

LAMPIRAN

Lampiran 01. Penjualan AMDK Yeh Buleleng

Laporan Penjualan Air Minum Dalam Kemasan (AMDK) PT. Tirta Mumbul
Jaya Abadi di Kota Singaraja

No	Bulan	Jumlah Karyawan	Target Penjualan (Unit)	Pencapaian Penjualan (Unit)	Kategori Penjualan
1	Januari	112	103.083	75.583	Belum mencapai target
2	Februari	112	103.083	74.820	Belum mencapai target
3	Maret	112	103.083	76.020	Belum mencapai target
4	April	112	103.083	75.022	Belum mencapai target
5	Mei	112	103.083	73.255	Belum mencapai target
6	Juni	112	103.083	70.111	Belum mencapai target



Lampiran 02. 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 dan Citra Merek Terhadap Keputusan Pembelian Yeh Buleleng Pada PT. Tirta Mumbul Jaya Abadi di Kota Singaraja”**

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

Putu Jodi Yana

NIM. 1817041154

KUESIONER PENELITIAN

Pengaruh Kualitas Produk dan Citra Merek Terhadap Keputusan Pembelian Yeh Buleleng Pada PT. Tirta Mumbul Jaya Abadi di Kota Singaraja

A. Identitas Responden

1. Nama :
2. Alamat :
3. Usia :
4. Jenis Kelamin :
- Laki - laki
- Perempuan
5. Pernah Melakukan Pembelian Yeh Buleleng pada PT. Tirta Mumbul Jaya Abadi di Kota Singaraja ?
- Ya
- Tidak

Jika anda menjawab YA, silakan lanjutkan mengisi kuesioner, namun jikamenjawab 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 Pernyataan

1. Variabel Kualitas Produk

No	Pernyataan	SS	S	N	TS	TST
	Kualitas Produk	5	4	3	2	1
1	PT. Tirta Mumbul Jaya Abadi sangat cepat dalam memproduksi AMDK Yeh Buleleng di Kota Singaraja					
2	MDK Yeh Buleleng memiliki kelengkapan seperti sedotan dan tisu di setiap produknya					
3	MDK Yeh Buleleng diproduksi oleh para ahli di PT. Tirta Mumbul Jaya Abadi di Kota Singaraja					
4	Kualitas produk AMDK Yeh Buleleng sangat tepat untuk memenuhi kebutuhan masyarakat akan air minum higienis di Kota Singaraja					
5	MDK Yeh Buleleng memiliki masa kadaluarsa yang cukup lama					

2. Variabel Citra Merek

No	Pernyataan	SS	S	N	TS	TST
	Citra Merek	5	4	3	2	1
1	Merek AMDK Yeh Buleleng identik dengan kemasan yang menarik					
2	MDK Yeh Buleleng memiliki merek sesuai dengan karakter masyarakat di Kota Singaraja					
3	Merek AMDK Yeh Buleleng selalu menjadi <i>sponsorship</i> pada beberapa kegiatan di Kota Singaraja					
4	Merek AMDK Yeh Buleleng selalu dipergunakan PT. Tirta Mumbul Jaya Abadi dalam memproduksi air minum higienis di Kota Singaraja					
5	Merek AMDK Yeh Buleleng berhasil menciptakan hubungan <i>emotional</i> dengan masyarakat di Kota Singaraja					

3. Variabel Keputusan Pembelian

No	Pernyataan	SS	S	N	TS	TST
	Keputusan Pembelian	5	4	3	2	1
1	aya membeli AMDK Yeh Buleleng karena memiliki berbagai varian kemasan produk					
2	aya membeli AMDK Yeh Buleleng karena populer dimata masyarakat Kota Singaraja					
3	aya membeli AMDK Yeh Buleleng karena selalu tersedia produk di setiap toko					
4	aya dapat membeli AMDK Yeh Buleleng setiap saat					
5	aya membeli AMDK Yeh Buleleng karena membutuhkan produk air minum yang higienis					



