



Lampiran 01. Kuesioner Penelitian

A. Identitas Responden

(Beri tanda ✓ pada kotak jawaban)

1. Nama

.....

2. Usia : 15-20 Tahun 26-30 Tahun

21-25 Tahun > 30 Tahun

3. Jenis Kelamin : Laki-laki Perempuan

4. Pendidikan Terakhir : Tidak Sekolah/SD SMA

SMP Sarjana

B. Petunjuk Pengisian Kuesioner

Dalam mengisi kuisisioner ini, diharapkan Bapak/Ibu, berkenan mengisi secara lengkap dan benar daftar diri anda pada identitas responden dan daftar pertanyaan yang tersusun secara sistematis. Untuk menjawab kuisisioner tersebut Bapak/Ibu, berkenan mencantumkan tanda centang (✓) pada pilihan jawaban yang tersedia.

Keterangan

SS : Sangat Setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

C. Draft Pertanyaan

Keputusan Pembelian (Y)

No	Pernyataan	SS	S	N	TS	STS
	Keputusan Pembelian	5	4	3	2	1
1	Saya memutuskan membeli produk pakaian karena merupakan suatu kebutuhan dalam hidup.					
2	Saya memutuskan membeli produk pakaian pada Luxurious Apparel karena berdasarkan informasi dikalangan publik.					

3	Saya sebelumnya telah merasakan manfaat produk pakaian yang memiliki kualitas sangat baik.					
4	Saya memutuskan membeli produk pakaian pada Luxurious Apparel karena berdasarkan rekomendasidan sikap orang lain yang sesuai harapannya.					
5	Saya memutuskan membeli produk pakaian pada Luxurious Apparel karena memiliki kepuasan tersendiri.					

Kualitas Produk (X¹)

No	Pernyataan	SS	S	N	TS	STS
	Kualita Produk	5	4	3	2	1
1	Produk pakaian pada Luxurious Apparel memiliki fitur-Fitur dan varian yang baik dan inovatif.					
2	Produk pakaian pada Luxurious Apparel memiliki keawetan produk yang tinggi dan tidak cepat rusak dalam pemakaian jangka panjang.					
3	Produk pakaian pada Luxurious Apparel memiliki kemampuan perbaikan atau kecepatan perbaikan yang tinggi .					
4	Produk pakaian pada Luxurious Apparel memiliki <i>Review</i> yang baik sehingga menarik hati pelanggan.					

Citra Merek (X²)

No	Pernyataan	SS	S	N	TS	STS
	Citra Merek	5	4	3	2	1
1	Citra Merek pada Luxurious Apparel merupakan atribut produk yang memiliki desain yang baik dan harga yang terjangkau.					
2	Citra Merek pada Luxurious Apparel memiliki keuntungan bagi pelanggan yang membelinya.					
3	Citra Merek pada Luxurious Apparel memiliki kepribadian merek untuk membedakan dengan toko lainnya.					

Promosi (X³)

No	Pernyataan	SS	S	N	TS	STS
	Promosi	5	4	3	2	1
1	Periklanan pada Luxurious Apparel melalui sponsor dengan isi pesan yang jelas, sehingga informasi yang diberikan lengkap dan benar.					

2	Promosi pada Luxurious Apparel memiliki teknik penjualan personal untuk mensukseskan hubungan dengan pelanggan.					
3	Promosi penjualan pada Luxurious Apparel dilakukan untuk mendorong pembelian pada konsumen.					
4	Promosi pada Luxurious Apparel memiliki hubungan masyarakat sehingga memperoleh dukungan dan citra perusahaan.					
5	Pemasaran langsung dilakukan pada Luxurious Apparel untuk menjalin komunikasi khusus kepada pelanggan dan memperoleh tanggapan langsung.					



