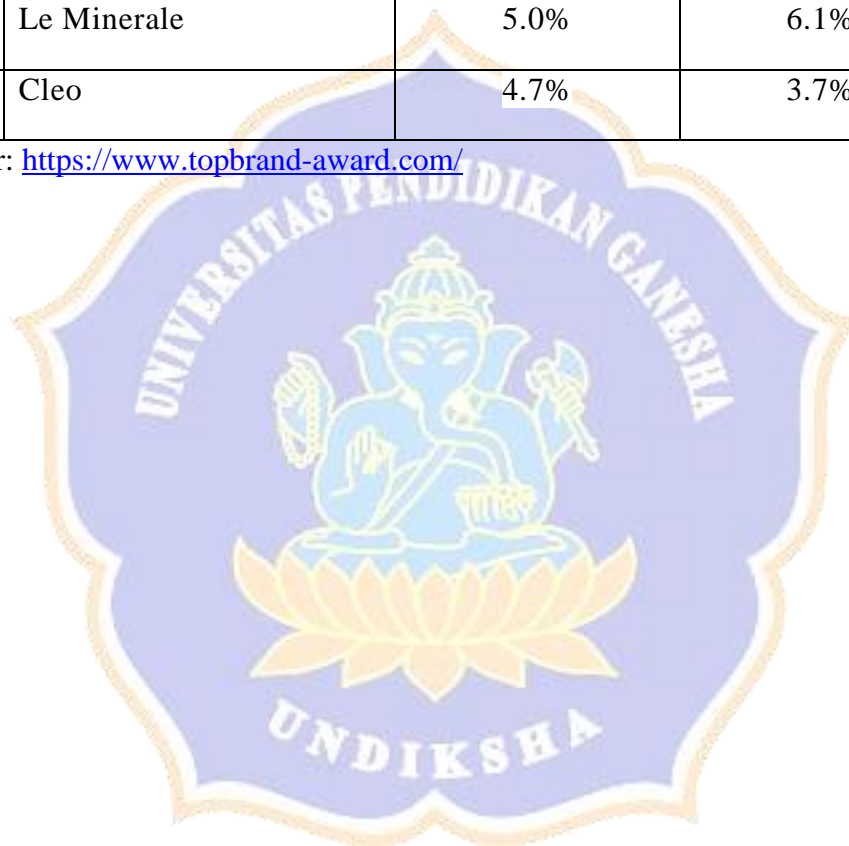


LAMPIRAN**Lampiran 01. Ranking Top Brand Perusahaan Air Minum Dalam Kemasan**

No.	Nama Perusahaan	2019	2020
1	AQUA	61.0%	61.5%
2	Ades	6.0%	7.8%
3	Club	5.1%	6.6%
4	Le Minerale	5.0%	6.1%
5	Cleo	4.7%	3.7%

Sumber: <https://www.topbrand-award.com/>



Lampiran 02. Kusioner Penelitian**KUESIONER PENELITIAN
UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS EKONOMI
JURUSAN MANAJEMEN**

Kepada

Yth. Saudara/i

Hal : Pengisian Kusioner

Dengan Hormat,

Dalam rangka menyelesaikan studi di Undiksha pada Jurusan Manajemen, dengan ini saya mengadakan penelitian yang berjudul “Pengaruh Kualitas Produk dan Citra Merek Terhadap Keputusan Pembelian Produk Air Kemasan Cleo Pada Mahasiswa Jurusan Manajemen.”

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

Singaraja, 13 Januari 2022
Peneliti

Gede Bagus Pradnya Sanjaya
NIM 1817041204

A. Identitas Responden

(Beri tanda ✓ pada kotak jawaban)

1. Nama :
2. Jurusan :
3. Semester :
4. Usia : tahun
5. Jenis Kelamin : Laki-laki Perempuan

B. Petunjuk Pengisian Kuesioner

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

Keterangan:

SS : Sangat Setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS: Sangat Tidak Setuju

C. Draft Pernyataan

Citra Merek

No	Pernyataan Citra Merek	SS	S	N	TS	STS
		5	4	3	2	1
1	Air Mineral Cleo memiliki, nama, logo dan simbol yang mudah diingat konsumen					
2	Air Mineral Cleo memiliki desain kemasan yang menarik sehingga mudah dikenali					
3	Air Mineral Cleo memiliki reputasi yang baik dikalangan masyarakat					

Kualitas Produk

No	Pernyataan Kualitas Produk	SS	S	N	TS	STS
		5	4	3	2	1
1	Air Mineral Cleo memiliki kinerja yang sesuai dengan manfaat yang diharapkan konsumen					
2	Air Mineral Cleo memiliki kualitas yang sesuai dengan yang diharapkan konsumen					
3	Air Mineral Cleo memiliki warna kemasan yang lebih menarik dibandingkan merek lainnya					
4	Air Mineral Cleo sudah memiliki ijin edar BPOM					
5	Air Mineral Cleo tidak mudah rusak sebelum masa kadaluarsa					
6	Air Mineral Cleo memiliki citra yang baik karena terbuat dari bahan-bahan yang aman dikonsumsi					

Keputusan Pembelian

No	Pernyataan Keputusan Pembelian	SS	S	N	TS	STS
		5	4	3	2	1
1	Air Mineral Cleo merupakan produk yang berkualitas sehingga menumbuhkan kepercayaan saya sebagai konsumen.					
2	Saya membeli Air Mineral Cleo karena memberikan manfaat lebih dibandingkan dengan produk lainnya.					
3	Saya merasa puas dengan Air Mineral Cleo sehingga saya akan merekomendasikan kepada pihak lain.					
4	Setelah mengkonsumsi dan mendapatkan manfaat Air Mineral Cleo, saya akan melakukan pembelian ulang setelah produk habis.					

