

P2	Pearson Correlation	.046	1	.075	.349**	.400**	.234*	.713**
	Sig. (2-tailed)	.647		.459	.000	.000	.019	.000
	N	100	100	100	100	100	100	100
P3	Pearson Correlation	.361**	.075	1	.035	-.008	-.161	.461**
	Sig. (2-tailed)	.000	.459		.728	.936	.111	.000
	N	100	100	100	100	100	100	100
P4	Pearson Correlation	.020	.349**	.035	1	.159	-.012	.509**
	Sig. (2-tailed)	.840	.000	.728		.114	.907	.000
	N	100	100	100	100	100	100	100
P5	Pearson Correlation	-.016	.400**	-.008	.159	1	-.030	.510**
	Sig. (2-tailed)	.876	.000	.936	.114		.770	.000
	N	100	100	100	100	100	100	100
P6	Pearson Correlation	-.177	.234*	-.161	-.012	-.030	1	.276**
	Sig. (2-tailed)	.079	.019	.111	.907	.770		.005
	N	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	.453**	.713**	.461**	.509**	.510**	.276**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.005	
	N	100	100	100	100	100	100	100

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

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

UJI VALIDITAS KEPUTUSAN PEMBELIAN (Y)

Lampiran 3

Correlations

		P1	P2	P3	P4	P5	P6	TOTAL
P1	Pearson Correlation	1	-.137	.010	.063	-.273**	.370**	.369**
	Sig. (2-tailed)		.174	.925	.535	.006	.000	.000
	N	100	100	99	99	100	100	100
P2	Pearson Correlation	-.137	1	.088	.013	.102	-.142	.331**
	Sig. (2-tailed)	.174		.385	.896	.311	.159	.001
	N	100	100	99	99	100	100	100
P3	Pearson Correlation	.010	.088	1	.157	.027	.248*	.567**
	Sig. (2-tailed)	.925	.385		.122	.788	.013	.000
	N	99	99	99	98	99	99	99
P4	Pearson Correlation	.063	.013	.157	1	.176	.354**	.626**

	Sig. (2-tailed)	.535	.896	.122		.082	.000	.000
	N	99	99	98	99	99	99	99
P5	Pearson Correlation	-.273**	.102	.027	.176	1	-.073	.288**
	Sig. (2-tailed)	.006	.311	.788	.082		.473	.004
	N	100	100	99	99	100	100	100
P6	Pearson Correlation	.370**	-.142	.248*	.354**	-.073	1	.635**
	Sig. (2-tailed)	.000	.159	.013	.000	.473		.000
	N	100	100	99	99	100	100	100
TOTAL	Pearson Correlation	.369**	.331**	.567**	.626**	.288**	.635**	1
	Sig. (2-tailed)	.000	.001	.000	.000	.004	.000	
	N	100	100	99	99	100	100	100

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

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

JAWABAN RESPONDEN VARIABEL IKLAN (X1)

Statistics

		P1	P2	P3	P4	P5	P6	TOTAL
N	Valid	100	100	99	99	100	100	100
	Missing	0	0	1	1	0	0	0

Lampiran 2

P1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	29	29,0	29,0	29,0
	2	28	28,0	28,0	57,0
	3	21	21,0	21,0	78,0
	4	13	13,0	13,0	91,0
	5	9	9,0	9,0	100,0
Total		100	100,0	100,0	

P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	24	24,0	24,0	24,0
	2	28	28,0	28,0	52,0
	3	22	22,0	22,0	74,0
	4	14	14,0	14,0	88,0
	5	12	12,0	12,0	100,0
Total		100	100,0	100,0	

P3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	28	28,0	28,3	28,0
	2	23	23,0	23,2	52,0
	3	20	20,0	20,2	72,0
	4	15	15,0	15,2	87,0
	5	13	13,0	13,1	100,0
	Total	99	99,0	100,0	
Missing	System	1	1,0		
Total		100	100,0		

P4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	27	27,0	27,3	27,0
	2	19	19,0	19,2	47,0
	3	25	25,0	25,3	72,0
	4	18	18,0	18,2	90,0
	5	10	10,0	10,1	100,0
	Total	99	99,0	100,0	
Missing	System	1	1,0		
Total		100	100,0		

P5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	17	17,0	17,0	17,0
	2	28	28,0	28,0	45,0
	3	23	23,0	23,0	68,0
	4	26	26,0	26,0	94,0
	5	6	6,0	6,0	100,0
	Total	100	100,0	100,0	

P6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	19	19,0	19,0	19,0
	2	24	24,0	24,0	43,0
	3	23	23,0	23,0	66,0
	4	17	17,0	17,0	83,0
	5	17	17,0	17,0	100,0
	Total	100	100,0	100,0	

