

LAMPIRAN

Lampiran 01. Kuesioner Penelitian



KUESIONER PENELITIAN
UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS EKONOMI
JURUSAN MANAJEMEN

Kepada

Yth. Ibu/Bapak, Saudara/I

Hal : Pengisian Kuesioner

Dengan Hormat,

Sehubungan dengan penyelesaian tugas akhir skripsi yang sedang saya lakukan di Program Studi S1 Manajemen, Fakultas Ekonomi, Universitas Pendidikan Ganesha, saya bermaksud mengadakan penelitian yang berjudul **“Pengaruh Kualitas Produk, Desain Produk dan Citra Merek Terhadap Keputusan Pembelian Gitar Yamaha di *Ethnic Music*”**

Maka dengan ini, saya mohon kesediaan Bapak/Ibu, Saudara/i untuk berkenan mengisi kuesioner ini.. Atas kesediaan dan bantuan Bapak/Ibu, Saudara/i yang turut berpartisipasi dalam mengisi kuesioner penelitian ini, saya ucapkan terimakasih.

Singaraja
Peneliti

Komang Yudha Aryantika Dinata
NIM. 1817041268

KUESIONER PENELITIAN
Pengaruh Kualitas Produk, Desain Produk dan Citra Merek Terhadap
Keputusan Pembelian Gitar Yamaha di Ethnic Music

A. Identitas Responden

1. Nama :
2. Alamat :
3. Usia :
4. Jenis Kelamin :

Laki - laki

Perempuan

5. Pernah Melakukan Pembelian Gitar Merek Yamaha di Ethnic Music ?

Ya

Tidak

Jika anda menjawab YA, silakan lanjutkan mengisi kuesioner, namun jika menjawab TIDAK silakan berhenti untuk mengisi kuesioner.

B. Petunjuk Pengisian Kuesioner

Silakan anda pilih jawaban yang menurut anda paling sesuai dengan kondisi anda dengan memberi tanda centang (✓) pada jawaban yang tersedia.

Keterangan :

SS : Sangat Setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

C. Draft Pertanyaan

Kualitas Produk

NO	Pernyataan	SS	S	N	TS	STS
	Kualitas Produk	5	4	3	2	1
1.	Gitar Merek Yamaha memiliki fitur-fitur yang bagus dan suara jernih					
2.	Gitar Merek Yamaha memiliki keawetan produk yang tidak cepat rusak dalam pemakaian jangka panjang					
3.	Gitar Merek Yamaha mudah untuk diperbaiki					

Desain Produk

NO	Pernyataan	SS	S	N	TS	STS
	Desain Produk	5	4	3	2	1
1.	Variasi desain yang menarik sehingga memutuskan untuk membeli					
2.	Warna produk awet dan tidak cepat memudar					
3.	Ukura produk yang sesuai dengan apa yang diinginkan					

Citra Merek

NO	Pernyataan	SS	S	N	TS	STS
	Citra Merek	5	4	3	2	1
1.	Memutuskan membeli produk karena merek terkenal					
2.	Reputasi produk gitar merek Yamaha baik.					
3.	Merek Gitar Yamaha memiliki daya tarik tersendiri sehingga memutuskan untuk membeli					
4.	Loyal/setia terhadap produk Gitar Merek Yamaha					

Keputusan Pembelian

NO	Pernyataan	SS	S	N	TS	STS
	Keputusan Pembelian	5	4	3	2	1
1.	Saya memutuskan membeli Gitar Merek Yamaha karena memiliki kualitas yang baik dan kemantapan produk gitar tersebut					
2.	Saya merasa puas dengan Gitar Merek Yamaha karena memiliki kinerja yang bagus					

3.	Saya akan merekomendasikan Gitar Merek Yamaha kepada orang lain karena produk ini memang bagus					
4.	Saya memutuskan membeli kembali Gitar Merek Yamaha karena cocok dan sesuai dengan yang diharapkan					



Lampiran 02. Data Penjualan Gitar di *NL Music* dan *Ethnic Music* Periode Januari s/d April 2021

No	Nama Toko	Merek	Penjualan Gitar			
			Januari	Februari	Maret	April
1	<i>NL Music</i>	Yamaha	2	3	5	7
		Cort	4	2	1	0
		Scorpion	3	2	1	1
2	<i>Ethnic Music</i>	Yamaha	1	5	6	13
		Cort	3	2	2	1
		Scorpion	4	3	1	1



Lampiran 03. Hasil Data Ordinal Pernyataan Responden Sampel Kecil

No	Kualitas Produk				Desain Produk				Citra Merek					Keputusan Penelitian				
	X1.1	X1.2	X1.3	X1	X2.1	X2.2	X2.3	X2	X3.1	X3.2	X3.3	X3.4	X3	Y1	Y2	Y3	Y4	Y
1	4	5	5	14	4	5	4	13	5	5	4	4	18	5	4	5	4	18
2	3	4	4	11	3	3	4	10	3	4	3	3	13	3	3	3	4	13
3	5	5	5	15	5	5	4	14	4	5	5	5	19	5	5	5	5	20
4	5	5	4	14	5	5	4	14	5	5	4	5	19	5	5	5	4	19
5	4	4	5	13	5	4	4	13	5	5	4	4	18	5	4	4	4	17
6	4	5	4	13	4	4	4	12	4	4	4	4	16	4	4	4	5	17
7	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	5	20
8	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	5	20
9	5	4	5	14	4	5	5	14	4	5	4	5	18	5	5	4	4	18
10	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	5	20
11	4	4	5	13	4	4	5	13	4	4	4	5	17	4	4	4	5	17
12	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	5	20
13	5	4	5	14	5	4	5	14	4	4	5	4	17	5	4	4	5	18
14	5	5	5	15	5	5	5	15	4	5	5	4	18	5	4	4	5	18
15	5	5	5	15	5	5	5	15	4	4	5	4	17	5	5	5	5	20
16	4	4	4	12	4	4	4	12	3	4	4	4	15	4	4	4	4	16
17	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	4	5	19
18	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	5	20
19	4	4	3	11	4	3	4	11	4	4	4	3	15	3	4	4	3	14
20	4	4	4	12	4	4	4	12	4	4	4	4	16	4	4	4	4	16
21	5	5	4	14	4	5	5	14	4	5	5	4	18	5	5	5	5	20
22	3	4	4	11	3	4	4	11	3	4	3	3	13	3	4	4	3	14
23	5	4	4	13	5	5	4	14	5	4	5	4	18	5	5	4	4	18
24	5	5	5	15	5	5	5	15	5	4	5	5	19	5	5	5	5	20