Lampiran 03. Data Penelitian

1. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Citra Merek

Data Ordinal

No. Responden	X1.1	X1.2	X1.3	Total X1
1	5	4	4	13
2	4	4	4	12
3	3	4	4	11
4	4	4	5	13
5	3	4	4	11
6	3	3	4	10
7	4	4	4	12
8	4	4	4	12
9	3	3	4	10
10	4	4	4	12
11	4	4	4	12
12	4	4	4	12
13	5	5	5	15
14	4	3	3	10
15	4	4	4	12
16	4	4	4	12
17	5	5	5	15
18	5	5	5	15
19	4	4	4	12
20	4	3	3	10
21	4	4	3	11
22	5	5	5	15
23	4	4	4	12
24	4	4	4	12
25	4	5	4	13
26	4	4	4	12
27	4	4	4	12
28	4	4	3	11
29	3	4	3	10
30	4	3	3	10

Data Interval

No. Responden	X1.1	X1.2	X1.3	Total X1
1	3.998	2.499	2.447	8.945
2	2.499	2.499	2.447	7.446
3	1.000	2.499	2.447	5.946
4	2.499	2.499	3.899	8.897
5	1.000	2.499	2.447	5.946
6	1.000	1.000	2.447	4.447
7	2.499	2.499	2.447	7.446
8	2.499	2.499	2.447	7.446
9	1.000	1.000	2.447	4.447
10	2.499	2.499	2.447	7.446
11	2.499	2.499	2.447	7.446
12	2.499	2.499	2.447	7.446
13	3.998	3.998	3.899	11.895
14	2.499	1.000	1.000	4.499
15	2.499	2.499	2.447	7.446
16	2.499	2.499	2.447	7.446
17	3.998	3.998	3.899	11.895
18	3.998	3.998	3.899	11.895
19	2.499	2.499	2.447	7.446
20	2.499	1.000	1.000	4.499
21	2.499	2.499	1.000	5.998
22	3.998	3.998	3.899	11.895
23	2.499	2.499	2.447	7.446
24	2.499	2.499	2.447	7.446
25	2.499	3.998	2.447	8.945
26	2.499	2.499	2.447	7.446
27	2.499	2.499	2.447	7.446
28	2.499	2.499	1.000	5.998
29	1.000	2.499	1.000	4.499
30	2.499	1.000	1.000	4.499

2. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Kualitas Produk

Data Ordinal

No. Responden	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Total X2
1	5	4	5	5	5	5	29
2	3	3	4	3	3	3	19
3	4	4	4	4	4	4	24
4	4	4	4	4	4	4	24
5	4	4	4	4	4	4	24
6	4	3	3	4	3	3	20
7	4	5	4	4	5	4	26
8	3	4	3	3	4	3	20
9	4	4	4	4	4	4	24
10	4	4	4	4	4	4	24
11	4	4	4	4	4	4	24
12	4	4	4	4	5	4	25
13	4	4	4	4	3	4	23
14	3	3	4	3	3	4	20
15	5	4	4	5	4	5	27
16	3	3	4	3	3	4	20
17	4	4	4	4	4	4	24
18	4	4	4	4	4	4	24
19	4	4	4	4	4	4	24
20	4	4	4	4	4	4	24
21	4	5	5	5	5	5	29
22	4	4	4	4	4	4	24
23	4	4	4	4	4	4	24
24	4	4	4	4	4	4	24
25	4	5	5	4	5	5	28
26	4	4	4	4	4	4	24
27	4	4	4	4	4	4	24
28	4	3	4	3	4	4	22
29	4	4	4	4	4	4	24
30	3	4	3	4	4	3	21

Data Interval

No. Responden	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Total X2
1	4.439	2.600	4.510	4.254	3.998	4.229	24.031
2	1.000	1.000	2.755	1.000	1.000	1.000	7.755
3	2.656	2.600	2.755	2.600	2.499	2.615	15.726
4	2.656	2.600	2.755	2.600	2.499	2.615	15.726
5	2.656	2.600	2.755	2.600	2.499	2.615	15.726
6	2.656	1.000	1.000	2.600	1.000	1.000	9.257
7	2.656	4.254	2.755	2.600	3.998	2.615	18.879
8	1.000	2.600	1.000	1.000	2.499	1.000	9.100
9	2.656	2.600	2.755	2.600	2.499	2.615	15.726
10	2.656	2.600	2.755	2.600	2.499	2.615	15.726
11	2.656	2.600	2.755	2.600	2.499	2.615	15.726
12	2.656	2.600	2.755	2.600	3.998	2.615	17.225
13	2.656	2.600	2.755	2.600	1.000	2.615	14.227
14	1.000	1.000	2.755	1.000	1.000	2.615	9.370
15	4.439	2.600	2.755	4.254	2.499	4.229	20.776
16	1.000	1.000	2.755	1.000	1.000	2.615	9.370
17	2.656	2.600	2.755	2.600	2.499	2.615	15.726
18	2.656	2.600	2.755	2.600	2.499	2.615	15.726
19	2.656	2.600	2.755	2.600	2.499	2.615	15.726
20	2.656	2.600	2.755	2.600	2.499	2.615	15.726
21	2.656	4.254	4.510	4.254	3.998	4.229	23.902
22	2.656	2.600	2.755	2.600	2.499	2.615	15.726
23	2.656	2.600	2.755	2.600	2.499	2.615	15.726
24	2.656	2.600	2.755	2.600	2.499	2.615	15.726
25	2.656	4.254	4.510	2.600	3.998	4.229	22.248
26	2.656	2.600	2.755	2.600	2.499	2.615	15.726
27	2.656	2.600	2.755	2.600	2.499	2.615	15.726
28	2.656	1.000	2.755	1.000	2.499	2.615	12.525
29	2.656	2.600	2.755	2.600	2.499	2.615	15.726
30	1.000	2.600	1.000	2.600	2.499	1.000	10.700

3. Hasil Kuesioner Untuk Uji Validitas dan Reliabilitas Variabel Keputusan Pembelian

Data Ordinal

No. Responden	Y1	Y2	Y3	Y4	Total Y
1	5	5	4	5	19
2	4	4	4	4	16
3	4	4	4	4	16
4	3	4	3	4	14
5	4	4	4	4	16
6	4	4	4	4	16
7	4	3	4	3	14
8	4	4	4	4	16
9	4	4	4	4	16
10	4	4	4	4	16
11	4	4	4	4	16
12	4	4	4	4	16
13	4	4	4	4	16
14	3	4	3	4	14
15	4	4	4	4	16
16	4	4	4	4	16
17	4	4	4	4	16
18	4	3	4	3	14
19	4	4	4	4	16
20	5	5	5	5	20
21	4	4	4	4	16
22	5	4	4	4	17
23	4	4	4	4	16
24	4	4	4	4	16
25	5	4	5	4	18
26	4	4	4	4	16
27	3	4	3	4	14
28	4	3	4	4	15
29	4	3	4	3	14
30	4	4	3	4	15

