

LAMPIRAN

LAMPIRAN 1 KUESIONER):

Kepada Yth. Bapak/Ibu/Saudara/i Di Tempat

Dengan Hormat,

Berkenaan dengan penelitian yang saya lakukan dalam rangka menyelesaikan studi pada program Strata 1 (S1) Manajemen IIB Darmajaya Bandar Lampung, tentang

“Mendorong Pembelian Ulang: Bagaimana Citra Merek ,Kepercayaan Merek Dan Persepsi Nilai Mempengaruhi Konsumen Daviena”

Penelitian ini mengenai produk Daviena, Daviena yaitu produk lokal yang berdiri sejak tahun 2018 dan berbasis di kota Palembang, Daviena *Skincare* telah memiliki **22 distributor dan 129 agen** yang tersebar di seluruh wilayah Indonesia, dan menawarkan berbagai produk kecantikan termasuk perawatan wajah, tubuh, kolagen, produk diet, pemutih, dan produk lainnya. penelitian ini berfokus pada variabel citra merek , *Brand trust dan percieved value* yang bertujuan untuk mengetahui pengaruh terhadap minat beli ulang produk Daviena.

Adapun kriteria pengisian responden pada penelitian ini yaitu.

1. Pernah Menggunakan Produk Daviena
2. Sedang Menggunakan Produk Daviena

Penelitian ini diharapkan dapat memberikan hasil yang bermanfaat, oleh karenanya di harapkan ketersediaan, Bpk/Ibu/Saudara/I untuk menjawab kuesioner ini dengan benar dan jujur. Perlu diberitahukan bahwa informasi yang Bapak/ibu/saudara/i berikan semata-mata untuk kepentingan penelitian ini. Untuk itu saya mejamin kerahasiannya. Atas Perhatian bantuan dan kerjasama yang baik dari Bapak/Ibu/Saudara/i saya ucapkan terimakasih..

Hormat Saya

Devita Rahayu

KUESIONER

(IDENTITAS RESPONDEN)

1. Jenis Kelamin:
 - a. Laki-Laki
 - b. Perempuan
2. Usia:
 - a. 17 Tahun - 25 Tahun
 - b. 26 Tahun - 35 Tahun
 - c. 36 Tahun - 45 Tahun
 - d. 46 Tahun - 55 Tahun
3. Tempat Tinggal:
 - a. Dki Jakarta
 - b. Jawa tengah
 - c. Jawa barat
 - d. Jawa timur
 - e. Jawa Tengah
 - f. Sumatra selatan
 - g. Sumatra Timur
 - h. Lampung
 - i. Kalimantan timur
 - j. Kalimantan barat
 - k. Sulawesi selatan
 - l. Sulawesi utara
4. Pekerjaan:
 - a. Wirausaha
 - b. Mahasiswa

- c. Karyawan BUMN
 - d. Pegawai Swasta
 - e. Wiraswasta
 - f. Ibu rumah Tangga
 - g. Pegawai Negeri Sipil
 - h. Pelajar
 - i. Guru
5. Pengeluaran Perbulan:
- a. < Rp.500.000
 - b. Rp. 500.000 - Rp. 1.000.000
 - c. Rp. 1000.000 – Rp. 2000.000
 - d. > Rp. 2000.000
6. Perna atau Sedang menggunakan:
- 1. Sedang Menggunakan
 - 2. Perna Menggunakan
7. Produk Yang Di Gunakan
- a. Hb Dosting Body Lotion
 - b. Cushion
 - c. Colaggen Colagge
 - d. Paket Gold Series
 - e. Paket Acne Series
 - f. Toner
 - g. Lip Serum
 - h. Fash Wash
 - i. Serum Brightening
 - j. Paket Whitening
 - k. Retinol Booster Sleping Mask

l. Creamide Essential Moish

m. Monligh

Petunjuk Pengisian Kuesioner :

Pilihlah salah satu jawaban yang menurut anda paling tepat pada kolom jawaban dan diberi tanda check list (√) denganketentuan sebagai berikut:

- 1) Sangat Tidak Setuju (STS)
- 2) Tidak Setuju (TS)
- 3) Netral (N)
- 4) Setuju (S)
- 5) Sangat Setuju (SS)

Pernyataan Kuesioner Citra Merek (X1), Kepercayaan Merek (X2) Persepsi Nilai (X3) Minat Beli Ulang (Y)

No.	PERNYATAAN	STS	TS	N	S	SS
A.	Citra merek					
1.	Produk Daviena di anggap sebagai merek yang terkenal					
2.	Produk Daviena mampu menarik perhatian saya sebagai pembeli.					
3.	Daviena menawarkan berbagai varian produk yang menarik bagi saya					
4.	Produk Daviena memiliki kualitas produk yang baik					
5.	Harga produk Daviena tergolong kompetitif dibandingkan dengan merek lain					
6.	Kemasan produk Daviena tampak unik dan menarik					
7.	Aroma Produk Daviena memiliki ciri khas yang membedakannya dari merek lain					
B	Kepercayaan Merek					
1.	Produk Daviena dapat di percaya untuk di gunakan dalam jangka panjang					
2.	Produk Daviena produk yang selalu dapat saya andalkan					
3.	Informasi yang di berikan oleh Daviena mengenai produk mereka selalu transparan dan jujur					

4.	Produk Daviena aman di gunakan karena terjamin kualitas dan keamananannya					
C Persepsi Nilai						
1.	Produk Daviena terlihat berkualitas tinggi berdasar kan deskripsi karena mencantumkan deskripsi yang tertera pada kemasan					
2.	Harga produk Daviena terasa wajar dan sesuai dengan kualitas yang di berikan					
3.	Produk Daviena menawarkan variasi kandungan yang memenuhi berbagai kebutuhan					
4.	Informasi produk Daviena jelas dan tersedia di berbagai saluran					
D Minat Beli Ulang						
1.	Produk Daviena layak untuk di lakukan pembelian ulang					
2.	Produk Daviena layak untuk di rekomendasikan kepada teman atau keluarga					
3.	Produk Daviena cenderung menjadi pilihan utama di bandingkan dengan produk serupa lainnya					
4.	Saya berminat untuk mencari informasi tentang produk Daviena lainnya (serum, pelembab dll)					

(LAMPIRAN 2 DATA JAWABAN RESPONDEN)

Data Jawaban Responden Citra Merek(X1)

