

Lampiran 1 Kuesioner Penelitian

KUESIONER PENELITIAN

Responden yang terhormat,

Saya adalah mahasiswa Jurusan Manajemen Fakultas Ekonomi dan Bisnis IIB Darmajaya, yang sedang melakukan penelitian skripsi yang berjudul “ANALISIS POSITIONING PADA AIR MINUM DALAM KEMASAN (AMDK) MENGGUNAKAN METODE MDS (MULTIDIMENSIONAL SCALING) (Studi Kasus Pada Konsumen Aqua, Cleo, dan Le Minerale di Bandar Lampung)”.

Untuk mendukung data penelitian skripsi ini, maka saya mengharapkan kesediaan bapak/ibu/saudara/i untuk mengisi kuesioner dibawah ini dengan sebenarnya. Data atau informasi yang terkumpul akan saya pergunakan hanya untuk kepentingan penelitian saja. Untuk kesediaan waktu dan partisipasinya, saya ucapkan terima kasih.

Bandar Lampung, Februari 2022

Peneliti

Nico Nainggolan

KUESIONER PENELITIAN

IDENTITAS RESPONDEN

1. Nama Responden: (Boleh tidak diisi)

2. Jenis kelamin:

Laki-laki

Perempuan

3. Usia:

< 18 Tahun

26-35 Tahun

> 55 Tahun

18-25 Tahun

36-55 Tahun

4. Pendidikan terakhir:

SD

SMA/SMK

SMP

Sarjana (S1/S2)

Lainnya (sebutkan) :

5. Pekerjaan:

Pelajar/mahasiswa

Wiraswasta/pengusaha

Pegawai/karyawan

Ibu rumah tangga

Lainnya (sebutkan) :

Petunjuk Pengisian:

- Berilah tanda silang (X) pada angka yang mencerminkan penilaian Anda saat menggunakan produk air minum dalam kemasan.
- Kriteria penilaian: Semakin dekat ke angka 7 maka semakin dekat dengan sangat baik produk tersebut, Begitupun sebaliknya.

1. Bagaimana pendapat anda tentang produk air minum "Aqua" ?

A. Kualitas produk (segar, sehat dan aman):

| | | | | | | | | |
|--|---|---|---|---|---|---|---|---------------------------------|
| Sangat buruk | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Sangat baik |
| B. Desain produk: | | | | | | | | |
| Sangat tidak menarik | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Sangat menarik |
| C. Keterjangkauan harga: | | | | | | | | |
| Harga terlampau mahal | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Harga sangat terjangkau |
| D. Reputasi merek: | | | | | | | | |
| Sangat buruk | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Sangat baik |
| E. Bahan kemasan yang eco friendly (ramah lingkungan): | | | | | | | | |
| Sangat tidak ramah lingkungan | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Sangat ramah lingkungan |
| F. Ketersediaan produk dalam berbagai kemasan: | | | | | | | | |
| Sangat terbatas | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Sangat tersedia |
| G. Kemudahan produk untuk dibawa kemana-mana: | | | | | | | | |
| Sangat sulit dibawa kemana-mana | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Sangat mudah dibawa kemana-mana |

2. Bagaimana pendapat anda tentang produk air minum “Cleo” ?

| | | | | | | | | |
|--|---|---|---|---|---|---|---|---------------------------------|
| A. Kualitas produk (segar, sehat dan aman): | | | | | | | | |
| Sangat buruk | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Sangat baik |
| B. Desain produk: | | | | | | | | |
| Sangat tidak menarik | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Sangat menarik |
| C. Keterjangkauan harga: | | | | | | | | |
| Harga terlampau mahal | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Harga sangat terjangkau |
| D. Reputasi merek: | | | | | | | | |
| Sangat buruk | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Sangat baik |
| E. Bahan kemasan yang eco friendly (ramah lingkungan): | | | | | | | | |
| Sangat tidak ramah lingkungan | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Sangat ramah lingkungan |
| F. Ketersediaan produk dalam berbagai kemasan: | | | | | | | | |
| Sangat terbatas | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Sangat tersedia |
| G. Kemudahan produk untuk dibawa kemana-mana: | | | | | | | | |
| Sangat sulit dibawa kemana-mana | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Sangat mudah dibawa kemana-mana |

3. Bagaimana pendapat anda tentang produk air minum “Le Minerale”

| | | | | | | | | |
|--|---|---|---|---|---|---|---|---------------------------------|
| A. Kualitas produk (segar, sehat dan aman): | | | | | | | | |
| Sangat buruk | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Sangat baik |
| B. Desain produk: | | | | | | | | |
| Sangat tidak menarik | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Sangat menarik |
| C. Keterjangkauan harga: | | | | | | | | |
| Harga terlampau mahal | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Harga sangat terjangkau |
| D. Reputasi merek: | | | | | | | | |
| Sangat buruk | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Sangat baik |
| E. Bahan kemasan yang eco friendly (ramah lingkungan): | | | | | | | | |
| Sangat tidak ramah lingkungan | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Sangat ramah lingkungan |
| F. Ketersediaan produk dalam berbagai kemasan: | | | | | | | | |
| Sangat terbatas | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Sangat tersedia |
| G. Kemudahan produk untuk dibawa kemana-mana: | | | | | | | | |
| Sangat sulit dibawa kemana-mana | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Sangat mudah dibawa kemana-mana |