25	5	5	5	15	5	5	5	15	5	5	5	5	20	4	5	5	5	19
26	4	5	5	14	4	5	5	14	5	5	5	5	20	4	4	5	5	18
27	5	5	5	15	5	4	5	14	5	5	5	5	20	5	5	5	5	20
28	4	5	5	14	5	5	5	15	5	5	4	5	19	4	5	5	5	19
29	3	3	4	10	4	3	3	10	3	4	3	3	13	4	4	3	3	14
30	5	4	5	14	5	5	5	15	4	4	5	5	18	4	5	4	5	18



Lampiran 04. Hasil Data Interval Pernyataan Responden Sampel Kecil

No	Kualitas Produk (X1)				Desain Produk (X2)				Citra Merek (X3)					Keputusan Pembelian (Y)				
	X1.1	X.1.2	X1.3	X1	X2.1	X2.2	X2.3	X2	X3.1	X3.2	X3.3	X3.4	X3	Y1	Y2	Y3	Y4	Y
1	4,052	5,871	5,772	15,695	4,168	5,349	4,376	13,894	5,412	5,602	4,101	4,068	19,183	5,399	4,429	5,737	4,001	19,567
2	3,000	4,376	4,262	11,638	3,000	3,000	4,376	10,376	3,000	4,000	3,000	3,000	13,000	3,000	3,000	3,000	4,001	13,001
3	5,399	5,871	5,772	17,042	5,584	5,349	4,376	15,309	4,114	5,602	5,449	5,360	20,525	5,399	5,921	5,737	5,349	22,407
4	5,399	5,871	4,262	15,532	5,584	5,349	4,376	15,309	5,412	5,602	4,101	5,360	20,476	5,399	5,921	5,737	4,001	21,059
5	4,052	4,376	5,772	14,200	5,584	4,001	4,376	13,961	5,412	5,602	4,101	4,068	19,183	5,399	4,429	4,317	4,001	18,147
6	4,052	5,871	4,262	14,185	4,168	4,001	4,376	12,546	4,114	4,000	4,101	4,068	16,283	4,052	4,429	4,317	5,349	18,148
7	5,399	5,871	5,772	17,042	5,584	5,349	5,871	16,804	5,412	5,602	5,449	5,360	21,823	5,399	5,921	5,737	5,349	22,407
8	5,399	5,871	5,772	17,042	5,584	5,349	5,871	16,804	5,412	5,602	5,449	5,360	21,823	5,399	5,921	5,737	5,349	22,407
9	5,399	4,376	5,772	15,547	4,168	5,349	5,871	15,389	4,114	5,602	4,101	5,360	19,177	5,399	5,921	4,317	4,001	19,639
10	5,399	5,871	5,772	17,042	5,584	5,349	5,871	16,804	5,412	5,602	5,449	5,360	21,823	5,399	5,921	5,737	5,349	22,407
11	4,052	4,376	5,772	14,200	4,168	4,001	5,871	14,041	4,114	4,000	4,101	5,360	17,575	4,052	4,429	4,317	5,349	18,148
12	5,399	5,871	5,772	17,042	5,584	5,349	5,871	16,804	5,412	5,602	5,449	5,360	21,823	5,399	5,921	5,737	5,349	22,407
13	5,399	4,376	5,772	15,547	5,584	4,001	5,871	15,456	4,114	4,000	5,449	4,068	17,631	5,399	4,429	4,317	5,349	19,495
14	5,399	5,871	5,772	17,042	5,584	5,349	5,871	16,804	4,114	5,602	5,449	4,068	19,232	5,399	4,429	4,317	5,349	19,495
15	5,399	5,871	5,772	17,042	5,584	5,349	5,871	16,804	4,114	4,000	5,449	4,068	17,631	5,399	5,921	5,737	5,349	22,407
16	4,052	4,376	4,262	12,690	4,168	4,001	4,376	12,546	3,000	4,000	4,101	4,068	15,169	4,052	4,429	4,317	4,001	16,800
17	5,399	5,871	5,772	17,042	5,584	5,349	5,871	16,804	5,412	5,602	5,449	5,360	21,823	5,399	5,921	4,317	5,349	20,987
18	5,399	5,871	5,772	17,042	5,584	5,349	5,871	16,804	5,412	5,602	5,449	5,360	21,823	5,399	5,921	5,737	5,349	22,407
19	4,052	4,376	3,000	11,428	4,168	3,000	4,376	11,544	4,114	4,000	4,101	3,000	15,215	3,000	4,429	4,317	3,000	14,747
20	4,052	4,376	4,262	12,690	4,168	4,001	4,376	12,546	4,114	4,000	4,101	4,068	16,283	4,052	4,429	4,317	4,001	16,800
21	5,399	5,871	4,262	15,532	4,168	5,349	5,871	15,389	4,114	5,602	5,449	4,068	19,232	5,399	5,921	5,737	5,349	22,407
22	3,000	4,376	4,262	11,638	3,000	4,001	4,376	11,377	3,000	4,000	3,000	3,000	13,000	3,000	4,429	4,317	3,000	14,747
23	5,399	4,376	4,262	14,037	5,584	5,349	4,376	15,309	5,412	4,000	5,449	4,068	18,929	5,399	5,921	4,317	4,001	19,639
24	5,399	5,871	5,772	17,042	5,584	5,349	5,871	16,804	5,412	4,000	5,449	5,360	20,222	5,399	5,921	5,737	5,349	22,407

