

LAMPIRAN

Lampiran 1

Bandar Lampung, 20 Oktober 2017

Hal : **Mohon Bantuan Pengisian Kuisisioner**

Kepada Yth :

Bapak/Ibu

Di

Tempat

Dengan Hormat,

Bersama ini saya sampaikan bahwa saya bermaksud mengadakan penelitian di PT. Tripanca 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 KUALITAS PRODUK DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN PRODUK TRIPANCA DI BANDAR LAMPUNG”**.

Sehubungan dengan maksud di atas, saya harapkan bantuan saudara untuk bersedia mengisi instrument penelitian ini sesuai dengan pendapat dan pengalaman yang dimiliki. Instrumen ini dirancang sedemikian rupa sehingga tidak seorangun 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,

Lora Oviarillanda

Lampiran 2

KUESIONER

Pernyataan dibawah ini dalam rangka penelitian skripsi dengan judul:

PENGARUH KUALITAS PRODUK DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN PRODUK TRIPANCA DI BANDAR LAMPUNG

PETUNJUK PENGISIAN :

Berilah tanda (√) pada salah satu jawaban yang paling sesuai menurut anda.

SS = Sangat Setuju (5)

S = Setuju (4)

CS = Cukup Setuju (3)

TS = Tidak Setuju (2)

STS = Sangat Tidak Setuju (1)

IDENTITAS RESPONDEN

1. Nama Konsumen Akhir

Nama : _____

IDENTITAS RESPONDEN

1. Nama Responden :
2. Jenis Kelamin : 1. Laki-Laki 2. Perempuan
3. Usia :
4. Pekerjaan :
 1. Mahasiswa
 2. Wiraswasta
 3. Pegawai Negeri (PNS)
 4. Dll..

Lampira 3

Kuesioner Kualitas Produk (X1)

No	Pernyataan	Jawaban				
		SS	S	CS	TS	STS
1	Tripanca memiliki kualitas AMDK yang baik					
2	Tripanca sebagai Air Mineral yang membantu menjaga kestabilan cairan tubuh					
3	Produk Tripanca memiliki kemasan yang dapat dengan mudah dikenal oleh konsumen					
4	Tripanca memiliki banyak varian kemasan yang dipasarkan.					
5	Tripanca memiliki ukuran kemasan yang sesuai dengan kebutuhan konsumen (Galon 19 liter, Gelas 150 ml, Gelas 240 ml, dan Botol Plastik 330 ml, 600 ml, 1500 ml).					
6	Tripanca tidak memiliki bau menyengat					
7	Tripanca merupakan produk tahan lama					
8	Produk Tripanca tahan terhadap bakteri yang berasal dari luar kemasan					
9	Tripanca tidak memiliki bau menyengat					
10	Tripanca merupakan Air Mineral yang tidak memiliki rasa					
11	Tripanca merupakan AMDK yang dibutuhkan konsumen					
12	Tripanca memiliki ukuran yang sesuai dengan kebutuhan konsumen					

Kuesioner Citra Merek (X2)

No	Pernyataan	Jawaban				
		SS	S	CS	TS	STS
1	Produk Tripanca memiliki kemasan yang aman					
2	Produk Tripanca yang ditawarkan memiliki proses pengemasan dengan teknologi yang canggih					
3	Produk Tripanca memiliki izin BPOM yang tertera langsung dalam kemasan					
4	Produk Tripanca mencantumkan tanggal kadaluarsa yang tertera dibagian kemasan					
5	Produk Tripanca cocok untuk dikonsumsi oleh semua kalangan atau kondisi apapun					
6	Tripanca memiliki produk yang terbuat dari sumber air alami dari kaki gunung betung					
7	Tripanca memiliki pelayanan yang baik dalam melayani konsumen					
8	Tripanca selalu merespon keluhan pembeli dengan cepat dan tuntas					
9	Produk Tripanca tidak pernah mengecewakan konsumen					
10	Produk Tripanca tidak Berdampak menimbulkan Gejala Penyakit karena diproses dengan teknologi tinggi					

Kuesioner Keputusan Pembelian (Y)

No	Pernyataan	Jawaban				
		S	SS	CS	TS	STS
1	Saya membeli Tripanca karna produk sesuai dengan kebutuhan tubuh					
2	Saya membeli Tripanca karena mudah dikonsumsi					
3	Saya membeli Tripanca karena mutu yang ditawarkan sangat dijamin					
4	Saya membeli Tripanca karena kemasan mudah dibawa					
5	Saya membeli Tripanca karena mereknya terkenal					
6	Saya membeli Tripanca karena bermerek Nasional					
7	Saya membeli produk Tripanca karena peminatnya banyak					
8	Saya membeli poduk Tripanca karena harga yang terjangkau					
9	Saya membeli Tripanca karena produk yang dikeluarkan tidak terbatas					
10	Saya membeli Tripanca karena banyaknya varian yang ditawarkan					
11	Saya dapat membeli Tripanca kapan saja					
12	Saya dapat membeli Tripanca dimana saja					

