



LAMPIRAN-LAMPIRAN

Lampiran 1. Surat Kuesioner



KEMENTERIAN PENDIDIKAN DAN
KEBUDAYAAN, RISET, DAN TEKNOLOGI
UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS EKONOMI
JURUSAN MANAJEMEN

Jalan Udayana No. 11, Singaraja, Telepon: (0362) 26830

E-mail: jurusanmanajemen.undiksha@gmail.com

Kepada
Yth. Bapak/Ibu, Saudara/i
Perihal : Pengisian Kuesioner

Dengan hormat,

Dalam rangka menyelesaikan studi di Universitas Pendidikan Ganesha pada program studi S1 Manajemen, dengan ini saya mengadakan penelitian yang berjudul **“Pengaruh *Brand Image* dan Kualitas Produk terhadap Keputusan Pembelian Sabun Mandi Merek Lifebuoy di Kabupaten Badung”**. Maka dengan ini saya memohon kesediaan Bapak/Ibu, Saudara/i untuk berkenan berpartisipasi dalam penelitian ini dengan mengisi kuesioner ini. Data yang saya kumpulkan ini murni hanya untuk tujuan penelitian dan diperlakukan secara konfidensial. Atas perhatian dan ketersediaan Bapak/Ibu, Saudara/I mengisi kuesioner ini, saya ucapkan terimakasih.

Singaraja, 2 Februari 2022
Peneliti

Putu Gede Mahaditha
1817041220

KUESIONER PENELITIAN

Pengaruh *Brand Image* dan Kualitas Produk terhadap Keputusan Pembelian Sabun Mandi Merek Lifebuoy di Kabupaten Badung

Petunjuk Pengisian Kuisisioner

1. Pernyataan dibawah ini hanya semata-mata untuk data penelitian dalam rangka menyusun TAS (Tugas Akhir Skripsi)
2. Isilah data pribadi anda terlebih dahulu
3. Bacalah dengan teliti setiap pernyataan dan jawablah yang paling sesuai dengan keadaan dan pendapat anda
4. Berilah tanda centang (✓) pada pilihan jawaban yang anda kehendaki pada kolom yang telah disediakan

Keterangan

Keterangan	Arti	Angka
STS	Sangat Tidak Setuju	1
TS	Tidak Setuju	2
N	Netral	3
S	Setuju	4
SS	Sangat Setuju	5

Identitas Responden

Nama :

Jenis Kelamin : (Laki-laki/Perempuan*)

Alamat :

Usia :

Pernah membeli dan menggunakan sabun mandi merek Lifebuoy lebih dari 1 kali ?

: (Ya/Tidak*)

(*) Coret yang tidak perlu

Butir Pernyataan

No	Pernyataan	STS	TS	N	S	SS
	<i>Brand Image</i>	1	2	3	4	5
1.	Saya mengetahui PT Unilever sebagai produsen sabun mandi merek Lifebuoy karena memiliki popularitas yang tinggi					
2.	Saya menggunakan sabun mandi merek Lifebuoy karena setelah menggunakan sabun tersebut badan saya terasa lebih bersih					
3.	Saya menggunakan sabun mandi merek Lifebuoy karena mudah di dapat di warung-warung atau supermarket di dekat rumah saya					

No	Pernyataan	STS	TS	N	S	SS
	Kualitas Produk	1	2	3	4	5
1.	Saya menggunakan sabun mandi merek Lifebuoy karena memiliki berbagai macam varian					
2.	Saya menggunakan sabun mandi merek Lifebuoy karena saya percaya dapat melindungi badan saya dari kuman ketika beraktivitas seharian					
3.	Saya menggunakan sabun mandi merek Lifebuoy karena tidak cepat habis					
4.	Saya merasa sangat senang atas keberadaan sabun mandi merek Lifebuoy karena memiliki harga yang ekonomis namun berkualitas					

No	Pernyataan	STS	TS	N	S	SS
	Keputusan Pembelian	1	2	3	4	5
1.	Ketika membutuhkan sabun mandi, saya memilih sabun mandi merek Lifebuoy					
2.	Saya memutuskan membeli sabun mandi merek Lifebuoy karena sebelumnya telah mendapat manfaat dari sabun tersebut					
3.	Saya tetap membeli produk sabun mandi merek Lifebuoy dibanding merek lainnya karena merasa puas terhadap produk tersebut					



Lampiran 2. Data Hasil Kuesioner

TABULASI DATA KUESIONER

No	Brand Image (X ₁)				Kualitas Produk (X ₂)					Keputusan Pembelian (Y)			
	X1.1	X1.2	X1.3	TX1	X2.1	X2.2	X2.3	X2.4	TX2	Y1.1	Y1.2	Y1.3	TY
1	4	4	4	12	3	5	2	5	15	5	4	4	13
2	4	4	4	12	3	4	4	4	15	5	4	4	13
3	4	4	4	12	4	4	4	4	16	5	5	5	15
4	5	4	5	14	4	4	4	5	17	5	5	5	15
5	5	5	5	15	5	5	5	5	20	5	5	5	15
6	4	4	4	12	4	3	2	3	12	3	3	4	10
7	4	3	3	10	4	3	3	4	14	3	2	4	9
8	5	4	5	14	2	4	3	3	12	4	3	3	10
9	5	5	5	15	5	5	5	5	20	5	5	5	15
10	4	5	4	13	5	4	4	4	17	5	5	5	15
11	4	5	5	14	5	4	4	5	18	5	4	4	13
12	4	3	5	12	3	4	4	4	15	4	4	4	12
13	4	4	4	12	4	4	4	4	16	5	4	4	13
14	4	5	5	14	3	5	2	5	15	4	4	4	12
15	5	5	5	15	5	5	5	5	20	5	5	5	15
16	3	4	3	10	5	5	5	5	20	5	5	5	15
17	4	4	4	12	5	5	5	5	20	5	5	5	15
18	4	3	3	10	4	4	3	4	15	5	4	3	12
19	4	4	4	12	5	4	5	4	18	4	4	4	12

