

Lampiran 1

KUESIONER

Pernyataan dibawah ini dalam rangka penelitian skripsi dengan judul :
**PENGARUH EKUITAS MEREK TERHADAPKEPUTUSAN PEMBELIAN
SUSU CAIR UHT (*ULTRA HIGH TEMPERATURE*) FRISIAN FLAG DI
BANDAR LAMPUNG.**

Dengan hormat,

Berkaitan dengan penelitian yang saya lakukan dalam rangka menyelesaikan program S1 Manajemen Institut IBI Darmajaya mengenai “Pengaruh Ekuitas Merek Terhadap Keputusan Pembelian Susu Cair Uht (*Ultra High Temperature*) Frisian Flag Di Bandar Lampung”. Maka saya mohon kesediaan dari Saudara/i untuk dapat mengisi kuesioner penelitian ini. Penelitian ini diharapkan memberikan hasil yang bermanfaat dan oleh karena itu saudara/i dimohon kesediaanya untuk mengisi / menjawab kuesioner ini dengan sejujur - jujur nya dan sebenar - benarnya. Jawaban yang anda berikan akan dijamin kerahasiaannya dan hanya digunakan untuk kepentingan penelitian ilmiah. Atas kerjasama yang baik dan kesungguhan Saudara/i dalam mengisi kuesioner, saya ucapkan terima kasih.

Bagian I

**PENGARUH EKUITAS MEREK TERHADAP KEPUTUSAN PEMBELIAN
SUSU CAIR UHT (*ULTRA HIGH TEMPERATURE*) FRISIAN FLAG DI
BANDAR LAMPUNG.**

Petunjuk Pengisian Kuesioner :

Isilah pernyataan dibawah ini dengan memberi tanda centang [✓] sesuai dengan apa yang anda anggap benar:

SS : Sangat Setuju

N : Netral

S : Setuju

TS: Tidak Setuju

STS : Sangat Tidak Setuju

Karakteristik Responden:

Usia : 17-20th 21-25 th 26-30 th 31th-35 th

Jenis Kelamin : Pria Wanita

Pekerjaan : Pelajar/ Mahasiswa Pegawai Negeri

Pegawai Swasta Lainnya

Berapakah pengeluaran anda tiap bulan

< Rp 1.000.000

Rp.1.000.000 – Rp.2 .000.000

Rp.2.000.000 – Rp.3.000.000

>Rp.3000.000

Pertanyaan Pendahuluan:

1. Apakah anda pernah melakukan keputusan pembelian terhadap produk susu UHT Frisian Flag yang sesuai dengan keinginan ?
 - a. Ya
 - b. Tidak
2. Jika jawaban anda "Ya" sudah berapa kali anda mengonsumsi susu UHT Frisian Flag ?
 - a. 1x
 - b. 2 – 3x
 - c. Lebih dari 3x

*:Berilah tanda (✓) sebagai jawaban anda.

*:Berilah tanda (✓) sebagai jawaban anda.

Petunjuk Pengisian Kuesioner:

Saudara/i diminta untuk memberi tanda silang (✓) pada salah satu skala 1 sampai 5 yang tersedia pada kolom disamping pernyataan/pertanyaan untuk menentukan seberapa setuju Saudara/i mengenai hal-hal tersebut. Jika menurut Saudara/I tidak ada jawaban yang tepat, maka jawaban dapat diberikan pada pilihan yang paling mendekati. Masing-masing angka menunjukkan persetujuan terhadap nilai yang terdapat pada kolom yang bersangkutan, diantaranya:

1=Sangat Tidak Setuju (STS)

2=Tidak Setuju (TS)

3= Netral (N)

4=Setuju (S)

5=Sangat Setuju (SS)

Bagian II

*Kesadaran Merek

No	Pernyataan / pertanyaan	STS 1	TS 2	N 3	S 4	SS 5
* Kemampuan untuk mengenali merek produk						
1	Susu UHT Frisian Flag adalah salah satu merek terkenal di Indonesia					
2	susu UHT Frisian Flag merupakan merek yang mudah dikenal.					
* Kemampuan untuk mengingat merek pada level Top of Mind						
3	Susu UHT Frisian Flag mempunyai rasa yang enak.					
4	susu UHT Frisian Flag mempunyai varian rasa yang bermacam-macam.					
* Ciri khas yang membedakan produk						
5	susu UHT Frisian Flag merupakan merek yang mudah dikenal dan mudah diingat.					
6	susu UHT Frisian Flag merupakan merek yang mudah diingat.					
* Kemampuan pelanggan dalam mengenali iklan merek produk						
7	Anda mengenali merek Frisian Flag dengan sebutan cap bendera					
8	Apakah anda pernah mendengar slogan “hingga tetes terakhir aku suka coklatnya”					
* Kemampuan pelanggan dalam mengenali varian merek produk						
9	Susu Gold merupakan salah satu varian merek susu kental manis Frisian Flag					
10	Susu Bendera merupakan salah satu varian merek susu bubuk Frisian Flag					

*Persepsi Kualitas

No	Pernyataan / pertanyaan	STS 1	TS 2	N 3	S 4	SS 5
* Overall quality (persepsi pelanggan terhadap penampilan suatu merek produk)						
1	Kemasan produk susu UHT Frisian Flag lebih menarik dibanding merek susu UHT yang lain					
2	susu UHT Frisian Flag menyediakan petunjuk memasak di kemasan produknya					
* Reliability/kehandalan (persepsi pelanggan terhadap kehandalan suatu merek)						

produk)					
3	susu UHT Frisian Flag mempunyai kualitas gizi yang dapat dipercaya				
4	susu UHT Frisian Flag merupakan susu UHT yang berkualitas tinggi				
* Functional (persepsi pelanggan terhadap kemudahan dalam mengoperasikan fitur-fitur suatu merek)					
5	susu UHT Frisian Flag sudah sesuai dengan kebutuhan dan keinginan konsumen				
6	Informasi mengenai susu UHT Frisian Flag sangat mudah untuk didapatkan.				
* Popularitas suatu merek produk					
7	Adanya kesamaan dan kesesuaian antara iklan susu UHT Frisian Flag yang ditawarkan dengan kenyataannya.				
8	susu UHT Frisian Flag adalah susu UHT yang diproduksi oleh perusahaan yang kredibilitasnya tinggi dan dapat dipercaya.				
* Kualitas produk yang diharapkan konsumen					
9	Konsumen menginginkan susu UHT yang rendah gula				
10	Konsumen menginginkan susu UHT yang rendah lemak				

*Asosiasi Merek

No	Pernyataan / pertanyaan	STS 1	TS 2	N 3	S 4	SS 5
*Manfaat produk						
1	susu UHT Frisian Flag adalah salah satu susu yang memberikan banyak manfaat bagi konsumennya					
2	susu UHT Frisian Flag adalah susu UHT yang terjaga kandungan gizinya bagi konsumen					
* Kesesuaian terhadap gaya hidup						
3	susu UHT Frisian Flag adalah susu yang sesuai dengan kebutuhan gaya hidup					
4	Keberadaan susu UHT Frisian Flag mampu memenuhi kebutuhan nutrisi					
* Kredibilitas perusahaan						

5	PT. Frisian Flag merupakan perusahaan yang memproduksi susu					
6	PT. Frisian Flag merupakan perusahaan yang memiliki market share terbesar sebagai perusahaan produsen susu					
* Nilai merek produk lebih inovatif						
7	susu UHT Frisian Flag selalu mempunyai rasa baru					
8	Rasa pada susu UHT Frisian Flag lebih bervariasi dibanding merek lain					
* Pencitraan merek produk di benak konsumen						
9	Produk UHT frisian flag belum banyak dikenal masyarakat					
10	Produk UHT frisian flag terlalu banyak varian rasa					

*Loyalitas Merek

No	Pernyataan / pertanyaan	STS 1	TS 2	N 3	S 4	SS 5
* Komitmen pelanggan						
1	Selalu ingin minum susu UHT Frisian Flag					
2	Tidak berniat beralih ke produk susu UHT lain, selain susu UHT Frisian Flag					
* Rekomendasi pelanggan ke pihak lain						
3	Menyarankan atau menganjurkan orang lain untuk mengonsumsi susu UHT Frisian Flag					
4	Mempromosikan ke orang lain untuk membeli susu UHT Frisian Flag					
* Kebiasaan memilih merek						
5	Sering membeli merek susu UHT Frisian Flag					
6	Tidak pernah membeli susu UHT selain susu UHT Frisian Flag					
* Kepuasan terhadap merek						
7	Benar-benar menyukai susu UHT Frisian Flag					
8	Hanya tertarik mengonsumsi susu UHT Frisian Flag, bukan susu UHT lainnya					
* Kefanatikan terhadap merek						