Lampiran 4

Hasil jawaban Responden Variabel Kualitas Produk (X1)

Butir 1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	11	11,0	11,0	11,0
3	6	6,0	6,0	17,0
4	54	54,0	54,0	71,0
Valid 5	29	29,0	29,0	100,0
Total	100	100,0	100,0	

Butir 2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2,0	2,0	2,0
3	16	16,0	16,0	18,0
4	59	59,0	59,0	77,0
Valid 5	23	23,0	23,0	100,0
Total	100	100,0	100,0	

Butir 3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2,0	2,0	2,0
3	2	2,0	2,0	4,0
4	71	71,0	71,0	75,0
Valid 5	25	25,0	25,0	100,0
Total	100	100,0	100,0	

Butir 4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5,0	5,0	5,0
3	25	25,0	25,0	30,0
4	57	57,0	57,0	87,0
Valid 5	13	13,0	13,0	100,0
Total	100	100,0	100,0	

Butir 5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	25	25,0	25,0	25,0
3	23	23,0	23,0	48,0
4	41	41,0	41,0	89,0
Valid 5	11	11,0	11,0	100,0
Total	100	100,0	100,0	

Butir 6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
4	51	51,0	51,0	55,0
Valid 5	45	45,0	45,0	100,0
Total	100	100,0	100,0	

Butir 7

	Frequency	Percent	Valid Percent	Cumulative Percent
3	13	13,0	13,0	13,0
4	69	69,0	69,0	82,0
Valid 5	18	18,0	18,0	100,0
Total	100	100,0	100,0	

Butir 8

	Frequency	Percent	Valid Percent	Cumulative Percent
2	12	12,0	12,0	12,0
3	8	8,0	8,0	20,0
Valid 4	59	59,0	59,0	79,0
5	21	21,0	21,0	100,0
Total	100	100,0	100,0	

Butir 9

	Frequency	Percent	Valid Percent	Cumulative Percent
3	10	10,0	10,0	10,0
4	53	53,0	53,0	63,0
Valid 5	37	37,0	37,0	100,0
Total	100	100,0	100,0	

Butir 10

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	20	20,0	20,0	24,0
4	25	25,0	25,0	49,0
Valid 5	51	51,0	51,0	100,0
Total	100	100,0	100,0	

Butir 11

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2,0	2,0	2,0
3	26	26,0	26,0	28,0
4	37	37,0	37,0	65,0
Valid 5	35	35,0	35,0	100,0
Total	100	100,0	100,0	

Butir 12

	Frequency	Percent	Valid Percent	Cumulative Percent
3	33	33,0	33,0	33,0
4	44	44,0	44,0	77,0
Valid 5	23	23,0	23,0	100,0
Total	100	100,0	100,0	

Lampiran 5

Hasil jawaban Responden Variabel Citra Merek (X2)

Butir 1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	20	20,0	20,0	24,0
Valid 4	25	25,0	25,0	49,0
5	51	51,0	51,0	100,0
Total	100	100,0	100,0	

Butir 2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	20	20,0	20,0	24,0
Valid 4	57	57,0	57,0	81,0
5	19	19,0	19,0	100,0
Total	100	100,0	100,0	

Butir 3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4,0	4,0	4,0
3	3	3,0	3,0	7,0
Valid 4	71	71,0	71,0	78,0
5	22	22,0	22,0	100,0
Total	100	100,0	100,0	

Butir 4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	3	3,0	3,0	3,0
3	31	31,0	31,0	34,0
4	52	52,0	52,0	86,0
5	14	14,0	14,0	100,0
Total	100	100,0	100,0	

Butir 5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	19	19,0	19,0	19,0
3	29	29,0	29,0	48,0
4	46	46,0	46,0	94,0
5	6	6,0	6,0	100,0
Total	100	100,0	100,0	

Butir 6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	6,0	6,0	6,0
4	61	61,0	61,0	67,0
5	33	33,0	33,0	100,0
Total	100	100,0	100,0	

Butir 7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	16	16,0	16,0	16,0
4	67	67,0	67,0	83,0
5	17	17,0	17,0	100,0
Total	100	100,0	100,0	

Butir 8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	18	18,0	18,0
	3	8	8,0	26,0
	4	51	51,0	77,0
	5	23	23,0	100,0
	Total	100	100,0	100,0