NO	X1P1	X1P2	X1P3	X1P4	X1P5	X1P6	X1P7	TOTAL_X1
1	4	4	4	3	2	3	4	24
2	5	3	4	3	2	4	3	24
3	4	4	4	3	2	3	3	23
4	4	4	4	3	2	2	3	22
5	4	4	4	4	4	4	3	27
6	3	3	3	3	2	4	3	21
7	4	4	4	4	4	4	4	28
8	4	4	4	3	4	3	3	25
9	4	4	4	3	2	3	3	23
10	4	4	5	4	4	4	4	29
11	5	4	4	5	3	3	4	28
12	4	4	5	2	3	3	4	25
13	5	5	5	4	5	4	5	33
14	4	4	3	4	3	4	5	27
15	4	4	4	3	2	3	3	23
16	4	4	4	3	2	3	3	23
17	4	4	4	3	2	3	4	24

18	4	4	4	3	2	3	3	23
19	5	4	5	4	5	3	3	29
20	5	4	4	4	4	4	4	29
21	4	4	4	3	2	3	4	24
22	4	4	4	3	2	3	3	23
23	4	4	4	3	2	3	4	24
24	5	4	4	5	4	4	3	29
25	4	5	3	4	5	4	4	29
26	4	5	5	4	5	4	4	31
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28	5	4	4	5	4	4	4	30
29	4	5	5	3	4	4	5	30
30	4	4	5	5	3	4	4	29
31	4	3	5	5	4	5	3	29
32	5	4	5	4	3	4	5	30
33	4	4	5	4	3	4	3	27
34	5	4	4	5	5	4	5	32
35	4	5	4	5	4	5	4	31
36	5	4	5	4	4	5	4	31
37	5	5	4	5	4	5	4	32
38	4	5	4	4	5	5	4	31
39	4	4	5	4	4	5	5	31
40	5	5	4	3	4	5	5	31
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52	5	4	5	4	5	5	4	32
53	5	4	5	4	5	4	4	31
54	5	4	5	5	4	5	5	33
55	5	5	4	5	5	5	5	34
56	5	4	5	5	4	4	5	32
57	5	4	5	4	5	4	5	32
58	5	4	5	4	5	5	4	32
59	5	4	5	5	4	5	5	33
60	5	4	5	5	5	5	5	34
61	5	5	5	5	4	5	4	33
62	5	4	5	5	5	5	4	33

63	5	4	4	5	5	5	4	32
64	5	4	4	5	5	5	4	32
65	5	4	5	4	5	5	5	33
66	4	4	4	3	2	3	3	23
67	5	4	3	3	2	4	3	24
68	4	4	4	3	2	3	4	24
69	3	3	4	3	2	4	4	23
70	4	2	1	2	1	2	2	14
71	5	4	4	4	3	5	4	29
72	5	4	4	3	3	5	5	29
73	4	3	4	3	2	4	3	23
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76	4	4	3	3	3	5	2	24
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78	4	5	4	2	3	3	2	23
79	2	4	2	2	1	4	2	17
80	5	4	3	2	1	5	3	23
81	5	4	4	3	3	3	3	25
82	2	4	4	2	1	3	2	18
83	4	3	3	2	3	5	4	24
84	4	2	3	3	2	5	2	21
85	5	2	4	2	1	4	4	22
86	5	4	4	2	3	4	1	23
87	5	4	3	3	2	4	4	25
88	4	2	3	3	1	5	2	20
89	4	5	3	3	3	4	2	24
90	5	4	4	4	3	5	4	29
91	5	4	3	3	2	4	3	24
92	5	3	4	3	2	5	1	23
93	3	4	2	3	3	5	2	22
94	4	5	5	3	3	3	3	26
95	4	4	5	4	3	4	3	27
96	3	4	4	3	2	3	2	21
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98	4	2	2	1	2	5	2	18
99	5	4	4	3	3	4	4	27
100	5	4	4	3	3	5	3	27
101	4	2	1	3	2	5	2	19
102	5	5	5	3	4	3	4	29
103	4	3	5	3	3	5	4	27
104	5	4	4	4	3	5	4	29
105	4	4	3	2	1	5	2	21
106	5	4	5	4	3	4	4	29
107	4	4	4	2	4	2	1	21

108	4	4	4	2	4	4	2	24
109	4	2	3	2	1	3	2	17
110	5	5	4	4	4	5	3	30
111	5	3	2	3	2	3	2	20
112	3	4	4	3	2	4	3	23
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127	4	5	4	5	5	4	4	31
128	4	5	4	4	3	5	5	30
129	4	5	4	4	5	5	5	32
130	4	5	5	4	4	5	4	31
131	4	4	5	3	5	4	3	28
132	2	2	1	2	2	3	2	14
133	4	3	2	3	2	4	2	20
134	4	4	5	5	5	4	5	32
135	4	5	4	5	4	4	4	30
136	4	5	5	5	4	4	4	31
137	4	5	5	4	5	4	4	31
138	4	3	2	2	1	3	2	17
139	4	5	4	3	4	5	5	30
140	5	4	5	5	4	4	4	31
141	5	4	4	5	5	4	4	31
142	4	5	4	5	5	4	5	32
143	4	4	5	3	5	4	4	29
144	4	3	2	2	4	3	2	20
145	2	2	3	2	3	2	2	16
146	4	5	3	4	5	3	5	29
147	4	4	5	4	4	5	3	29
148	4	4	3	3	3	4	3	24
149	5	4	5	4	4	3	5	30
150	4	4	5	5	4	4	4	30
151	4	3	3	4	4	3	4	25
152	4	2	3	2	1	3	2	17

153	4	4	4	2	2	2	4	22
154	2	2	4	4	4	4	2	22
155	5	5	5	4	4	2	5	30
156	4	4	4	2	2	5	4	25
157	4	4	4	4	2	2	5	25
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159	4	4	4	5	4	4	2	27
160	2	2	2	2	2	2	2	14
161	5	2	4	1	5	2	1	20
162	1	4	2	5	1	4	2	19
163	2	4	1	5	2	4	1	19
164	4	1	5	2	1	4	2	19
165	4	4	4	4	4	3	1	24
166	3	4	3	2	1	3	2	18
167	4	4	3	2	2	4	2	21
168	2	3	2	1	2	3	2	15
169	3	4	2	1	3	4	2	19
170	4	3	2	1	3	3	1	17
171	4	4	2	1	2	3	2	18
172	3	4	3	2	1	2	2	17
173	2	3	4	3	3	4	2	21
174	4	2	2	1	3	3	3	18
175	5	4	3	3	3	4	3	25
176	4	4	3	4	1	3	2	21
177	4	3	4	3	3	5	4	26
178	3	5	3	4	3	5	3	26
179	5	3	4	4	2	3	3	24
180	4	3	2	3	2	3	2	19
181	3	4	2	3	1	2	2	17
182	4	5	2	3	2	3	2	21
183	4	4	3	4	3	4	4	26
184	4	3	4	3	3	2	2	21
185	2	1	2	2	1	2	1	11
186	3	4	4	2	3	4	2	22
187	4	5	4	2	3	4	4	26
188	4	5	2	3	2	4	4	24
189	3	4	2	3	1	3	2	18
190	3	5	2	3	3	3	3	22

