204	3,772	3,579
3,075	5,011	3,190	5,176	3,879	4,942	4,909	4,709	1,000	3,505	4,942	4,213	4,554	3,204	3,772	4,716
3,075	3,152	3,190	4,124	3,879	4,942	4,909	1,592	2,288	1,000	2,825	2,182	4,554	4,474	4,942	4,716
2,021	4,080	2,031	3,033	2,767	2,909	3,003	3,601	3,394	2,266	3,879	3,168	4,554	4,474	3,772	3,579
2,021	3,152	2,031	3,033	2,767	2,909	3,003	2,530	2,288	1,000	2,825	2,182	2,304	2,085	2,820	2,463
4,316	5,011	4,652	5,176	5,309	4,942	4,909	4,709	4,554	3,505	4,942	4,213	4,554	4,474	4,942	4,716

3,075	4,080	2,031	4,124	3,879	3,825	3,903	3,601	3,394	2,266	3,879	3,168	3,407	2,085	2,820	3,579
2,021	3,152	2,031	3,033	2,767	2,909	3,003	2,530	2,288	1,000	2,825	2,182	2,304	2,085	2,820	2,463
3,075	2,084	1,000	1,905	1,896	2,029	2,029	2,530	3,394	2,266	2,825	2,182	2,304	2,085	1,970	3,579
3,075	3,152	3,190	4,124	3,879	3,825	3,003	2,530	2,288	2,266	3,879	1,000	2,304	2,085	2,820	3,579
2,021	3,152	3,190	3,033	3,879	3,825	3,903	3,601	2,288	2,266	3,879	3,168	3,407	2,085	2,820	2,463
3,075	4,080	3,190	4,124	2,767	3,825	3,003	2,530	2,288	2,266	1,750	1,000	1,000	2,085	2,820	2,463
2,021	3,152	2,031	3,033	2,767	2,909	3,003	2,530	2,288	1,000	2,825	2,182	2,304	2,085	2,820	2,463
3,075	2,084	3,190	4,124	3,879	3,825	3,903	3,601	3,394	2,266	3,879	3,168	3,407	3,204	3,772	3,579
2,021	2,084	1,000	3,033	1,896	2,909	2,029	2,530	3,394	1,000	2,825	2,182	2,304	3,204	2,820	3,579
3,075	4,080	3,190	4,124	3,879	3,825	3,903	2,530	3,394	3,505	2,825	2,182	3,407	3,204	3,772	4,716
3,075	4,080	3,190	3,033	2,767	4,942	4,909	3,601	1,000	2,266	2,825	2,182	2,304	3,204	1,970	2,463
4,316	1,000	1,000	3,033	3,879	4,942	2,029	4,709	4,554	1,000	2,825	4,213	2,304	4,474	4,942	2,463
3,075	3,152	3,190	1,905	2,767	3,825	2,029	3,601	2,288	2,266	3,879	3,168	1,000	3,204	4,942	1,000
4,316	3,152	3,190	5,176	3,879	4,942	3,003	4,709	4,554	3,505	4,942	4,213	4,554	3,204	3,772	4,716
2,021	3,152	2,031	3,033	2,767	2,909	3,003	2,530	2,288	2,266	2,825	2,182	2,304	2,085	2,820	2,463
3,075	5,011	4,652	3,033	1,896	2,909	2,029	2,530	4,554	3,505	3,879	3,168	4,554	3,204	1,970	4,716
3,075	5,011	4,652	4,124	5,309	3,825	3,903	4,709	4,554	3,505	3,879	4,213	4,554	4,474	4,942	4,716
3,075	3,152	3,190	4,124	3,879	3,825	3,003	3,601	3,394	2,266	2,825	3,168	2,304	2,085	3,772	3,579
3,075	3,152	3,190	4,124	3,879	3,825	4,909	4,709	3,394	2,266	2,825	3,168	3,407	3,204	3,772	3,579
4,316	3,152	3,190	3,033	2,767	2,909	3,003	2,530	2,288	1,000	2,825	2,182	2,304	3,204	3,772	2,463
3,075	4,080	3,190	3,033	2,767	3,825	3,003	3,601	3,394	3,505	3,879	3,168	3,407	3,204	3,772	3,579
4,316	5,011	3,190	4,124	3,879	2,909	3,003	2,530	4,554	3,505	4,942	1,000	2,304	2,085	2,820	4,716
3,075	3,152	3,190	3,033	2,767	2,909	3,003	3,601	3,394	2,266	2,825	2,182	2,304	3,204	3,772	2,463
3,075	3,152	2,031	5,176	1,896	2,029	2,029	3,601	3,394	2,266	3,879	3,168	3,407	3,204	3,772	3,579