Butir 9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	20	20,0	20,0
	4	43	43,0	63,0
	5	37	37,0	100,0
	Total	100	100,0	100,0

Butir 10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	25	25,0	25,0
	4	58	58,0	83,0
	5	17	17,0	100,0
	Total	100	100,0	100,0

Lampiran 6

Hasil jawaban Responden Variabel Keputusan Pembelian (Y)

Butir 1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	29	29,0	29,0	29,0
Valid 4	63	63,0	63,0	92,0
Valid 5	8	8,0	8,0	100,0
Total	100	100,0	100,0	

Butir 2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2,0	2,0	2,0
Valid 3	23	23,0	23,0	25,0
Valid 4	62	62,0	62,0	87,0
Valid 5	13	13,0	13,0	100,0
Total	100	100,0	100,0	

Butir 3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2,0	2,0	2,0
Valid 3	26	26,0	26,0	28,0
Valid 4	37	37,0	37,0	65,0
Valid 5	35	35,0	35,0	100,0
Total	100	100,0	100,0	

Butir 4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	33	33,0	33,0
	4	44	44,0	77,0
	5	23	23,0	100,0
	Total	100	100,0	100,0

Butir 5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2,0	2,0
	3	28	28,0	30,0
	4	34	34,0	64,0
	5	36	36,0	100,0
	Total	100	100,0	100,0

Butir 6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	8	8,0	8,0
	3	14	14,0	22,0
	4	36	36,0	58,0
	5	42	42,0	100,0
	Total	100	100,0	100,0

Butir 7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	22	22,0	22,0
	4	56	56,0	78,0
	5	22	22,0	100,0
	Total	100	100,0	100,0

Butir 8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2,0	2,0	2,0
3	23	23,0	23,0	25,0
4	52	52,0	52,0	77,0
5	23	23,0	23,0	100,0
Total	100	100,0	100,0	

Butir 9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	23	23,0	23,0	23,0
4	39	39,0	39,0	62,0
5	38	38,0	38,0	100,0
Total	100	100,0	100,0	

Butir 10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	5,0	5,0	5,0
3	33	33,0	33,0	38,0
4	33	33,0	33,0	71,0
5	29	29,0	29,0	100,0
Total	100	100,0	100,0	

Butir 11

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	23	23,0	23,0	23,0
3	23	23,0	23,0	46,0
4	28	28,0	28,0	74,0
5	26	26,0	26,0	100,0
Total	100	100,0	100,0	

Butir 12

	Frequency	Percent	Valid Percent	Cumulative Percent
	2	11	11,0	11,0
	3	6	6,0	17,0
Valid	4	54	54,0	71,0
	5	29	29,0	100,0
	Total	100	100,0	

Lampiran 7

UJI VALIDITAS VARIABEL KUALITAS PRODUK (X1)

		Correlations												
		Butir 1	Butir 2	Butir 3	Butir 4	Butir 5	Butir 6	Butir 7	Butir 8	Butir 9	Butir 10	Butir 11	Butir 12	Total
Butir 1	Pearson Correlation	1	-,066	-,064	-,058	,053	-,088	,040	,079	,013	,034	,325**	,017	,279**
	Sig. (2-tailed)		,513	,527	,564	,599	,385	,696	,435	,898	,733	,001	,869	,005
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Butir 2	Pearson Correlation	-,066	1	,272**	,494**	,476**	,719**	,496**	,240*	,143	,037	,226*	,045	,699**
	Sig. (2-tailed)	,513		,006	,000	,000	,000	,000	,016	,155	,712	,024	,655	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Butir 3	Pearson Correlation	-,064	,272**	1	-,020	,124	,363**	,388**	,104	,365**	,151	-,085	,046	,401**
	Sig. (2-tailed)	,527	,006		,843	,220	,000	,000	,301	,000	,135	,400	,651	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Butir 4	Pearson Correlation	-,058	,494**	-,020	1	,075	,461**	,423**	-,054	,151	,031	,134	-,041	,427**
	Sig. (2-tailed)	,564	,000	,843		,457	,000	,000	,594	,134	,758	,184	,688	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Butir 5	Pearson Correlation	,053	,476**	,124	,075	1	-,060	,389**	-,104	,077	-,020	,149	,121	,431**
	Sig. (2-tailed)	,599	,000	,220	,457		,551	,000	,305	,447	,846	,138	,229	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Butir 6	Pearson Correlation	-,088	,719**	,363**	,461**	-,060	1	,397**	,369**	,300**	,217*	,160	-,045	,623**
	Sig. (2-tailed)	,385	,000	,000	,000	,551		,000	,000	,002	,030	,111	,656	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Butir 7	Pearson Correlation	,040	,496**	,388**	,423**	,389**	,397**	1	,177	,591**	,157	,169	,061	,707**
	Sig. (2-tailed)	,696	,000	,000	,000	,000	,000		,078	,000	,120	,094	,548	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Butir 8	Pearson Correlation	,079	,240*	,104	-,054	-,104	,369**	,177	1	,364**	,096	,229*	-,017	,446**
	Sig. (2-tailed)	,435	,016	,301	,594	,305	,000	,078		,000	,344	,022	,866	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Butir 9	Pearson Correlation	,013	,143	,365**	,151	,077	,300**	,591**	,364**	1	,207*	,185	,058	,564**
	Sig. (2-tailed)	,898	,155	,000	,134	,447	,002	,000	,000		,039	,066	,568	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Butir 10	Pearson Correlation	,034	,037	,151	,031	-,020	,217*	,157	,096	,207*	1	,118	,049	,390**
	Sig. (2-tailed)	,733	,712	,135	,758	,846	,030	,120	,344	,039		,242	,627	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Butir 11	Pearson Correlation	,325**	,226*	-,085	,134	,149	,160	,169	,229*	,185	,118	1	,008	,502**
	Sig. (2-tailed)	,001	,024	,400	,184	,138	,111	,094	,022	,066	,242		,936	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Butir 12	Pearson Correlation	,017	,045	,046	-,041	,121	-,045	,061	-,017	,058	,049	,008	1	,233*
	Sig. (2-tailed)	,869	,655	,651	,688	,229	,656	,548	,866	,568	,627	,936		,019
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Total	Pearson Correlation	,279**	,699**	,401**	,427**	,431**	,623**	,707**	,446**	,564**	,390**	,502**	,233*	1
	Sig. (2-tailed)	,005	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,019	
N		100	100	100	100	100	100	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).

