

Lampiran 1
Kuisisioner Responden

SURAT PERMOHONAN PENGISIAN KUESIONER

Perihal : Permohonan Pengisian Kuesioner

Kepada : Bapak/Ibu/Saudara Responden

Di tempat.

Dengan hormat,

Untuk memenuhi sebagian persyaratan dalam penyelesaian pendidikan Program Studi Manajemen Fakultas Ekonomi dan Bisnis IIB Darmajaya, saya memerlukan beberapa informasi sebagai bahan penulisan skripsi yang berjudul “**Analisis Pengaruh Harga, Citra Merek dan Persepsi Kualitas Terhadap Keputusan Pembelian Produk *Private Label* (Studi di Giant Hypermarket Antasari Bandar Lampung)**”.

Sehubungan dengan itu, saya memohon kesediaan Bapak/Ibu/Saudara untuk mengisi kuesioner ini sesuai dengan petunjuk yang tertera. Kuesioner ini didesain untuk mengukur Keputusan Pembelian Produk *Private Label* Giant melalui variabel Harga, Citra Merek dan Persepsi Kualitas.

Atas kesediaan Bapak/Ibu/Saudara yang telah meluangkan waktu untuk mengisi kuesioner ini, saya mengucapkan terima kasih.

Hormat Saya,

Kartini Elizabeth Samosir

KUISIONER PENELITIAN

Pernyataan dibawah ini dalam rangka penelitian skripsi dengan judul :

**Analisis Pengaruh Harga, Citra Merek dan Persepsi Kualitas Terhadap
Keputusan Pembelian Produk *Private Label*
(Studi di Giant Hypermarket Antasari Bandar Lampung)**

Petunjuk pengisian daftar pernyataan :

1. Jawablah pernyataan yang diajukan dibawah ini dengan benar dan jujur.
2. Pernyataan atau pertanyaan harus dijawab semua jangan sampai ada yang terlewatkan, agar data data sepenuhnya di olah oleh peneliti.
3. Berilah tanda ceklis (√) pada jawaban yang disediakan oleh peneliti.

Keterangan :

Sangat tidak Setuju (STS)	1
Tidak Setuju (TS)	2
Kurang Setuju (KS)	3
Setuju (S)	4
Sangat Setuju (SS)	5

IDENTITAS RESPONDEN

1. Jenis Kelamin : Laki-laki Perempuan
2. Usia : ____ Tahun
3. Asal Daerah :
4. Pekerjaan : Pelajar
 Mahasiswa
 Pegawai Negeri Sipil
 Karyawan Swasta
 Wiraswata
 Karyawan BUMN
 Ibu Rumah Tangga
 Professional (Dokter, Pengacara, dll)

5. Rata- rata pengeluaran : < Rp. 3.000.000
 Sebulan Rp. 3.100.000 - Rp. 5.000.000
 Rp. 5.100.000 - Rp 7.000.000
 Rp. 7.100.000 – Rp. 10.000.000
 > Rp. 10.000.000
6. Pendidikan terakhir : SD
 SMP
 SMA
 Diploma
 S1
 S2
 S3

1.Variable Harga

NO	Pernyataan	Jawaban				
		STS	TS	KS	S	SS
1.	Harga Produk Private label lebih terjangkau					
2.	Harga Produk Private Label yang di tawarkan Giant sesuai dengan kualitasnya.					
3.	Harga Produk Private Label Giant lebih murah dibandingkan harga Merek Nasional					
4.	Harga Produk Private Label Giant sesuai dengan manfaat yang dirasakan					

2. Variabel Citra Merek

NO	Pernyataan	Jawaban				
		STS	TS	KS	S	SS
1.	Produk Private Label Giant memiliki kemasan fisik yang menarik konsumen					

2.	Produk <i>Private Label</i> Giant lebih mudah diingat dan diucapkan oleh konsumen					
3.	Produk <i>Private Label</i> Giant adalah produk yang lebih banyak dibeli oleh konsumen dibandingkan merek Nasional					
4	Produk <i>Private Label</i> memberikan kesan positif kepada konsumen					