25	5,399	5,871	5,772	17,042	5,584	5,349	5,871	16,804	5,412	5,602	5,449	5,360	21,823	4,052	5,921	5,737	5,349	21,060
26	4,052	5,871	5,772	15,695	4,168	5,349	5,871	15,389	5,412	5,602	5,449	5,360	21,823	4,052	4,429	5,737	5,349	19,568
27	5,399	5,871	5,772	17,042	5,584	4,001	5,871	15,456	5,412	5,602	5,449	5,360	21,823	5,399	5,921	5,737	5,349	22,407
28	4,052	5,871	5,772	15,695	5,584	5,349	5,871	16,804	5,412	5,602	4,101	5,360	20,476	4,052	5,921	5,737	5,349	21,060
29	3,000	3,000	4,262	10,262	4,168	3,000	3,000	10,168	3,000	4,000	3,000	3,000	13,000	4,052	4,429	3,000	3,000	14,481
30	5,399	4,376	5,772	15,547	5,584	5,349	5,871	16,804	4,114	4,000	5,449	5,360	18,923	4,052	5,921	4,317	5,349	19,640



Lampiran 05. Hasil Data Ordinal Pernyataan Responden Sampel Besar

No	Kualitas Produk				Desain Produk				Citra Merek					Keputusan Pembelian				
	X1.1	X1.2	X1.3	X1	X2.1	X2.2	X2.3	X2	X3.1	X3.2	X3.3	X3.4	X3	Y1	Y2	Y3	Y4	Y
1	4	5	5	14	4	5	4	13	5	5	4	4	18	5	4	5	4	18
2	3	4	4	11	3	3	4	10	3	4	3	3	13	3	3	3	4	13
3	5	5	5	15	5	5	4	14	4	5	5	5	19	5	5	5	5	20
4	5	5	4	14	5	5	4	14	5	5	4	5	19	5	5	5	4	19
5	4	4	5	13	5	4	4	13	5	5	4	4	18	5	4	4	4	17
6	4	5	4	13	4	4	4	12	4	4	4	4	16	4	4	4	5	17
7	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	5	20
8	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	5	20
9	5	4	5	14	4	5	5	14	4	5	4	5	18	5	5	4	4	18
10	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	5	20
11	4	4	5	13	4	4	5	13	4	4	4	5	17	4	4	4	5	17
12	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	5	20
13	5	4	5	14	5	4	5	14	4	4	5	4	17	5	4	4	5	18
14	5	5	5	15	5	5	5	15	4	5	5	4	18	5	4	4	5	18
15	5	5	5	15	5	5	5	15	4	4	5	4	17	5	5	5	5	20
16	4	4	4	12	4	4	4	12	3	4	4	4	15	4	4	4	4	16
17	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	4	5	19
18	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	5	20
19	4	4	3	11	4	3	4	11	4	4	4	3	15	3	4	4	3	14
20	4	4	4	12	4	4	4	12	4	4	4	4	16	4	4	4	4	16
21	5	5	4	14	4	5	5	14	4	5	5	4	18	5	5	5	5	20
22	3	4	4	11	3	4	4	11	3	4	3	3	13	3	4	4	3	14

23	5	4	4	13	5	5	4	14	5	4	5	4	18	5	5	4	4	18
24	5	5	5	15	5	5	5	15	5	4	5	5	19	5	5	5	5	20
25	5	5	5	15	5	5	5	15	5	5	5	5	20	4	5	5	5	19
26	4	5	5	14	4	5	5	14	5	5	5	5	20	4	4	5	5	18
27	5	5	5	15	5	4	5	14	5	5	5	5	20	5	5	5	5	20
28	4	5	5	14	5	5	5	15	5	5	4	5	19	4	5	5	5	19
29	3	3	4	10	4	3	3	10	3	4	3	3	13	4	4	3	3	14
30	5	4	5	14	5	5	5	15	4	4	5	5	18	4	5	4	5	18
31	5	5	5	15	5	5	4	14	5	5	4	4	18	5	5	4	4	18
32	5	5	4	14	5	5	5	15	5	5	5	5	20	5	5	5	5	20
33	4	4	5	13	4	4	5	13	5	4	4	5	18	4	4	4	5	17
34	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	5	20
35	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	5	20
36	4	4	4	12	4	4	3	11	3	4	4	3	14	4	4	3	4	15
37	4	5	5	14	5	5	4	14	5	5	5	4	19	4	4	5	5	18
38	4	4	3	11	5	4	3	12	4	4	4	3	15	4	4	4	4	16
39	4	5	5	14	5	4	4	13	5	5	4	4	18	4	4	5	5	18
40	4	5	5	14	4	5	5	14	4	5	5	4	18	5	5	5	4	19
41	4	4	4	12	3	4	4	11	4	4	4	3	15	4	4	4	4	16
42	5	5	4	14	4	4	5	13	4	5	5	4	18	4	4	4	5	17
43	4	4	4	12	4	4	4	12	3	4	4	3	14	3	4	4	4	15
44	4	3	4	11	4	3	4	11	4	4	4	4	16	4	4	4	4	16
45	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	5	20
46	5	5	5	15	4	5	5	14	4	5	4	4	17	4	5	5	4	18
47	4	4	5	13	5	5	4	14	4	4	4	5	17	4	5	5	4	18
48	5	5	4	14	5	4	5	14	5	5	5	5	20	5	5	5	5	20

49	5	5	4	14	5	5	4	14	4	5	4	4	17	4	5	5	5	19
50	4	4	4	12	4	4	4	12	4	4	4	3	15	3	4	4	4	15
51	5	4	5	14	4	5	4	13	5	4	5	4	18	5	4	5	4	18
52	4	4	4	12	4	4	4	12	4	4	4	4	16	4	4	4	4	16
53	4	4	4	12	4	4	4	12	4	4	4	4	16	4	4	4	4	16
54	4	4	4	12	4	4	4	12	4	4	4	3	15	4	4	4	3	15
55	4	4	3	11	4	4	4	12	4	4	4	3	15	4	4	3	4	15
56	4	4	5	13	5	4	5	14	4	5	5	5	19	5	5	5	5	20
57	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	5	20
58	4	4	4	12	4	4	4	12	4	4	4	4	16	4	4	4	4	16
59	5	5	5	15	5	5	5	15	4	4	5	5	18	5	5	4	5	19
60	4	4	4	12	4	4	4	12	4	4	4	4	16	4	4	4	4	16
61	5	5	4	14	5	5	4	14	5	5	5	5	20	4	5	5	5	19
62	5	5	5	15	5	5	5	15	5	5	5	4	19	5	5	5	5	20
63	5	4	4	13	4	4	5	13	4	5	5	4	18	4	4	4	5	17
64	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	5	20
65	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	5	20
66	4	5	4	13	5	4	5	14	5	5	4	4	18	4	5	4	4	17
67	3	3	4	10	3	4	3	10	3	3	4	4	14	3	3	4	4	14
68	4	5	5	14	5	5	4	14	5	5	5	4	19	5	5	5	4	19
69	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	5	20
70	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	5	20
71	5	4	5	14	5	5	5	15	5	5	4	5	19	5	5	4	5	19
72	5	5	5	15	5	5	5	15	4	5	5	5	19	5	5	5	5	20
73	5	4	5	14	5	4	5	14	5	4	5	4	18	5	4	5	5	19
74	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	5	20