Lampiran 03. Tabulasi Data 30 Responden

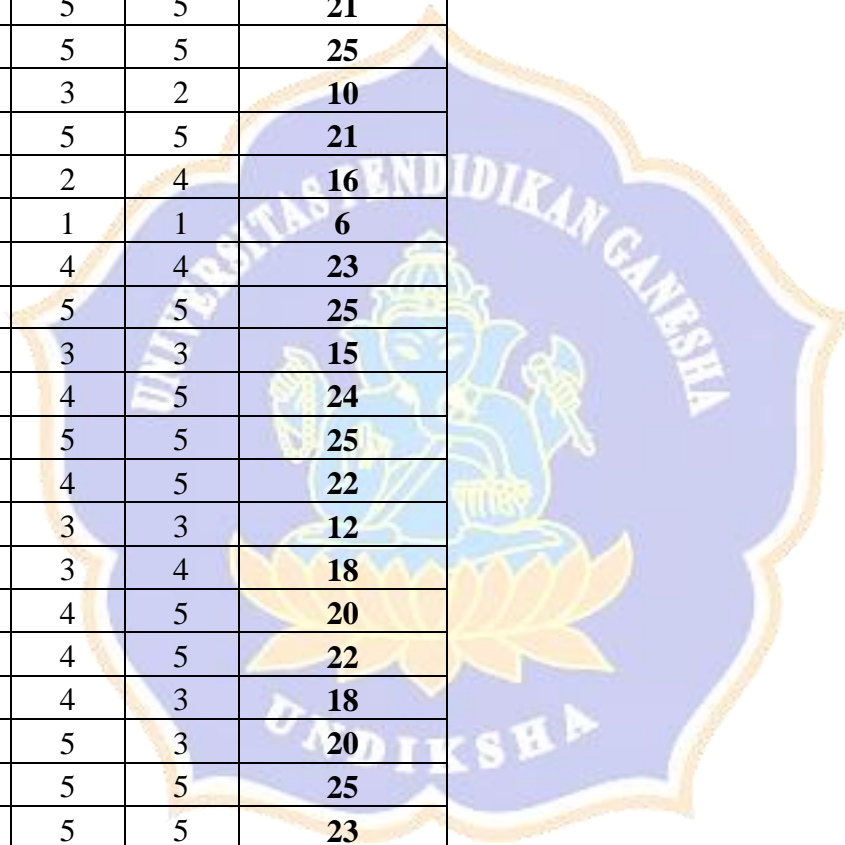
TABULASI DATA PENGUJIAN INSTRUMEN PENELITIAN

NO. RES	KUALITAS PRODUK (X1)						CITRA MEREK (X2)					
	X1.1	X1.2	X1.3	X1.4	X1.5	TOTAL X1	X2.1	X2.2	X2.3	X2.4	X2.5	TOTAL X2
1	5	4	5	4	5	23	3	4	2	3	4	16
2	3	3	3	3	3	15	2	3	3	3	3	14
3	5	5	5	4	5	24	5	5	5	5	5	25
4	5	5	5	5	5	25	5	5	4	4	5	23
5	5	5	5	4	5	24	5	5	5	5	5	25
6	5	4	5	5	5	24	5	5	4	5	5	24
7	5	4	5	5	4	23	5	4	5	5	4	23
8	2	1	2	3	3	11	3	2	2	2	3	12
9	4	4	4	5	5	22	5	5	3	5	2	20
10	4	4	5	5	5	23	4	4	4	4	4	20
11	5	5	5	5	5	25	5	5	4	5	5	24
12	2	3	2	2	2	11	2	2	1	2	1	8
13	4	4	5	5	5	23	4	4	4	4	4	20
14	3	5	4	4	4	20	4	5	3	5	4	21
15	1	5	2	1	1	10	2	1	1	1	2	7
16	4	4	5	5	5	23	5	5	5	5	5	25
17	4	4	5	5	5	23	4	5	4	3	5	21