4,316	4,080	3,190	1,905	1,896	4,942	3,903	2,530	4,554	3,505	4,942	4,213	4,554	4,474	4,942	4,716
1,000	2,084	1,000	3,033	3,879	2,029	2,029	1,592	2,288	1,000	1,000	1,000	2,304	1,000	1,000	2,463
1,000	2,084	2,031	1,905	1,000	2,909	3,003	1,000	3,394	2,266	1,750	3,168	4,554	3,204	3,772	3,579
3,075	3,152	3,190	3,033	3,879	3,825	3,003	3,601	3,394	2,266	2,825	3,168	2,304	3,204	2,820	3,579
2,021	3,152	1,000	3,033	2,767	2,909	3,903	2,530	3,394	2,266	1,750	1,000	3,407	3,204	1,970	3,579
3,075	4,080	3,190	4,124	3,879	3,825	3,903	3,601	3,394	2,266	3,879	3,168	3,407	3,204	3,772	3,579
3,075	3,152	3,190	3,033	2,767	3,825	3,003	3,601	2,288	2,266	2,825	2,182	3,407	4,474	4,942	2,463
3,075	4,080	3,190	4,124	3,879	3,825	3,903	3,601	3,394	2,266	3,879	3,168	2,304	2,085	3,772	3,579
1,000	2,084	1,000	1,905	1,896	2,029	3,903	2,530	3,394	2,266	3,879	4,213	3,407	3,204	3,772	3,579
3,075	4,080	2,031	3,033	2,767	2,029	3,903	3,601	3,394	1,000	2,825	2,182	3,407	3,204	2,820	2,463
2,021	3,152	2,031	3,033	2,767	2,909	3,003	2,530	2,288	1,000	2,825	2,182	2,304	2,085	2,820	2,463
2,021	2,084	2,031	3,033	2,767	2,029	3,003	2,530	2,288	1,000	3,879	2,182	3,407	1,000	1,970	2,463
2,021	3,152	2,031	3,033	3,879	3,825	3,903	2,530	2,288	1,000	2,825	2,182	3,407	3,204	2,820	2,463
2,021	3,152	2,031	3,033	2,767	2,909	3,003	2,530	2,288	1,000	2,825	2,182	2,304	2,085	2,820	2,463
3,075	4,080	3,190	4,124	3,879	2,909	3,903	4,709	3,394	2,266	3,879	2,182	3,407	3,204	3,772	3,579
3,075	4,080	3,190	4,124	3,879	3,825	4,909	3,601	3,394	2,266	3,879	3,168	3,407	4,474	3,772	3,579
4,316	5,011	3,190	3,033	3,879	4,942	4,909	4,709	4,554	3,505	4,942	4,213	4,554	4,474	4,942	4,716
1,000	2,084	2,031	1,000	1,000	1,000	1,000	1,000	4,554	3,505	4,942	4,213	3,407	3,204	3,772	4,716
4,316	5,011	3,190	4,124	3,879	3,825	3,903	3,601	4,554	2,266	3,879	3,168	3,407	3,204	3,772	3,579
3,075	3,152	3,190	4,124	3,879	3,825	3,903	2,530	3,394	1,000	2,825	2,182	3,407	3,204	3,772	3,579
2,021	3,152	3,190	3,033	2,767	2,029	3,903	3,601	2,288	2,266	3,879	3,168	3,407	3,204	1,970	2,463
4,316	3,152	2,031	3,033	1,896	3,825	4,909	2,530	2,288	1,000	4,942	2,182	3,407	1,000	3,772	4,716
2,021	4,080	2,031	5,176	3,879	2,909	4,909	3,601	3,394	1,000	2,825	2,182	3,407	3,204	3,772	3,579
3,075	5,011	3,190	5,176	3,879	4,942	4,909	4,709	1,000	3,505	4,942	4,213	4,554	3,204	3,772	4,716