20	4	4	4	12	4	4	4	4	16	4	4	4	12
21	5	5	5	15	4	5	4	4	17	5	5	5	15
22	4	4	4	12	4	4	4	3	15	5	4	4	13
23	4	3	3	10	4	4	4	4	16	4	4	4	12
24	4	4	4	12	5	5	5	5	20	5	5	5	15
25	5	5	5	15	5	5	5	5	20	5	5	5	15
26	5	4	5	14	4	3	3	2	12	3	4	3	10
27	5	5	5	15	5	5	5	5	20	5	5	5	15
28	5	4	4	13	4	4	4	5	17	5	4	4	13
29	3	4	3	10	4	4	4	4	16	4	4	4	12
30	4	3	3	10	3	3	2	2	10	3	3	3	9
31	5	5	5	15	5	5	5	5	20	5	5	5	15
32	4	4	4	12	4	4	4	4	16	4	4	4	12
33	4	4	4	12	4	4	4	4	16	4	4	4	12
34	3	5	4	12	5	4	4	4	17	5	4	4	13
35	4	4	4	12	5	5	5	5	20	5	5	5	15
36	3	4	3	10	4	4	3	4	15	3	4	5	12
37	5	4	4	13	5	4	4	4	17	5	4	4	13
38	5	4	4	13	4	3	3	5	15	3	4	5	12
39	5	4	3	12	3	5	2	2	12	4	3	3	10
40	4	4	4	12	4	4	4	4	16	5	5	5	15
41	4	4	4	12	4	4	4	4	16	3	3	3	9
42	5	4	5	14	3	3	4	5	15	5	5	2	12
43	5	5	5	15	5	5	5	5	20	5	5	5	15

44	3	3	4	10	4	5	3	3	15	5	4	5	14
45	5	5	5	15	5	5	5	5	20	4	4	4	12
46	4	5	3	12	3	4	4	4	15	4	3	2	9
47	4	2	3	9	4	3	2	4	13	3	3	3	9
48	3	2	3	8	3	3	4	2	12	3	3	4	10
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50	3	3	3	9	3	3	3	3	12	3	3	3	9
51	3	4	5	12	3	3	4	2	12	4	5	5	14
52	3	5	4	12	5	4	4	4	17	5	4	4	13
53	4	4	4	12	5	3	4	5	17	5	4	3	12
54	5	4	5	14	5	4	4	4	17	5	4	4	13
55	5	5	5	15	5	5	5	5	20	5	5	5	15
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57	5	4	3	12	4	5	4	3	16	4	5	3	12
58	5	4	5	14	5	4	5	4	18	5	4	5	14
59	4	5	4	13	5	4	5	5	19	3	4	3	10
60	4	4	4	12	3	4	4	3	14	4	4	4	12
61	5	4	5	14	4	5	4	5	18	5	4	5	14
62	4	4	4	12	4	5	3	3	15	5	4	5	14
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64	4	4	4	12	4	4	4	4	16	4	4	4	12
65	5	5	5	15	5	5	5	5	20	5	5	5	15
66	5	4	4	13	5	4	4	4	17	5	4	4	13
67	4	4	4	12	4	4	4	4	16	4	4	4	12

68	4	5	4	13	5	3	3	5	16	4	3	3	10
69	4	4	4	12	5	4	4	4	17	5	4	3	12
70	4	4	4	12	3	3	3	3	12	4	4	4	12
71	3	3	3	9	4	3	3	4	14	3	4	4	11
72	5	5	5	15	5	5	5	5	20	5	5	5	15
73	5	4	5	14	4	4	5	4	17	4	4	5	13
74	4	5	5	14	5	5	5	4	19	5	4	5	14
75	5	5	5	15	5	5	5	5	20	5	5	5	15
76	4	5	4	13	5	4	4	4	17	5	4	4	13
77	4	4	4	12	5	5	5	5	20	5	5	5	15
78	4	4	4	12	5	5	4	4	18	5	5	5	15
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80	4	4	4	12	4	4	4	4	16	4	4	4	12
81	5	5	5	15	5	5	5	5	20	5	5	5	15
82	4	5	5	14	4	4	5	5	18	5	4	4	13
83	4	5	5	14	5	5	5	4	19	5	4	4	13
84	4	5	3	12	5	4	4	5	18	5	4	4	13
85	4	4	4	12	5	5	5	5	20	5	5	5	15
86	3	3	3	9	4	4	3	4	15	5	4	3	12
87	5	5	5	15	5	5	5	5	20	5	5	5	15
88	5	5	5	15	5	5	5	5	20	4	5	5	14
89	5	4	4	13	4	5	4	4	17	5	4	4	13
90	4	4	3	11	3	3	3	3	12	4	4	4	12
91	3	3	4	10	4	4	4	4	16	4	4	4	12

