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**LAMPIRAN**

Lampiran 1 Lembar Kuisioner

Perihal : Permohonan Pengisian Kuesioner

Judul Penelitian : **“Pengaruh Kualitas Produk, Desain Produk Dan Persepsi Harga Dengan *Brand Image* Sebagai Variabel Intervening Terhadap Keputusan Pembelian Konsumen Sanggar Mebel Tegal”.**

Kepada Yth:

Saudara/i

Saya Mashuri (7122800031) Mahasiswa Program Studi Magister Manajemen Program Pascasarjana Universitas PancasaktiTegal sedang melakukan penelitian dalam rangka penyusunan (tesis) mengenai **Pengaruh Kualitas Produk, Desain Produk Dan Persepsi Harga Dengan *Brand Image* Sebagai Variabel Intervening Terhadap Keputusan Pembelian Konsumen Sanggar Mebel Tegal**. Sehubungan dengan itu, kami membutuhkan sejumlah data untuk diolah dan kemudian akan dijadikan sebagai bahan penelitian melalui kerjasama dan kesediaan saudara/i dalam mengisi kuesioner ini. Terima kasih atas kerjasama dan kesediaan saudara/i dalam pengisian kuesioner ini

Keterangan :

SS = Sangat Setuju 5

S = Setuju 4

N = Netral 3

TS = Tidak Setuju 2

STS = Sangat Tidak Setuju 1

**KUESIONER**

1. Identitas Responden
2. Nama : ............................
3. Jenis Kelamin : Laki-laki Perempuan
4. Usia : ................. Tahun
5. Pekerjaan : .............................
6. Petunjuk Pengisian
7. Apakah sudah pernah membeli di Sanggar Mebel Tegal
8. Belum pernah (berhenti/tidak perlu melanjutkan mengisi pertanyaan)
9. Pernah (lanjut pertanyaan berikut)
10. Bacalah terlebih dahulu pertanyaan dengan cermat sebelum memulai untuk menjawabnya.
11. Pilih salah satu jawaban yang sudah disediakan dengan memberikan tanda checklist () pada jawaban yang dianggap benar.

Keterangan :

SS = Sangat Setuju 5

S = Setuju 4

N = Netral 3

TS = Tidak Setuju 2

STS = Sangat Tidak Setuju 1

**Petunjuk Pengisian**

Berilah tanda *check list* (√ ) pada salah satu jawaban yang paling sesuai dengan pendapat saudara.

**Pernyataan Tentang Keputusan Pembelian Konsumen (Y)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
| **MEMILIH KEMANTAPAN SUATU PRODUK YANG BAGUS** | | | | | | |
| 1 | Saya mantap memilih Sanggar Mebel Tegal setelah melakukan pencarian informasi |  |  |  |  |  |
| **MEMILIH MEREK SESUAI DENGAN KEINGINAN** | | | | | | |
| 2. | Saya yakin akan keputusan saya membeli di Sanggar Mebel Tegal |  |  |  |  |  |
| **REKOMENDASI KEPADA ORANG** | | | | | | |
| 3. | Saya membeli di Sanggar Mebel Tegal karena tertarik adanya bujukan orang lain |  |  |  |  |  |
| **PEMBELIAN DILAKUKAN SESUAI KEBUTUHAN** | | | | | | |
| 4 | Saya membeli di Sanggar Mebel Tegal untuk kebutuhan rumah |  |  |  |  |  |
| **PEMBELIAN PRODUK SECARA TERUS-MENERUS** | | | | | | |
| 5 | Saya akan melakukan pembelian produk Sanggar Mebel Tegal secara terus-menerus atau berulang-ulang |  |  |  |  |  |

**Pernyataan Tentang Kualitas Produk (X1)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
| **PRODUK YANG BERKUALITAS** | | | | | | |
| 1 | Saya membeli di Sanggar Mebel Tegal karena produk yang sesuai dengan kualitasnya |  |  |  |  |  |
| 2 | Produk di Sanggar Mebel Tegal yang saya beli mempunyai kualitas yang sangat baik |  |  |  |  |  |
| **KUALITAS PRODUK MENARIK** | | | | | | |
| 3 | Saya membeli di Sanggar Mebel Tegal karena mempunyai produk yang menarik |  |  |  |  |  |
| 4 | Produk Sate Cempe Karunia memukau hati saya |  |  |  |  |  |
| **KERUSAKAN PADA PRODUK** | | | | | | |
| 5 | Saya membeli produk di Sanggar Mebel Tegal jika ada kerusakan pada produk dapat dikembalikan |  |  |  |  |  |
| 6 | Produk di Sanggar Mebel Tegal yang saya beli tidak ada yang mengalami kerusakan pada produknya |  |  |  |  |  |
| **PRODUK SESUAI HARAPAN** | | | | | | |
| 7 | Saya membeli produk di Sanggar Mebel Tegal mempunyai kualitas produk yang sesuai harapan |  |  |  |  |  |
| 8 | Saya membeli produk di Sanggar Mebel Tegal sesuai yang saya inginkan |  |  |  |  |  |
| **USIA BARANG TAHAN LAMA** | | | | | | |
| 9 | Produk di Sanggar Mebel Tegal yang dijual mempunyai kualitas yang tahan lama |  |  |  |  |  |
| 10 | Saya membeli produk di Sanggar Mebel Tegal karena produknya tidak mudah basi |  |  |  |  |  |