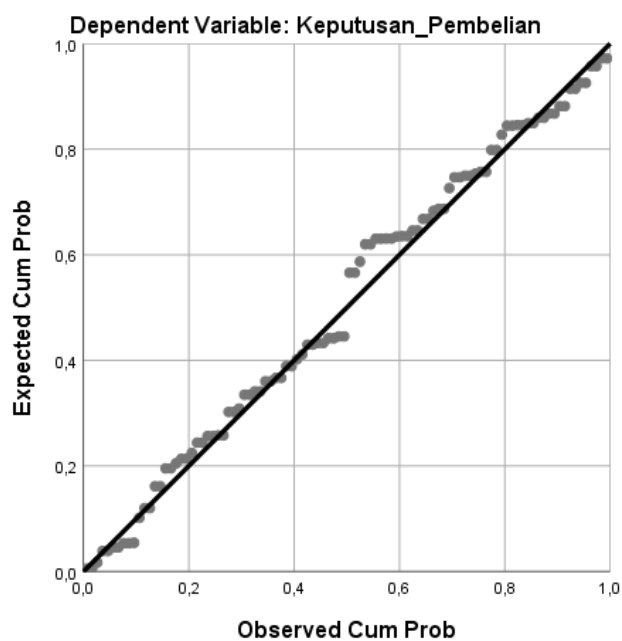
3,075	3,152	3,190	4,124	3,879	4,942	4,909	1,592	2,288	1,000	2,825	2,182	4,554	4,474	4,942	4,716
2,021	4,080	2,031	3,033	2,767	2,909	3,003	3,601	3,394	2,266	3,879	3,168	4,554	4,474	3,772	3,579
2,021	3,152	2,031	3,033	2,767	2,909	3,003	2,530	2,288	1,000	2,825	2,182	2,304	2,085	2,820	2,463
4,316	5,011	4,652	5,176	5,309	4,942	4,909	4,709	4,554	3,505	4,942	4,213	4,554	4,474	4,942	4,716
3,075	4,080	2,031	4,124	3,879	3,825	3,903	3,601	3,394	2,266	3,879	3,168	3,407	2,085	2,820	3,579
2,021	3,152	2,031	3,033	2,767	2,909	3,003	2,530	2,288	1,000	2,825	2,182	2,304	2,085	2,820	2,463
3,075	2,084	1,000	1,905	1,896	2,029	2,029	2,530	3,394	2,266	2,825	2,182	2,304	2,085	1,970	3,579
3,075	3,152	3,190	4,124	3,879	3,825	3,003	2,530	2,288	2,266	3,879	1,000	2,304	2,085	2,820	3,579
2,021	3,152	3,190	3,033	3,879	3,825	3,903	3,601	2,288	2,266	3,879	3,168	3,407	2,085	2,820	2,463
3,075	4,080	3,190	4,124	2,767	3,825	3,003	2,530	2,288	2,266	1,750	1,000	1,000	2,085	2,820	2,463
2,021	3,152	2,031	3,033	2,767	2,909	3,003	2,530	2,288	1,000	2,825	2,182	2,304	2,085	2,820	2,463
3,075	2,084	3,190	4,124	3,879	3,825	3,903	3,601	3,394	2,266	3,879	3,168	3,407	3,204	3,772	3,579
2,021	2,084	1,000	3,033	1,896	2,909	2,029	2,530	3,394	1,000	2,825	2,182	2,304	3,204	2,820	3,579
3,075	4,080	3,190	4,124	3,879	3,825	3,903	2,530	3,394	3,505	2,825	2,182	3,407	3,204	3,772	4,716
3,075	4,080	3,190	3,033	2,767	4,942	4,909	3,601	1,000	2,266	2,825	2,182	2,304	3,204	1,970	2,463
4,316	1,000	1,000	3,033	3,879	4,942	2,029	4,709	4,554	1,000	2,825	4,213	2,304	4,474	4,942	2,463
3,075	3,152	3,190	1,905	2,767	3,825	2,029	3,601	2,288	2,266	3,879	3,168	1,000	3,204	4,942	1,000
4,316	3,152	3,190	5,176	3,879	4,942	3,003	4,709	4,554	3,505	4,942	4,213	4,554	3,204	3,772	4,716
2,021	3,152	2,031	3,033	2,767	2,909	3,003	2,530	2,288	2,266	2,825	2,182	2,304	2,085	2,820	2,463
3,075	5,011	4,652	3,033	1,896	2,909	2,029	2,530	4,554	3,505	3,879	3,168	4,554	3,204	1,970	4,716
3,075	5,011	4,652	4,124	5,309	3,825	3,903	4,709	4,554	3,505	3,879	4,213	4,554	4,474	4,942	4,716
3,075	3,152	3,190	4,124	3,879	3,825	3,003	3,601	3,394	2,266	2,825	3,168	2,304	2,085	3,772	3,579
3,075	3,152	3,190	4,124	3,879	3,825	4,909	4,709	3,394	2,266	2,825	3,168	3,407	3,204	3,772	3,579
4,316	3,152	3,190	3,033	2,767	2,909	3,003	2,530	2,288	1,000	2,825	2,182	2,304	3,204	3,772	2,463