9	Lebih dominan mengkonsumsi merek susu UHT Frisian Flag					
10	Tidak menyukai produk selain susu UHT Frisian Flag					

*Keputusan Pembelian

No	Pernyataan / pertanyaan	STS 1	TS 2	N 3	S 4	SS 5
* Kemantapan membeli						
1	Yakin untuk membeli susu UHT Frisian Flag dibandingkan susu UHT lainnya					
2	Merasa lebih mantap dan yakin ketika membeli susu UHT Frisian Flag dibandingkan susu UHT lainnya					
* Pertimbangan dalam membeli						
3	Dengan berbagai macam pertimbangan, selalu memilih susu UHT Frisian Flag					
4	Dengan berbagai macam pertimbangan dan tidak ragu-ragu memilih susu UHT Frisian Flag					
* Prioritas dalam membeli						
5	Susu UHT Frisian Flag menjadi pilihan utama					
6	Susu UHT Frisian Flag selalu menjadi prioritas utama, ketika ingin mengkonsumsi susu UHT					
*Kecepatan memutuskan memilih merek						
7	Memutuskan membeli merek susu UHT Frisian Flag ketika ingin mengkonsumsi susu UHT					
8	Hanya memilih dan mengkonsumsi susu UHT Frisian Flag ketika membeli produk susu UHT					
*Kemudahan mendapatkan/ memperoleh						
9	susu UHT Frisian Flag mudah didapatkan di mana-mana					
10	susu UHT Frisian Flag memudahkan konsumen yang membutuhkan minuman susu yang praktis					

Lampiran 2

Jawaban Responden

1. Jawaban Kuisisioner Kesadaran Merek

RESP	Kesadaran Merek										TOTAL X
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	
1	3	4	4	4	4	4	5	4	4	4	40
2	5	5	5	4	4	3	4	3	4	5	42
3	4	3	4	4	5	5	4	5	4	4	42
4	5	5	5	5	4	4	3	4	4	4	43
5	2	4	4	4	4	4	5	3	4	4	38
6	4	5	5	4	3	4	4	4	5	5	43
7	5	5	5	4	5	4	4	4	5	4	45
8	4	4	4	3	4	4	4	4	4	4	39
9	5	4	4	3	3	4	4	3	4	4	38
10	4	4	4	5	4	4	5	4	4	3	41
11	4	4	4	4	4	4	4	4	4	4	40
12	5	5	5	4	5	3	4	4	4	5	44
13	3	5	4	5	5	5	4	5	5	4	45
14	4	4	4	4	5	5	3	5	5	3	42
15	4	5	4	5	4	4	3	5	4	4	42
16	3	5	4	4	4	5	5	5	4	4	43
17	4	4	4	5	4	4	4	4	4	3	40
18	5	4	5	5	4	4	4	3	3	5	42
19	3	4	4	5	4	4	5	4	4	4	41
20	3	5	5	3	5	4	4	4	4	4	41
21	4	5	5	4	5	4	3	4	4	4	42
22	4	3	4	4	3	3	4	3	3	4	35
23	4	4	5	4	4	4	5	4	4	4	42
24	4	4	4	3	4	4	5	4	4	4	40
25	5	5	5	4	5	5	4	4	4	4	45
26	5	4	5	5	5	5	3	4	5	5	46
27	5	5	5	3	5	5	4	4	3	5	44
28	4	5	4	4	5	4	4	4	4	5	43
29	4	3	4	3	3	4	5	3	4	4	37
30	4	3	3	3	3	3	5	4	4	4	36
31	5	4	4	4	5	5	5	5	5	3	45
32	5	4	4	3	3	4	3	4	3	4	37
33	5	3	4	4	4	4	4	5	5	5	43
34	5	4	4	4	3	4	4	3	4	4	39
35	4	2	3	5	4	5	4	4	4	3	38

36	5	4	4	5	5	5	4	5	5	5	47
37	4	3	4	3	5	5	4	5	4	3	40
38	3	4	4	4	5	5	3	5	5	3	41
39	4	5	5	4	5	5	3	1	2	3	37
40	4	5	5	5	4	4	4	3	3	3	40
41	5	3	4	5	4	5	3	4	5	4	42
42	3	3	4	5	5	5	4	4	4	4	41
43	2	3	4	5	3	5	3	5	4	4	38
44	4	4	4	3	4	4	4	4	4	5	40
45	3	4	3	3	4	4	5	4	4	4	38
46	4	5	5	5	4	4	4	4	4	3	42
47	3	3	4	3	4	5	5	4	4	4	39
48	4	5	5	4	4	5	1	5	4	3	40
49	5	5	5	3	5	5	4	5	5	5	47
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53	4	3	5	5	5	4	5	5	4	4	44
54	4	5	5	5	3	3	3	4	3	4	39
55	4	2	5	4	4	4	5	4	3	5	40
56	5	3	4	4	4	4	5	4	4	4	41
57	3	4	4	5	4	3	4	4	5	5	41
58	4	4	5	4	4	4	5	4	4	4	42
59	5	4	4	3	5	4	5	4	3	4	41
60	4	5	5	4	4	4	5	4	4	4	43
61	4	4	4	3	5	5	4	5	5	4	43
62	5	5	5	4	5	4	5	4	4	5	46
63	5	5	5	5	4	5	4	5	4	5	47
64	5	4	4	4	5	4	4	5	5	5	45
65	5	4	4	4	5	5	5	5	5	4	46
66	2	4	4	5	5	5	3	4	5	4	41
67	4	3	4	5	4	3	4	4	2	3	36
68	5	4	4	5	4	4	5	4	4	3	42
69	5	4	5	2	5	4	4	4	4	4	41
70	3	3	3	4	5	4	5	5	4	3	39
71	4	3	4	5	4	4	4	4	4	4	40
72	3	3	4	5	3	5	4	5	5	2	39
73	4	4	4	5	4	5	4	5	5	4	44
74	4	3	3	4	5	5	4	4	5	5	42
75	5	5	3	5	5	4	3	3	3	4	40
76	4	4	4	4	5	4	4	5	4	5	43
77	5	4	4	5	4	3	4	3	3	5	40
78	5	5	5	4	4	3	3	3	4	4	40

79	4	4	5	3	4	4	4	4	4	5	41
80	3	3	3	4	4	3	4	4	4	4	36
81	5	3	5	5	3	4	3	4	4	5	41
82	4	4	4	5	4	3	4	3	3	5	39
83	4	5	5	4	4	4	5	3	3	4	41
84	5	4	4	5	3	5	4	5	5	4	44
85	3	4	5	3	4	4	5	4	4	4	40
86	4	3	4	4	3	5	4	5	4	4	40
87	5	4	3	4	4	5	4	4	5	4	42
88	4	4	4	3	4	4	3	5	4	4	39
89	5	5	4	4	3	5	4	4	4	4	42
90	4	4	4	4	4	4	4	5	4	4	41
91	5	5	5	5	3	5	5	4	4	5	46
92	4	5	4	5	3	5	5	5	5	4	45
93	3	3	4	4	4	4	4	4	4	4	38
94	3	5	4	3	3	3	4	4	4	4	37
95	5	3	5	5	4	4	5	3	5	5	44
96	5	3	4	5	3	3	5	4	4	5	41
97	4	5	5	4	4	4	5	4	3	4	42
98	5	4	5	5	5	3	4	5	3	4	43
99	4	3	5	5	4	4	4	5	4	4	42
100	4	5	4	4	5	4	5	4	4	5	44

2. Jawaban Kuisiner Persepsi Kualitas

RESP	Persepsi Kualitas										TOTAL X2
	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	
1	4	3	4	4	5	5	4	5	4	4	42
2	5	5	5	5	3	4	5	5	5	5	47
3	5	4	5	5	5	4	4	4	3	4	43
4	5	5	5	5	4	4	4	5	5	5	47
5	4	4	4	3	3	4	4	2	4	4	36
6	5	5	5	5	5	5	5	4	5	5	49
7	4	4	4	4	4	5	4	5	5	5	44
8	4	3	3	4	4	4	4	4	4	4	38
9	4	4	4	3	3	4	4	5	4	4	39
10	4	3	4	4	4	4	3	4	4	4	38
11	4	5	5	4	4	4	4	4	4	4	42
12	5	5	5	5	5	5	5	5	5	5	50
13	4	4	4	5	5	5	4	3	5	4	43
14	4	3	4	5	5	5	3	4	4	4	41

15	4	4	4	3	3	4	4	4	3	4	37
16	3	4	3	5	5	4	4	3	5	4	40
17	3	4	4	4	4	4	3	4	4	4	38
18	5	5	4	3	3	3	5	5	4	5	42
19	4	4	5	4	4	4	4	3	4	4	40
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22	4	4	4	3	3	3	4	4	3	4	36
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25	5	5	5	4	4	4	4	5	5	5	46
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28	3	4	5	4	4	4	5	4	5	4	42
29	4	4	4	3	3	4	4	4	3	4	37
30	4	4	3	4	4	4	4	4	3	3	37
31	4	4	4	5	5	5	3	5	4	4	43
32	3	3	4	4	4	3	4	5	4	4	38
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34	5	4	5	3	3	4	4	5	4	4	41
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36	4	4	4	5	5	5	5	5	4	4	45
37	3	3	3	5	5	4	3	4	3	4	37
38	3	4	5	5	5	5	3	3	4	4	41
39	4	4	4	1	1	2	3	4	5	5	33
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41	4	4	4	4	4	5	4	5	3	4	41
42	3	3	3	4	4	4	4	3	3	4	35
43	4	3	3	5	5	4	4	2	3	4	37
44	4	4	4	4	4	4	5	4	4	4	41
45	3	3	3	4	4	4	4	3	4	3	35
46	4	4	4	4	4	4	3	4	5	5	41
47	3	3	3	4	4	4	4	3	3	4	35
48	4	4	4	5	5	4	3	4	5	5	43
49	5	5	5	5	5	5	5	5	5	5	50
50	5	4	5	5	5	5	4	4	5	5	47
51	4	5	5	5	5	5	5	5	5	5	49
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53	3	4	4	5	5	4	4	4	3	5	41
54	4	5	3	4	4	3	4	4	5	5	41
55	5	5	5	4	4	3	5	4	2	5	42
56	5	4	4	4	4	4	4	5	3	4	41
57	4	5	4	3	3	3	3	5	3	4	37

