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**LAMPIRAN - LAMPIRAN**

Lampiran 1 : Kueisioineir Penelitian

|  |  |
| --- | --- |
|  | **FAKULTAS EKONOMI DAN BISNIS**  **UNIVERSITAS PANCASAKTI TEGAL**  **Jl. Halmahera Km. 1 Mintaragen Tegal** |

## Kuesioner Penelitian

Keipada

Yth. Bapak/Ibu/Sdr/Sdri

Koinsumein Emina *Cosmetics* Basa Toserba Banjaran

Deingan hoirmat,

Seihubungan deingan peinyeileisaian tugas akhir seibagai mahasiswa Proigram Strata Satu (S1) pada Fakultas Eikoinoimi Dan Bisnis Univeirsitas Pancasakti Teigal maka Saya :

Nama : Pramudita Laras

NIM : 4119500010

Fakultas : Eikoinoimi Dan Bisnis (Proigram Studi Manajeimein)

Beirmaksud meilakukan peineilitian ilmiah untuk peinyusunan skripsi deingan judul “**Persepsi Persepsi Kualitas Produk, Persepsi *Brand Trust*, Dan Persepsi *Experiental Marketing* Terhadap Persepsi Keputusan Pembelian Konsumen Emina Cosmetics Di Basa Toserba Banjaran”.**

Untuk itu, saya sangat meingharapkan keiseidiaan Bapak/Ibu/Sdr/Sdri untuk meinjadi reispoidein deingan meingisi leimbar kueisioineir ini seicara leingkap. Data yang dipeiroileih hanya akan digunakan untuk keipeintingan peineilitian seihingga tidak ada jawabn yang salah dan keirahasiaannya akan saya jaga seisuai deingan eitika peineilitian.

Atas partisipasi bapak/ibu meingisi kueisioineir ini saya ucapkan teirima kasih.

Hoirmat saya,

Pramudita Laras

# IDENTITAS RESPONDEN

Nama :…………………………….. Alamat : ……………………………..

Isilah dan beirilah tanda silang (X) atau cheicklist (√) pada isian beirikut :

1. Jeinis Keilamin :
   1. Laki-Laki b. Peireimpuan
2. Umur :
   1. 16 – 20 tahun c. 21 – 30 tahun
   2. 31 – 40 tahun d. Di atas 41 Tahun
3. Jeinis Keilamin :
   1. Laki-Laki b. Peireimpuan
4. Tingkat peindidikan teirakhir
   1. SD - SMA c. Sarjana
   2. Diploima d. S2
5. Peinghasilan Peirbulan
   1. < Rp. 2.000.000 c. Rp. 3.000.000 – Rp. 4.000.000
   2. Rp. 2.000.000 – Rp. 3.000.000 d. Di atas Rp. 4.000.000
6. Peikeirjaan
   1. Pelajar - Mahasiswa c. Wiraswasta
   2. Karyawan Swasta d. TNI/POiLRI

## Petunjuk Pengisian Kuesioner

Moihoin anda meimbeiri tanda silang (X) atau cheicklist (√) pada koiloim yang diseidiakan seisuai deingan peinilaian Bapak/Ibu/Sdr/Sdri dalam meinilai seitiap iteim peirtanyaan.

SS = 5 = Sangat seituju S = 4 = Seituju

N = 3 = Neitral

TS = 2 = Tidak seituju

STS = 1 = Sangat tidak seituju

**KUESIONER**

**Variabel Persepsi Keputusan Pembelian**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **STS** | **TS** | **N** | **S** | **SS** |
| **Pilihan Produk Alternatif** | | | | | | |
| 1 | Saya membeli Produk Emina *cosmetics* di  Basa Toserba Banjaran untuk perawatan kulit |  |  |  |  |  |
| 2 | Saya memilih Emina *cosmetics* di Basa Toserba Banjaran karena sesuai dengan  kebutuhan |  |  |  |  |  |
| **Memilih Produk Sesuai Dengan Kebutuhan** | | | | | | |
| 3 | Saya memilih Emina *cosmetics* di Basa Toserba Banjaran karena harganya terjangkau |  |  |  |  |  |
| 4 | Saya memilih Emina *cosmetics* di Basa Toserba Banjaran karena persediaannya lengkap |  |  |  |  |  |
| **Keberagaman Varian Produk** | | | | | | |
| 5 | Saya membeli Emina *cosmetics* di Basa Toserba Banjaran karena berbagai pilihan  varian produknya |  |  |  |  |  |
| 6 | Saya memilih Emina *cosmetics* di Basa Toserba Banjaran karena cocok untuk semua kalangan seperti remaja, ibu-ibu, dll |  |  |  |  |  |
| **Kepercayaan Pada Merek** | | | | | | |
| 7 | Saya memilih Emina *cosmetics* di Basa Toserba Banjaran karena dikenal dengan reputasi baik dan aman digunakan |  |  |  |  |  |
| 8 | Saya biasa membeli Emina *cosmetics* di Basa Toserba Banjaran karena telah dikenal banyak orang |  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Popularitas Merek** | | | | | | |
| 9 | Saya memilih produk Emina *cosmetics* di Basa Toserba Banjaran karena sedang trend di kalangan remaja |  |  |  |  |  |
| 10 | Saya membeli produk Emina *cosmetics* di Basa Toserba Banjaran karena banyak yang cocok |  |  |  |  |  |
| **Membeli Sesuai Kebutuhan** | | | | | | |
| 11 | Saya membeli beberapa produk Emina  *cosmetics* di Basa Toserba Banjaran setiap bulan |  |  |  |  |  |
| 12 | Saya membeli produk Emina *cosmetics* di  Basa Toserba Banjaran karena jaraknya dekat dari rumah |  |  |  |  |  |
| **Rutin Membelanjakan Produk** | | | | | | |
| 13 | Saya membeli produk Emina *cosmetics* di Basa Toserba Banjaran setiap stok produk saya habis |  |  |  |  |  |
| 14 | Saya rutin membeli produk Emina *cosmetics*  karena cocok |  |  |  |  |  |
| **Menentukan Kuantitas Barang Yang Akan Dibelinya** | | | | | | |
| 15 | Saya tertarik membeli produk Emina *cosmetics* di Basa Toserba Banjaran satu paket karena banyak promo |  |  |  |  |  |
| 16 | Saya membeli banyak produk Emina *cosmetics* di Basa Toserba Banjaran untuk stok dirumah karena cocok |  |  |  |  |  |
| **Metode Pembayaran Yang Digunakan Mudah Saat Transaksi** | | | | | | |
| 17 | Saya membeli produk Emina *cosmetics* di Basa Toserba Banjaran dengan metode  pembayaran yang mudah (tunai, QRIS, kartu debet, dll) |  |  |  |  |  |
| 18 | Saya tertarik membeli produk Emina *cosmetics* di Basa Toserba Banjaran karena pembayarannya yang mudah |  |  |  |  |  |

**Variabel Persepsi Kualitas Produk**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **STS** | **TS** | **N** | **S** | **SS** |
| **Produk Berbagai Ukuran Kemasan** | | | | | | |
| 1 | Emina *cosmetics* menyediakan berbagai  ukuran kemasan produk berbeda |  |  |  |  |  |
| 2 | Emina *cosmetics* menyediakan produk  dengan berbagai ukuran |  |  |  |  |  |
| **Produk Berbagai Harga** | | | | | | |
| 3 | Emina *cosmetics* menyediakan produk dengan harga yang berbeda-beda |  |  |  |  |  |
| 4 | Emina *cosmetics* menyediakan varian  produk sesuai kebutuhan konsumen |  |  |  |  |  |
| **Produk Digunakan Dalam Waktu Lama** | | | | | | |
| 5 | Emina *cosmetics* tidak luntur apabila  dipakai dalam waktu yang lama |  |  |  |  |  |
| 6 | Emina *cosmetics* menyediakan berbagai  macam produk yang dapat digunakan dalam waktu yang lama (skincare) |  |  |  |  |  |
| **Profitabilitas Bagi Penggunanya** | | | | | | |
| 7 | Saya membeli produk Emina *cosmetics* di Basa Toserba Banjaran karena harganya yang  terjangkau |  |  |  |  |  |
| 8 | Saya membeli produk Emina *cosmetics* di Basa Toserba Banjaran karena banyak promo |  |  |  |  |  |
| **Dapat Disimpan Dalam Waktu Yang Lama** | | | | | | |
| 9 | Emina *cosmetics* aman disimpan dalam waktu yang lama |  |  |  |  |  |
| 10 | Emina cosmetics mempunyai kemasan yang kuat dan tidak mudah rusak |  |  |  |  |  |
| **Kemasan Menarik** | | | | | | |
| 11 | Emina *cosmetics* memiliki kemasan yang  menarik |  |  |  |  |  |
| 12 | Emina *cosmetics* kemasannya didominasi warna pink sehingga tampilannya menarik |  |  |  |  |  |

**Lampiran 2 : Data Kuesioner Uji Instrumen Penelitian ( Uji Validitas Dan Uji Reliabilitas)**

**Data Persepsi Keputusan Pembelian**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| RESPONDEN | **PERTANYAAN PERSEPSI KEPUTUSAN PEMBELIAN** | | | | | | | | | | | | | | | | | | JMLH |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 1 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 72 |
| 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 89 |
| 3 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 72 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 80 |
| 5 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 78 |
| 6 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 2 | 3 | 3 | 4 | 4 | 75 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 72 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 73 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 72 |
| 10 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 79 |
| 11 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 76 |
| 12 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 71 |
| 13 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 80 |
| 14 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 77 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 72 |
| 16 | 4 | 5 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 75 |
| 17 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 85 |
| 18 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 71 |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 90 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 72 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 90 |
| 22 | 4 | 3 | 4 | 4 | 4 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 4 | 4 | 2 | 4 | 4 | 57 |
| 23 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 76 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 90 |
| 25 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 76 |
| 26 | 4 | 4 | 2 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |
| 27 | 4 | 5 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 69 |
| 28 | 5 | 5 | 2 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 66 |
| 29 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 70 |
| 30 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 75 |

**Data Kulitas Produk**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| RESPONDEN | PERNYATAAN PERSEPSI KUALITAS PRODUK | | | | | | | | | | | | JMLH |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 1 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 46 |
| 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 43 |
| 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 55 |
| 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 58 |
| 6 | 4 | 4 | 3 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 53 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 8 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 52 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 49 |
| 10 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 52 |
| 11 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 13 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 58 |
| 14 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 49 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 16 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 58 |
| 17 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 54 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 22 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 54 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 47 |
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 47 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 49 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 49 |

**Data *Persepsi Brand Trust***

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| RESPONDEN | **PERNYATAAN *PERSEPSI BRAND TRUST*** | | | | | | | | | | | | | | | | JMLH |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 1 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 3 | 5 | 3 | 4 | 4 | 3 | 3 | 4 | 61 |
| 2 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 79 |
| 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 58 |
| 4 | 5 | 4 | 4 | 2 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 69 |
| 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 67 |
| 6 | 4 | 4 | 3 | 4 | 2 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 5 | 2 | 3 | 3 | 61 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |
| 8 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 73 |
| 9 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 66 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |
| 11 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 64 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 65 |
| 13 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 69 |
| 14 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 71 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |
| 16 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 69 |
| 17 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 74 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 80 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 80 |
| 22 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 2 | 3 | 4 | 4 | 2 | 53 |
| 23 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 80 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |
| 26 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 62 |
| 27 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 63 |
| 28 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 62 |
| 29 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 67 |
| 30 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 68 |

**Data *Persepsi Experiential Marketing***

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| RESPONDEN | **PERNYATAAN EXPERIENTAL MARKETING** | | | | | | | | | | | | | | | | | | | | JUMLAH |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 1 | 5 | 5 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 77 |
| 2 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 98 |
| 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 73 |
| 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 91 |
| 5 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 90 |
| 6 | 4 | 3 | 4 | 4 | 5 | 2 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 81 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 80 |
| 8 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 86 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 81 |
| 10 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 84 |
| 11 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 83 |
| 12 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 82 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 91 |
| 14 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 84 |
| 15 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 80 |
| 16 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 91 |
| 17 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 92 |
| 18 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 80 |
| 19 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 100 |
| 20 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 80 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 100 |
| 22 | 2 | 2 | 2 | 2 | 3 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 69 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 86 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 100 |
| 25 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 80 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 79 |
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 80 |
| 28 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 77 |
| 29 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 81 |
| 30 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 82 |