3,075	4,080	3,190	3,033	2,767	3,825	3,003	3,601	3,394	3,505	3,879	3,168	3,407	3,204	3,772	3,579
4,316	5,011	3,190	4,124	3,879	2,909	3,003	2,530	4,554	3,505	4,942	1,000	2,304	2,085	2,820	4,716
3,075	3,152	3,190	3,033	2,767	2,909	3,003	3,601	3,394	2,266	2,825	2,182	2,304	3,204	3,772	2,463
3,075	3,152	2,031	5,176	1,896	2,029	2,029	3,601	3,394	2,266	3,879	3,168	3,407	3,204	3,772	3,579
4,316	4,080	3,190	1,905	1,896	4,942	3,903	2,530	4,554	3,505	4,942	4,213	4,554	4,474	4,942	4,716
1,000	2,084	1,000	3,033	3,879	2,029	2,029	1,592	2,288	1,000	1,000	1,000	2,304	1,000	1,000	2,463
1,000	2,084	2,031	1,905	1,000	2,909	3,003	1,000	3,394	2,266	1,750	3,168	4,554	3,204	3,772	3,579
3,075	3,152	3,190	3,033	3,879	3,825	3,003	3,601	3,394	2,266	2,825	3,168	2,304	3,204	2,820	3,579
2,021	3,152	1,000	3,033	2,767	2,909	3,903	2,530	3,394	2,266	1,750	1,000	3,407	3,204	1,970	3,579
3,075	4,080	3,190	4,124	3,879	3,825	3,903	3,601	3,394	2,266	3,879	3,168	3,407	3,204	3,772	3,579
3,075	3,152	3,190	3,033	2,767	3,825	3,003	3,601	2,288	2,266	2,825	2,182	3,407	4,474	4,942	2,463
3,075	4,080	3,190	4,124	3,879	3,825	3,903	3,601	3,394	2,266	3,879	3,168	2,304	2,085	3,772	3,579
1,000	2,084	1,000	1,905	1,896	2,029	3,903	2,530	3,394	2,266	3,879	4,213	3,407	3,204	3,772	3,579
3,075	4,080	2,031	3,033	2,767	2,029	3,903	3,601	3,394	1,000	2,825	2,182	3,407	3,204	2,820	2,463
2,021	3,152	2,031	3,033	2,767	2,909	3,003	2,530	2,288	1,000	2,825	2,182	2,304	2,085	2,820	2,463
2,021	2,084	2,031	3,033	2,767	2,029	3,003	2,530	2,288	1,000	3,879	2,182	3,407	1,000	1,970	2,463