18	2	3	2	3	3	13	3	2	2	2	2	11
19	4	4	4	4	4	20	4	4	4	5	5	22
20	5	5	5	5	5	25	5	5	5	5	5	25
21	4	5	5	4	5	23	5	4	4	4	5	22
22	2	3	2	2	3	12	3	2	2	2	2	11
23	4	3	3	4	4	18	3	4	4	4	3	18
24	4	4	5	4	4	21	3	5	4	4	4	20
25	4	4	4	4	4	20	4	4	5	5	5	23
26	4	2	3	4	3	16	3	3	3	3	3	15
27	2	4	3	3	4	16	2	4	5	2	5	18
28	5	5	5	5	5	25	5	5	5	5	5	25
29	4	5	5	5	5	24	4	5	4	5	5	23
30	2	3	2	2	2	11	3	3	3	3	3	15

NO. RES	KEPUTUSAN PEMBELIAN (Y)					TOTAL Y
	Y1	Y2	Y3	Y4	Y5	
1	5	4	5	5	5	24
2	3	3	3	3	3	15
3	4	5	5	5	5	24
4	5	5	5	5	5	25
5	5	5	5	5	5	25
6	5	4	4	5	5	23
7	5	4	4	5	4	22

8	2	2	3	4	3	14
9	3	4	3	4	4	18
10	3	4	4	5	5	21
11	5	5	5	5	5	25
12	2	2	1	3	2	10
13	3	4	4	5	5	21
14	3	4	3	2	4	16
15	1	2	1	1	1	6
16	5	5	5	4	4	23
17	5	5	5	5	5	25
18	3	3	3	3	3	15
19	5	5	5	4	5	24
20	5	5	5	5	5	25
21	5	4	4	4	5	22
22	2	2	2	3	3	12
23	3	4	4	3	4	18
24	3	4	4	4	5	20
25	4	4	5	4	5	22
26	3	4	4	4	3	18
27	4	3	5	5	3	20
28	5	5	5	5	5	25
29	5	5	3	5	5	23
30	3	4	4	4	3	18



Lampiran 04. Hasil Uji Instrumen

1. Hasil Uji Validitas Sampel Kecil (30)

Variabel Kualitas Produk (X₁)

Correlations							
		X1.1	X1.2	X1.3	X1.4	X1.5	TOTAL. X1
X1.1	Pearson Correlation	1	.481**	.885**	.857**	.837**	.922**
	Sig. (2-tailed)		.007	.000	.000	.000	.000
	N	30	30	30	30	30	30
X1.2	Pearson Correlation	.481**	1	.672**	.396*	.524**	.678**
	Sig. (2-tailed)	.007		.000	.030	.003	.000
	N	30	30	30	30	30	30
X1.3	Pearson Correlation	.885**	.672**	1	.868**	.896**	.976**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30
X1.4	Pearson Correlation	.857**	.396*	.868**	1	.899**	.913**
	Sig. (2-tailed)	.000	.030	.000		.000	.000
	N	30	30	30	30	30	30
X1.5	Pearson Correlation	.837**	.524**	.896**	.899**	1	.940**
	Sig. (2-tailed)	.000	.003	.000	.000		.000
	N	30	30	30	30	30	30
TOTAL. X1	Pearson Correlation	.922**	.678**	.976**	.913**	.940**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	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).							