3. Variabel Persepsi Kualitas

NO	Pernyataan	Jawaban				
		STS	TS	KS	S	SS
1.	Konsumen mengetahui performa kualitas dari produk <i>Private Label</i> Giant					
2.	Giant memperhatikan peningkatan kualitas performa secara berkelanjutan mengenai <i>Private Label</i> yang dimiliki					
3.	Harga yang murah menggambarkan kualitas Produk <i>Private Label</i> yang rendah					
4.	Produk <i>Private Label</i> Giant selalu melakukan Inovasi Produk					
5.	perbedaan kualitas yang signifikan antara merek <i>Private Label</i> Giant dengan merek <i>Private Brand</i> lain maupun produk dengan <i>National Brand</i>					
6.	Konsumen merasakan kualitas yang sama antara merek <i>Private Label</i> Giant dengan merek <i>National Brand</i>					
7.	Produk <i>Private Label</i> Giant terbuat dari bahan bahan yang berkualitas					

4. Variabel Keputusan Pembelian

NO	Pernyataan	Jawaban				
		STS	TS	KS	S	SS
1.	Konsumen membeli Produk Private Label Giant karena produk yang sesuai dengan kebutuhan sehari- hari					
2.	Konsumen membeli Produk Private Label karena informasi yang didapatkan dari orang lain yang telah membeli produk Private Label					
3.	Konsumen membeli Produk Private Label Giant karena manfaat yang diperoleh selama membeli produk Private Label.					
4.	Konsumen membeli Produk Private Label Giant karena banyak orang yang merasakan keunggulan dari produk private label giant.					
5.	Konsumen merasa puas setelah membeli Produk Private Label Giant.					

Lampiran 3

Hasil Uji Frekuensi Karakteristik Responden

jenis kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid laki-laki	33	33.0	33.0	33.0
perempuan	67	67.0	67.0	100.0
Total	100	100.0	100.0	

Umur

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15	2	2.0	2.0	2.0
17	1	1.0	1.0	3.0
18	5	5.0	5.0	8.0
19	1	1.0	1.0	9.0
21	6	6.0	6.0	15.0
22	3	3.0	3.0	18.0
23	1	1.0	1.0	19.0
24	1	1.0	1.0	20.0
27	1	1.0	1.0	21.0
29	1	1.0	1.0	22.0
30	4	4.0	4.0	26.0
31	6	6.0	6.0	32.0
32	8	8.0	8.0	40.0
33	3	3.0	3.0	43.0
34	2	2.0	2.0	45.0
35	5	5.0	5.0	50.0
36	2	2.0	2.0	52.0
37	6	6.0	6.0	58.0
38	4	4.0	4.0	62.0
39	1	1.0	1.0	63.0
40	4	4.0	4.0	67.0
41	2	2.0	2.0	69.0

42	4	4.0	4.0	73.0
43	2	2.0	2.0	75.0
44	2	2.0	2.0	77.0
45	4	4.0	4.0	81.0
46	1	1.0	1.0	82.0
47	1	1.0	1.0	83.0
49	1	1.0	1.0	84.0
50	2	2.0	2.0	86.0
51	1	1.0	1.0	87.0
53	1	1.0	1.0	88.0
54	1	1.0	1.0	89.0
56	1	1.0	1.0	90.0
57	2	2.0	2.0	92.0
60	1	1.0	1.0	93.0
61	1	1.0	1.0	94.0
65	1	1.0	1.0	95.0
66	2	2.0	2.0	97.0
67	2	2.0	2.0	99.0
68	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid pelajar	7	7.0	7.0	7.0
mahasiswa	11	11.0	11.0	18.0
pegawai negeri sipil	26	26.0	26.0	44.0
karyawan swasta	12	12.0	12.0	56.0
wiraswasta	8	8.0	8.0	64.0
karyawan BUMN	9	9.0	9.0	73.0
Ibu rumah tangga	22	22.0	22.0	95.0
profesional	5	5.0	5.0	100.0
Total	100	100.0	100.0	

Rata-rata pengeluaran sebulan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <Rp 3.000.000	30	30.0	30.0	30.0
Rp 3.100.000 -Rp 5.000.000	37	37.0	37.0	67.0
Rp 5.100.000-Rp 7.000.000	23	23.0	23.0	90.0
Rp 7.100.000-Rp 10.000.000	9	9.0	9.0	99.0
>Rp 10.000.000	1	1.0	1.0	100.0
Total	100	100.0	100.0	

pendidikan terakhir

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SD	4	4.0	4.0	4.0
SMP	7	7.0	7.0	11.0
SMA	21	21.0	21.0	32.0
DIPLOMA	11	11.0	11.0	43.0
S1	47	47.0	47.0	90.0
S2	7	7.0	7.0	97.0
S3	3	3.0	3.0	100.0
Total	100	100.0	100.0	