TOTAL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6	1	1,0	1,0	1,0
	9	5	5,0	5,0	5,0
	10	2	2,0	2,0	7,0
	11	5	5,0	5,0	13,0
	12	6	6,0	6,0	18,0
	13	8	8,0	8,0	27,0
	14	6	6,0	6,0	33,0
	15	13	13,0	13,0	46,0
	16	9	9,0	9,0	55,0
	17	13	13,0	13,0	68,0
	18	6	6,0	6,0	74,0
	19	5	5,0	5,0	79,0
	20	8	8,0	8,0	87,0
	21	7	7,0	7,0	94,0
	22	3	3,0	3,0	97,0
	23	1	1,0	1,0	98,0
	24	2	2,0	2,0	100,0
	Total	100	100,0	100,0	

CITRA MEREK (X2)

Lampiran 2

Statistics

		P1	P2	P3	P4	P5	P6	TOTAL
N	Valid	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0

P1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	26	26,0	26,0	26,0
	2	24	24,0	24,0	50,0
	3	18	18,0	18,0	68,0
	4	18	18,0	18,0	86,0
	5	14	14,0	14,0	100,0
	Total	100	100,0	100,0	

P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	24	24,0	24,0	24,0
	2	24	24,0	24,0	48,0
	3	22	22,0	22,0	70,0
	4	20	20,0	20,0	90,0
	5	10	10,0	10,0	100,0
	Total	100	100,0	100,0	

P3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	21	21,0	21,0	21,0
	2	27	27,0	27,0	48,0
	3	20	20,0	20,0	68,0
	4	21	21,0	21,0	89,0
	5	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

P4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	25	25,0	25,0	25,0
	2	29	29,0	29,0	54,0
	3	26	26,0	26,0	80,0
	4	13	13,0	13,0	93,0
	5	7	7,0	7,0	100,0
	Total	100	100,0	100,0	

P5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	23	23,0	23,0	23,0
	2	26	26,0	26,0	49,0
	3	25	25,0	25,0	74,0
	4	17	17,0	17,0	91,0
	5	8	8,0	8,0	99,0
	Total	100	100,0	100,0	

P6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	22	22,0	22,0	22,0
	2	29	29,0	29,0	51,0
	3	22	22,0	22,0	73,0
	4	19	19,0	19,0	92,0
	5	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

TOTAL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8	1	1,0	1,0	1,0
	9	5	5,0	5,0	6,0
	10	3	3,0	3,0	9,0
	11	6	6,0	6,0	15,0
	12	5	5,0	5,0	20,0
	13	7	7,0	7,0	27,0
	14	10	10,0	10,0	37,0
	15	11	11,0	11,0	48,0
	16	8	8,0	8,0	56,0
	17	10	10,0	10,0	66,0
	18	5	5,0	5,0	71,0
	19	9	9,0	9,0	80,0
	20	7	7,0	7,0	87,0
	21	7	7,0	7,0	94,0
	22	4	4,0	4,0	98,0
	23	1	1,0	1,0	99,0
	24	1	1,0	1,0	100,0
Total		100	100,0	100,0	

KEPUTUSAN PEMBELIAN (Y)**Statistics**

		P1	P2	P3	P4	P5	P6	TOTAL
N	Valid	100	100	100	100	100	100	100
	Missing	0	0	0	0	0	0	0

P1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	22	22,0	22,0	22,0
	2	20	20,0	20,0	42,0
	3	23	23,0	23,0	65,0
	4	21	21,0	21,0	86,0
	5	14	14,0	14,0	100,0
	Total	100	100,0	100,0	

P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	26	26,0	26,0	26,0
	2	24	24,0	24,0	50,0
	3	21	21,0	21,0	71,0
	4	18	18,0	18,0	89,0
	5	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

P3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	21	21,0	21,0	21,0
	2	26	26,0	26,0	47,0
	3	25	25,0	25,0	72,0
	4	13	13,0	13,0	85,0
	5	15	15,0	15,0	100,0
	Total	100	100,0	100,0	

P4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	27	27,0	27,0	27,0
	2	37	37,0	37,0	64,0
	3	15	15,0	15,0	79,0
	4	10	10,0	10,0	89,0
	5	11	11,0	11,0	100,0
	Total	100	100,0	100,0	

P5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	35	35,0	35,0	35,0
	2	35	35,0	35,0	70,0
	3	15	15,0	15,0	85,0
	4	8	8,0	8,0	93,0
	5	7	7,0	7,0	100,0
	Total	100	100,0	100,0	

P6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	15,0	15,0	15,0
	2	29	29,0	29,0	44,0
	3	24	24,0	24,0	68,0
	4	18	18,0	18,0	86,0
	5	14	14,0	14,0	100,0
	Total	100	100,0	100,0	