Data jawaban responden Kepercayaan Merek (X2)

No	X2P1	X2P2	X2P3	X2P4	TOTAL_X2
1	2	1	2	1	6
2	3	2	3	4	12
3	2	1	2	1	6
4	2	1	2	1	6
5	4	4	3	4	15
6	3	3	3	3	12
7	4	4	3	3	14
8	2	1	2	1	6
9	2	1	2	1	6
10	5	5	4	5	19
11	4	5	4	4	17
12	4	4	5	4	17
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15	2	1	2	1	6
16	2	1	2	1	6
17	2	1	2	1	6
18	2	1	2	1	6
19	4	5	4	4	17
20	3	4	5	4	16
21	2	1	2	1	6
22	2	1	2	1	6
23	2	1	2	1	6
24	4	5	4	4	17
25	5	3	5	5	18
26	3	4	5	4	16
27	5	4	5	5	19
28	5	5	3	5	18
29	5	4	4	5	18
30	3	4	5	4	16
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34	4	5	4	5	18
35	5	4	5	4	18
36	5	4	5	5	19
37	4	5	3	5	17
38	4	4	5	5	18
39	4	3	4	5	16

40	4	4	5	5	18
41	4	5	4	5	18
42	4	2	4	4	14
43	4	4	5	4	17
44	5	4	4	5	18
45	5	4	4	5	18
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77	2	3	2	3	10
78	3	2	4	3	12
79	2	1	2	2	7
80	1	2	3	3	9
81	4	3	4	4	15
82	2	2	2	3	9

83	3	2	3	2	10
84	2	2	1	3	8
85	3	2	1	2	8
86	2	1	2	3	8
87	3	4	3	3	13
88	2	1	2	3	8
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110	4	5	3	4	16
111	2	1	3	3	9
112	3	2	3	3	11
113	3	4	4	5	16
114	3	2	2	3	10
115	3	2	2	1	8
116	3	3	2	4	12
117	1	2	2	3	8
118	3	4	5	5	17
119	3	4	3	3	13
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121	3	4	4	5	16
122	4	5	5	5	19
123	4	4	5	4	17
124	4	5	4	5	18
125	4	5	4	5	18

126	4	5	3	4	16
127	3	5	5	4	17
128	4	4	5	4	17
129	4	5	4	5	18
130	3	5	4	5	17
131	5	4	3	4	16
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153	4	4	2	2	12
154	2	4	4	5	15
155	2	2	3	2	9
156	4	2	2	4	12
157	5	4	2	2	13
158	4	4	2	4	14
159	2	2	1	2	7
160	2	2	4	4	12
161	4	1	5	2	12
162	5	2	5	1	13
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165	2	2	2	4	10
166	2	3	3	2	10
167	2	3	2	2	9
168	3	2	3	2	10

169	2	1	2	3	8
170	2	1	2	3	8
171	2	3	1	2	8
172	3	2	1	3	9
173	3	2	1	2	8
174	3	2	2	3	10
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184	3	3	2	3	11
185	2	2	1	3	8
186	2	3	2	3	10
187	2	3	3	4	12
188	2	3	2	3	10
189	2	1	3	2	8
190	3	2	3	3	11

Data jawaban responden Persepsi Nilai (X3)

No	X3P1	X3P2	X3P3	X3P4	TOTAL_X3
1	4	2	2	4	12
2	4	3	4	4	15
3	4	2	2	2	10
4	4	2	2	2	10
5	4	3	4	4	15
6	3	2	3	3	11
7	3	3	3	3	12
8	4	2	2	2	10
9	4	2	2	4	12
10	4	5	4	5	18
11	4	5	4	4	17
12	4	4	5	5	18
13	4	5	5	4	18
14	5	4	4	5	18
15	4	2	2	4	12
16	4	2	2	4	12
17	4	2	2	4	12

18	4	2	2	4	12
19	3	5	5	3	16
20	4	4	5	4	17
21	4	2	2	4	12
22	4	2	2	4	12
23	4	2	2	4	12
24	4	5	4	5	18
25	5	4	4	5	18
26	5	3	4	5	17
27	3	5	5	4	17
28	4	4	5	4	17
29	3	4	5	4	16
30	4	5	4	5	18
31	4	4	5	4	17
32	4	4	5	4	17
33	5	3	4	4	16
34	5	4	3	5	17
35	5	4	4	5	18
36	4	5	4	4	17
37	4	4	5	4	17
38	4	5	4	3	16
39	4	5	5	4	18
40	5	4	4	5	18
41	5	4	3	4	16
42	4	5	5	4	18
43	4	3	4	5	16
44	5	4	4	2	15
45	4	4	4	3	15
46	5	5	4	4	18
47	4	5	5	4	18
48	3	4	4	5	16
49	4	5	5	4	18
50	5	5	4	4	18
51	4	4	4	5	17
52	4	4	5	5	18
53	4	4	5	4	17
54	4	5	4	5	18
55	5	5	5	4	19
56	5	5	4	5	19
57	4	5	5	4	18
58	4	4	5	4	17
59	5	5	4	4	18
60	5	4	5	4	18

61	5	5	5	5	20
62	5	5	5	5	20
63	5	5	4	5	19
64	5	4	4	5	18
65	4	5	4	5	18
66	4	2	2	2	10
67	4	1	2	3	10
68	4	2	2	2	10
69	3	4	4	5	16
70	2	1	3	4	10
71	4	5	5	5	19
72	5	4	5	4	18
73	4	3	2	4	13
74	4	4	3	4	15
75	3	4	5	4	16
76	4	4	5	4	17
77	2	2	4	5	13
78	3	2	4	5	14
79	2	3	3	5	13
80	4	4	4	4	16
81	4	5	4	5	18
82	3	3	2	4	12
83	4	3	5	4	16
84	2	3	5	4	14
85	5	2	3	2	12
86	2	2	4	5	13
87	4	4	2	5	15
88	2	1	4	3	10
89	4	4	3	4	15
90	5	4	4	5	18
91	5	4	4	5	18
92	3	4	5	5	17
93	2	3	4	5	14
94	4	4	3	5	16
95	4	4	3	5	16
96	4	3	2	4	13
97	5	4	4	5	18
98	2	2	4	4	12
99	4	5	4	4	17
100	5	4	5	5	19
101	2	2	2	4	10
102	4	3	4	5	16
103	5	4	3	4	16