Lampiran 02. Tabulasi Data Identitas Responden

NO	USIA	J.K	PEND. TERAKHIR
1	18	L	SMA
2	20	L	SMA
3	22	L	SARJANA
4	30	L	SMA
5	21	P	SARJANA
6	22	P	SARJANA
7	19	L	SMA
8	20	P	SMA
9	24	L	SMA
10	21	L	SARJANA
11	22	P	SMA
12	22	P	SMA
13	21	L	SARJANA
14	21	L	SARJANA
15	21	P	SARJANA
16	23	P	SMA
17	25	P	SMA
18	27	P	SMA
19	19	L	SMA
20	22	L	SARJANA
21	24	L	SARJANA
22	22	L	SMA
23	22	P	SMA
24	21	L	SARJANA
25	21	P	SARJANA
26	21	P	SARJANA
27	21	L	SMA
28	22	L	SMA
29	21	L	SMA
30	21	P	SARJANA
31	27	P	SARJANA
32	21	P	SARJANA
33	21	L	SARJANA
34	21	L	SMA
35	21	P	SARJANA
36	23	P	SARJANA
37	27	L	SMA
38	22	P	SARJANA
39	22	L	SARJANA
40	28	P	SMA

Lanjutan Tabulasi Data Identitas Responden

NO	USIA	J.K	PEND. TERAKHIR
41	21	L	SMA
42	21	P	SMA
43	21	L	SARJANA
44	22	L	SMA
45	22	P	SARJANA
46	21	P	SARJANA
47	21	P	SARJANA
48	25	L	SARJANA
49	22	L	SMA
50	21	L	SMA
51	28	P	SMA
52	21	P	SMA
53	22	P	SARJANA
54	21	L	SMA
55	19	L	SMA
56	20	L	SMA
57	21	L	SMA
58	21	L	SARJANA
59	22	L	SMA
60	21	P	SARJANA
61	21	L	SARJANA
62	22	L	SARJANA
63	25	L	SARJANA
64	25	L	SARJANA
65	21	P	SARJANA
66	21	P	SMA
67	24	P	SARJANA
68	21	L	SMA
69	20	L	SMA
70	21	L	SMA
71	21	L	SARJANA
72	22	L	SMA
73	22	L	SMA
74	21	P	SMA
75	21	L	SMA
76	20	L	SMA
77	21	L	SARJANA
78	22	L	SMA
79	24	L	SMA
80	27	P	SMA

Lanjutan tabulasi data identitas responden

NO	USIA	J.K	PEND. TERAKHIR
81	21	L	SARJANA
82	21	L	SARJANA
83	19	L	SMA
84	26	P	SMA
85	21	P	SARJANA
86	22	P	SARJANA
87	22	P	SARJANA
88	21	L	SMA
89	21	P	SMA
90	21	P	SMA
91	21	L	SMA
92	21	L	SMA
93	22	L	SARJANA
94	25	L	SARJANA
95	21	L	SMA
96	21	P	SMA
97	21	P	SMA
98	23	L	SMA
99	22	L	SMA
100	22	L	SARJANA