Lampiran 2

Hasil Jawaban 100 Data Kuisisioner Responden

Hasil Jawaban Variabel Harga

No responden	Butir Pernyataan				Total
	p1	p2	p3	p4	
1	4	4	4	4	16
2	3	4	3	4	14
3	5	4	4	4	17
4	4	4	3	3	14
5	4	3	4	4	15
6	4	4	4	4	16
7	3	3	4	4	14
8	4	4	4	4	16
9	4	4	4	4	16
10	4	4	3	3	14
11	5	4	4	4	17
12	4	4	5	4	17
13	4	4	3	4	15
14	3	2	4	3	12
15	2	2	3	2	9
16	3	4	3	4	14
17	4	3	3	4	14
18	4	3	2	4	13
19	4	4	5	3	16
20	4	3	5	4	16
21	5	4	5	4	18
22	5	3	2	3	13
23	2	3	4	4	13
24	3	3	3	3	12
25	2	2	2	2	8
26	4	4	3	3	14
27	4	4	4	5	17
28	5	4	4	4	17
29	4	5	3	4	16
30	4	4	4	3	15
31	5	4	5	4	18
32	4	3	4	3	14
33	5	5	3	4	17
34	4	5	5	4	18
35	3	5	5	5	18
36	5	3	4	5	17
37	3	4	3	3	13
38	5	4	3	5	17
39	4	5	5	4	18

40	5	5	5	4	19
41	4	3	4	3	14
42	2	4	4	3	13
43	5	5	5	5	20
44	4	4	3	4	15
45	5	4	5	4	18
46	4	3	4	3	14
47	5	5	3	4	17
48	3	5	5	3	16
49	5	4	4	5	18
50	4	3	3	4	14
51	5	4	5	5	19
52	5	4	4	5	18
53	5	5	5	4	19
54	4	4	4	3	15
55	3	4	4	3	14
56	4	4	4	4	16
57	5	5	5	5	20
58	5	4	5	4	18
59	5	4	3	4	16
60	5	5	5	5	20
61	5	4	5	5	19
62	5	4	4	4	17
63	4	4	5	5	18
64	5	5	4	5	19
65	3	4	4	4	15
66	4	4	4	3	15
67	4	2	3	4	13
68	4	5	5	5	19
69	4	5	4	4	17
70	3	4	3	4	14
71	5	4	3	3	15
72	2	2	2	1	7
73	4	5	4	4	17
74	5	5	4	5	19
75	5	4	5	4	18
76	5	4	4	5	18
77	4	4	5	5	18
78	4	4	4	5	17
79	4	3	5	4	16
80	3	3	3	4	13
81	4	5	4	5	18
82	4	5	5	4	18
83	5	4	3	4	16
84	4	4	3	3	14
85	3	4	2	2	11
86	5	5	5	5	20
87	5	5	5	5	20

88	4	5	3	4	16
89	4	4	4	5	17
90	4	5	4	4	17
91	4	3	4	3	14
92	2	4	4	3	13
93	5	5	5	5	20
94	4	4	3	4	15
95	5	5	5	5	20
96	4	4	4	3	15
97	5	5	5	4	19
98	4	4	4	3	15
99	4	5	3	5	17
100	2	3	2	2	9

Variabel Citra Merek

No responden	Butir Pernyataan				Total
	p1	p2	p3	p4	
1	4	3	2	4	13
2	4	4	3	4	15
3	3	4	3	4	14
4	4	3	4	4	15
5	4	5	3	4	16
6	4	5	4	4	17
7	3	4	3	3	13
8	3	4	3	4	14
9	4	4	4	4	16
10	4	4	4	3	15
11	3	4	4	4	15
12	2	5	3	4	14
13	4	5	3	4	16
14	3	4	4	3	14
15	1	2	1	1	5
16	4	4	4	4	16
17	2	4	2	3	11
18	3	2	2	2	9
19	3	4	4	4	15
20	4	3	4	4	15
21	1	4	3	4	12
22	3	4	2	3	12
23	4	4	3	4	15
24	3	3	3	3	12
25	4	4	2	2	12
26	4	4	3	4	15
27	4	5	5	4	18
28	4	3	3	4	14