104	5	4	4	5	18
105	3	3	2	4	12
106	4	4	5	4	17
107	4	2	2	4	12
108	4	5	5	2	16
109	2	2	3	2	9
110	5	4	4	5	18
111	3	2	3	4	12
112	3	3	4	5	15
113	5	4	4	5	18
114	2	3	2	4	11
115	1	2	3	2	8
116	3	4	5	4	16
117	2	1	2	3	8
118	4	5	5	5	19
119	3	4	4	5	16
120	4	5	4	4	17
121	4	5	4	5	18
122	4	5	5	5	19
123	4	4	5	5	18
124	4	5	4	5	18
125	3	5	4	5	17
126	4	5	5	5	19
127	4	5	5	4	18
128	4	5	4	5	18
129	4	5	5	4	18
130	4	4	5	5	18
131	4	5	4	5	18
132	3	2	2	3	10
133	2	3	3	2	10
134	4	5	5	5	19
135	4	5	5	5	19
136	3	5	5	4	17
137	4	5	5	3	17
138	3	1	2	3	9
139	4	5	5	4	18
140	5	5	4	5	19
141	5	5	4	4	18
142	4	5	3	4	16
143	3	5	4	5	17
144	2	4	2	4	12
145	1	3	2	2	8
146	3	5	4	5	17

147	4	4	5	5	18
148	4	3	4	4	15
149	3	5	4	4	16
150	4	5	5	4	18
151	3	5	4	3	15
152	2	3	1	2	8
153	2	4	4	5	15
154	5	4	2	2	13
155	4	4	2	2	12
156	4	5	5	2	16
157	2	3	4	4	13
158	4	2	2	2	10
159	4	4	3	4	15
160	5	2	4	4	15
161	4	1	4	5	14
162	4	5	2	1	12
163	5	2	4	1	12
164	5	1	4	1	11
165	4	4	3	4	15
166	3	4	3	4	14
167	3	2	4	3	12
168	2	3	1	2	8
169	2	3	2	3	10
170	2	1	3	1	7
171	3	2	1	4	10
172	1	2	3	2	8
173	4	2	1	3	10
174	2	2	3	4	11
175	4	3	2	2	11
176	2	1	4	3	10
177	4	3	4	4	15
178	5	3	4	4	16
179	3	4	5	4	16
180	3	4	3	3	13
181	2	4	4	5	15
182	2	3	4	3	12
183	4	5	5	4	18
184	3	4	2	2	11
185	1	3	3	2	9
186	2	3	3	4	12
187	2	4	5	5	16
188	4	4	3	5	16
189	2	1	3	3	9

190	3	2	2	3	10
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Data jawaban responden Minat Beli Ulang (Y)

N0	Y1	Y2	Y3	Y4	TOTAL_Y
1	2	2	1	4	9
2	3	3	2	5	13
3	2	2	1	4	9
4	2	2	1	4	9
5	4	4	4	4	16
6	3	3	2	2	10
7	4	3	3	4	14
8	2	2	1	4	9
9	2	2	1	4	9
10	5	4	4	4	17
11	5	4	4	4	17
12	3	4	5	3	15
13	4	5	4	5	18
14	4	3	5	4	16
15	2	2	1	4	9
16	2	2	1	4	9
17	2	2	1	4	9
18	2	2	1	4	9
19	4	5	5	4	18
20	5	4	4	5	18
21	2	2	1	4	9
22	2	2	1	4	9
23	2	2	1	4	9
24	4	4	5	4	17
25	4	5	4	5	18
26	5	3	5	4	17
27	5	4	3	4	16
28	4	4	3	4	15
29	4	5	4	5	18
30	4	4	4	4	16
31	5	3	5	5	18
32	4	4	5	3	16
33	3	5	4	4	16
34	5	4	5	5	19
35	3	4	5	4	16
36	5	5	4	5	19

37	4	5	5	4	18
38	4	5	4	5	18
39	5	3	4	5	17
40	4	5	4	4	17
41	5	5	4	4	18
42	4	4	5	5	18
43	5	4	4	5	18
44	4	5	5	4	18
45	4	5	5	4	18
46	4	5	5	4	18
47	4	5	4	5	18
48	5	4	4	5	18
49	4	5	4	4	17
50	5	5	5	5	20
51	5	5	4	5	19
52	5	4	5	5	19
53	5	4	5	5	19
54	5	5	5	5	20
55	5	4	5	5	19
56	4	5	4	5	18
57	4	5	5	4	18
58	4	5	4	5	18
59	5	5	5	5	20
60	5	5	4	4	18
61	4	4	5	5	18
62	5	5	5	4	19
63	5	4	5	5	19
64	5	4	5	5	19
65	5	4	5	5	19
66	2	2	1	4	9
67	2	2	1	2	7
68	2	2	1	4	9
69	4	3	2	4	13
70	3	2	2	2	9
71	5	4	4	5	18
72	5	4	4	4	17
73	4	4	3	5	16
74	3	4	2	4	13
75	3	3	2	3	11
76	4	3	1	3	11
77	2	3	1	2	8
78	3	4	2	4	13
79	2	2	1	2	7

80	3	3	2	4	12
81	4	4	3	4	15
82	2	2	1	2	7
83	4	3	3	4	14
84	3	2	1	3	9
85	2	1	2	4	9
86	4	3	2	5	14
87	4	4	2	5	15
88	2	3	2	3	10
89	3	3	5	5	16
90	4	3	3	4	14
91	4	5	3	4	16
92	3	3	4	5	15
93	3	3	2	4	12
94	5	4	3	4	16
95	3	4	2	3	12
96	3	2	1	3	9
97	4	4	4	5	17
98	2	1	2	2	7
99	4	3	4	4	15
100	4	4	3	4	15
101	3	2	1	2	8
102	4	3	3	4	14
103	4	4	4	5	17
104	4	3	2	3	12
105	3	2	2	2	9
106	4	4	3	5	16
107	5	5	5	5	20
108	2	4	4	3	13
109	2	2	1	2	7
110	4	4	3	4	15
111	3	2	1	2	8
112	3	3	1	3	10
113	4	4	3	4	15
114	3	2	2	2	9
115	2	1	2	2	7
116	4	3	3	5	15
117	2	3	2	1	8
118	4	4	5	3	16
119	4	3	3	4	14
120	5	4	5	4	18
121	4	5	5	4	18
122	4	4	5	5	18