TOTAL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8	1	1,0	1,0	1,0
	10	4	4,0	4,0	5,0
	11	4	4,0	4,0	9,0
	12	6	6,0	6,0	15,0
	13	12	12,0	12,0	27,0
	14	9	9,0	9,0	36,0
	15	8	8,0	8,0	44,0
	16	19	19,0	19,0	63,0
	17	13	13,0	13,0	76,0
	18	6	6,0	6,0	82,0
	19	7	7,0	7,0	89,0
	20	3	3,0	3,0	92,0
	21	2	2,0	2,0	94,0
	22	4	4,0	4,0	98,0
	23	1	1,0	1,0	99,0
	24	1	1,0	1,0	100,0
Total		100	100,0	100,0	

IKLAN (XI)	P_1	P_2	P_3	P_4	P_5	P_6	TOTAL
	2	1	2	3	2	3	13
	2	1	2	2	3	1	11
	1	1	2	2	4	1	11
	2	2	3	2	2	1	12
	1	3	4	3	2	2	15
	2	4	5	3	4	3	21
	2	5	5	4	3	4	23
	1	4	5	3	3	2	18
	3	3	5	2	2	5	20
	2	1	4	2	2	5	16
	2	2	4	1	2	2	13
	1	4	3	1	2	2	13
	1	3	3	1	2	2	12
	1	5	2	1	1	2	12
	2	4	1	1	1	2	11
	1	3	1	1	2	1	9
	1	1	1	1	1	1	6
	1	2	3	3	2	4	15
	2	3	4	4	2	3	18
	3	5	3	5	3	5	24
	4	1	1	1	1	1	9
	5	3	2	3	4	3	20
	4	4	2	2	3	2	17
	3	5	1	2	2	1	14
	2	5	1	2	3	2	15
	1	4	1	1	2	1	10
	2	3	1	1	2	2	11
	1	2	2	2	4	2	13
	1	2	3	3	4	2	15
	1	1	2	1	3	1	9
	2	3	4	5	4	3	21
	1	2	1	3	4	5	16
	2	4	2	5	3	4	20
	3	1	3	1	4	5	17
	4	3	2	3	1	4	17
	5	1	1	4	4	5	20
	3	1	1	2	4	3	14
	2	2	4	3	2	4	17
	3	5	5	1	1	3	18
	4	1	5	4	3	5	22
	2	1	1	3	5	3	15
	3	2	4	2	1	5	17
	1	1	3	4	5	3	17

	2	2	1	3	4	5	17
	1	2	2	1	4	1	11
	5	2	1	4	3	5	20
	4	2	4	1	3	4	18
	3	1	1	3	4	3	15
	4	4	1	1	3	3	16
	4	3	5	3	4	5	24
	3	3	3	3	4	4	20
	3	2	1	1	2	5	14
	1	3	4	5	2	2	17
	2	2	1	3	3	4	15
	5	2	3	4	2	3	19
	1	1	2	3	4	4	15
	3	2	3	4	2	5	19
	3	1	3	4	1	4	16
	4	2	2	2	3	3	16
	2	5	2	3	4	2	18
	1	5	5	4	5	1	21
	1	3	1	5	4	2	16
	4	3	1	5	3	5	21
	3	5	1	4	2	4	19
	5	4	1	3	1	3	17
	4	2	2	2	1	2	13
	1	1	2	1	4	1	10
	2	1	3	1	3	1	11
	3	2	4	1	2	2	14
	4	3	5	1	1	3	17
	4	4	5	2	2	4	21
	1	3	4	3	4	5	20
	5	2	3	4	3	4	21
	3	1	2	5	1	3	15
	1	2	1	4	2	2	12
	2	3	1	3	3	1	13
	2	5	1	1	4	1	14
	2	4	2	1	5	1	15
	3	3	3	1	4	2	16
	1	2	3	2	3	3	14
	2	1	3	2	2	4	14
	3	1	4	3	1	5	17
	5	1	5	4	1	5	21
	3	2	4	3	2	4	18
	2	2	3	4	3	3	17
	1	3	2	5	4	2	17
	1	4	2	4	4	1	16

	3	3	2	3	3	1	15
	3	2	2	2	2	1	12
	3	1	1	1	1	2	9
	5	2	1	1	1	3	13
	2	3	1	1	2	4	13
	1	4	2	2	3	3	15
	2	5	3	2	4	3	19
	2	4	4	2	5	2	19
	2	3	5	3	5	2	20
	4	2	5	4	4	3	22
	1	5	4	5	3	4	22
	1	2	3	5	2	3	16
	5	1	2	4	1	2	15