92	4	4	4	12	5	4	4	4	17	5	5	5	15
93	4	5	3	12	3	3	3	3	12	4	4	4	12
94	5	4	5	14	4	5	4	4	17	5	4	5	14
95	5	4	4	13	5	4	3	4	16	5	4	4	13
96	4	4	4	12	4	4	4	4	16	4	4	4	12
97	4	4	4	12	3	3	3	3	12	4	3	3	10
98	3	3	4	10	4	3	3	4	14	5	4	3	12
99	3	4	3	10	3	3	3	3	12	2	5	2	9
100	4	2	3	9	5	5	3	3	16	3	3	4	16



Lampiran 3. Output SPSS

```
RELIABILITY
/VARIABLES=X1.1 X1.2 X1.3
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE CORR
/SUMMARY=TOTAL.
```

Reliability

Notes		
Output Created		10-FEB-2022 16:37:16
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data	100
	File	
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=X1.1 X1.2 X1.3 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE CORR /SUMMARY=TOTAL.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,00

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.772	.772	3

Item Statistics

	Mean	Std. Deviation	N
X1.1	4.22	.675	100
X1.2	4.15	.730	100
X1.3	4.14	.725	100

Inter-Item Correlation Matrix

	X1.1	X1.2	X1.3
X1.1	1.000	.424	.597
X1.2	.424	1.000	.571
X1.3	.597	.571	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	8.29	1.663	.576	.366	.727
X1.2	8.36	1.566	.560	.337	.746
X1.3	8.37	1.407	.691	.479	.594

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.51	3.121	1.767	3



```

RELIABILITY
/VARIABLES=X2.1 X2.2 X2.3 X2.4
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE CORR
/SUMMARY=TOTAL.

```

Reliability

		Notes	
Output Created			10-FEB-2022 16:43:08
Comments			
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	Weight	<none>	
	Split File	<none>	
	N of Rows in Working Data		100
	File		
	Matrix Input		
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.	
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.	
Syntax		RELIABILITY /VARIABLES=X2.1 X2.2 X2.3 X2.4 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE CORR /SUMMARY=TOTAL.	
Resources	Processor Time		00:00:00,02
	Elapsed Time		00:00:00,08

[DataSet0]

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.822	.823	4

Item Statistics

	Mean	Std. Deviation	N
X2.1	4.24	.767	100
X2.2	4.16	.735	100
X2.3	3.99	.870	100
X2.4	4.11	.840	100

Inter-Item Correlation Matrix

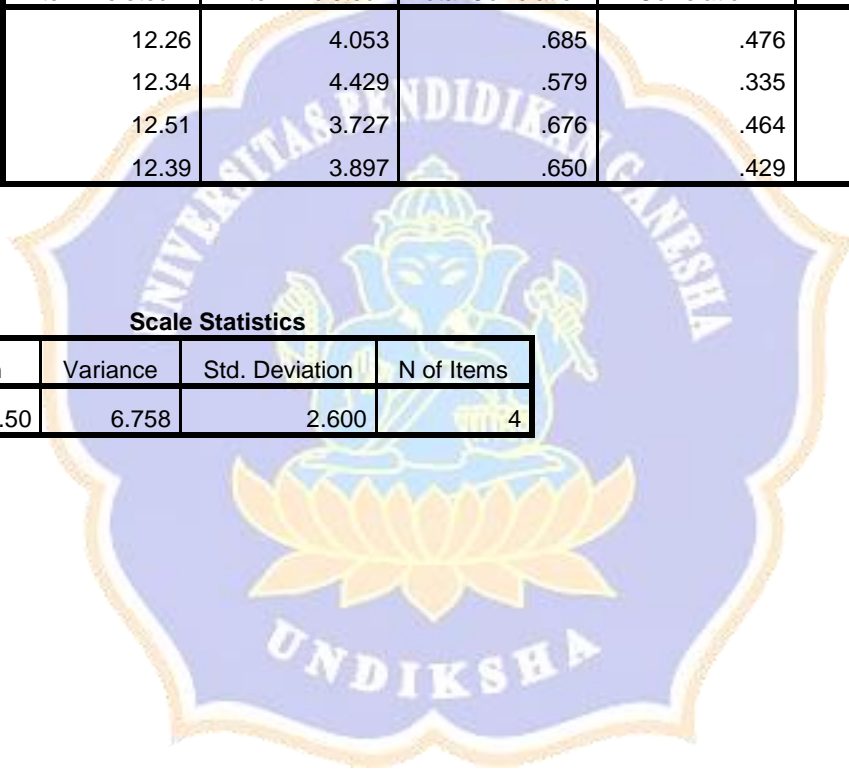
	X2.1	X2.2	X2.3	X2.4
X2.1	1.000	.487	.609	.586
X2.2	.487	1.000	.508	.479
X2.3	.609	.508	1.000	.554
X2.4	.586	.479	.554	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	12.26	4.053	.685	.476	.759
X2.2	12.34	4.429	.579	.335	.805
X2.3	12.51	3.727	.676	.464	.762
X2.4	12.39	3.897	.650	.429	.774