Lampiran 2 Karakteristik Responden

KARAKTERISTIK RESPONDEN

NAMA_RESPONDEN

| | Frekuensi | Persentase | Valid Persentase | Cumulative Persentase |
|----------------------------|-----------|------------|------------------|-----------------------|
| Valid - | 4 | 4.0 | 4.0 | 4.0 |
| Abduh | 1 | 1.0 | 1.0 | 5.0 |
| adi Chandra | 1 | 1.0 | 1.0 | 6.0 |
| Adila A | 1 | 1.0 | 1.0 | 7.0 |
| Afrido N | 1 | 1.0 | 1.0 | 8.0 |
| Aisyah | 1 | 1.0 | 1.0 | 9.0 |
| Alfreda Budi M.G, S.Kom | 1 | 1.0 | 1.0 | 10.0 |
| Alvian | 1 | 1.0 | 1.0 | 11.0 |
| Amelia Wulandari | 1 | 1.0 | 1.0 | 12.0 |
| Andre Bohal Sinaga | 1 | 1.0 | 1.0 | 13.0 |

| | | | | |
|-------------------------|---|-----|-----|------|
| Angel | 1 | 1.0 | 1.0 | 14.0 |
| Anggun | 1 | 1.0 | 1.0 | 15.0 |
| Ardhy amrullah | 1 | 1.0 | 1.0 | 16.0 |
| Ari | 1 | 1.0 | 1.0 | 17.0 |
| Astried | 1 | 1.0 | 1.0 | 18.0 |
| Ayu anggraeini | 1 | 1.0 | 1.0 | 19.0 |
| Bethania | 1 | 1.0 | 1.0 | 20.0 |
| Bima Rizky yanto | 1 | 1.0 | 1.0 | 21.0 |
| Chanri sitio | 1 | 1.0 | 1.0 | 22.0 |
| Cio H | 1 | 1.0 | 1.0 | 23.0 |
| Dea | 1 | 1.0 | 1.0 | 24.0 |
| Deka Safitri | 1 | 1.0 | 1.0 | 25.0 |
| denny | 1 | 1.0 | 1.0 | 26.0 |
| Devi S | 1 | 1.0 | 1.0 | 27.0 |
| Dewi | 1 | 1.0 | 1.0 | 28.0 |
| Dhia azzahra | 1 | 1.0 | 1.0 | 29.0 |
| dhian kusuma | 1 | 1.0 | 1.0 | 30.0 |
| Dian | 1 | 1.0 | 1.0 | 31.0 |
| Dimas Ramadan | 1 | 1.0 | 1.0 | 32.0 |
| dita Na | 1 | 1.0 | 1.0 | 33.0 |
| Dwi Evellin | 1 | 1.0 | 1.0 | 34.0 |
| Eko Prasetyo asari | 1 | 1.0 | 1.0 | 35.0 |
| Elia Nur | 1 | 1.0 | 1.0 | 36.0 |
| Erna Oktavia | 1 | 1.0 | 1.0 | 37.0 |
| Erna Yunita | 1 | 1.0 | 1.0 | 38.0 |
| Erwin pahrizal | 1 | 1.0 | 1.0 | 39.0 |
| Eva | 1 | 1.0 | 1.0 | 40.0 |
| Fardillah | 1 | 1.0 | 1.0 | 41.0 |
| farida | 1 | 1.0 | 1.0 | 42.0 |
| Fauzi | 1 | 1.0 | 1.0 | 43.0 |
| Febri | 1 | 1.0 | 1.0 | 44.0 |
| Fitri Ardianti | 1 | 1.0 | 1.0 | 45.0 |
| Fransiska Mona Chirilla | 1 | 1.0 | 1.0 | 46.0 |
| Gabriel Fico Darius | 1 | 1.0 | 1.0 | 47.0 |
| Hera | 1 | 1.0 | 1.0 | 48.0 |

| | | | | |
|-----------------------|---|-----|-----|------|
| Heri | 1 | 1.0 | 1.0 | 49.0 |
| Hurni | 1 | 1.0 | 1.0 | 50.0 |
| Ignatius Bayu Atmoko | 1 | 1.0 | 1.0 | 51.0 |
| Ignatius Limpad | 1 | 1.0 | 1.0 | 52.0 |
| Ilham Willy Darmawan | 1 | 1.0 | 1.0 | 53.0 |
| Imam arief | 1 | 1.0 | 1.0 | 54.0 |
| Indri Oktavia | 1 | 1.0 | 1.0 | 55.0 |
| inne | 1 | 1.0 | 1.0 | 56.0 |
| Ira Yuliandari | 1 | 1.0 | 1.0 | 57.0 |
| Ira Yulliana | 1 | 1.0 | 1.0 | 58.0 |
| Jestina Sidauruk | 1 | 1.0 | 1.0 | 59.0 |
| Komang Merta Anggara | 1 | 1.0 | 1.0 | 60.0 |
| Kristiana | 1 | 1.0 | 1.0 | 61.0 |
| Lidya intan | 1 | 1.0 | 1.0 | 62.0 |
| Linda N | 1 | 1.0 | 1.0 | 63.0 |
| Lisa damayanti | 1 | 1.0 | 1.0 | 64.0 |
| LUVI SUTRIANSYAH | 1 | 1.0 | 1.0 | 65.0 |
| Maryanto | 1 | 1.0 | 1.0 | 66.0 |
| melli yuti | 1 | 1.0 | 1.0 | 67.0 |
| Mentari | 1 | 1.0 | 1.0 | 68.0 |
| Muhammad Yudha | 1 | 1.0 | 1.0 | 69.0 |
| Kautsar | 1 | 1.0 | 1.0 | 70.0 |
| Muliana Dinda Sari | 1 | 1.0 | 1.0 | 71.0 |
| Natalia | 1 | 1.0 | 1.0 | 72.0 |
| Ni Putu Setia Ningsih | 1 | 1.0 | 1.0 | 73.0 |
| Nofita sary | 1 | 1.0 | 1.0 | 74.0 |
| Nurul | 1 | 1.0 | 1.0 | 75.0 |
| Onisa N | 1 | 1.0 | 1.0 | 76.0 |
| petrus nathan | 1 | 1.0 | 1.0 | 77.0 |
| Putri | 1 | 1.0 | 1.0 | 78.0 |
| Rasinta Hotnaida | 1 | 1.0 | 1.0 | 79.0 |
| Nainggolan | 1 | 1.0 | 1.0 | 80.0 |
| Resy Maharani | 1 | 1.0 | 1.0 | 81.0 |
| Riski Afrianti | 1 | 1.0 | 1.0 | 82.0 |
| Rita Lestari | 1 | 1.0 | 1.0 | 83.0 |
| Rohma | 1 | 1.0 | 1.0 | 84.0 |