Lampiran 8

UJI VALIDITAS VARIABEL CITRA MEREK(X2)

		Correlations										
		Butir 1	Butir 2	Butir 3	Butir 4	Butir 5	Butir 6	Butir 7	Butir 8	Butir 9	Butir 10	Total
Butir 1	Pearson Correlation	1	,317**	-,167	,251*	-,090	,308**	-,159	-,180	-,360**	,044	,223*
	Sig. (2-tailed)		,001	,097	,012	,374	,002	,115	,073	,000	,664	,026
	N	100	100	100	100	100	100	100	100	100	100	100
Butir 2	Pearson Correlation	,317**	1	,301**	,679**	,388**	,747**	,381**	,193	,102	,271**	,849**
	Sig. (2-tailed)	,001		,002	,000	,000	,000	,000	,054	,312	,006	,000
	N	100	100	100	100	100	100	100	100	100	100	100
Butir 3	Pearson Correlation	-,167	,301**	1	,100	-,061	,474**	,218*	,005	,197*	,182	,384**
	Sig. (2-tailed)	,097	,002		,323	,548	,000	,030	,961	,050	,069	,000
	N	100	100	100	100	100	100	100	100	100	100	100
Butir 4	Pearson Correlation	,251*	,679**	,100	1	,259**	,610**	,587**	-,096	,339**	,229*	,737**
	Sig. (2-tailed)	,012	,000	,323		,009	,000	,000	,344	,001	,022	,000
	N	100	100	100	100	100	100	100	100	100	100	100
Butir 5	Pearson Correlation	-,090	,388**	-,061	,259**	1	-,131	,337**	-,197*	,132	,120	,338**
	Sig. (2-tailed)	,374	,000	,548	,009		,192	,001	,049	,189	,235	,001
	N	100	100	100	100	100	100	100	100	100	100	100
Butir 6	Pearson Correlation	,308**	,747**	,474**	,610**	-,131	1	,235*	,283**	,271**	,298**	,784**
	Sig. (2-tailed)	,002	,000	,000	,000	,192		,019	,004	,006	,003	,000
	N	100	100	100	100	100	100	100	100	100	100	100
Butir 7	Pearson Correlation	-,159	,381**	,218*	,587**	,337**	,235*	1	-,084	,611**	,191	,582**
	Sig. (2-tailed)	,115	,000	,030	,000	,001	,019		,406	,000	,057	,000
	N	100	100	100	100	100	100	100	100	100	100	100
Butir 8	Pearson Correlation	-,180	,193	,005	-,096	-,197*	,283**	-,084	1	,241*	,167	,311**
	Sig. (2-tailed)	,073	,054	,961	,344	,049	,004	,406		,016	,097	,002
	N	100	100	100	100	100	100	100	100	100	100	100
Butir 9	Pearson Correlation	-,360**	,102	,197*	,339**	,132	,271**	,611**	,241*	1	,179	,491**
	Sig. (2-tailed)	,000	,312	,050	,001	,189	,006	,000	,016		,074	,000
	N	100	100	100	100	100	100	100	100	100	100	100
Butir 10	Pearson Correlation	,044	,271**	,182	,229*	,120	,298**	,191	,167	,179	1	,515**
	Sig. (2-tailed)	,664	,006	,069	,022	,235	,003	,057	,097	,074		,000
	N	100	100	100	100	100	100	100	100	100	100	100
Total	Pearson Correlation	,223*	,849**	,384**	,737**	,338**	,784**	,582**	,311**	,491**	,515**	1
	Sig. (2-tailed)	,026	,000	,000	,000	,001	,000	,000	,002	,000	,000	
	N	100	100	100	100	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).