**Pernyataan Tentang Desain Produk (X2)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
| **MEMILIKI DESAIN YANG BERVARIASI** | | | | | | |
| 1 | Saya membeli produk di Sanggar Mebel Tegal memiliki desain yang bervariasi |  |  |  |  |  |
| 2 | Saya membeli produk di Sanggar Mebel Tegal karena desainya mempunyai berbagai motif |  |  |  |  |  |
| **DESAINYA TIDAK KETINGGALAN JAMAN** | | | | | | |
| 3 | Saya membeli produk di Sanggar Mebel Tegal memiliki desainya tidak ketinggalan jaman |  |  |  |  |  |
| 4 | Saya membeli di Sanggar Mebel Tegal memiliki desainya mengikuti trend terkini |  |  |  |  |  |
| **MEMILIKI DESAIN YANG MENARIK** | | | | | | |
| 5 | Saya membeli produk di Sanggar Mebel Tegal memiliki desain yang menarik |  |  |  |  |  |
| 6 | Saya membeli produk di Sanggar Mebel Tegal memiliki desain yang unik |  |  |  |  |  |
| **DESAIN MENGIKUTI TREND** | | | | | | |
| 7 | Saya membeli produk di Sanggar Mebel Tegal desainnya mengikuti trend |  |  |  |  |  |
| 8 | Saya membeli produk di Sanggar Mebel Tegal yang mempunyai desain sedang naik daun/viral |  |  |  |  |  |

**Pernyataan Tentang Persepsi Harga (X3)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
| **HARGA PRODUK TERJANGKAU** | | | | | | |
| 1 | Saya membeli di Sanggar Mebel Tegal karena memilih harga sesuai dengan keterjangkauan |  |  |  |  |  |
| **HARGA YANG DITAWARKAN SESUAI DENGAN KUALITAS PRODUK** | | | | | | |
| 2 | Pada Sanggar Mebel Tegal memiliki harga sesuai dengan hasil yang diinginkan |  |  |  |  |  |
| **HARGA LEBIH MURAH DARI PESAING** | | | | | | |
| 3 | Konsumen membeli di Sanggar Mebel Tegal selalu memberikan potongan harga |  |  |  |  |  |
| **KESESUAIAN HARGA DENGAN YANG DIDAPATKAN KONSUMEN** | | | | | | |
| 4 | Saya memutuskan membeli di Sanggar Mebel Tegal karena harga sesuai dengan manfaat yang dibeli |  |  |  |  |  |

**Pernyataan Tentang *Brand Image* (Z)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No** | **Pernyataan** | **Jawaban** | | | | |
| **SS** | **S** | **N** | **TS** | **STS** |
| **LOGO KEMASAN PRODUK MENARIK** | | | | | | |
| 1 | Saya membeli produk di Sanggar Mebel Tegal karena mempunyai kemasan produk yang menarik |  |  |  |  |  |
| 2 | Saya membeli produk di Sanggar Mebel Tegal karena kemasanya memikat hati saya untuk membelinya |  |  |  |  |  |
| **KARAKTER PRODUK MENARIK** | | | | | | |
| 3 | Saya membeli produk di Sanggar Mebel Tegal karena mempunyai karakter produk yang menarik |  |  |  |  |  |
| 4 | Saya membeli produk di Sanggar Mebel Tegal karena mempunyai ciri khas pada produknya |  |  |  |  |  |
| **PENARAWAN PRODUK YANG UNIK** | | | | | | |
| 5 | Adanya penarawan produk yang unik sehingga saya membeli produk di Sanggar Mebel Tegal |  |  |  |  |  |
| 6 | Saya membeli produk di Sanggar Mebel Tegal karena produknya eksklusif |  |  |  |  |  |
| **PELAYANAN YANG BAIK PADA PRODUK** | | | | | | |
| 7 | Saya membeli produk di Sanggar Mebel Tegal karena pelayanannya sangat baik |  |  |  |  |  |
| 8 | Saya membeli produk di Sanggar Mebel Tegal karena karyawannya sangat ramah dan sopan |  |  |  |  |  |
| **CITRA YANG DIMILIKI OLEH PRODUK ITU SENDIRI** | | | | | | |
| 9 | Saya membeli produk di Sanggar Mebel Tegal karena memiliki citra yang baik pada produknya |  |  |  |  |  |
| 10 | Saya membeli produk di Sanggar Mebel Tegal karena memiliki daya tarik tersendiri |  |  |  |  |  |

Lampiran 2 Tabulasi Data Kusioner

Variabel Kualitas Produk

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| X1.01 | X1.02 | X1.03 | X1.04 | X1.05 | X1.06 | X1.07 | X1.08 | X1.09 | X1.10 |
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| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
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Variabel Desain Produk

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| X2.01 | X2.02 | X2.03 | X2.04 | X2.05 | X2.06 | X2.07 | X2.08 |
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| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
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Variabel Persepsi Harga

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| X3.01 | X3.02 | X3.03 | X3.04 |
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| 4 | 4 | 4 | 4 |
| 4 | 4 | 3 | 3 |