| | | | | |
|-------------------------|-----|-------|-------|-------|
| Santi | 1 | 1.0 | 1.0 | 83.0 |
| sarah stephanie | 1 | 1.0 | 1.0 | 84.0 |
| Septilia Wulandari | 1 | 1.0 | 1.0 | 85.0 |
| Siska Arisa, S.Pd. | 1 | 1.0 | 1.0 | 86.0 |
| Siska Permata S | 1 | 1.0 | 1.0 | 87.0 |
| Sitiw | 1 | 1.0 | 1.0 | 88.0 |
| Sofia | 1 | 1.0 | 1.0 | 89.0 |
| Tasya | 1 | 1.0 | 1.0 | 90.0 |
| Tio S | 1 | 1.0 | 1.0 | 91.0 |
| Tri Melda Yama | 1 | 1.0 | 1.0 | 92.0 |
| trio pardomuan dongoran | 1 | 1.0 | 1.0 | 93.0 |
| Uswatun Hasanah | 1 | 1.0 | 1.0 | 94.0 |
| Vania | 1 | 1.0 | 1.0 | 95.0 |
| Veronica Lupita | 1 | 1.0 | 1.0 | 96.0 |
| vezhani thiosa velly | 1 | 1.0 | 1.0 | 97.0 |
| Widi yanto | 1 | 1.0 | 1.0 | 98.0 |
| William | 1 | 1.0 | 1.0 | 99.0 |
| Windi | 1 | 1.0 | 1.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

JENIS_KELAMIN

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| Valid Laki-laki | 32 | 32.0 | 32.0 | 32.0 |
| Perempuan | 68 | 68.0 | 68.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Usia

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------|-----------|---------|---------------|--------------------|
| Valid 17-25 | 62 | 62.0 | 62.0 | 62.0 |
| 25-35 | 29 | 29.0 | 29.0 | 91.0 |
| 35-45 | 4 | 4.0 | 4.0 | 95.0 |
| <45 | 5 | 5.0 | 5.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Pendidikan_Terakhir

| | Frequenc y | Percent | Valid Percent | Cumulative Percent |
|----------------------------|---------------|---------|------------------|-----------------------|
| Valid D3 | 2 | 2.0 | 2.0 | 2.0 |
| Lainnya | 1 | 1.0 | 1.0 | 3.0 |
| Sarjana (S1/S2) | 49 | 49.0 | 49.0 | 52.0 |
| SD | 1 | 1.0 | 1.0 | 53.0 |
| SMA/SMK | 46 | 46.0 | 46.0 | 99.0 |
| SMA/SMK;Sarjana (S1/S2) | 1 | 1.0 | 1.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Pekerjaan

| | Frequenc y | Percent | Valid Percent | Cumulative Percent |
|--------------------------------------|---------------|---------|------------------|-----------------------|
| Valid Ibu Rumah Tangga | 11 | 11.0 | 11.0 | 11.0 |
| Looking for new opportunity | 1 | 1.0 | 1.0 | 12.0 |
| Pegawai/Karyawan | 47 | 47.0 | 47.0 | 59.0 |
| Pegawai/Karyawan;Ibu Rumah Tangga | 1 | 1.0 | 1.0 | 60.0 |
| Pelajar/Mahasiswa | 28 | 28.0 | 28.0 | 88.0 |
| Pensiunan | 1 | 1.0 | 1.0 | 89.0 |
| Wiraswasta/Pengusaha | 11 | 11.0 | 11.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

Lampiran 3 Jawaban Responden

Penilaian Responden Terhadap AMDK

| NO RESP | AQUA | | | | | | |
|------------|--------------------|------------------|-------|-------|------------------------|------------------------|---------------------|
| | Kualitas Produk | Desain produk | Harga | Merek | Kemasan co friendly | Ketersediaan produk | Kemudahan produk |
| 1 | 6 | 6 | 7 | 7 | 5 | 7 | 7 |
| 2 | 6 | 5 | 4 | 6 | 6 | 7 | 7 |
| 3 | 7 | 6 | 7 | 7 | 4 | 6 | 7 |