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.50	6.758	2.600	4




```

RELIABILITY
/VARIABLES=Y1.1 Y1.2 Y1.3
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE CORR
/SUMMARY=TOTAL.

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Reliability

Notes	
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Comments	
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Syntax	RELIABILITY /VARIABLES=Y1.1 Y1.2 Y1.3 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE CORR /SUMMARY=TOTAL.
Resources	Processor Time 00:00:00,02 Elapsed Time 00:00:00,05

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.771	.774	3

Item Statistics

	Mean	Std. Deviation	N
Y1.1	4.41	.767	100
Y1.2	4.17	.711	100
Y1.3	4.17	.805	100

Inter-Item Correlation Matrix

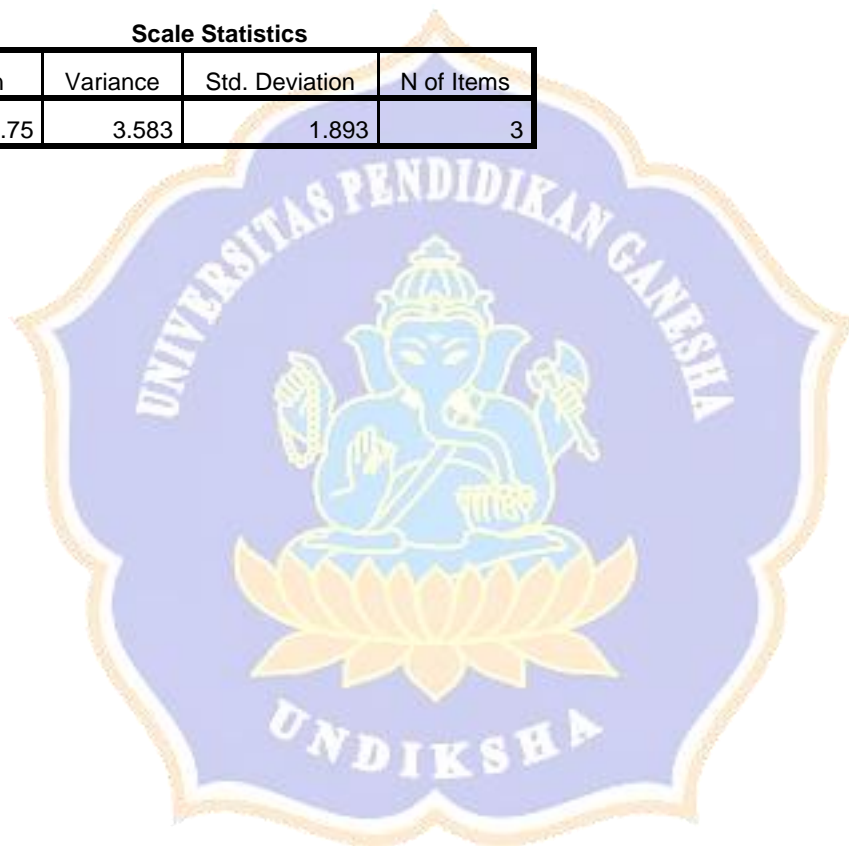
	Y1.1	Y1.2	Y1.3
Y1.1	1.000	.575	.459
Y1.2	.575	1.000	.567
Y1.3	.459	.567	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1.1	8.34	1.802	.580	.356	.720
Y1.2	8.58	1.802	.668	.446	.629
Y1.3	8.58	1.721	.575	.348	.729

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.75	3.583	1.893	3



CORRELATIONS
 /VARIABLES=X1.1 X1.2 X1.3 TX1
 /PRINT=TWOTAIL NOSIG
 /MISSING=PAIRWISE.

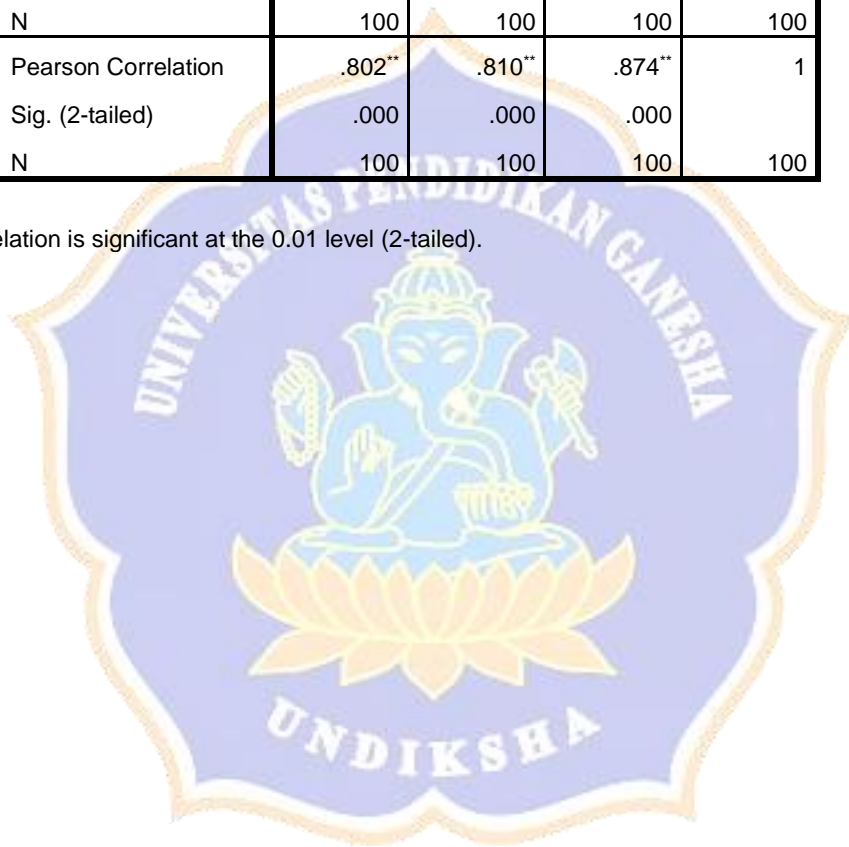
Correlations

Notes	
Output Created	10-FEB-2022 16:48:06
Comments	
Input	Active Dataset DataSet0 Filter <none> Weight <none> Split File <none> N of Rows in Working Data File 100
Missing Value Handling	Definition of Missing User-defined missing values are treated as missing. Cases Used Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax	CORRELATIONS /VARIABLES=X1.1 X1.2 X1.3 TX1 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time 00:00:00,02 Elapsed Time 00:00:00,04

Correlations

		X1.1	X1.2	X1.3	TX1
X1.1	Pearson Correlation	1	.424**	.597**	.802**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
X1.2	Pearson Correlation	.424**	1	.571**	.810**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
X1.3	Pearson Correlation	.597**	.571**	1	.874**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
TX1	Pearson Correlation	.802**	.810**	.874**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

