

LAMPIRAN 1

JAWABAN PRAKUISSIONER

No	Atribut	YA		Tidak	
		orang	%	orang	%
1	Apakah anda mengetahui bahwa ada produk gula rendah kalori	17	85	3	15
2	Apakah anda mengetahui tentang produk Tropicana Slim	18	90	2	10
3	Apakah anda mengetahui bahwa produk Tropicana Slim adalah produk gula rendah kalori yang baik untuk kesehatan	16	80	4	20
4	Apakah anda berfikir bahwa produk Tropicana Slim adalah produk yang bagus	16	80	4	20
5	Apakah anda menyukai produk Tropicana Slim	16	80	4	20
6	Apakah produk Tropicana Slim mempunyai citra yang baik dimata anda	16	80	4	20
7	Apakah anda menyukai tagline /iklan produk Tropicana Slim	18	90	2	10
8	Apakah anda menyukai rasa produk Tropicana Slim	13	65	7	35
9	Apakah anda menyukai kemasan produk Tropicana Slim	14	70	6	30
10	Apakah anda percaya terhadap produk Tropicana Slim	18	90	2	10
11	Apakah anda percaya terhadap khasiat / manfaat yang ada dalam produk Tropicana Slim	18	90	2	10
12	Apakah anda puas menggunakan produk Tropicana Slim	15	75	5	25
13	Apakah anda puas terhadap khasiat produk Tropicana Slim	14	70	6	30
14	Apakah anda merasakan khasiat / manfaat atas produk Tropicana Slim yang telah anda gunakan	14	70	6	30
15	Apakah anda pernah memakai produk Tropicana Slim	14	70	6	30
16	Jika belum, apakah anda berniat menggunakan produk Tropicana Slim	14	70	6	30
17	Apakah anda menggunakan produk Tropicana Slim setiap hari	14	70	6	30
18	Apakah anda akan selalu menggunakan produk Tropicana Slim	13	65	7	35

LAMPIRAN 2

JAWABAN KUISIONER
SIKAP KONSUMEN (X1)

No	sk1	sk2	sk3	sk4	sk5	sk6	sk7	sk8	sk9	sk10	sk11	sk12	sk13	sk14	sk15
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MINAT BELI(Y)

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96	3	3	3	2	5	5	3	4	5
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99	4	3	3	2	2	5	3	5	5
100	3	3	3	2	5	5	3	4	5

LAMPIRAN 3

KARAKTERISTIK RESPONDEN

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
wanita	45	45.0	45.0	45.0
Valid Pria	55	55.0	55.0	100.0
Total	100	100.0	100.0	

Pekerjaan

	Frequency	Percent	Valid Percent	Cumulative Percent
pelajar/mahasiswa	6	6.0	6.0	6.0
PNS/BUMN	28	28.0	28.0	34.0
Valid Wiraswasta	23	23.0	23.0	57.0
Pegawai Swasta	27	27.0	27.0	84.0
Lainnya	16	16.0	16.0	100.0
Total	100	100.0	100.0	

**Karakteristik
USIA**

	Frequenc y	Percent	Valid Percent	Cumulative Percent
22	2	2.0	2.0	2.0
23	1	1.0	1.0	3.0
24	2	2.0	2.0	5.0
25	2	2.0	2.0	7.0
26	6	6.0	6.0	13.0
27	6	6.0	6.0	19.0
28	7	7.0	7.0	26.0
29	8	8.0	8.0	34.0
30	3	3.0	3.0	37.0
31	3	3.0	3.0	40.0
32	5	5.0	5.0	45.0
33	3	3.0	3.0	48.0
34	6	6.0	6.0	54.0
35	1	1.0	1.0	55.0
36	6	6.0	6.0	61.0
37	8	8.0	8.0	69.0
38	6	6.0	6.0	75.0
39	1	1.0	1.0	76.0
40	5	5.0	5.0	81.0
41	1	1.0	1.0	82.0
42	5	5.0	5.0	87.0
43	3	3.0	3.0	90.0
44	2	2.0	2.0	92.0
45	1	1.0	1.0	93.0
46	1	1.0	1.0	94.0
48	3	3.0	3.0	97.0
49	1	1.0	1.0	98.0
50	1	1.0	1.0	99.0
52	1	1.0	1.0	100.0
Total	100	100.0	100.0	