**Lampiran 3 : Hasil Uji Instrument Penelitian**

**a) Tabel Hasil Uji Validitas**

**Hasil Uji Validitas Persepsi 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 | Y1.18 | Persepsi Keputusan Pembelian |
| Y1.1 | Pearson Correlation | 1 | ,615\*\* | ,105 | ,193 | ,249 | ,272 | ,405\* | ,183 | ,236 | ,324 | ,349 | ,349 | ,285 | ,137 | ,240 | ,199 | ,133 | ,133 | ,435\* |
| Sig. (2-tailed) |  | ,000 | ,581 | ,307 | ,185 | ,145 | ,026 | ,332 | ,209 | ,080 | ,059 | ,059 | ,127 | ,471 | ,201 | ,293 | ,484 | ,484 | ,016 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.2 | Pearson Correlation | ,615\*\* | 1 | ,168 | ,045 | ,076 | ,280 | ,676\*\* | ,485\*\* | ,402\* | ,426\* | ,566\*\* | ,636\*\* | ,485\*\* | ,219 | ,317 | ,392\* | ,342 | ,342 | ,582\*\* |
| Sig. (2-tailed) | ,000 |  | ,375 | ,814 | ,691 | ,135 | ,000 | ,007 | ,028 | ,019 | ,001 | ,000 | ,007 | ,246 | ,088 | ,032 | ,065 | ,065 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.3 | Pearson Correlation | ,105 | ,168 | 1 | ,818\*\* | ,656\*\* | ,608\*\* | ,203 | ,321 | ,266 | ,278 | ,393\* | ,359 | ,397\* | ,299 | ,301 | ,377\* | ,555\*\* | ,462\* | ,645\*\* |
| Sig. (2-tailed) | ,581 | ,375 |  | ,000 | ,000 | ,000 | ,283 | ,084 | ,155 | ,137 | ,032 | ,052 | ,030 | ,109 | ,106 | ,040 | ,001 | ,010 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.4 | Pearson Correlation | ,193 | ,045 | ,818\*\* | 1 | ,860\*\* | ,724\*\* | ,258 | ,311 | ,326 | ,354 | ,420\* | ,281 | ,475\*\* | ,349 | ,378\* | ,418\* | ,474\*\* | ,374\* | ,693\*\* |
| Sig. (2-tailed) | ,307 | ,814 | ,000 |  | ,000 | ,000 | ,169 | ,094 | ,079 | ,055 | ,021 | ,133 | ,008 | ,059 | ,039 | ,021 | ,008 | ,042 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.5 | Pearson Correlation | ,249 | ,076 | ,656\*\* | ,860\*\* | 1 | ,794\*\* | ,309 | ,291 | ,443\* | ,423\* | ,277 | ,190 | ,534\*\* | ,146 | ,186 | ,246 | ,310 | ,310 | ,634\*\* |
| Sig. (2-tailed) | ,185 | ,691 | ,000 | ,000 |  | ,000 | ,097 | ,118 | ,014 | ,020 | ,138 | ,315 | ,002 | ,440 | ,326 | ,190 | ,095 | ,095 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Y1.6 | Pearson Correlation | ,272 | ,280 | ,608\*\* | ,724\*\* | ,794\*\* | 1 | ,543\*\* | ,421\* | ,737\*\* | ,568\*\* | ,401\* | ,380\* | ,655\*\* | ,314 | ,325 | ,524\*\* | ,592\*\* | ,592\*\* | ,811\*\* |
| Sig. (2-tailed) | ,145 | ,135 | ,000 | ,000 | ,000 |  | ,002 | ,021 | ,000 | ,001 | ,028 | ,038 | ,000 | ,091 | ,080 | ,003 | ,001 | ,001 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.7 | Pearson Correlation | ,405\* | ,676\*\* | ,203 | ,258 | ,309 | ,543\*\* | 1 | ,735\*\* | ,688\*\* | ,622\*\* | ,645\*\* | ,663\*\* | ,546\*\* | ,099 | ,146 | ,617\*\* | ,392\* | ,508\*\* | ,722\*\* |
| Sig. (2-tailed) | ,026 | ,000 | ,283 | ,169 | ,097 | ,002 |  | ,000 | ,000 | ,000 | ,000 | ,000 | ,002 | ,603 | ,441 | ,000 | ,032 | ,004 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.8 | Pearson Correlation | ,183 | ,485\*\* | ,321 | ,311 | ,291 | ,421\* | ,735\*\* | 1 | ,546\*\* | ,750\*\* | ,681\*\* | ,492\*\* | ,659\*\* | ,319 | ,397\* | ,548\*\* | ,473\*\* | ,473\*\* | ,716\*\* |
| Sig. (2-tailed) | ,332 | ,007 | ,084 | ,094 | ,118 | ,021 | ,000 |  | ,002 | ,000 | ,000 | ,006 | ,000 | ,086 | ,030 | ,002 | ,008 | ,008 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.9 | Pearson Correlation | ,236 | ,402\* | ,266 | ,326 | ,443\* | ,737\*\* | ,688\*\* | ,546\*\* | 1 | ,622\*\* | ,484\*\* | ,493\*\* | ,735\*\* | ,264 | ,237 | ,698\*\* | ,508\*\* | ,623\*\* | ,749\*\* |
| Sig. (2-tailed) | ,209 | ,028 | ,155 | ,079 | ,014 | ,000 | ,000 | ,002 |  | ,000 | ,007 | ,006 | ,000 | ,158 | ,206 | ,000 | ,004 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.10 | Pearson Correlation | ,324 | ,426\* | ,278 | ,354 | ,423\* | ,568\*\* | ,622\*\* | ,750\*\* | ,622\*\* | 1 | ,664\*\* | ,560\*\* | ,750\*\* | ,249 | ,326 | ,512\*\* | ,538\*\* | ,380\* | ,741\*\* |
| Sig. (2-tailed) | ,080 | ,019 | ,137 | ,055 | ,020 | ,001 | ,000 | ,000 | ,000 |  | ,000 | ,001 | ,000 | ,184 | ,079 | ,004 | ,002 | ,038 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.11 | Pearson Correlation | ,349 | ,566\*\* | ,393\* | ,420\* | ,277 | ,401\* | ,645\*\* | ,681\*\* | ,484\*\* | ,664\*\* | 1 | ,791\*\* | ,584\*\* | ,511\*\* | ,566\*\* | ,754\*\* | ,477\*\* | ,358 | ,793\*\* |
| Sig. (2-tailed) | ,059 | ,001 | ,032 | ,021 | ,138 | ,028 | ,000 | ,000 | ,007 | ,000 |  | ,000 | ,001 | ,004 | ,001 | ,000 | ,008 | ,052 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.12 | Pearson Correlation | ,349 | ,636\*\* | ,359 | ,281 | ,190 | ,380\* | ,663\*\* | ,492\*\* | ,493\*\* | ,560\*\* | ,791\*\* | 1 | ,492\*\* | ,377\* | ,358 | ,671\*\* | ,553\*\* | ,427\* | ,720\*\* |
| Sig. (2-tailed) | ,059 | ,000 | ,052 | ,133 | ,315 | ,038 | ,000 | ,006 | ,006 | ,001 | ,000 |  | ,006 | ,040 | ,052 | ,000 | ,002 | ,019 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.13 | Pearson Correlation | ,285 | ,485\*\* | ,397\* | ,475\*\* | ,534\*\* | ,655\*\* | ,546\*\* | ,659\*\* | ,735\*\* | ,750\*\* | ,584\*\* | ,492\*\* | 1 | ,319 | ,397\* | ,450\* | ,612\*\* | ,473\*\* | ,789\*\* |
| Sig. (2-tailed) | ,127 | ,007 | ,030 | ,008 | ,002 | ,000 | ,002 | ,000 | ,000 | ,000 | ,001 | ,006 |  | ,086 | ,030 | ,013 | ,000 | ,008 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Y1.14 | Pearson Correlation | ,137 | ,219 | ,299 | ,349 | ,146 | ,314 | ,099 | ,319 | ,264 | ,249 | ,511\*\* | ,377\* | ,319 | 1 | ,875\*\* | ,577\*\* | ,480\*\* | ,358 | ,549\*\* |
| Sig. (2-tailed) | ,471 | ,246 | ,109 | ,059 | ,440 | ,091 | ,603 | ,086 | ,158 | ,184 | ,004 | ,040 | ,086 |  | ,000 | ,001 | ,007 | ,052 | ,002 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.15 | Pearson Correlation | ,240 | ,317 | ,301 | ,378\* | ,186 | ,325 | ,146 | ,397\* | ,237 | ,326 | ,566\*\* | ,358 | ,397\* | ,875\*\* | 1 | ,525\*\* | ,423\* | ,288 | ,580\*\* |
| Sig. (2-tailed) | ,201 | ,088 | ,106 | ,039 | ,326 | ,080 | ,441 | ,030 | ,206 | ,079 | ,001 | ,052 | ,030 | ,000 |  | ,003 | ,020 | ,123 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.16 | Pearson Correlation | ,199 | ,392\* | ,377\* | ,418\* | ,246 | ,524\*\* | ,617\*\* | ,548\*\* | ,698\*\* | ,512\*\* | ,754\*\* | ,671\*\* | ,450\* | ,577\*\* | ,525\*\* | 1 | ,535\*\* | ,535\*\* | ,770\*\* |
| Sig. (2-tailed) | ,293 | ,032 | ,040 | ,021 | ,190 | ,003 | ,000 | ,002 | ,000 | ,004 | ,000 | ,000 | ,013 | ,001 | ,003 |  | ,002 | ,002 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.17 | Pearson Correlation | ,133 | ,342 | ,555\*\* | ,474\*\* | ,310 | ,592\*\* | ,392\* | ,473\*\* | ,508\*\* | ,538\*\* | ,477\*\* | ,553\*\* | ,612\*\* | ,480\*\* | ,423\* | ,535\*\* | 1 | ,830\*\* | ,729\*\* |
| Sig. (2-tailed) | ,484 | ,065 | ,001 | ,008 | ,095 | ,001 | ,032 | ,008 | ,004 | ,002 | ,008 | ,002 | ,000 | ,007 | ,020 | ,002 |  | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1.18 | Pearson Correlation | ,133 | ,342 | ,462\* | ,374\* | ,310 | ,592\*\* | ,508\*\* | ,473\*\* | ,623\*\* | ,380\* | ,358 | ,427\* | ,473\*\* | ,358 | ,288 | ,535\*\* | ,830\*\* | 1 | ,669\*\* |
| Sig. (2-tailed) | ,484 | ,065 | ,010 | ,042 | ,095 | ,001 | ,004 | ,008 | ,000 | ,038 | ,052 | ,019 | ,008 | ,052 | ,123 | ,002 | ,000 |  | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Persepsi Keputusan Pembelian | Pearson Correlation | ,435\* | ,582\*\* | ,645\*\* | ,693\*\* | ,634\*\* | ,811\*\* | ,722\*\* | ,716\*\* | ,749\*\* | ,741\*\* | ,793\*\* | ,720\*\* | ,789\*\* | ,549\*\* | ,580\*\* | ,770\*\* | ,729\*\* | ,669\*\* | 1 |
| Sig. (2-tailed) | ,016 | ,001 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,002 | ,001 | ,000 | ,000 | ,000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 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). | | | | | | | | | | | | | | | | | | | | |

**Hasil Uji Validitas Persepsi Kualitas Produk**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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 | Kualitas\_Produk |
| X1.1 | Pearson Correlation | 1 | ,830\*\* | ,508\*\* | ,569\*\* | ,530\*\* | ,699\*\* | ,583\*\* | ,477\*\* | ,659\*\* | ,748\*\* | ,659\*\* | ,748\*\* | ,859\*\* |
| Sig. (2-tailed) |  | ,000 | ,004 | ,001 | ,003 | ,000 | ,001 | ,008 | ,000 | ,000 | ,000 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | ,830\*\* | 1 | ,508\*\* | ,569\*\* | ,385\* | ,699\*\* | ,703\*\* | ,477\*\* | ,659\*\* | ,608\*\* | ,659\*\* | ,608\*\* | ,828\*\* |
| Sig. (2-tailed) | ,000 |  | ,004 | ,001 | ,036 | ,000 | ,000 | ,008 | ,000 | ,000 | ,000 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | ,508\*\* | ,508\*\* | 1 | ,552\*\* | ,743\*\* | ,539\*\* | ,450\* | ,159 | ,287 | ,360 | ,287 | ,360 | ,626\*\* |
| Sig. (2-tailed) | ,004 | ,004 |  | ,002 | ,000 | ,002 | ,013 | ,400 | ,124 | ,050 | ,124 | ,050 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | ,569\*\* | ,569\*\* | ,552\*\* | 1 | ,582\*\* | ,722\*\* | ,607\*\* | ,295 | ,446\* | ,404\* | ,446\* | ,404\* | ,715\*\* |
| Sig. (2-tailed) | ,001 | ,001 | ,002 |  | ,001 | ,000 | ,000 | ,113 | ,014 | ,027 | ,014 | ,027 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlation | ,530\*\* | ,385\* | ,743\*\* | ,582\*\* | 1 | ,487\*\* | ,271 | -,019 | ,061 | ,158 | ,061 | ,158 | ,475\*\* |
| Sig. (2-tailed) | ,003 | ,036 | ,000 | ,001 |  | ,006 | ,148 | ,920 | ,750 | ,403 | ,750 | ,403 | ,008 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.6 | Pearson Correlation | ,699\*\* | ,699\*\* | ,539\*\* | ,722\*\* | ,487\*\* | 1 | ,782\*\* | ,353 | ,545\*\* | ,492\*\* | ,545\*\* | ,492\*\* | ,798\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,002 | ,000 | ,006 |  | ,000 | ,056 | ,002 | ,006 | ,002 | ,006 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.7 | Pearson Correlation | ,583\*\* | ,703\*\* | ,450\* | ,607\*\* | ,271 | ,782\*\* | 1 | ,620\*\* | ,766\*\* | ,625\*\* | ,766\*\* | ,625\*\* | ,854\*\* |
| Sig. (2-tailed) | ,001 | ,000 | ,013 | ,000 | ,148 | ,000 |  | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.8 | Pearson Correlation | ,477\*\* | ,477\*\* | ,159 | ,295 | -,019 | ,353 | ,620\*\* | 1 | ,805\*\* | ,629\*\* | ,805\*\* | ,629\*\* | ,682\*\* |
| Sig. (2-tailed) | ,008 | ,008 | ,400 | ,113 | ,920 | ,056 | ,000 |  | ,000 | ,000 | ,000 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.9 | Pearson Correlation | ,659\*\* | ,659\*\* | ,287 | ,446\* | ,061 | ,545\*\* | ,766\*\* | ,805\*\* | 1 | ,825\*\* | 1,000\*\* | ,825\*\* | ,858\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,124 | ,014 | ,750 | ,002 | ,000 | ,000 |  | ,000 | ,000 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.10 | Pearson Correlation | ,748\*\* | ,608\*\* | ,360 | ,404\* | ,158 | ,492\*\* | ,625\*\* | ,629\*\* | ,825\*\* | 1 | ,825\*\* | 1,000\*\* | ,832\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,050 | ,027 | ,403 | ,006 | ,000 | ,000 | ,000 |  | ,000 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.11 | Pearson Correlation | ,659\*\* | ,659\*\* | ,287 | ,446\* | ,061 | ,545\*\* | ,766\*\* | ,805\*\* | 1,000\*\* | ,825\*\* | 1 | ,825\*\* | ,858\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,124 | ,014 | ,750 | ,002 | ,000 | ,000 | ,000 | ,000 |  | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.12 | Pearson Correlation | ,748\*\* | ,608\*\* | ,360 | ,404\* | ,158 | ,492\*\* | ,625\*\* | ,629\*\* | ,825\*\* | 1,000\*\* | ,825\*\* | 1 | ,832\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,050 | ,027 | ,403 | ,006 | ,000 | ,000 | ,000 | ,000 | ,000 |  | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Kualitas  \_ Produk | Pearson Correlation | ,859\*\* | ,828\*\* | ,626\*\* | ,715\*\* | ,475\*\* | ,798\*\* | ,854\*\* | ,682\*\* | ,858\*\* | ,832\*\* | ,858\*\* | ,832\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,008 | ,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). | | | | | | | | | | | | | | |

**Hasil Uji Validitas *Persepsi Brand Trust***

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | | | | | | |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | X2.9 | X2.10 | X2.11 | X2.12 | X2.13 | X2.14 | X2.15 | X2.16 | Brand\_ Trust |
| X2.1 | Pearson Correlation | 1 | ,514\*\* | ,495\*\* | ,282 | ,252 | ,581\*\* | ,243 | ,402\* | ,378\* | ,505\*\* | ,497\*\* | ,436\* | ,483\*\* | ,282 | ,453\* | ,638\*\* | ,681\*\* |
| Sig. (2-tailed) |  | ,004 | ,005 | ,132 | ,179 | ,001 | ,195 | ,028 | ,039 | ,004 | ,005 | ,016 | ,007 | ,131 | ,012 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | ,514\*\* | 1 | ,625\*\* | ,570\*\* | ,365\* | ,343 | ,203 | ,410\* | ,053 | ,445\* | ,460\* | ,630\*\* | ,295 | ,329 | ,247 | ,509\*\* | ,633\*\* |
| Sig. (2-tailed) | ,004 |  | ,000 | ,001 | ,047 | ,064 | ,282 | ,025 | ,783 | ,014 | ,011 | ,000 | ,113 | ,075 | ,188 | ,004 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | ,495\*\* | ,625\*\* | 1 | ,553\*\* | ,590\*\* | ,241 | ,220 | ,177 | ,286 | ,467\*\* | ,386\* | ,488\*\* | ,090 | ,546\*\* | ,593\*\* | ,511\*\* | ,663\*\* |
| Sig. (2-tailed) | ,005 | ,000 |  | ,002 | ,001 | ,199 | ,243 | ,350 | ,125 | ,009 | ,035 | ,006 | ,636 | ,002 | ,001 | ,004 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | ,282 | ,570\*\* | ,553\*\* | 1 | ,631\*\* | ,275 | ,375\* | ,446\* | ,167 | ,500\*\* | ,567\*\* | ,632\*\* | ,322 | ,215 | ,303 | ,472\*\* | ,674\*\* |
| Sig. (2-tailed) | ,132 | ,001 | ,002 |  | ,000 | ,142 | ,041 | ,014 | ,379 | ,005 | ,001 | ,000 | ,083 | ,253 | ,104 | ,008 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.5 | Pearson Correlation | ,252 | ,365\* | ,590\*\* | ,631\*\* | 1 | ,266 | ,377\* | ,372\* | ,311 | ,422\* | ,401\* | ,270 | ,112 | ,667\*\* | ,656\*\* | ,489\*\* | ,666\*\* |
| Sig. (2-tailed) | ,179 | ,047 | ,001 | ,000 |  | ,155 | ,040 | ,043 | ,094 | ,020 | ,028 | ,148 | ,555 | ,000 | ,000 | ,006 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.6 | Pearson Correlation | ,581\*\* | ,343 | ,241 | ,275 | ,266 | 1 | ,674\*\* | ,730\*\* | ,509\*\* | ,248 | ,257 | ,235 | ,560\*\* | ,269 | ,423\* | ,390\* | ,638\*\* |
| Sig. (2-tailed) | ,001 | ,064 | ,199 | ,142 | ,155 |  | ,000 | ,000 | ,004 | ,187 | ,171 | ,212 | ,001 | ,151 | ,020 | ,033 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.7 | Pearson Correlation | ,243 | ,203 | ,220 | ,375\* | ,377\* | ,674\*\* | 1 | ,754\*\* | ,609\*\* | ,167 | ,460\* | ,329 | ,580\*\* | ,464\*\* | ,638\*\* | ,228 | ,667\*\* |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Sig. (2-tailed) | ,195 | ,282 | ,243 | ,041 | ,040 | ,000 |  | ,000 | ,000 | ,379 | ,011 | ,076 | ,001 | ,010 | ,000 | ,226 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.8 | Pearson Correlation | ,402\* | ,410\* | ,177 | ,446\* | ,372\* | ,730\*\* | ,754\*\* | 1 | ,555\*\* | ,160 | ,450\* | ,398\* | ,651\*\* | ,350 | ,499\*\* | ,308 | ,697\*\* |
| Sig. (2-tailed) | ,028 | ,025 | ,350 | ,014 | ,043 | ,000 | ,000 |  | ,001 | ,398 | ,013 | ,029 | ,000 | ,058 | ,005 | ,098 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.9 | Pearson Correlation | ,378\* | ,053 | ,286 | ,167 | ,311 | ,509\*\* | ,609\*\* | ,555\*\* | 1 | ,060 | ,381\* | ,261 | ,400\* | ,331 | ,560\*\* | ,306 | ,562\*\* |
| Sig. (2-tailed) | ,039 | ,783 | ,125 | ,379 | ,094 | ,004 | ,000 | ,001 |  | ,754 | ,038 | ,164 | ,028 | ,074 | ,001 | ,100 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.10 | Pearson Correlation | ,505\*\* | ,445\* | ,467\*\* | ,500\*\* | ,422\* | ,248 | ,167 | ,160 | ,060 | 1 | ,523\*\* | ,625\*\* | ,387\* | ,345 | ,273 | ,695\*\* | ,631\*\* |
| Sig. (2-tailed) | ,004 | ,014 | ,009 | ,005 | ,020 | ,187 | ,379 | ,398 | ,754 |  | ,003 | ,000 | ,035 | ,062 | ,144 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.11 | Pearson Correlation | ,497\*\* | ,460\* | ,386\* | ,567\*\* | ,401\* | ,257 | ,460\* | ,450\* | ,381\* | ,523\*\* | 1 | ,791\*\* | ,584\*\* | ,511\*\* | ,566\*\* | ,754\*\* | ,790\*\* |
| Sig. (2-tailed) | ,005 | ,011 | ,035 | ,001 | ,028 | ,171 | ,011 | ,013 | ,038 | ,003 |  | ,000 | ,001 | ,004 | ,001 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.12 | Pearson Correlation | ,436\* | ,630\*\* | ,488\*\* | ,632\*\* | ,270 | ,235 | ,329 | ,398\* | ,261 | ,625\*\* | ,791\*\* | 1 | ,492\*\* | ,377\* | ,358 | ,671\*\* | ,731\*\* |
| Sig. (2-tailed) | ,016 | ,000 | ,006 | ,000 | ,148 | ,212 | ,076 | ,029 | ,164 | ,000 | ,000 |  | ,006 | ,040 | ,052 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.13 | Pearson Correlation | ,483\*\* | ,295 | ,090 | ,322 | ,112 | ,560\*\* | ,580\*\* | ,651\*\* | ,400\* | ,387\* | ,584\*\* | ,492\*\* | 1 | ,319 | ,397\* | ,450\* | ,648\*\* |
| Sig. (2-tailed) | ,007 | ,113 | ,636 | ,083 | ,555 | ,001 | ,001 | ,000 | ,028 | ,035 | ,001 | ,006 |  | ,086 | ,030 | ,013 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.14 | Pearson Correlation | ,282 | ,329 | ,546\*\* | ,215 | ,667\*\* | ,269 | ,464\*\* | ,350 | ,331 | ,345 | ,511\*\* | ,377\* | ,319 | 1 | ,875\*\* | ,577\*\* | ,684\*\* |
| Sig. (2-tailed) | ,131 | ,075 | ,002 | ,253 | ,000 | ,151 | ,010 | ,058 | ,074 | ,062 | ,004 | ,040 | ,086 |  | ,000 | ,001 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.15 | Pearson Correlation | ,453\* | ,247 | ,593\*\* | ,303 | ,656\*\* | ,423\* | ,638\*\* | ,499\*\* | ,560\*\* | ,273 | ,566\*\* | ,358 | ,397\* | ,875\*\* | 1 | ,525\*\* | ,767\*\* |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Sig. (2-tailed) | ,012 | ,188 | ,001 | ,104 | ,000 | ,020 | ,000 | ,005 | ,001 | ,144 | ,001 | ,052 | ,030 | ,000 |  | ,003 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.16 | Pearson Correlation | ,638\*\* | ,509\*\* | ,511\*\* | ,472\*\* | ,489\*\* | ,390\* | ,228 | ,308 | ,306 | ,695\*\* | ,754\*\* | ,671\*\* | ,450\* | ,577\*\* | ,525\*\* | 1 | ,787\*\* |
| Sig. (2-tailed) | ,000 | ,004 | ,004 | ,008 | ,006 | ,033 | ,226 | ,098 | ,100 | ,000 | ,000 | ,000 | ,013 | ,001 | ,003 |  | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Brand\_ Trust | Pearson Correlation | ,681\*\* | ,633\*\* | ,663\*\* | ,674\*\* | ,666\*\* | ,638\*\* | ,667\*\* | ,697\*\* | ,562\*\* | ,631\*\* | ,790\*\* | ,731\*\* | ,648\*\* | ,684\*\* | ,767\*\* | ,787\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,001 | ,000 | ,000 | ,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 0.01 level (2-tailed). | | | | | | | | | | | | | | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | | | | | | | |

**Hasil Uji Validitas *Persepsi Experiential Marketing***

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | | | | | | | | | | |
|  | | 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 | X3.17 | X3.18 | X3.19 | X3.20 | Experiential\_ Marketing |
| X3.1 | Pearson Correlation | 1 | ,851\*\* | ,579\*\* | ,611\*\* | ,580\*\* | ,282 | ,359 | ,555\*\* | ,316 | ,197 | ,517\*\* | ,579\*\* | ,518\*\* | ,495\*\* | ,305 | ,078 | ,149 | ,227 | ,149 | ,227 | ,634\*\* |
| Sig. (2-tailed) |  | ,000 | ,001 | ,000 | ,001 | ,131 | ,051 | ,001 | ,089 | ,296 | ,003 | ,001 | ,003 | ,005 | ,101 | ,682 | ,431 | ,227 | ,431 | ,227 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.2 | Pearson Correlation | ,851\*\* | 1 | ,523\*\* | ,625\*\* | ,387\* | ,345 | ,273 | ,695\*\* | ,341 | ,341 | ,455\* | ,510\*\* | ,616\*\* | ,366\* | ,240 | ,056 | ,073 | ,068 | ,073 | ,068 | ,585\*\* |
| Sig. (2-tailed) | ,000 |  | ,003 | ,000 | ,035 | ,062 | ,144 | ,000 | ,065 | ,065 | ,012 | ,004 | ,000 | ,046 | ,202 | ,769 | ,700 | ,720 | ,700 | ,720 | ,001 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.3 | Pearson Correlation | ,579\*\* | ,523\*\* | 1 | ,791\*\* | ,584\*\* | ,511\*\* | ,566\*\* | ,754\*\* | ,477\*\* | ,358 | ,460\* | ,206 | ,404\* | ,289 | ,335 | ,377\* | ,401\* | ,490\*\* | ,401\* | ,490\*\* | ,733\*\* |
| Sig. (2-tailed) | ,001 | ,003 |  | ,000 | ,001 | ,004 | ,001 | ,000 | ,008 | ,052 | ,011 | ,275 | ,027 | ,121 | ,070 | ,040 | ,028 | ,006 | ,028 | ,006 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.4 | Pearson Correlation | ,611\*\* | ,625\*\* | ,791\*\* | 1 | ,492\*\* | ,377\* | ,358 | ,671\*\* | ,553\*\* | ,427\* | ,426\* | ,369\* | ,532\*\* | ,386\* | ,300 | ,338 | ,338 | ,413\* | ,338 | ,413\* | ,711\*\* |
| Sig. (2-tailed) | ,000 | ,000 | ,000 |  | ,006 | ,040 | ,052 | ,000 | ,002 | ,019 | ,019 | ,045 | ,002 | ,035 | ,107 | ,068 | ,068 | ,023 | ,068 | ,023 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.5 | Pearson Correlation | ,580\*\* | ,387\* | ,584\*\* | ,492\*\* | 1 | ,319 | ,397\* | ,450\* | ,612\*\* | ,473\*\* | ,365\* | ,529\*\* | ,354 | ,653\*\* | ,528\*\* | ,374\* | ,608\*\* | ,573\*\* | ,608\*\* | ,573\*\* | ,748\*\* |
| Sig. (2-tailed) | ,001 | ,035 | ,001 | ,006 |  | ,086 | ,030 | ,013 | ,000 | ,008 | ,047 | ,003 | ,055 | ,000 | ,003 | ,041 | ,000 | ,001 | ,000 | ,001 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.6 | Pearson Correlation | ,282 | ,345 | ,511\*\* | ,377\* | ,319 | 1 | ,875\*\* | ,577\*\* | ,480\*\* | ,358 | ,652\*\* | ,309 | ,551\*\* | ,151 | ,166 | ,315 | ,287 | ,268 | ,287 | ,268 | ,608\*\* |
| Sig. (2-tailed) | ,131 | ,062 | ,004 | ,040 | ,086 |  | ,000 | ,001 | ,007 | ,052 | ,000 | ,097 | ,002 | ,425 | ,381 | ,090 | ,124 | ,153 | ,124 | ,153 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.7 | Pearson Correlation | ,359 | ,273 | ,566\*\* | ,358 | ,397\* | ,875\*\* | 1 | ,525\*\* | ,423\* | ,288 | ,638\*\* | ,365\* | ,438\* | ,156 | ,202 | ,423\* | ,329 | ,407\* | ,329 | ,407\* | ,636\*\* |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Sig. (2-tailed) | ,051 | ,144 | ,001 | ,052 | ,030 | ,000 |  | ,003 | ,020 | ,123 | ,000 | ,047 | ,015 | ,409 | ,284 | ,020 | ,076 | ,026 | ,076 | ,026 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.8 | Pearson Correlation | ,555\*\* | ,695\*\* | ,754\*\* | ,671\*\* | ,450\* | ,577\*\* | ,525\*\* | 1 | ,535\*\* | ,535\*\* | ,505\*\* | ,359 | ,474\*\* | ,317 | ,376\* | ,392\* | ,343 | ,329 | ,343 | ,329 | ,736\*\* |
| Sig. (2-tailed) | ,001 | ,000 | ,000 | ,000 | ,013 | ,001 | ,003 |  | ,002 | ,002 | ,004 | ,052 | ,008 | ,088 | ,040 | ,032 | ,064 | ,076 | ,064 | ,076 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.9 | Pearson Correlation | ,316 | ,341 | ,477\*\* | ,553\*\* | ,612\*\* | ,480\*\* | ,423\* | ,535\*\* | 1 | ,830\*\* | ,508\*\* | ,569\*\* | ,530\*\* | ,699\*\* | ,583\*\* | ,477\*\* | ,659\*\* | ,748\*\* | ,659\*\* | ,748\*\* | ,827\*\* |
| Sig. (2-tailed) | ,089 | ,065 | ,008 | ,002 | ,000 | ,007 | ,020 | ,002 |  | ,000 | ,004 | ,001 | ,003 | ,000 | ,001 | ,008 | ,000 | ,000 | ,000 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.10 | Pearson Correlation | ,197 | ,341 | ,358 | ,427\* | ,473\*\* | ,358 | ,288 | ,535\*\* | ,830\*\* | 1 | ,508\*\* | ,569\*\* | ,385\* | ,699\*\* | ,703\*\* | ,477\*\* | ,659\*\* | ,608\*\* | ,659\*\* | ,608\*\* | ,749\*\* |
| Sig. (2-tailed) | ,296 | ,065 | ,052 | ,019 | ,008 | ,052 | ,123 | ,002 | ,000 |  | ,004 | ,001 | ,036 | ,000 | ,000 | ,008 | ,000 | ,000 | ,000 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.11 | Pearson Correlation | ,517\*\* | ,455\* | ,460\* | ,426\* | ,365\* | ,652\*\* | ,638\*\* | ,505\*\* | ,508\*\* | ,508\*\* | 1 | ,552\*\* | ,743\*\* | ,539\*\* | ,450\* | ,159 | ,287 | ,360 | ,287 | ,360 | ,705\*\* |
| Sig. (2-tailed) | ,003 | ,012 | ,011 | ,019 | ,047 | ,000 | ,000 | ,004 | ,004 | ,004 |  | ,002 | ,000 | ,002 | ,013 | ,400 | ,124 | ,050 | ,124 | ,050 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.12 | Pearson Correlation | ,579\*\* | ,510\*\* | ,206 | ,369\* | ,529\*\* | ,309 | ,365\* | ,359 | ,569\*\* | ,569\*\* | ,552\*\* | 1 | ,582\*\* | ,722\*\* | ,607\*\* | ,295 | ,446\* | ,404\* | ,446\* | ,404\* | ,697\*\* |
| Sig. (2-tailed) | ,001 | ,004 | ,275 | ,045 | ,003 | ,097 | ,047 | ,052 | ,001 | ,001 | ,002 |  | ,001 | ,000 | ,000 | ,113 | ,014 | ,027 | ,014 | ,027 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.13 | Pearson Correlation | ,518\*\* | ,616\*\* | ,404\* | ,532\*\* | ,354 | ,551\*\* | ,438\* | ,474\*\* | ,530\*\* | ,385\* | ,743\*\* | ,582\*\* | 1 | ,487\*\* | ,271 | -,019 | ,061 | ,158 | ,061 | ,158 | ,601\*\* |
| Sig. (2-tailed) | ,003 | ,000 | ,027 | ,002 | ,055 | ,002 | ,015 | ,008 | ,003 | ,036 | ,000 | ,001 |  | ,006 | ,148 | ,920 | ,750 | ,403 | ,750 | ,403 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.14 | Pearson Correlation | ,495\*\* | ,366\* | ,289 | ,386\* | ,653\*\* | ,151 | ,156 | ,317 | ,699\*\* | ,699\*\* | ,539\*\* | ,722\*\* | ,487\*\* | 1 | ,782\*\* | ,353 | ,545\*\* | ,492\*\* | ,545\*\* | ,492\*\* | ,718\*\* |
| Sig. (2-tailed) | ,005 | ,046 | ,121 | ,035 | ,000 | ,425 | ,409 | ,088 | ,000 | ,000 | ,002 | ,000 | ,006 |  | ,000 | ,056 | ,002 | ,006 | ,002 | ,006 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.15 | Pearson Correlation | ,305 | ,240 | ,335 | ,300 | ,528\*\* | ,166 | ,202 | ,376\* | ,583\*\* | ,703\*\* | ,450\* | ,607\*\* | ,271 | ,782\*\* | 1 | ,620\*\* | ,766\*\* | ,625\*\* | ,766\*\* | ,625\*\* | ,725\*\* |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Sig. (2-tailed) | ,101 | ,202 | ,070 | ,107 | ,003 | ,381 | ,284 | ,040 | ,001 | ,000 | ,013 | ,000 | ,148 | ,000 |  | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.16 | Pearson Correlation | ,078 | ,056 | ,377\* | ,338 | ,374\* | ,315 | ,423\* | ,392\* | ,477\*\* | ,477\*\* | ,159 | ,295 | -,019 | ,353 | ,620\*\* | 1 | ,805\*\* | ,629\*\* | ,805\*\* | ,629\*\* | ,608\*\* |
| Sig. (2-tailed) | ,682 | ,769 | ,040 | ,068 | ,041 | ,090 | ,020 | ,032 | ,008 | ,008 | ,400 | ,113 | ,920 | ,056 | ,000 |  | ,000 | ,000 | ,000 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.17 | Pearson Correlation | ,149 | ,073 | ,401\* | ,338 | ,608\*\* | ,287 | ,329 | ,343 | ,659\*\* | ,659\*\* | ,287 | ,446\* | ,061 | ,545\*\* | ,766\*\* | ,805\*\* | 1 | ,825\*\* | 1,000\*  \* | ,825\*\* | ,731\*\* |
| Sig. (2-tailed) | ,431 | ,700 | ,028 | ,068 | ,000 | ,124 | ,076 | ,064 | ,000 | ,000 | ,124 | ,014 | ,750 | ,002 | ,000 | ,000 |  | ,000 | ,000 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.18 | Pearson Correlation | ,227 | ,068 | ,490\*\* | ,413\* | ,573\*\* | ,268 | ,407\* | ,329 | ,748\*\* | ,608\*\* | ,360 | ,404\* | ,158 | ,492\*\* | ,625\*\* | ,629\*\* | ,825\*\* | 1 | ,825\*\* | 1,000\*  \* | ,735\*\* |
| Sig. (2-tailed) | ,227 | ,720 | ,006 | ,023 | ,001 | ,153 | ,026 | ,076 | ,000 | ,000 | ,050 | ,027 | ,403 | ,006 | ,000 | ,000 | ,000 |  | ,000 | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.19 | Pearson Correlation | ,149 | ,073 | ,401\* | ,338 | ,608\*\* | ,287 | ,329 | ,343 | ,659\*\* | ,659\*\* | ,287 | ,446\* | ,061 | ,545\*\* | ,766\*\* | ,805\*\* | 1,000\*  \* | ,825\*\* | 1 | ,825\*\* | ,731\*\* |
| Sig. (2-tailed) | ,431 | ,700 | ,028 | ,068 | ,000 | ,124 | ,076 | ,064 | ,000 | ,000 | ,124 | ,014 | ,750 | ,002 | ,000 | ,000 | ,000 | ,000 |  | ,000 | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X3.20 | Pearson Correlation | ,227 | ,068 | ,490\*\* | ,413\* | ,573\*\* | ,268 | ,407\* | ,329 | ,748\*\* | ,608\*\* | ,360 | ,404\* | ,158 | ,492\*\* | ,625\*\* | ,629\*\* | ,825\*\* | 1,000\*  \* | ,825\*\* | 1 | ,735\*\* |
| Sig. (2-tailed) | ,227 | ,720 | ,006 | ,023 | ,001 | ,153 | ,026 | ,076 | ,000 | ,000 | ,050 | ,027 | ,403 | ,006 | ,000 | ,000 | ,000 | ,000 | ,000 |  | ,000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Experiential  \_Marketing | Pearson Correlation | ,634\*\* | ,585\*\* | ,733\*\* | ,711\*\* | ,748\*\* | ,608\*\* | ,636\*\* | ,736\*\* | ,827\*\* | ,749\*\* | ,705\*\* | ,697\*\* | ,601\*\* | ,718\*\* | ,725\*\* | ,608\*\* | ,731\*\* | ,735\*\* | ,731\*\* | ,735\*\* | 1 |
| Sig. (2-tailed) | ,000 | ,001 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,000 | ,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 | 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). |