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



CORRELATIONS

/VARIABLES=X2.1 X2.2 X2.3 X2.4 TX2

/PRINT=TWOTAIL NOSIG

/MISSING=PAIRWISE.

Correlations

Notes		
Output Created		10-FEB-2022 16:53:17
Comments		
Input	Active Dataset Filter Weight Split File N of Rows in Working Data File	DataSet0 <none> <none> <none> 100
Missing Value Handling	Definition of Missing Cases Used	User-defined missing values are treated as missing. Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=X2.1 X2.2 X2.3 X2.4 TX2 /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time Elapsed Time	 00:00:00,03 00:00:00,06

Correlations

		X2.1	X2.2	X2.3	X2.4	TX2
X2.1	Pearson Correlation	1	.487**	.609**	.586**	.826**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.487**	1	.508**	.479**	.751**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.609**	.508**	1	.554**	.837**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X2.4	Pearson Correlation	.586**	.479**	.554**	1	.817**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
TX2	Pearson Correlation	.826**	.751**	.837**	.817**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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



CORRELATIONS
 /VARIABLES=Y1.1 Y1.2 Y1.3 TY
 /PRINT=TWOTAIL NOSIG
 /MISSING=PAIRWISE.

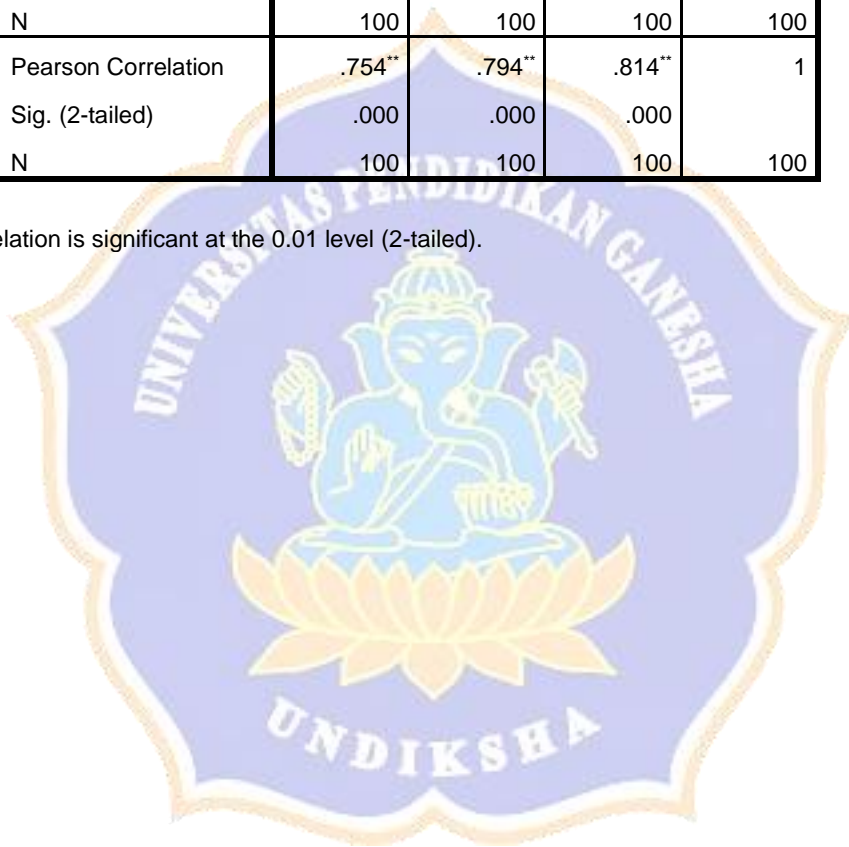
Correlations

Notes		
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	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=Y1.1 Y1.2 Y1.3 TY /PRINT=TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00,03
	Elapsed Time	00:00:00,04

Correlations

		Y1.1	Y1.2	Y1.3	TY
Y1.1	Pearson Correlation	1	.575**	.459**	.754**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Y1.2	Pearson Correlation	.575**	1	.567**	.794**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Y1.3	Pearson Correlation	.459**	.567**	1	.814**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
TY	Pearson Correlation	.754**	.794**	.814**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

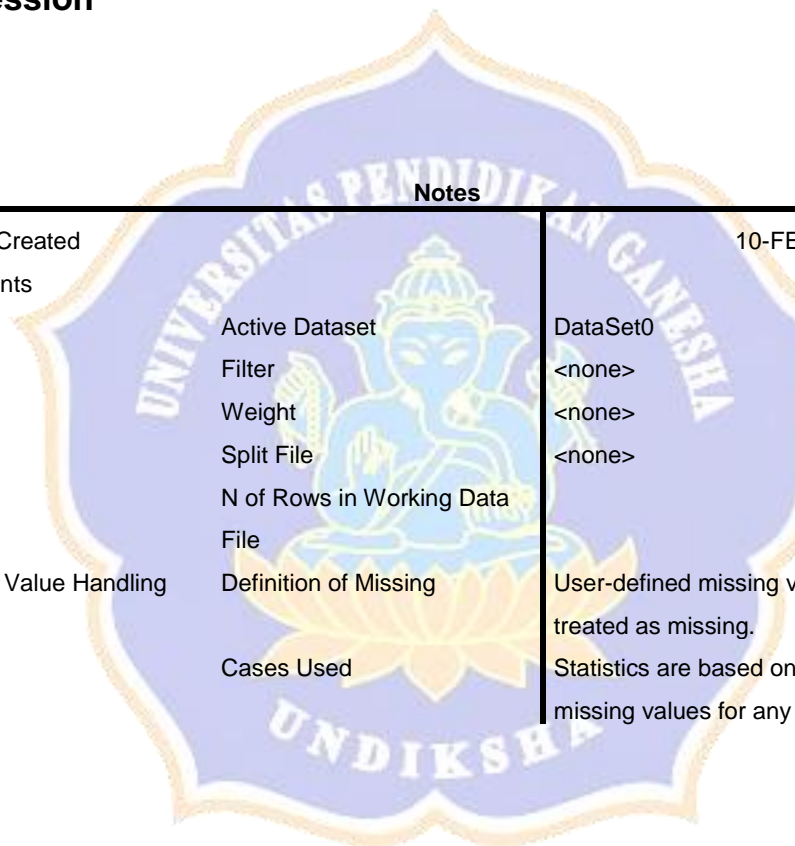
** . Correlation is significant at the 0.01 level (2-tailed).



REGRESSION