75	4	4	3	11	4	4	4	12	4	3	4	4	15	4	4	4	4	16
76	5	5	4	14	4	5	4	13	4	4	5	4	17	4	5	5	5	19
77	4	5	4	13	5	4	5	14	4	5	5	5	19	5	5	5	5	20
78	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	5	20
79	5	5	4	14	4	5	5	14	5	4	4	5	18	5	4	4	4	17
80	5	4	5	14	4	4	5	13	5	5	4	4	18	5	4	5	4	18
81	4	4	5	13	4	5	5	14	4	4	5	5	18	5	4	4	5	18
82	4	4	5	13	4	5	4	13	5	4	4	5	18	5	4	4	5	18
83	4	5	4	13	5	4	4	13	4	5	5	4	18	4	4	4	5	17
84	5	4	5	14	5	4	5	14	4	4	5	4	17	4	5	4	5	18
85	5	4	5	14	5	4	4	13	5	5	4	4	18	5	5	4	4	18
86	4	4	4	12	4	4	4	12	4	4	4	4	16	4	4	4	4	16
87	4	4	4	12	3	4	5	12	4	4	4	3	15	4	4	3	4	15
88	4	5	5	14	5	5	4	14	4	5	5	4	18	5	5	4	4	18
89	5	5	4	14	5	5	4	14	5	5	4	4	18	5	5	5	4	19
90	4	4	3	11	4	4	4	12	4	4	4	3	15	4	4	4	4	16
91	5	4	5	14	4	5	5	14	5	4	4	5	18	4	5	4	5	18
92	5	4	5	14	4	5	5	14	5	4	5	4	18	5	5	4	4	18
93	5	4	5	14	4	5	5	14	5	5	5	4	19	5	4	5	5	19
94	5	5	5	15	5	5	5	15	5	5	5	5	20	5	4	5	5	19
95	5	5	5	15	5	5	4	14	5	5	4	5	19	5	5	5	4	19
96	4	5	5	14	5	5	4	14	5	5	5	4	19	5	5	5	4	19
97	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	5	20
98	5	4	5	14	4	5	5	14	5	4	5	5	19	5	4	5	5	19
99	5	5	5	15	5	5	5	15	5	5	5	5	20	5	5	5	5	20
100	5	5	5	15	5	5	5	15	5	4	5	5	19	5	5	5	5	20

Lampiran 06. Hasil Data Interval Pernyataan Responden Sampel Besar

No	Kualitas Produk (X1)				Desain Produk (X2)				Citra Merek (X3)					Keputusan Pembelian (Y)				
	X1.1	X1.2	X1.3	X1	X2.1	X2.2	X2.3	X2	X3.1	X3.2	X3.3	X3.4	X3	Y4.1	Y4.2	Y4.3	Y4.4	Y
1	4,368	5,988	5,692	16,048	4,300	5,813	4,384	14,497	5,669	6,125	4,488	4,175	20,457	5,674	4,613	5,829	4,368	20,485
2	3,000	4,488	4,238	11,725	3,000	3,000	4,384	10,384	3,000	4,597	3,000	3,000	13,597	3,000	3,000	3,000	4,368	13,368
3	5,843	5,988	5,692	17,523	5,752	5,813	4,384	15,949	4,259	6,125	5,988	5,490	21,862	5,674	6,141	5,829	5,843	23,487
4	5,843	5,988	4,238	16,069	5,752	5,813	4,384	15,949	5,669	6,125	4,488	5,490	21,772	5,674	6,141	5,829	4,368	22,012
5	4,368	4,488	5,692	14,548	5,752	4,337	4,384	14,472	5,669	6,125	4,488	4,175	20,457	5,674	4,613	4,376	4,368	19,032
6	4,368	5,988	4,238	14,593	4,300	4,337	4,384	13,021	4,259	4,597	4,488	4,175	17,519	4,246	4,613	4,376	5,843	19,078
7	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	5,669	6,125	5,988	5,490	23,272	5,674	6,141	5,829	5,843	23,487
8	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	5,669	6,125	5,988	5,490	23,272	5,674	6,141	5,829	5,843	23,487
9	5,843	4,488	5,692	16,023	4,300	5,813	5,859	15,972	4,259	6,125	4,488	5,490	20,362	5,674	6,141	4,376	4,368	20,559
10	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	5,669	6,125	5,988	5,490	23,272	5,674	6,141	5,829	5,843	23,487
11	4,368	4,488	5,692	14,548	4,300	4,337	5,859	14,496	4,259	4,597	4,488	5,490	18,834	4,246	4,613	4,376	5,843	19,078
12	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	5,669	6,125	5,988	5,490	23,272	5,674	6,141	5,829	5,843	23,487
13	5,843	4,488	5,692	16,023	5,752	4,337	5,859	15,947	4,259	4,597	5,988	4,175	19,019	5,674	4,613	4,376	5,843	20,507
14	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	4,259	6,125	5,988	4,175	20,547	5,674	4,613	4,376	5,843	20,507
15	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	4,259	4,597	5,988	4,175	19,019	5,674	6,141	5,829	5,843	23,487
16	4,368	4,488	4,238	13,093	4,300	4,337	4,384	13,021	3,000	4,597	4,488	4,175	16,260	4,246	4,613	4,376	4,368	17,603
17	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	5,669	6,125	5,988	5,490	23,272	5,674	6,141	4,376	5,843	22,034
18	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	5,669	6,125	5,988	5,490	23,272	5,674	6,141	5,829	5,843	23,487
19	4,368	4,488	3,000	11,856	4,300	3,000	4,384	11,684	4,259	4,597	4,488	3,000	16,344	3,000	4,613	4,376	3,000	14,989
20	4,368	4,488	4,238	13,093	4,300	4,337	4,384	13,021	4,259	4,597	4,488	4,175	17,519	4,246	4,613	4,376	4,368	17,603
21	5,843	5,988	4,238	16,069	4,300	5,813	5,859	15,972	4,259	6,125	5,988	4,175	20,547	5,674	6,141	5,829	5,843	23,487