Lampiran 9

UJI VALIDITAS VARIABEL KEPUTUSAN PEMBELIAN(Y)

		Correlations												
		Butir 1	Butir 2	Butir 3	Butir 4	Butir 5	Butir 6	Butir 7	Butir 8	Butir 9	Butir 10	Butir 11	Butir 12	Total
Butir 1	Pearson Correlation	1	,812**	,719**	-,097	,534**	,593**	,238*	,768**	,483**	,045	,128	,241*	,737**
	Sig. (2-tailed)		,000	,000	,338	,000	,000	,017	,000	,000	,659	,205	,016	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Butir 2	Pearson Correlation	,812**	1	,831**	,075	,629**	,575**	,372**	,913**	,505**	,098	,131	,297**	,848**
	Sig. (2-tailed)	,000		,000	,459	,000	,000	,000	,000	,000	,332	,195	,003	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Butir 3	Pearson Correlation	,719**	,831**	1	,008	,367**	,744**	,291**	,891**	,696**	,141	,169	,325**	,852**
	Sig. (2-tailed)	,000	,000		,936	,000	,000	,003	,000	,000	,161	,094	,001	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Butir 4	Pearson Correlation	-,097	,075	,008	1	,118	,249*	,671**	-,099	,273**	,108	,061	,017	,328**
	Sig. (2-tailed)	,338	,459	,936		,243	,012	,000	,326	,006	,283	,548	,869	,001
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Butir 5	Pearson Correlation	,534**	,629**	,367**	,118	1	,286**	,231*	,388**	,206*	,088	,060	-,120	,514**
	Sig. (2-tailed)	,000	,000	,000	,243		,004	,021	,000	,040	,382	,556	,234	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Butir 6	Pearson Correlation	,593**	,575**	,744**	,249*	,286**	1	,519**	,637**	,662**	,117	,163	,192	,797**
	Sig. (2-tailed)	,000	,000	,000	,012	,004		,000	,000	,000	,248	,106	,056	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Butir 7	Pearson Correlation	,238*	,372**	,291**	,671**	,231*	,519**	1	,329**	,531**	-,018	,136	,102	,594**
	Sig. (2-tailed)	,017	,000	,003	,000	,021	,000		,001	,000	,862	,177	,314	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Butir 8	Pearson Correlation	,768**	,913**	,891**	-,099	,388**	,637**	,329**	1	,597**	,120	,177	,415**	,839**
	Sig. (2-tailed)	,000	,000	,000	,326	,000	,000	,001		,000	,235	,078	,000	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Butir 9	Pearson Correlation	,483**	,505**	,696**	,273**	,206*	,662**	,531**	,597**	1	,109	,194	,277**	,762**
	Sig. (2-tailed)	,000	,000	,000	,006	,040	,000	,000	,000		,282	,053	,005	,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Butir 10	Pearson Correlation	,045	,098	,141	,108	,088	,117	-,018	,120	,109	1	,085	,126	,301**
	Sig. (2-tailed)	,659	,332	,161	,283	,382	,248	,862	,235	,282		,400	,212	,002
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Butir 11	Pearson Correlation	,128	,131	,169	,061	,060	,163	,136	,177	,194	,085	1	,040	,288**
	Sig. (2-tailed)	,205	,195	,094	,548	,556	,106	,177	,078	,053	,400		,696	,004
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Butir 12	Pearson Correlation	,241*	,297**	,325**	,017	-,120	,192	,102	,415**	,277**	,126	,040	1	,418**
	Sig. (2-tailed)	,016	,003	,001	,869	,234	,056	,314	,000	,005	,212	,696		,000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Total	Pearson Correlation	,737**	,848**	,852**	,328**	,514**	,797**	,594**	,839**	,762**	,301**	,288**	,418**	1
	Sig. (2-tailed)	,000	,000	,000	,001	,000	,000	,000	,000	,000	,002	,004	,000	
	N	100	100	100	100	100	100	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).