58	4	3	4	4	4	4	4	4	4	5	40
59	5	5	4	4	4	3	4	5	4	4	42
60	5	5	5	4	4	4	4	4	5	5	45
61	4	4	5	5	5	5	4	4	4	4	44
62	5	5	5	4	4	4	5	5	5	5	47
63	5	5	5	5	5	4	5	5	5	5	49
64	5	5	4	5	5	5	5	5	4	4	47
65	5	4	4	5	5	5	4	5	4	4	45
66	4	5	4	4	4	5	4	2	4	4	40
67	4	4	3	4	4	2	3	4	3	4	35
68	4	4	4	4	4	4	3	5	4	4	40
69	5	5	4	4	4	4	4	5	4	5	44
70	3	3	3	5	5	4	3	3	3	3	35
71	3	4	4	4	4	4	4	4	3	4	38
72	4	5	5	5	5	5	2	3	3	4	41
73	4	4	3	5	5	5	4	4	4	4	42
74	5	5	5	4	4	5	5	4	3	3	43
75	5	4	4	3	3	3	4	5	5	3	39
76	3	4	4	5	5	4	5	4	4	4	42
77	5	4	4	3	3	3	5	5	4	4	40
78	4	4	4	3	3	4	4	5	5	5	41
79	5	4	4	4	4	4	5	4	4	5	43
80	4	4	2	4	4	4	4	3	3	3	35
81	5	4	4	4	4	4	5	5	3	5	43
82	5	4	5	3	3	3	5	4	4	4	40
83	5	5	5	3	3	3	4	4	5	5	42
84	5	5	4	5	5	5	4	5	4	4	46
85	4	4	4	4	4	4	4	3	4	5	40
86	5	5	3	5	5	4	4	4	3	4	42
87	5	4	4	4	4	5	4	5	4	3	42
88	5	5	4	5	5	4	4	4	4	4	44
89	3	4	4	4	4	4	4	5	5	4	41
90	5	5	4	5	5	4	4	4	4	4	44
91	5	4	4	4	4	4	5	5	5	5	45
92	4	3	5	5	5	5	4	4	5	4	44
93	4	3	3	4	4	4	4	3	3	4	36
94	5	4	5	4	4	4	4	3	5	4	42
95	4	5	4	3	3	5	5	5	3	5	42
96	5	4	5	4	4	4	5	5	3	4	43
97	4	3	4	4	4	3	4	4	5	5	40
98	5	5	5	5	5	3	4	5	4	5	46
99	5	5	4	5	5	4	4	4	3	5	44
100	5	4	5	4	4	4	5	4	5	4	44

3. Jawaban Kuisisioner Asosiasi Merek

RESP	Asosiasi Merek										TOTAL X3
	X3. 1	X3. 2	X3. 3	X3. 4	X3. 5	X3. 6	X3. 7	X3. 8	X3. 9	X3.1 0	
1	4	4	4	5	4	5	4	4	5	4	43
2	5	5	5	4	5	5	5	5	4	5	48
3	5	5	4	5	5	4	5	5	5	5	48
4	5	3	5	4	5	5	5	5	5	5	47
5	3	5	4	5	3	4	3	4	3	2	36
6	5	4	5	4	5	5	5	5	3	4	45
7	4	3	4	4	4	5	4	4	5	5	42
8	4	4	4	4	4	4	3	4	4	4	39
9	3	4	4	4	3	4	4	4	5	5	40
10	4	4	4	5	4	4	4	4	4	4	41
11	4	3	4	4	4	4	5	4	3	4	39
12	5	4	5	4	5	5	5	5	4	5	47
13	5	3	5	4	5	5	4	4	4	3	42
14	5	2	4	3	5	5	4	4	5	4	41
15	3	3	3	3	3	4	4	4	3	4	34
16	5	3	5	5	5	4	3	3	5	3	41
17	4	3	4	4	4	4	4	3	5	4	39
18	3	4	4	4	3	3	4	5	5	5	40
19	4	3	5	5	4	4	5	4	3	3	40
20	4	5	4	4	4	4	5	4	5	3	42
21	4	4	4	3	4	4	4	5	4	4	40
22	3	3	4	4	3	3	4	4	4	4	36
23	4	4	4	5	4	4	3	3	4	4	39
24	4	4	4	5	4	4	4	4	4	4	41
25	4	5	5	4	4	4	5	5	5	5	46
26	4	4	5	3	4	5	5	5	5	5	45
27	4	5	5	4	4	3	5	5	5	5	45
28	4	5	3	4	4	4	5	3	3	4	39
29	3	3	5	5	3	4	4	4	5	4	40
30	4	5	4	5	4	4	3	4	4	4	41
31	5	5	4	5	5	5	4	4	5	5	47
32	4	3	4	3	4	3	4	3	5	5	38
33	5	3	4	4	5	5	3	4	5	5	43
34	3	4	4	4	3	4	5	5	5	5	42
35	4	4	3	4	4	4	3	3	3	4	36
36	5	4	4	4	5	5	4	4	4	5	44

37	5	4	4	4	5	4	3	3	3	4	39
38	5	5	5	3	5	5	5	3	5	3	44
39	1	5	5	3	1	2	4	4	3	4	32
40	3	5	5	4	3	3	4	3	4	4	38
41	4	3	4	3	4	5	4	4	4	5	40
42	4	4	4	4	4	4	3	3	4	3	37
43	5	3	3	3	5	4	3	4	4	2	36
44	4	4	5	4	4	4	4	4	4	4	41
45	4	4	4	5	4	4	3	3	4	3	38
46	4	4	4	4	4	4	4	4	4	4	40
47	4	4	4	5	4	4	3	3	4	3	38
48	5	3	5	1	5	4	4	4	4	4	39
49	5	3	5	4	5	5	5	5	5	5	47
50	5	5	5	5	5	5	5	5	5	4	49
51	5	4	5	5	5	5	5	4	5	5	48
52	3	4	5	4	3	4	3	5	4	5	40
53	5	5	4	5	5	4	4	3	4	4	43
54	4	4	5	3	4	3	3	4	4	4	38
55	4	4	5	5	4	3	5	5	1	4	40
56	4	4	5	5	4	4	4	5	5	5	45
57	3	4	4	4	3	3	4	4	5	5	39
58	4	5	4	5	4	4	4	4	4	4	42
59	4	4	4	5	4	3	4	5	4	5	42
60	4	4	5	5	4	4	5	5	4	4	44
61	5	4	5	4	5	5	5	4	4	4	45
62	4	4	5	5	4	4	5	5	5	5	46
63	5	4	5	4	5	4	5	5	5	5	47
64	5	3	4	4	5	5	4	5	4	5	44
65	5	4	5	5	5	5	4	5	4	5	47
66	4	4	4	3	4	5	4	4	4	2	38
67	4	4	3	4	4	2	3	4	4	4	36
68	4	4	4	5	4	4	4	4	5	5	43
69	4	4	4	4	4	4	4	5	5	5	43
70	5	4	3	5	5	4	3	3	3	3	38
71	4	3	4	4	4	4	4	3	2	4	36
72	5	4	4	4	5	5	5	4	5	3	44
73	5	5	4	4	5	5	3	4	4	4	43
74	4	4	5	4	4	5	5	5	4	4	44
75	3	5	4	3	3	3	4	5	4	5	39
76	5	3	5	4	5	4	4	3	5	4	42
77	3	4	4	4	3	3	4	5	5	5	40
78	3	5	5	3	3	4	4	4	4	5	40
79	4	5	5	4	4	4	4	5	5	4	44

80	4	5	3	4	4	4	2	4	2	3	35
81	4	1	5	3	4	4	4	5	4	5	39
82	3	3	5	4	3	3	5	5	5	4	40
83	3	4	3	5	3	3	5	5	3	4	38
84	5	4	4	4	5	5	4	5	5	5	46
85	4	5	5	5	4	4	4	4	4	3	42
86	5	4	4	4	5	4	3	5	3	4	41
87	4	4	4	4	4	5	4	5	4	5	43
88	5	4	4	3	5	4	4	5	3	4	41
89	4	4	3	4	4	4	4	3	5	5	40
90	5	5	5	4	5	4	4	5	5	4	46
91	4	5	5	5	4	4	4	5	4	5	45
92	5	5	5	5	5	5	5	4	3	4	46
93	4	5	3	4	4	4	3	4	4	3	38
94	4	3	4	4	4	4	5	5	4	3	40
95	3	5	5	5	3	5	4	4	5	5	44
96	4	4	4	5	4	4	5	5	4	5	44
97	4	4	5	5	4	3	4	4	4	4	41
98	5	4	5	4	5	3	5	5	4	5	45
99	5	3	5	4	5	4	4	5	4	4	43
100	4	4	5	5	4	4	5	5	5	4	45