Variabel Citra Merek (X₂)

Correlations							
		X2.1	X2.2	X2.3	X2.4	X2.5	TOTAL. X2
X2.1	Pearson Correlation	1	.744**	.657**	.835**	.637**	.860**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30
X2.2	Pearson Correlation	.744**	1	.778**	.847**	.777**	.927**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30
X2.3	Pearson Correlation	.657**	.778**	1	.745**	.835**	.900**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30
X2.4	Pearson Correlation	.835**	.847**	.745**	1	.659**	.913**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30
X2.5	Pearson Correlation	.637**	.777**	.835**	.659**	1	.876**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30
TOTAL. X2	Pearson Correlation	.860**	.927**	.900**	.913**	.876**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

Variabel Keputusan Pembelian (Y)

Correlations							
		Y1	Y2	Y3	Y4	Y5	TOTAL. Y
Y1	Pearson Correlation	1	.818**	.789**	.730**	.765**	.918**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30
Y2	Pearson Correlation	.818**	1	.793**	.634**	.815**	.902**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	30	30	30	30	30	30
Y3	Pearson Correlation	.789**	.793**	1	.742**	.752**	.910**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30
Y4	Pearson Correlation	.730**	.634**	.742**	1	.732**	.853**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30
Y5	Pearson Correlation	.765**	.815**	.752**	.732**	1	.904**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30
TOTAL.Y	Pearson Correlation	.918**	.902**	.910**	.853**	.904**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

2. Hasil Uji Reliabilitas Sampel Kecil (30)

Variabel Kualitas Produk (X₁)

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
.935	5

Variabel Citra Merek (X₂)

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
.938	5

Variabel Keputusan Pembelian (Y)

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
.939	5



Lampiran 05. Tabulasi Data 75 Responden

TABULASI DATA KESELURUHAN

NO. RES	KUALITAS PRODUK (X1)						CITRA MEREK (X2)					
	X1.1	X1.2	X1.3	X1.4	X1.5	TOTAL X1	X2.1	X2.2	X2.3	X2.4	X2.5	TOTAL X2
1	5	4	5	4	5	23	3	4	2	3	4	16
2	3	3	3	3	3	15	2	3	3	3	3	14
3	5	5	5	4	5	24	5	5	5	5	5	25
4	5	5	5	5	5	25	5	5	4	4	5	23
5	5	5	5	4	5	24	5	5	5	5	5	25
6	5	4	5	5	5	24	5	5	4	5	5	24
7	5	4	5	5	4	23	5	4	5	5	4	23
8	2	1	2	3	3	11	3	2	2	2	3	12
9	4	4	4	5	5	22	5	5	3	5	2	20
10	4	4	5	5	5	23	4	4	4	4	4	20
11	5	5	5	5	5	25	5	5	4	5	5	24
12	2	3	2	2	2	11	2	2	1	2	1	8
13	4	4	5	5	5	23	4	4	4	4	4	20
14	3	5	4	4	4	20	4	5	3	5	4	21
15	1	5	2	1	1	10	2	1	1	1	2	7
16	4	4	5	5	5	23	5	5	5	5	5	25
17	4	4	5	5	5	23	4	5	4	3	5	21
18	2	3	2	3	3	13	3	2	2	2	2	11

19	4	4	4	4	4	20	4	4	4	5	5	22
20	5	5	5	5	5	25	5	5	5	5	5	25
21	4	5	5	4	5	23	5	4	4	4	5	22
22	2	3	2	2	3	12	3	2	2	2	2	11
23	4	3	3	4	4	18	3	4	4	4	3	18
24	4	4	5	4	4	21	3	5	4	4	4	20
25	4	4	4	4	4	20	4	4	5	5	5	23
26	4	2	3	4	3	16	3	3	3	3	3	15
27	2	4	3	3	4	16	2	4	5	2	5	18
28	5	5	5	5	5	25	5	5	5	5	5	25
29	4	5	5	5	5	24	4	5	4	5	5	23
30	2	3	2	2	2	11	3	3	3	3	3	15
31	4	4	4	4	5	21	4	4	4	5	4	21
32	3	5	5	5	5	23	5	5	5	4	4	23
33	4	4	4	4	4	20	4	4	5	5	5	23
34	4	3	3	3	3	16	4	3	2	2	2	13
35	4	4	4	4	4	20	5	4	4	5	5	23
36	2	2	2	2	2	10	2	2	2	2	2	10
37	4	4	4	4	4	20	4	4	5	5	5	23
38	5	5	5	5	5	25	5	5	5	5	5	25
39	3	3	3	3	3	15	3	3	3	3	3	15
40	5	5	5	4	4	23	5	5	5	5	5	25
41	4	4	4	4	4	20	4	4	4	5	5	22
42	3	3	3	3	3	15	2	2	3	3	2	12