Lampiran 10

Uji Reabilitas Variabel Kualitas Produk (X1)

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
,704	13

Lampiran 11

Uji Reabilitas Variabel 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
,664	10

Lampiran 12

Uji Reabilitas Variabel 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
,838	12

Lampiran 13

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		X.1	X.2	Y
N		100	100	100
Normal Parameters ^{a,b}	Mean	40,20	39,47	47,31
	Std. Deviation	3,411	3,320	5,090
Most Extreme Differences	Absolute	,097	,088	,076
	Positive	,087	,066	,055
	Negative	-,097	-,088	-,076
Kolmogorov-Smirnov Z		,966	,876	,757
Asymp. Sig. (2-tailed)		,308	,427	,615

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 14

Uji Homogenitas

- a. Berdasarkan Selisih atau perubahan pada Kualitas Produk (X1)

Test of Homogeneity of Variances

Y

Levene Statistic	df1	df2	Sig.
,924	15	83	,541

- b. Berdasarkan Selisih atau perubahan pada Citra Merek (X2)

Test of Homogeneity of Variances

Y

Levene Statistic	df1	df2	Sig.
,817	13	84	,641

Lampiran 15

Uji Linier

a. Berdasarkan Selisih atau perubahan pada Kualitas Produk (X1)

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Y * X. 1	(Combined)	681,212	16	42,576	1,876	,034
	Between Groups	187,534	1	187,534	8,261	,005
	Linearity	493,678	15	32,912	1,450	,144
	Deviation from Linearity	1884,178	83	22,701		
	Within Groups	2565,390	99			
	Total					

b. Berdasarkan Selisih atau perubahan pada Citra Merek (X2)

ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Y * X. 2	(Combined)	352,307	15	23,487	,891	,576
	Between Groups	169,042	1	169,042	6,416	,013
	Linearity	183,265	14	13,090	,497	,929
	Deviation from Linearity	2213,083	84	26,346		
	Within Groups	2565,390	99			
	Total					

Lampiran 16

Uji Regresi Linier Berganda

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,235	7,970		2,037	,044
	X.1	,395	,141	,265	2,806	,006
	X.2	,385	,145	,251	2,658	,009

a. Dependent Variable: Y

Lampiran 17

Hasil Uji T

- a. Berdasarkan Selisih atau perubahan pada Kualitas Produk (X1)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	31,090	5,855		5,310	,000
	X.1	,403	,145	,270	2,780	,007

a. Dependent Variable: Y

- b. Berdasarkan Selisih atau perubahan pada Citra Merek (X2)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	31,773	5,930		5,358	,000
	X.2	,394	,150	,257	2,629	,010

a. Dependent Variable: Y

Lampiran 18

Hasil Uji F

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	348,930	2	174,465	7,635	,001 ^b
Residual	2216,460	97	22,850		
Total	2565,390	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X.2, X.1

Lampiran 19

100 Responden Kualitas Produk (X1)

5	4	4	4	2	5	4	4	4	4	40
5	3	4	3	3	4	3	3	3	4	35
5	4	4	4	4	4	4	2	4	4	39
4	4	4	3	3	4	3	3	4	4	36
4	4	4	3	3	4	3	3	4	4	36
5	4	4	4	4	4	4	4	4	4	41
5	4	4	4	4	4	4	4	4	4	41
5	4	4	4	2	5	4	4	4	4	40
5	4	4	4	2	5	4	5	5	4	42
3	5	5	5	4	5	5	4	5	3	44
5	4	4	4	2	5	4	4	4	4	40
5	5	3	5	4	5	5	5	5	3	45
5	4	4	4	4	4	4	2	4	4	39
5	4	4	4	2	5	4	5	5	4	42
5	4	4	4	2	5	4	4	4	4	40
4	4	4	3	3	4	3	5	3	5	38
3	5	5	5	4	5	5	4	5	3	44
4	4	4	3	3	4	3	5	3	5	38
5	4	4	4	4	4	4	4	4	4	41
3	3	5	3	3	4	4	4	5	3	37
3	3	5	3	3	4	4	4	5	3	37
5	4	4	4	4	4	4	2	4	4	39
4	3	4	4	2	4	4	2	3	4	34
2	2	2	3	4	2	4	4	5	5	33
5	4	4	4	2	5	4	5	5	4	42
4	3	4	4	2	4	4	2	3	4	34
3	3	4	3	2	2	3	4	4	4	32
5	4	4	4	4	4	4	2	4	4	39
5	4	4	4	2	5	4	4	4	4	40
3	5	5	5	4	5	5	4	5	3	44
3	3	5	3	3	4	4	4	5	3	37
5	4	4	4	4	4	4	2	4	4	39
3	5	5	5	4	5	5	4	5	3	44
3	3	5	3	3	4	4	4	5	3	37
5	4	4	4	4	4	4	4	4	4	41
3	3	5	3	3	4	4	4	5	3	37
3	3	5	3	3	4	4	4	5	3	37
4	5	5	2	5	5	5	5	5	5	46
2	2	2	3	4	2	4	4	5	5	33
4	4	4	3	3	4	3	3	4	4	36