| | | | | | | | |
|----|---|---|---|---|---|---|---|
| 4 | 4 | 4 | 5 | 4 | 5 | 7 | 7 |
| 5 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 6 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 7 | 7 | 7 | 7 | 7 | 6 | 7 | 7 |
| 8 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 9 | 6 | 6 | 6 | 5 | 6 | 6 | 7 |
| 10 | 7 | 7 | 6 | 7 | 7 | 7 | 7 |
| 11 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 12 | 7 | 7 | 7 | 7 | 4 | 7 | 7 |
| 13 | 7 | 6 | 4 | 7 | 5 | 7 | 7 |
| 14 | 7 | 7 | 2 | 7 | 6 | 7 | 7 |
| 15 | 6 | 5 | 5 | 6 | 6 | 6 | 6 |
| 16 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 17 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 18 | 6 | 5 | 4 | 7 | 5 | 7 | 7 |
| 19 | 5 | 5 | 6 | 6 | 4 | 7 | 6 |
| 20 | 6 | 6 | 5 | 7 | 6 | 7 | 7 |
| 21 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 22 | 6 | 7 | 5 | 7 | 6 | 6 | 7 |
| 23 | 2 | 3 | 4 | 4 | 5 | 5 | 5 |
| 24 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 25 | 6 | 5 | 4 | 6 | 2 | 6 | 6 |
| 26 | 7 | 6 | 5 | 7 | 6 | 5 | 7 |
| 27 | 6 | 6 | 5 | 6 | 6 | 6 | 6 |
| 28 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| 29 | 6 | 5 | 4 | 7 | 4 | 6 | 6 |
| 30 | 6 | 6 | 6 | 6 | 6 | 6 | 7 |
| 31 | 7 | 7 | 6 | 6 | 6 | 5 | 6 |
| 32 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 33 | 6 | 5 | 5 | 6 | 4 | 5 | 6 |
| 34 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 35 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 36 | 7 | 7 | 6 | 6 | 5 | 7 | 7 |
| 37 | 6 | 5 | 6 | 7 | 5 | 6 | 6 |
| 38 | 7 | 7 | 5 | 7 | 7 | 7 | 7 |
| 39 | 7 | 6 | 7 | 7 | 6 | 5 | 7 |
| 40 | 7 | 5 | 3 | 7 | 7 | 7 | 7 |
| 41 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 42 | 6 | 6 | 6 | 6 | 5 | 6 | 6 |

| | | | | | | | |
|----|---|---|---|---|---|---|---|
| 43 | 6 | 5 | 7 | 5 | 6 | 4 | 7 |
| 44 | 7 | 5 | 4 | 7 | 6 | 7 | 7 |
| 45 | 7 | 6 | 6 | 7 | 7 | 7 | 7 |
| 46 | 5 | 5 | 4 | 6 | 5 | 4 | 4 |
| 47 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 48 | 5 | 5 | 5 | 7 | 5 | 7 | 6 |
| 49 | 7 | 7 | 6 | 6 | 6 | 7 | 7 |
| 50 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 51 | 7 | 6 | 6 | 3 | 3 | 4 | 3 |
| 52 | 6 | 5 | 4 | 6 | 3 | 6 | 6 |
| 53 | 4 | 6 | 6 | 7 | 7 | 6 | 6 |
| 54 | 6 | 5 | 5 | 7 | 5 | 7 | 7 |
| 55 | 6 | 6 | 6 | 7 | 6 | 7 | 6 |
| 56 | 7 | 7 | 5 | 7 | 7 | 7 | 7 |
| 57 | 7 | 6 | 6 | 7 | 5 | 7 | 7 |
| 58 | 5 | 3 | 5 | 4 | 3 | 5 | 5 |
| 59 | 5 | 5 | 3 | 7 | 6 | 7 | 4 |
| 60 | 7 | 6 | 5 | 6 | 5 | 6 | 6 |
| 61 | 6 | 6 | 7 | 7 | 7 | 7 | 7 |
| 62 | 7 | 7 | 7 | 7 | 6 | 5 | 5 |
| 63 | 6 | 6 | 3 | 6 | 3 | 4 | 5 |
| 64 | 5 | 5 | 5 | 6 | 5 | 6 | 7 |
| 65 | 7 | 7 | 6 | 7 | 5 | 7 | 7 |
| 66 | 6 | 5 | 5 | 7 | 6 | 6 | 7 |
| 67 | 6 | 7 | 7 | 7 | 6 | 6 | 7 |
| 68 | 5 | 5 | 3 | 7 | 4 | 6 | 5 |
| 69 | 5 | 5 | 5 | 6 | 5 | 6 | 6 |
| 70 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 71 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 72 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 73 | 7 | 6 | 5 | 7 | 7 | 7 | 7 |
| 74 | 7 | 7 | 7 | 7 | 6 | 7 | 7 |
| 75 | 7 | 6 | 6 | 7 | 7 | 7 | 6 |
| 76 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 77 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 78 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 79 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 80 | 7 | 7 | 7 | 7 | 6 | 7 | 7 |
| 81 | 7 | 7 | 7 | 7 | 6 | 7 | 7 |