4. Jawaban Kuisiner Loyalitas Merek

RESP	Loyalitas Merek										TOTAL X4
	X4.1	X4.2	X4.3	X4.4	X4.5	X4.6	X4.7	X4.8	X4.9	X4.10	
1	4	4	4	5	4	4	4	4	5	5	43
2	5	5	3	4	5	5	5	5	5	4	46
3	3	4	5	5	5	5	5	5	4	5	46
4	5	5	5	5	5	3	4	4	4	4	44
5	4	4	4	3	2	3	4	4	4	5	37
6	5	5	4	3	4	5	5	5	5	4	45
7	5	5	4	5	5	4	5	4	5	4	46
8	4	4	3	4	4	4	4	4	4	4	39
9	4	4	3	5	5	3	3	4	4	4	39
10	4	4	5	4	4	4	4	4	4	5	42
11	4	4	4	3	4	4	4	4	4	4	39
12	5	5	4	4	5	3	4	4	4	4	42
13	5	4	5	4	3	5	5	5	5	4	45
14	4	4	4	5	4	5	5	5	5	3	44
15	3	4	3	3	4	3	3	3	4	3	33

59	4	4	3	4	5	4	5	4	3	5	41
60	5	5	4	4	4	4	4	4	4	5	43
61	4	4	3	4	4	5	5	5	5	4	43
62	5	5	4	5	5	4	5	4	4	5	46
63	5	5	5	5	5	5	4	5	4	4	47
64	4	4	4	4	5	5	5	4	5	4	44
65	4	4	4	4	5	5	5	5	5	5	46
66	4	4	5	4	2	4	5	5	5	3	41
67	3	4	5	4	4	4	4	3	2	4	37
68	4	4	5	5	5	4	4	4	4	5	44
69	4	5	2	5	5	4	5	4	4	4	42
70	3	3	4	3	3	5	5	4	4	5	39
71	3	4	5	2	4	4	4	4	4	4	38
72	3	4	5	5	3	5	3	5	5	4	42
73	4	4	5	4	4	5	4	5	5	4	44
74	3	3	4	4	4	4	5	5	5	4	41
75	5	3	5	4	5	3	5	4	3	3	40
76	4	4	4	5	4	5	5	4	4	4	43
77	4	4	5	5	5	3	4	3	3	4	40
78	5	5	4	4	5	3	4	3	4	3	40
79	4	5	3	5	4	4	4	4	4	4	41
80	3	3	4	2	3	4	4	3	4	4	34
81	3	5	5	4	5	4	3	4	4	3	40
82	4	4	5	5	4	3	4	3	3	4	39
83	5	5	4	3	4	3	4	4	3	5	40
84	4	4	5	5	5	5	3	5	5	4	45
85	4	5	3	4	3	4	4	4	4	5	40
86	3	4	4	3	4	5	3	5	4	4	39
87	4	3	4	4	5	4	4	5	5	4	42
88	4	4	3	3	4	5	4	4	4	3	38
89	5	4	4	5	5	4	3	5	4	4	43
90	4	4	4	5	4	5	4	4	4	4	42
91	5	5	5	4	5	4	3	5	4	5	45
92	5	4	5	3	4	5	3	5	5	5	44
93	3	4	4	4	3	4	4	4	4	4	38
94	5	4	3	4	3	4	3	3	4	4	37
95	3	5	5	5	5	3	4	4	5	5	44
96	3	4	5	4	5	4	3	3	4	5	40
97	5	5	4	4	4	4	4	4	3	5	42
98	4	5	5	4	5	5	5	3	3	4	43
99	3	5	5	4	4	5	4	4	4	4	42
100	5	4	4	5	4	4	5	4	4	5	44

5. Jawaban Kuisisioner Keputusan Pembelian

RESP	Keputusan Pembelian										TOTAL Y
	Y1. 1	Y1. 2	Y1. 3	Y1. 4	Y1. 5	Y1. 6	Y1. 7	Y1. 8	Y1. 9	Y1.1 0	
1	5	5	5	5	5	5	4	5	5	4	48
2	5	5	5	5	4	5	4	5	5	4	47
3	4	5	5	5	5	5	3	5	5	4	46
4	5	5	5	5	5	5	4	3	3	5	45
5	4	4	3	4	3	2	4	4	4	4	36
6	5	5	5	5	3	4	5	4	4	5	45
7	5	4	4	4	5	5	5	3	3	4	42
8	4	4	3	4	4	4	4	4	4	4	39
9	5	3	4	4	5	5	4	5	4	3	42
10	4	4	4	4	4	4	3	4	4	3	38
11	4	4	5	4	3	4	4	3	3	4	38
12	5	5	5	5	4	5	5	5	4	5	48
13	4	3	4	4	4	3	5	3	3	4	37
14	5	4	4	4	5	4	5	3	3	4	41
15	3	3	4	4	3	4	5	4	4	3	37
16	4	3	3	3	5	3	4	4	3	3	35
17	5	4	4	3	5	4	3	4	4	4	40
18	4	4	4	5	5	5	4	4	4	4	43
19	4	4	5	4	3	3	4	3	3	4	37
20	4	4	5	4	5	3	3	5	5	4	42
21	4	4	4	5	4	4	5	3	4	4	41
22	4	3	4	4	4	4	3	4	4	3	37
23	4	4	3	3	4	4	4	4	4	4	38
24	4	4	4	4	4	4	3	3	3	4	37
25	5	5	5	5	5	5	5	5	5	5	50
26	5	5	5	5	5	5	4	4	4	5	47
27	5	5	5	5	5	5	4	4	5	5	48
28	3	3	5	3	3	4	4	1	3	3	32
29	4	4	4	4	5	4	3	4	3	4	39
30	4	4	3	4	4	4	3	4	3	4	37
31	3	3	4	4	5	5	5	5	5	3	42
32	4	4	4	3	5	5	4	5	3	4	41
33	5	4	3	4	5	5	4	5	1	4	40
34	4	4	5	5	5	5	5	4	4	3	44
35	3	3	3	3	3	4	5	4	4	3	35
36	5	4	4	4	4	5	4	4	4	5	43
37	3	3	3	3	3	4	4	4	4	3	34
38	3	3	5	3	5	3	4	5	5	3	39

39	4	4	4	4	3	4	4	5	5	5	42
40	4	3	4	3	4	4	5	5	4	3	39
41	4	4	4	4	4	5	5	3	3	4	40
42	4	4	3	3	4	3	5	5	3	4	38
43	3	3	3	4	4	2	4	3	3	3	32
44	5	5	4	4	4	4	4	4	4	5	43
45	3	4	3	3	4	3	3	3	4	3	33
46	4	4	4	4	4	4	4	4	3	4	39
47	4	4	3	3	4	3	4	5	4	4	38
48	3	3	4	4	4	4	4	5	2	3	36
49	5	5	5	5	5	5	4	4	3	5	46
50	4	4	5	5	5	4	3	5	5	4	44
51	4	5	5	4	5	5	4	5	5	5	47
52	3	3	3	4	4	5	3	5	5	5	40
53	4	3	4	3	4	4	4	5	4	4	39
54	4	3	3	4	4	4	5	5	4	2	38
55	5	5	5	5	1	4	4	3	4	5	41
56	5	3	4	5	5	5	4	5	3	5	44
57	5	3	4	4	5	5	3	4	5	5	43
58	4	4	4	4	4	4	3	5	5	4	41
59	4	4	4	5	4	5	5	5	5	4	45
60	4	4	5	5	4	4	3	4	4	4	41
61	4	4	5	4	4	4	5	4	4	4	42
62	5	5	5	5	5	5	3	4	4	5	46
63	5	5	5	5	5	5	4	4	5	5	48
64	5	4	4	5	4	5	4	3	4	5	43
65	3	3	4	5	4	5	3	4	3	3	37
66	5	3	4	4	4	2	4	4	4	3	37
67	3	3	3	4	4	4	5	4	5	3	38
68	4	4	4	4	5	5	4	5	5	3	43
69	3	4	4	5	5	5	5	3	5	3	42
70	4	3	3	3	3	3	5	4	3	3	34
71	5	4	4	3	2	4	4	4	4	3	37
72	5	2	5	4	5	3	5	4	4	5	42
73	4	3	3	4	4	4	5	5	4	4	40
74	5	5	5	5	4	4	5	3	3	5	44
75	5	5	4	5	4	5	4	5	4	4	45
76	5	5	4	3	5	4	5	4	5	5	45
77	5	4	4	5	5	5	5	4	3	4	44
78	5	4	4	4	4	5	4	5	4	4	43
79	3	4	4	5	5	4	5	4	3	4	41
80	5	3	2	4	2	3	4	5	3	4	35
81	4	5	4	5	4	5	4	2	4	4	41

82	5	5	5	5	5	4	5	3	3	5	45
83	5	5	5	5	3	4	4	5	4	4	44
84	4	4	4	5	5	5	5	4	3	5	44
85	4	4	4	4	4	3	4	4	4	5	40
86	4	5	3	5	3	4	5	4	4	4	41
87	5	4	4	5	4	5	4	4	3	4	42
88	5	5	4	5	3	4	4	4	4	4	42
89	5	5	4	3	5	5	4	4	3	4	42
90	5	4	4	5	5	4	5	4	4	5	45
91	4	4	4	5	4	5	4	5	5	5	45
92	4	5	5	4	3	4	5	5	5	4	44
93	4	5	3	4	4	3	4	5	4	5	41
94	5	4	5	5	4	3	5	3	1	5	40
95	4	5	4	4	5	5	5	4	3	4	43
96	5	4	5	5	4	5	3	3	4	4	42
97	5	5	4	4	4	4	5	3	5	5	44
98	4	3	5	5	4	5	5	4	5	4	44
99	5	4	4	5	4	4	3	3	4	5	41
100	5	4	5	5	5	4	4	4	4	5	45