43	5	5	5	4	5	24	5	4	4	4	4	21
44	2	3	3	2	3	13	2	2	3	2	3	12
45	5	5	5	4	5	24	5	4	4	4	4	21
46	3	4	4	4	4	19	4	3	3	4	4	18
47	4	4	4	4	4	20	4	5	5	4	4	22
48	3	1	3	3	3	13	4	1	1	3	3	12
49	5	5	5	5	4	24	5	5	5	5	5	25
50	4	4	4	4	4	20	4	4	4	4	4	20
51	5	5	5	5	5	25	5	5	5	5	5	25
52	4	3	4	4	4	19	4	4	5	4	4	21
53	4	4	4	4	4	20	4	4	4	4	4	20
54	4	4	4	4	4	20	4	4	5	5	5	23
55	5	5	5	5	5	25	4	5	5	5	5	24
56	4	4	4	5	5	22	4	4	5	5	5	23
57	3	2	3	2	2	12	2	2	2	2	2	10
58	4	5	5	5	5	24	5	5	5	5	5	25
59	3	3	3	2	3	14	2	3	3	3	3	14
60	5	5	5	5	5	25	5	5	5	4	5	24
61	4	4	4	4	4	20	4	4	4	5	5	22
62	4	4	4	4	4	20	4	4	4	4	4	20
63	3	4	3	3	3	16	3	4	3	3	3	16
64	2	3	2	2	2	11	3	1	2	2	3	11
65	4	2	2	3	3	14	2	3	3	3	3	14
66	5	5	5	5	5	25	4	5	5	5	5	24

67	4	4	4	4	4	20	4	4	5	5	5	23
68	5	5	5	5	5	25	5	5	5	5	5	25
69	4	4	4	5	5	22	5	5	5	4	4	23
70	5	5	5	5	5	25	5	5	5	4	5	24
71	5	5	5	5	5	25	5	5	5	5	5	25
72	5	5	5	4	5	24	5	5	5	5	5	25
73	5	5	5	5	5	25	5	5	5	5	5	25
74	5	5	5	4	5	24	5	5	5	5	5	25
75	5	5	5	5	5	25	4	3	5	4	5	21

NO. RES	KEPUTUSAN PEMBELIAN (Y)					
	Y1	Y2	Y3	Y4	Y5	TOTAL Y
1	5	4	5	5	5	24
2	3	3	3	3	3	15
3	4	5	5	5	5	24
4	5	5	5	5	5	25
5	5	5	5	5	5	25
6	5	4	4	5	5	23
7	5	4	4	5	4	22
8	2	2	3	4	3	14
9	3	4	3	4	4	18
10	3	4	4	5	5	21
11	5	5	5	5	5	25

12	2	2	1	3	2	10
13	3	4	4	5	5	21
14	3	4	3	2	4	16
15	1	2	1	1	1	6
16	5	5	5	4	4	23
17	5	5	5	5	5	25
18	3	3	3	3	3	15
19	5	5	5	4	5	24
20	5	5	5	5	5	25
21	5	4	4	4	5	22
22	2	2	2	3	3	12
23	3	4	4	3	4	18
24	3	4	4	4	5	20
25	4	4	5	4	5	22
26	3	4	4	4	3	18
27	4	3	5	5	3	20
28	5	5	5	5	5	25
29	5	5	3	5	5	23
30	3	4	4	4	3	18
31	5	5	5	5	5	25
32	4	5	5	4	5	23
33	4	4	5	4	5	22
34	3	2	3	2	3	13
35	5	5	5	5	5	25