Variabel *Brand Image*

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Z.01 | Z.02 | Z.03 | Z.04 | Z.05 | Z.06 | Z.07 | Z.08 | Z.09 | Z.10 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 4 |
| 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 |
| 4 | 4 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 4 |
| 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 4 |
| 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 |
| 4 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 4 |
| 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 3 |
| 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 |
| 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 4 |
| 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 1 | 3 |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 |
| 3 | 3 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3 |
| 3 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 4 | 3 |
| 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 | 1 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 4 | 3 |
| 3 | 1 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 | 1 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 | 3 |
| 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 |
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| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 3 |
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| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
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| 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 |
| 3 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 3 |
| 2 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 3 |
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| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 |
| 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 |
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| 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 1 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 |
| 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 1 | 1 | 1 | 3 | 3 | 1 | 1 | 1 | 1 | 1 |
| 2 | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 1 | 1 |
| 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 |
| 3 | 1 | 3 | 1 | 1 | 1 | 3 | 3 | 3 | 3 |
| 3 | 1 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 |
| 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 |
| 1 | 1 | 3 | 1 | 1 | 1 | 3 | 3 | 3 | 3 |
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| 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 4 | 3 |
| 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 3 |
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| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 |
| 3 | 3 | 3 | 4 | 3 | 4 | 3 | 3 | 3 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 |
| 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 4 | 3 | 4 | 4 | 4 | 4 |
| 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 |
| 1 | 3 | 3 | 3 | 1 | 1 | 3 | 3 | 1 | 3 |
| 3 | 3 | 1 | 1 | 1 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 |
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| 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 |
| 4 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 4 |
| 2 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 3 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 |
| 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |

Variabel Keputusan Pembelian

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Y.01 | Y.02 | Y.03 | Y.04 | Y.05 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 4 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 1 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 |
| 4 | 3 | 4 | 4 | 4 |
| 3 | 3 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 3 | 4 | 4 |
| 3 | 3 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 3 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 4 | 3 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 3 | 3 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 1 | 1 | 1 | 1 | 1 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 1 | 1 |
| 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 4 | 3 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 |
| 1 | 1 | 1 | 1 | 1 |
| 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 4 | 3 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 4 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 1 |
| 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 4 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 4 | 3 |
| 3 | 3 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 3 | 4 | 3 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 |
| 1 | 3 | 3 | 3 | 1 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 4 | 3 |
| 3 | 3 | 1 | 3 | 3 |
| 3 | 3 | 3 | 4 | 4 |
| 3 | 3 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 |
| 4 | 3 | 4 | 4 | 4 |
| 3 | 3 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 1 | 4 | 3 | 4 | 4 |
| 3 | 3 | 4 | 4 | 4 |
| 3 | 4 | 4 | 4 | 3 |
| 1 | 3 | 3 | 3 | 3 |
| 3 | 3 | 4 | 3 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 3 | 3 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 1 | 1 | 1 | 1 | 1 |
| 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 1 | 1 |
| 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 4 | 3 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 3 | 4 | 3 | 3 |
| 3 | 3 | 1 | 3 | 3 |
| 1 | 1 | 1 | 1 | 1 |
| 3 | 3 | 3 | 3 | 3 |
| 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 4 |
| 3 | 3 | 3 | 3 | 3 |
| 3 | 4 | 4 | 3 | 4 |