22	3,000	4,488	4,238	11,725	3,000	4,337	4,384	11,720	3,000	4,597	3,000	3,000	13,597	3,000	4,613	4,376	3,000	14,989
23	5,843	4,488	4,238	14,569	5,752	5,813	4,384	15,949	5,669	4,597	5,988	4,175	20,429	5,674	6,141	4,376	4,368	20,559
24	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	5,669	4,597	5,988	5,490	21,744	5,674	6,141	5,829	5,843	23,487
25	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	5,669	6,125	5,988	5,490	23,272	4,246	6,141	5,829	5,843	22,059
26	4,368	5,988	5,692	16,048	4,300	5,813	5,859	15,972	5,669	6,125	5,988	5,490	23,272	4,246	4,613	5,829	5,843	20,531
27	5,843	5,988	5,692	17,523	5,752	4,337	5,859	15,947	5,669	6,125	5,988	5,490	23,272	5,674	6,141	5,829	5,843	23,487
28	4,368	5,988	5,692	16,048	5,752	5,813	5,859	17,424	5,669	6,125	4,488	5,490	21,772	4,246	6,141	5,829	5,843	22,059
29	3,000	3,000	4,238	10,238	4,300	3,000	3,000	10,300	3,000	4,597	3,000	3,000	13,597	4,246	4,613	3,000	3,000	14,859
30	5,843	4,488	5,692	16,023	5,752	5,813	5,859	17,424	4,259	4,597	5,988	5,490	20,334	4,246	6,141	4,376	5,843	20,606
31	5,843	5,988	5,692	17,523	5,752	5,813	4,384	15,949	5,669	6,125	4,488	4,175	20,457	5,674	6,141	4,376	4,368	20,559
32	5,843	5,988	4,238	16,069	5,752	5,813	5,859	17,424	5,669	6,125	5,988	5,490	23,272	5,674	6,141	5,829	5,843	23,487
33	4,368	4,488	5,692	14,548	4,300	4,337	5,859	14,496	5,669	4,597	4,488	5,490	20,244	4,246	4,613	4,376	5,843	19,078
34	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	5,669	6,125	5,988	5,490	23,272	5,674	6,141	5,829	5,843	23,487
35	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	5,669	6,125	5,988	5,490	23,272	5,674	6,141	5,829	5,843	23,487
36	4,368	4,488	4,238	13,093	4,300	4,337	3,000	11,637	3,000	4,597	4,488	3,000	15,085	4,246	4,613	3,000	4,368	16,227
37	4,368	5,988	5,692	16,048	5,752	5,813	4,384	15,949	5,669	6,125	5,988	4,175	21,957	4,246	4,613	5,829	5,843	20,531
38	4,368	4,488	3,000	11,856	5,752	4,337	3,000	13,088	4,259	4,597	4,488	3,000	16,344	4,246	4,613	4,376	4,368	17,603
39	4,368	5,988	5,692	16,048	5,752	4,337	4,384	14,472	5,669	6,125	4,488	4,175	20,457	4,246	4,613	5,829	5,843	20,531
40	4,368	5,988	5,692	16,048	4,300	5,813	5,859	15,972	4,259	6,125	5,988	4,175	20,547	5,674	6,141	5,829	4,368	22,012
41	4,368	4,488	4,238	13,093	3,000	4,337	4,384	11,720	4,259	4,597	4,488	3,000	16,344	4,246	4,613	4,376	4,368	17,603
42	5,843	5,988	4,238	16,069	4,300	4,337	5,859	14,496	4,259	6,125	5,988	4,175	20,547	4,246	4,613	4,376	5,843	19,078
43	4,368	4,488	4,238	13,093	4,300	4,337	4,384	13,021	3,000	4,597	4,488	3,000	15,085	3,000	4,613	4,376	4,368	16,357
44	4,368	3,000	4,238	11,606	4,300	3,000	4,384	11,684	4,259	4,597	4,488	4,175	17,519	4,246	4,613	4,376	4,368	17,603
45	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	5,669	6,125	5,988	5,490	23,272	5,674	6,141	5,829	5,843	23,487
46	5,843	5,988	5,692	17,523	4,300	5,813	5,859	15,972	4,259	6,125	4,488	4,175	19,047	4,246	6,141	5,829	4,368	20,583
47	4,368	4,488	5,692	14,548	5,752	5,813	4,384	15,949	4,259	4,597	4,488	5,490	18,834	4,246	6,141	5,829	4,368	20,583