```
/DESCRIPTIVES MEAN STDDEV CORR SIG N  
/MISSING LISTWISE  
/STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL CHANGE ZPP  
/CRITERIA=PIN(.05) POUT(.10)  
/NOORIGIN  
/DEPENDENT TXY  
/METHOD=ENTER TX1 TX2  
/SCATTERPLOT=(*ZPRED,*SRESID)  
/RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID).
```

Regression



Notes		
Output Created		10-FEB-2022 23:22:57
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.

Syntax	<pre> REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL CHANGE ZPP /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT TXY /METHOD=ENTER TX1 TX2 /SCATTERPLOT=(*ZPRED ,*SRESID) /RESIDUALS DURBIN HISTOGRAM(ZRESID) NORMPROB(ZRESID). </pre>	
Resources	Processor Time	00:00:01,02
	Elapsed Time	00:00:01,25
	Memory Required	2912 bytes
	Additional Memory Required for Residual Plots	664 bytes

Descriptive Statistics

	Mean	Std. Deviation	N
Keputusan Pembelian	12.69	1.916	100
<i>Brand Image</i>	12.51	1.767	100
Kualitas Produk	16.40	2.655	100

Correlations

		Keputusan Pembelian	<i>Brand Image</i>	Kualitas Produk
Pearson Correlation	Keputusan Pembelian	1.000	.584	.747
	<i>Brand Image</i>	.584	1.000	.645
	Kualitas Produk	.747	.645	1.000
Sig. (1-tailed)	Keputusan Pembelian	.	.000	.000
	<i>Brand Image</i>	.000	.	.000
	Kualitas Produk	.000	.000	.

N	Keputusan Pembelian	100	100	100
	<i>Brand Image</i>	100	100	100
	Kualitas Produk	100	100	100

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Kualitas Produk, <i>Brand Image</i> ^b		Enter

a. Dependent Variable: Keputusan Pembelian

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.759 ^a	.576	.568	1.260	.576	66.010	2

Model Summary^b

Model	Change Statistics		
	df2	Sig. F Change	
1	97	.000	1.761

a. Predictors: (Constant), Kualitas Produk, *Brand Image*

b. Dependent Variable: Keputusan Pembelian

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	209.478	2	104.739	66.010	.000 ^b