**Lampiran 3 PLS PLS Algorithm**

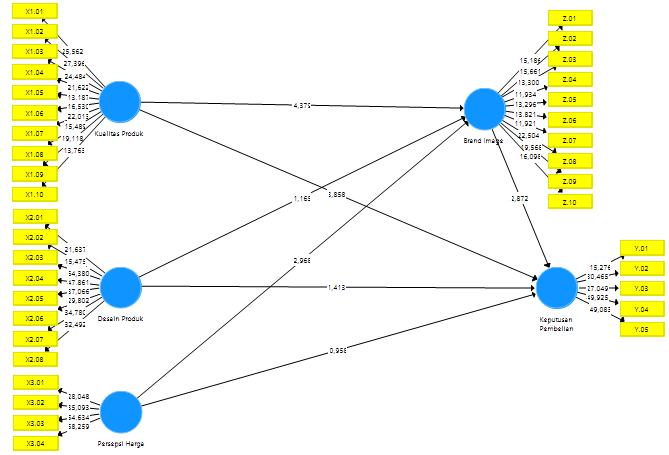
|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Path Coefficients | | | | | |
|  | | | | | |
|  | ***Brand Image*** | **Desain Produk** | **Keputusan Pembelian** | **Kualitas Produk** | **Persepsi Harga** |
| ***Brand Image*** |  |  | 0.273 |  |  |
| **Desain Produk** | 0.121 |  | 0.179 |  |  |
| **Keputusan Pembelian** |  |  |  |  |  |
| **Kualitas Produk** | 0.424 |  | 0.474 |  |  |
| **Persepsi Harga** | 0.277 |  | -0.138 |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Outer Loadings | | | | | |
|  |  |  |  |  |  |
|  | ***Brand Image*** | **Desain Produk** | **Keputusan Pembelian** | **Kualitas Produk** | **Persepsi Harga** |
| **X1.01** |  |  |  | **0.843** |  |
| **X1.02** |  |  |  | **0.836** |  |
| **X1.03** |  |  |  | **0.835** |  |
| **X1.04** |  |  |  | **0.819** |  |
| **X1.05** |  |  |  | **0.769** |  |
| **X1.06** |  |  |  | **0.789** |  |
| **X1.07** |  |  |  | **0.807** |  |
| **X1.08** |  |  |  | **0.731** |  |
| **X1.09** |  |  |  | **0.773** |  |
| **X1.10** |  |  |  | **0.775** |  |
| **X2.01** |  | **0.843** |  |  |  |
| **X2.02** |  | **0.817** |  |  |  |
| **X2.03** |  | **0.921** |  |  |  |
| **X2.04** |  | **0.909** |  |  |  |
| **X2.05** |  | **0.870** |  |  |  |
| **X2.06** |  | **0.858** |  |  |  |
| **X2.07** |  | **0.873** |  |  |  |
| **X2.08** |  | **0.867** |  |  |  |
| **X3.01** |  |  |  |  | **0.862** |
| **X3.02** |  |  |  |  | **0.886** |
| **X3.03** |  |  |  |  | **0.913** |
| **X3.04** |  |  |  |  | **0.923** |
| **Y.01** |  |  | **0.808** |  |  |
| **Y.02** |  |  | **0.891** |  |  |
| **Y.03** |  |  | **0.879** |  |  |
| **Y.04** |  |  | **0.921** |  |  |
| **Y.05** |  |  | **0.917** |  |  |
| **Z.01** | **0.768** |  |  |  |  |
| **Z.02** | **0.728** |  |  |  |  |
| **Z.03** | **0.732** |  |  |  |  |
| **Z.04** | **0.709** |  |  |  |  |
| **Z.05** | **0.754** |  |  |  |  |
| **Z.06** | **0.735** |  |  |  |  |
| **Z.07** | **0.738** |  |  |  |  |
| **Z.08** | **0.842** |  |  |  |  |
| **Z.09** | **0.815** |  |  |  |  |
| **Z.10** | **0.817** |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Construct Reliability and Validity | | | | |
|  |  |  |  |  |
|  | **Cronbach's Alpha** | **rho\_A** | **Composite Reliability** | **Average Variance Extracted (AVE)** |
| ***Brand Image*** | **0.921** | **0.925** | **0.934** | **0.585** |
| **Desain Produk** | **0.954** | **0.956** | **0.961** | **0.757** |
| **Keputusan Pembelian** | **0.930** | **0.933** | **0.947** | **0.781** |
| **Kualitas Produk** | **0.936** | **0.937** | **0.946** | **0.637** |
| **Persepsi Harga** | **0.918** | **0.920** | **0.942** | **0.804** |

|  |  |  |
| --- | --- | --- |
| R Square | | |
|  |  |  |
|  | **R Square** | **R Square Adjusted** |
| ***Brand Image*** | 0.602 | 0.593 |
| **Keputusan Pembelian** | 0.547 | 0.534 |

**Lampiran 4 PLS Bootstrapping**

****

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Total Effects | | | | | |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| Mean, STDEV, T-Values, P-Values | | | |  |  |
|  |  |  |  |  |  |
|  | **Original Sample (O)** | **Sample Mean (M)** | **Standard Deviation (STDEV)** | **T Statistics (|O/STDEV|)** | **P Values** |
| ***Brand Image* -> Keputusan Pembelian** | 0.273 | 0.269 | 0.095 | 2.872 | **0.004** |
| **Desain Produk -> *Brand Image*** | 0.121 | 0.113 | 0.104 | 1.165 | **0.244** |
| **Desain Produk -> Keputusan Pembelian** | 0.212 | 0.213 | 0.131 | 1.627 | **0.104** |
| **Kualitas Produk -> *Brand Image*** | 0.424 | 0.435 | 0.097 | 4.379 | **0.000** |
| **Kualitas Produk -> Keputusan Pembelian** | 0.590 | 0.599 | 0.114 | 5.173 | **0.000** |
| **Persepsi Harga -> *Brand Image*** | 0.277 | 0.272 | 0.093 | 2.968 | **0.003** |
| **Persepsi Harga -> Keputusan Pembelian** | -0.063 | -0.071 | 0.143 | 0.439 | **0.661** |

**Lampiran 5 PLS Blindfolding**

|  |  |  |  |
| --- | --- | --- | --- |
| Construct Crossvalidated Redundancy | | | |
|  |  |  |  |
|  |  |  |  |
| Total |  |  |  |
|  |  |  |  |
|  | **SSO** | **SSE** | **Q² (=1-SSE/SSO)** |
| ***Brand Image*** | 1500.000 | 991.097 | 0.339 |
| **Desain Produk** | 1200.000 | 1200.000 |  |
| **Keputusan Pembelian** | 750.000 | 441.428 | 0.411 |
| **Kualitas Produk** | 1500.000 | 1500.000 |  |
| **Persepsi Harga** | 600.000 | 600.000 |  |

**Lampiran 6 Tabulasi Uji Validitas dan Reliabilitas**

**Kuesioner variabel Kualitas Produk**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| X1.01 | X1.02 | X1.03 | X1.04 | X1.05 | X1.06 | X1.07 | X1.08 | X1.09 | X1.10 | Total |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 46 |
| 3 | 3 | 3 | 3 | 5 | 5 | 5 | 4 | 4 | 5 | 40 |
| 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 47 |
| 3 | 3 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 45 |
| 5 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 45 |
| 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 42 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 41 |
| 3 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 42 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 42 |
| 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 47 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 42 |
| 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 49 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 48 |
| 5 | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 43 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 43 |
| 5 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 3 | 4 | 41 |
| 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 5 | 43 |
| 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 43 |
| 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 32 |
| 3 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 3 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 37 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 22 |
| 1 | 1 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 16 |
| 4 | 4 | 5 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 37 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 49 |
| 5 | 5 | 5 | 5 | 1 | 1 | 2 | 5 | 5 | 1 | 35 |
| 5 | 4 | 4 | 5 | 3 | 2 | 2 | 1 | 1 | 3 | 30 |
| 4 | 5 | 4 | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 40 |
| 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 44 |
| 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 45 |