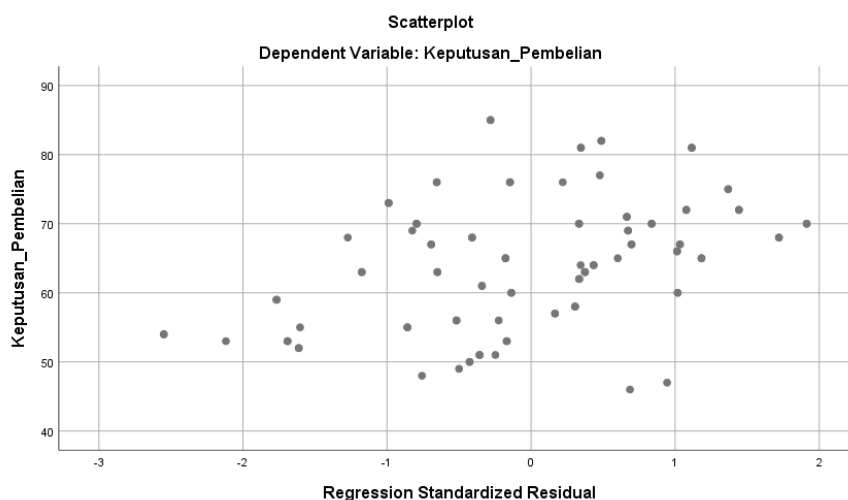
Lampiran 6 Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test		
		Standardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,98473193
Most Extreme Differences	Absolute	,092
	Positive	,055
	Negative	-,092
Test Statistic		,092
Asymp. Sig. (2-tailed)		,038 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Normal P-P Plot of Regression Standardized Residual



Lampiran 7 Hasil Uji Heterokedastisitas



Lampiran 8 Hasil Uji Multikolinearitas

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,576	2,860		1,250	,214		
	Kesadaran_Merek	,715	,084	,512	8,526	,000	,484	2,066
	Pengetahuan_Produk	,306	,093	,199	3,276	,001	,475	2,104
	Persepsi Kemasan	,349	,060	,327	5,778	,000	,546	1,833

a. Dependent Variable: Keputusan_Pembelian

Lampiran 9 Hasil Uji Autokorelasi

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,912 ^a	,832	,827	3,886	,832	158,697	3	96	,000	1,901

a. Predictors: (Constant), Persepsi Kemasan, Kesadaran_Merek, Pengetahuan_Merek

b. Dependent Variable: Keputusan_Pembelian

Lampiran 10 Hasil Analisis Regresi Linear Berganda

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,576	2,860		1,250	,214
	Kesadaran_Merek	,715	,084	,512	8,526	,000
	Pengetahuan_Produk	,306	,093	,199	3,276	,001
	Persepsi Kemasan	,349	,060	,327	5,778	,000

a. Dependent Variable: Keputusan_Pembelian

Lampiran 11 Hasil Uji T (Uji Parsial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,576	2,860		1,250	,214
	Kesadaran_Merek	,715	,084	,512	8,526	,000
	Pengetahuan_Produk	,306	,093	,199	3,276	,001
	Persepsi Kemasan	,349	,060	,327	5,778	,000

a. Dependent Variable: Keputusan_Pembelian

Lampiran 12 Hasil Uji F (Uji Simultan)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7189,360	3	2396,453	158,697	,000 ^b
	Residual	1449,680	96	15,101		
	Total	8639,040	99			

a. Dependent Variable: Keputusan_Pembelian

b. Predictors: (Constant), Persepsi Kemasan , Brand_Awareness, Pengetahuan_Merek

Lampiran 13 Hasil Koefisien Determinasi

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,912 ^a	,832	,827	3,886	,832	158,697	3	96	,000

a. Predictors: (Constant), Persepsi Kemasan , Kesadaran_Merek, Pengetahuan_Merek

b. Dependent Variable: Keputusan_Pembelian

Lampiran 14 Dokumentasi









YAYASAN PENDIDIKAN PANCASAKTI TEGAL
UNIVERSITAS PANCASAKTI TEGAL
FAKULTAS EKONOMI DAN BISNIS

Jalan Perintis Kemerdekaan, Panggung, Kec. Tegal Timur, Kota Tegal, Jawa Tengah
Sekretariat : Telp 0851 - 6181 - 6545
Web : <http://feb.upstegal.ac.id>, email : feb@upstegal.ac.id

Nomor : 99/K/E/FEB/UPS/VII/2024 Tegal, 30 Juli 2024

Lampiran : -

Perihal : Ijin Penelitian Dan Permintaan Data

Kepada : Yth. **Pemilik Toko Sammy Orlin Beauty Warureja Kabupaten Tegal**
Banjar Agung Kec. Warureja kab. Tegal
Di – Kab. 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 perkenaan Bapak/Ibu membantu memberi data yang diperlukan dalam penelitian tersebut kepada mahasiswa:

N a m a : **Yeni Ainil Zulfa**

NPM : 4120600173

Program Studi : Manajemen

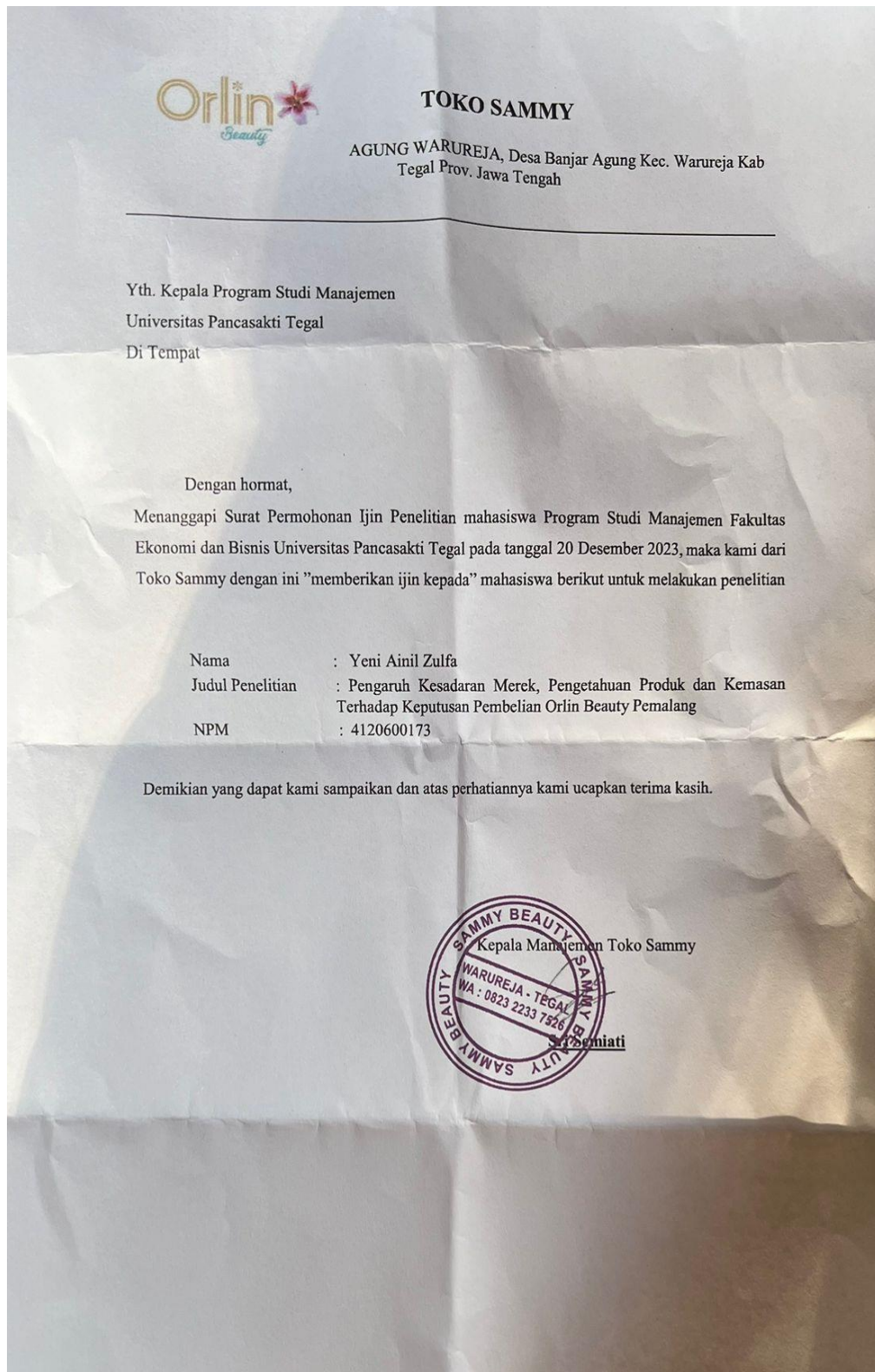
Judul Skripsi : Pengaruh Kesadaran Merek, Pengetahuan Produk Dan Persepsi Kemasan Terhadap Keputusan Pembelian Orlin Beauty Di Toko Sammy Warureja Kabupaten Tegal.

Atas bantuan dan kerjasama yang baik kami ucapkan terimakasih,

Dekan

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

Surat Izin Penelitian



Surat Balasan Izin Penelitian