Data Interval

No. Responden	Y1	Y2	Y3	Y4	Total Y
1	4.370	4.554	2.722	4.695	16.340
2	2.703	2.722	2.722	2.810	10.958
3	2.703	2.722	2.722	2.810	10.958
4	1.000	2.722	1.000	2.810	7.532
5	2.703	2.722	2.722	2.810	10.958
6	2.703	2.722	2.722	2.810	10.958
7	2.703	1.000	2.722	1.000	7.425
8	2.703	2.722	2.722	2.810	10.958
9	2.703	2.722	2.722	2.810	10.958
10	2.703	2.722	2.722	2.810	10.958
11	2.703	2.722	2.722	2.810	10.958
12	2.703	2.722	2.722	2.810	10.958
13	2.703	2.722	2.722	2.810	10.958
14	1.000	2.722	1.000	2.810	7.532
15	2.703	2.722	2.722	2.810	10.958
16	2.703	2.722	2.722	2.810	10.958
17	2.703	2.722	2.722	2.810	10.958
18	2.703	1.000	2.722	1.000	7.425
19	2.703	2.722	2.722	2.810	10.958
20	4.370	4.554	4.554	4.695	18.172
21	2.703	2.722	2.722	2.810	10.958
22	4.370	2.722	2.722	2.810	12.624
23	2.703	2.722	2.722	2.810	10.958
24	2.703	2.722	2.722	2.810	10.958
25	4.370	2.722	4.554	2.810	14.456
26	2.703	2.722	2.722	2.810	10.958
27	1.000	2.722	1.000	2.810	7.532
28	2.703	1.000	2.722	2.810	9.236
29	2.703	1.000	2.722	1.000	7.425
30	2.703	2.722	1.000	2.810	9.236

4. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Citra Merek

Data Ordinal

No. Responden	X1.1	X1.2	X1.3	Total X1
1	5	4	4	13
2	4	4	4	12
3	5	5	5	15
4	4	3	4	11
5	3	4	3	10
6	4	4	4	12
7	5	5	5	15
8	3	3	4	10
9	4	4	4	12
10	4	3	4	11
11	4	4	4	12
12	4	4	4	12
13	4	3	4	11
14	5	5	5	15
15	4	4	4	12
16	4	4	3	11
17	4	3	4	11
18	4	4	4	12
19	3	3	4	10
20	4	3	4	11
21	4	4	4	12
22	4	4	4	12
23	3	4	4	11
24	4	4	4	12
25	5	4	5	14
26	4	4	4	12
27	4	4	4	12
28	4	4	4	12
29	3	4	3	10
30	4	3	4	11
31	5	5	5	15
32	4	3	4	11
33	5	5	5	15
34	3	4	3	10
35	4	3	3	10
36	3	4	4	11
37	3	4	3	10
38	5	5	5	15
39	3	4	3	10
40	4	4	4	12
41	3	3	3	9
42	4	4	3	11

No. Responden	X1.1	X1.2	X1.3	Total X1
43	4	4	4	12
44	4	4	4	12
45	5	4	5	14
46	4	4	4	12
47	4	3	3	10
48	3	3	4	10
49	3	3	3	9
50	4	4	4	12
51	4	4	4	12
52	4	3	4	11
53	3	4	3	10
54	5	5	4	14
55	4	4	4	12
56	4	4	4	12
57	4	4	4	12
58	3	3	4	10
59	4	4	4	12
60	4	3	4	11
61	4	4	4	12
62	4	3	3	10
63	3	3	4	10
64	4	3	3	10
65	4	4	4	12
66	4	4	4	12
67	3	4	3	10
68	4	4	4	12
69	5	5	5	15
70	5	5	5	15
71	3	3	4	10
72	4	3	4	11
73	3	3	4	10
74	3	4	4	11
75	3	4	4	11
76	4	4	4	12
77	4	5	4	13
78	4	4	4	12
79	5	5	5	15
80	4	4	4	12
81	4	4	4	12
82	3	4	3	10
83	4	4	3	11
84	3	4	3	10
85	4	3	3	10
86	4	4	4	12
87	5	5	5	15

No. Responden	X1.1	X1.2	X1.3	Total X1
88	4	3	4	11
89	4	3	4	11
90	3	4	3	10
91	3	4	4	11
92	4	4	4	12
93	3	4	3	10
94	4	5	5	14
95	4	3	4	11
96	4	4	4	12
97	4	3	3	10
98	4	4	4	12
99	3	3	4	10
100	4	4	4	12



Data Interval

No. Responden	X1.1	X1.2	X1.3	Total X1
1	3.837	2.406	2.476	8.719
2	2.417	2.406	2.476	7.299
3	3.837	3.808	3.973	11.618
4	2.417	1.000	2.476	5.893
5	1.000	2.406	1.000	4.406
6	2.417	2.406	2.476	7.299
7	3.837	3.808	3.973	11.618
8	1.000	1.000	2.476	4.476
9	2.417	2.406	2.476	7.299
10	2.417	1.000	2.476	5.893
11	2.417	2.406	2.476	7.299
12	2.417	2.406	2.476	7.299
13	2.417	1.000	2.476	5.893
14	3.837	3.808	3.973	11.618
15	2.417	2.406	2.476	7.299
16	2.417	2.406	1.000	5.823
17	2.417	1.000	2.476	5.893
18	2.417	2.406	2.476	7.299
19	1.000	1.000	2.476	4.476
20	2.417	1.000	2.476	5.893
21	2.417	2.406	2.476	7.299
22	2.417	2.406	2.476	7.299
23	1.000	2.406	2.476	5.882
24	2.417	2.406	2.476	7.299
25	3.837	2.406	3.973	10.216
26	2.417	2.406	2.476	7.299
27	2.417	2.406	2.476	7.299
28	2.417	2.406	2.476	7.299
29	1.000	2.406	1.000	4.406
30	2.417	1.000	2.476	5.893
31	3.837	3.808	3.973	11.618
32	2.417	1.000	2.476	5.893
33	3.837	3.808	3.973	11.618
34	1.000	2.406	1.000	4.406
35	2.417	1.000	1.000	4.417
36	1.000	2.406	2.476	5.882
37	1.000	2.406	1.000	4.406
38	3.837	3.808	3.973	11.618
39	1.000	2.406	1.000	4.406
40	2.417	2.406	2.476	7.299
41	1.000	1.000	1.000	3.000
42	2.417	2.406	1.000	5.823
43	2.417	2.406	2.476	7.299
44	2.417	2.406	2.476	7.299