4	5	4	4	5	5	4	4	4	4	43
5	4	4	4	4	4	4	2	4	4	39
5	4	4	4	4	4	4	4	4	4	41
5	4	4	4	2	5	4	5	5	4	42
4	5	5	2	5	5	5	5	5	5	46
4	5	4	4	5	5	4	4	4	4	43
3	5	5	5	4	5	5	4	5	3	44
4	4	4	3	3	4	3	5	3	5	38
5	4	4	4	4	4	4	4	4	4	41
3	5	5	5	4	5	5	4	5	3	44
5	4	4	4	2	5	4	4	4	4	40
5	4	4	4	2	5	4	5	5	4	42
5	4	4	4	2	5	4	5	5	4	42
5	4	4	4	4	4	4	4	4	4	41
5	4	4	4	4	4	4	4	4	4	41
4	5	4	4	5	5	4	4	4	4	43
5	4	4	4	4	4	4	2	4	4	39
5	5	5	5	5	5	5	5	4	5	49
4	5	5	5	4	5	5	4	5	5	47
5	4	4	4	2	5	4	4	4	4	40
5	4	4	4	4	4	4	2	4	4	39
4	4	4	3	3	4	3	5	3	5	38
3	3	5	3	3	4	4	4	5	3	37
4	4	4	3	3	4	3	5	3	5	38
5	3	4	3	3	4	3	3	3	4	35
5	4	4	4	2	5	4	4	4	4	40
5	5	3	5	4	5	5	5	5	3	45
4	5	4	4	5	5	4	4	4	4	43
5	4	4	4	2	5	4	5	5	4	42
5	4	4	4	4	4	4	4	4	4	41
5	4	4	4	4	4	4	4	4	4	41
5	4	4	4	2	5	4	4	4	4	40
5	4	4	4	4	4	4	4	4	4	41
4	3	4	2	3	2	5	3	3	3	32
4	4	4	3	3	4	3	3	4	4	36
5	4	4	4	2	5	4	4	4	4	40
3	3	5	3	3	4	4	4	5	3	37
5	4	4	4	2	5	4	4	4	4	40
4	4	4	3	3	4	3	3	4	4	36
5	4	4	4	2	5	4	4	4	4	40
5	4	4	4	4	4	4	4	4	4	41
5	4	4	4	4	4	4	2	4	4	39
5	4	4	4	2	5	4	4	4	4	40
4	5	4	4	5	5	4	4	4	4	43
5	4	4	4	4	4	4	4	4	4	41
4	5	5	5	4	5	5	4	5	5	47

Lampiran 20

100 Responden Citra Merek (X2)

5	4	4	4	2	5	4	5	5	4	42
5	4	4	4	4	4	4	2	4	4	39
4	3	4	4	2	4	4	2	3	4	34
2	2	2	3	4	2	4	4	5	5	33
5	4	4	4	2	5	4	5	5	4	42
4	3	4	4	2	4	4	2	3	4	34
4	3	4	2	3	2	5	3	3	3	32
5	4	4	4	4	4	4	2	4	4	39
5	4	4	4	2	5	4	4	4	4	40
3	5	5	5	4	5	5	4	5	3	44
3	3	5	3	3	4	4	4	5	3	37
5	4	4	4	4	4	4	2	4	4	39
3	5	5	5	4	5	5	4	5	3	44
3	3	5	3	3	4	4	4	5	3	37
5	4	4	4	4	4	4	4	4	4	41
3	3	5	3	3	4	4	4	5	3	37
3	3	5	3	3	4	4	4	5	3	37
3	5	5	5	4	5	5	4	5	3	44
2	2	2	3	4	2	4	4	5	5	33
4	4	4	3	3	4	3	3	4	4	36
4	5	4	4	5	5	4	4	4	4	43
5	4	4	4	4	4	4	2	4	4	39
5	4	4	4	4	4	4	4	4	4	41
4	5	5	5	4	5	5	4	5	5	47
5	3	4	3	3	4	3	3	3	4	35
4	5	4	4	5	5	4	4	4	4	43
3	5	5	5	4	5	5	4	5	3	44
4	4	4	3	3	4	3	5	3	5	38
5	4	4	4	4	4	4	4	4	4	41
4	4	4	3	3	4	3	5	3	5	38
5	4	4	4	2	5	4	4	4	4	40
4	4	4	3	3	4	3	5	3	5	38
5	4	4	4	4	4	4	2	4	4	39
5	4	4	4	4	4	4	4	4	4	41
5	4	4	4	4	4	4	4	4	4	41
5	4	4	4	4	4	4	2	4	4	39
5	4	4	4	4	4	4	2	4	4	39
5	5	4	5	5	4	5	3	4	4	40
5	4	4	4	4	4	4	4	4	4	41
5	4	4	4	2	5	4	4	4	4	40