CITRA MEREK (X2)	P_1	P_2	P_3	P_4	P_5	P_6	TOTAL
	1	3	1	1	4	1	11
	1	1	2	2	1	2	9
	2	2	2	3	2	2	13
	2	3	1	4	3	4	17
	2	4	1	5	4	3	19
	3	4	2	4	5	3	21
	2	3	3	3	3	2	16
	2	1	4	2	2	1	12
	2	1	5	1	1	1	11
	1	1	4	2	1	1	10
	1	2	3	3	1	2	12
	1	2	2	4	2	4	15
	1	3	1	5	3	3	16
	1	2	1	4	1	2	11
	2	1	1	3	1	1	9
	3	2	2	2	2	2	13
	4	3	3	1	2	3	16
	5	4	4	1	3	2	19
	1	5	5	1	2	2	16
	1	4	2	1	3	3	14
	1	3	1	2	3	3	13
	1	2	1	1	2	2	9
	2	1	2	1	1	1	8
	3	1	3	1	3	2	13
	4	1	4	2	4	3	18
	5	2	4	3	1	4	19
	4	5	5	3	2	5	24
	3	4	4	4	2	4	21

	2	3	3	2	2	3	15
	1	2	2	3	1	2	11
	1	1	4	2	2	3	13
	2	1	3	1	3	4	14
	3	2	2	1	4	3	15
	4	2	1	1	4	2	14
	5	2	1	2	3	1	14
	5	3	2	2	1	1	14
	4	3	3	3	1	2	16
	3	4	4	3	2	3	19
	2	4	3	2	3	5	19
	2	3	2	2	3	4	16
	2	2	1	2	4	3	14
	3	1	1	2	5	4	16
	2	1	1	1	4	1	10
	1	1	2	1	3	1	9
	1	2	2	1	2	4	12
	3	2	2	2	1	2	12
	4	3	3	2	1	2	15
	5	4	4	5	2	1	21
	4	5	5	3	3	2	22
	3	4	4	3	4	4	22
	2	3	4	4	5	3	21
	1	2	3	3	4	4	17
	1	1	2	2	3	3	12
	2	1	1	1	2	4	11
	3	2	1	1	1	5	13
	4	3	1	1	1	5	15
	5	4	2	2	2	4	19
	5	4	3	3	3	3	21
	5	3	4	3	4	1	20
	4	4	5	4	5	1	23
	3	5	5	2	6	1	22
	2	4	4	3	5	2	20
	1	3	3	2	4	2	15
	1	2	2	1	3	2	11
	2	1	2	1	2	1	9
	3	1	2	2	1	1	10
	4	1	5	2	2	2	16
	5	2	4	3	3	2	19
	5	3	3	5	3	2	21
	4	4	2	4	4	1	19
	3	5	1	3	5	1	18
	2	5	1	3	4	2	17

	1	4	2	2	3	3	15
	1	3	3	1	1	4	13
	2	2	4	1	1	4	14
	3	1	5	3	2	3	17
	4	1	2	3	2	2	14
	5	2	5	1	4	1	18
	4	3	4	4	1	1	17
	3	4	3	3	2	2	17
	2	5	2	5	3	3	20
	1	5	1	5	3	4	19
	1	4	1	4	2	5	17
	2	3	2	3	2	5	17
	3	2	3	2	1	4	15
	4	1	4	2	1	3	15
	5	1	3	2	1	2	14
	4	2	4	3	3	1	17
	3	3	5	4	4	1	20
	2	4	4	5	5	2	22
	1	3	3	4	1	3	15
	1	4	1	3	5	4	18
	2	5	2	2	4	5	20
	3	5	2	1	4	5	20
	4	4	5	1	3	4	21
	5	3	4	2	3	3	20
	5	2	4	2	2	3	18
	4	1	3	3	2	2	15
	4	1	2	3	2	2	14
	1	2	3	4	3	4	17

KEPUTUSAN PEMBELIAN (Y)	1	2	3	4	5	6	TOTAL
	1	1	5	2	3	1	13
	1	1	5	1	1	2	11
	1	1	5	2	1	1	11
	2	2	2	3	2	2	13
	3	3	5	4	1	3	19
	4	4	2	5	2	4	21
	5	5	3	4	3	2	22
	4	4	5	3	2	4	22
	3	5	2	2	5	4	21
	2	4	4	1	2	3	16
	1	3	3	1	1	2	11
	2	2	3	2	2	1	12