No. Responden	X1.1	X1.2	X1.3	Total X1
45	3.837	2.406	3.973	10.216
46	2.417	2.406	2.476	7.299
47	2.417	1.000	1.000	4.417
48	1.000	1.000	2.476	4.476
49	1.000	1.000	1.000	3.000
50	2.417	2.406	2.476	7.299
51	2.417	2.406	2.476	7.299
52	2.417	1.000	2.476	5.893
53	1.000	2.406	1.000	4.406
54	3.837	3.808	2.476	10.121
55	2.417	2.406	2.476	7.299
56	2.417	2.406	2.476	7.299
57	2.417	2.406	2.476	7.299
58	1.000	1.000	2.476	4.476
59	2.417	2.406	2.476	7.299
60	2.417	1.000	2.476	5.893
61	2.417	2.406	2.476	7.299
62	2.417	1.000	1.000	4.417
63	1.000	1.000	2.476	4.476
64	2.417	1.000	1.000	4.417
65	2.417	2.406	2.476	7.299
66	2.417	2.406	2.476	7.299
67	1.000	2.406	1.000	4.406
68	2.417	2.406	2.476	7.299
69	3.837	3.808	3.973	11.618
70	3.837	3.808	3.973	11.618
71	1.000	1.000	2.476	4.476
72	2.417	1.000	2.476	5.893
73	1.000	1.000	2.476	4.476
74	1.000	2.406	2.476	5.882
75	1.000	2.406	2.476	5.882
76	2.417	2.406	2.476	7.299
77	2.417	3.808	2.476	8.701
78	2.417	2.406	2.476	7.299
79	3.837	3.808	3.973	11.618
80	2.417	2.406	2.476	7.299
81	2.417	2.406	2.476	7.299
82	1.000	2.406	1.000	4.406
83	2.417	2.406	1.000	5.823
84	1.000	2.406	1.000	4.406
85	2.417	1.000	1.000	4.417
86	2.417	2.406	2.476	7.299
87	3.837	3.808	3.973	11.618
88	2.417	1.000	2.476	5.893
89	2.417	1.000	2.476	5.893

No. Responden	X1.1	X1.2	X1.3	Total X1
90	1.000	2.406	1.000	4.406
91	1.000	2.406	2.476	5.882
92	2.417	2.406	2.476	7.299
93	1.000	2.406	1.000	4.406
94	2.417	3.808	3.973	10.198
95	2.417	1.000	2.476	5.893
96	2.417	2.406	2.476	7.299
97	2.417	1.000	1.000	4.417
98	2.417	2.406	2.476	7.299
99	1.000	1.000	2.476	4.476
100	2.417	2.406	2.476	7.299



5. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Kualitas Produk

Data Ordinal

No. Responden	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Total X2
1	4	5	4	5	4	5	27
2	4	4	4	3	4	3	22
3	5	5	5	5	5	5	30
4	4	3	3	4	3	4	21
5	4	4	4	3	4	3	22
6	4	5	4	5	4	5	27
7	5	5	5	5	5	5	30
8	4	3	3	4	3	4	21
9	4	3	4	3	4	3	21
10	4	4	4	3	4	3	22
11	4	5	5	4	5	4	27
12	4	4	4	3	4	3	22
13	4	4	4	3	4	3	22
14	5	5	5	5	5	5	30
15	4	4	4	3	4	3	22
16	4	3	3	4	3	4	21
17	4	4	4	3	4	3	22
18	4	4	4	3	4	3	22
19	5	4	4	5	4	5	27
20	4	4	5	4	5	4	26
21	5	5	5	5	5	5	30
22	5	5	4	5	4	5	28
23	4	4	4	3	4	3	22
24	5	5	5	5	5	5	30
25	5	4	5	5	5	5	29
26	4	3	3	4	3	4	21
27	5	5	5	4	5	4	28
28	4	4	3	4	3	4	22
29	4	4	3	4	3	4	22
30	4	3	3	3	3	3	19
31	5	5	4	4	4	4	26
32	4	3	3	4	3	4	21
33	4	4	4	5	4	5	26
34	4	3	4	4	3	4	22
35	4	5	4	5	4	4	26
36	5	5	4	5	4	5	28
37	4	3	3	4	3	4	21
38	5	5	5	5	5	5	30
39	5	4	4	4	4	4	25
40	5	5	5	5	5	5	30
41	4	3	3	4	3	4	21

No. Responden	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Total X2
42	5	5	4	5	4	5	28
43	5	4	4	4	4	4	25
44	4	5	4	4	4	4	25
45	5	5	5	4	5	5	29
46	4	4	5	4	4	4	25
47	4	3	3	4	3	4	21
48	4	4	4	4	4	4	24
49	4	3	3	4	3	4	21
50	4	4	4	5	4	4	25
51	4	4	4	4	4	4	24
52	4	3	3	4	3	4	21
53	4	4	4	4	4	4	24
54	5	4	5	5	5	5	29
55	4	3	3	4	3	4	21
56	4	4	5	4	5	4	26
57	5	5	5	5	5	5	30
58	4	3	3	4	3	4	21
59	4	4	4	4	4	4	24
60	4	3	3	4	3	4	21
61	5	5	4	5	4	5	28
62	4	3	3	4	3	4	21
63	3	4	4	3	4	3	21
64	4	4	4	4	4	4	24
65	5	5	5	4	5	4	28
66	5	5	5	5	5	5	30
67	4	3	3	4	3	4	21
68	4	4	4	4	4	4	24
69	5	5	5	5	5	5	30
70	5	4	5	5	5	5	29
71	4	4	4	4	4	4	24
72	4	4	4	4	4	4	24
73	4	3	3	4	3	4	21
74	4	4	4	4	4	4	24
75	3	4	4	3	4	3	21
76	5	4	5	5	5	5	29
77	5	5	4	5	4	5	28
78	4	3	3	4	3	4	21
79	5	4	5	5	5	5	29
80	4	4	4	4	4	4	24
81	5	4	5	5	5	5	29
82	4	3	3	4	3	4	21
83	3	4	4	3	4	3	21
84	4	4	4	4	4	4	24
85	4	4	4	4	4	4	24

No. Responden	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Total X2
86	4	4	4	4	4	4	24
87	5	5	5	4	5	5	29
88	4	4	4	4	4	4	24
89	5	4	5	4	5	5	28
90	4	4	4	4	4	4	24
91	4	3	3	4	4	4	22
92	5	5	5	4	5	4	28
93	3	4	4	3	4	3	21
94	5	5	4	5	4	4	27
95	4	4	4	4	4	4	24
96	4	4	4	4	4	4	24
97	3	4	4	3	4	3	21
98	4	5	4	5	4	4	26
99	4	3	4	3	4	3	21
100	5	5	4	5	4	5	28