Lampiran 3

Karakteristik Responden

1. Responden Berdasarkan Usia

usia

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 17-20	28	28.0	28.0	28.0
21-25	29	29.0	29.0	57.0
26-30	28	28.0	28.0	85.0
31-35	15	15.0	15.0	100.0
Total	100	100.0	100.0	

2. Responden Berdasarkan Jenis Kelamin

jenis_kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Pria	39	39.0	39.0	39.0

Wanita	61	61.0	61.0	100.0
Total	100	100.0	100.0	

3. Responden Berdasarkan Pekerjaan

pekerjaan				
	Frequency	Percent	Valid Percent	Cumulative Percent
pelajar/mahasiswa	38	38.0	38.0	38.0
pegawai negeri	12	12.0	12.0	50.0
Valid pegawai swasta	22	22.0	22.0	72.0
lainnya	28	28.0	28.0	100.0
Total	100	100.0	100.0	

4. Responden Berdasarkan Jumlah Pengeluaran

jml_pengeluaran				
	Frequency	Percent	Valid Percent	Cumulative Percent
<1000.000	43	43.0	43.0	43.0
1000.000-2000.000	24	24.0	24.0	67.0
Valid 2000.000-3000.000	15	15.0	15.0	82.0
>3000.000	18	18.0	18.0	100.0
Total	100	100.0	100.0	

Lampiran 4

Jawaban Pernyataan

1. Pernyataan Kesadaran Merek (X1)

x1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	16	16.0	16.0	19.0
Valid 4	45	45.0	45.0	64.0
5	36	36.0	36.0	100.0
Total	100	100.0	100.0	

x1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	25	25.0	25.0	27.0
Valid 4	40	40.0	40.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

x1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
3	8	8.0	8.0	8.0
Valid 4	55	55.0	55.0	63.0
5	37	37.0	37.0	100.0
Total	100	100.0	100.0	

x1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
Valid 3	19	19.0	19.0	20.0
4	42	42.0	42.0	62.0
5	38	38.0	38.0	100.0

Total	100	100.0	100.0
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x1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	20	20.0	20.0	20.0
4	47	47.0	47.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

x1.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	14	14.0	14.0	14.0
4	52	52.0	52.0	66.0
5	34	34.0	34.0	100.0
Total	100	100.0	100.0	

x1.7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
3	16	16.0	16.0	17.0
4	51	51.0	51.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

x1.8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
3	14	14.0	14.0	15.0
4	54	54.0	54.0	69.0
5	31	31.0	31.0	100.0
Total	100	100.0	100.0	

x1.9

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	15	15.0	15.0	17.0
Valid 4	58	58.0	58.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

x1.10

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	14	14.0	14.0	15.0
Valid 4	57	57.0	57.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

2. Pernyataan Persepsi Kualitas

x2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
3	18	18.0	18.0	18.0
Valid 4	42	42.0	42.0	60.0
5	40	40.0	40.0	100.0
Total	100	100.0	100.0	

x2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
3	18	18.0	18.0	18.0
Valid 4	49	49.0	49.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

x2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
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	2	1	1.0	1.0	1.0
	3	18	18.0	18.0	19.0
Valid	4	50	50.0	50.0	69.0
	5	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

x2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	1	1.0	1.0	1.0
	3	16	16.0	16.0	17.0
Valid	4	49	49.0	49.0	66.0
	5	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

x2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	1	1.0	1.0	1.0
	3	17	17.0	17.0	18.0
Valid	4	49	49.0	49.0	67.0
	5	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

x2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
	2	2	2.0	2.0	2.0
	3	16	16.0	16.0	18.0
Valid	4	56	56.0	56.0	74.0
	5	26	26.0	26.0	100.0
	Total	100	100.0	100.0	

x2.7

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	15	15.0	15.0	16.0
Valid 4	58	58.0	58.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

x2.8

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	14	14.0	14.0	17.0
Valid 4	45	45.0	45.0	62.0
5	38	38.0	38.0	100.0
Total	100	100.0	100.0	

x2.9

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	27	27.0	27.0	29.0
Valid 4	39	39.0	39.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

x2.10

	Frequency	Percent	Valid Percent	Cumulative Percent
3	8	8.0	8.0	8.0
Valid 4	55	55.0	55.0	63.0
5	37	37.0	37.0	100.0
Total	100	100.0	100.0	

3. Pernyataan Asosiasi Merek

x3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
3	16	16.0	16.0	17.0
Valid 4	49	49.0	49.0	66.0
5	34	34.0	34.0	100.0
Total	100	100.0	100.0	

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	1	1.0	1.0	2.0
Valid 3	22	22.0	22.0	24.0
4	50	50.0	50.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
3	10	10.0	10.0	10.0
Valid 4	47	47.0	47.0	57.0
5	43	43.0	43.0	100.0
Total	100	100.0	100.0	

X3.4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
Valid 3	15	15.0	15.0	16.0
4	51	51.0	51.0	67.0
5	33	33.0	33.0	100.0

Total	100	100.0	100.0
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X3.5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
3	16	16.0	16.0	17.0
Valid 4	49	49.0	49.0	66.0
5	34	34.0	34.0	100.0
Total	100	100.0	100.0	

X3.6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	15	15.0	15.0	17.0
Valid 4	55	55.0	55.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

X3.7

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	19	19.0	19.0	20.0
Valid 4	49	49.0	49.0	69.0
5	31	31.0	31.0	100.0
Total	100	100.0	100.0	

X3.8

	Frequency	Percent	Valid Percent	Cumulative Percent
3	17	17.0	17.0	17.0
Valid 4	42	42.0	42.0	59.0
5	41	41.0	41.0	100.0
Total	100	100.0	100.0	

X3.9

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	2	2.0	2.0	3.0
Valid 3	14	14.0	14.0	17.0
4	45	45.0	45.0	62.0
5	38	38.0	38.0	100.0
Total	100	100.0	100.0	

X3.10

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	14	14.0	14.0	17.0
Valid 4	44	44.0	44.0	61.0
5	39	39.0	39.0	100.0
Total	100	100.0	100.0	

4. Pernyataan Loyalitas Merek**x4.1**

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	27	27.0	27.0	29.0
Valid 4	39	39.0	39.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

X4.2

	Frequency	Percent	Valid Percent	Cumulative Percent
3	8	8.0	8.0	8.0
Valid 4	55	55.0	55.0	63.0
5	37	37.0	37.0	100.0
Total	100	100.0	100.0	

X4.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	22	22.0	22.0	23.0
Valid 4	40	40.0	40.0	63.0
5	37	37.0	37.0	100.0
Total	100	100.0	100.0	

X4.4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	2	2.0	2.0	3.0
Valid 3	14	14.0	14.0	17.0
4	44	44.0	44.0	61.0
5	39	39.0	39.0	100.0
Total	100	100.0	100.0	

X4.5

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	14	14.0	14.0	17.0
Valid 4	45	45.0	45.0	62.0
5	38	38.0	38.0	100.0
Total	100	100.0	100.0	

X4.6

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
3	18	18.0	18.0	19.0
Valid 4	49	49.0	49.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

X4.7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	20	20.0	20.0	20.0
4	45	45.0	45.0	65.0
5	35	35.0	35.0	100.0
Total	100	100.0	100.0	

X4.8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	13	13.0	13.0	13.0
4	51	51.0	51.0	64.0
5	36	36.0	36.0	100.0
Total	100	100.0	100.0	

X4.9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	2	2.0	2.0	2.0
3	16	16.0	16.0	18.0
4	56	56.0	56.0	74.0
5	26	26.0	26.0	100.0
Total	100	100.0	100.0	

X4.10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
3	15	15.0	15.0	16.0
4	51	51.0	51.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

5. Pernyataan Keputusan Pembelian

Y

	Frequency	Percent	Valid Percent	Cumulative Percent
3	14	14.0	14.0	14.0
4	44	44.0	44.0	58.0
5	42	42.0	42.0	100.0
Total	100	100.0	100.0	

y2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	25	25.0	25.0	26.0
4	46	46.0	46.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

y3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	19	19.0	19.0	20.0
4	48	48.0	48.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

y4

	Frequency	Percent	Valid Percent	Cumulative Percent
3	17	17.0	17.0	17.0
4	42	42.0	42.0	59.0
5	41	41.0	41.0	100.0
Total	100	100.0	100.0	

y5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	2	2.0	2.0	3.0
3	14	14.0	14.0	17.0
4	45	45.0	45.0	62.0
5	38	38.0	38.0	100.0
Total	100	100.0	100.0	

y6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	3	3.0	3.0	3.0
3	14	14.0	14.0	17.0
4	43	43.0	43.0	60.0
5	40	40.0	40.0	100.0
Total	100	100.0	100.0	

y7

	Frequency	Percent	Valid Percent	Cumulative Percent
3	18	18.0	18.0	18.0
4	47	47.0	47.0	65.0
5	35	35.0	35.0	100.0
Total	100	100.0	100.0	

y8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	1	1.0	1.0	2.0
3	20	20.0	20.0	22.0
4	45	45.0	45.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