**a) Hasil Uji Reliabilitas**

**Hasil Uji Reliabilitas Persepsi Keputusan Pembelian**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,760 | 19 |

**Hasil Uji Reliabilitas Persepsi Kualitas Produk**

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,774 | 13 |

**Hasil Uji Reliabilitas *Persepsi Brand Trust***

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,761 | 17 |

**Hasil Uji Reliabilitas *Persepsi Experiential Marketing***

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| ,760 | 21 |

**Lampiran 4 : Data Ordinal 100 Responden**

**Data Ordinal Persepsi Keputusan Pembelian**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| RESPONDEN | **PERNYATAAN PERSEPSI KEPUTUSAN PEMBELIAN** | | | | | | | | | | | | | | | | | | JMLH |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 1 | 3 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 2 | 2 | 3 | 4 | 5 | 4 | 67 |
| 2 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 74 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 2 | 4 | 4 | 5 | 73 |
| 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 60 |
| 5 | 1 | 2 | 3 | 3 | 3 | 2 | 2 | 4 | 2 | 3 | 1 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 50 |
| 6 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 3 | 5 | 3 | 4 | 4 | 74 |
| 7 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 73 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 70 |
| 9 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 67 |
| 10 | 4 | 5 | 3 | 3 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 70 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 72 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 72 |
| 13 | 4 | 5 | 4 | 4 | 4 | 2 | 5 | 4 | 2 | 4 | 2 | 4 | 4 | 5 | 5 | 4 | 4 | 2 | 68 |
| 14 | 4 | 4 | 2 | 2 | 3 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 5 | 66 |
| 15 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 2 | 2 | 3 | 51 |
| 16 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 77 |
| 17 | 4 | 4 | 2 | 2 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 2 | 2 | 60 |
| 18 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 82 |
| 19 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 76 |
| 20 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 72 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 89 |
| 22 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 72 |
| 23 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 80 |
| 24 | 3 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 78 |
| 25 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 2 | 3 | 3 | 4 | 4 | 75 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 72 |
| 27 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 73 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 72 |
| 29 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 79 |
| 30 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 76 |
| 31 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 71 |
| 32 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 80 |
| 33 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 77 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 72 |
| 35 | 4 | 5 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 75 |
| 36 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 85 |
| 37 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 71 |
| 38 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 90 |
| 39 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 72 |
| 40 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 90 |
| 41 | 4 | 3 | 4 | 4 | 4 | 3 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 4 | 4 | 2 | 4 | 4 | 57 |
| 42 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 76 |
| 43 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 90 |
| 44 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 76 |
| 45 | 4 | 4 | 2 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |
| 46 | 4 | 5 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 69 |
| 47 | 5 | 5 | 2 | 2 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 66 |
| 48 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 70 |
| 49 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 75 |
| 50 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 74 |
| 51 | 5 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 72 |
| 52 | 1 | 2 | 3 | 2 | 2 | 1 | 2 | 1 | 2 | 3 | 1 | 1 | 2 | 1 | 3 | 2 | 3 | 2 | 34 |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 72 |
| 54 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 72 |
| 55 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 89 |
| 56 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 77 |
| 57 | 5 | 5 | 3 | 4 | 1 | 4 | 4 | 4 | 5 | 4 | 3 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 67 |
| 58 | 5 | 5 | 3 | 4 | 4 | 2 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 78 |
| 59 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 78 |
| 60 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 68 |
| 61 | 5 | 5 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 68 |
| 62 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 77 |
| 63 | 4 | 3 | 3 | 1 | 1 | 3 | 4 | 4 | 5 | 5 | 4 | 2 | 1 | 4 | 3 | 4 | 5 | 2 | 58 |
| 64 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 81 |
| 65 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 74 |
| 66 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 75 |
| 67 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 76 |
| 68 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 79 |
| 69 | 5 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 80 |
| 70 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 74 |
| 71 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 75 |
| 72 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 75 |
| 73 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 71 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 74 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 69 |
| 75 | 5 | 5 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 74 |
| 76 | 4 | 5 | 3 | 1 | 3 | 3 | 4 | 2 | 5 | 3 | 4 | 4 | 5 | 4 | 3 | 3 | 3 | 2 | 61 |
| 77 | 3 | 4 | 5 | 4 | 3 | 4 | 2 | 2 | 3 | 4 | 3 | 3 | 2 | 4 | 3 | 4 | 5 | 3 | 61 |
| 78 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 2 | 2 | 60 |
| 79 | 2 | 4 | 3 | 3 | 4 | 2 | 5 | 5 | 3 | 4 | 2 | 3 | 4 | 3 | 2 | 2 | 5 | 4 | 60 |
| 80 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 73 |
| 81 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 72 |
| 82 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 76 |
| 83 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 80 |
| 84 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 71 |
| 85 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 76 |
| 86 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 74 |
| 87 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 70 |
| 88 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 80 |
| 89 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 90 |
| 90 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 67 |
| 91 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 77 |
| 92 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 2 | 4 | 4 | 5 | 4 | 5 | 4 | 72 |
| 93 | 4 | 1 | 5 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 67 |
| 94 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 75 |
| 95 | 4 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 3 | 3 | 2 | 4 | 4 | 63 |
| 96 | 5 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 73 |
| 97 | 5 | 5 | 3 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 82 |
| 98 | 5 | 5 | 3 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 84 |
| 99 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 76 |
| 100 | 4 | 5 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 70 |

**Data Ordinal Persepsi Kualitas Produk**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| RESPONDEN | ITEM PERTANYAAN PERSEPSI KUALITAS  PRODUK 12 | | | | | | | | | | | | JUMLAH |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 1 | 5 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 46 |
| 2 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 50 |
| 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| 4 | 3 | 4 | 3 | 3 | 3 | 5 | 2 | 3 | 3 | 4 | 3 | 4 | 40 |
| 5 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 2 | 3 | 37 |
| 6 | 4 | 4 | 3 | 4 | 4 | 5 | 2 | 5 | 5 | 4 | 5 | 4 | 49 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 8 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 53 |
| 9 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 39 |
| 10 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 48 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 13 | 4 | 2 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 51 |
| 14 | 2 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 56 |
| 15 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 37 |
| 16 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| 17 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 42 |
| 18 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 55 |
| 19 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 20 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 46 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 22 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 43 |
| 23 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 55 |
| 24 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 58 |
| 25 | 4 | 4 | 3 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 53 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 27 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 52 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 49 |
| 29 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 52 |
| 30 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 50 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 32 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 58 |
| 33 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 49 |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 35 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 58 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 36 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 54 |
| 37 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 38 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 39 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 40 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 41 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 54 |
| 43 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 44 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 45 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 47 |
| 46 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 47 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 47 |
| 48 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 49 |
| 49 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 49 |
| 50 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 48 |
| 51 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 52 | 3 | 2 | 3 | 1 | 2 | 3 | 1 | 1 | 2 | 3 | 2 | 3 | 26 |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 54 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 55 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 56 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 50 |
| 57 | 4 | 4 | 4 | 1 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 43 |
| 58 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 59 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 49 |
| 60 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 47 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 62 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 49 |
| 63 | 5 | 2 | 3 | 5 | 4 | 5 | 5 | 3 | 3 | 4 | 3 | 4 | 46 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 65 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 49 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 49 |
| 68 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 49 |
| 69 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 47 |
| 70 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 52 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 72 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 49 |
| 73 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 2 | 2 | 2 | 2 | 37 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 47 |
| 75 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 47 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 76 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 29 |
| 77 | 5 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 33 |
| 78 | 2 | 2 | 3 | 2 | 2 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 42 |
| 79 | 5 | 4 | 2 | 2 | 2 | 4 | 3 | 5 | 4 | 2 | 4 | 2 | 39 |
| 80 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 47 |
| 81 | 5 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 49 |
| 82 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 49 |
| 83 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 50 |
| 84 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 46 |
| 85 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 49 |
| 86 | 4 | 3 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 55 |
| 87 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 45 |
| 88 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 53 |
| 89 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 60 |
| 90 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 91 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 50 |
| 92 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 51 |
| 93 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 48 |
| 94 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 54 |
| 95 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 48 |
| 96 | 5 | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 52 |
| 97 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 54 |
| 98 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 57 |
| 99 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 49 |
| 100 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 51 |

**Data Ordinal *Persepsi Brand Trust***

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| RESPONDEN | PERNYATAAN *PERSEPSI BRAND TRUST* | | | | | | | | | | | | | | | | JMLH |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 1 | 3 | 4 | 5 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 5 | 2 | 2 | 3 | 4 | 54 |
| 2 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 67 |
| 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 2 | 4 | 65 |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 53 |
| 5 | 4 | 2 | 3 | 3 | 4 | 4 | 2 | 4 | 4 | 2 | 1 | 3 | 4 | 3 | 3 | 4 | 50 |
| 6 | 3 | 5 | 3 | 5 | 4 | 2 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 3 | 5 | 3 | 63 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |
| 8 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 61 |
| 9 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 59 |
| 10 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 65 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |
| 13 | 2 | 2 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 2 | 2 | 4 | 4 | 5 | 5 | 4 | 61 |
| 14 | 5 | 3 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 2 | 4 | 4 | 4 | 3 | 3 | 3 | 60 |
| 15 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 2 | 50 |
| 16 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 5 | 5 | 5 | 3 | 65 |
| 17 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 2 | 4 | 4 | 3 | 4 | 4 | 3 | 59 |
| 18 | 5 | 4 | 4 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 71 |
| 19 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 67 |
| 20 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 3 | 3 | 5 | 3 | 4 | 4 | 3 | 3 | 4 | 61 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 79 |
| 22 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 58 |
| 23 | 5 | 4 | 4 | 2 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 69 |
| 24 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 67 |
| 25 | 4 | 4 | 3 | 4 | 2 | 5 | 5 | 5 | 5 | 3 | 4 | 4 | 5 | 2 | 3 | 3 | 61 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |
| 27 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 73 |
| 28 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 66 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |
| 30 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 64 |
| 31 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 65 |
| 32 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 69 |
| 33 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 71 |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |
| 35 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 69 |
| 36 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 74 |
| 37 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| 38 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 80 |
| 39 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |
| 40 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 80 |
| 41 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 2 | 2 | 3 | 4 | 4 | 2 | 53 |
| 42 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |
| 43 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 80 |
| 44 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |
| 45 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 62 |
| 46 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 63 |
| 47 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 62 |
| 48 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 67 |
| 49 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 68 |
| 50 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 67 |
| 51 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 2 | 4 | 4 | 5 | 4 | 3 | 4 | 64 |
| 52 | 3 | 2 | 1 | 1 | 2 | 3 | 3 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 3 | 2 | 29 |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |
| 54 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |
| 55 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 80 |
| 56 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 70 |
| 57 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 3 | 2 | 3 | 4 | 4 | 4 | 62 |
| 58 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 74 |
| 59 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 69 |
| 60 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 62 |
| 61 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 61 |
| 62 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 69 |
| 63 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 3 | 3 | 5 | 4 | 2 | 1 | 4 | 3 | 4 | 59 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 68 |
| 65 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 68 |
| 66 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 66 |
| 67 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 69 |
| 68 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 68 |
| 69 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 68 |
| 70 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 65 |
| 71 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 67 |
| 72 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 65 |
| 73 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 64 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 62 |
| 75 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 63 |
| 76 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 3 | 56 |
| 77 | 5 | 2 | 2 | 3 | 4 | 4 | 4 | 5 | 3 | 3 | 3 | 3 | 2 | 4 | 3 | 4 | 54 |
| 78 | 3 | 3 | 2 | 2 | 2 | 4 | 2 | 3 | 3 | 2 | 4 | 3 | 5 | 5 | 5 | 5 | 53 |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 79 | 5 | 3 | 3 | 2 | 2 | 1 | 3 | 4 | 5 | 2 | 2 | 3 | 4 | 3 | 2 | 2 | 46 |
| 80 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 66 |
| 81 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 3 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 65 |
| 82 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 69 |
| 83 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 70 |
| 84 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 63 |
| 85 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 67 |
| 86 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 64 |
| 87 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 64 |
| 88 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 72 |
| 89 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 80 |
| 90 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 60 |
| 91 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 68 |
| 92 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 3 | 2 | 4 | 4 | 5 | 4 | 61 |
| 93 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 63 |
| 94 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 64 |
| 95 | 4 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 3 | 3 | 2 | 3 | 3 | 2 | 58 |
| 96 | 3 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 66 |
| 97 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 74 |
| 98 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 77 |
| 99 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 69 |
| 100 | 3 | 3 | 3 | 3 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 64 |

**Data Ordinal *Persepsi Experiential Marketing***

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| RESPONDEN | **PERNYATAAN EXPERIENTAL MARKETING** | | | | | | | | | | | | | | | | | | | | JMLH |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 1 | 4 | 4 | 3 | 5 | 2 | 2 | 3 | 4 | 5 | 4 | 3 | 3 | 4 | 5 | 4 | 4 | 3 | 4 | 3 | 4 | 73 |
| 2 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 83 |
| 3 | 5 | 5 | 5 | 4 | 4 | 4 | 2 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 82 |
| 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 5 | 2 | 3 | 3 | 4 | 3 | 4 | 65 |
| 5 | 3 | 2 | 1 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 2 | 3 | 2 | 3 | 60 |
| 6 | 4 | 3 | 4 | 4 | 5 | 3 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 2 | 5 | 5 | 4 | 5 | 4 | 80 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 80 |
| 8 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 83 |
| 9 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 67 |
| 10 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 79 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 80 |
| 12 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 80 |
| 13 | 4 | 2 | 2 | 4 | 4 | 5 | 5 | 4 | 4 | 2 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 81 |
| 14 | 3 | 2 | 4 | 4 | 4 | 3 | 3 | 3 | 2 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 82 |
| 15 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 62 |
| 16 | 4 | 2 | 4 | 4 | 5 | 5 | 5 | 3 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 81 |
| 17 | 4 | 2 | 4 | 4 | 3 | 4 | 4 | 3 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 70 |

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| 18 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 92 |
| 19 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 83 |
| 20 | 5 | 5 | 3 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 3 | 3 | 3 | 3 | 77 |
| 21 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 98 |
| 22 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 73 |
| 23 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 91 |
| 24 | 4 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 90 |
| 25 | 4 | 3 | 4 | 4 | 5 | 2 | 3 | 3 | 4 | 4 | 3 | 4 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 81 |
| 26 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 80 |
| 27 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 86 |
| 28 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 81 |
| 29 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 84 |
| 30 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 83 |
| 31 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 82 |
| 32 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 91 |
| 33 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 84 |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 80 |
| 35 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 91 |
| 36 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 92 |
| 37 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 80 |
| 38 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 100 |
| 39 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 80 |
| 40 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 100 |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 41 | 2 | 2 | 2 | 2 | 3 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 69 |
| 42 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 86 |
| 43 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 100 |
| 44 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 80 |
| 45 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 79 |
| 46 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 80 |
| 47 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 77 |
| 48 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 81 |
| 49 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 82 |
| 50 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 80 |
| 51 | 3 | 2 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 77 |
| 52 | 2 | 1 | 1 | 1 | 2 | 1 | 3 | 2 | 3 | 2 | 3 | 1 | 2 | 3 | 1 | 1 | 2 | 3 | 2 | 3 | 39 |
| 53 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 80 |
| 54 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 80 |
| 55 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 100 |
| 56 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 84 |
| 57 | 3 | 4 | 3 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 1 | 3 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 70 |
| 58 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 96 |
| 59 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 84 |
| 60 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 78 |
| 61 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 77 |
| 62 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 82 |
| 63 | 5 | 5 | 4 | 2 | 1 | 4 | 3 | 4 | 5 | 2 | 3 | 5 | 4 | 5 | 5 | 3 | 3 | 4 | 3 | 4 | 74 |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 64 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 83 |
| 65 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 82 |
| 66 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 81 |
| 67 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 83 |
| 68 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 84 |
| 69 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 83 |
| 70 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 84 |
| 71 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 81 |
| 72 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 81 |
| 73 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 3 | 4 | 2 | 2 | 2 | 2 | 68 |
| 74 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 76 |
| 75 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 77 |
| 76 | 5 | 3 | 4 | 4 | 5 | 4 | 3 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 60 |
| 77 | 5 | 3 | 3 | 3 | 2 | 4 | 3 | 4 | 5 | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 3 | 60 |
| 78 | 5 | 2 | 4 | 3 | 5 | 5 | 5 | 5 | 2 | 2 | 3 | 2 | 2 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 76 |
| 79 | 2 | 2 | 2 | 3 | 4 | 3 | 2 | 2 | 5 | 4 | 2 | 2 | 2 | 4 | 3 | 5 | 4 | 2 | 4 | 2 | 59 |
| 80 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 81 |
| 81 | 2 | 5 | 5 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 80 |
| 82 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 83 |
| 83 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 85 |
| 84 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 77 |
| 85 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 82 |
| 86 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 89 |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 87 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 77 |
| 88 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 89 |
| 89 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 100 |
| 90 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 79 |
| 91 | 4 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 83 |
| 92 | 4 | 4 | 3 | 2 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 81 |
| 93 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 79 |
| 94 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 85 |
| 95 | 3 | 5 | 3 | 3 | 2 | 3 | 3 | 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 72 |
| 96 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 82 |
| 97 | 4 | 3 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 88 |
| 98 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 94 |
| 99 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 83 |
| 100 | 4 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 84 |

**Lampiran 5 : Data Interval 100 Responden**

**Data Interval Persepsi Keputusan Pembelian**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** | **13** | **14** | **15** | **16** | **17** | **18** |
| 1,778 | 3,179 | 4,267 | 4,950 | 2,252 | 3,739 | 2,874 | 3,493 | 2,955 | 1,000 | 2,196 | 5,038 | 1,753 | 1,596 | 2,000 | 3,178 | 4,450 | 2,866 |
| 4,142 | 3,179 | 3,056 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 5,038 | 3,462 | 3,120 | 3,178 | 2,965 | 2,866 |
| 2,773 | 3,179 | 3,056 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 3,915 | 4,975 | 3,564 | 3,665 | 3,462 | 1,000 | 3,178 | 2,965 | 4,414 |
| 2,773 | 2,182 | 2,030 | 2,345 | 2,252 | 3,739 | 1,664 | 2,175 | 2,955 | 2,466 | 3,465 | 2,338 | 2,509 | 2,165 | 2,000 | 1,928 | 1,699 | 2,866 |
| 1,000 | 1,752 | 2,030 | 2,345 | 2,252 | 1,815 | 1,000 | 3,493 | 1,000 | 1,000 | 1,000 | 2,338 | 3,665 | 2,165 | 2,000 | 3,178 | 1,699 | 2,866 |
| 2,773 | 3,179 | 3,056 | 3,495 | 2,252 | 5,089 | 2,874 | 3,493 | 4,400 | 3,915 | 3,465 | 3,564 | 5,038 | 2,165 | 4,441 | 1,928 | 2,965 | 2,866 |
| 4,142 | 3,179 | 3,056 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 | 2,965 | 2,866 |
| 2,773 | 3,179 | 3,056 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 2,509 | 3,462 | 3,120 | 1,928 | 2,965 | 2,866 |
| 2,773 | 3,179 | 2,030 | 2,345 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 2,509 | 3,462 | 3,120 | 1,928 | 1,699 | 2,866 |
| 2,773 | 4,572 | 2,030 | 2,345 | 3,397 | 3,739 | 4,303 | 3,493 | 2,955 | 1,000 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 | 1,699 | 2,866 |
| 2,773 | 3,179 | 3,056 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 | 2,965 | 2,866 |
| 2,773 | 3,179 | 3,056 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 | 2,965 | 2,866 |
| 2,773 | 4,572 | 3,056 | 3,495 | 3,397 | 1,815 | 4,303 | 3,493 | 1,000 | 2,466 | 1,597 | 3,564 | 3,665 | 4,936 | 4,441 | 3,178 | 2,965 | 1,000 |
| 2,773 | 3,179 | 1,000 | 1,749 | 2,252 | 5,089 | 2,874 | 3,493 | 4,400 | 3,915 | 3,465 | 3,564 | 3,665 | 2,165 | 2,000 | 1,928 | 1,000 | 4,414 |
| 1,778 | 2,182 | 1,000 | 1,749 | 2,252 | 2,556 | 1,664 | 2,175 | 1,664 | 1,000 | 2,196 | 2,338 | 2,509 | 3,462 | 2,000 | 1,000 | 1,000 | 1,607 |
| 4,142 | 4,572 | 3,056 | 3,495 | 3,397 | 3,739 | 4,303 | 4,957 | 2,955 | 1,000 | 3,465 | 3,564 | 5,038 | 4,936 | 4,441 | 1,928 | 2,965 | 2,866 |
| 2,773 | 3,179 | 1,000 | 1,749 | 2,252 | 3,739 | 2,874 | 3,493 | 2,955 | 1,000 | 3,465 | 3,564 | 2,509 | 3,462 | 3,120 | 1,928 | 1,000 | 1,000 |
| 4,142 | 3,179 | 4,267 | 4,950 | 4,726 | 3,739 | 2,874 | 4,957 | 2,955 | 2,466 | 4,975 | 3,564 | 5,038 | 4,936 | 4,441 | 3,178 | 4,450 | 2,866 |
| 4,142 | 3,179 | 3,056 | 3,495 | 3,397 | 3,739 | 2,874 | 4,957 | 2,955 | 3,915 | 4,975 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 | 2,965 | 2,866 |
| 4,142 | 3,179 | 3,056 | 3,495 | 4,726 | 5,089 | 2,874 | 2,175 | 4,400 | 2,466 | 2,196 | 3,564 | 3,665 | 2,165 | 2,000 | 3,178 | 2,965 | 2,866 |
| 4,142 | 4,572 | 4,267 | 4,950 | 4,726 | 5,089 | 4,303 | 4,957 | 4,400 | 2,466 | 4,975 | 5,038 | 5,038 | 4,936 | 4,441 | 4,653 | 4,450 | 4,414 |
| 1,778 | 3,179 | 3,056 | 3,495 | 4,726 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 | 2,965 | 2,866 |
| 2,773 | 3,179 | 3,056 | 3,495 | 4,726 | 5,089 | 2,874 | 4,957 | 4,400 | 3,915 | 3,465 | 3,564 | 5,038 | 4,936 | 4,441 | 3,178 | 2,965 | 2,866 |

