

Lampiran 3

- Hasil Jawaban Responden
Kualitas Produk

KP1

	Frequency	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	29	29.0	29.0	31.0
Valid 4	56	56.0	56.0	87.0
5	13	13.0	13.0	100.0
Total	100	100.0	100.0	

KP2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	31	31.0	31.0	35.0
Valid 4	41	41.0	41.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

KP3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	7	7.0	7.0	10.0
Valid 3	23	23.0	23.0	33.0
4	31	31.0	31.0	64.0
5	36	36.0	36.0	100.0
Total	100	100.0	100.0	

KP4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	5	5.0	5.0	7.0
3	19	19.0	19.0	26.0
4	46	46.0	46.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

KP5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
3	31	31.0	31.0	32.0
4	43	43.0	43.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

KP6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	8	8.0	8.0	8.0
3	35	35.0	35.0	43.0
4	38	38.0	38.0	81.0
5	19	19.0	19.0	100.0
Total	100	100.0	100.0	

KP7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4.0	4.0	4.0
2	10	10.0	10.0	14.0
3	34	34.0	34.0	48.0
4	40	40.0	40.0	88.0
5	12	12.0	12.0	100.0
Total	100	100.0	100.0	

KP8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	6	6.0	6.0	8.0
3	36	36.0	36.0	44.0
4	42	42.0	42.0	86.0
5	14	14.0	14.0	100.0
Total	100	100.0	100.0	

KP9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	6.0	6.0	6.0
3	42	42.0	42.0	48.0
4	40	40.0	40.0	88.0
5	12	12.0	12.0	100.0
Total	100	100.0	100.0	

KP10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.0	3.0	3.0
2	12	12.0	12.0	15.0
3	30	30.0	30.0	45.0
4	39	39.0	39.0	84.0
5	16	16.0	16.0	100.0
Total	100	100.0	100.0	

- Harga

H1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	4	4.0	4.0	6.0
3	23	23.0	23.0	29.0
4	51	51.0	51.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

H2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.0	1.0	1.0
3	26	26.0	26.0	27.0
4	45	45.0	45.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

H3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	6.0	6.0	6.0
3	35	35.0	35.0	41.0
4	41	41.0	41.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

H4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.0	3.0	3.0
2	17	17.0	17.0	20.0
3	31	31.0	31.0	51.0
4	36	36.0	36.0	87.0
5	13	13.0	13.0	100.0
Total	100	100.0	100.0	

H5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	11	11.0	11.0	12.0
3	35	35.0	35.0	47.0
4	28	28.0	28.0	75.0
5	25	25.0	25.0	100.0
Total	100	100.0	100.0	

H6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	6.0	6.0	6.0
3	35	35.0	35.0	41.0
4	26	26.0	26.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

H7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	13	13.0	13.0	14.0
3	41	41.0	41.0	55.0
Valid 4	28	28.0	28.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

H8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	8	8.0	8.0	9.0
3	30	30.0	30.0	39.0
Valid 4	44	44.0	44.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

- Minat Beli Ulang

MBU1

	Frequency	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	6	6.0	6.0	8.0
3	42	42.0	42.0	50.0
Valid 4	39	39.0	39.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

MBU2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	8	8.0	8.0	8.0
3	39	39.0	39.0	47.0
Valid 4	39	39.0	39.0	86.0
5	14	14.0	14.0	100.0
Total	100	100.0	100.0	

MBU3

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	10	10.0	10.0	13.0
Valid 3	31	31.0	31.0	44.0
4	32	32.0	32.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

MBU4

	Frequency	Percent	Valid Percent	Cumulative Percent
2	5	5.0	5.0	5.0
3	32	32.0	32.0	37.0
Valid 4	43	43.0	43.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

MBU5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.0	3.0	3.0
2	6	6.0	6.0	9.0
3	40	40.0	40.0	49.0
4	34	34.0	34.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

MBU6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	6.0	6.0	6.0
3	36	36.0	36.0	42.0
4	36	36.0	36.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

MBU7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	6	6.0	6.0	7.0
3	32	32.0	32.0	39.0
4	37	37.0	37.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

MBU8

	Frequency	Percent	Valid Percent	Cumulative Percent
1	4	4.0	4.0	4.0
2	10	10.0	10.0	14.0
3	33	33.0	33.0	47.0
4	42	42.0	42.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

Lampiran 5

- Reliabilitas

Scale: Kualitas Produk

Case Processing Summary

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

Reliability Statistics

Cronbach's Alpha	N of Items
.772	10

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

Scale: Harga

Case Processing Summary

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

Reliability Statistics

Cronbach's Alpha	N of Items
.935	8

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

Scale: Minat Beli Ulang

Case Processing Summary

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

Reliability Statistics

Cronbach's Alpha	N of Items
.914	8

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

Lampiran 6

- Normalitas

One-Sample Kolmogorov-Smirnov Test

		TOTAL_KP	TOTAL_H	TOTAL_MBU
N		100	100	100
Normal Parameters ^{a,b}	Mean	37.24	29.59	29.05
	Std. Deviation	3.932	3.531	4.034
Most Extreme Differences	Absolute	.106	.075	.093
	Positive	.074	.075	.055
	Negative	-.106	-.073	-.093
Kolmogorov-Smirnov Z		1.057	.754	.931
Asymp. Sig. (2-tailed)		.214	.621	.351

a. Test distribution is Normal.

b. Calculated from data.

Lampiran 7

- Homogenitas

Test of Homogeneity of Variances

TOTAL_KP

Levene Statistic	df1	df2	Sig.
1.311	15	83	.214

Test of Homogeneity of Variances

TOTAL_H

Levene Statistic	df1	df2	Sig.
1.743	15	83	.058

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
		(Combined)	795.057	17	46.768	4.701	.000
TOTAL_M	Between	Linearity	662.410	1	662.410	66.591	.000
BU *	Groups	Deviation from	132.647	16	8.290	.833	.645
TOTAL_KP		Linearity					
	Within Groups		815.693	82	9.947		
	Total		1610.750	99			

Lampiran 8

- Linieritas

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
		(Combined)	371.040	16	23.190	1.553	.101
TOTAL_MBU *	Between	Linearity	119.507	1	119.507	8.001	.006
TOTAL_H	Groups	Deviation from	251.533	15	16.769	1.123	.350
		Linearity					
	Within Groups		1239.710	83	14.936		
	Total		1610.750	99			

Lampiran 9

- Multikolinearitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.500	3.113		2.088	.039	
	TOTAL_KP	.771	.099	.752	7.824	.000	.634
	TOTAL_H	-.209	.110	-.183	-1.901	.060	.634

a. Dependent Variable: TOTAL_MBU

Lampiran 10

- Analisis Regresi

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TOTAL_H, TOTAL_KP ^b		Enter

a. Dependent Variable: TOTAL_MBU

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.658 ^a	.432	.421	3.070

a. Predictors: (Constant), TOTAL_H, TOTAL_KP

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	696.489	2	348.244	36.948	.000 ^b
	Residual	914.261	97	9.425		
	Total	1610.750	99			

a. Dependent Variable: TOTAL_MBU

b. Predictors: (Constant), TOTAL_H, TOTAL_KP

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.548	2.978		1.528	.130
	TOTAL_KP	.658	.080	.641	8.274	.000

a. Dependent Variable: TOTAL_MBU

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.842	3.309		5.997	.000
	TOTAL_H	.311	.111	.272	2.802	.006

a. Dependent Variable: TOTAL_MBU