	Residual	153.912	97	1.587		
	Total	363.390	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kualitas Produk, *Brand Image*

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.808	.944		2.975	.004
	<i>Brand Image</i>	.190	.094	.175	2.024	.046
	Kualitas Produk	.458	.062	.634	7.336	.000

Coefficients^a

Model		Correlations			Collinearity Statistics	
		Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)					
	<i>Brand Image</i>	.584	.201	.134	.584	1.713
	Kualitas Produk	.747	.597	.485	.584	1.713

a. Dependent Variable: Keputusan Pembelian

Coefficient Correlations^a

Model		Kualitas Produk	<i>Brand Image</i>
1	Correlations		
		Kualitas Produk	1.000
		<i>Brand Image</i>	-.645
	Covariances		
		Kualitas Produk	.004
		<i>Brand Image</i>	-.004

a. Dependent Variable: Keputusan Pembelian

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	<i>Brand Image</i>	Kualitas Produk
1	1	2.980	1.000	.00	.00	.00
	2	.013	15.195	.82	.02	.44
	3	.007	20.017	.18	.98	.56

a. Dependent Variable: Keputusan Pembelian

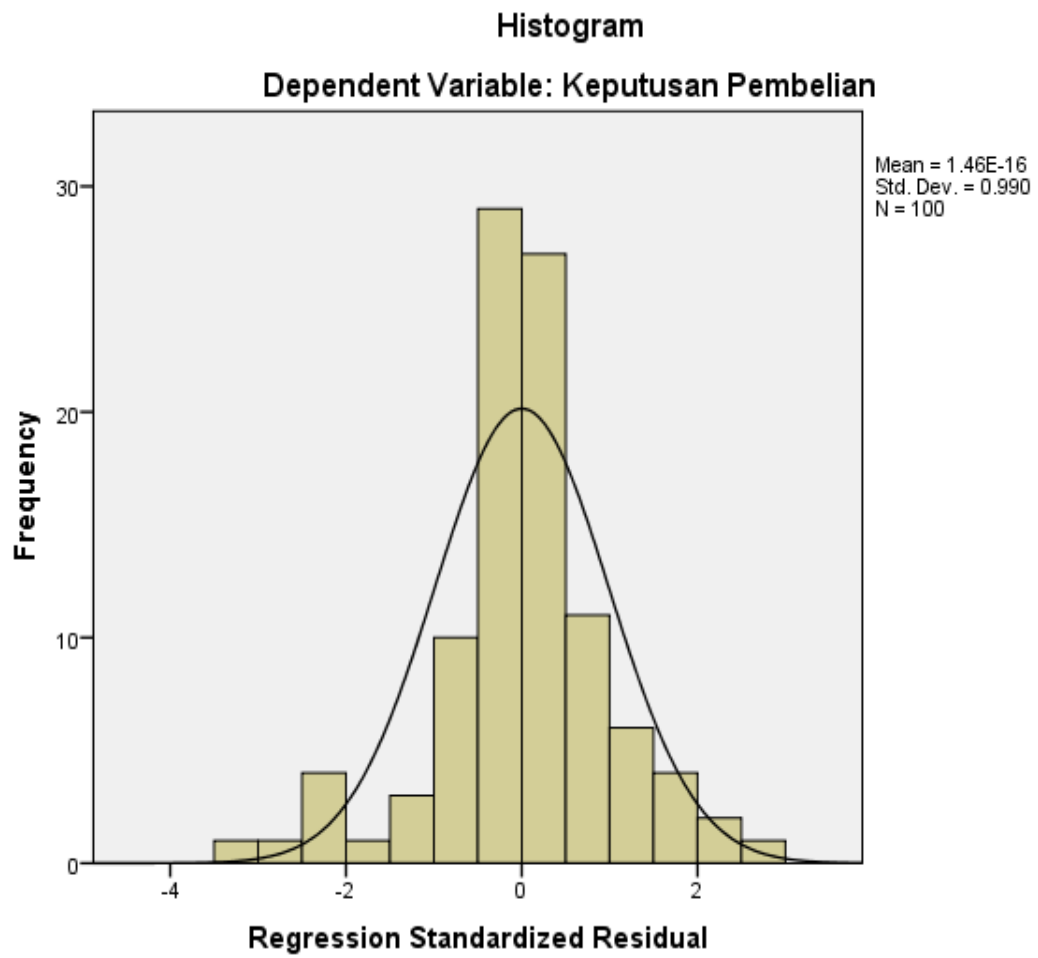
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9.28	14.81	12.69	1.455	100
Std. Predicted Value	-2.342	1.458	.000	1.000	100
Standard Error of Predicted Value	.131	.400	.208	.066	100
Adjusted Predicted Value	9.30	14.91	12.69	1.452	100
Residual	-3.973	3.421	.000	1.247	100
Std. Residual	-3.154	2.716	.000	.990	100
Stud. Residual	-3.189	2.784	.000	1.003	100
Deleted Residual	-4.062	3.594	.000	1.281	100
Stud. Deleted Residual	-3.353	2.887	-.003	1.023	100
Mahal. Distance	.081	9.010	1.980	1.918	100
Cook's Distance	.000	.131	.009	.018	100
Centered Leverage Value	.001	.091	.020	.019	100

a. Dependent Variable: Keputusan Pembelian

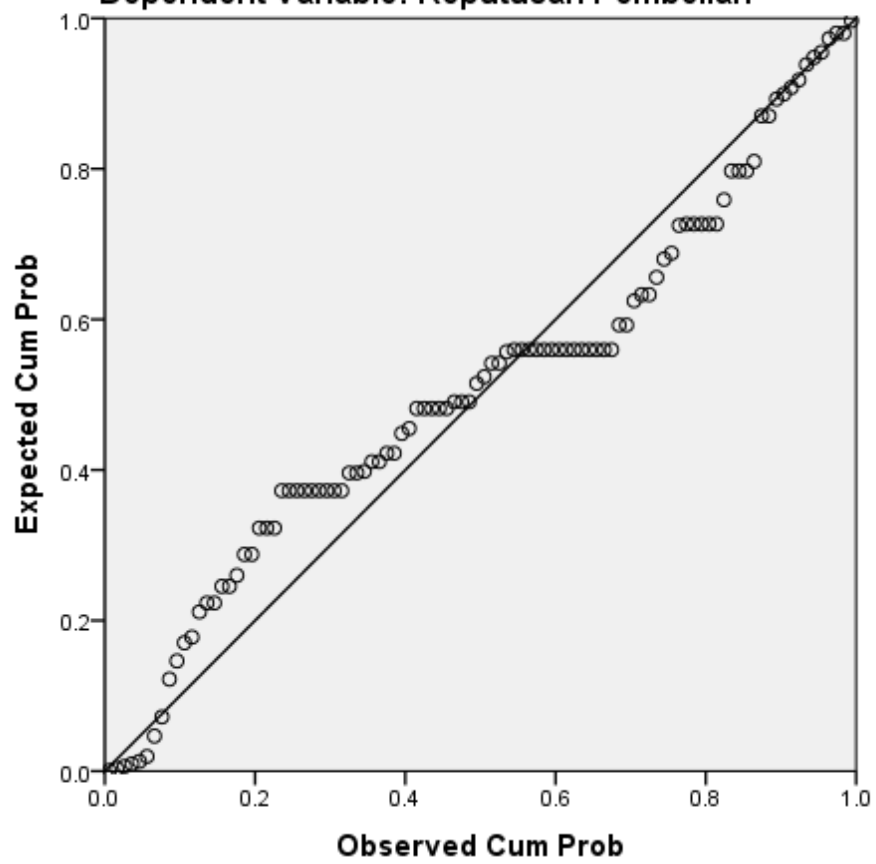


Charts



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Keputusan Pembelian