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| 1,778 | 3,179 | 4,267 | 4,950 | 4,726 | 5,089 | 2,874 | 3,493 | 4,400 | 2,466 | 2,196 | 3,564 | 5,038 | 3,462 | 3,120 | 3,178 | 4,450 | 4,414 |
| 4,142 | 4,572 | 3,056 | 3,495 | 4,726 | 3,739 | 4,303 | 4,957 | 2,955 | 3,915 | 3,465 | 3,564 | 5,038 | 1,596 | 2,000 | 1,928 | 2,965 | 2,866 |
| 2,773 | 3,179 | 3,056 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 | 2,965 | 2,866 |
| 2,773 | 3,179 | 3,056 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 3,462 | 4,441 | 3,178 | 2,965 | 2,866 |
| 2,773 | 3,179 | 3,056 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 | 2,965 | 2,866 |
| 4,142 | 4,572 | 3,056 | 3,495 | 4,726 | 5,089 | 4,303 | 3,493 | 4,400 | 2,466 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 | 2,965 | 4,414 |
| 4,142 | 4,572 | 3,056 | 3,495 | 3,397 | 3,739 | 4,303 | 3,493 | 2,955 | 2,466 | 3,465 | 5,038 | 3,665 | 3,462 | 3,120 | 3,178 | 2,965 | 2,866 |
| 2,773 | 3,179 | 2,030 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 | 2,965 | 2,866 |
| 2,773 | 3,179 | 3,056 | 3,495 | 3,397 | 5,089 | 4,303 | 4,957 | 4,400 | 3,915 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 4,653 | 4,450 | 4,414 |
| 4,142 | 4,572 | 3,056 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 4,936 | 4,441 | 4,653 | 2,965 | 2,866 |
| 2,773 | 3,179 | 3,056 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 | 2,965 | 2,866 |
| 2,773 | 4,572 | 4,267 | 2,345 | 2,252 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 5,038 | 3,665 | 3,462 | 3,120 | 3,178 | 4,450 | 4,414 |
| 4,142 | 4,572 | 4,267 | 4,950 | 4,726 | 5,089 | 2,874 | 3,493 | 2,955 | 3,915 | 4,975 | 5,038 | 5,038 | 4,936 | 4,441 | 3,178 | 4,450 | 2,866 |
| 2,773 | 3,179 | 4,267 | 3,495 | 3,397 | 2,556 | 1,664 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 | 2,965 | 2,866 |
| 4,142 | 4,572 | 4,267 | 4,950 | 4,726 | 5,089 | 4,303 | 4,957 | 4,400 | 3,915 | 4,975 | 5,038 | 5,038 | 4,936 | 4,441 | 4,653 | 4,450 | 4,414 |
| 2,773 | 3,179 | 3,056 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 | 2,965 | 2,866 |
| 4,142 | 4,572 | 4,267 | 4,950 | 4,726 | 5,089 | 4,303 | 4,957 | 4,400 | 3,915 | 4,975 | 5,038 | 5,038 | 4,936 | 4,441 | 4,653 | 4,450 | 4,414 |
| 2,773 | 2,182 | 3,056 | 3,495 | 3,397 | 2,556 | 1,000 | 2,175 | 1,000 | 1,000 | 1,597 | 1,753 | 2,509 | 3,462 | 3,120 | 1,000 | 2,965 | 2,866 |
| 2,773 | 4,572 | 4,267 | 3,495 | 3,397 | 3,739 | 4,303 | 4,957 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 | 2,965 | 2,866 |
| 4,142 | 4,572 | 4,267 | 4,950 | 4,726 | 5,089 | 4,303 | 4,957 | 4,400 | 3,915 | 4,975 | 5,038 | 5,038 | 4,936 | 4,441 | 4,653 | 4,450 | 4,414 |
| 4,142 | 3,179 | 4,267 | 4,950 | 4,726 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 | 2,965 | 2,866 |
| 2,773 | 3,179 | 1,000 | 1,749 | 1,532 | 1,815 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 | 2,965 | 2,866 |
| 2,773 | 4,572 | 2,030 | 2,345 | 2,252 | 2,556 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 | 2,965 | 2,866 |
| 4,142 | 4,572 | 1,000 | 1,749 | 2,252 | 2,556 | 2,874 | 3,493 | 2,955 | 2,466 | 2,196 | 3,564 | 3,665 | 3,462 | 3,120 | 1,928 | 2,965 | 2,866 |
| 2,773 | 3,179 | 3,056 | 3,495 | 3,397 | 2,556 | 2,874 | 3,493 | 1,664 | 2,466 | 3,465 | 5,038 | 2,509 | 3,462 | 3,120 | 3,178 | 2,965 | 2,866 |
| 4,142 | 4,572 | 3,056 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 3,462 | 4,441 | 3,178 | 2,965 | 2,866 |
| 4,142 | 4,572 | 3,056 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 3,462 | 4,441 | 1,928 | 2,965 | 2,866 |
| 4,142 | 3,179 | 2,030 | 4,950 | 3,397 | 3,739 | 1,664 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 5,038 | 3,462 | 2,000 | 3,178 | 2,965 | 2,866 |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1,000 | 1,752 | 2,030 | 1,749 | 1,532 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,753 | 1,000 | 2,000 | 1,000 | 1,699 | 1,000 |
| 2,773 | 3,179 | 3,056 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 | 2,965 | 2,866 |
| 2,773 | 3,179 | 3,056 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 | 2,965 | 2,866 |
| 4,142 | 4,572 | 3,056 | 4,950 | 4,726 | 5,089 | 4,303 | 4,957 | 4,400 | 3,915 | 4,975 | 5,038 | 5,038 | 4,936 | 4,441 | 4,653 | 4,450 | 4,414 |
| 2,773 | 3,179 | 3,056 | 4,950 | 4,726 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 4,936 | 4,441 | 3,178 | 4,450 | 2,866 |
| 4,142 | 4,572 | 2,030 | 3,495 | 1,000 | 3,739 | 2,874 | 3,493 | 4,400 | 2,466 | 2,196 | 1,753 | 2,509 | 3,462 | 3,120 | 3,178 | 2,965 | 2,866 |
| 4,142 | 4,572 | 2,030 | 3,495 | 3,397 | 1,815 | 2,874 | 3,493 | 4,400 | 3,915 | 3,465 | 3,564 | 3,665 | 4,936 | 4,441 | 4,653 | 4,450 | 4,414 |
| 4,142 | 4,572 | 4,267 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 5,038 | 3,665 | 4,936 | 4,441 | 3,178 | 2,965 | 2,866 |
| 2,773 | 3,179 | 3,056 | 3,495 | 3,397 | 2,556 | 1,664 | 2,175 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 1,928 | 2,965 | 2,866 |
| 4,142 | 4,572 | 2,030 | 2,345 | 2,252 | 2,556 | 2,874 | 3,493 | 2,955 | 2,466 | 2,196 | 3,564 | 3,665 | 3,462 | 3,120 | 1,928 | 2,965 | 2,866 |
| 4,142 | 4,572 | 3,056 | 3,495 | 4,726 | 3,739 | 2,874 | 3,493 | 2,955 | 3,915 | 3,465 | 3,564 | 3,665 | 4,936 | 3,120 | 3,178 | 2,965 | 2,866 |
| 2,773 | 2,182 | 2,030 | 1,000 | 1,000 | 2,556 | 2,874 | 3,493 | 4,400 | 3,915 | 3,465 | 1,753 | 1,000 | 3,462 | 2,000 | 3,178 | 4,450 | 1,000 |
| 4,142 | 4,572 | 3,056 | 3,495 | 3,397 | 3,739 | 4,303 | 4,957 | 4,400 | 3,915 | 3,465 | 3,564 | 3,665 | 4,936 | 4,441 | 4,653 | 2,965 | 2,866 |
| 4,142 | 3,179 | 3,056 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 5,038 | 2,509 | 3,462 | 4,441 | 3,178 | 2,965 | 2,866 |
| 4,142 | 4,572 | 3,056 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 4,400 | 2,466 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 | 2,965 | 2,866 |
| 4,142 | 3,179 | 4,267 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 5,038 | 3,665 | 3,462 | 4,441 | 3,178 | 2,965 | 2,866 |
| 4,142 | 4,572 | 4,267 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 5,038 | 3,665 | 4,936 | 4,441 | 3,178 | 2,965 | 4,414 |
| 4,142 | 3,179 | 2,030 | 3,495 | 3,397 | 5,089 | 4,303 | 4,957 | 4,400 | 3,915 | 3,465 | 3,564 | 3,665 | 4,936 | 4,441 | 4,653 | 2,965 | 2,866 |
| 4,142 | 3,179 | 3,056 | 3,495 | 4,726 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 | 2,965 | 2,866 |
| 4,142 | 4,572 | 3,056 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 2,509 | 4,936 | 4,441 | 3,178 | 2,965 | 2,866 |
| 4,142 | 4,572 | 4,267 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 3,462 | 4,441 | 1,928 | 2,965 | 2,866 |
| 4,142 | 3,179 | 2,030 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 2,509 | 3,462 | 3,120 | 3,178 | 2,965 | 2,866 |
| 2,773 | 4,572 | 2,030 | 3,495 | 3,397 | 2,556 | 2,874 | 3,493 | 2,955 | 2,466 | 2,196 | 3,564 | 3,665 | 3,462 | 3,120 | 1,928 | 2,965 | 2,866 |
| 4,142 | 4,572 | 3,056 | 4,950 | 4,726 | 2,556 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 1,928 | 2,965 | 2,866 |
| 2,773 | 4,572 | 2,030 | 1,000 | 2,252 | 2,556 | 2,874 | 1,680 | 4,400 | 1,000 | 3,465 | 3,564 | 5,038 | 3,462 | 2,000 | 1,928 | 1,699 | 1,000 |
| 1,778 | 3,179 | 4,267 | 3,495 | 2,252 | 3,739 | 1,000 | 1,680 | 1,664 | 2,466 | 2,196 | 2,338 | 1,753 | 3,462 | 2,000 | 3,178 | 4,450 | 1,607 |
| 1,778 | 1,752 | 1,000 | 2,345 | 2,252 | 2,556 | 1,000 | 1,680 | 2,955 | 3,915 | 3,465 | 2,338 | 5,038 | 4,936 | 4,441 | 4,653 | 1,000 | 1,000 |
| 1,454 | 3,179 | 2,030 | 2,345 | 3,397 | 1,815 | 4,303 | 4,957 | 1,664 | 2,466 | 1,597 | 2,338 | 3,665 | 2,165 | 1,000 | 1,000 | 4,450 | 2,866 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 2,773 | 3,179 | 2,030 | 3,495 | 3,397 | 3,739 | 2,874 | 4,957 | 1,664 | 3,915 | 2,196 | 3,564 | 3,665 | 4,936 | 4,441 | 4,653 | 2,965 | 1,607 |
| 2,773 | 3,179 | 4,267 | 3,495 | 2,252 | 3,739 | 4,303 | 3,493 | 2,955 | 1,000 | 4,975 | 3,564 | 2,509 | 3,462 | 3,120 | 3,178 | 4,450 | 1,607 |
| 2,773 | 4,572 | 3,056 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 3,915 | 3,465 | 5,038 | 3,665 | 3,462 | 4,441 | 3,178 | 2,965 | 2,866 |
| 4,142 | 4,572 | 4,267 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 3,915 | 3,465 | 5,038 | 3,665 | 4,936 | 4,441 | 3,178 | 2,965 | 4,414 |
| 2,773 | 4,572 | 4,267 | 3,495 | 3,397 | 2,556 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 2,338 | 3,665 | 3,462 | 3,120 | 3,178 | 1,699 | 2,866 |
| 4,142 | 4,572 | 4,267 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 2,509 | 4,936 | 4,441 | 3,178 | 2,965 | 2,866 |
| 4,142 | 3,179 | 2,030 | 3,495 | 3,397 | 5,089 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 5,038 | 3,462 | 4,441 | 3,178 | 2,965 | 1,607 |
| 2,773 | 3,179 | 3,056 | 3,495 | 3,397 | 3,739 | 2,874 | 2,175 | 2,955 | 1,000 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 | 2,965 | 2,866 |
| 2,773 | 3,179 | 3,056 | 3,495 | 4,726 | 3,739 | 2,874 | 4,957 | 4,400 | 3,915 | 4,975 | 3,564 | 5,038 | 3,462 | 4,441 | 3,178 | 4,450 | 2,866 |
| 4,142 | 4,572 | 4,267 | 4,950 | 4,726 | 5,089 | 4,303 | 4,957 | 4,400 | 3,915 | 4,975 | 5,038 | 5,038 | 4,936 | 4,441 | 4,653 | 4,450 | 4,414 |
| 2,773 | 3,179 | 2,030 | 2,345 | 2,252 | 3,739 | 2,874 | 3,493 | 2,955 | 1,000 | 2,196 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 | 2,965 | 2,866 |
| 4,142 | 4,572 | 3,056 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 3,915 | 3,465 | 5,038 | 2,509 | 3,462 | 4,441 | 3,178 | 2,965 | 4,414 |
| 2,773 | 3,179 | 4,267 | 2,345 | 3,397 | 3,739 | 2,874 | 4,957 | 2,955 | 2,466 | 2,196 | 1,753 | 3,665 | 3,462 | 4,441 | 3,178 | 4,450 | 2,866 |
| 2,773 | 1,000 | 4,267 | 3,495 | 3,397 | 3,739 | 1,000 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 2,165 | 3,120 | 3,178 | 2,965 | 2,866 |
| 2,773 | 3,179 | 4,267 | 3,495 | 4,726 | 3,739 | 1,664 | 3,493 | 2,955 | 3,915 | 3,465 | 2,338 | 3,665 | 3,462 | 3,120 | 3,178 | 4,450 | 4,414 |
| 2,773 | 4,572 | 3,056 | 2,345 | 2,252 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 2,196 | 2,338 | 1,753 | 2,165 | 2,000 | 1,000 | 2,965 | 2,866 |
| 4,142 | 4,572 | 2,030 | 3,495 | 3,397 | 2,556 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 1,928 | 4,450 | 4,414 |
| 4,142 | 4,572 | 2,030 | 4,950 | 4,726 | 3,739 | 4,303 | 4,957 | 4,400 | 2,466 | 4,975 | 5,038 | 5,038 | 3,462 | 3,120 | 3,178 | 4,450 | 2,866 |
| 4,142 | 4,572 | 2,030 | 4,950 | 4,726 | 2,556 | 4,303 | 4,957 | 4,400 | 3,915 | 4,975 | 5,038 | 5,038 | 3,462 | 3,120 | 4,653 | 4,450 | 4,414 |
| 4,142 | 4,572 | 3,056 | 3,495 | 3,397 | 3,739 | 2,874 | 3,493 | 2,955 | 2,466 | 3,465 | 5,038 | 2,509 | 4,936 | 4,441 | 3,178 | 2,965 | 2,866 |
| 2,773 | 4,572 | 3,056 | 2,345 | 2,252 | 3,739 | 1,664 | 3,493 | 1,664 | 2,466 | 4,975 | 3,564 | 2,509 | 3,462 | 4,441 | 3,178 | 2,965 | 2,866 |