36	2	2	2	2	2	10
37	5	4	4	4	4	21
38	5	5	4	5	5	24
39	3	3	2	3	3	14
40	5	4	4	4	5	22
41	4	5	5	5	5	24
42	3	3	3	3	3	15
43	4	4	4	4	4	20
44	2	3	4	2	2	13
45	5	5	5	4	5	24
46	2	3	2	3	3	13
47	4	4	4	3	3	18
48	3	2	3	4	3	15
49	5	5	5	5	5	25
50	4	4	4	4	4	20
51	5	5	5	5	5	25
52	3	4	4	2	4	17
53	4	4	4	4	5	21
54	5	5	5	5	5	25
55	4	4	4	5	5	22
56	5	4	5	5	5	24
57	2	2	3	2	2	11
58	5	5	5	4	5	24
59	3	3	3	2	2	13



60	4	5	5	5	5	24
61	5	5	5	4	5	24
62	4	4	4	4	4	20
63	3	3	3	3	3	15
64	3	3	2	2	3	13
65	3	3	3	3	3	15
66	5	5	5	5	5	25
67	4	4	4	5	5	22
68	5	5	5	5	5	25
69	4	5	4	3	4	20
70	5	5	5	5	5	25
71	5	5	5	5	5	25
72	5	5	5	5	5	25
73	5	5	5	5	5	25
74	5	5	5	5	5	25
75	5	5	5	5	5	25



Lampiran 06. Deskripsi Data Responden

Jenis Kelamin

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki Laki	26	34.7	34.7	34.7
	Perempuan	49	65.3	65.3	100.0
	Total	75	100.0	100.0	

Usia Responden

Usia					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Usia 16	3	4.0	4.0	4.0
	Usia 17	38	50.7	50.7	54.7
	Usia 18	13	17.3	17.3	72.0
	Usia 20	2	2.7	2.7	74.7
	Usia 21	9	12.0	12.0	86.7
	Usia 22	5	6.7	6.7	93.3
	Usia 23	1	1.3	1.3	94.7
	Usia 25	1	1.3	1.3	96.0
	Usia 30	1	1.3	1.3	97.3
	Usia 36	1	1.3	1.3	98.7
	Usia 56	1	1.3	1.3	100.0
	Total	75	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	%
X1.1	25	33,3	30	40,0	10	13,3	9	12,0	1	1,3	75	100
X1.2	28	37,3	28	37,3	13	17,3	4	5,3	2	2,7	75	100
X1.3	34	45,3	20	26,7	12	16,0	9	12,0	0	0	75	100
X1.4	27	36,0	29	38,7	10	13,3	8	10,7	1	1,3	75	100
X1.5	34	45,3	22	29,3	13	17,3	5	6,7	1	1,3	75	100

Distribusi Jawaban Responden Terhadap Citra Merek (X₂)

Pernyataan	SS		S		N		TS		STS		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
X2.1	28	37,3	26	34,7	11	14,7	10	13,3	0	0	75	100
X2.2	30	40,0	25	33,3	9	12,0	8	10,7	3	4,0	75	100
X2.3	32	42,7	20	26,7	12	16,0	8	10,7	3	4,0	75	100
X2.4	34	45,3	19	25,3	11	14,7	10	13,3	1	1,3	75	100
X2.5	37	49,3	17	22,7	12	16,3	8	10,7	1	1,3	75	100

Distribusi Jawaban Responden Terhadap Keputusan Pembelian (Y)

Pernyataan	SS		S		N		TS		STS		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Y 1	33	44,0	15	20,0	19	25,3	7	9,3	1	1,3	75	100
Y 2	31	41,3	25	33,3	11	14,7	8	10,7	0	0	75	100
Y 3	33	44,0	22	29,3	13	17,3	5	6,7	2	2,7	75	100
Y 4	33	44,0	21	28,0	12	16,0	8	10,7	1	1,3	75	100
Y 5	42	56,0	11	14,7	16	21,3	5	6,7	1	1,3	75	100