**Kuesioner Variabel Desain Produk**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| X2.01 | X2.02 | X2.03 | X2.04 | X2.05 | X2.06 | X2.07 | X2.08 | Total |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 3 | 3 | 3 | 3 | 5 | 5 | 3 | 3 | 28 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 30 |
| 3 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 36 |
| 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 26 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 2 | 5 | 5 | 4 | 5 | 5 | 5 | 35 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 28 |
| 3 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 26 |
| 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 38 |
| 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 28 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 3 | 3 | 4 | 3 | 4 | 4 | 4 | 3 | 28 |
| 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 16 |
| 2 | 2 | 1 | 1 | 2 | 2 | 1 | 1 | 12 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 36 |
| 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 39 |
| 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 36 |
| 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 37 |

**Kuesioner Variabel Persepsi Harga**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| X3.01 | X3.02 | X3.03 | X3.04 | Total |
| 5 | 4 | 4 | 5 | 18 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 5 | 4 | 4 | 17 |
| 4 | 5 | 4 | 5 | 18 |
| 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 4 | 16 |
| 5 | 5 | 5 | 5 | 20 |
| 4 | 5 | 5 | 5 | 19 |
| 4 | 5 | 4 | 4 | 17 |
| 5 | 5 | 5 | 5 | 20 |
| 3 | 4 | 4 | 4 | 15 |
| 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 5 | 5 | 20 |
| 5 | 5 | 4 | 5 | 19 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 4 | 16 |
| 5 | 4 | 5 | 5 | 19 |
| 4 | 4 | 3 | 3 | 14 |
| 3 | 4 | 3 | 4 | 14 |
| 4 | 4 | 3 | 4 | 15 |
| 2 | 2 | 2 | 2 | 8 |
| 1 | 2 | 1 | 1 | 5 |
| 5 | 4 | 4 | 4 | 17 |
| 4 | 4 | 5 | 5 | 18 |
| 5 | 5 | 5 | 5 | 20 |
| 4 | 4 | 4 | 4 | 16 |
| 4 | 4 | 4 | 5 | 17 |
| 4 | 4 | 5 | 5 | 18 |
| 4 | 4 | 5 | 4 | 17 |

**Kuesioner Variabel *Brand Image***

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Z.01 | Z.02 | Z.03 | Z.04 | Z.05 | Z.06 | Z.07 | Z.08 | Z.09 | Z.10 | Total |
| 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 37 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 32 |
| 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 3 | 31 |
| 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 4 | 3 | 35 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 36 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 31 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 39 |
| 1 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 31 |
| 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 33 |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 31 |
| 4 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 3 | 37 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 3 | 3 | 3 | 3 | 4 | 4 | 4 | 3 | 3 | 3 | 33 |
| 3 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 32 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 32 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 3 | 3 | 31 |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 3 | 3 | 1 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 35 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 1 | 1 | 1 | 3 | 3 | 1 | 1 | 1 | 1 | 1 | 14 |
| 2 | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 14 |
| 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 35 |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 33 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 39 |
| 3 | 1 | 3 | 1 | 1 | 1 | 3 | 3 | 3 | 3 | 22 |
| 3 | 1 | 4 | 3 | 3 | 3 | 3 | 4 | 4 | 4 | 32 |
| 3 | 3 | 3 | 3 | 3 | 3 | 4 | 3 | 4 | 3 | 32 |
| 3 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 35 |

**Kuesioner Variabel Keputusan Pembelian**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Y.01 | Y.02 | Y.03 | Y.04 | Y.05 | Total |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 3 | 4 | 3 | 3 | 16 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 3 | 3 | 4 | 4 | 4 | 18 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 4 | 4 | 4 | 4 | 19 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 4 | 4 | 4 | 4 | 19 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 3 | 3 | 3 | 4 | 3 | 16 |
| 3 | 3 | 4 | 4 | 4 | 18 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 3 | 4 | 3 | 4 | 3 | 17 |
| 4 | 4 | 4 | 4 | 4 | 20 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 1 | 3 | 3 | 3 | 1 | 11 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 3 | 3 | 3 | 4 | 3 | 16 |
| 3 | 3 | 1 | 3 | 3 | 13 |
| 3 | 3 | 3 | 4 | 4 | 17 |
| 3 | 3 | 4 | 4 | 4 | 18 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 3 | 3 | 3 | 3 | 3 | 15 |
| 3 | 4 | 4 | 4 | 4 | 19 |