**Data Interval Persepsi Kualitas Produk**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | | |  |  |  |  |  |  |  |  |  |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** |
| 4,970 | 2,820 | 1,968 | 2,004 | 3,082 | 4,366 | 3,614 | 3,183 | 1,698 | 3,274 | 1,699 | 3,274 |
| 3,497 | 2,820 | 3,366 | 4,702 | 3,082 | 2,940 | 3,614 | 4,515 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 4,356 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 2,279 | 2,820 | 1,968 | 2,004 | 1,761 | 4,366 | 1,752 | 2,075 | 1,698 | 3,274 | 1,699 | 3,274 |
| 2,279 | 2,820 | 3,366 | 2,004 | 1,761 | 1,655 | 2,484 | 3,183 | 1,000 | 1,870 | 1,000 | 1,870 |
| 3,497 | 2,820 | 1,968 | 3,223 | 3,082 | 4,366 | 1,752 | 4,515 | 4,447 | 3,274 | 4,527 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 1,761 | 2,940 | 4,910 | 4,515 | 4,447 | 4,793 | 4,527 | 4,793 |
| 2,279 | 2,820 | 3,366 | 3,223 | 1,761 | 1,655 | 2,484 | 2,075 | 1,698 | 1,870 | 1,699 | 1,870 |
| 2,279 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 4,910 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 1,000 | 4,888 | 4,702 | 4,662 | 4,366 | 3,614 | 4,515 | 2,998 | 3,274 | 3,007 | 3,274 |
| 1,752 | 4,356 | 3,366 | 4,702 | 4,662 | 4,366 | 4,910 | 4,515 | 4,447 | 4,793 | 4,527 | 4,793 |
| 1,752 | 1,601 | 1,968 | 2,004 | 1,761 | 1,655 | 2,484 | 2,075 | 1,698 | 3,274 | 1,699 | 3,274 |
| 3,497 | 2,820 | 3,366 | 4,702 | 3,082 | 2,940 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 1,752 | 1,000 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 3,183 | 2,998 | 1,870 | 3,007 | 1,870 |
| 4,970 | 2,820 | 3,366 | 4,702 | 3,082 | 4,366 | 4,910 | 4,515 | 2,998 | 4,793 | 3,007 | 4,793 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 4,702 | 4,662 | 4,366 | 3,614 | 2,075 | 1,698 | 1,870 | 1,699 | 1,870 |
| 4,970 | 4,356 | 4,888 | 4,702 | 4,662 | 4,366 | 4,910 | 4,515 | 4,447 | 4,793 | 4,527 | 4,793 |
| 3,497 | 2,820 | 1,968 | 2,004 | 1,761 | 1,655 | 2,484 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 4,888 | 4,702 | 3,082 | 4,366 | 4,910 | 4,515 | 4,447 | 3,274 | 4,527 | 3,274 |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 4,970 | 4,356 | 3,366 | 4,702 | 3,082 | 4,366 | 4,910 | 4,515 | 4,447 | 4,793 | 4,527 | 4,793 |
| 3,497 | 2,820 | 1,968 | 3,223 | 1,761 | 4,366 | 4,910 | 4,515 | 4,447 | 4,793 | 4,527 | 4,793 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 4,888 | 4,702 | 3,082 | 2,940 | 3,614 | 3,183 | 2,998 | 4,793 | 3,007 | 4,793 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 4,515 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 4,356 | 4,888 | 3,223 | 3,082 | 4,366 | 4,910 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 4,888 | 3,223 | 4,662 | 2,940 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 4,970 | 4,356 | 4,888 | 3,223 | 3,082 | 4,366 | 4,910 | 4,515 | 4,447 | 4,793 | 4,527 | 4,793 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 4,515 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 4,970 | 4,356 | 3,366 | 4,702 | 3,082 | 4,366 | 4,910 | 4,515 | 4,447 | 4,793 | 4,527 | 4,793 |
| 4,970 | 2,820 | 4,888 | 3,223 | 4,662 | 4,366 | 3,614 | 3,183 | 2,998 | 4,793 | 3,007 | 4,793 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 4,970 | 4,356 | 4,888 | 4,702 | 4,662 | 4,366 | 4,910 | 4,515 | 4,447 | 4,793 | 4,527 | 4,793 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 4,970 | 4,356 | 4,888 | 4,702 | 4,662 | 4,366 | 4,910 | 4,515 | 4,447 | 4,793 | 4,527 | 4,793 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 4,910 | 4,515 | 4,447 | 4,793 | 4,527 | 4,793 |
| 4,970 | 4,356 | 4,888 | 4,702 | 4,662 | 4,366 | 4,910 | 4,515 | 4,447 | 4,793 | 4,527 | 4,793 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 2,484 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 2,484 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 4,515 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 4,515 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 1,968 | 3,223 | 3,082 | 2,940 | 3,614 | 4,515 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 2,279 | 1,000 | 1,968 | 1,000 | 1,000 | 1,655 | 1,000 | 1,000 | 1,000 | 1,870 | 1,000 | 1,870 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 4,970 | 4,356 | 4,888 | 4,702 | 4,662 | 4,366 | 4,910 | 4,515 | 4,447 | 4,793 | 4,527 | 4,793 |
| 4,970 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 4,515 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 1,000 | 1,761 | 2,940 | 2,484 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 4,970 | 4,356 | 4,888 | 4,702 | 4,662 | 4,366 | 4,910 | 4,515 | 4,447 | 4,793 | 4,527 | 4,793 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 4,515 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 2,484 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 4,515 | 2,998 | 3,274 | 3,007 | 3,274 |
| 4,970 | 1,000 | 1,968 | 4,702 | 3,082 | 4,366 | 4,910 | 2,075 | 1,698 | 3,274 | 1,699 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 4,702 | 3,082 | 2,940 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 4,515 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 4,515 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 4,356 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 1,761 | 2,940 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 4,702 | 3,082 | 2,940 | 3,614 | 4,515 | 4,447 | 3,274 | 4,527 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 4,515 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 1,000 | 2,484 | 3,183 | 1,000 | 1,000 | 1,000 | 1,000 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 2,484 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 2,484 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 2,279 | 1,000 | 1,968 | 1,596 | 1,000 | 1,000 | 1,752 | 2,075 | 1,000 | 1,870 | 1,000 | 1,870 |
| 4,970 | 1,601 | 1,000 | 2,004 | 1,000 | 1,000 | 1,752 | 1,488 | 1,698 | 1,870 | 1,699 | 1,870 |
| 1,752 | 1,000 | 1,968 | 1,596 | 1,000 | 4,366 | 4,910 | 4,515 | 4,447 | 1,870 | 4,527 | 1,870 |
| 4,970 | 2,820 | 1,000 | 1,596 | 1,000 | 2,940 | 2,484 | 4,515 | 2,998 | 1,000 | 3,007 | 1,000 |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 3,497 | 1,601 | 3,366 | 4,702 | 3,082 | 2,940 | 3,614 | 2,075 | 2,998 | 3,274 | 3,007 | 3,274 |
| 4,970 | 1,601 | 3,366 | 3,223 | 3,082 | 2,940 | 2,484 | 3,183 | 2,998 | 4,793 | 3,007 | 4,793 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 4,515 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 4,356 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 4,515 | 2,998 | 3,274 | 3,007 | 3,274 |
| 2,279 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 2,484 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 4,515 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 1,601 | 4,888 | 3,223 | 3,082 | 4,366 | 4,910 | 4,515 | 4,447 | 4,793 | 4,527 | 4,793 |
| 3,497 | 2,820 | 3,366 | 3,223 | 1,761 | 2,940 | 3,614 | 3,183 | 2,998 | 1,870 | 3,007 | 1,870 |
| 4,970 | 2,820 | 4,888 | 3,223 | 3,082 | 4,366 | 3,614 | 3,183 | 4,447 | 3,274 | 4,527 | 3,274 |
| 4,970 | 4,356 | 4,888 | 4,702 | 4,662 | 4,366 | 4,910 | 4,515 | 4,447 | 4,793 | 4,527 | 4,793 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 4,356 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 4,515 | 2,998 | 3,274 | 3,007 | 3,274 |
| 4,970 | 2,820 | 4,888 | 3,223 | 3,082 | 4,366 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 4,910 | 2,075 | 2,998 | 3,274 | 3,007 | 3,274 |
| 4,970 | 4,356 | 4,888 | 4,702 | 4,662 | 2,940 | 3,614 | 4,515 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 3,183 | 2,998 | 3,274 | 3,007 | 3,274 |
| 4,970 | 4,356 | 3,366 | 4,702 | 3,082 | 4,366 | 2,484 | 4,515 | 2,998 | 3,274 | 3,007 | 3,274 |
| 4,970 | 2,820 | 3,366 | 4,702 | 3,082 | 4,366 | 3,614 | 4,515 | 2,998 | 4,793 | 3,007 | 4,793 |
| 4,970 | 4,356 | 3,366 | 4,702 | 3,082 | 4,366 | 3,614 | 4,515 | 4,447 | 4,793 | 4,527 | 4,793 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 2,940 | 3,614 | 4,515 | 2,998 | 3,274 | 3,007 | 3,274 |
| 3,497 | 2,820 | 3,366 | 3,223 | 3,082 | 4,366 | 4,910 | 4,515 | 2,998 | 3,274 | 3,007 | 3,274 |

**Data Interval *Persepsi Brand Trust***

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | | |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** | **13** | **14** | **15** | **16** |
| 2,271 | 2,994 | 4,793 | 2,404 | 1,789 | 2,147 | 1,936 | 2,010 | 3,192 | 3,780 | 2,196 | 5,038 | 1,753 | 1,596 | 2,000 | 3,178 |
| 3,451 | 2,994 | 3,480 | 5,102 | 3,144 | 3,456 | 3,188 | 3,465 | 4,615 | 3,780 | 3,465 | 3,564 | 5,038 | 3,462 | 3,120 | 3,178 |
| 3,451 | 2,994 | 3,480 | 3,654 | 3,144 | 4,844 | 3,188 | 3,465 | 3,192 | 5,255 | 4,975 | 3,564 | 3,665 | 3,462 | 1,000 | 3,178 |
| 3,451 | 2,994 | 2,367 | 2,404 | 1,789 | 2,147 | 3,188 | 2,010 | 3,192 | 2,660 | 3,465 | 2,338 | 2,509 | 2,165 | 2,000 | 1,928 |
| 3,451 | 1,000 | 2,367 | 2,404 | 3,144 | 3,456 | 1,000 | 3,465 | 3,192 | 2,011 | 1,000 | 2,338 | 3,665 | 2,165 | 2,000 | 3,178 |
| 2,271 | 4,530 | 2,367 | 5,102 | 3,144 | 1,488 | 3,188 | 4,910 | 4,615 | 2,660 | 3,465 | 3,564 | 5,038 | 2,165 | 4,441 | 1,928 |
| 3,451 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 |
| 3,451 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 1,936 | 3,465 | 3,192 | 3,780 | 3,465 | 3,564 | 2,509 | 3,462 | 3,120 | 1,928 |
| 3,451 | 1,706 | 2,367 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 2,660 | 3,465 | 3,564 | 2,509 | 3,462 | 3,120 | 1,928 |
| 3,451 | 2,994 | 3,480 | 5,102 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 |
| 3,451 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 |
| 3,451 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 |
| 1,488 | 1,000 | 3,480 | 3,654 | 4,718 | 4,844 | 4,538 | 3,465 | 3,192 | 2,011 | 1,597 | 3,564 | 3,665 | 4,936 | 4,441 | 3,178 |
| 4,793 | 1,706 | 2,367 | 2,404 | 1,789 | 4,844 | 4,538 | 4,910 | 4,615 | 2,011 | 3,465 | 3,564 | 3,665 | 2,165 | 2,000 | 1,928 |
| 2,271 | 1,706 | 2,367 | 2,404 | 1,789 | 2,147 | 1,936 | 2,010 | 3,192 | 3,780 | 2,196 | 2,338 | 2,509 | 3,462 | 2,000 | 1,000 |
| 4,793 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 2,011 | 3,465 | 3,564 | 5,038 | 4,936 | 4,441 | 1,928 |
| 3,451 | 4,530 | 3,480 | 2,404 | 3,144 | 3,456 | 1,936 | 3,465 | 3,192 | 2,011 | 3,465 | 3,564 | 2,509 | 3,462 | 3,120 | 1,928 |
| 4,793 | 2,994 | 3,480 | 5,102 | 3,144 | 3,456 | 1,936 | 4,910 | 4,615 | 3,780 | 4,975 | 3,564 | 5,038 | 4,936 | 4,441 | 3,178 |
| 3,451 | 4,530 | 3,480 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 5,255 | 4,975 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 |
| 4,793 | 4,530 | 4,793 | 3,654 | 1,789 | 3,456 | 1,936 | 2,010 | 1,815 | 5,255 | 2,196 | 3,564 | 3,665 | 2,165 | 2,000 | 3,178 |
| 4,793 | 4,530 | 4,793 | 5,102 | 4,718 | 4,844 | 4,538 | 4,910 | 4,615 | 3,780 | 4,975 | 5,038 | 5,038 | 4,936 | 4,441 | 4,653 |
| 3,451 | 2,994 | 3,480 | 2,404 | 1,789 | 2,147 | 1,936 | 2,010 | 3,192 | 2,660 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 |
| 4,793 | 2,994 | 3,480 | 1,680 | 1,789 | 4,844 | 4,538 | 4,910 | 4,615 | 3,780 | 3,465 | 3,564 | 5,038 | 4,936 | 4,441 | 3,178 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 3,451 | 2,994 | 3,480 | 3,654 | 3,144 | 4,844 | 3,188 | 4,910 | 4,615 | 3,780 | 2,196 | 3,564 | 5,038 | 3,462 | 3,120 | 3,178 |
| 3,451 | 2,994 | 2,367 | 3,654 | 1,000 | 4,844 | 4,538 | 4,910 | 4,615 | 2,660 | 3,465 | 3,564 | 5,038 | 1,596 | 2,000 | 1,928 |
| 3,451 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 |
| 4,793 | 2,994 | 4,793 | 5,102 | 4,718 | 4,844 | 4,538 | 4,910 | 4,615 | 3,780 | 3,465 | 3,564 | 3,665 | 3,462 | 4,441 | 3,178 |
| 3,451 | 2,994 | 4,793 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 4,615 | 3,780 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 |
| 3,451 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 |
| 3,451 | 2,994 | 3,480 | 3,654 | 1,789 | 3,456 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 5,038 | 3,665 | 3,462 | 3,120 | 3,178 |
| 3,451 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 5,255 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 |
| 4,793 | 4,530 | 3,480 | 3,654 | 3,144 | 4,844 | 3,188 | 4,910 | 3,192 | 3,780 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 4,653 |
| 3,451 | 2,994 | 4,793 | 3,654 | 3,144 | 4,844 | 4,538 | 3,465 | 4,615 | 3,780 | 3,465 | 3,564 | 3,665 | 4,936 | 4,441 | 4,653 |
| 3,451 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 |
| 3,451 | 4,530 | 4,793 | 5,102 | 3,144 | 3,456 | 3,188 | 4,910 | 3,192 | 3,780 | 3,465 | 5,038 | 3,665 | 3,462 | 3,120 | 3,178 |
| 3,451 | 4,530 | 4,793 | 5,102 | 3,144 | 3,456 | 4,538 | 4,910 | 3,192 | 3,780 | 4,975 | 5,038 | 5,038 | 4,936 | 4,441 | 3,178 |
| 3,451 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 |
| 4,793 | 4,530 | 4,793 | 5,102 | 4,718 | 4,844 | 4,538 | 4,910 | 4,615 | 5,255 | 4,975 | 5,038 | 5,038 | 4,936 | 4,441 | 4,653 |
| 3,451 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 |
| 4,793 | 4,530 | 4,793 | 5,102 | 4,718 | 4,844 | 4,538 | 4,910 | 4,615 | 5,255 | 4,975 | 5,038 | 5,038 | 4,936 | 4,441 | 4,653 |
| 2,271 | 2,994 | 3,480 | 2,404 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 2,011 | 1,597 | 1,753 | 2,509 | 3,462 | 3,120 | 1,000 |
| 3,451 | 2,994 | 3,480 | 3,654 | 3,144 | 2,147 | 3,188 | 3,465 | 4,615 | 3,780 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 |
| 4,793 | 4,530 | 4,793 | 5,102 | 4,718 | 4,844 | 4,538 | 4,910 | 4,615 | 5,255 | 4,975 | 5,038 | 5,038 | 4,936 | 4,441 | 4,653 |
| 3,451 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 |
| 2,271 | 2,994 | 3,480 | 3,654 | 3,144 | 2,147 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 |
| 2,271 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 |
| 2,271 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 4,538 | 3,465 | 3,192 | 3,780 | 2,196 | 3,564 | 3,665 | 3,462 | 3,120 | 1,928 |
| 3,451 | 4,530 | 4,793 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 4,615 | 3,780 | 3,465 | 5,038 | 2,509 | 3,462 | 3,120 | 3,178 |
| 4,793 | 2,994 | 4,793 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 4,615 | 3,780 | 3,465 | 3,564 | 3,665 | 3,462 | 4,441 | 3,178 |
| 4,793 | 2,994 | 3,480 | 3,654 | 3,144 | 4,844 | 4,538 | 3,465 | 3,192 | 3,780 | 3,465 | 3,564 | 3,665 | 3,462 | 4,441 | 1,928 |
| 3,451 | 2,994 | 2,367 | 3,654 | 3,144 | 3,456 | 4,538 | 4,910 | 4,615 | 2,011 | 3,465 | 3,564 | 5,038 | 3,462 | 2,000 | 3,178 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 2,271 | 1,000 | 1,000 | 1,000 | 1,000 | 2,147 | 1,936 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,753 | 1,000 | 2,000 | 1,000 |
| 3,451 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 |
| 3,451 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 |
| 4,793 | 4,530 | 4,793 | 5,102 | 4,718 | 4,844 | 4,538 | 4,910 | 4,615 | 5,255 | 4,975 | 5,038 | 5,038 | 4,936 | 4,441 | 4,653 |
| 3,451 | 2,994 | 4,793 | 3,654 | 3,144 | 4,844 | 4,538 | 3,465 | 4,615 | 3,780 | 3,465 | 3,564 | 3,665 | 4,936 | 4,441 | 3,178 |
| 2,271 | 2,994 | 3,480 | 3,654 | 3,144 | 4,844 | 4,538 | 3,465 | 4,615 | 3,780 | 2,196 | 1,753 | 2,509 | 3,462 | 3,120 | 3,178 |
| 4,793 | 2,994 | 4,793 | 5,102 | 4,718 | 2,147 | 4,538 | 4,910 | 4,615 | 5,255 | 3,465 | 3,564 | 3,665 | 4,936 | 4,441 | 4,653 |
| 4,793 | 2,994 | 4,793 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 5,038 | 3,665 | 4,936 | 4,441 | 3,178 |
| 2,271 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 1,928 |
| 3,451 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 2,660 | 2,196 | 3,564 | 3,665 | 3,462 | 3,120 | 1,928 |
| 4,793 | 2,994 | 4,793 | 3,654 | 3,144 | 3,456 | 4,538 | 4,910 | 3,192 | 3,780 | 3,465 | 3,564 | 3,665 | 4,936 | 3,120 | 3,178 |
| 4,793 | 1,706 | 3,480 | 5,102 | 4,718 | 3,456 | 3,188 | 2,010 | 1,815 | 5,255 | 3,465 | 1,753 | 1,000 | 3,462 | 2,000 | 3,178 |
| 3,451 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 4,538 | 3,465 | 3,192 | 3,780 | 3,465 | 3,564 | 3,665 | 4,936 | 4,441 | 4,653 |
| 4,793 | 2,994 | 4,793 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 4,615 | 3,780 | 3,465 | 5,038 | 2,509 | 3,462 | 4,441 | 3,178 |
| 4,793 | 2,994 | 4,793 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 |
| 4,793 | 2,994 | 4,793 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 4,615 | 3,780 | 3,465 | 5,038 | 3,665 | 3,462 | 4,441 | 3,178 |
| 3,451 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 4,615 | 3,780 | 3,465 | 5,038 | 3,665 | 4,936 | 4,441 | 3,178 |
| 4,793 | 4,530 | 3,480 | 3,654 | 3,144 | 2,147 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 3,564 | 3,665 | 4,936 | 4,441 | 4,653 |
| 3,451 | 2,994 | 4,793 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 |
| 4,793 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 4,615 | 3,780 | 3,465 | 3,564 | 2,509 | 4,936 | 4,441 | 3,178 |
| 3,451 | 2,994 | 4,793 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 3,564 | 3,665 | 3,462 | 4,441 | 1,928 |
| 4,793 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 3,564 | 2,509 | 3,462 | 3,120 | 3,178 |
| 3,451 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 4,538 | 3,465 | 3,192 | 2,660 | 2,196 | 3,564 | 3,665 | 3,462 | 3,120 | 1,928 |
| 3,451 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 4,538 | 3,465 | 3,192 | 2,660 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 1,928 |
| 2,271 | 2,994 | 2,367 | 3,654 | 1,789 | 2,147 | 1,936 | 2,010 | 3,192 | 2,660 | 3,465 | 3,564 | 5,038 | 3,462 | 2,000 | 1,928 |
| 4,793 | 1,000 | 1,595 | 2,404 | 3,144 | 3,456 | 3,188 | 4,910 | 1,815 | 2,660 | 2,196 | 2,338 | 1,753 | 3,462 | 2,000 | 3,178 |
| 2,271 | 1,706 | 1,595 | 1,680 | 1,000 | 3,456 | 1,000 | 2,010 | 1,815 | 2,011 | 3,465 | 2,338 | 5,038 | 4,936 | 4,441 | 4,653 |
| 4,793 | 1,706 | 2,367 | 1,680 | 1,000 | 1,000 | 1,936 | 3,465 | 4,615 | 2,011 | 1,597 | 2,338 | 3,665 | 2,165 | 1,000 | 1,000 |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 3,451 | 2,994 | 2,367 | 3,654 | 3,144 | 3,456 | 3,188 | 4,910 | 3,192 | 3,780 | 2,196 | 3,564 | 3,665 | 4,936 | 4,441 | 4,653 |
| 3,451 | 4,530 | 3,480 | 2,404 | 3,144 | 4,844 | 3,188 | 3,465 | 1,815 | 5,255 | 4,975 | 3,564 | 2,509 | 3,462 | 3,120 | 3,178 |
| 4,793 | 2,994 | 3,480 | 3,654 | 3,144 | 4,844 | 4,538 | 3,465 | 3,192 | 3,780 | 3,465 | 5,038 | 3,665 | 3,462 | 4,441 | 3,178 |
| 4,793 | 2,994 | 4,793 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 4,615 | 3,780 | 3,465 | 5,038 | 3,665 | 4,936 | 4,441 | 3,178 |
| 3,451 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 2,338 | 3,665 | 3,462 | 3,120 | 3,178 |
| 4,793 | 2,994 | 4,793 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 3,564 | 2,509 | 4,936 | 4,441 | 3,178 |
| 3,451 | 1,706 | 2,367 | 2,404 | 3,144 | 3,456 | 3,188 | 3,465 | 4,615 | 3,780 | 3,465 | 3,564 | 5,038 | 3,462 | 4,441 | 3,178 |
| 3,451 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 |
| 4,793 | 2,994 | 4,793 | 3,654 | 4,718 | 4,844 | 3,188 | 3,465 | 4,615 | 3,780 | 4,975 | 3,564 | 5,038 | 3,462 | 4,441 | 3,178 |
| 4,793 | 4,530 | 4,793 | 5,102 | 4,718 | 4,844 | 4,538 | 4,910 | 4,615 | 5,255 | 4,975 | 5,038 | 5,038 | 4,936 | 4,441 | 4,653 |
| 3,451 | 2,994 | 2,367 | 2,404 | 1,789 | 3,456 | 3,188 | 3,465 | 3,192 | 3,780 | 2,196 | 3,564 | 3,665 | 3,462 | 3,120 | 3,178 |
| 4,793 | 2,994 | 4,793 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 4,615 | 3,780 | 3,465 | 5,038 | 2,509 | 3,462 | 4,441 | 3,178 |
| 3,451 | 2,994 | 3,480 | 2,404 | 3,144 | 3,456 | 3,188 | 2,010 | 4,615 | 3,780 | 2,196 | 1,753 | 3,665 | 3,462 | 4,441 | 3,178 |
| 3,451 | 2,994 | 3,480 | 3,654 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 3,564 | 3,665 | 2,165 | 3,120 | 3,178 |
| 3,451 | 2,994 | 3,480 | 5,102 | 3,144 | 3,456 | 3,188 | 3,465 | 3,192 | 3,780 | 3,465 | 2,338 | 3,665 | 3,462 | 3,120 | 3,178 |
| 3,451 | 2,994 | 4,793 | 3,654 | 4,718 | 3,456 | 1,936 | 3,465 | 3,192 | 5,255 | 2,196 | 2,338 | 1,753 | 2,165 | 2,000 | 1,000 |
| 2,271 | 2,994 | 4,793 | 5,102 | 3,144 | 4,844 | 4,538 | 3,465 | 4,615 | 2,660 | 3,465 | 3,564 | 3,665 | 3,462 | 3,120 | 1,928 |
| 3,451 | 4,530 | 4,793 | 5,102 | 4,718 | 4,844 | 4,538 | 4,910 | 4,615 | 2,660 | 4,975 | 5,038 | 5,038 | 3,462 | 3,120 | 3,178 |
| 3,451 | 4,530 | 4,793 | 5,102 | 4,718 | 4,844 | 4,538 | 4,910 | 4,615 | 5,255 | 4,975 | 5,038 | 5,038 | 3,462 | 3,120 | 4,653 |
| 3,451 | 2,994 | 3,480 | 3,654 | 3,144 | 4,844 | 4,538 | 3,465 | 4,615 | 3,780 | 3,465 | 5,038 | 2,509 | 4,936 | 4,441 | 3,178 |
| 2,271 | 1,706 | 2,367 | 2,404 | 3,144 | 4,844 | 4,538 | 3,465 | 4,615 | 3,780 | 4,975 | 3,564 | 2,509 | 3,462 | 4,441 | 3,178 |