	Pearson Correlation	-.087	.170	.092	.150	.509**	1	.159	.563**	.305	-.102	.487**
x1.6	Sig. (1-tailed)	.324	.185	.315	.214	.002		.201	.001	.051	.295	.003
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	-.097	.241	.058	.157	.270	.159	1	.406*	.896**	.036	.528**
x1.7	Sig. (1-tailed)	.304	.100	.381	.204	.074	.201		.013	.000	.425	.001
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	-.210	.264	-.165	.237	.487**	.563**	.406*	1	.438**	-.207	.488**
x1.8	Sig. (1-tailed)	.133	.080	.192	.104	.003	.001	.013		.008	.136	.003
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	-.096	.226	.032	.178	.241	.305	.896**	.438**	1	-.108	.517**
x1.9	Sig. (1-tailed)	.308	.115	.434	.173	.100	.051	.000	.008		.285	.002
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.891**	.114	.442**	-.008	.075	-.102	.036	-.207	-.108	1	.465**
x1.10	Sig. (1-tailed)	.000	.274	.007	.483	.348	.295	.425	.136	.285		.005
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.469**	.643**	.604**	.421*	.703**	.487**	.528**	.488**	.517**	.465**	1
total	Sig. (1-tailed)	.004	.000	.000	.010	.000	.003	.001	.003	.002	.005	
	N	30	30	30	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

Uji Validitas Variabel Persepsi Kualitas

Correlations

	x2.1	x2.2	x2.3	x2.4	x2.5	x2.6	x2.7	x2.8	x2.9	x2.10	total	
	Pearson Correlation	1	.639**	.555**	.195	.000	.018	.472**	.482**	.185	.541**	.684**
x2.1	Sig. (1-tailed)		.000	.001	.151	.500	.462	.004	.004	.163	.001	.000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.639**	1	.656**	.112	-.139	-.152	.608**	.261	.438**	.590**	.672**
x2.2	Sig. (1-tailed)	.000		.000	.278	.232	.211	.000	.082	.008	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.555**	.656**	1	.250	.072	.081	.431**	.253	.352*	.454**	.689**
x2.3	Sig. (1-tailed)	.001	.000		.091	.353	.334	.009	.089	.028	.006	.000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.195	.112	.250	1	.789**	.500**	.064	.047	.516**	.203	.619**
x2.4	Sig. (1-tailed)	.151	.278	.091		.000	.002	.368	.402	.002	.141	.000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.000	-.139	.072	.789**	1	.608**	-.087	-.064	.341*	.000	.423**
x2.5	Sig. (1-tailed)	.500	.232	.353	.000		.000	.324	.369	.033	.500	.010
	N	30	30	30	30	30	30	30	30	30	30	30
x2.6	Pearson Correlation	.018	-.152	.081	.500**	.608**	1	-.056	.036	.254	.058	.379*

	Sig. (1-tailed)	.050	.450	.253	.429	.279		.000	.000	.001	.026	.000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.675**	.548**	.262	.129	.126	.649**	1	.745**	.420*	.357*	.828**
x4.7	Sig. (1-tailed)	.000	.001	.081	.249	.253	.000		.000	.010	.026	.000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.512**	.386*	.236	.317*	.160	.686**	.745**	1	.415*	.352*	.812**
x4.8	Sig. (1-tailed)	.002	.018	.104	.044	.199	.000	.000		.011	.028	.000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.254	.058	.089	-.005	-.041	.547**	.420*	.415*	1	.910**	.583**
x4.9	Sig. (1-tailed)	.088	.381	.319	.489	.414	.001	.010	.011		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.357*	.183	.163	.029	.087	.360*	.357*	.352*	.910**	1	.612**
x4.1	Sig. (1-tailed)	.026	.167	.195	.440	.323	.026	.026	.028	.000		.000
0	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.661**	.604**	.382*	.428**	.396*	.595**	.828**	.812**	.583**	.612**	1
total	Sig. (1-tailed)	.000	.000	.018	.009	.015	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

Uji Validitas Variabel Keputusan Pembelian

Correlations

	y1	y2	y3	y4	y5	y6	y7	y8	y9	y10	total
y1 Pearson Correlation	1	.639**	.333*	.475**	.531**	.527**	.619**	.400*	.279	.619**	.762**
y1 Sig. (1-tailed)		.000	.036	.004	.001	.001	.000	.014	.068	.000	.000
y1 N	30	30	30	30	30	30	30	30	30	30	30
y2 Pearson Correlation	.639**	1	.537**	.735**	.259	.520**	.828**	.398*	.487**	.828**	.875**
y2 Sig. (1-tailed)	.000		.001	.000	.083	.002	.000	.015	.003	.000	.000
y2 N	30	30	30	30	30	30	30	30	30	30	30
y3 Pearson Correlation	.333*	.537**	1	.558**	.051	.452**	.435**	.055	.333*	.435**	.589**
y3 Sig. (1-tailed)	.036	.001		.001	.394	.006	.008	.386	.036	.008	.000
y3 N	30	30	30	30	30	30	30	30	30	30	30
y4 Pearson Correlation	.475**	.735**	.558**	1	.203	.567**	.632**	.391*	.488**	.632**	.804**
y4 Sig. (1-tailed)	.004	.000	.001		.141	.001	.000	.016	.003	.000	.000
y4 N	30	30	30	30	30	30	30	30	30	30	30
y5 Pearson Correlation	.531**	.259	.051	.203	1	.481**	.205	.394*	.255	.205	.529**
y5 Sig. (1-tailed)	.001	.083	.394	.141		.004	.139	.016	.087	.139	.001
y5 N	30	30	30	30	30	30	30	30	30	30	30
y6 Pearson Correlation	.527**	.520**	.452**	.567**	.481**	1	.339*	.274	.340*	.339*	.700**

	Sig. (1-tailed)	.001	.002	.006	.001	.004		.034	.071	.033	.034	.000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.619**	.828**	.435**	.632**	.205	.339*	1	.179	.215	1.000**	.747**
y7	Sig. (1-tailed)	.000	.000	.008	.000	.139	.034		.172	.127	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.400*	.398*	.055	.391*	.394*	.274	.179	1	.736**	.179	.605**
y8	Sig. (1-tailed)	.014	.015	.386	.016	.016	.071	.172		.000	.172	.000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.279	.487**	.333*	.488**	.255	.340*	.215	.736**	1	.215	.647**
y9	Sig. (1-tailed)	.068	.003	.036	.003	.087	.033	.127	.000		.127	.000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.619**	.828**	.435**	.632**	.205	.339*	1.000**	.179	.215	1	.747**
y10	Sig. (1-tailed)	.000	.000	.008	.000	.139	.034	.000	.172	.127		.000
	N	30	30	30	30	30	30	30	30	30	30	30
	Pearson Correlation	.762**	.875**	.589**	.804**	.529**	.700**	.747**	.605**	.647**	.747**	1
total	Sig. (1-tailed)	.000	.000	.000	.000	.001	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

Lampiran 6 Uji Reliabilitas

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
.726	11

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
.748	11

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
.733	11

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
.743	11

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
.767	11

Lampiran 7 Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Kesadaran merek	Persepsi kualitas	Asosiasi merek	Loyalitas merek	Keputusan pembelian
N		100	100	100	100	100
Normal Parameters ^{a,b}	Mean	41.42	41.39	41.56	41.49	41.20
	Std. Deviation	2.753	3.910	3.534	3.164	3.832
	Absolute	.107	.091	.101	.094	.089
Most Extreme Differences	Positive	.107	.062	.101	.066	.058
	Negative	-.083	-.091	-.075	-.094	-.089
Kolmogorov-Smirnov Z		1.066	.911	1.005	.940	.892
Asymp. Sig. (2-tailed)		.206	.377	.264	.340	.404

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 8 Uji Homogenitas

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Kesadaran merek	.540	15	82	.910
Persepsi kualitas	.356	15	82	.986
Asosiasi merek	1.133	15	82	.342
Loyalitas merek	1.488	15	82	.129

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Kesadaran merek	Between Groups	227.895	17	13.406	2.104	.014
	Within Groups	522.465	82	6.372		
	Total	750.360	99			
Persepsi kualitas	Between Groups	783.163	17	46.068	5.170	.000
	Within Groups	730.627	82	8.910		
	Total	1513.790	99			
Asosiasi merek	Between Groups	613.166	17	36.069	4.744	.000
	Within Groups	623.474	82	7.603		
	Total	1236.640	99			
Loyalitas merek	Between Groups	345.796	17	20.341	2.585	.002
	Within Groups	645.194	82	7.868		
	Total	990.990	99			

**Lampiran 9
Uji Linieritas**

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.		
Keputusan pembelian* kesadaran merek	Between Groups	(Combined)	429.939	12	35.828	3.044	.001		
		Linearity	340.678	1	340.678			28.943	.000
		Deviation from Linearity	89.260	11	8.115			.689	.745
	Within Groups		1024.061	87	11.771				
	Total		1454.000	99					

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.		
Keputusan pembelian* persepsi kualitas	Between Groups	(Combined)	765.981	16	47.874	5.775	.000		
		Linearity	634.693	1	634.693			76.567	.000
		Deviation from Linearity	131.288	15	8.753			1.056	.409
	Within Groups		688.019	83	8.289				
	Total		1454.000	99					

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan pembelian *	Between Groups	(Combined)	791.822	16	49.489	6.203	.000
		Linearity	638.800	1	638.800	80.070	.000
		Deviation from Linearity	153.022	15	10.201	1.279	.234
asosiasi merek	Within Groups		662.178	83	7.978		
	Total		1454.000	99			