Lampiran 21

100 Responden Kualitas Produk (Y)

4	3	3	3	4	3	3	3	4	5	4	4	43
3	2	2	4	2	3	4	2	4	3	3	4	36
3	3	3	5	3	4	5	3	3	5	4	3	44
3	3	3	3	4	2	3	3	3	5	4	4	40
4	4	4	4	4	4	4	4	4	4	2	4	46
4	4	4	5	5	5	5	4	5	2	5	5	53
4	4	4	5	5	5	5	4	5	2	5	5	53
4	4	4	4	5	5	4	4	4	3	3	4	48
5	5	5	3	5	5	5	5	5	4	4	4	55
4	4	5	3	3	5	4	5	5	4	2	5	49
4	4	5	4	5	5	4	4	5	3	5	2	50
4	4	5	3	3	5	4	5	5	4	2	5	49
3	3	3	4	3	3	3	3	4	3	3	4	39
4	4	5	3	3	5	4	5	5	4	2	5	49
3	3	3	4	3	3	3	3	4	3	3	4	39
3	4	4	4	4	4	4	4	4	3	3	4	45
4	4	3	4	4	3	4	4	4	3	2	2	41
4	4	4	4	5	5	4	4	4	3	3	4	48
4	4	4	4	4	4	4	4	4	4	2	4	46
4	4	4	3	4	4	3	4	3	5	5	4	47
4	4	5	3	3	5	4	5	5	4	2	5	49
4	4	4	4	5	5	4	4	4	3	3	4	48
4	5	5	5	5	4	5	5	5	4	4	5	56
3	4	4	4	4	4	4	4	4	3	3	4	45
4	4	5	5	3	5	4	4	5	5	5	5	54
4	4	4	3	4	4	3	4	3	5	5	4	47
4	4	5	5	3	5	4	4	5	5	5	5	54
5	5	5	3	5	5	5	5	5	4	4	4	55
4	4	4	3	4	4	3	4	3	5	5	4	47
3	3	3	5	3	4	5	3	3	5	4	3	44
3	3	3	4	3	3	4	3	4	4	4	4	42
3	3	3	5	3	4	5	3	3	5	4	3	44
3	3	3	3	4	2	3	3	3	3	3	2	35
3	3	3	4	3	3	4	3	4	4	4	4	42
3	3	3	3	4	2	3	3	3	5	4	4	40
3	4	4	4	4	4	4	4	4	3	3	4	45
4	4	4	5	5	5	5	4	5	2	5	5	53
4	4	4	5	5	5	5	4	5	2	5	5	53
5	5	5	4	5	4	4	5	4	4	2	5	52
5	5	5	3	5	5	5	5	5	4	4	4	55

4	4	5	4	5	5	4	4	5	3	5	2	50
4	4	5	4	5	5	4	4	5	3	5	2	50
4	4	5	3	3	5	4	5	5	4	2	5	49
3	3	3	4	3	3	3	3	4	3	3	4	39
4	4	5	4	5	5	4	4	5	3	5	2	50
3	3	3	3	4	2	3	3	3	5	4	4	40
3	4	4	4	4	4	4	4	4	3	3	4	45
4	4	3	4	4	3	4	4	4	3	2	2	41
4	4	4	3	4	4	3	4	3	5	5	4	47
4	4	4	4	4	4	4	4	4	4	2	4	46
4	4	4	4	4	4	4	4	4	4	2	4	46
4	4	4	4	5	5	4	4	4	3	3	4	48
4	4	4	3	4	4	3	4	3	5	5	4	47
4	5	5	5	5	4	5	5	5	4	4	5	56
4	4	4	4	4	4	4	4	4	4	2	4	46
5	5	5	4	5	4	4	5	4	4	2	5	52
4	4	4	4	4	4	4	4	4	4	2	4	46
5	5	5	3	5	5	5	5	5	4	4	4	55
4	4	5	5	3	5	4	4	5	5	5	5	54
4	4	4	3	4	4	3	4	3	5	5	4	47
3	3	3	4	3	3	4	3	4	4	4	4	42
4	4	5	3	3	5	4	5	5	4	2	5	49
3	3	3	3	4	2	3	3	3	5	4	4	40
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