48	5,843	5,988	4,238	16,069	5,752	4,337	5,859	15,947	5,669	6,125	5,988	5,490	23,272	5,674	6,141	5,829	5,843	23,487
49	5,843	5,988	4,238	16,069	5,752	5,813	4,384	15,949	4,259	6,125	4,488	4,175	19,047	4,246	6,141	5,829	5,843	22,059
50	4,368	4,488	4,238	13,093	4,300	4,337	4,384	13,021	4,259	4,597	4,488	3,000	16,344	3,000	4,613	4,376	4,368	16,357
51	5,843	4,488	5,692	16,023	4,300	5,813	4,384	14,497	5,669	4,597	5,988	4,175	20,429	5,674	4,613	5,829	4,368	20,485
52	4,368	4,488	4,238	13,093	4,300	4,337	4,384	13,021	4,259	4,597	4,488	4,175	17,519	4,246	4,613	4,376	4,368	17,603
53	4,368	4,488	4,238	13,093	4,300	4,337	4,384	13,021	4,259	4,597	4,488	4,175	17,519	4,246	4,613	4,376	4,368	17,603
54	4,368	4,488	4,238	13,093	4,300	4,337	4,384	13,021	4,259	4,597	4,488	3,000	16,344	4,246	4,613	4,376	3,000	16,235
55	4,368	4,488	3,000	11,856	4,300	4,337	4,384	13,021	4,259	4,597	4,488	3,000	16,344	4,246	4,613	3,000	4,368	16,227
56	4,368	4,488	5,692	14,548	5,752	4,337	5,859	15,947	4,259	6,125	5,988	5,490	21,862	5,674	6,141	5,829	5,843	23,487
57	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	5,669	6,125	5,988	5,490	23,272	5,674	6,141	5,829	5,843	23,487
58	4,368	4,488	4,238	13,093	4,300	4,337	4,384	13,021	4,259	4,597	4,488	4,175	17,519	4,246	4,613	4,376	4,368	17,603
59	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	4,259	4,597	5,988	5,490	20,334	5,674	6,141	4,376	5,843	22,034
60	4,368	4,488	4,238	13,093	4,300	4,337	4,384	13,021	4,259	4,597	4,488	4,175	17,519	4,246	4,613	4,376	4,368	17,603
61	5,843	5,988	4,238	16,069	5,752	5,813	4,384	15,949	5,669	6,125	5,988	5,490	23,272	4,246	6,141	5,829	5,843	22,059
62	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	5,669	6,125	5,988	4,175	21,957	5,674	6,141	5,829	5,843	23,487
63	5,843	4,488	4,238	14,569	4,300	4,337	5,859	14,496	4,259	6,125	5,988	4,175	20,547	4,246	4,613	4,376	5,843	19,078
64	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	5,669	6,125	5,988	5,490	23,272	5,674	6,141	5,829	5,843	23,487
65	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	5,669	6,125	5,988	5,490	23,272	5,674	6,141	5,829	5,843	23,487
66	4,368	5,988	4,238	14,593	5,752	4,337	5,859	15,947	5,669	6,125	4,488	4,175	20,457	4,246	6,141	4,376	4,368	19,130
67	3,000	3,000	4,238	10,238	3,000	4,337	3,000	10,337	3,000	3,000	4,488	4,175	14,663	3,000	3,000	4,376	4,368	14,744
68	4,368	5,988	5,692	16,048	5,752	5,813	4,384	15,949	5,669	6,125	5,988	4,175	21,957	5,674	6,141	5,829	4,368	22,012
69	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	5,669	6,125	5,988	5,490	23,272	5,674	6,141	5,829	5,843	23,487
70	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	5,669	6,125	5,988	5,490	23,272	5,674	6,141	5,829	5,843	23,487
71	5,843	4,488	5,692	16,023	5,752	5,813	5,859	17,424	5,669	6,125	4,488	5,490	21,772	5,674	6,141	4,376	5,843	22,034
72	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	4,259	6,125	5,988	5,490	21,862	5,674	6,141	5,829	5,843	23,487
73	5,843	4,488	5,692	16,023	5,752	4,337	5,859	15,947	5,669	4,597	5,988	4,175	20,429	5,674	4,613	5,829	5,843	21,960

74	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	5,669	6,125	5,988	5,490	23,272	5,674	6,141	5,829	5,843	23,487
75	4,368	4,488	3,000	11,856	4,300	4,337	4,384	13,021	4,259	3,000	4,488	4,175	15,922	4,246	4,613	4,376	4,368	17,603
76	5,843	5,988	4,238	16,069	4,300	5,813	4,384	14,497	4,259	4,597	5,988	4,175	19,019	4,246	6,141	5,829	5,843	22,059
77	4,368	5,988	4,238	14,593	5,752	4,337	5,859	15,947	4,259	6,125	5,988	5,490	21,862	5,674	6,141	5,829	5,843	23,487
78	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	5,669	6,125	5,988	5,490	23,272	5,674	6,141	5,829	5,843	23,487
79	5,843	5,988	4,238	16,069	4,300	5,813	5,859	15,972	5,669	4,597	4,488	5,490	20,244	5,674	4,613	4,376	4,368	19,032
80	5,843	4,488	5,692	16,023	4,300	4,337	5,859	14,496	5,669	6,125	4,488	4,175	20,457	5,674	4,613	5,829	4,368	20,485
81	4,368	4,488	5,692	14,548	4,300	5,813	5,859	15,972	4,259	4,597	5,988	5,490	20,334	5,674	4,613	4,376	5,843	20,507
82	4,368	4,488	5,692	14,548	4,300	5,813	4,384	14,497	5,669	4,597	4,488	5,490	20,244	5,674	4,613	4,376	5,843	20,507
83	4,368	5,988	4,238	14,593	5,752	4,337	4,384	14,472	4,259	6,125	5,988	4,175	20,547	4,246	4,613	4,376	5,843	19,078
84	5,843	4,488	5,692	16,023	5,752	4,337	5,859	15,947	4,259	4,597	5,988	4,175	19,019	4,246	6,141	4,376	5,843	20,606
85	5,843	4,488	5,692	16,023	5,752	4,337	4,384	14,472	5,669	6,125	4,488	4,175	20,457	5,674	6,141	4,376	4,368	20,559
86	4,368	4,488	4,238	13,093	4,300	4,337	4,384	13,021	4,259	4,597	4,488	4,175	17,519	4,246	4,613	4,376	4,368	17,603
87	4,368	4,488	4,238	13,093	3,000	4,337	5,859	13,195	4,259	4,597	4,488	3,000	16,344	4,246	4,613	3,000	4,368	16,227
88	4,368	5,988	5,692	16,048	5,752	5,813	4,384	15,949	4,259	6,125	5,988	4,175	20,547	5,674	6,141	4,376	4,368	20,559
89	5,843	5,988	4,238	16,069	5,752	5,813	4,384	15,949	5,669	6,125	4,488	4,175	20,457	5,674	6,141	5,829	4,368	22,012
90	4,368	4,488	3,000	11,856	4,300	4,337	4,384	13,021	4,259	4,597	4,488	3,000	16,344	4,246	4,613	4,376	4,368	17,603
91	5,843	4,488	5,692	16,023	4,300	5,813	5,859	15,972	5,669	4,597	4,488	5,490	20,244	4,246	6,141	4,376	5,843	20,606
92	5,843	4,488	5,692	16,023	4,300	5,813	5,859	15,972	5,669	4,597	5,988	4,175	20,429	5,674	6,141	4,376	4,368	20,559
93	5,843	4,488	5,692	16,023	4,300	5,813	5,859	15,972	5,669	6,125	5,988	4,175	21,957	5,674	4,613	5,829	5,843	21,960
94	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	5,669	6,125	5,988	5,490	23,272	5,674	4,613	5,829	5,843	21,960
95	5,843	5,988	5,692	17,523	5,752	5,813	4,384	15,949	5,669	6,125	4,488	5,490	21,772	5,674	6,141	5,829	4,368	22,012
96	4,368	5,988	5,692	16,048	5,752	5,813	4,384	15,949	5,669	6,125	5,988	4,175	21,957	5,674	6,141	5,829	4,368	22,012
97	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	5,669	6,125	5,988	5,490	23,272	5,674	6,141	5,829	5,843	23,487
98	5,843	4,488	5,692	16,023	4,300	5,813	5,859	15,972	5,669	4,597	5,988	5,490	21,744	5,674	4,613	5,829	5,843	21,960
99	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	5,669	6,125	5,988	5,490	23,272	5,674	6,141	5,829	5,843	23,487