	3	1	3	3	3	2	15
	4	2	1	4	4	3	18
	5	3	2	2	5	5	22
	4	4	4	4	4	4	24
	1	5	3	2	3	3	17
	1	4	1	3	2	2	13
	1	3	2	2	1	1	10
	3	2	3	1	2	2	13
	4	1	3	1	2	3	14
	5	3	2	1	2	4	17
	4	2	1	3	1	5	16
	3	4	5	5	2	4	23
	2	5	2	5	5	1	20
	1	5	3	5	4	2	20
	2	4	4	4	3	2	19
	3	3	4	3	2	5	20
	4	1	3	3	2	4	17
	5	1	5	1	1	3	16
	2	1	1	5	1	3	13
	2	1	2	2	1	4	12
	1	1	2	3	1	5	13
	3	1	3	2	1	5	15
	4	2	4	3	1	5	19
	5	3	3	2	1	5	19
	5	5	2	1	1	5	19
	4	4	1	1	1	5	16
	3	3	5	1	1	4	17
	2	1	2	1	1	3	10
	1	1	2	3	1	2	10
	1	2	1	2	1	1	8
	2	3	1	2	1	1	10
	3	2	2	2	1	1	11
	4	2	2	2	1	1	12
	5	2	3	3	1	2	16
	5	1	3	3	2	2	16
	4	1	3	4	2	2	16
	3	1	5	5	2	2	18
	1	1	5	5	2	2	16
	1	1	3	4	2	2	13
	2	1	4	3	2	2	14
	3	2	4	2	2	3	16
	3	2	3	2	2	3	15
	4	3	2	2	2	3	16
	5	3	1	2	3	2	16

	4	2	1	2	5	2	16
	3	2	1	2	5	3	16
	3	3	2	2	4	3	17
	4	3	2	2	3	3	17
	5	3	2	2	2	3	17
	5	4	1	2	1	3	16
	4	4	1	2	1	5	17
	3	5	1	2	1	5	17
	3	5	3	2	1	4	18
	2	5	3	2	1	4	17
	2	4	3	2	1	4	16
	1	4	3	2	2	3	15
	1	5	2	2	2	3	15
	2	5	1	2	2	2	14
	1	4	1	2	2	2	12
	2	4	2	2	2	1	13
	3	3	3	1	2	1	13
	4	3	4	1	3	1	16
	4	2	5	1	3	2	17
	3	2	5	1	3	2	16
	2	2	4	1	3	2	14
	1	4	3	1	2	2	13
	1	1	2	4	1	4	13
	2	4	2	5	1	4	18
	2	1	1	5	2	3	14
	3	1	1	1	3	3	12
	4	4	1	1	4	2	16
	5	3	1	1	5	1	16
	5	1	2	1	4	1	14
	4	2	3	1	3	1	14
	3	3	3	1	2	2	14
	2	4	4	1	5	2	18
	1	3	5	1	1	2	13
	1	1	5	1	1	3	12
	2	2	4	5	3	3	19
	3	2	4	5	4	4	22
	4	1	3	4	2	4	18
	5	1	2	4	2	5	19
	4	2	1	3	2	5	17
	3	2	1	3	1	5	15
	3	3	2	2	1	4	15
	2	2	2	2	2	4	14
	1	2	4	2	3	3	15
	1	3	5	1	4	3	17

UJI KARAKTERISTIK BERDASARKAN USIA

USIA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17_25	66	66,0	66,0	66,0
	26_34	13	13,0	13,0	79,0
	35_43	13	13,0	13,0	92,0
	44_52	6	6,0	6,0	98,0
	<5	2	2,0	2,0	100,0
	Total	100	100,0	100,0	

Lampiran 1

UJI KARAKTERISTIK PERKERJAAN

PEKERJAAN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	pegawai_swasta	10	10,0	10,0	10,0
	pegawai_negri_sipil	13	13,0	13,0	23,0
	wiraswasta	9	9,0	9,0	32,0
	mahasiswa	60	60,0	60,0	92,0
	DLL	8	8,0	8,0	100,0
	Total	100	100,0	100,0	

Lampiran 1

UJI KARAKTERISTIK JENIS KELAMIN

JENIS_KELAMIN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki_Laki	11	11,0	11,0	11,0
	Perempuan	89	89,0	89,0	100,0
	Total	100	100,0	100,0	

Lampiran 1

Lampiran 12 :