LAMPIRAN 4

HASIL JAWABAN RESPONDEN VARIABEL SIKAP KONSUMEN

sk1

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2	2	2.0	2.0	2.0
3	30	30.0	30.0	32.0
Valid 4	52	52.0	52.0	84.0
5	16	16.0	16.0	100.0
Total	100	100.0	100.0	

sk2

	Frequenc y	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	12	12.0	12.0	15.0
Valid 3	32	32.0	32.0	47.0
4	31	31.0	31.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

sk3

	Frequenc y	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	35	35.0	35.0	68.0
5	32	32.0	32.0	100.0
Total	100	100.0	100.0	

sk4

	Frequenc y	Percent	Valid Percent	Cumulative Percent
1	2	2.0	2.0	2.0
2	4	4.0	4.0	6.0
Valid 3	20	20.0	20.0	26.0
4	47	47.0	47.0	73.0
5	27	27.0	27.0	100.0
Total	100	100.0	100.0	

sk5

	Frequenc y	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
Valid 3	31	31.0	31.0	32.0
4	40	40.0	40.0	72.0
5	28	28.0	28.0	100.0
Total	100	100.0	100.0	

sk6

	Frequenc y	Percent	Valid Percent	Cumulative Percent
2	7	7.0	7.0	7.0
Valid 3	38	38.0	38.0	45.0
4	34	34.0	34.0	79.0
5	21	21.0	21.0	100.0
Total	100	100.0	100.0	

sk7

	Frequency	Percent	Valid Percent	Cumulative Percent
	2	2.0	2.0	2.0
	3	29.0	29.0	31.0
Valid	4	53.0	53.0	84.0
	5	16.0	16.0	100.0
Total	100	100.0	100.0	

sk8

	Frequency	Percent	Valid Percent	Cumulative Percent
	2	1.0	1.0	1.0
	3	32.0	32.0	33.0
Valid	4	39.0	39.0	72.0
	5	28.0	28.0	100.0
Total	100	100.0	100.0	

sk9

	Frequency	Percent	Valid Percent	Cumulative Percent
	1	3.0	3.0	3.0
	2	7.0	7.0	10.0
Valid	3	24.0	24.0	34.0
	4	35.0	35.0	69.0
	5	31.0	31.0	100.0
Total	100	100.0	100.0	

sk10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	4	4.0	4.0	6.0
3	20	20.0	20.0	26.0
4	47	47.0	47.0	73.0
5	27	27.0	27.0	100.0
Total	100	100.0	100.0	

sk11

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	1	1.0	1.0	1.0
3	32	32.0	32.0	33.0
4	40	40.0	40.0	73.0
5	27	27.0	27.0	100.0
Total	100	100.0	100.0	

sk12

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	6	6.0	6.0	6.0
3	39	39.0	39.0	45.0
4	35	35.0	35.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

sk13

	Frequency	Percent	Valid Percent	Cumulative Percent
	2	2.0	2.0	2.0
	3	30.0	30.0	32.0
Valid	4	52.0	52.0	84.0
	5	16.0	16.0	100.0
Total	100	100.0	100.0	

sk14

	Frequency	Percent	Valid Percent	Cumulative Percent
	2	3.0	3.0	3.0
	3	36.0	36.0	39.0
Valid	4	39.0	39.0	78.0
	5	22.0	22.0	100.0
Total	100	100.0	100.0	

sk15

	Frequency	Percent	Valid Percent	Cumulative Percent
	1	3.0	3.0	3.0
	2	7.0	7.0	10.0
Valid	3	23.0	23.0	33.0
	4	35.0	35.0	68.0
	5	32.0	32.0	100.0
Total	100	100.0	100.0	