100	5,843	5,988	5,692	17,523	5,752	5,813	5,859	17,424	5,669	4,597	5,988	5,490	21,744	5,674	6,141	5,829	5,843	23,487
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Lampiran 07. Deskripsi Data Responden

Jenis Kelamin

	Frequency	Percent	Valid Percent	Cumulative Percent
Laki-laki	74	74.0	74.0	74.0
Valid Perempuan	26	26.0	26.0	100.0
Total	100	100.0	100.0	

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
17-21	48	48.0	48.0	48.0
22-28	51	51.0	51.0	99.0
Valid 28-35	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Distribusi Jawaban Responden Terhadap Variabel Kualitas Produk (X1)

Pernyataan	SS		S		N		TS		STS		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
X 1.1	42	42%	39	39%	4	4%	0	0	0	0	100	100%
X 1.2	55	55%	42	42%	3	3%	0	0	0	0	100	100%
X 1.3	61	61%	34	34%	5	5%	0	0	0	0	100	100%

Distribusi Jawaban Responden Terhadap Variabel Desain Produk (X2)

Pernyataan	SS		S		N		TS		STS		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
X 2.1	57	57%	38	38%	5	5%	0	0	0	0	100	100%
X 2.2	59	59%	37	37%	4	4%	0	0	0	0	100	100%
X 2.3	56	56%	40	40%	4	4%	0	0	0	0	100	100%

Distribusi Jawaban Responden Terhadap Citra Merek (X3)

Pernyataan	SS		S		N		TS		STS		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
X 3.1	53	53%	40	40%	7	7%	0	0	0	0	100	100%
X 3.2	56	56%	42	42%	2	2%	0	0	0	0	100	100%
X 3.3	55	55%	42	42%	3	4%	0	0	0	0	100	100%
X 3.4	46	46%	41	41%	13	13%	0	0	0	0	100	100%

Distribusi Jawaban Responden Terhadap Keputusan Pembelian (Y)

Pernyataan	SS		S		N		TS		STS		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Y 1	57	57%	37	37%	6	6%	0	0	0	0	100	100%
Y 2	55	55%	43	43%	2	2%	0	0	0	0	100	100%
Y 3	52	52%	43	43%	5	5%	0	0	0	0	100	100%
Y 4	57	57%	39	39%	4	4%	0	0	0	0	100	100%



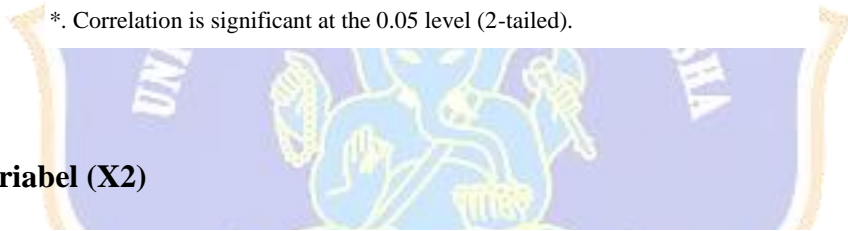
Lampiran 08. Hasil Uji Validitas Sampel Kecil

1. Variabel (X1)

		X1.1	X1.2	X1.3	Kualitas Produk
X1.1	Pearson Correlation	1	.578**	.500**	.866**
	Sig. (2-tailed)		.001	.005	.000
	N	30	30	30	30
X1.2	Pearson Correlation	.578**	1	.462*	.819**
	Sig. (2-tailed)	.001		.010	.000
	N	30	30	30	30
X1.3	Pearson Correlation	.500**	.462*	1	.779**
	Sig. (2-tailed)	.005	.010		.000
	N	30	30	30	30
Kualitas Produk	Pearson Correlation	.866**	.819**	.779**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

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



2. Variabel (X2)

		X2.1	X2.2	X2.3	Desain Produk
X2.1	Pearson Correlation	1	.601**	.476**	.825**
	Sig. (2-tailed)		.000	.008	.000
	N	30	30	30	30
X2.2	Pearson Correlation	.601**	1	.617**	.889**
	Sig. (2-tailed)	.000		.000	.000
	N	30	30	30	30
X2.3	Pearson Correlation	.476**	.617**	1	.812**
	Sig. (2-tailed)	.008	.000		.000
	N	30	30	30	30
Desain Produk	Pearson Correlation	.825**	.889**	.812**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

3. Variabel (X3)

Correlations

		X3.1	X3.2	X3.3	X3.4	Citra Merek
X3.1	Pearson Correlation	1	.644**	.625**	.703**	.891**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	30	30	30	30	30
X3.2	Pearson Correlation	.644**	1	.408*	.586**	.752**
	Sig. (2-tailed)	.000		.025	.001	.000
	N	30	30	30	30	30
X3.3	Pearson Correlation	.625**	.408*	1	.657**	.816**
	Sig. (2-tailed)	.000	.025		.000	.000
	N	30	30	30	30	30
X3.4	Pearson Correlation	.703**	.586**	.657**	1	.889**
	Sig. (2-tailed)	.000	.001	.000		.000
	N	30	30	30	30	30
Citra Merek	Pearson Correlation	.891**	.752**	.816**	.889**	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).