29	4	4	4	5	17
30	3	4	3	4	14
31	4	4	5	3	16
32	4	4	3	4	15
33	4	5	5	4	18
34	5	4	3	5	17
35	4	4	5	3	16
36	4	3	4	5	16
37	2	5	3	2	12
38	5	5	5	5	20
39	5	5	5	5	20
40	4	3	4	3	14
41	4	5	5	4	18
42	1	5	5	2	13
43	5	4	4	4	17
44	5	3	3	3	14
45	4	4	5	3	16
46	4	4	4	5	17
47	4	3	4	2	13
48	4	4	4	5	17
49	3	5	5	5	18
50	3	4	3	3	13
51	4	4	3	4	15
52	4	3	2	2	11
53	4	5	5	4	18
54	4	3	4	3	14
55	1	4	4	4	13
56	5	4	4	5	18
57	5	5	5	3	18
58	5	5	5	4	19
59	3	5	5	5	18
60	5	5	5	4	19
61	5	4	4	4	17
62	4	3	4	1	12
63	5	4	5	5	19
64	4	4	4	4	16
65	4	4	4	3	15
66	4	3	4	5	16
67	3	3	4	5	15
68	5	4	5	4	18
69	4	5	4	3	16
70	4	3	5	3	15
71	3	4	4	5	16
72	3	3	4	5	15
73	5	4	3	4	16
74	4	3	3	4	14
75	5	5	4	5	19
76	4	4	4	3	15

77	5	4	5	5	19
78	4	5	4	4	17
79	5	4	5	3	17
80	3	2	3	5	13
81	4	4	3	4	15
82	5	1	4	3	13
83	3	5	5	5	18
84	4	4	4	4	16
85	3	3	1	5	12
86	5	4	5	4	18
87	5	4	4	4	17
88	3	3	3	4	13
89	4	4	5	5	18
90	5	3	4	5	17
91	4	4	5	5	18
92	4	2	3	5	14
93	4	4	2	4	14
94	5	3	4	3	15
95	4	4	2	5	15
96	4	3	2	4	13
97	4	3	3	5	15
98	5	4	3	5	17
99	5	4	4	4	17
100	5	4	4	4	17

Variabel Persepsi Kualitas

No responden	Butir Pernyataan							Total
	p1	p2	p3	p4	p5	p6	p7	
1	4	4	5	3	4	5	4	29
2	4	3	5	4	4	4	5	29
3	4	2	5	2	4	3	4	24
4	3	4	3	4	4	3	3	24
5	4	2	5	2	4	3	4	24
6	3	3	3	3	4	3	3	22
7	4	3	5	4	3	3	3	25
8	4	3	5	3	3	3	3	24
9	4	4	5	3	3	3	3	25
10	3	4	3	3	2	3	3	21
11	4	3	5	4	4	5	3	28
12	4	3	5	4	3	3	3	25
13	4	4	5	3	5	3	4	28
14	4	3	5	3	4	5	3	27
15	2	2	2	2	2	2	2	14
16	4	5	5	5	5	5	5	34
17	3	3	3	4	4	4	4	25

18	4	3	5	4	4	3	4	27
19	4	3	5	4	4	4	4	28
20	5	3	4	5	2	3	5	27
21	4	2	5	4	3	3	3	24
22	4	5	5	4	4	3	4	29
23	3	3	3	4	4	4	4	25
24	4	3	5	4	4	4	3	27
25	4	2	5	3	2	2	3	21
26	4	3	5	3	4	4	3	26
27	5	4	4	4	4	3	3	27
28	4	3	5	3	5	4	3	27
29	3	4	3	3	4	4	3	24
30	4	3	5	4	4	3	4	27
31	3	5	3	3	5	4	3	26
32	4	3	3	5	4	3	3	25
33	5	4	5	3	3	5	4	29
34	4	4	3	5	4	5	5	30
35	4	5	4	3	5	5	5	31
36	3	5	4	3	5	4	5	29
37	4	3	4	5	4	5	4	29
38	4	3	5	3	5	3	5	28
39	5	4	5	3	3	5	5	30
40	5	5	5	4	4	3	3	29
41	5	4	3	3	3	4	4	26
42	3	4	4	5	4	5	3	28
43	5	3	5	3	4	5	3	28
44	2	1	4	2	3	4	4	20
45	5	5	4	5	4	5	3	31
46	5	4	5	3	4	2	5	28
47	3	4	3	5	4	5	3	27
48	4	3	4	4	5	5	3	28
49	5	5	5	3	5	4	4	31
50	3	4	3	5	4	5	5	29
51	5	4	5	4	4	3	4	29
52	4	5	1	3	1	4	3	21
53	4	5	4	3	3	5	3	27
54	3	4	4	4	4	2	5	26
55	3	3	2	1	3	5	5	22
56	4	5	4	5	5	3	5	31
57	5	5	4	5	4	2	5	30
58	4	3	3	4	3	3	3	23
59	3	3	5	3	5	5	4	28
60	4	4	2	5	5	5	3	28
61	3	5	5	5	4	5	3	30
62	5	4	5	4	5	3	3	29
63	3	3	5	5	5	4	4	29
64	2	4	3	5	4	3	4	25
65	5	5	5	3	5	3	3	29