| | | | | | | | |
|-----|---|---|---|---|---|---|---|
| 82 | 6 | 7 | 5 | 6 | 7 | 6 | 5 |
| 83 | 7 | 7 | 4 | 7 | 5 | 7 | 7 |
| 84 | 4 | 5 | 5 | 5 | 5 | 6 | 6 |
| 85 | 4 | 7 | 3 | 5 | 3 | 5 | 4 |
| 86 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 87 | 3 | 5 | 4 | 6 | 7 | 5 | 7 |
| 88 | 5 | 4 | 4 | 7 | 4 | 5 | 6 |
| 89 | 6 | 5 | 5 | 6 | 6 | 5 | 5 |
| 90 | 3 | 3 | 4 | 4 | 4 | 4 | 5 |
| 91 | 7 | 7 | 6 | 7 | 7 | 7 | 7 |
| 92 | 5 | 4 | 5 | 6 | 5 | 6 | 5 |
| 93 | 3 | 4 | 3 | 6 | 3 | 6 | 4 |
| 94 | 2 | 3 | 3 | 2 | 1 | 2 | 3 |
| 95 | 6 | 4 | 7 | 5 | 3 | 5 | 7 |
| 96 | 7 | 5 | 7 | 7 | 4 | 7 | 7 |
| 97 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 98 | 4 | 4 | 5 | 6 | 3 | 6 | 5 |
| 99 | 5 | 7 | 6 | 6 | 4 | 5 | 3 |
| 100 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |

| NoResp | CLEO | | | | | | |
|--------|-----------------|---------------|-------|-------|----------------------|---------------------|------------------|
| | Kualitas Produk | Desain produk | Harga | Merek | Kemasan eco friendly | Ketersediaan produk | Kemudahan produk |
| 1 | 6 | 7 | 6 | 6 | 5 | 6 | 6 |
| 2 | 6 | 5 | 6 | 7 | 7 | 7 | 7 |
| 3 | 7 | 7 | 7 | 5 | 6 | 6 | 7 |
| 4 | 3 | 4 | 3 | 3 | 3 | 7 | 4 |
| 5 | 7 | 7 | 6 | 7 | 7 | 6 | 7 |
| 6 | 7 | 7 | 7 | 6 | 7 | 6 | 7 |
| 7 | 7 | 7 | 6 | 7 | 7 | 6 | 7 |
| 8 | 7 | 7 | 7 | 6 | 7 | 7 | 7 |
| 9 | 6 | 6 | 5 | 6 | 6 | 5 | 5 |
| 10 | 6 | 6 | 7 | 7 | 4 | 5 | 7 |
| 11 | 7 | 7 | 7 | 7 | 5 | 4 | 7 |
| 12 | 4 | 3 | 3 | 3 | 3 | 2 | 5 |
| 13 | 4 | 4 | 7 | 4 | 4 | 4 | 7 |
| 14 | 4 | 4 | 6 | 4 | 3 | 6 | 6 |
| 15 | 6 | 5 | 6 | 5 | 6 | 6 | 6 |
| 16 | 6 | 7 | 6 | 5 | 6 | 5 | 7 |

| | | | | | | | |
|----|---|---|---|---|---|---|---|
| 17 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 18 | 5 | 4 | 6 | 4 | 5 | 7 | 5 |
| 19 | 5 | 5 | 5 | 6 | 4 | 7 | 6 |
| 20 | 5 | 5 | 7 | 6 | 6 | 6 | 7 |
| 21 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 22 | 5 | 5 | 7 | 5 | 6 | 5 | 7 |
| 23 | 3 | 4 | 5 | 3 | 3 | 3 | 3 |
| 24 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| 25 | 2 | 3 | 3 | 2 | 3 | 4 | 6 |
| 26 | 6 | 5 | 6 | 5 | 6 | 5 | 6 |
| 27 | 3 | 4 | 4 | 3 | 4 | 3 | 4 |
| 28 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 29 | 5 | 5 | 4 | 4 | 4 | 4 | 6 |
| 30 | 6 | 6 | 7 | 7 | 7 | 6 | 6 |
| 31 | 6 | 4 | 6 | 6 | 6 | 7 | 4 |
| 32 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 33 | 5 | 5 | 6 | 4 | 5 | 5 | 5 |
| 34 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 35 | 6 | 7 | 6 | 6 | 6 | 5 | 7 |
| 36 | 6 | 5 | 7 | 6 | 6 | 5 | 6 |
| 37 | 5 | 6 | 6 | 4 | 5 | 7 | 6 |
| 38 | 5 | 6 | 6 | 6 | 7 | 6 | 7 |
| 39 | 6 | 6 | 6 | 5 | 5 | 5 | 6 |
| 40 | 7 | 7 | 3 | 7 | 7 | 7 | 7 |
| 41 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 42 | 5 | 5 | 6 | 5 | 6 | 5 | 4 |
| 43 | 5 | 6 | 4 | 4 | 6 | 6 | 7 |
| 44 | 7 | 6 | 5 | 7 | 5 | 7 | 7 |
| 45 | 5 | 7 | 6 | 5 | 7 | 7 | 7 |
| 46 | 7 | 6 | 6 | 6 | 5 | 5 | 4 |
| 47 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 48 | 5 | 5 | 4 | 6 | 7 | 5 | 6 |
| 49 | 7 | 6 | 7 | 6 | 7 | 7 | 6 |
| 50 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 51 | 5 | 5 | 4 | 4 | 4 | 4 | 4 |
| 52 | 6 | 4 | 4 | 4 | 4 | 4 | 4 |
| 53 | 6 | 6 | 4 | 5 | 5 | 5 | 3 |
| 54 | 6 | 5 | 5 | 7 | 6 | 6 | 6 |
| 55 | 7 | 6 | 6 | 7 | 6 | 6 | 6 |