HASIL JAWABAN VARIABEL KEPERCAYAAN MEREK

km1

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

km2

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 2	9	9.0	9.0	9.0
3	42	42.0	42.0	51.0
4	35	35.0	35.0	86.0
5	14	14.0	14.0	100.0
Total	100	100.0	100.0	

km3

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.0	3.0	3.0
2	12	12.0	12.0	15.0
3	32	32.0	32.0	47.0
4	31	31.0	31.0	78.0
5	22	22.0	22.0	100.0
Total	100	100.0	100.0	

km4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	5	5.0	5.0	6.0
3	32	32.0	32.0	38.0
4	42	42.0	42.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

km5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	3.0	3.0	3.0
2	5	5.0	5.0	8.0
3	39	39.0	39.0	47.0
4	35	35.0	35.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

km6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	7	7.0	7.0	7.0
3	35	35.0	35.0	42.0
4	35	35.0	35.0	77.0
5	23	23.0	23.0	100.0
Total	100	100.0	100.0	

km7

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.0	1.0	1.0
2	6	6.0	6.0	7.0
3	31	31.0	31.0	38.0
4	38	38.0	38.0	76.0
5	24	24.0	24.0	100.0
Total	100	100.0	100.0	

km8

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid 1	4	4.0	4.0	4.0
2	10	10.0	10.0	14.0
3	31	31.0	31.0	45.0
4	44	44.0	44.0	89.0
5	11	11.0	11.0	100.0
Total	100	100.0	100.0	

JAWABAN VARIABEL MINAT BELI

mb1

	Frequen cy	Percent	Valid Percent	Cumulative Percent
Valid 1	2	2.0	2.0	2.0
2	5	5.0	5.0	7.0
3	23	23.0	23.0	30.0
4	53	53.0	53.0	83.0
5	17	17.0	17.0	100.0
Total	100	100.0	100.0	

mb2

	Frequency	Percent	Valid Percent	Cumulative Percent
2	1	1.0	1.0	1.0
3	28	28.0	28.0	29.0
Valid 4	42	42.0	42.0	71.0
5	29	29.0	29.0	100.0
Total	100	100.0	100.0	

mb3

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6.0	6.0	6.0
3	38	38.0	38.0	44.0
Valid 4	36	36.0	36.0	80.0
5	20	20.0	20.0	100.0
Total	100	100.0	100.0	

mb4

	Frequency	Percent	Valid Percent	Cumulative Percent
1	3	3.0	3.0	3.0
2	18	18.0	18.0	21.0
Valid 3	31	31.0	31.0	52.0
4	35	35.0	35.0	87.0
5	13	13.0	13.0	100.0
Total	100	100.0	100.0	

mb5

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	12	12.0	12.0	13.0
3	35	35.0	35.0	48.0
4	29	29.0	29.0	77.0
5	23	23.0	23.0	100.0
Total	100	100.0	100.0	

mb6

	Frequency	Percent	Valid Percent	Cumulative Percent
2	6	6.0	6.0	6.0
3	36	36.0	36.0	42.0
4	25	25.0	25.0	67.0
5	33	33.0	33.0	100.0
Total	100	100.0	100.0	

mb7

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1.0	1.0	1.0
2	12	12.0	12.0	13.0
3	44	44.0	44.0	57.0
4	27	27.0	27.0	84.0
5	16	16.0	16.0	100.0
Total	100	100.0	100.0	

mb8

	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
4	43	43.0	43.0	82.0
5	18	18.0	18.0	100.0
Total	100	100.0	100.0	

mb9

	Frequency	Percent	Valid Percent	Cumulative Percent
2	4	4.0	4.0	4.0
3	30	30.0	30.0	34.0
4	43	43.0	43.0	77.0
5	23	23.0	23.0	100.0
Total	100	100.0	100.0	

LAMPIRAN 5

I RELIABILITAS INSTRUMEN

Variabel Sikap Konsumen (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.877	15

Variabel Kepercayaan Merek (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.825	8

Variabel Minat Beli (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.764	9