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan pembelian*	Between Groups	(Combined)	496.850	15	33.123	2.907	.001
		Linearity	402.036	1	402.036	35.283	.000
		Deviation from Linearity	94.815	14	6.772	.594	.862
loyalitas merek	Within Groups		957.150	84	11.395		
	Total		1454.000	99			

Lampiran 10 Uji Multikolinier

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	13.858	4.342		3.191	.002	
	Kesadaran merek	-.233	.229	-.167	-1.019	.311	.201
	Persepsi kualitas	.426	.148	.434	2.881	.005	.238
	Asosiasi merek	.435	.179	.401	2.427	.017	.198
	Loyalitas merek	.031	.216	.026	.144	.886	.171

a. Dependent Variable: keputusan pembelian

Lampiran 11
Tabel F

df untuk penyebut (N2)	df untuk pembilang (N1)									
	1	2	3	4	5	6	7	8	9	10
1	161	199	216	225	230	234	237	239	241	242
2	18.51	19.00	19.16	19.25	19.30	19.33	19.35	19.37	19.38	19.40
3	10.13	9.55	9.28	9.12	9.01	8.94	8.89	8.85	8.81	8.79
4	7.71	6.94	6.59	6.39	6.26	6.16	6.09	6.04	6.00	5.96
5	6.61	5.79	5.41	5.19	5.05	4.95	4.88	4.82	4.77	4.74
6	5.99	5.14	4.76	4.53	4.39	4.28	4.21	4.15	4.10	4.06
7	5.59	4.74	4.35	4.12	3.97	3.87	3.79	3.73	3.68	3.64
8	5.32	4.46	4.07	3.84	3.69	3.58	3.50	3.44	3.39	3.35
9	5.12	4.26	3.86	3.63	3.48	3.37	3.29	3.23	3.18	3.14
10	4.96	4.10	3.71	3.48	3.33	3.22	3.14	3.07	3.02	2.98
11	4.84	3.98	3.59	3.36	3.20	3.09	3.01	2.95	2.90	2.85
12	4.75	3.89	3.49	3.26	3.11	3.00	2.91	2.85	2.80	2.75
13	4.67	3.81	3.41	3.18	3.03	2.92	2.83	2.77	2.71	2.67
14	4.60	3.74	3.34	3.11	2.96	2.85	2.76	2.70	2.65	2.60
15	4.54	3.68	3.29	3.06	2.90	2.79	2.71	2.64	2.59	2.54
16	4.49	3.63	3.24	3.01	2.85	2.74	2.66	2.59	2.54	2.49
17	4.45	3.59	3.20	2.96	2.81	2.70	2.61	2.55	2.49	2.45
18	4.41	3.55	3.16	2.93	2.77	2.66	2.58	2.51	2.46	2.41
19	4.38	3.52	3.13	2.90	2.74	2.63	2.54	2.48	2.42	2.38
20	4.35	3.49	3.10	2.87	2.71	2.60	2.51	2.45	2.39	2.35
21	4.32	3.47	3.07	2.84	2.68	2.57	2.49	2.42	2.37	2.32
22	4.30	3.44	3.05	2.82	2.66	2.55	2.46	2.40	2.34	2.30
23	4.28	3.42	3.03	2.80	2.64	2.53	2.44	2.37	2.32	2.27
24	4.26	3.40	3.01	2.78	2.62	2.51	2.42	2.36	2.30	2.25
25	4.24	3.39	2.99	2.76	2.60	2.49	2.40	2.34	2.28	2.24
26	4.23	3.37	2.98	2.74	2.59	2.47	2.39	2.32	2.27	2.22
27	4.21	3.35	2.96	2.73	2.57	2.46	2.37	2.31	2.25	2.20
28	4.20	3.34	2.95	2.71	2.56	2.45	2.36	2.29	2.24	2.19
29	4.18	3.33	2.93	2.70	2.55	2.43	2.35	2.28	2.22	2.18
30	4.17	3.32	2.92	2.69	2.53	2.42	2.33	2.27	2.21	2.16
31	4.16	3.30	2.91	2.68	2.52	2.41	2.32	2.25	2.20	2.15
32	4.15	3.29	2.90	2.67	2.51	2.40	2.31	2.24	2.19	2.14
33	4.14	3.28	2.89	2.66	2.50	2.39	2.30	2.23	2.18	2.13
34	4.13	3.28	2.88	2.65	2.49	2.38	2.29	2.23	2.17	2.12
35	4.12	3.27	2.87	2.64	2.49	2.37	2.29	2.22	2.16	2.11
36	4.11	3.26	2.87	2.63	2.48	2.36	2.28	2.21	2.15	2.11
37	4.11	3.25	2.86	2.63	2.47	2.36	2.27	2.20	2.14	2.10
38	4.10	3.24	2.85	2.62	2.46	2.35	2.26	2.19	2.14	2.09
39	4.09	3.24	2.85	2.61	2.46	2.34	2.26	2.19	2.13	2.08
40	4.08	3.23	2.84	2.61	2.45	2.34	2.25	2.18	2.12	2.08
41	4.08	3.23	2.83	2.60	2.44	2.33	2.24	2.17	2.12	2.07
42	4.07	3.22	2.83	2.59	2.44	2.32	2.24	2.17	2.11	2.06
43	4.07	3.21	2.82	2.59	2.43	2.32	2.23	2.16	2.11	2.06
44	4.06	3.21	2.82	2.58	2.43	2.31	2.23	2.16	2.10	2.05
45	4.06	3.20	2.81	2.58	2.42	2.31	2.22	2.15	2.10	2.05
46	4.05	3.20	2.81	2.57	2.42	2.30	2.22	2.15	2.09	2.04
47	4.05	3.20	2.80	2.57	2.41	2.30	2.21	2.14	2.09	2.04
48	4.04	3.19	2.80	2.57	2.41	2.29	2.21	2.14	2.08	2.03
49	4.04	3.19	2.79	2.56	2.40	2.29	2.20	2.13	2.08	2.03
50	4.03	3.18	2.79	2.56	2.40	2.29	2.20	2.13	2.07	2.03

51	4.03	3.18	2.79	2.55	2.40	2.28	2.20	2.13	2.07	2.02
52	4.03	3.18	2.78	2.55	2.39	2.28	2.19	2.12	2.07	2.02
53	4.02	3.17	2.78	2.55	2.39	2.28	2.19	2.12	2.06	2.01
54	4.02	3.17	2.78	2.54	2.39	2.27	2.18	2.12	2.06	2.01
55	4.02	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.06	2.01
56	4.01	3.16	2.77	2.54	2.38	2.27	2.18	2.11	2.05	2.00
57	4.01	3.16	2.77	2.53	2.38	2.26	2.18	2.11	2.05	2.00
58	4.01	3.16	2.76	2.53	2.37	2.26	2.17	2.10	2.05	2.00
59	4.00	3.15	2.76	2.53	2.37	2.26	2.17	2.10	2.04	2.00
60	4.00	3.15	2.76	2.53	2.37	2.25	2.17	2.10	2.04	1.99
61	4.00	3.15	2.76	2.52	2.37	2.25	2.16	2.09	2.04	1.99
62	4.00	3.15	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.99
63	3.99	3.14	2.75	2.52	2.36	2.25	2.16	2.09	2.03	1.98
64	3.99	3.14	2.75	2.52	2.36	2.24	2.16	2.09	2.03	1.98
65	3.99	3.14	2.75	2.51	2.36	2.24	2.15	2.08	2.03	1.98
66	3.99	3.14	2.74	2.51	2.35	2.24	2.15	2.08	2.03	1.98
67	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.98
68	3.98	3.13	2.74	2.51	2.35	2.24	2.15	2.08	2.02	1.97
69	3.98	3.13	2.74	2.50	2.35	2.23	2.15	2.08	2.02	1.97
70	3.98	3.13	2.74	2.50	2.35	2.23	2.14	2.07	2.02	1.97
71	3.98	3.13	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.97
72	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96
73	3.97	3.12	2.73	2.50	2.34	2.23	2.14	2.07	2.01	1.96
74	3.97	3.12	2.73	2.50	2.34	2.22	2.14	2.07	2.01	1.96
75	3.97	3.12	2.73	2.49	2.34	2.22	2.13	2.06	2.01	1.96
76	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.01	1.96
77	3.97	3.12	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.96
78	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95
79	3.96	3.11	2.72	2.49	2.33	2.22	2.13	2.06	2.00	1.95
80	3.96	3.11	2.72	2.49	2.33	2.21	2.13	2.06	2.00	1.95
81	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95
82	3.96	3.11	2.72	2.48	2.33	2.21	2.12	2.05	2.00	1.95
83	3.96	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95
84	3.95	3.11	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.95
85	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94
86	3.95	3.10	2.71	2.48	2.32	2.21	2.12	2.05	1.99	1.94
87	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94
88	3.95	3.10	2.71	2.48	2.32	2.20	2.12	2.05	1.99	1.94
89	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94
90	3.95	3.10	2.71	2.47	2.32	2.20	2.11	2.04	1.99	1.94
91	3.95	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94
92	3.94	3.10	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.94
93	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93
94	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93
95	3.94	3.09	2.70	2.47	2.31	2.20	2.11	2.04	1.98	1.93
96	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93
97	3.94	3.09	2.70	2.47	2.31	2.19	2.11	2.04	1.98	1.93
98	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93
99	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.98	1.93
100	3.94	3.09	2.70	2.46	2.31	2.19	2.10	2.03	1.97	1.93