66	3	5	4	3	3	3	5	26
67	5	4	5	3	3	5	4	29
68	3	5	4	5	3	3	3	26
69	3	3	2	3	5	5	4	25
70	4	4	5	3	5	3	3	27
71	3	3	3	3	4	3	4	23
72	4	4	2	3	5	3	5	26
73	4	4	3	4	5	5	3	28
74	3	3	2	4	3	3	3	21
75	3	4	5	3	5	5	5	30
76	5	4	3	3	4	4	3	26
77	3	4	2	4	3	3	2	21
78	5	5	5	5	4	5	3	32
79	4	5	4	3	3	4	1	24
80	2	4	3	2	4	4	5	24
81	4	4	3	5	4	3	3	26
82	1	1	2	5	4	4	4	21
83	4	3	2	3	5	5	3	25
84	3	4	4	3	4	4	3	25
85	2	3	2	1	2	4	4	18
86	5	5	4	5	4	4	3	30
87	4	4	5	5	5	2	4	29
88	3	3	5	4	2	5	5	27
89	4	5	5	5	5	5	4	33
90	3	5	4	5	4	4	5	30
91	4	4	5	3	4	5	5	30
92	4	4	3	5	4	5	3	28
93	4	4	5	5	4	4	3	29
94	4	3	5	3	3	3	3	24
95	4	4	4	5	4	5	5	31
96	5	3	2	4	3	3	3	23
97	5	4	4	4	4	3	3	27
98	5	5	5	4	5	4	3	31
99	4	4	4	5	4	3	3	27
100	5	3	4	5	3	3	5	28

Variabel Keputusan Pembelian

No responden	Butir Pernyataan					Total
	p1	p2	p3	p4	p5	
1	4	4	4	4	4	29
2	4	5	5	4	4	29
3	3	3	3	3	4	24
4	3	4	5	4	4	24
5	4	4	5	5	4	24
6	4	4	4	4	4	22

7	4	4	4	3	3	25
8	4	4	4	4	4	24
9	4	4	4	4	4	25
10	4	4	4	4	3	21
11	5	4	4	4	4	28
12	4	4	4	3	4	25
13	4	5	4	4	4	28
14	4	4	3	3	3	27
15	3	2	2	1	1	14
16	4	5	5	5	4	34
17	4	4	3	3	3	25
18	4	4	4	3	2	27
19	4	4	3	3	4	28
20	5	5	4	4	4	27
21	5	4	5	4	4	24
22	4	4	3	3	3	29
23	4	4	3	3	4	25
24	4	3	4	3	3	27
25	4	4	4	2	2	21
26	4	4	3	3	4	26
27	5	3	4	3	4	27
28	4	5	4	4	4	27
29	4	4	3	4	5	24
30	4	3	3	3	4	27
31	5	4	5	3	3	26
32	3	5	5	4	4	25
33	5	4	4	4	4	29
34	3	5	3	5	5	30
35	5	4	5	4	3	31
36	4	4	4	4	5	29
37	3	5	4	4	2	29
38	5	4	4	5	5	28
39	5	4	5	5	5	30
40	4	4	3	4	3	29
41	5	4	3	4	4	26
42	5	3	2	1	2	28
43	4	5	5	3	4	28
44	3	5	4	4	3	19
45	5	5	5	4	3	22
46	4	3	4	4	5	20
47	4	4	4	4	2	18
48	4	4	4	5	5	22
49	5	4	5	5	5	24
50	3	4	3	4	3	17
51	3	4	3	4	4	18
52	2	4	2	1	2	11
53	5	5	5	3	4	22
54	4	2	4	4	3	17