**Data Interval Persepsi Experiential Marketing**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Succesive Interval** | | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** | **11** | **12** | **13** | **14** | **15** | **16** | **17** | **18** | **19** | **20** |
| 3,611 | 3,796 | 2,217 | 5,047 | 1,752 | 1,595 | 1,998 | 3,166 | 4,377 | 2,866 | 1,938 | 2,006 | 3,093 | 4,427 | 3,624 | 3,189 | 1,699 | 3,274 | 1,699 | 3,274 |
| 3,611 | 3,796 | 3,482 | 3,568 | 5,020 | 3,454 | 3,113 | 3,166 | 2,957 | 2,866 | 3,347 | 4,692 | 3,093 | 2,947 | 3,624 | 4,562 | 3,007 | 3,274 | 3,007 | 3,274 |
| 5,102 | 5,263 | 4,984 | 3,568 | 3,655 | 3,454 | 1,000 | 3,166 | 2,957 | 4,414 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 2,363 | 2,698 | 3,482 | 2,336 | 2,506 | 2,164 | 1,998 | 1,926 | 1,698 | 2,866 | 1,938 | 2,006 | 1,762 | 4,427 | 1,753 | 2,077 | 1,699 | 3,274 | 1,699 | 3,274 |
| 2,363 | 2,050 | 1,000 | 2,336 | 3,655 | 2,164 | 1,998 | 3,166 | 1,698 | 2,866 | 3,347 | 2,006 | 1,762 | 1,656 | 2,486 | 3,189 | 1,000 | 1,870 | 1,000 | 1,870 |
| 3,611 | 2,698 | 3,482 | 3,568 | 5,020 | 2,164 | 4,389 | 1,926 | 2,957 | 2,866 | 1,938 | 3,218 | 3,093 | 4,427 | 1,753 | 4,562 | 4,527 | 3,274 | 4,527 | 3,274 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 3,454 | 3,113 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 3,568 | 2,506 | 3,454 | 3,113 | 1,926 | 2,957 | 2,866 | 3,347 | 3,218 | 1,762 | 2,947 | 4,985 | 4,562 | 4,527 | 4,793 | 4,527 | 4,793 |
| 2,363 | 2,698 | 3,482 | 3,568 | 2,506 | 3,454 | 3,113 | 1,926 | 1,698 | 2,866 | 3,347 | 3,218 | 1,762 | 1,656 | 2,486 | 2,077 | 1,699 | 1,870 | 1,699 | 1,870 |
| 2,363 | 3,796 | 3,482 | 3,568 | 3,655 | 3,454 | 3,113 | 3,166 | 1,698 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 4,985 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 3,454 | 3,113 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 3,454 | 3,113 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 2,050 | 1,596 | 3,568 | 3,655 | 4,866 | 4,389 | 3,166 | 2,957 | 1,000 | 4,879 | 4,692 | 4,690 | 4,427 | 3,624 | 4,562 | 3,007 | 3,274 | 3,007 | 3,274 |
| 2,363 | 2,050 | 3,482 | 3,568 | 3,655 | 2,164 | 1,998 | 1,926 | 1,000 | 4,414 | 3,347 | 4,692 | 4,690 | 4,427 | 4,985 | 4,562 | 4,527 | 4,793 | 4,527 | 4,793 |
| 2,363 | 3,796 | 2,217 | 2,336 | 2,506 | 3,454 | 1,998 | 1,000 | 1,000 | 1,607 | 1,938 | 2,006 | 1,762 | 1,656 | 2,486 | 2,077 | 1,699 | 3,274 | 1,699 | 3,274 |
| 3,611 | 2,050 | 3,482 | 3,568 | 5,020 | 4,866 | 4,389 | 1,926 | 2,957 | 2,866 | 3,347 | 4,692 | 3,093 | 2,947 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 2,050 | 3,482 | 3,568 | 2,506 | 3,454 | 3,113 | 1,926 | 1,000 | 1,000 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 3,189 | 3,007 | 1,870 | 3,007 | 1,870 |
| 5,102 | 3,796 | 4,984 | 3,568 | 5,020 | 4,866 | 4,389 | 3,166 | 4,377 | 2,866 | 3,347 | 4,692 | 3,093 | 4,427 | 4,985 | 4,562 | 3,007 | 4,793 | 3,007 | 4,793 |
| 5,102 | 5,263 | 4,984 | 3,568 | 3,655 | 3,454 | 3,113 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 5,102 | 5,263 | 2,217 | 3,568 | 3,655 | 2,164 | 1,998 | 3,166 | 2,957 | 2,866 | 3,347 | 4,692 | 4,690 | 4,427 | 3,624 | 2,077 | 1,699 | 1,870 | 1,699 | 1,870 |
| 3,611 | 3,796 | 4,984 | 5,047 | 5,020 | 4,866 | 4,389 | 4,547 | 4,377 | 4,414 | 4,879 | 4,692 | 4,690 | 4,427 | 4,985 | 4,562 | 4,527 | 4,793 | 4,527 | 4,793 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 2,363 | 2,698 | 3,482 | 3,568 | 3,655 | 3,454 | 3,113 | 3,166 | 2,957 | 2,866 | 1,938 | 2,006 | 1,762 | 1,656 | 2,486 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 5,102 | 3,796 | 3,482 | 3,568 | 5,020 | 4,866 | 4,389 | 3,166 | 2,957 | 2,866 | 4,879 | 4,692 | 3,093 | 4,427 | 4,985 | 4,562 | 4,527 | 3,274 | 4,527 | 3,274 |
| 3,611 | 3,796 | 2,217 | 3,568 | 5,020 | 3,454 | 3,113 | 3,166 | 4,377 | 4,414 | 3,347 | 4,692 | 3,093 | 4,427 | 4,985 | 4,562 | 4,527 | 4,793 | 4,527 | 4,793 |
| 3,611 | 2,698 | 3,482 | 3,568 | 5,020 | 1,595 | 1,998 | 1,926 | 2,957 | 2,866 | 1,938 | 3,218 | 1,762 | 4,427 | 4,985 | 4,562 | 4,527 | 4,793 | 4,527 | 4,793 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 3,454 | 3,113 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 5,102 | 3,796 | 3,482 | 3,568 | 3,655 | 3,454 | 4,389 | 3,166 | 2,957 | 2,866 | 4,879 | 4,692 | 3,093 | 2,947 | 3,624 | 3,189 | 3,007 | 4,793 | 3,007 | 4,793 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 3,454 | 3,113 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 4,562 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 3,454 | 3,113 | 3,166 | 2,957 | 4,414 | 4,879 | 3,218 | 3,093 | 4,427 | 4,985 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 5,047 | 3,655 | 3,454 | 3,113 | 3,166 | 2,957 | 2,866 | 4,879 | 3,218 | 4,690 | 2,947 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 5,102 | 5,263 | 3,482 | 3,568 | 3,655 | 3,454 | 3,113 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 3,454 | 3,113 | 4,547 | 4,377 | 4,414 | 4,879 | 3,218 | 3,093 | 4,427 | 4,985 | 4,562 | 4,527 | 4,793 | 4,527 | 4,793 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 4,866 | 4,389 | 4,547 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 4,562 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 3,454 | 3,113 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 5,047 | 3,655 | 3,454 | 3,113 | 3,166 | 4,377 | 4,414 | 3,347 | 4,692 | 3,093 | 4,427 | 4,985 | 4,562 | 4,527 | 4,793 | 4,527 | 4,793 |
| 5,102 | 3,796 | 4,984 | 5,047 | 5,020 | 4,866 | 4,389 | 3,166 | 4,377 | 2,866 | 4,879 | 3,218 | 4,690 | 4,427 | 3,624 | 3,189 | 3,007 | 4,793 | 3,007 | 4,793 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 3,454 | 3,113 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 5,102 | 5,263 | 4,984 | 5,047 | 5,020 | 4,866 | 4,389 | 4,547 | 4,377 | 4,414 | 4,879 | 4,692 | 4,690 | 4,427 | 4,985 | 4,562 | 4,527 | 4,793 | 4,527 | 4,793 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 3,454 | 3,113 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 5,102 | 5,263 | 4,984 | 5,047 | 5,020 | 4,866 | 4,389 | 4,547 | 4,377 | 4,414 | 4,879 | 4,692 | 4,690 | 4,427 | 4,985 | 4,562 | 4,527 | 4,793 | 4,527 | 4,793 |
| 1,752 | 2,050 | 1,596 | 1,752 | 2,506 | 3,454 | 3,113 | 1,000 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 3,454 | 3,113 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 4,985 | 4,562 | 4,527 | 4,793 | 4,527 | 4,793 |
| 5,102 | 5,263 | 4,984 | 5,047 | 5,020 | 4,866 | 4,389 | 4,547 | 4,377 | 4,414 | 4,879 | 4,692 | 4,690 | 4,427 | 4,985 | 4,562 | 4,527 | 4,793 | 4,527 | 4,793 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 3,454 | 3,113 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 3,454 | 3,113 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 2,486 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 3,454 | 3,113 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 2,217 | 3,568 | 3,655 | 3,454 | 3,113 | 1,926 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 2,486 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 5,047 | 2,506 | 3,454 | 3,113 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 4,562 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 3,454 | 4,389 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 4,562 | 3,007 | 3,274 | 3,007 | 3,274 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 3,454 | 4,389 | 1,926 | 2,957 | 2,866 | 1,938 | 3,218 | 3,093 | 2,947 | 3,624 | 4,562 | 3,007 | 3,274 | 3,007 | 3,274 |
| 2,363 | 2,050 | 3,482 | 3,568 | 5,020 | 3,454 | 1,998 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 1,752 | 1,000 | 1,000 | 1,000 | 1,752 | 1,000 | 1,998 | 1,000 | 1,698 | 1,000 | 1,938 | 1,000 | 1,000 | 1,656 | 1,000 | 1,000 | 1,000 | 1,870 | 1,000 | 1,870 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 3,454 | 3,113 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 3,454 | 3,113 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 5,102 | 5,263 | 4,984 | 5,047 | 5,020 | 4,866 | 4,389 | 4,547 | 4,377 | 4,414 | 4,879 | 4,692 | 4,690 | 4,427 | 4,985 | 4,562 | 4,527 | 4,793 | 4,527 | 4,793 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 4,866 | 4,389 | 3,166 | 4,377 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 4,562 | 3,007 | 3,274 | 3,007 | 3,274 |
| 2,363 | 3,796 | 2,217 | 1,752 | 2,506 | 3,454 | 3,113 | 3,166 | 2,957 | 2,866 | 3,347 | 1,000 | 1,762 | 2,947 | 2,486 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 5,263 | 3,482 | 3,568 | 3,655 | 4,866 | 4,389 | 4,547 | 4,377 | 4,414 | 4,879 | 4,692 | 4,690 | 4,427 | 4,985 | 4,562 | 4,527 | 4,793 | 4,527 | 4,793 |
| 3,611 | 3,796 | 3,482 | 5,047 | 3,655 | 4,866 | 4,389 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 4,562 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 3,454 | 3,113 | 1,926 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 2,486 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 2,698 | 2,217 | 3,568 | 3,655 | 3,454 | 3,113 | 1,926 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 4,866 | 3,113 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 4,562 | 3,007 | 3,274 | 3,007 | 3,274 |
| 5,102 | 5,263 | 3,482 | 1,752 | 1,000 | 3,454 | 1,998 | 3,166 | 4,377 | 1,000 | 1,938 | 4,692 | 3,093 | 4,427 | 4,985 | 2,077 | 1,699 | 3,274 | 1,699 | 3,274 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 4,866 | 4,389 | 4,547 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 5,047 | 2,506 | 3,454 | 4,389 | 3,166 | 2,957 | 2,866 | 3,347 | 4,692 | 3,093 | 2,947 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 3,454 | 3,113 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 4,562 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 5,047 | 3,655 | 3,454 | 4,389 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 4,562 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 5,047 | 3,655 | 4,866 | 4,389 | 3,166 | 2,957 | 4,414 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 5,102 | 3,796 | 3,482 | 3,568 | 3,655 | 4,866 | 4,389 | 4,547 | 2,957 | 2,866 | 3,347 | 3,218 | 1,762 | 2,947 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 3,454 | 3,113 | 3,166 | 2,957 | 2,866 | 3,347 | 4,692 | 3,093 | 2,947 | 3,624 | 4,562 | 4,527 | 3,274 | 4,527 | 3,274 |
| 3,611 | 3,796 | 3,482 | 3,568 | 2,506 | 4,866 | 4,389 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 3,454 | 4,389 | 1,926 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 4,562 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 3,568 | 2,506 | 3,454 | 3,113 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 1,000 | 2,486 | 3,189 | 1,000 | 1,000 | 1,000 | 1,000 |
| 3,611 | 2,698 | 2,217 | 3,568 | 3,655 | 3,454 | 3,113 | 1,926 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 2,486 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 2,698 | 3,482 | 3,568 | 3,655 | 3,454 | 3,113 | 1,926 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 2,486 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 5,102 | 2,698 | 3,482 | 3,568 | 5,020 | 3,454 | 1,998 | 1,926 | 1,698 | 1,000 | 1,938 | 1,597 | 1,000 | 1,000 | 1,753 | 2,077 | 1,000 | 1,870 | 1,000 | 1,870 |
| 5,102 | 2,698 | 2,217 | 2,336 | 1,752 | 3,454 | 1,998 | 3,166 | 4,377 | 1,607 | 1,000 | 2,006 | 1,000 | 1,000 | 1,753 | 1,489 | 1,699 | 1,870 | 1,699 | 1,870 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 5,102 | 2,050 | 3,482 | 2,336 | 5,020 | 4,866 | 4,389 | 4,547 | 1,000 | 1,000 | 1,938 | 1,597 | 1,000 | 4,427 | 4,985 | 4,562 | 4,527 | 1,870 | 4,527 | 1,870 |
| 1,752 | 2,050 | 1,596 | 2,336 | 3,655 | 2,164 | 1,000 | 1,000 | 4,377 | 2,866 | 1,000 | 1,597 | 1,000 | 2,947 | 2,486 | 4,562 | 3,007 | 1,000 | 3,007 | 1,000 |
| 3,611 | 3,796 | 2,217 | 3,568 | 3,655 | 4,866 | 4,389 | 4,547 | 2,957 | 1,607 | 3,347 | 4,692 | 3,093 | 2,947 | 3,624 | 2,077 | 3,007 | 3,274 | 3,007 | 3,274 |
| 1,752 | 5,263 | 4,984 | 3,568 | 2,506 | 3,454 | 3,113 | 3,166 | 4,377 | 1,607 | 3,347 | 3,218 | 3,093 | 2,947 | 2,486 | 3,189 | 3,007 | 4,793 | 3,007 | 4,793 |
| 3,611 | 3,796 | 3,482 | 5,047 | 3,655 | 3,454 | 4,389 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 4,562 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 5,047 | 3,655 | 4,866 | 4,389 | 3,166 | 2,957 | 4,414 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 4,562 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 2,336 | 3,655 | 3,454 | 3,113 | 3,166 | 1,698 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 2,486 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 3,568 | 2,506 | 4,866 | 4,389 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 4,562 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 3,568 | 5,020 | 3,454 | 4,389 | 3,166 | 2,957 | 1,607 | 4,879 | 3,218 | 3,093 | 4,427 | 4,985 | 4,562 | 4,527 | 4,793 | 4,527 | 4,793 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 3,454 | 3,113 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 1,762 | 2,947 | 3,624 | 3,189 | 3,007 | 1,870 | 3,007 | 1,870 |
| 5,102 | 3,796 | 4,984 | 3,568 | 5,020 | 3,454 | 4,389 | 3,166 | 4,377 | 2,866 | 4,879 | 3,218 | 3,093 | 4,427 | 3,624 | 3,189 | 4,527 | 3,274 | 4,527 | 3,274 |
| 5,102 | 5,263 | 4,984 | 5,047 | 5,020 | 4,866 | 4,389 | 4,547 | 4,377 | 4,414 | 4,879 | 4,692 | 4,690 | 4,427 | 4,985 | 4,562 | 4,527 | 4,793 | 4,527 | 4,793 |
| 3,611 | 3,796 | 2,217 | 3,568 | 3,655 | 3,454 | 3,113 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 5,047 | 2,506 | 3,454 | 4,389 | 3,166 | 2,957 | 4,414 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 4,562 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 2,217 | 1,752 | 3,655 | 3,454 | 4,389 | 3,166 | 4,377 | 2,866 | 4,879 | 3,218 | 3,093 | 4,427 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 3,568 | 3,655 | 2,164 | 3,113 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 4,985 | 2,077 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 3,482 | 2,336 | 3,655 | 3,454 | 3,113 | 3,166 | 4,377 | 4,414 | 4,879 | 4,692 | 4,690 | 2,947 | 3,624 | 4,562 | 3,007 | 3,274 | 3,007 | 3,274 |
| 2,363 | 5,263 | 2,217 | 2,336 | 1,752 | 2,164 | 1,998 | 1,000 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 3,189 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 2,698 | 3,482 | 3,568 | 3,655 | 3,454 | 3,113 | 1,926 | 4,377 | 4,414 | 3,347 | 4,692 | 3,093 | 4,427 | 2,486 | 4,562 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 2,698 | 4,984 | 5,047 | 5,020 | 3,454 | 3,113 | 3,166 | 4,377 | 2,866 | 3,347 | 4,692 | 3,093 | 4,427 | 3,624 | 4,562 | 3,007 | 4,793 | 3,007 | 4,793 |
| 3,611 | 5,263 | 4,984 | 5,047 | 5,020 | 3,454 | 3,113 | 4,547 | 4,377 | 4,414 | 3,347 | 4,692 | 3,093 | 4,427 | 3,624 | 4,562 | 4,527 | 4,793 | 4,527 | 4,793 |
| 3,611 | 3,796 | 3,482 | 5,047 | 2,506 | 4,866 | 4,389 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 2,947 | 3,624 | 4,562 | 3,007 | 3,274 | 3,007 | 3,274 |
| 3,611 | 3,796 | 4,984 | 3,568 | 2,506 | 3,454 | 4,389 | 3,166 | 2,957 | 2,866 | 3,347 | 3,218 | 3,093 | 4,427 | 4,985 | 4,562 | 3,007 | 3,274 | 3,007 | 3,274 |