123	4	5	4	4	17
124	4	4	5	4	17
125	4	5	4	4	17
126	4	5	4	5	18
127	3	5	4	5	17
128	4	4	5	4	17
129	5	4	5	4	18
130	4	4	5	4	17
131	4	5	5	4	18
132	3	2	1	2	8
133	3	2	2	3	10
134	4	4	5	4	17
135	4	4	5	4	17
136	3	4	5	4	16
137	4	4	5	4	17
138	3	1	2	2	8
139	5	4	5	4	18
140	4	5	4	4	17
141	4	5	5	4	18
142	4	5	5	4	18
143	4	5	4	4	17
144	2	3	3	4	12
145	1	2	3	3	9
146	3	4	4	5	16
147	3	4	5	4	16
148	3	4	4	3	14
149	4	5	5	4	18
150	4	5	4	4	17
151	3	4	5	4	16
152	3	2	1	3	9
153	2	2	2	5	11
154	4	4	4	2	14
155	4	4	4	4	16
156	2	4	5	2	13
157	4	5	4	2	15
158	2	2	2	2	8
159	2	2	4	4	12
160	4	4	4	2	14
161	1	2	4	4	11
162	5	1	4	2	12
163	5	2	4	2	13
164	5	2	4	2	13
165	4	2	2	4	12

166	2	3	1	3	9
167	4	3	3	1	11
168	2	1	2	2	7
169	2	3	1	2	8
170	2	3	2	1	8
171	3	2	1	3	9
172	3	3	3	4	13
173	3	3	2	4	12
174	3	2	3	2	10
175	3	2	3	4	12
176	3	4	2	3	12
177	3	4	4	4	15
178	4	4	3	3	14
179	4	5	3	5	17
180	2	3	2	4	11
181	2	4	2	1	9
182	2	3	5	3	13
183	4	5	3	4	16
184	2	3	1	3	9
185	3	2	2	1	8
186	3	3	1	4	11
187	4	3	1	3	11
188	3	3	3	2	11
189	2	3	1	2	8
190	3	3	2	3	11

(LAMPIRAN
3

KARAKTERISTIK RESPONDEN)

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
1	77	40.5	40.5	40.5
2	88	46.3	46.3	86.8
Valid 3	22	11.6	11.6	98.4
4	3	1.6	1.6	100.0
Total	190	100.0	100.0	

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	155	81.6	81.6	81.6
2	35	18.4	18.4	100.0

Total	190	100.0	100.0
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Tempat Tinggal

	Frequency	Percent	Valid Percent	Cumulative Percent
1	10	10.0	10.0	10.0

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
1	22	11.6	11.6	11.6
2	47	24.7	24.7	36.3
3	16	8.4	8.4	44.7
4	34	17.9	17.9	62.6
5	26	13.7	13.7	76.3
6	15	7.9	7.9	84.2
7	15	7.9	7.9	92.1
9	4	2.1	2.1	94.2
10	11	5.8	5.8	100.0
Total	190	100.0	100.0	

Pengeluaran Perbulan

	Frequency	Percent	Valid Percent	Cumulative Percent
1	5	2.6	2.6	2.6
2	24	12.6	12.6	15.3
3	63	33.2	33.2	48.4
4	98	51.6	51.6	100.0
Total	190	100.0	100.0	

Sedang Menggunakan Atau Perna Menggunakan

	Frequency	Percent	Valid Percent	Cumulative Percent
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	1	137	72.1	72.1	72.1
Valid	2	53	27.9	27.9	100.0
	Total	190	100.0	100.0	

LAMPIRAN 4 DEKSKRIPSI JAWABAN RESPONDEN)

(Variabel Citra Merek (X1)

Produk davi enadi anggap seba gaimerekyangterkenal

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	1	.5	.5	.5
TS	11	5.8	5.8	6.3
N	15	7.9	7.9	14.2
S	99	52.1	52.1	66.3
SS	64	33.7	33.7	100.0
Total	190	100.0	100.0	

Produk davi ena mampumenarikperhatiansayasebagaipembeli

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	2	1.1	1.1	1.1
TS	16	8.4	8.4	9.5
N	22	11.6	11.6	21.1
S	110	57.9	57.9	78.9
SS	40	21.1	21.1	100.0
Total	190	100.0	100.0	

Davi ena menawarkanberbagaivarianproduk yangmenarikbagisaya

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	5	2.6	2.6	2.6
TS	23	12.1	12.1	14.7
N	32	16.8	16.8	31.6
S	77	40.5	40.5	72.1
SS	53	27.9	27.9	100.0
Total	190	100.0	100.0	

Produk davi ena memiliki kualitas produk yang baik

	Frequency	Percent	Valid Percent	Cumulative e Percent
STS	7	3.7	3.7	3.7
TS	30	15.8	15.8	19.5
N	62	32.6	32.6	52.1
S	57	30.0	30.0	82.1
SS	34	17.9	17.9	100.0
Total	190	100.0	100.0	

Harga produk davi ena tergolong kompetitif dibanding dengan me

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	19	10.0	10.0	10.0
TS	49	25.8	25.8	35.8
N	42	22.1	22.1	57.9
S	47	24.7	24.7	82.6
SS	33	17.4	17.4	100.0
Total	190	100.0	100.0	

Kemasan produk davi ena tampak unik dan menarik

	Frequency	Percent	Valid Percent	Cumulative Percent
TS	13	6.8	6.8	6.8
N	46	24.2	24.2	31.1

S	79	41.6	41.6	72.6
SS	52	27.4	27.4	100.0
Total	190	100.0	100.0	

Aromaprodukda vienamemilikicirikhas yangMembedakannyadari

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	8	4.2	4.2	4.2
TS	46	24.2	24.2	28.4
N	39	20.5	20.5	48.9
S	63	33.2	33.2	82.1

(Variabel
Kepercayaan
Merek
(X2)

ProdukDavienadapatdipercaya untukdigunakan dalamjangkapa

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	3	1.6	1.6	1.6
TS	49	25.8	25.8	27.4
N	53	27.9	27.9	55.3
S	52	27.4	27.4	82.6
SS	33	17.4	17.4	100.0
Total	190	100.0	100.0	

produkda vienaproduk yangselaludapatsaya andalkan

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	31	16.3	16.3	16.3
TS	43	22.6	22.6	38.9
N	22	11.6	11.6	50.5
S	48	25.3	25.3	75.8
SS	46	24.2	24.2	100.0
Total	190	100.0	100.0	

Informasi yangdiberikan olehDavienamengenaiproduk merek as

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid STS	8	4.2	4.2	4.2

TS	48	25.3	25.3	29.5
N	49	25.8	25.8	55.3
S	46	24.2	24.2	79.5
SS	39	20.5	20.5	100.0
Total	190	100.0	100.0	

Produk Daviena aman digunakan karena terjamin kualitas dan keamanannya

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	19	10.0	10.0	10.0
TS	24	12.6	12.6	22.6
N	39	20.5	20.5	43.2
S	58	30.5	30.5	73.7
SS	50	26.3	26.3	100.0
Total	190	100.0	100.0	

(Variabel Persepsi Nilai (X3))