Data Interval

No. Responden	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Total X2
1	2.645	3.501	2.292	3.648	2.305	3.669	18.058
2	2.645	2.240	2.292	1.000	2.305	1.000	11.481
3	4.160	3.501	3.593	3.648	3.617	3.669	22.188
4	2.645	1.000	1.000	2.310	1.000	2.323	10.278
5	2.645	2.240	2.292	1.000	2.305	1.000	11.481
6	2.645	3.501	2.292	3.648	2.305	3.669	18.058
7	4.160	3.501	3.593	3.648	3.617	3.669	22.188
8	2.645	1.000	1.000	2.310	1.000	2.323	10.278
9	2.645	1.000	2.292	1.000	2.305	1.000	10.241
10	2.645	2.240	2.292	1.000	2.305	1.000	11.481
11	2.645	3.501	3.593	2.310	3.617	2.323	17.989
12	2.645	2.240	2.292	1.000	2.305	1.000	11.481
13	2.645	2.240	2.292	1.000	2.305	1.000	11.481
14	4.160	3.501	3.593	3.648	3.617	3.669	22.188
15	2.645	2.240	2.292	1.000	2.305	1.000	11.481
16	2.645	1.000	1.000	2.310	1.000	2.323	10.278
17	2.645	2.240	2.292	1.000	2.305	1.000	11.481
18	2.645	2.240	2.292	1.000	2.305	1.000	11.481
19	4.160	2.240	2.292	3.648	2.305	3.669	18.313
20	2.645	2.240	3.593	2.310	3.617	2.323	16.728
21	4.160	3.501	3.593	3.648	3.617	3.669	22.188
22	4.160	3.501	2.292	3.648	2.305	3.669	19.574
23	2.645	2.240	2.292	1.000	2.305	1.000	11.481
24	4.160	3.501	3.593	3.648	3.617	3.669	22.188
25	4.160	2.240	3.593	3.648	3.617	3.669	20.927
26	2.645	1.000	1.000	2.310	1.000	2.323	10.278
27	4.160	3.501	3.593	2.310	3.617	2.323	19.504
28	2.645	2.240	1.000	2.310	1.000	2.323	11.518
29	2.645	2.240	1.000	2.310	1.000	2.323	11.518
30	2.645	1.000	1.000	1.000	1.000	1.000	7.645
31	4.160	3.501	2.292	2.310	2.305	2.323	16.890
32	2.645	1.000	1.000	2.310	1.000	2.323	10.278
33	2.645	2.240	2.292	3.648	2.305	3.669	16.798
34	2.645	1.000	2.292	2.310	1.000	2.323	11.570
35	2.645	3.501	2.292	3.648	2.305	2.323	16.713
36	4.160	3.501	2.292	3.648	2.305	3.669	19.574
37	2.645	1.000	1.000	2.310	1.000	2.323	10.278
38	4.160	3.501	3.593	3.648	3.617	3.669	22.188
39	4.160	2.240	2.292	2.310	2.305	2.323	15.630
40	4.160	3.501	3.593	3.648	3.617	3.669	22.188
41	2.645	1.000	1.000	2.310	1.000	2.323	10.278
42	4.160	3.501	2.292	3.648	2.305	3.669	19.574
43	4.160	2.240	2.292	2.310	2.305	2.323	15.630
44	2.645	3.501	2.292	2.310	2.305	2.323	15.375

No. Responden	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Total X2
45	4.160	3.501	3.593	2.310	3.617	3.669	20.850
46	2.645	2.240	3.593	2.310	2.305	2.323	15.416
47	2.645	1.000	1.000	2.310	1.000	2.323	10.278
48	2.645	2.240	2.292	2.310	2.305	2.323	14.114
49	2.645	1.000	1.000	2.310	1.000	2.323	10.278
50	2.645	2.240	2.292	3.648	2.305	2.323	15.452
51	2.645	2.240	2.292	2.310	2.305	2.323	14.114
52	2.645	1.000	1.000	2.310	1.000	2.323	10.278
53	2.645	2.240	2.292	2.310	2.305	2.323	14.114
54	4.160	2.240	3.593	3.648	3.617	3.669	20.927
55	2.645	1.000	1.000	2.310	1.000	2.323	10.278
56	2.645	2.240	3.593	2.310	3.617	2.323	16.728
57	4.160	3.501	3.593	3.648	3.617	3.669	22.188
58	2.645	1.000	1.000	2.310	1.000	2.323	10.278
59	2.645	2.240	2.292	2.310	2.305	2.323	14.114
60	2.645	1.000	1.000	2.310	1.000	2.323	10.278
61	4.160	3.501	2.292	3.648	2.305	3.669	19.574
62	2.645	1.000	1.000	2.310	1.000	2.323	10.278
63	1.000	2.240	2.292	1.000	2.305	1.000	9.836
64	2.645	2.240	2.292	2.310	2.305	2.323	14.114
65	4.160	3.501	3.593	2.310	3.617	2.323	19.504
66	4.160	3.501	3.593	3.648	3.617	3.669	22.188
67	2.645	1.000	1.000	2.310	1.000	2.323	10.278
68	2.645	2.240	2.292	2.310	2.305	2.323	14.114
69	4.160	3.501	3.593	3.648	3.617	3.669	22.188
70	4.160	2.240	3.593	3.648	3.617	3.669	20.927
71	2.645	2.240	2.292	2.310	2.305	2.323	14.114
72	2.645	2.240	2.292	2.310	2.305	2.323	14.114
73	2.645	1.000	1.000	2.310	1.000	2.323	10.278
74	2.645	2.240	2.292	2.310	2.305	2.323	14.114
75	1.000	2.240	2.292	1.000	2.305	1.000	9.836
76	4.160	2.240	3.593	3.648	3.617	3.669	20.927
77	4.160	3.501	2.292	3.648	2.305	3.669	19.574
78	2.645	1.000	1.000	2.310	1.000	2.323	10.278
79	4.160	2.240	3.593	3.648	3.617	3.669	20.927
80	2.645	2.240	2.292	2.310	2.305	2.323	14.114
81	4.160	2.240	3.593	3.648	3.617	3.669	20.927
82	2.645	1.000	1.000	2.310	1.000	2.323	10.278
83	1.000	2.240	2.292	1.000	2.305	1.000	9.836
84	2.645	2.240	2.292	2.310	2.305	2.323	14.114
85	2.645	2.240	2.292	2.310	2.305	2.323	14.114
86	2.645	2.240	2.292	2.310	2.305	2.323	14.114
87	4.160	3.501	3.593	2.310	3.617	3.669	20.850
88	2.645	2.240	2.292	2.310	2.305	2.323	14.114

No. Responden	X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Total X2
89	4.160	2.240	3.593	2.310	3.617	3.669	19.589
90	2.645	2.240	2.292	2.310	2.305	2.323	14.114
91	2.645	1.000	1.000	2.310	2.305	2.323	11.583
92	4.160	3.501	3.593	2.310	3.617	2.323	19.504
93	1.000	2.240	2.292	1.000	2.305	1.000	9.836
94	4.160	3.501	2.292	3.648	2.305	2.323	18.228
95	2.645	2.240	2.292	2.310	2.305	2.323	14.114
96	2.645	2.240	2.292	2.310	2.305	2.323	14.114
97	1.000	2.240	2.292	1.000	2.305	1.000	9.836
98	2.645	3.501	2.292	3.648	2.305	2.323	16.713
99	2.645	1.000	2.292	1.000	2.305	1.000	10.241
100	4.160	3.501	2.292	3.648	2.305	3.669	19.574