R tabel

Interval Kepercayaan			Interval Kepercayaan			Interval Kepercayaan		
n	95%	99%	n	95%	99%	n	95%	99%
3	0,997	0,999	26	0,388	0,496	55	0,266	0,345
4	0,950	0,990	27	0,381	0,487	60	0,254	0,330
5	0,878	0,959	28	0,374	0,478	65	0,244	0,317
6	0,811	0,917	29	0,367	0,470	70	0,235	0,306
7	0,754	0,874	30	0,361	0,463	75	0,227	0,296
8	0,707	0,874	31	0,355	0,456	80	0,220	0,286
9	0,666	0,798	32	0,349	0,449	85	0,213	0,278
10	0,632	0,765	33	0,344	0,442	90	0,207	0,270
11	0,602	0,735	34	0,339	0,436	95	0,202	0,263
12	0,576	0,708	35	0,334	0,430	100	0,195	0,256
13	0,553	0,684	36	0,329	0,424	125	0,176	0,230
14	0,532	0,661	37	0,325	0,418	150	0,157	0,210
15	0,514	0,641	38	0,320	0,413	175	0,148	0,194
16	0,497	0,623	39	0,316	0,408	200	0,138	0,181
17	0,482	0,606	40	0,312	0,403	300	0,113	0,148
18	0,468	0,590	41	0,308	0,396	400	0,098	0,128
19	0,456	0,575	42	0,304	0,393	500	0,088	0,115
20	0,444	0,561	43	0,301	0,389	600	0,080	0,105
21	0,433	0,549	44	0,297	0,384	700	0,074	0,097
22	0,423	0,537	45	0,294	0,380	800	0,070	0,091
23	0,413	0,526	46	0,291	0,276	900	0,065	0,086
24	0,404	0,515	47	0,288	0,372	000	0,062	0,081
25	0,396	0,505	48	0,284	0,368			
			49	0,281	0,364			
			50	0,297	0,361			

Bandar Lampung, Agustus 2017

Hal : **Mohon Bantuan Pengisian Kuisisioner**

Kepada Yth :

Bapak/ Ibu, Saudara/i

Di

Tempat

Dengan Hormat,

Bersama ini saya sampaikan bahwa saya bermaksud mengadakan penelitian pada pembeli/pengguna hand and body lotion citra di Bandar Lampung. Penelitian ini dilaksanakan dalam rangka penulisan skripsi sebagai salah satu syarat dalam penyelesaian studi pada program Sarjana IBI Darmajaya. Konsentrasi Manajemen Pemasaran. Tentang **“PENGARUH IKLAN DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN HAND AND BODY LOTION CITRA DI BANDAR LAMPUNG”**.

Sehubungan dengan maksud di atas, saya mengharapkan bantuan saudara untuk bersedia mengisi instrument penelitian ini sesuai dengan pendapat dan pengalaman yang dimiliki. Instrumen ini dirancang sedemikian rupa sehingga tidak seorang pun dapat menelusuri sumber informasinya. Oleh karena itu saudara diharapkan dapat memberikan jawaban sesuai dengan keadaan sesungguhnya, dan jawaban tersebut tidak berpengaruh terhadap kondisi saudara.

Bantuan dan partisipasi saudara merupakan sumbangan yang sangat berharga bagi terselenggaranya penelitian ilmiah ini. Untuk itu semuanya saya ucapkan terimakasih.

Hormat Saya,

Muhammad Syarif

KUESIONER

Pernyataan dibawah ini dalam rangka penelitian skripsi dengan judul:
**PENGARUH IKLAN DAN CITRA MEREK TERHADAP KEPUTUSAN
PEMBELIAN HAND AND BODY LOTION CITRA DI BANDAR
LAMPUNG**

PETUNJUK PENGISIAN

Berilah tanda ceklis (√) pada salah satu jawaban yang paling sesuai

- SS = Sangat Setuju
S = Setuju
RG = Ragu-ragu
TS = Tidak Setuju
STS = Sangat Tidak Setuju

IDENTITAS RESPONDEN

1. Nama Responden :
2. Jenis Kelamin : Laki-Laki Perempuan
3. Usia :
4. Pekerjaan : Pegawai swasta Mahasiswa
 PNS
 Wiraswasta

A.Iklan

PETUNJUK PENGISISAN

Berilah tanda ceklis (√) pada salah satu jawaban yang paling sesuai

- SS = Sangat Setuju
S = Setuju
RG = Ragu-ragu
TS = Tidak Setuju
STS = Sangat Tidak Setuju

No	Pernyataan	SS	S	RG	TS	STS
1	Konsumen membeli hand and body lotion citra karena konsumen tertarik dengan iklan yang di tayangkan dimedia massa(televisi, koran, majalah)					
2	Konsumen akan menonton iklan apabila iklan hand and body lotion citra yang di tayangkan televisi					
3.	Konsumen menyukai iklan hand and body lotion citra karena musik pada iklan tersebut					
4.	Konsumen menilai bahwa iklan hand and body lotion citra sangat menampilkan budaya wanita indonesia					
5.	Setelah melihat iklan hand and body lotion Citra, konsumen tertarik untuk membeli produk yang diiklankan					
6.	Varian aroma mutiara pada hand and body lotion citra akan menimbulkan emosi yang mempengaruhi konsumen untuk melakukan pembelian karena berbeda pada produk lain					

B. Citra Merek

PETUNJUK PENGISISAN

Berilah tanda ceklis (√) pada salah satu jawaban yang paling sesuai

- SS = Sangat Setuju
S = Setuju
RG = Ragu-ragu
TS = Tidak Setuju
STS = Sangat Tidak Setuju