Produk Daviena terlihat berkualitas tinggi berdasarkan deskripsi

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	4	2.1	2.1	2.1
TS	27	14.2	14.2	16.3
N	31	16.3	16.3	32.6
S	93	48.9	48.9	81.6
SS	35	18.4	18.4	100.0
Total	190	100.0	100.0	

Harga produk Daviena terjangkau dan sesuai dengan kualitasnya

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	9	4.7	4.7	4.7
TS	37	19.5	19.5	24.2
N	29	15.3	15.3	39.5
S	61	32.1	32.1	71.6
SS	54	28.4	28.4	100.0
Total	190	100.0	100.0	

Produk Davien menawarkan variasi kandungan yang memenuhi kebutuhan

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	4	2.1	2.1	2.1
TS	37	19.5	19.5	21.6
N	27	14.2	14.2	35.8
S	70	36.8	36.8	72.6
SS	52	27.4	27.4	100.0
Total	190	100.0	100.0	

Informasi produk Davien jelas dan tersedia di berbagai saluran

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	4	2.1	2.1	2.1
TS	23	12.1	12.1	14.2
N	17	8.9	8.9	23.2
S	76	40.0	40.0	63.2
SS	70	36.8	36.8	100.0
Total	190	100.0	100.0	

(Variabel Minat Beli Ulang (Y))

Produk Davien layak untuk dilakukan pembelian ulang

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	2	1.1	1.1	1.1
TS	40	21.1	21.1	22.1
N	41	21.6	21.6	43.7
S	74	38.9	38.9	82.6
SS	33	17.4	17.4	100.0
Total	190	100.0	100.0	

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Produk Davienac cenderung menjadi pilihan utama dibandingkan

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	35	18.4	18.4	18.4
TS	33	17.4	17.4	35.8
N	25	13.2	13.2	48.9
S	47	24.7	24.7	73.7
SS	50	26.3	26.3	100.0
Total	190	100.0	100.0	

Saya berminat untuk mencari informasi tentang produk Davienal

	Frequency	Percent	Valid Percent	Cumulative Percent
STS	5	2.6	2.6	2.6
TS	27	14.2	14.2	16.8
N	24	12.6	12.6	29.5
S	91	47.9	47.9	77.4
SS	43	22.6	22.6	100.0
Total	190	100.0	100.0	

\

(LAMPIRAN 5 UJI VALIDITAS)

Uji Validitas Citra Merek X1 30 Responden

		X1P1	X1P2	X1P3	X1P4	X1P5	X1P6	X1P7	TOTAL X1
X1P1	Pearson	1	-.046	.407 [*]	-.190	.409 [*]	-.070	.284	.476 ^{**}
	Correlation								
	Sig. (2-tailed)		.808	.025	.316	.025	.713	.129	.008
X1P2	N	30	30	30	30	30	30	30	30
	Pearson	-.046	1	-.262	.354	.019	.305	.362 [*]	.497 ^{**}
	Correlation								
X1P3	Sig. (2-tailed)	.808		.163	.055	.921	.101	.049	.005
	N	30	30	30	30	30	30	30	30
	Pearson	.407 [*]	-.262	1	-.020	.325	.152	.167	.469 ^{**}
X1P4	Correlation								
	Sig. (2-tailed)	.025	.163		.918	.080	.423	.377	.009
	N	30	30	30	30	30	30	30	30
X1P5	Pearson	-.190	.354	-.020	1	-.171	.287	.150	.433 [*]
	Correlation								
	Sig. (2-tailed)	.316	.055	.918		.366	.123	.429	.017
X1P6	N	30	30	30	30	30	30	30	30
	Pearson	.409 [*]	.019	.325	-.171	1	.160	.097	.494 ^{**}
	Correlation								
X1P7	Sig. (2-tailed)	.025	.921	.080	.366		.399	.611	.006
	N	30	30	30	30	30	30	30	30
	Pearson	-.070	.305	.152	.287	.160	1	.510 ^{**}	.615 ^{**}
X1P8	Correlation								
	Sig. (2-tailed)	.713	.101	.423	.123	.399		.004	.000
	N	30	30	30	30	30	30	30	30
X1P9	Pearson	.284	.362 [*]	.167	.150	.097	.510 ^{**}	1	.677 ^{**}
	Correlation								
	Sig. (2-tailed)	.129	.049	.377	.429	.611	.004		.000
X1P10	N	30	30	30	30	30	30	30	30

TOTAL_X1	Pearson	.476**	.497**	.469**	.433*	.494**	.615**	.677**	1
	Correlation								
	Sig. (2-tailed)	.008	.005	.009	.017	.006	.000	.000	
	N	30	30	30	30	30	30	30	30

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

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

Uji validitas kepercayaan merek (x2) 30 responden

		X2P1	X2P2	X2P3	X2P4	TOTAL_X2
X2P1	Pearson	1	-.243	.630**	-.350	.532**
	Correlation					
	Sig. (2-tailed)		.195	.000	.058	.003
	N	30	30	30	30	30
X2P2	Pearson	-.243	1	-.131	.469**	.449*
	Correlation					
	Sig. (2-tailed)	.195		.490	.009	.013
	N	30	30	30	30	30
X2P3	Pearson	.630**	-.131	1	-.142	.709**
	Correlation					
	Sig. (2-tailed)	.000	.490		.455	.000
	N	30	30	30	30	30
X2P4	Pearson	-.350	.469**	-.142	1	.415*
	Correlation					
	Sig. (2-tailed)	.058	.009	.455		.023
	N	30	30	30	30	30
TOTAL_X2	Pearson	.532**	.449*	.709**	.415*	1
	Correlation					
	Sig. (2-tailed)	.003	.013	.000	.023	
	N	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 Validitas Persepsi Nilai (X3) 30 Responden

		X3P1	X3P2	X3P3	X3P4	TOTAL_X3
X3P1	Pearson	1	.100	.106	-.024	.477**
	Correlation					

X3P2	Sig. (2-tailed)		.599	.577	.900	.008
	N	30	30	30	30	30
	Pearson Correlation	.100	1	.092	.266	.618**
X3P3	Sig. (2-tailed)	.599		.628	.155	.000
	N	30	30	30	30	30
	Pearson Correlation	.106	.092	1	.326	.625**
X3P4	Sig. (2-tailed)	.577	.628		.078	.000
	N	30	30	30	30	30
	Pearson Correlation	-.024	.266	.326	1	.674**