| | | | | | | | |
|----|---|---|---|---|---|---|---|
| 56 | 7 | 7 | 6 | 6 | 7 | 7 | 7 |
| 57 | 4 | 6 | 4 | 3 | 4 | 4 | 6 |
| 58 | 6 | 5 | 6 | 5 | 5 | 5 | 5 |
| 59 | 5 | 6 | 4 | 5 | 5 | 4 | 6 |
| 60 | 6 | 5 | 6 | 6 | 6 | 6 | 6 |
| 61 | 7 | 5 | 5 | 5 | 7 | 7 | 7 |
| 62 | 6 | 6 | 6 | 5 | 6 | 6 | 6 |
| 63 | 6 | 6 | 4 | 6 | 3 | 5 | 5 |
| 64 | 6 | 5 | 5 | 7 | 6 | 6 | 6 |
| 65 | 5 | 5 | 6 | 5 | 6 | 5 | 7 |
| 66 | 6 | 5 | 6 | 6 | 6 | 6 | 6 |
| 67 | 7 | 7 | 7 | 6 | 7 | 6 | 6 |
| 68 | 5 | 6 | 6 | 3 | 5 | 5 | 6 |
| 69 | 5 | 5 | 5 | 6 | 6 | 6 | 5 |
| 70 | 7 | 7 | 6 | 5 | 6 | 6 | 7 |
| 71 | 7 | 6 | 7 | 6 | 7 | 5 | 7 |
| 72 | 7 | 7 | 7 | 6 | 7 | 7 | 7 |
| 73 | 6 | 7 | 6 | 5 | 7 | 6 | 7 |
| 74 | 7 | 7 | 6 | 5 | 6 | 5 | 7 |
| 75 | 5 | 6 | 5 | 6 | 7 | 6 | 7 |
| 76 | 7 | 7 | 6 | 6 | 6 | 6 | 7 |
| 77 | 7 | 7 | 6 | 6 | 6 | 6 | 6 |
| 78 | 7 | 7 | 7 | 6 | 6 | 6 | 7 |
| 79 | 7 | 7 | 6 | 6 | 6 | 6 | 7 |
| 80 | 7 | 7 | 6 | 6 | 6 | 5 | 7 |
| 81 | 7 | 6 | 7 | 6 | 6 | 6 | 7 |
| 82 | 7 | 5 | 6 | 5 | 4 | 4 | 2 |
| 83 | 3 | 5 | 6 | 5 | 4 | 5 | 4 |
| 84 | 4 | 4 | 6 | 6 | 6 | 3 | 5 |
| 85 | 2 | 5 | 5 | 3 | 3 | 3 | 3 |
| 86 | 2 | 2 | 3 | 2 | 2 | 2 | 2 |
| 87 | 2 | 4 | 6 | 4 | 2 | 2 | 4 |
| 88 | 4 | 6 | 5 | 3 | 4 | 4 | 6 |
| 89 | 5 | 5 | 6 | 5 | 5 | 5 | 5 |
| 90 | 7 | 4 | 5 | 5 | 5 | 6 | 6 |
| 91 | 6 | 7 | 5 | 6 | 7 | 7 | 7 |
| 92 | 3 | 4 | 5 | 4 | 3 | 2 | 6 |
| 93 | 2 | 1 | 2 | 2 | 3 | 3 | 6 |
| 94 | 5 | 7 | 5 | 6 | 5 | 7 | 4 |

| | | | | | | | |
|-----|---|---|---|---|---|---|---|
| 95 | 3 | 4 | 7 | 3 | 5 | 4 | 5 |
| 96 | 5 | 2 | 3 | 1 | 4 | 2 | 3 |
| 97 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| 98 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 99 | 1 | 6 | 5 | 3 | 4 | 5 | 3 |
| 100 | 4 | 5 | 5 | 6 | 6 | 5 | 4 |

| No Resp | LE MINERALE | | | | | | |
|---------|-----------------|---------------|-------|-------|----------------------|---------------------|------------------|
| | Kualitas Produk | Desain produk | Harga | Merek | Kemasan eco friendly | Ketersediaan produk | Kemudahan produk |
| 1 | 7 | 7 | 5 | 5 | 6 | 7 | 7 |
| 2 | 6 | 5 | 7 | 7 | 5 | 7 | 7 |
| 3 | 7 | 7 | 6 | 7 | 6 | 7 | 7 |
| 4 | 4 | 3 | 3 | 4 | 7 | 7 | 7 |
| 5 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 6 | 7 | 7 | 7 | 7 | 6 | 7 | 7 |
| 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 8 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 9 | 5 | 5 | 6 | 6 | 6 | 7 | 7 |
| 10 | 6 | 6 | 7 | 4 | 4 | 7 | 7 |
| 11 | 7 | 7 | 7 | 7 | 6 | 6 | 7 |
| 12 | 6 | 6 | 7 | 6 | 3 | 6 | 6 |
| 13 | 7 | 6 | 5 | 6 | 5 | 6 | 7 |
| 14 | 7 | 7 | 5 | 7 | 2 | 6 | 6 |
| 15 | 6 | 6 | 6 | 6 | 6 | 6 | 5 |
| 16 | 7 | 7 | 6 | 7 | 7 | 6 | 7 |
| 17 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 18 | 6 | 7 | 3 | 5 | 6 | 5 | 7 |
| 19 | 7 | 6 | 6 | 7 | 3 | 7 | 6 |
| 20 | 7 | 7 | 6 | 7 | 6 | 5 | 7 |
| 21 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 22 | 6 | 7 | 6 | 7 | 6 | 6 | 7 |
| 23 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 24 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 25 | 7 | 6 | 5 | 7 | 6 | 5 | 7 |
| 26 | 4 | 5 | 4 | 5 | 4 | 5 | 4 |
| 27 | 5 | 6 | 5 | 6 | 5 | 6 | 6 |
| 28 | 5 | 5 | 5 | 5 | 4 | 4 | 5 |
| 29 | 6 | 6 | 5 | 6 | 4 | 5 | 6 |