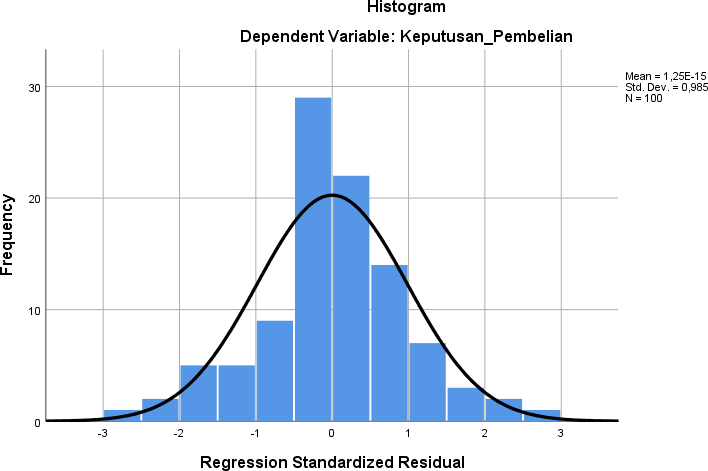
**Lampiran 6 : Hasil Uji Asumsi Klasik**

1. **Uji Normalitas**

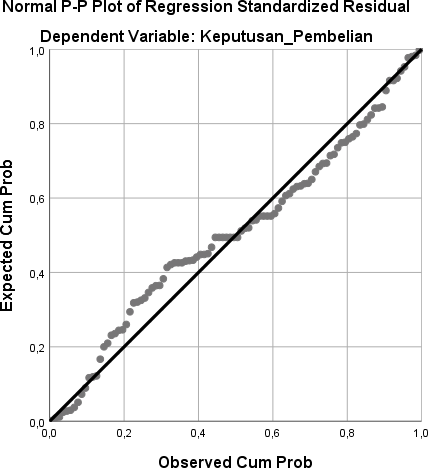
**Tabel Uji Normalitas**

|  |  |  |
| --- | --- | --- |
| **One-Sample Kolmogorov-Smirnov Test** | | |
|  | | Standardized Residual |
| N | | 100 |
| Normal Parametersa,b | Mean | ,0000000 |
| Std. Deviation | ,98473193 |
| Most Extreme Differences | Absolute | ,102 |
| Positive | ,058 |
| Negative | -,102 |
| Test Statistic | | ,102 |
| Asymp. Sig. (2-tailed) | | ,0200c |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |

**Hasil Uji normalitas**

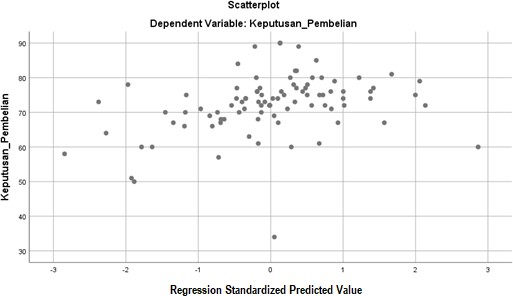


**Gambar P- Plot**



Grafik Histogram Uji Normalitas.

## Uji Heterokedastisitas



Gambar *Scater Plot* Uji *Heterkodastisitas*

1. **Uji Multikolinearitas**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 1,694 | 2,587 |  | ,655 | ,514 |  |  |
| Kualitas\_Produk | -,292 | ,183 | ,207 | 2,597 | ,013 | ,067 | 14,908 |
| Brand\_Trust | ,625 | ,125 | ,538 | 4,992 | ,000 | ,097 | 10,346 |
| Experiential\_Marketing | ,555 | ,183 | ,610 | 3,037 | ,003 | ,028 | 35,907 |
| a. Dependent Variable: Keputusan\_Pembelian | | | | | | | | |

1. **Uji Autokorelasi**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,945a | ,892 | ,889 | 2,871 | 2,341 |
| a. Predictors: (Constant), Experiential\_Marketing, Brand\_Trust, Kualitas\_Produk | | | | | |
| b. Dependent Variable: Keputusan\_Pembelian | | | | | |

**Lampiran 7 : Hasil Analisis Regresi Linear Berganda**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 1,694 | 2,587 |  | ,655 | ,514 |
| Kualitas\_Produk | ,292 | ,183 | ,207 | 2,597 | ,013 |
| Brand\_Trust | ,625 | ,125 | ,538 | 4,992 | ,000 |
| Experiential\_Marketing | ,555 | ,183 | ,610 | 3,037 | ,003 |
| a. Dependent Variable: Keputusan\_Pembelian | | | | | | |

**Lampiran 8 : Hasil Uji Hipotesis**

1. **Uji t (Uji Parsial)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 1,694 | 2,587 |  | ,655 | ,514 |
| Kualitas\_Produk | ,292 | ,183 | ,207 | 2,597 | ,013 |
| Brand\_Trust | ,625 | ,125 | ,538 | 4,992 | ,000 |
| Experiential\_Marketing | ,555 | ,183 | ,610 | 3,037 | ,003 |
| a. Dependent Variable: Keputusan\_Pembelian | | | | | | |

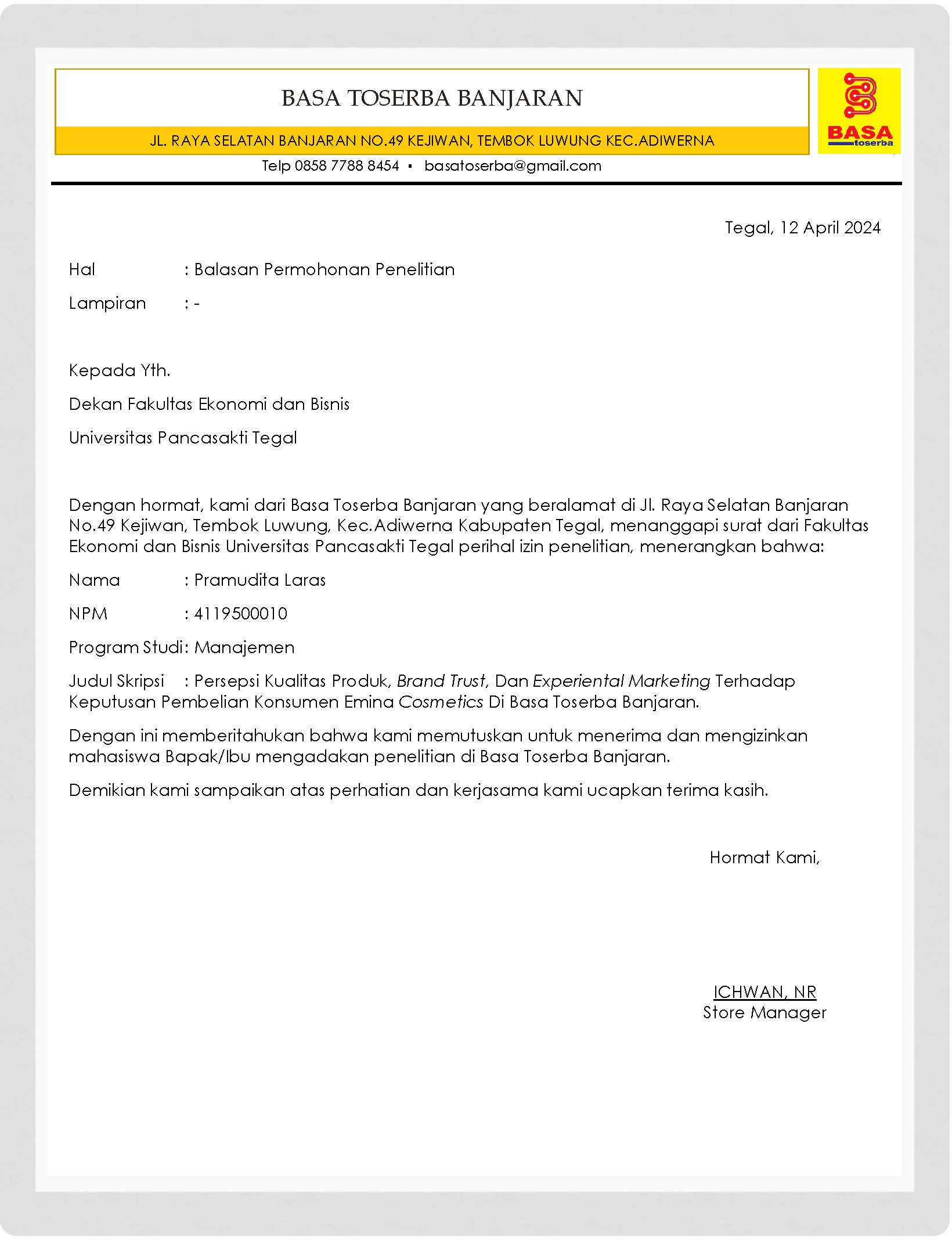
1. **Uji F (Uji Simultan)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 6551,863 | 3 | 2183,954 | 264,907 | ,000b |
| Residual | 791,447 | 96 | 8,244 |  |  |
| Total | 7343,310 | 99 |  |  |  |
| a. Dependent Variable: Keputusan\_Pembelian | | | | | | |
| b. Predictors: (Constant), Experiential\_Marketing, Brand\_Trust, Kualitas\_Produk | | | | | | |

1. **Uji Koefisien Determinasi**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | | | | | |
| 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 | ,945a | ,892 | ,889 | 2,871 | ,892 | 264,907 | 3 | 96 | ,000 |
| a. Predictors: (Constant), Experiential\_Marketing, Brand\_Trust, Kualitas\_Produk | | | | | | | | | |
| b. Dependent Variable: Keputusan\_Pembelian | | | | | | | | | |

**Lampiran 9 : Surat Balasan Penelitian (Surat Ijin Penelitian)**



**Lampiran 10 : Foto Pembagian Kuesioner**