Lampiran . Hasil Uji Instrumen

1. Hasil Uji Validitas Sampel Besar (75)

Variabel Kualitas Produk (X₁)

Correlations							
		X1.1	X1.2	X1.3	X1.4	X1.5	TOTAL. X1
X1.1	Pearson Correlation	1	.623**	.860**	.811**	.810**	.901**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	75	75	75	75	75	75
X1.2	Pearson Correlation	.623**	1	.791**	.628**	.705**	.820**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	75	75	75	75	75	75
X1.3	Pearson Correlation	.860**	.791**	1	.866**	.900**	.969**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	75	75	75	75	75	75
X1.4	Pearson Correlation	.811**	.628**	.866**	1	.904**	.923**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	75	75	75	75	75	75
X1.5	Pearson Correlation	.810**	.705**	.900**	.904**	1	.947**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	75	75	75	75	75	75
TOTAL. X1	Pearson Correlation	.901**	.820**	.969**	.923**	.947**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	75	75	75	75	75	75

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

Variabel Citra Merek (X₂)

Correlations							
		X2.1	X2.2	X2.3	X2.4	X2.5	TOTAL. X2
X2.1	Pearson Correlation	1	.750**	.676**	.778**	.705**	.858**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	75	75	75	75	75	75
X2.2	Pearson Correlation	.750**	1	.816**	.803**	.762**	.915**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	75	75	75	75	75	75
X2.3	Pearson Correlation	.676**	.816**	1	.794**	.849**	.918**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	75	75	75	75	75	75
X2.4	Pearson Correlation	.778**	.803**	.794**	1	.796**	.922**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	75	75	75	75	75	75
X2.5	Pearson Correlation	.705**	.762**	.849**	.796**	1	.910**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	75	75	75	75	75	75
TOTAL. X2	Pearson Correlation	.858**	.915**	.918**	.922**	.910**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	75	75	75	75	75	75

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

Variabel Keputusan Pembelian (Y)

Correlations							
		Y1	Y2	Y3	Y4	Y5	TOTAL. Y
Y1	Pearson Correlation	1	.842**	.813**	.767**	.824**	.927**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	75	75	75	75	75	75
Y2	Pearson Correlation	.842**	1	.837**	.714**	.851**	.924**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	75	75	75	75	75	75
Y3	Pearson Correlation	.813**	.837**	1	.741**	.799**	.914**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	75	75	75	75	75	75
Y4	Pearson Correlation	.767**	.714**	.741**	1	.816**	.883**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	75	75	75	75	75	75
Y5	Pearson Correlation	.824**	.851**	.799**	.816**	1	.936**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	75	75	75	75	75	75
TOTAL. Y	Pearson Correlation	.927**	.924**	.914**	.883**	.936**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	75	75	75	75	75	75

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

2. Hasil Uji Reliabilitas Sampel Besar (75)

Variabel Kualitas Produk (X₁)

Case Processing Summary			
		N	%
Cases	Valid	75	100.0
	Excluded ^a	0	.0
	Total	75	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.950	5

Variabel Citra Merek (X₂)

Case Processing Summary			
		N	%
Cases	Valid	75	100.0
	Excluded ^a	0	.0
	Total	75	100.0

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

Reliability Statistics	
Cronbach's Alpha	N of Items
.944	5

Variabel Keputusan Pembelian (Y)

Case Processing Summary			
		N	%
Cases	Valid	75	100.0
	Excluded ^a	0	.0
	Total	75	100.0