55	4	3	4	3	4	18
56	4	4	4	5	5	22
57	5	4	5	4	3	21
58	5	3	5	3	4	20
59	5	3	5	5	5	23
60	5	4	5	5	4	23
61	4	2	4	3	4	17
62	4	3	1	4	1	13
63	5	4	4	4	5	22
64	4	4	3	4	4	19
65	4	4	4	5	3	20
66	4	4	5	5	5	23
67	4	3	4	5	5	21
68	5	4	5	3	4	21
69	4	4	3	4	3	18
70	5	3	4	4	3	19
71	4	4	4	5	5	22
72	4	4	5	5	5	23
73	3	4	4	3	4	18
74	3	5	3	4	4	19
75	4	5	4	5	5	23
76	4	4	3	4	3	18
77	5	4	5	4	5	23
78	4	5	4	3	4	20
79	5	4	4	5	3	21
80	3	5	4	5	5	22
81	3	4	4	4	4	19
82	4	5	3	3	3	18
83	5	4	5	4	5	23
84	4	4	4	4	4	20
85	1	4	5	5	5	20
86	5	5	4	3	4	21
87	4	4	3	4	4	19
88	3	2	5	4	4	18
89	5	4	4	5	5	23
90	4	4	4	4	5	21
91	3	5	5	5	5	23
92	3	4	3	4	5	19
93	5	5	5	3	4	22
94	3	4	3	4	3	17
95	4	3	5	5	5	22
96	4	3	4	5	4	20
97	4	2	3	4	5	18
98	5	4	5	5	5	24
99	5	3	5	3	4	20
100	5	5	4	4	4	22

Lampiran 4

Hasil Jaawaban Kuisisioner Responden

1. Variabel Harga (X1)

butirharga1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	7	7.0	7.0	7.0
	KS	13	13.0	13.0	20.0
	S	46	46.0	46.0	66.0
	SS	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

butirharga2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5.0	5.0	5.0
	KS	17	17.0	17.0	22.0
	S	51	51.0	51.0	73.0
	SS	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

butirharga3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	6.0	6.0	6.0
	KS	26	26.0	26.0	32.0
	S	39	39.0	39.0	71.0
	SS	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

butirharga4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	4	4.0	4.0	5.0
	KS	23	23.0	23.0	28.0
	S	47	47.0	47.0	75.0
	SS	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

2. Variabel Citra Merek(X2)

butircitra1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	4	4.0	4.0	4.0
	TS	3	3.0	3.0	7.0
	KS	20	20.0	20.0	27.0
	S	49	49.0	49.0	76.0
	SS	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

butircitra2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	4	4.0	4.0	5.0
	KS	23	23.0	23.0	28.0
	S	51	51.0	51.0	79.0
	SS	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

Butir Citra3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	9	9.0	9.0	11.0
	KS	27	27.0	27.0	38.0
	S	38	38.0	38.0	76.0
	SS	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

butir citra4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	6	6.0	6.0	8.0
	KS	21	21.0	21.0	29.0
	S	44	44.0	44.0	73.0
	SS	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

3. Variabel Persepsi Kualitas (X3)**butirpersepsi1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	5	5.0	5.0	6.0
	KS	26	26.0	26.0	32.0
	S	46	46.0	46.0	78.0
	SS	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

butirpersepsi2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	5	5.0	5.0	7.0
	KS	34	34.0	34.0	41.0
	S	37	37.0	37.0	78.0
	SS	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

butirpersepsi3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	11	11.0	11.0	12.0
	KS	20	20.0	20.0	32.0
	S	23	23.0	23.0	55.0
	SS	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

butirpersepsi4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	5	5.0	5.0	7.0
	KS	38	38.0	38.0	45.0
	S	27	27.0	27.0	72.0
	SS	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

butirpersepsi5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	6	6.0	6.0	7.0
	KS	21	21.0	21.0	28.0
	S	48	48.0	48.0	76.0
	SS	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

butirpersepsi6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	6	6.0	6.0	6.0
	KS	38	38.0	38.0	44.0
	S	25	25.0	25.0	69.0
	SS	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

butirpersepsi7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	2	2.0	2.0	3.0
	TS	48	48.0	48.0	51.0
	S	26	26.0	26.0	77.0
	SS	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

4. Variabel Keputusan Pembelian (Y)

butirkeputusan1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	1	1.0	1.0	2.0
	KS	17	17.0	17.0	19.0
	S	51	51.0	51.0	70.0
	SS	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

butirkeputusan2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TS	5	5.0	5.0	5.0
	KS	15	15.0	15.0	20.0
	S	59	59.0	59.0	79.0
	SS	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

butirkeputusan3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	1	1.0	1.0	1.0
	TS	3	3.0	3.0	4.0
	KS	23	23.0	23.0	27.0
	S	44	44.0	44.0	71.0
	SS	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

butirkeputusan4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	3	3.0	3.0	3.0
	TS	1	1.0	1.0	4.0
	KS	26	26.0	26.0	30.0
	S	46	46.0	46.0	76.0
	SS	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

butirkeputusan5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	2	2.0	2.0	2.0
	TS	6	6.0	6.0	8.0
	KS	21	21.0	21.0	29.0
	S	44	44.0	44.0	73.0
	SS	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