Lampiran 12
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
1	1.00000	3.07768	6.31375	12.70620	31.82052	63.65674	318.30884
2	0.81650	1.88562	2.91999	4.30265	6.96456	9.92484	22.32712
3	0.76489	1.63774	2.35336	3.18245	4.54070	5.84091	10.21453
4	0.74070	1.53321	2.13185	2.77645	3.74695	4.60409	7.17318
5	0.72669	1.47588	2.01505	2.57058	3.36493	4.03214	5.89343
6	0.71756	1.43976	1.94318	2.44691	3.14267	3.70743	5.20763
7	0.71114	1.41492	1.89458	2.36462	2.99795	3.49948	4.78529
8	0.70639	1.39682	1.85955	2.30600	2.89646	3.35539	4.50079
9	0.70272	1.38303	1.83311	2.26216	2.82144	3.24984	4.29681
10	0.69981	1.37218	1.81246	2.22814	2.76377	3.16927	4.14370
11	0.69745	1.36343	1.79588	2.20099	2.71808	3.10581	4.02470
12	0.69548	1.35622	1.78229	2.17881	2.68100	3.05454	3.92963
13	0.69383	1.35017	1.77093	2.16037	2.65031	3.01228	3.85198
14	0.69242	1.34503	1.76131	2.14479	2.62449	2.97684	3.78739
15	0.69120	1.34061	1.75305	2.13145	2.60248	2.94671	3.73283
16	0.69013	1.33676	1.74588	2.11991	2.58349	2.92078	3.68615
17	0.68920	1.33338	1.73961	2.10982	2.56693	2.89823	3.64577
18	0.68836	1.33039	1.73406	2.10092	2.55238	2.87844	3.61048
19	0.68762	1.32773	1.72913	2.09302	2.53948	2.86093	3.57940
20	0.68695	1.32534	1.72472	2.08596	2.52798	2.84534	3.55181
21	0.68635	1.32319	1.72074	2.07961	2.51765	2.83136	3.52715
22	0.68581	1.32124	1.71714	2.07387	2.50832	2.81876	3.50499
23	0.68531	1.31946	1.71387	2.06866	2.49987	2.80734	3.48496
24	0.68485	1.31784	1.71088	2.06390	2.49216	2.79694	3.46678
25	0.68443	1.31635	1.70814	2.05954	2.48511	2.78744	3.45019
26	0.68404	1.31497	1.70562	2.05553	2.47863	2.77871	3.43500
27	0.68368	1.31370	1.70329	2.05183	2.47266	2.77068	3.42103
28	0.68335	1.31253	1.70113	2.04841	2.46714	2.76326	3.40816
29	0.68304	1.31143	1.69913	2.04523	2.46202	2.75639	3.39624
30	0.68276	1.31042	1.69726	2.04227	2.45726	2.75000	3.38518
31	0.68249	1.30946	1.69552	2.03951	2.45282	2.74404	3.37490
32	0.68223	1.30857	1.69389	2.03693	2.44868	2.73848	3.36531
33	0.68200	1.30774	1.69236	2.03452	2.44479	2.73328	3.35634
34	0.68177	1.30695	1.69092	2.03224	2.44115	2.72839	3.34793
35	0.68156	1.30621	1.68957	2.03011	2.43772	2.72381	3.34005
36	0.68137	1.30551	1.68830	2.02809	2.43449	2.71948	3.33262
37	0.68118	1.30485	1.68709	2.02619	2.43145	2.71541	3.32563
38	0.68100	1.30423	1.68595	2.02439	2.42857	2.71156	3.31903
39	0.68083	1.30364	1.68488	2.02269	2.42584	2.70791	3.31279
40	0.68067	1.30308	1.68385	2.02108	2.42326	2.70446	3.30688
41	0.68052	1.30254	1.68288	2.01954	2.42080	2.70118	3.30127
42	0.68038	1.30204	1.68195	2.01808	2.41847	2.69807	3.29595
43	0.68024	1.30155	1.68107	2.01669	2.41625	2.69510	3.29089
44	0.68011	1.30109	1.68023	2.01537	2.41413	2.69228	3.28607
45	0.67998	1.30065	1.67943	2.01410	2.41212	2.68959	3.28148
46	0.67986	1.30023	1.67866	2.01290	2.41019	2.68701	3.27710
47	0.67975	1.29982	1.67793	2.01174	2.40835	2.68456	3.27291
48	0.67964	1.29944	1.67722	2.01063	2.40658	2.68220	3.26891
49	0.67953	1.29907	1.67655	2.00958	2.40489	2.67995	3.26508
50	0.67943	1.29871	1.67591	2.00856	2.40327	2.67779	3.26141
51	0.67933	1.29837	1.67528	2.00758	2.40172	2.67572	3.25789

52	0.67924	1.29805	1.67469	2.00665	2.40022	2.67373	3.25451
53	0.67915	1.29773	1.67412	2.00575	2.39879	2.67182	3.25127
54	0.67906	1.29743	1.67356	2.00488	2.39741	2.66998	3.24815
55	0.67898	1.29713	1.67303	2.00404	2.39608	2.66822	3.24515
56	0.67890	1.29685	1.67252	2.00324	2.39480	2.66651	3.24226
57	0.67882	1.29658	1.67203	2.00247	2.39357	2.66487	3.23948
58	0.67874	1.29632	1.67155	2.00172	2.39238	2.66329	3.23680
59	0.67867	1.29607	1.67109	2.00100	2.39123	2.66176	3.23421
60	0.67860	1.29582	1.67065	2.00030	2.39012	2.66028	3.23171
61	0.67853	1.29558	1.67022	1.99962	2.38905	2.65886	3.22930
62	0.67847	1.29536	1.66980	1.99897	2.38801	2.65748	3.22696
63	0.67840	1.29513	1.66940	1.99834	2.38701	2.65615	3.22471
64	0.67834	1.29492	1.66901	1.99773	2.38604	2.65485	3.22253
65	0.67828	1.29471	1.66864	1.99714	2.38510	2.65360	3.22041
66	0.67823	1.29451	1.66827	1.99656	2.38419	2.65239	3.21837
67	0.67817	1.29432	1.66792	1.99601	2.38330	2.65122	3.21639
68	0.67811	1.29413	1.66757	1.99547	2.38245	2.65008	3.21446
69	0.67806	1.29394	1.66724	1.99495	2.38161	2.64898	3.21260
70	0.67801	1.29376	1.66691	1.99444	2.38081	2.64790	3.21079
71	0.67796	1.29359	1.66660	1.99394	2.38002	2.64686	3.20903
72	0.67791	1.29342	1.66629	1.99346	2.37926	2.64585	3.20733
73	0.67787	1.29326	1.66600	1.99300	2.37852	2.64487	3.20567
74	0.67782	1.29310	1.66571	1.99254	2.37780	2.64391	3.20406
75	0.67778	1.29294	1.66543	1.99210	2.37710	2.64298	3.20249
76	0.67773	1.29279	1.66515	1.99167	2.37642	2.64208	3.20096
77	0.67769	1.29264	1.66488	1.99125	2.37576	2.64120	3.19948
78	0.67765	1.29250	1.66462	1.99085	2.37511	2.64034	3.19804
79	0.67761	1.29236	1.66437	1.99045	2.37448	2.63950	3.19663
80	0.67757	1.29222	1.66412	1.99006	2.37387	2.63869	3.19526
81	0.67753	1.29209	1.66388	1.98969	2.37327	2.63790	3.19392
82	0.67749	1.29196	1.66365	1.98932	2.37269	2.63712	3.19262
83	0.67746	1.29183	1.66342	1.98896	2.37212	2.63637	3.19135
84	0.67742	1.29171	1.66320	1.98861	2.37156	2.63563	3.19011
85	0.67739	1.29159	1.66298	1.98827	2.37102	2.63491	3.18890
86	0.67735	1.29147	1.66277	1.98793	2.37049	2.63421	3.18772
87	0.67732	1.29136	1.66256	1.98761	2.36998	2.63353	3.18657
88	0.67729	1.29125	1.66235	1.98729	2.36947	2.63286	3.18544
89	0.67726	1.29114	1.66216	1.98698	2.36898	2.63220	3.18434
90	0.67723	1.29103	1.66196	1.98667	2.36850	2.63157	3.18327
91	0.67720	1.29092	1.66177	1.98638	2.36803	2.63094	3.18222
92	0.67717	1.29082	1.66159	1.98609	2.36757	2.63033	3.18119
93	0.67714	1.29072	1.66140	1.98580	2.36712	2.62973	3.18019
94	0.67711	1.29062	1.66123	1.98552	2.36667	2.62915	3.17921
95	0.67708	1.29053	1.66105	1.98525	2.36624	2.62858	3.17825
96	0.67705	1.29043	1.66088	1.98498	2.36582	2.62802	3.17731
97	0.67703	1.29034	1.66071	1.98472	2.36541	2.62747	3.17639
98	0.67700	1.29025	1.66055	1.98447	2.36500	2.62693	3.17549
99	0.67698	1.29016	1.66039	1.98422	2.36461	2.62641	3.17460
100	0.67695	1.29007	1.66023	1.98397	2.36422	2.62589	3.17374