| | | | | | | | |
|----|---|---|---|---|---|---|---|
| 30 | 7 | 7 | 7 | 7 | 6 | 6 | 6 |
| 31 | 7 | 7 | 6 | 6 | 6 | 7 | 5 |
| 32 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 33 | 6 | 5 | 5 | 6 | 5 | 5 | 5 |
| 34 | 5 | 6 | 6 | 6 | 6 | 6 | 6 |
| 35 | 7 | 7 | 6 | 7 | 7 | 6 | 7 |
| 36 | 7 | 4 | 7 | 5 | 2 | 6 | 5 |
| 37 | 6 | 7 | 6 | 6 | 5 | 5 | 6 |
| 38 | 7 | 7 | 6 | 6 | 7 | 6 | 7 |
| 39 | 7 | 7 | 7 | 7 | 7 | 6 | 7 |
| 40 | 7 | 7 | 3 | 7 | 7 | 7 | 7 |
| 41 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 42 | 7 | 5 | 7 | 6 | 5 | 7 | 6 |
| 43 | 7 | 6 | 6 | 6 | 4 | 6 | 7 |
| 44 | 7 | 7 | 5 | 7 | 7 | 4 | 6 |
| 45 | 6 | 7 | 6 | 6 | 7 | 6 | 7 |
| 46 | 5 | 5 | 6 | 4 | 5 | 5 | 5 |
| 47 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 48 | 6 | 6 | 6 | 7 | 6 | 7 | 7 |
| 49 | 7 | 7 | 7 | 7 | 6 | 6 | 7 |
| 50 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| 51 | 7 | 6 | 7 | 5 | 5 | 6 | 6 |
| 52 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 53 | 7 | 7 | 3 | 7 | 7 | 7 | 3 |
| 54 | 6 | 5 | 5 | 6 | 5 | 6 | 6 |
| 55 | 7 | 6 | 6 | 7 | 6 | 7 | 6 |
| 56 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 57 | 7 | 7 | 6 | 7 | 6 | 7 | 7 |
| 58 | 5 | 3 | 5 | 5 | 4 | 5 | 4 |
| 59 | 6 | 6 | 3 | 6 | 6 | 6 | 5 |
| 60 | 7 | 6 | 6 | 6 | 6 | 7 | 6 |
| 61 | 6 | 6 | 6 | 7 | 5 | 6 | 6 |
| 62 | 7 | 7 | 6 | 7 | 7 | 5 | 6 |
| 63 | 7 | 7 | 7 | 7 | 2 | 6 | 7 |
| 64 | 5 | 6 | 6 | 6 | 6 | 6 | 6 |
| 65 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 66 | 6 | 6 | 5 | 6 | 6 | 7 | 7 |
| 67 | 7 | 7 | 5 | 7 | 7 | 7 | 5 |
| 68 | 7 | 7 | 5 | 6 | 5 | 6 | 6 |

| | | | | | | | |
|-----|---|---|---|---|---|---|---|
| 69 | 7 | 6 | 7 | 6 | 7 | 6 | 6 |
| 70 | 7 | 7 | 7 | 7 | 7 | 6 | 7 |
| 71 | 7 | 7 | 6 | 6 | 6 | 5 | 7 |
| 72 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 73 | 6 | 7 | 6 | 6 | 7 | 6 | 7 |
| 74 | 7 | 7 | 6 | 7 | 6 | 6 | 7 |
| 75 | 6 | 7 | 6 | 6 | 7 | 6 | 7 |
| 76 | 7 | 7 | 6 | 6 | 6 | 6 | 7 |
| 77 | 7 | 7 | 6 | 6 | 6 | 6 | 7 |
| 78 | 7 | 6 | 7 | 6 | 6 | 6 | 7 |
| 79 | 7 | 7 | 7 | 6 | 6 | 6 | 7 |
| 80 | 7 | 7 | 7 | 7 | 7 | 6 | 7 |
| 81 | 7 | 7 | 7 | 6 | 6 | 6 | 7 |
| 82 | 2 | 3 | 2 | 2 | 6 | 2 | 3 |
| 83 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 84 | 7 | 5 | 7 | 7 | 5 | 4 | 5 |
| 85 | 7 | 5 | 7 | 7 | 4 | 7 | 7 |
| 86 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| 87 | 5 | 3 | 7 | 5 | 3 | 7 | 5 |
| 88 | 6 | 4 | 4 | 5 | 4 | 5 | 5 |
| 89 | 7 | 7 | 7 | 7 | 6 | 7 | 7 |
| 90 | 6 | 5 | 6 | 5 | 6 | 6 | 6 |
| 91 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 92 | 4 | 4 | 7 | 4 | 5 | 6 | 6 |
| 93 | 3 | 1 | 6 | 5 | 2 | 7 | 2 |
| 94 | 3 | 6 | 4 | 5 | 4 | 7 | 6 |
| 95 | 2 | 4 | 3 | 2 | 2 | 1 | 3 |
| 96 | 6 | 3 | 6 | 5 | 3 | 4 | 4 |
| 97 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 98 | 5 | 6 | 6 | 6 | 5 | 6 | 5 |
| 99 | 3 | 7 | 4 | 6 | 4 | 3 | 5 |
| 100 | 5 | 6 | 5 | 5 | 5 | 5 | 5 |