No	Pernyataan	SS	S	RG	TS	STS
1.	Konsumen memilih hand and body lotion merek citra karena citra perusahaan sudah baik					
2.	Konsumen memilih hand and body lotion citra karena mempunyai reputasi produk yang bagus					
3.	Konsumen mengetahui cara pemakaian Hand and body lotion merek citra					
4.	Hand and body lotion merek Citra adalah produk yang dikenal oleh masyarakat					
5.	Konsumen mengetahui produk yang dikeluarkan Hand and body lotion merek Citra					
6.	Hand and body lotion merek Citra mudah diucapkan konsumen					

C. Keputusan Pembelian

PETUNJUK PENGISISAN

Berilah tanda ceklis (√) pada salah satu jawaban yang paling sesuai

- SS = Sangat Setuju
S = Setuju
RG = Ragu-ragu
TS = Tidak Setuju
STS = Sangat Tidak Setuju

No	Pernyataan	SS	S	RG	TS	STS
1.	Varian produk yang ditawarkan Hand and body lotion citra sudah sesuai dengan kebutuhan konsumen untuk kegiatan sehari-hari					
2.	Konsumen lebih menyukai varian produk Hand and body lotion merek Citra dibandingkan varian produk pesaing					
3.	Konsumen sudah menggunakan Hand and body lotion citra lebih dari 3 bulan terakhir					
4.	Konsumen lebih memilih Hand and body lotion citra dibandingkan merek yang lainnya					
5.	Hand and body lotion citra sudah menjual di warung-warung dari pada di toko swalayan					
6.	Konsumen hanya membeli Hand and body lotion citra hanya di satu toko tertentu saja					

Lampiran 13 :

T tabel

df	t.100	t.050	t.025	t.010	t.005
1	3.078	6.314	12.706	31.821	63.657
2	1.886	2.920	4.303	6.965	9.925
3	1.638	2.353	3.182	4.541	5.841
4	1.533	2.132	2.776	3.747	4.604
5	1.476	2.015	2.571	3.365	4.032
6	1.44	1.943	2.447	3.143	3.707
7	1.415	1.895	2.365	2.998	3.499
8	1.397	1.860	2.306	2.896	3.355
9	1.383	1.833	2.262	2.821	2.250
10	1.372	1.812	2.228	2.764	3.169
11	1.363	1.796	2.201	2.718	3.106
12	1.356	1.782	2.179	2.681	3.055
13	1.35	1.771	2.160	2.65	3.012
14	1.345	1.761	2.145	2.624	2.977
15	1.341	1.753	2.131	2.602	2.947
16	1.337	1.746	2.12	2.583	2.921
17	1.333	1.74	2.11	2.567	2.898
18	1.33	1.734	2.101	2.552	2.878
19	1.328	1.729	2.093	2.539	2.861
20	1.325	1.725	2.086	2.528	2.845
21	1.323	1.721	2.08	2.518	2.831
22	1.321	1.717	2.074	2.508	2.819
23	1.319	1.714	2.069	2.500	2.807
24	1.318	1.711	2.064	2.492	2.797
25	1.316	1.708	2.06	2.485	2.787
26	1.315	1.706	2.056	2.479	2.779
27	1.314	1.703	2.052	2.473	2.771
28	1.313	1.701	2.048	2.467	2.763
29	1.311	1.699	2.045	2.462	2.756
30	1.310	1.697	2.042	2.457	2.75
35	1.306	1.69	2.030	2.438	2.724
40	1.303	1.684	2.021	2.423	2.705
45	1.301	1.679	2.014	2.412	2.690
50	1.299	1.676	2.009	2.403	2.678
60	1.296	1.671	2.000	2.390	2.66
70	1.294	1.667	1.994	2.381	2.648
80	1.292	1.664	1.990	2.374	2.639
90	1.291	1.662	1.987	2.369	2.632
100	1.290	1.660	1.984	2.364	2.626
120	1.289	1.658	1.980	2.358	2.617
140	1.288	1.656	1.977	2.353	2.611
160	1.287	1.654	1.975	2.350	2.607
180	1.286	1.653	1.973	2.347	2.603
200	1.286	1.653	1.972	2.345	2.601
∞	1.282	1.645	1.960	2.326	2.576

UJI HOMOGENITAS

Lampiran 6

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
X1	1.182	12	84	.309
X2	1.451	12	84	.160

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
X1	Between Groups	245.776	15	16.385	1.176	.307
	Within Groups	1170.734	84	13.937		
	Total	1416.510	99			
X2	Between Groups	221.604	15	14.774	1.041	.424
	Within Groups	1192.436	84	14.196		
	Total	1414.040	99			