Uji Validitas Minat Beli Ulang (Y) 30 Responden

		Y1	Y2	Y3	Y4	TOTAL_Y
Y1	Pearson Correlation	1	-.030	.339	.005	.568**
	Sig. (2-tailed)		.876	.067	.979	.001
	N	30	30	30	30	30
Y2	Pearson Correlation	-.030	1	-.067	.328	.502**
	Sig. (2-tailed)	.876		.727	.077	.005
	N	30	30	30	30	30
Y3	Pearson Correlation	.339	-.067	1	.063	.608**
	Sig. (2-tailed)	.067	.727		.739	.000
	N	30	30	30	30	30
Y4	Pearson Correlation	.005	.328	.063	1	.616**
	Sig. (2-tailed)	.979	.077	.739		.000
	N	30	30	30	30	30
TOTAL_Y	Pearson Correlation	.568**	.502**	.608**	.616**	1
	Sig. (2-tailed)	.001	.005	.000	.000	
	N	30	30	30	30	30

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

LAMPIRAN 6 UJI REABILITAS 190 RESPONDEN)**(Variabel Citra Merek (X1)****Reliability Statistics**

Cronbach's Alpha	N of Items
.838	7

(Variabel Kepercayaan Merek (X2)**Reliability Statistics**

Cronbach's Alpha	N of Items
.877	4

(Variabel Persepsi Nilai (X3)**Reliability Statistics**

Cronbach's Alpha	N of Items
.716	4

(Variabel Minat Beli Ulang (Y)**Reliability Statistics**

Cronbach's Alpha	N of Items
.829	4

(LAMPIRAN 7 UJI NORMALITAS)**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		190
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.56034318
Most Extreme Differences	Absolute	.089

	Positive	.089
	Negative	-.045
Kolmogor		1.221
ov-Smirnov Z		
Asymp. Sig. (2-tailed)		.101

(LAMPIRAN 8 UJI LINIERITAS)

UJI LINIERITAS VARIABEL CITRA MEREK (X1)

		(Combined)	2093.314	21	99.682	23.243	.000
TOTAL_Y *	Between Groups	Linearity	1976.567	1	1976.567	460.881	.000
TOTAL_X1		Deviation from Linearity	116.746	20	5.837	1.361	.148
	Within Groups		720.497	168	4.289		
	Total		2813.811	189			

UJI LINIERITAS VARIABEL KEPERCAYAAN MEREK (X2)

		(Combined)	2233.798	14	159.557	48.141	.000
TOTAL_Y *	Between Groups	Linearity	2176.620	1	2176.620	656.724	.000
		Deviation from	57.178	13	4.398	1.327	.201
TOTAL_X2	Within Groups	Linearity	580.013	175	3.314		
	Total		2813.811	189			

UJI LINIERITAS VARIABEL PERSEPSI NILAI (X3)

		(Combined)	1977.176	13	152.090	31.995	.000
TOTAL_Y *	Between Groups	Linearity	1902.793	1	1902.793	400.284	.000
		Deviation from	74.383	12	6.199	1.304	.220
TOTAL_X3	Within Groups	Linearity	836.635	176	4.754		
	Total		2813.811	189			

(LAMPIRAN 9 UJI MULTIKOLENERITAS)

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	TOTAL_X1	.278	3.596
	TOTAL_X2	.302	3.312
	TOTAL_X3	.279	3.581

Collinearity Diagnostics ^a							
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	TOTAL_X1	TOTAL_X2	TOTAL_X3
1	1	3.934	1.000	.00	.00	.00	.00
	2	.046	9.203	.39	.00	.26	.00
	3	.011	18.502	.52	.09	.71	.46
	4	.008	22.766	.09	.91	.03	.54

a. Dependent Variable: TOTAL_Y

(LAMPIRAN 10 UJI HETEROSKEDASTISITAS)

Correlations						
		TOTAL_X1	TOTAL_X2	TOTAL_X3	Unstandardized Residual	
Spearman's rho	TOTAL_X1	Correlation	1.000	.816**	.815**	.072
		Coefficient				
		Sig. (2-tailed)	.	.000	.000	.326
		N	190	190	190	190
	TOTAL_X2	Correlation	.816**	1.000	.785**	.020
		Coefficient				
		Sig. (2-tailed)	.000	.	.000	.789
		N	190	190	190	190
	TOTAL_X3	Correlation	.815**	.785**	1.000	-.004
		Coefficient				
		Sig. (2-tailed)	.000	.000	.	.953
		N	190	190	190	190
	Unstandardized Residual	Correlation	.072	.020	-.004	1.000
		Coefficient				
		Sig. (2-tailed)	.326	.789	.953	.

	N	190	190	190	190
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**. Correlation is significant at the 0.01 level (2-tailed).

(LAMPIRAN11 Uji REGRESI LINIER BERGANDA)

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TOTAL_X3, TOTAL_X2, TOTAL_X1 ^b	.	Enter

a. Dependent Variable: TOTAL_Y

b. All requested variables entered.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.032	.631		-1.637	.103		
	TOTAL_X1	.210	.042	.280	4.972	.000	.278	3.596
	TOTAL_X2	.459	.050	.500	9.264	.000	.302	3.312
	TOTAL_X3	.235	.067	.198	3.522	.001	.279	3.581

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.915 ^a	.836	.834	1.573

a. Predictors: (Constant), TOTAL_X3, TOTAL_X2, TOTAL_X1

b. Dependent Variable: TOTAL_Y

(Lampiran12 Uji T)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	1.032	.631	-1.637	.103
	TOTAL_X1	.210	.042	4.972	.000
	TOTAL_X2	.459	.050	9.264	.000
	TOTAL_X3	.235	.067	3.522	.001

(LAMPIRAN 13 UJI F)**ANOVA^a**

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	2353.658	3	784.553	317.127	.000 ^b
	Residual	460.153	186	2.474		
	Total	2813.811	189			

a. Dependent Variable: TOTAL_Y

b. Predictors: (Constant), TOTAL_X3, TOTAL_X2, TOTAL_X1

(LAMPIRAN 14 R TABEL)**Tabel r untuk df = 1 - 50**

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1.0000
2	0.9000	0.9500	0.9800	0.9900	0.9990
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.8470
10	0.4973	0.5760	0.6581	0.7079	0.8233

11	0.4762	0.5529	0.6339	0.6835	0.8010
12	0.4575	0.5324	0.6120	0.6614	0.7800
13	0.4409	0.5140	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4000	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.5880
27	0.3115	0.3673	0.4297	0.4705	0.5790
28	0.3061	0.3610	0.4226	0.4629	0.5703
29	0.3009	0.3550	0.4158	0.4556	0.5620
30	0.2960	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.3440	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322
34	0.2785	0.3291	0.3862	0.4238	0.5254
35	0.2746	0.3246	0.3810	0.4182	0.5189
36	0.2709	0.3202	0.3760	0.4128	0.5126
37	0.2673	0.3160	0.3712	0.4076	0.5066
38	0.2638	0.3120	0.3665	0.4026	0.5007
39	0.2605	0.3081	0.3621	0.3978	0.4950
40	0.2573	0.3044	0.3578	0.3932	0.4896
41	0.2542	0.3008	0.3536	0.3887	0.4843
42	0.2512	0.2973	0.3496	0.3843	0.4791
43	0.2483	0.2940	0.3457	0.3801	0.4742
44	0.2455	0.2907	0.3420	0.3761	0.4694
45	0.2429	0.2876	0.3384	0.3721	0.4647
46	0.2403	0.2845	0.3348	0.3683	0.4601
47	0.2377	0.2816	0.3314	0.3646	0.4557
48	0.2353	0.2787	0.3281	0.3610	0.4514
49	0.2329	0.2759	0.3249	0.3575	0.4473
50	0.2306	0.2732	0.3218	0.3542	0.4432