4. Variabel Keputusan Pembelian (Y)

Correlations

		Y1	Y2	Y3	Y4	Keputusan Pembelian
Y1	Pearson Correlation	1	.619**	.525**	.519**	.818**
	Sig. (2-tailed)		.000	.003	.003	.000
	N	30	30	30	30	30
Y2	Pearson Correlation	.619**	1	.681**	.484**	.833**
	Sig. (2-tailed)	.000		.000	.007	.000
	N	30	30	30	30	30
Y3	Pearson Correlation	.525**	.681**	1	.571**	.839**
	Sig. (2-tailed)	.003	.000		.001	.000
	N	30	30	30	30	30
Y4	Pearson Correlation	.519**	.484**	.571**	1	.795**
	Sig. (2-tailed)	.003	.007	.001		.000
	N	30	30	30	30	30
Keputusan Pembelian	Pearson Correlation	.818**	.833**	.839**	.795**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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



Lampiran 09. Hasil Uji Validitas Sampel Besar

1. Variabel (X1)

Correlations

		X1.1	X1.2	X1.3	Kualitas Produk
X1.1	Pearson Correlation	1	.515**	.454**	.827**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X1.2	Pearson Correlation	.515**	1	.363**	.782**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X1.3	Pearson Correlation	.454**	.363**	1	.771**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Kualitas Produk	Pearson Correlation	.827**	.782**	.771**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

2. Variabel (X2)

Correlations

		X2.1	X2.2	X2.3	Desain Produk
X2.1	Pearson Correlation	1	.485**	.323**	.777**
	Sig. (2-tailed)		.000	.001	.000
	N	100	100	100	100
X2.2	Pearson Correlation	.485**	1	.438**	.818**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X2.3	Pearson Correlation	.323**	.438**	1	.748**
	Sig. (2-tailed)	.001	.000		.000
	N	100	100	100	100
Desain Produk	Pearson Correlation	.777**	.818**	.748**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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

3. Variabel (X3)

Correlations

		X3.1	X3.2	X3.3	X3.4	Citra Merek
X3.1	Pearson Correlation	1	.543**	.464**	.597**	.829**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X3.2	Pearson Correlation	.543**	1	.432**	.434**	.740**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X3.3	Pearson Correlation	.464**	.432**	1	.540**	.758**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X3.4	Pearson Correlation	.597**	.434**	.540**	1	.835**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Citra Merek	Pearson Correlation	.829**	.740**	.758**	.835**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

4. Variabel Keputusan Pembelian (Y)

Correlations

		Y1	Y2	Y3	Y4	Keputusan Pembelian
Y1	Pearson Correlation	1	.580**	.530**	.429**	.810**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Y2	Pearson Correlation	.580**	1	.569**	.386**	.793**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Y3	Pearson Correlation	.530**	.569**	1	.504**	.826**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Y4	Pearson Correlation	.429**	.386**	.504**	1	.733**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Keputusan Pembelian	Pearson Correlation	.810**	.793**	.826**	.733**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Lampiran 10. Hasil Uji Reliabilitas Sampel Kecil

1. Variabel (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.757	3

2. Variabel (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.795	3

3. Variabel (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
.857	4

4. Variabel (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.835	4



Lampiran 11. Hasil Uji Reliabilitas Sampel Besar

1. Variabel (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
.705	3

2. Variabel (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
.680	3

3. Variabel (X3)

Reliability Statistics	
Cronbach's Alpha	N of Items
.800	4

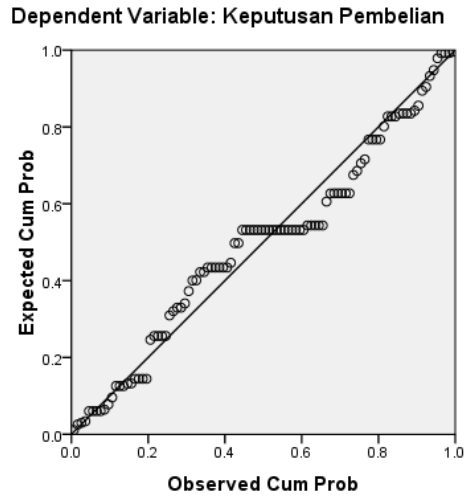
4. Variabel (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.799	4

Lampiran 12. Hasil Uji Asumsi Klasik

1. Uji Normalitas

Normal P-P Plot of Regression Standardized Residual



2. Uji Kolmogorov-Smirnov

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	.60404278
Most Extreme Differences	Absolute	.116
	Positive	.116
	Negative	-.092
Kolmogorov-Smirnov Z		1.157
Asymp. Sig. (2-tailed)		.138
a. Test distribution is Normal.		

3. Uji Multikolinieritas

Coefficients^a

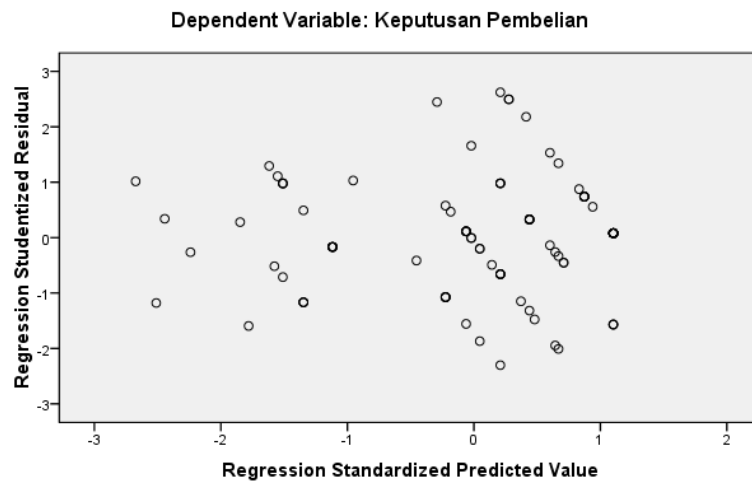
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.706	.629		1.122	.265		
Kualitas Produk	.282	.120	.210	2.360	.020	.142	7.055
Desain Produk	.470	.132	.349	3.565	.001	.118	8.496
Citra Merek	.398	.077	.418	5.185	.000	.174	5.756

a. Dependent Variable: Keputusan Pembelian

4. Uji Heteroskedastisitas



Scatterplot



5. Uji Glejser

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,835	,419		1,996	,049
Kualitas Produk (X1)	-,060	,080	-,202	-,754	,453
Desain Produk (X2)	,083	,088	,278	,945	,347
Citra Merek (X3)	-,039	,051	-,051	-,768	,445