UJI LINIERITAS

Lampiran 7

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Y * X1	100	100.0%	0	.0%	100	100.0%
Y * X2	100	100.0%	0	.0%	100	100.0%

Report

Y-X1

X1	Mean	N	Std. Deviation
6	17.00	1	.
9	15.60	5	4.980
10	18.00	2	2.828
11	15.60	5	4.879
12	15.83	6	2.563
13	16.25	8	3.991
14	16.33	6	3.615
15	16.00	13	2.739
16	15.22	9	1.922
17	14.08	13	3.148
18	16.33	6	3.830
19	17.00	5	1.225
20	15.88	8	2.997
21	15.57	7	3.155
22	13.00	3	2.646
23	22.00	1	.
24	14.50	2	2.121
Total	15.69	100	3.180

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X1	Between Groups	(Combined)	130.422	16	8.151	.777	.707
		Linearity	4.425	1	4.425	.422	.518
		Deviation from Linearity	125.997	15	8.400	.800	.674
	Within Groups		870.968	83	10.494		
	Total		1001.390	99			

Measures of Association

	R	R Squared	Eta	Eta Squared
Y * X1	-.066	.004	.361	.130

Report

Y-X2

X2	Mean	N	Std. Deviation
8	16.00	1	.
9	15.80	5	4.764
10	14.33	3	3.786
11	16.67	6	2.733
12	15.40	5	4.336
13	16.71	7	4.957
14	14.80	10	2.898
15	15.00	11	2.145
16	14.63	8	4.897
17	15.40	10	2.011
18	16.40	5	4.393
19	15.78	9	2.635
20	16.00	7	2.160
21	16.86	7	2.795
22	15.75	4	2.630
23	17.00	1	.
24	19.00	1	.
Total	15.69	100	3.180

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X2	Between Groups	(Combined)	67.724	16	4.233	.376	.985
		Linearity	5.942	1	5.942	.528	.469
		Deviation from Linearity	61.782	15	4.119	.366	.984
	Within Groups		933.666	83	11.249		
	Total		1001.390	99			

Measures of Association

	R	R Squared	Eta	Eta Squared
Y * X2	.077	.006	.260	.068

UJI MULTIKOLONIERITAS

Lampiran 8

Variables Entered/Removed

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

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.107 ^a	.011	-.009	3.195

a. Predictors: (Constant), X2, X1

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.405	2	5.702	.559	.574 ^a
	Residual	989.985	97	10.206		
	Total	1001.390	99			

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	15.564	1.855		8.393	.000		
	X1	-.062	.085	-.074	-.732	.466	.992	1.009
	X2	.071	.085	.084	.827	.410	.992	1.009

a. Dependent Variable: Y

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	X1	X2
1	1	2.932	1.000	.00	.01	.01
	2	.048	7.802	.00	.54	.55
	3	.020	12.183	1.00	.45	.44

a. Dependent Variable: Y

UJI NORMALITAS

Lampiran 5

One-Sample Kolmogorov-Smirnov Test

		Y	X1	X2
N		100	100	100
Normal Parameters ^{a,b}	Mean	16.64	15.93	15.86
	Std. Deviation	3.791	3.783	3.779
Most Extreme Differences	Absolute	.087	.073	.087
	Positive	.087	.069	.070
	Negative	-.079	-.073	-.087
Kolmogorov-Smirnov Z		.873	.729	.870
Asymp. Sig. (2-tailed)		.431	.663	.436

a. Test distribution is Normal.

b. Calculated from data.

UJI REGRESI LINIER BERGANDA

Lampiran 9

Descriptive Statistics

	Mean	Std. Deviation	N
Y	15.69	3.180	100
X1	15.93	3.783	100
X2	15.86	3.779	100

Correlations

		Y	X1	X2
Pearson Correlation	Y	1.000	-.066	.077
	X1	-.066	1.000	.092
	X2	.077	.092	1.000
Sig. (1-tailed)	Y	.	.256	.223
	X1	.256	.	.182
	X2	.223	.182	.
N	Y	100	100	100
	X1	100	100	100
	X2	100	100	100

Variables Entered/Removed

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

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.107 ^a	.011	-.009	3.195

a. Predictors: (Constant), X2, X1

Lampiran 10

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.405	2	5.702	.559	.574 ^a
	Residual	989.985	97	10.206		
	Total	1001.390	99			

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.564	1.855		8.393	.000
	X1	-.062	.085	-.074	-.732	.466
	X2	.071	.085	.084	.827	.410

a. Dependent Variable: Y

UJI RELIABILITAS IKLAN (X1)

Lampiran 4

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,656	7

CITRA MEREK (X2)

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,675	7

KEPUTUSAN PEMBELIAN (Y)

Case Processing Summary

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

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

Reliability Statistics

Cronbach's Alpha	N of Items
,675	7