**Lampiran 7 SPSS**

**Uji Validitas dan Reliabilitas Kualitas Produk**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | | |
|  | | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | X1.8 | X1.9 | X1.10 | Total.X1 |
| X1.1 | Pearson Correlation | 1 | .900\*\* | .775\*\* | .846\*\* | .205 | .284 | .313 | .316 | .399\* | .164 | .698\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .278 | .128 | .092 | .089 | .029 | .385 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.2 | Pearson Correlation | .900\*\* | 1 | .701\*\* | .875\*\* | .212 | .353 | .324 | .472\*\* | .509\*\* | .205 | .745\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .262 | .056 | .081 | .008 | .004 | .278 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.3 | Pearson Correlation | .775\*\* | .701\*\* | 1 | .758\*\* | .280 | .371\* | .358 | .490\*\* | .521\*\* | .192 | .734\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .135 | .044 | .052 | .006 | .003 | .309 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.4 | Pearson Correlation | .846\*\* | .875\*\* | .758\*\* | 1 | .181 | .262 | .195 | .306 | .374\* | .127 | .658\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .337 | .162 | .302 | .100 | .041 | .502 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.5 | Pearson Correlation | .205 | .212 | .280 | .181 | 1 | .915\*\* | .841\*\* | .411\* | .455\* | .847\*\* | .733\*\* |
| Sig. (2-tailed) | .278 | .262 | .135 | .337 |  | .000 | .000 | .024 | .011 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.6 | Pearson Correlation | .284 | .353 | .371\* | .262 | .915\*\* | 1 | .845\*\* | .529\*\* | .571\*\* | .885\*\* | .824\*\* |
| Sig. (2-tailed) | .128 | .056 | .044 | .162 | .000 |  | .000 | .003 | .001 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.7 | Pearson Correlation | .313 | .324 | .358 | .195 | .841\*\* | .845\*\* | 1 | .573\*\* | .599\*\* | .762\*\* | .794\*\* |
| Sig. (2-tailed) | .092 | .081 | .052 | .302 | .000 | .000 |  | .001 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.8 | Pearson Correlation | .316 | .472\*\* | .490\*\* | .306 | .411\* | .529\*\* | .573\*\* | 1 | .908\*\* | .360 | .728\*\* |
| Sig. (2-tailed) | .089 | .008 | .006 | .100 | .024 | .003 | .001 |  | .000 | .051 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.9 | Pearson Correlation | .399\* | .509\*\* | .521\*\* | .374\* | .455\* | .571\*\* | .599\*\* | .908\*\* | 1 | .378\* | .777\*\* |
| Sig. (2-tailed) | .029 | .004 | .003 | .041 | .011 | .001 | .000 | .000 |  | .039 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X1.10 | Pearson Correlation | .164 | .205 | .192 | .127 | .847\*\* | .885\*\* | .762\*\* | .360 | .378\* | 1 | .676\*\* |
| Sig. (2-tailed) | .385 | .278 | .309 | .502 | .000 | .000 | .000 | .051 | .039 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total.X1 | Pearson Correlation | .698\*\* | .745\*\* | .734\*\* | .658\*\* | .733\*\* | .824\*\* | .794\*\* | .728\*\* | .777\*\* | .676\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 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). | | | | | | | | | | | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | |  |
|  | | N | % |  |
| Cases | Valid | 30 | 100.0 |  |
| Excludeda | 0 | 0.0 |  |
| Total | 30 | 100.0 |  |
| a. Listwise deletion based on all variables in the procedure. | | | |  |
|  |  |  |  |  |
| **Reliability Statistics** | |  |  |  |
| Cronbach's Alpha | N of Items |  |  |  |
| .907 | 10 |  |  |  |
|  |  |  |  |  |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X1.1 | 36.3667 | 46.240 | .617 | .900 |
| X1.2 | 36.3667 | 45.826 | .676 | .897 |
| X1.3 | 36.3000 | 45.734 | .660 | .898 |
| X1.4 | 36.1667 | 47.937 | .582 | .902 |
| X1.5 | 36.5000 | 46.052 | .661 | .898 |
| X1.6 | 36.4000 | 42.869 | .762 | .891 |
| X1.7 | 36.5333 | 45.361 | .737 | .893 |
| X1.8 | 36.3333 | 46.575 | .660 | .898 |
| X1.9 | 36.3333 | 44.575 | .709 | .895 |
| X1.10 | 36.3000 | 46.907 | .593 | .902 |