6. Hasil Kuesioner Untuk Analisis Regresi Linier Berganda Variabel Keputusan Pembelian

Data Ordinal

No. Responden	Y1	Y2	Y3	Y4	Total Y
1	5	4	5	4	18
2	4	3	4	3	14
3	5	5	5	4	19
4	3	4	3	4	14
5	4	4	3	3	14
6	4	3	4	4	15
7	5	4	5	5	19
8	4	3	4	3	14
9	4	4	3	4	15
10	3	4	3	4	14
11	4	5	4	5	18
12	4	5	4	4	17
13	4	3	3	4	14
14	4	5	5	5	19
15	4	4	4	4	16
16	4	3	3	4	14
17	3	4	3	4	14
18	4	4	4	4	16
19	4	4	3	4	15
20	4	4	4	4	16
21	4	4	4	4	16
22	4	4	4	4	16
23	3	4	4	3	14
24	4	4	4	4	16
25	5	5	4	5	19
26	4	3	3	4	14
27	4	4	4	4	16
28	4	3	4	3	14
29	3	4	3	4	14
30	3	4	4	3	14
31	5	4	4	4	17
32	4	4	3	3	14
33	5	4	4	4	17
34	4	4	4	4	16
35	4	3	4	4	15
36	4	4	4	4	16
37	4	3	3	4	14
38	5	4	4	4	17
39	4	4	4	3	15
40	4	5	5	4	18
41	3	3	4	4	14
42	4	4	4	4	16

No. Responden	Y1	Y2	Y3	Y4	Total Y
43	5	4	4	4	17
44	4	4	3	4	15
45	4	5	5	5	19
46	4	4	4	4	16
47	4	3	4	4	15
48	4	3	4	4	15
49	4	4	3	3	14
50	5	4	4	4	17
51	4	4	4	4	16
52	4	3	4	3	14
53	4	4	4	4	16
54	5	4	5	5	19
55	4	4	4	4	16
56	4	4	5	5	18
57	5	5	5	4	19
58	4	3	4	4	15
59	4	4	3	4	15
60	4	3	4	3	14
61	4	4	4	4	16
62	3	4	3	4	14
63	4	4	3	3	14
64	4	4	4	3	15
65	4	5	4	4	17
66	4	5	5	4	18
67	4	3	4	3	14
68	4	4	4	4	16
69	5	4	5	5	19
70	5	5	5	4	19
71	4	3	4	4	15
72	4	4	4	4	16
73	3	4	3	4	14
74	4	4	4	4	16
75	4	3	3	4	14
76	4	4	4	4	16
77	5	4	4	4	17
78	4	4	4	4	16
79	5	5	5	4	19
80	4	4	4	4	16
81	4	4	5	5	18
82	4	3	3	4	14
83	4	4	3	4	15
84	3	4	4	4	15
85	4	3	4	4	15
86	4	4	3	4	15
87	5	5	5	5	20

No. Responden	Y1	Y2	Y3	Y4	Total Y
88	3	4	3	4	14
89	4	4	4	4	16
90	4	4	4	4	16
91	3	4	3	3	13
92	5	5	4	4	18
93	3	4	3	3	13
94	5	5	4	4	18
95	4	4	4	4	16
96	4	5	5	4	18
97	4	4	3	4	15
98	4	4	5	5	18
99	4	4	4	4	16
100	5	4	4	4	17



Data Interval

No. Responden	Y1	Y2	Y3	Y4	Total Y
1	4.056	2.457	3.736	2.596	12.845
2	2.539	1.000	2.373	1.000	6.912
3	4.056	3.921	3.736	2.596	14.309
4	1.000	2.457	1.000	2.596	7.053
5	2.539	2.457	1.000	1.000	6.996
6	2.539	1.000	2.373	2.596	8.508
7	4.056	2.457	3.736	4.230	14.479
8	2.539	1.000	2.373	1.000	6.912
9	2.539	2.457	1.000	2.596	8.593
10	1.000	2.457	1.000	2.596	7.053
11	2.539	3.921	2.373	4.230	13.063
12	2.539	3.921	2.373	2.596	11.429
13	2.539	1.000	1.000	2.596	7.136
14	2.539	3.921	3.736	4.230	14.426
15	2.539	2.457	2.373	2.596	9.965
16	2.539	1.000	1.000	2.596	7.136
17	1.000	2.457	1.000	2.596	7.053
18	2.539	2.457	2.373	2.596	9.965
19	2.539	2.457	1.000	2.596	8.593
20	2.539	2.457	2.373	2.596	9.965
21	2.539	2.457	2.373	2.596	9.965
22	2.539	2.457	2.373	2.596	9.965
23	1.000	2.457	2.373	1.000	6.830
24	2.539	2.457	2.373	2.596	9.965
25	4.056	3.921	2.373	4.230	14.579
26	2.539	1.000	1.000	2.596	7.136
27	2.539	2.457	2.373	2.596	9.965
28	2.539	1.000	2.373	1.000	6.912
29	1.000	2.457	1.000	2.596	7.053
30	1.000	2.457	2.373	1.000	6.830
31	4.056	2.457	2.373	2.596	11.482
32	2.539	2.457	1.000	1.000	6.996
33	4.056	2.457	2.373	2.596	11.482
34	2.539	2.457	2.373	2.596	9.965
35	2.539	1.000	2.373	2.596	8.508
36	2.539	2.457	2.373	2.596	9.965
37	2.539	1.000	1.000	2.596	7.136
38	4.056	2.457	2.373	2.596	11.482
39	2.539	2.457	2.373	1.000	8.369
40	2.539	3.921	3.736	2.596	12.792
41	1.000	1.000	2.373	2.596	6.969
42	2.539	2.457	2.373	2.596	9.965
43	4.056	2.457	2.373	2.596	11.482
44	2.539	2.457	1.000	2.596	8.593