Lampiran 4 Uji Validitas dan Realibitas

Uji Validitas

Aqua

Correlations

| | | Kualitas | Desain | Harga | Merek | Eco_Friendly | Ketersediaan | Kemudahan | Total |
|--------------|---------------------|----------|--------|--------|--------|--------------|--------------|-----------|--------|
| Kualitas | Pearson Correlation | 1 | .895** | .469** | .886** | .467** | .605** | .744** | .883** |
| | Sig. (2-tailed) | | .000 | .009 | .000 | .009 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Desain | Pearson Correlation | .895** | 1 | .597** | .820** | .637** | .618** | .729** | .934** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Harga | Pearson Correlation | .469** | .597** | 1 | .410* | .451* | .431* | .462* | .702** |
| | Sig. (2-tailed) | .009 | .000 | | .025 | .012 | .017 | .010 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Merek | Pearson Correlation | .886** | .820** | .410* | 1 | .407* | .657** | .734** | .847** |
| | Sig. (2-tailed) | .000 | .000 | .025 | | .026 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Eco_Friendly | Pearson Correlation | .467** | .637** | .451* | .407* | 1 | .448* | .533** | .709** |
| | Sig. (2-tailed) | .009 | .000 | .012 | .026 | | .013 | .002 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Ketersediaan | Pearson Correlation | .605** | .618** | .431* | .657** | .448* | 1 | .818** | .772** |
| | Sig. (2-tailed) | .000 | .000 | .017 | .000 | .013 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Kemudahan | Pearson Correlation | .744** | .729** | .462* | .734** | .533** | .818** | 1 | .854** |
| | Sig. (2-tailed) | .000 | .000 | .010 | .000 | .002 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .883** | .934** | .702** | .847** | .709** | .772** | .854** | 1 |

| | | | | | | | | |
|-----------------|------|------|------|------|------|------|------|------|
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 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).

Cleo

Correlations

| | | Kualitas | Desain | Harga | Merek | Eco_Friendly | Ketersediaan | Kemudahan | Total |
|--------------|---------------------|----------|--------|--------|--------|--------------|--------------|-----------|--------|
| Kualitas | Pearson Correlation | 1 | .881** | .560** | .873** | .595** | .561** | .654** | .893** |
| | Sig. (2-tailed) | | .000 | .001 | .000 | .001 | .001 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Desain | Pearson Correlation | .881** | 1 | .601** | .845** | .672** | .511** | .668** | .899** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .000 | .004 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Harga | Pearson Correlation | .560** | .601** | 1 | .550** | .624** | .483** | .611** | .765** |
| | Sig. (2-tailed) | .001 | .000 | | .002 | .000 | .007 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Merek | Pearson Correlation | .873** | .845** | .550** | 1 | .582** | .648** | .660** | .900** |
| | Sig. (2-tailed) | .000 | .000 | .002 | | .001 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Eco_Friendly | Pearson Correlation | .595** | .672** | .624** | .582** | 1 | .516** | .505** | .781** |
| | Sig. (2-tailed) | .001 | .000 | .000 | .001 | | .004 | .004 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Ketersediaan | Pearson Correlation | .561** | .511** | .483** | .648** | .516** | 1 | .511** | .734** |
| | Sig. (2-tailed) | .001 | .004 | .007 | .000 | .004 | | .004 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Kemudahan | Pearson Correlation | .654** | .668** | .611** | .660** | .505** | .511** | 1 | .790** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .004 | .004 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .893** | .899** | .765** | .900** | .781** | .734** | .790** | 1 |

| | | | | | | | | |
|-----------------|------|------|------|------|------|------|------|------|
| Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

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

Le Minerale

Correlations

| | | Kualitas | Desain | Harga | Merek | Eco_Friendly | Ketersediaan | Kemudahan | Total |
|--------------|---------------------|----------|--------|--------|--------|--------------|--------------|-----------|--------|
| Kualitas | Pearson Correlation | 1 | .861** | .582** | .829** | .289 | .604** | .782** | .884** |
| | Sig. (2-tailed) | | .000 | .001 | .000 | .122 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Desain | Pearson Correlation | .861** | 1 | .603** | .775** | .460* | .613** | .798** | .916** |
| | Sig. (2-tailed) | .000 | | .000 | .000 | .011 | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Harga | Pearson Correlation | .582** | .603** | 1 | .489** | .338 | .654** | .502** | .740** |
| | Sig. (2-tailed) | .001 | .000 | | .006 | .068 | .000 | .005 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Merek | Pearson Correlation | .829** | .775** | .489** | 1 | .345 | .576** | .697** | .843** |
| | Sig. (2-tailed) | .000 | .000 | .006 | | .062 | .001 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Eco_Friendly | Pearson Correlation | .289 | .460* | .338 | .345 | 1 | .170 | .482** | .584** |
| | Sig. (2-tailed) | .122 | .011 | .068 | .062 | | .370 | .007 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Ketersediaan | Pearson Correlation | .604** | .613** | .654** | .576** | .170 | 1 | .639** | .735** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .001 | .370 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Kemudahan | Pearson Correlation | .782** | .798** | .502** | .697** | .482** | .639** | 1 | .876** |
| | Sig. (2-tailed) | .000 | .000 | .005 | .000 | .007 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| Total | Pearson Correlation | .884** | .916** | .740** | .843** | .584** | .735** | .876** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .001 | .000 | .000 | |

| | | | | | | | |
|---|----|----|----|----|----|----|----|
| N | 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).

UJI REALIBILITAS

Aqua

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .904 | 7 |

Cleo

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .931 | 7 |

Le Minerale

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .861 | 7 |