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

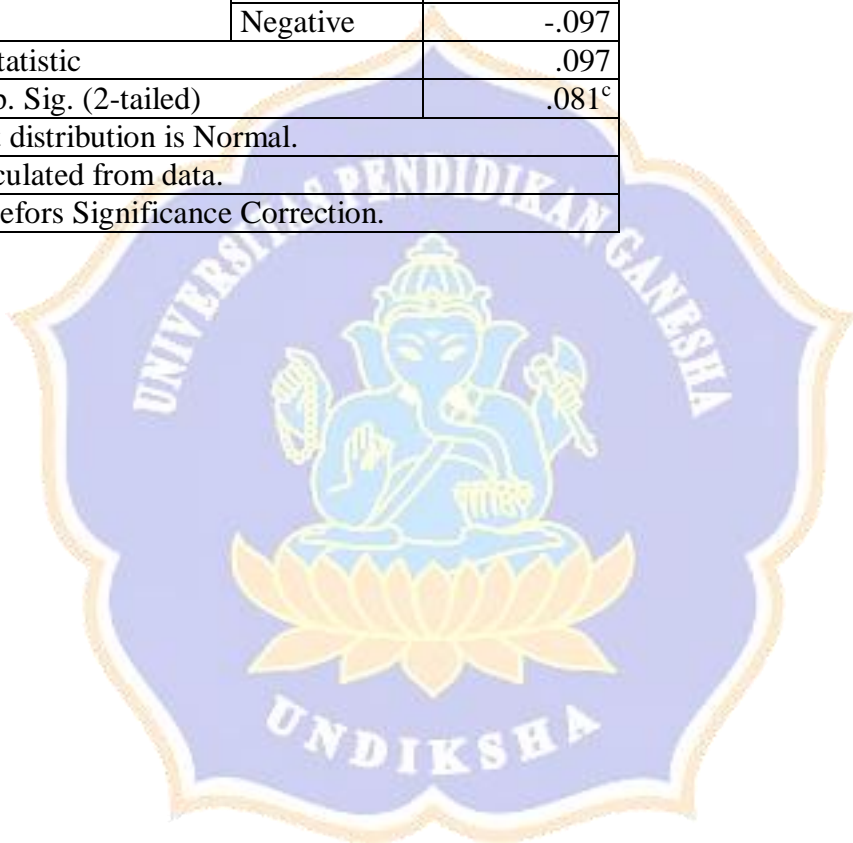
Reliability Statistics	
Cronbach's Alpha	N of Items
.952	5



Lampiran 07. Hasil Uji Klasik

1. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		75
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.95137683
Most Extreme Differences	Absolute	.097
	Positive	.095
	Negative	-.097
Test Statistic		.097
Asymp. Sig. (2-tailed)		.081 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		



2. Hasil Uji Multikolinieritas

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.800	1.012		1.779	.080		
	Kualitas Produk	.363	.127	.350	2.850	.006	.149	6.730
	Citra Merek	.561	.118	.584	4.757	.000	.149	6.730

a. Dependent Variable: Keputusan Pembelian

3. Hasil Uji Heteroskedastisitas

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.346	.681		3.443	.001
	Kualitas Produk	-.015	.086	-.054	-.178	.859
	Citra Merek	-.031	.079	-.119	-.394	.695

a. Dependent Variable: Abs_Res

Lampiran 08. Hasil Uji Hipotesis

1. Hasil Uji Regresi Linear Berganda

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.800	1.012		1.779	.080
	Kualitas Produk	.363	.127	.350	2.850	.006
	Citra Merek	.561	.118	.584	4.757	.000

a. Dependent Variable: Keputusan Pembelian

2. Hasil Uji F (Simultan)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1468.884	2	734.442	187.662	.000 ^b
	Residual	281.782	72	3.914		
	Total	1750.667	74			

a. Dependent Variable: Keputusan Pembelian
b. Predictors: (Constant), Citra Merek, Kualitas Produk

3. Uji t (Parsial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.800	1.012		1.779	.080
	Kualitas Produk	.363	.127	.350	2.850	.006
	Citra Merek	.561	.118	.584	4.757	.000

a. Dependent Variable: Keputusan Pembelian

4. Koefisien Determinasi (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.916 ^a	.839	.835	1.978

a. Predictors: (Constant), Citra Merek, Kualitas Produk