Lampiran 5

Hasil output uji Persyaratan instrument

1. Hasil Uji Validitas

- Variabel Harga

		Correlations				
		butirharga1	butirharga2	butirharga3	butirharga4	x1
butirharga1	Pearson Correlation	1	.582**	.267	.414*	.772**
	Sig. (2-tailed)		.001	.154	.023	.000
	N	30	30	30	30	30
butirharga2	Pearson Correlation	.582**	1	.266	.512**	.779**
	Sig. (2-tailed)	.001		.155	.004	.000
	N	30	30	30	30	30
butirharga3	Pearson Correlation	.267	.266	1	.398*	.670**
	Sig. (2-tailed)	.154	.155		.029	.000
	N	30	30	30	30	30
butirharga4	Pearson Correlation	.414*	.512**	.398*	1	.754**
	Sig. (2-tailed)	.023	.004	.029		.000
	N	30	30	30	30	30
x1	Pearson Correlation	.772**	.779**	.670**	.754**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	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).

	butirpersep si1	butirpersep si2	butirpersep si3	butirpersep si4	butirpersep si5	butirpersep si6	butirpersep si7	x3
butirpersepsi1 Pearson Correlation	1	.084	.761**	.364*	.134	.124	.386*	.631**
Sig. (2-tailed)		.658	.000	.048	.481	.513	.035	.000
N	30	30	30	30	30	30	30	30
butirpersepsi2 Pearson Correlation	.084	1	-.027	.386*	.355	.324	.234	.543**
Sig. (2-tailed)	.658		.885	.035	.054	.081	.213	.002
N	30	30	30	30	30	30	30	30
butirpersepsi3 Pearson Correlation	.761**	-.027	1	.119	.277	.222	.277	.607**
Sig. (2-tailed)	.000	.885		.532	.139	.238	.138	.000
N	30	30	30	30	30	30	30	30
butirpersepsi4 Pearson Correlation	.364*	.386*	.119	1	.105	.271	.455*	.600**
Sig. (2-tailed)	.048	.035	.532		.580	.148	.011	.000
N	30	30	30	30	30	30	30	30
butirpersepsi5 Pearson Correlation	.134	.355	.277	.105	1	.582**	.335	.661**
Sig. (2-tailed)	.481	.054	.139	.580		.001	.070	.000
N	30	30	30	30	30	30	30	30
butirpersepsi6 Pearson Correlation	.124	.324	.222	.271	.582**	1	.288	.661**
Sig. (2-tailed)	.513	.081	.238	.148	.001		.123	.000
N	30	30	30	30	30	30	30	30
butirpersepsi7 Pearson Correlation	.386*	.234	.277	.455*	.335	.288	1	.665**
Sig. (2-tailed)	.035	.213	.138	.011	.070	.123		.000
N	30	30	30	30	30	30	30	30
x3 Pearson Correlation	.631**	.543**	.607**	.600**	.661**	.661**	.665**	1
Sig. (2-tailed)	.000	.002	.000	.000	.000	.000	.000	
N	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01

Lampiran 6
Hasil Output Uji Reliabilitas

Scale: Harga

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.721	4

Scale: Persepsi Kualitas

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.731	7

Scale: Citra merek

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.764	4

Scale: Keputusan Pembelian

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.813	5

Lampiran 7

Hasil Uji Analisis Data

Hasil output UjiNormalitas

One-Sample Kolmogorov-Smirnov Test

		X1	X2	X3	Y
N		100	100	100	100
Normal Parameters ^a	Mean	15.8900	15.3400	26.6600	19.7600
	Std. Deviation	2.66248	2.43800	3.30662	2.66712
Most Extreme Differences	Absolute	.122	.115	.121	.126
	Positive	.064	.075	.070	.082
	Negative	-.122	-.115	-.121	-.126
Kolmogorov-Smirnov Z		1.216	1.145	1.209	1.259
Asymp. Sig. (2-tailed)		.104	.145	.107	.084

a. Test distribution is Normal.