No. Responden	Y1	Y2	Y3	Y4	Total Y
45	2.539	3.921	3.736	4.230	14.426
46	2.539	2.457	2.373	2.596	9.965
47	2.539	1.000	2.373	2.596	8.508
48	2.539	1.000	2.373	2.596	8.508
49	2.539	2.457	1.000	1.000	6.996
50	4.056	2.457	2.373	2.596	11.482
51	2.539	2.457	2.373	2.596	9.965
52	2.539	1.000	2.373	1.000	6.912
53	2.539	2.457	2.373	2.596	9.965
54	4.056	2.457	3.736	4.230	14.479
55	2.539	2.457	2.373	2.596	9.965
56	2.539	2.457	3.736	4.230	12.963
57	4.056	3.921	3.736	2.596	14.309
58	2.539	1.000	2.373	2.596	8.508
59	2.539	2.457	1.000	2.596	8.593
60	2.539	1.000	2.373	1.000	6.912
61	2.539	2.457	2.373	2.596	9.965
62	1.000	2.457	1.000	2.596	7.053
63	2.539	2.457	1.000	1.000	6.996
64	2.539	2.457	2.373	1.000	8.369
65	2.539	3.921	2.373	2.596	11.429
66	2.539	3.921	3.736	2.596	12.792
67	2.539	1.000	2.373	1.000	6.912
68	2.539	2.457	2.373	2.596	9.965
69	4.056	2.457	3.736	4.230	14.479
70	4.056	3.921	3.736	2.596	14.309
71	2.539	1.000	2.373	2.596	8.508
72	2.539	2.457	2.373	2.596	9.965
73	1.000	2.457	1.000	2.596	7.053
74	2.539	2.457	2.373	2.596	9.965
75	2.539	1.000	1.000	2.596	7.136
76	2.539	2.457	2.373	2.596	9.965
77	4.056	2.457	2.373	2.596	11.482
78	2.539	2.457	2.373	2.596	9.965
79	4.056	3.921	3.736	2.596	14.309
80	2.539	2.457	2.373	2.596	9.965
81	2.539	2.457	3.736	4.230	12.963
82	2.539	1.000	1.000	2.596	7.136
83	2.539	2.457	1.000	2.596	8.593
84	1.000	2.457	2.373	2.596	8.426
85	2.539	1.000	2.373	2.596	8.508
86	2.539	2.457	1.000	2.596	8.593
87	4.056	3.921	3.736	4.230	15.942
88	1.000	2.457	1.000	2.596	7.053
89	2.539	2.457	2.373	2.596	9.965

No. Responden	Y1	Y2	Y3	Y4	Total Y
90	2.539	2.457	2.373	2.596	9.965
91	1.000	2.457	1.000	1.000	5.457
92	4.056	3.921	2.373	2.596	12.945
93	1.000	2.457	1.000	1.000	5.457
94	4.056	3.921	2.373	2.596	12.945
95	2.539	2.457	2.373	2.596	9.965
96	2.539	3.921	3.736	2.596	12.792
97	2.539	2.457	1.000	2.596	8.593
98	2.539	2.457	3.736	4.230	12.963
99	2.539	2.457	2.373	2.596	9.965
100	4.056	2.457	2.373	2.596	11.482



7. Tabulasi Data Analisis Regresi Linier Berganda

No.	X ₁	X ₂	Y
1	8.719	18.058	12.845
2	7.299	11.481	6.912
3	11.618	22.188	14.309
4	5.893	10.278	7.053
5	4.406	11.481	6.996
6	7.299	18.058	8.508
7	11.618	22.188	14.479
8	4.476	10.278	6.912
9	7.299	10.241	8.593
10	5.893	11.481	7.053
11	7.299	17.989	13.063
12	7.299	11.481	11.429
13	5.893	11.481	7.136
14	11.618	22.188	14.426
15	7.299	11.481	9.965
16	5.823	10.278	7.136
17	5.893	11.481	7.053
18	7.299	11.481	9.965
19	4.476	18.313	8.593
20	5.893	16.728	9.965
21	7.299	22.188	9.965
22	7.299	19.574	9.965
23	5.882	11.481	6.830
24	7.299	22.188	9.965
25	10.216	20.927	14.579
26	7.299	10.278	7.136
27	7.299	19.504	9.965
28	7.299	11.518	6.912
29	4.406	11.518	7.053
30	5.893	7.645	6.830
31	11.618	16.890	11.482
32	5.893	10.278	6.996
33	11.618	16.798	11.482
34	4.406	11.570	9.965
35	4.417	16.713	8.508
36	5.882	19.574	9.965
37	4.406	10.278	7.136
38	11.618	22.188	11.482
39	4.406	15.630	8.369
40	7.299	22.188	12.792
41	3.000	10.278	6.969
42	5.823	19.574	9.965
43	7.299	15.630	11.482
44	7.299	15.375	8.593

No.	X ₁	X ₂	Y
45	10.216	20.850	14.426
46	7.299	15.416	9.965
47	4.417	10.278	8.508
48	4.476	14.114	8.508
49	3.000	10.278	6.996
50	7.299	15.452	11.482
51	7.299	14.114	9.965
52	5.893	10.278	6.912
53	4.406	14.114	9.965
54	10.121	20.927	14.479
55	7.299	10.278	9.965
56	7.299	16.728	12.963
57	7.299	22.188	14.309
58	4.476	10.278	8.508
59	7.299	14.114	8.593
60	5.893	10.278	6.912
61	7.299	19.574	9.965
62	4.417	10.278	7.053
63	4.476	9.836	6.996
64	4.417	14.114	8.369
65	7.299	19.504	11.429
66	7.299	22.188	12.792
67	4.406	10.278	6.912
68	7.299	14.114	9.965
69	11.618	22.188	14.479
70	11.618	20.927	14.309
71	4.476	14.114	8.508
72	5.893	14.114	9.965
73	4.476	10.278	7.053
74	5.882	14.114	9.965
75	5.882	9.836	7.136
76	7.299	20.927	9.965
77	8.701	19.574	11.482
78	7.299	10.278	9.965
79	11.618	20.927	14.309
80	7.299	14.114	9.965
81	7.299	20.927	12.963
82	4.406	10.278	7.136
83	5.823	9.836	8.593
84	4.406	14.114	8.426
85	4.417	14.114	8.508
86	7.299	14.114	8.593
87	11.618	20.850	15.942
88	5.893	14.114	7.053
89	5.893	19.589	9.965

No.	X ₁	X ₂	Y
90	4.406	14.114	9.965
91	5.882	11.583	5.457
92	7.299	19.504	12.945
93	4.406	9.836	5.457
94	10.198	18.228	12.945
95	5.893	14.114	9.965
96	7.299	14.114	12.792
97	4.417	9.836	8.593
98	7.299	16.713	12.963
99	4.476	10.241	9.965
100	7.299	19.574	11.482



Lampiran 04. Hasil *Output* SPSS

1. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Citra Merek

Output SPSS Uji Validitas Kuesioner Citra Merek

		Correlations			
		X1.1	X1.2	X1.3	Total_X1
X1.1	Pearson Correlation	1	.600**	.478**	.814**
	Sig. (2-tailed)		.000	.008	.000
	N	30	30	30	30
X1.2	Pearson Correlation	.600**	1	.669**	.890**
	Sig. (2-tailed)	.000		.000	.000
	N	30	30	30	30
X1.3	Pearson Correlation	.478**	.669**	1	.844**
	Sig. (2-tailed)	.008	.000		.000
	N	30	30	30	30
Total_X1	Pearson Correlation	.814**	.890**	.844**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