```

NONPAR CORR
/VARIABLES=TX1 TX2 RES_1
/PRINT=SPEARMAN TWOTAIL NOSIG
/MISSING=PAIRWISE.

```

Nonparametric Correlations

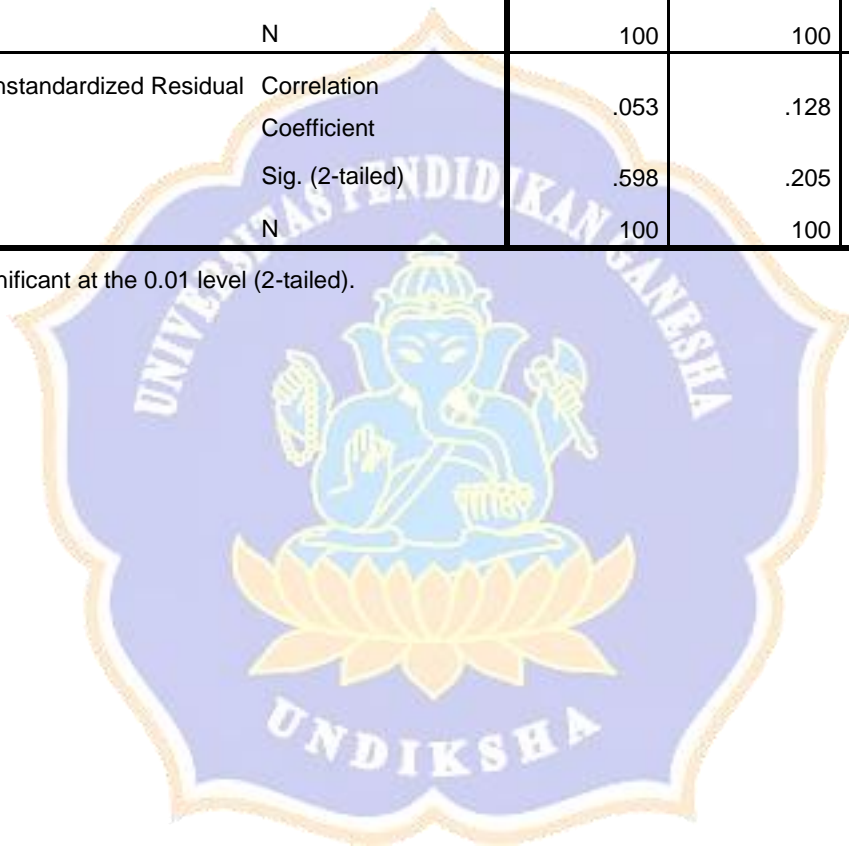
Notes		
Output Created		20-FEB-2022 22:38:29
Comments		
Input	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	100
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		NONPAR CORR /VARIABLES=TX1 TX2 RES_1 /PRINT=SPEARMAN TWOTAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00,00
	Elapsed Time	00:00:00,02
	Number of Cases Allowed	131072 cases ^a

a. Based on availability of workspace memory

Correlations

		<i>Brand Image</i>	Kualitas Produk	Unstandardized Residual
Spearman's rho <i>Brand Image</i>	Correlation Coefficient	1.000	.630**	.053
	Sig. (2-tailed)	.	.000	.598
	N	100	100	100
Kualitas Produk	Correlation Coefficient	.630**	1.000	.128
	Sig. (2-tailed)	.000	.	.205
	N	100	100	100
Unstandardized Residual	Correlation Coefficient	.053	.128	1.000
	Sig. (2-tailed)	.598	.205	.
	N	100	100	100

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



RIWAYAT HIDUP



Putu Gede Mahaditha lahir di Denpasar pada tanggal 13 April 2000. Penulis lahir sebagai anak pertama dari pasangan Nyoman Marayasa dan Ketut Kantrining. Penulis berkebangsaan Indonesia dan beragama Hindu. Penulis beralamat di perum cemara giri graha blok II C9, Badung, Bali. Penulis menyelesaikan pendidikan dasar di SDN 19 Pemecutan dan lulus pada tahun 2012. Kemudian penulis melanjutkan pendidikan di SMPK 2 Harapan dan lulus pada tahun 2015. Setelahnya penulis melanjutkan pendidikan di SMAN 2 Mengwi dan lulus pada tahun 2018. Setelah lulus penulis melanjutkan pendidikan ke jenjang perguruan tinggi di Universitas Pendidikan Ganesha dengan mengambil jurusan Manajemen sampai pada penulisan skripsi ini penulis masih terdaftar sebagai mahasiswa Universitas Pendidikan Ganesha jurusan prodi S1 Manajemen.