**Uji Validitas dan Reliabilitas Desain Produk**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | |
|  | | X2.1 | X2.2 | X2.3 | X2.4 | X2.5 | X2.6 | X2.7 | X2.8 | Total.X2 |
| X2.1 | Pearson Correlation | 1 | .742\*\* | .808\*\* | .838\*\* | .790\*\* | .765\*\* | .808\*\* | .838\*\* | .904\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.2 | Pearson Correlation | .742\*\* | 1 | .750\*\* | .745\*\* | .734\*\* | .628\*\* | .750\*\* | .745\*\* | .839\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.3 | Pearson Correlation | .808\*\* | .750\*\* | 1 | .883\*\* | .764\*\* | .777\*\* | 1.000\*\* | .883\*\* | .946\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 | .000 | 0.000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.4 | Pearson Correlation | .838\*\* | .745\*\* | .883\*\* | 1 | .750\*\* | .769\*\* | .883\*\* | 1.000\*\* | .948\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 | .000 | .000 | 0.000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.5 | Pearson Correlation | .790\*\* | .734\*\* | .764\*\* | .750\*\* | 1 | .889\*\* | .764\*\* | .750\*\* | .877\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.6 | Pearson Correlation | .765\*\* | .628\*\* | .777\*\* | .769\*\* | .889\*\* | 1 | .777\*\* | .769\*\* | .868\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.7 | Pearson Correlation | .808\*\* | .750\*\* | 1.000\*\* | .883\*\* | .764\*\* | .777\*\* | 1 | .883\*\* | .946\*\* |
| Sig. (2-tailed) | .000 | .000 | 0.000 | .000 | .000 | .000 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2.8 | Pearson Correlation | .838\*\* | .745\*\* | .883\*\* | 1.000\*\* | .750\*\* | .769\*\* | .883\*\* | 1 | .948\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 | 0.000 | .000 | .000 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total.X2 | Pearson Correlation | .904\*\* | .839\*\* | .946\*\* | .948\*\* | .877\*\* | .868\*\* | .946\*\* | .948\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | |  |
|  | | N | % |  |
| Cases | Valid | 30 | 100.0 |  |
| Excludeda | 0 | 0.0 |  |
| Total | 30 | 100.0 |  |
| a. Listwise deletion based on all variables in the procedure. | | | |  |
|  |  |  |  |  |
| **Reliability Statistics** | |  |  |  |
| Cronbach's Alpha | N of Items |  |  |  |
| .970 | 8 |  |  |  |
|  |  |  |  |  |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X2.1 | 28.6667 | 39.885 | .875 | .966 |
| X2.2 | 28.6667 | 40.023 | .789 | .971 |
| X2.3 | 28.4667 | 38.257 | .927 | .963 |
| X2.4 | 28.6000 | 37.697 | .929 | .963 |
| X2.5 | 28.5000 | 40.534 | .843 | .968 |
| X2.6 | 28.4667 | 41.361 | .834 | .969 |
| X2.7 | 28.4667 | 38.257 | .927 | .963 |
| X2.8 | 28.6000 | 37.697 | .929 | .963 |

**Uji Validitas dan Reliabilitas Persepsi Harga**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | |
|  | | X3.1 | X3.2 | X3.3 | X3.4 | Total.X3 |
| X3.1 | Pearson Correlation | 1 | .787\*\* | .806\*\* | .839\*\* | .926\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 |
| X3.2 | Pearson Correlation | .787\*\* | 1 | .757\*\* | .808\*\* | .894\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 |
| X3.3 | Pearson Correlation | .806\*\* | .757\*\* | 1 | .883\*\* | .934\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 |
| X3.4 | Pearson Correlation | .839\*\* | .808\*\* | .883\*\* | 1 | .954\*\* |
| Sig. (2-tailed) | .000 | .000 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 |
| Total.X3 | Pearson Correlation | .926\*\* | .894\*\* | .934\*\* | .954\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | |  |
|  | | N | % |  |
| Cases | Valid | 30 | 100.0 |  |
| Excludeda | 0 | 0.0 |  |
| Total | 30 | 100.0 |  |
| a. Listwise deletion based on all variables in the procedure. | | | |  |
|  |  |  |  |  |
| **Reliability Statistics** | |  |  |  |
| Cronbach's Alpha | N of Items |  |  |  |
| .944 | 4 |  |  |  |
|  |  |  |  |  |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X3.1 | 12.6000 | 6.317 | .865 | .927 |
| X3.2 | 12.4667 | 7.154 | .829 | .941 |
| X3.3 | 12.6000 | 6.110 | .875 | .925 |
| X3.4 | 12.4333 | 6.047 | .914 | .912 |