(LAMPIRAN 15 T TABEL)

Pr df	0.25 0.50	0.10 0.20	0.05 0.10	0.025 0.050	0.01 0.02	0.005 0.010	0.001 0.002
161	0.6760 2	1.28683	1.6543 7	1.97481	2.3497 3	2.6067 1	3.14162
162	0.6760 1	1.28680	1.6543 1	1.97472	2.3495 9	2.6065 2	3.14130
163	0.6760 0	1.28677	1.6542 6	1.97462	2.3494 4	2.6063 3	3.14098
164	0.6759 9	1.28673	1.6542 0	1.97453	2.3493 0	2.6061 4	3.14067
165	0.6759 8	1.28670	1.6541 4	1.97445	2.3491 6	2.6059 5	3.14036
166	0.6759 7	1.28667	1.6540 8	1.97436	2.3490 2	2.6057 7	3.14005
167	0.6759 6	1.28664	1.6540 3	1.9742 7	2.3488 8	2.6055 9	3.13975
168	0.6759 5	1.28661	1.6539 7	1.97419	2.3487 5	2.6054 1	3.13945
169	0.6759 4	1.28658	1.6539 2	1.97410	2.3486 2	2.6052 3	3.13915
170	0.6759 4	1.28655	1.6538 7	1.97402	2.3484 8	2.6050 6	3.13886
171	0.6759 3	1.28652	1.6538 1	1.97393	2.3483 5	2.6048 9	3.13857
172	0.6759 2	1.28649	1.6537 6	1.97385	2.3482 2	2.6047 1	3.13829
173	0.6759 1	1.28646	1.6537 1	1.97377	2.3481 0	2.6045 5	3.13801
174	0.6759 0	1.28644	1.6536 6	1.97369	2.3479 7	2.6043 8	3.13773
175	0.6758 9	1.28641	1.6536 1	1.97361	2.3478 4	2.6042 1	3.13745
176	0.6758 9	1.28638	1.6535 6	1.97353	2.3477 2	2.6040 5	3.13718
177	0.6758 8	1.28635	1.6535 1	1.97346	2.3476 0	2.6038 9	3.13691
178	0.6758 7	1.28633	1.6534 6	1.97338	2.3474 8	2.6037 3	3.13665
179	0.6758 6	1.28630	1.6534 1	1.97331	2.3473 6	2.6035 7	3.13638
180	0.6758 6	1.28627	1.6533 6	1.97323	2.3472 4	2.6034 2	3.13612
181	0.6758 5	1.28625	1.6533 2	1.97316	2.3471 3	2.6032 6	3.13587

182	0.6758 4	1.28622	1.6532 7	1.97308	2.3470 1	2.6031 1	3.13561
183	0.6758 3	1.28619	1.6532 2	1.97301	2.3469 0	2.6029 6	3.13536
184	0.6758 3	1.28617	1.6531 8	1.97294	2.3467 8	2.6028 1	3.13511
185	0.6758 2	1.28614	1.6531 3	1.97287	2.3466 7	2.6026 7	3.13487
186	0.6758 1	1.28612	1.6530 9	1.97280	2.3465 6	2.6025 2	3.13463
187	0.6758 0	1.28610	1.6530 4	1.97273	2.3464 5	2.6023 8	3.13438
188	0.6758 0	1.28607	1.6530 0	1.97266	2.3463 5	2.6022 3	3.13415
189	0.6757 9	1.28605	1.6529 6	1.97260	2.3462 4	2.6020 9	3.13391
190	0.6757 8	1.28602	1.6529 1	1.97253	2.3461 3	2.6019 5	3.13368
191	0.6757 8	1.28600	1.6528 7	1.97246	2.3460 3	2.6018 1	3.13345
192	0.6757 7	1.28598	1.6528 3	1.97240	2.3459 3	2.6016 8	3.13322
193	0.6757 6	1.28595	1.6527 9	1.97233	2.3458 2	2.6015 4	3.13299
194	0.6757 6	1.28593	1.6527 5	1.97227	2.3457 2	2.6014 1	3.13277
195	0.6757 5	1.28591	1.6527 1	1.97220	2.3456 2	2.6012 8	3.13255
196	0.6757 4	1.28589	1.6526 7	1.97214	2.3455 2	2.6011 5	3.13233
197	0.6757 4	1.28586	1.6526 3	1.97208	2.3454 3	2.6010 2	3.13212
198	0.6757 3	1.28584	1.6525 9	1.97202	2.3453 3	2.6008 9	3.13190
199	0.6757 2	1.28582	1.6525 5	1.97196	2.3452 3	2.6007 6	3.13169
200	0.6757 2	1.28580	1.6525 1	1.97190	2.3451 4	2.6006 3	3.13148

Titik Persentase Distribusi t (df = 161 –200)

(LAMPIRAN 16 F TABEL)

df untuk penyebu t (N2)	df untuk pembilang (N1)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
181	3.89	3.05	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.81	1.77	1.75	1.72

182	3.89	3.05	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.81	1.77	1.75	1.72
183	3.89	3.05	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.81	1.77	1.75	1.72
184	3.89	3.05	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.81	1.77	1.75	1.72
185	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.75	1.72
186	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.75	1.72
187	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
188	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
189	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
190	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
191	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
192	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
193	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
194	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
195	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
196	3.89	3.04	2.65	2.42	2.26	2.15	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
197	3.89	3.04	2.65	2.42	2.26	2.14	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
198	3.89	3.04	2.65	2.42	2.26	2.14	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
199	3.89	3.04	2.65	2.42	2.26	2.14	2.06	1.99	1.93	1.88	1.84	1.80	1.77	1.74	1.72
200	3.89	3.04	2.65	2.42	2.26	2.14	2.06	1.98	1.93	1.88	1.84	1.80	1.77	1.74	1.72
201	3.89	3.04	2.65	2.42	2.26	2.14	2.06	1.98	1.93	1.88	1.84	1.80	1.77	1.74	1.72