Lampiran 8
Hasil Output Uji Homogenitas

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
X1	1.336	9	88	.230
X2	.868	9	88	.557
X3	1.312	9	88	.242

Lampiran 9

Hasil Output Uji Linieritas

Persepsi Kualitas

ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.
Y * X3 Between Groups (Combined)	254.481	16	15.905	2.935	.001
Linearity	117.637	1	117.637	21.709	.000
Deviation from Linearity	136.844	15	9.123	1.684	.070
Within Groups	449.759	83	5.419		
Total	704.240	99			

Citra Merek

ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.
Y * X2 Between Groups (Combined)	394.260	11	35.842	10.175	.000
Linearity	361.411	1	361.411	102.601	.000
Deviation from Linearity	32.850	10	3.285	.933	.508
Within Groups	309.980	88	3.522		
Total	704.240	99			

Harga

ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.
Y * X1 Between Groups (Combined)	141.964	12	11.830	1.830	.055
Linearity	37.562	1	37.562	5.812	.018
Deviation from Linearity	104.402	11	9.491	1.469	.158
Within Groups	562.276	87	6.463		
Total	704.240	99			

Lampiran 10
Hasil Uji Multikolinieritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	7.036	1.680		4.189	.000		
1 X1	-.139	.079	-.138	-1.760	.082	.778	1.286
X2	.789	.091	.721	8.644	.000	.691	1.447
X3	.106	.063	.131	1.682	.096	.788	1.270

a. Dependent Variable: Y

Lampiran 11

Hasil Output Uji Regresi Linier Berganda Uji t secara parsial dan Uji F secara simultan

1. Koefisien determinasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734 ^a	.538	.524	1.84039

a. Predictors: (Constant), X3, X1, X2

Lampiran 13

Hasil Output Uji F secara Simultan

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	379.084	3	126.361	37.307	.000 ^a
	Residual	325.156	96	3.387		
	Total	704.240	99			

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

- **Variabel Citra Merek**

Correlations

		butircitra1	butircitra2	butircitra3	butir citra4	x2
butircitra1	Pearson Correlation	1	.218	.461*	.431*	.704**
	Sig. (2-tailed)		.248	.010	.017	.000
	N	30	30	30	30	30
butircitra2	Pearson Correlation	.218	1	.440*	.513**	.690**
	Sig. (2-tailed)	.248		.015	.004	.000
	N	30	30	30	30	30
butircitra3	Pearson Correlation	.461*	.440*	1	.630**	.833**
	Sig. (2-tailed)	.010	.015		.000	.000
	N	30	30	30	30	30
butir citra4	Pearson Correlation	.431*	.513**	.630**	1	.836**
	Sig. (2-tailed)	.017	.004	.000		.000
	N	30	30	30	30	30
x2	Pearson Correlation	.704**	.690**	.833**	.836**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

• **Variabel Keputusan Pembelian**

Correlations

		butirkeputusan1	butirkeputusan2	butirkeputusan3	butirkeputusan4	butirkeputusan5	Y
butirkeputu san1	Pearson Correlation	1	.319	.296	.303	.294	.520**
	Sig. (2-tailed)		.086	.113	.103	.115	.003
	N	30	30	30	30	30	30
butirkeputu san2	Pearson Correlation	.319	1	.528**	.659**	.418*	.773**
	Sig. (2-tailed)	.086		.003	.000	.021	.000
	N	30	30	30	30	30	30
butirkeputu san3	Pearson Correlation	.296	.528**	1	.708**	.312	.768**
	Sig. (2-tailed)	.113	.003		.000	.093	.000
	N	30	30	30	30	30	30
butirkeputu san4	Pearson Correlation	.303	.659**	.708**	1	.703**	.924**
	Sig. (2-tailed)	.103	.000	.000		.000	.000
	N	30	30	30	30	30	30
butirkeputu san5	Pearson Correlation	.294	.418*	.312	.703**	1	.752**
	Sig. (2-tailed)	.115	.021	.093	.000		.000
	N	30	30	30	30	30	30
Y	Pearson Correlation	.520**	.773**	.768**	.924**	.752**	1
	Sig. (2-tailed)	.003	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

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

Lampiran 12

Hasil Uji t secara Parsial

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	16.084	1.586		10.141	.000
X1	.231	.098	.231	2.350	.021

a. Dependent Variable: Y

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.738	1.197		6.462	.000
X2	.784	.077	.716	10.164	.000

a. Dependent Variable: Y

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	10.971	1.998		5.492	.000
X3	.330	.074	.409	4.433	.000

a. Dependent Variable: Y