Output SPSS Uji Reliabilitas Kuesioner Citra Merek

Reliability Statistics	
Cronbach's	
Alpha	N of Items
.807	3

2. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Kualitas Produk

Output SPSS Uji Validitas Kuesioner Kualitas Produk

		Correlations						
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	Total_X2
X2.1	Pearson Correlation	1	.374*	.473**	.801**	.486**	.686**	.786**
	Sig. (2-tailed)		.042	.008	.000	.007	.000	.000
	N	30	30	30	30	30	30	30
X2.2	Pearson Correlation	.374*	1	.440*	.612**	.790**	.506**	.772**
	Sig. (2-tailed)	.042		.015	.000	.000	.004	.000
	N	30	30	30	30	30	30	30
X2.3	Pearson Correlation	.473**	.440*	1	.440*	.516**	.866**	.766**
	Sig. (2-tailed)	.008	.015		.015	.003	.000	.000
	N	30	30	30	30	30	30	30
X2.4	Pearson Correlation	.801**	.612**	.440*	1	.564**	.634**	.836**
	Sig. (2-tailed)	.000	.000	.015		.001	.000	.000
	N	30	30	30	30	30	30	30
X2.5	Pearson Correlation	.486**	.790**	.516**	.564**	1	.559**	.813**
	Sig. (2-tailed)	.007	.000	.003	.001		.001	.000
	N	30	30	30	30	30	30	30
X2.6	Pearson Correlation	.686**	.506**	.866**	.634**	.559**	1	.874**
	Sig. (2-tailed)	.000	.004	.000	.000	.001		.000
	N	30	30	30	30	30	30	30
Total_X2	Pearson Correlation	.786**	.772**	.766**	.836**	.813**	.874**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

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

Output SPSS Uji Reliabilitas Kuesioner Kualitas Produk

Reliability Statistics

Cronbach's	
Alpha	N of Items
.894	6

3. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Keputusan Pembelian

Output SPSS Uji Validitas Kuesioner Keputusan Pembelian

		Correlations				
		Y.1	Y.2	Y.3	Y.4	Total_Y
Y.1	Pearson Correlation	1	.331	.795**	.349	.812**
	Sig. (2-tailed)		.074	.000	.058	.000
	N	30	30	30	30	30
Y.2	Pearson Correlation	.331	1	.165	.918**	.776**
	Sig. (2-tailed)	.074		.383	.000	.000
	N	30	30	30	30	30
Y.3	Pearson Correlation	.795**	.165	1	.187	.705**
	Sig. (2-tailed)	.000	.383		.323	.000
	N	30	30	30	30	30
Y.4	Pearson Correlation	.349	.918**	.187	1	.788**
	Sig. (2-tailed)	.058	.000	.323		.000
	N	30	30	30	30	30
Total_Y	Pearson Correlation	.812**	.776**	.705**	.788**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

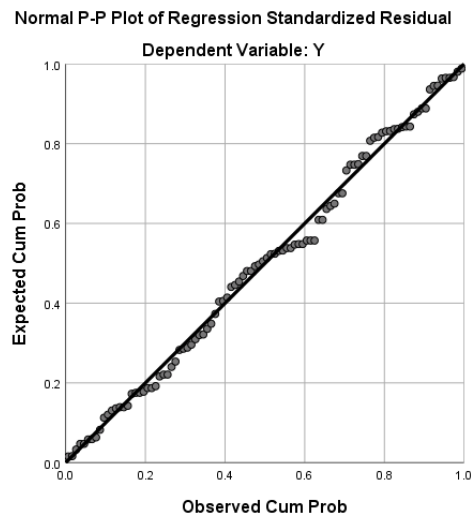
** . Correlation is significant at the 0.01 level (2-tailed).

Output SPSS Uji Reliabilitas Kuesioner Keputusan Pembelian

Reliability Statistics	
Alpha	N of Items
.771	4

4. Output SPSS Uji Asumsi Klasik

Hasil Uji Normalitas



Hasil Uji Multikolinieritas

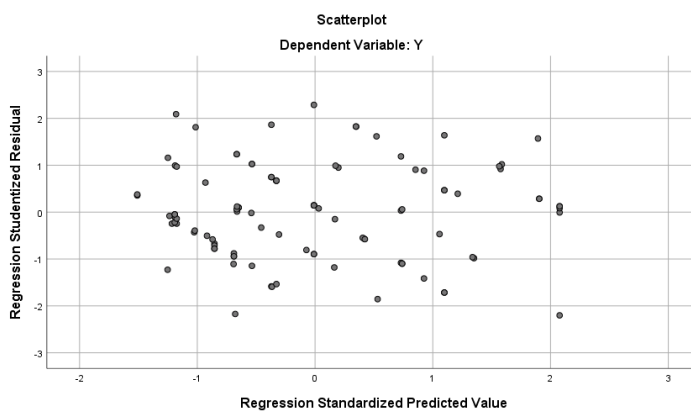
Coefficients^a

Collinearity Statistics

Model		Tolerance	VIF
1	X1	.566	1.767
	X2	.566	1.767

a. Dependent Variable: Y

Hasil Uji Heteroskedastisitas



5. Output SPSS Analisis Regresi Linier Berganda

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F	df1	df2	
1	.856 ^a	.733	.727	1.328343	.733	133.101	2	97	.000

a. Predictors: (Constant), X2, X1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	469.713	2	234.857	133.101	.000 ^b
	Residual	171.156	97	1.764		
	Total	640.869	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	1.954	.500		3.906	.000			
	X1	.494	.080	.428	6.132	.000	.765	.529	.322
	X2	.299	.041	.512	7.335	.000	.793	.597	.385

a. Dependent Variable: Y



RIWAYAT HIDUP



Gede Bagus Pradnya Sanjaya lahir di Asah Badung pada tanggal 25 Mei 2000. Penulis lahir dari pasangan suami istri Bapak Wayan Witara dan Ibu Kade Ayu Wiryaningsih. Penulis berkebangsaan Indonesia dan beragama Hindu. Kini penulis beralamat di Desa Sepang kelod, Kecamatan Busungbiu, Kabupaten Buleleng, Provinsi Bali. Kemudian penulis melanjutkan di SMP Negeri 3 Busungbiu dan lulus pada tahun 2015. Pada tahun 2018, penulis lulus dari SMA Negri 2 Singaraja Ilmu Pengetahuan Alam Dan Matematika dan melanjutkan ke Strata 1 (S1) Jurusan Manajemen di Universitas Pendidikan Ganesha sampai dengan penulisan skripsi ini, penulis masih terdaftar sebagai mahasiswa program S1 Manajemen di Universitas Pendidikan Ganesha.