**Uji Validitas dan Reliabilitas *Brand Image***

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | | | | | | |
|  | | Z.1 | Z.2 | Z.3 | Z.4 | Z.5 | Z.6 | Z.7 | Z.8 | Z.9 | Z.10 | Total.Z |
| Z.1 | Pearson Correlation | 1 | .707\*\* | .713\*\* | .270 | .255 | .508\*\* | .513\*\* | .503\*\* | .480\*\* | .533\*\* | .729\*\* |
| Sig. (2-tailed) |  | .000 | .000 | .149 | .175 | .004 | .004 | .005 | .007 | .002 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Z.2 | Pearson Correlation | .707\*\* | 1 | .605\*\* | .604\*\* | .591\*\* | .693\*\* | .533\*\* | .363\* | .516\*\* | .415\* | .810\*\* |
| Sig. (2-tailed) | .000 |  | .000 | .000 | .001 | .000 | .002 | .049 | .004 | .022 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Z.3 | Pearson Correlation | .713\*\* | .605\*\* | 1 | .255 | .184 | .439\* | .330 | .419\* | .456\* | .460\* | .648\*\* |
| Sig. (2-tailed) | .000 | .000 |  | .174 | .332 | .015 | .075 | .021 | .011 | .011 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Z.4 | Pearson Correlation | .270 | .604\*\* | .255 | 1 | .855\*\* | .654\*\* | .485\*\* | .532\*\* | .508\*\* | .563\*\* | .748\*\* |
| Sig. (2-tailed) | .149 | .000 | .174 |  | .000 | .000 | .007 | .002 | .004 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Z.5 | Pearson Correlation | .255 | .591\*\* | .184 | .855\*\* | 1 | .693\*\* | .462\* | .376\* | .481\*\* | .485\*\* | .706\*\* |
| Sig. (2-tailed) | .175 | .001 | .332 | .000 |  | .000 | .010 | .041 | .007 | .007 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Z.6 | Pearson Correlation | .508\*\* | .693\*\* | .439\* | .654\*\* | .693\*\* | 1 | .506\*\* | .548\*\* | .535\*\* | .561\*\* | .807\*\* |
| Sig. (2-tailed) | .004 | .000 | .015 | .000 | .000 |  | .004 | .002 | .002 | .001 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Z.7 | Pearson Correlation | .513\*\* | .533\*\* | .330 | .485\*\* | .462\* | .506\*\* | 1 | .688\*\* | .785\*\* | .728\*\* | .785\*\* |
| Sig. (2-tailed) | .004 | .002 | .075 | .007 | .010 | .004 |  | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Z.8 | Pearson Correlation | .503\*\* | .363\* | .419\* | .532\*\* | .376\* | .548\*\* | .688\*\* | 1 | .647\*\* | .871\*\* | .761\*\* |
| Sig. (2-tailed) | .005 | .049 | .021 | .002 | .041 | .002 | .000 |  | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Z.9 | Pearson Correlation | .480\*\* | .516\*\* | .456\* | .508\*\* | .481\*\* | .535\*\* | .785\*\* | .647\*\* | 1 | .767\*\* | .805\*\* |
| Sig. (2-tailed) | .007 | .004 | .011 | .004 | .007 | .002 | .000 | .000 |  | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Z.10 | Pearson Correlation | .533\*\* | .415\* | .460\* | .563\*\* | .485\*\* | .561\*\* | .728\*\* | .871\*\* | .767\*\* | 1 | .821\*\* |
| Sig. (2-tailed) | .002 | .022 | .011 | .001 | .007 | .001 | .000 | .000 | .000 |  | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total.Z | Pearson Correlation | .729\*\* | .810\*\* | .648\*\* | .748\*\* | .706\*\* | .807\*\* | .785\*\* | .761\*\* | .805\*\* | .821\*\* | 1 |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |  |
| N | 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). | | | | | | | | | | | | |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | |  |
|  | | N | % |  |
| Cases | Valid | 30 | 100.0 |  |
| Excludeda | 0 | 0.0 |  |
| Total | 30 | 100.0 |  |
| a. Listwise deletion based on all variables in the procedure. | | | |  |
|  |  |  |  |  |
| **Reliability Statistics** | |  |  |  |
| Cronbach's Alpha | N of Items |  |  |  |
| .918 | 10 |  |  |  |
|  |  |  |  |  |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Z.1 | 28.7333 | 29.168 | .655 | .912 |
| Z.2 | 28.8667 | 27.292 | .743 | .908 |
| Z.3 | 28.7000 | 29.872 | .557 | .918 |
| Z.4 | 28.7333 | 29.306 | .683 | .910 |
| Z.5 | 28.7000 | 29.597 | .632 | .913 |
| Z.6 | 28.8000 | 28.648 | .754 | .906 |
| Z.7 | 28.6667 | 28.782 | .726 | .908 |
| Z.8 | 28.7333 | 29.926 | .708 | .910 |
| Z.9 | 28.6000 | 28.455 | .749 | .907 |
| Z.10 | 28.8667 | 29.223 | .777 | .906 |

**Uji Validitas dan Reliabilitas Keputusan Pembelian**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | | | |  |
|  | | Y.1 | Y.2 | Y.3 | Y.4 | Y.5 | Total.Y |  |
| Y.1 | Pearson Correlation | 1 | .587\*\* | .409\* | .460\* | .770\*\* | .784\*\* |  |
| Sig. (2-tailed) |  | .001 | .025 | .011 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 |  |
| Y.2 | Pearson Correlation | .587\*\* | 1 | .574\*\* | .661\*\* | .574\*\* | .802\*\* |  |
| Sig. (2-tailed) | .001 |  | .001 | .000 | .001 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 |  |
| Y.3 | Pearson Correlation | .409\* | .574\*\* | 1 | .623\*\* | .614\*\* | .796\*\* |  |
| Sig. (2-tailed) | .025 | .001 |  | .000 | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 |  |
| Y.4 | Pearson Correlation | .460\* | .661\*\* | .623\*\* | 1 | .725\*\* | .832\*\* |  |
| Sig. (2-tailed) | .011 | .000 | .000 |  | .000 | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 |  |
| Y.5 | Pearson Correlation | .770\*\* | .574\*\* | .614\*\* | .725\*\* | 1 | .904\*\* |  |
| Sig. (2-tailed) | .000 | .001 | .000 | .000 |  | .000 |  |
| N | 30 | 30 | 30 | 30 | 30 | 30 |  |
| Total.Y | Pearson Correlation | .784\*\* | .802\*\* | .796\*\* | .832\*\* | .904\*\* | 1 |  |
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 |  |  |
| N | 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). | | | | | | | |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | |  |
|  | | N | % |  |
| Cases | Valid | 30 | 100.0 |  |
| Excludeda | 0 | 0.0 |  |
| Total | 30 | 100.0 |  |
| a. Listwise deletion based on all variables in the procedure. | | | |  |
|  |  |  |  |  |
| **Reliability Statistics** | |  |  |  |
| Cronbach's Alpha | N of Items |  |  |  |
| .877 | 5 |  |  |  |
|  |  |  |  |  |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Y.1 | 13.6000 | 3.903 | .660 | .861 |
| Y.2 | 13.4000 | 4.110 | .709 | .854 |
| Y.3 | 13.3667 | 3.620 | .650 | .869 |
| Y.4 | 13.2000 | 3.959 | .745 | .845 |
| Y.5 | 13.3667 | 3.275 | .825 | .820 |