**Lampiran 03. Tabulasi data
X1. Kualitas produk**

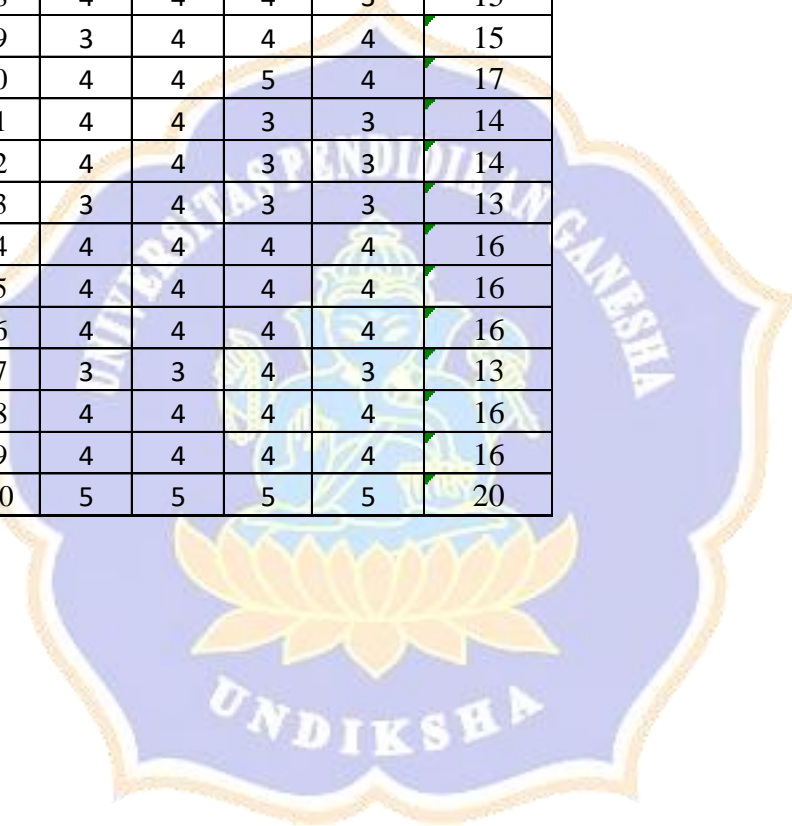
NO	X1.1	X1.2	X1.3	X1.4	T.X1
1	2	4	4	3	13
2	3	3	4	4	14
3	4	4	4	4	16
4	5	5	5	5	24
5	2	4	3	3	12
6	4	3	3	3	13
7	5	5	5	3	18
8	4	5	4	4	17
9	4	4	5	4	17
10	5	5	5	5	20
11	5	5	5	5	20
12	5	5	5	5	20
13	5	5	5	5	20
14	5	4	4	4	17
15	4	5	4	5	18
16	5	4	4	4	17
17	4	4	4	4	16
18	4	4	4	4	16
19	4	4	4	5	17
20	4	4	4	4	16
21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

Lanjutan X1

NO	X1.1	X1.2	X1.3	X1.4	T.X1
41	4	4	4	4	16
42	4	4	4	4	16
43	2	4	2	3	11
44	4	4	4	4	16
45	4	4	4	4	16
46	4	4	4	4	16
47	4	4	4	4	16
48	4	4	4	4	16
49	3	5	5	5	18
50	3	4	4	3	14
51	4	5	4	4	17
52	4	4	4	4	16
53	3	3	3	3	12
54	4	3	4	4	15
55	4	4	4	4	16
56	4	3	4	4	15
57	4	3	4	4	15
58	4	3	4	4	15
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60	3	4	3	4	14
61	3	4	3	4	14
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63	4	4	4	4	16
64	4	4	4	4	16
65	4	4	4	2	14
66	4	4	4	2	14
67	4	3	3	4	14
68	4	4	4	4	16
69	4	4	4	3	15
70	5	5	5	5	20
71	5	4	4	5	18
72	5	5	4	4	18
73	4	4	4	3	15
74	4	4	4	3	15
75	4	4	4	3	15
76	4	4	4	4	16
77	4	4	4	4	16
78	4	4	4	4	16
79	5	5	5	5	20
80	5	5	5	5	20

Lanjutan X1

NO	X1.1	X1.2	X1.3	X1.4	T.X1
81	4	4	4	4	16
82	4	5	5	4	18
83	3	3	3	4	13
84	3	3	3	4	13
85	4	4	5	5	18
86	5	5	5	5	20
87	3	3	4	3	13
88	4	4	4	3	15
89	3	4	4	4	15
90	4	4	5	4	17
91	4	4	3	3	14
92	4	4	3	3	14
93	3	4	3	3	13
94	4	4	4	4	16
95	4	4	4	4	16
96	4	4	4	4	16
97	3	3	4	3	13
98	4	4	4	4	16
99	4	4	4	4	16
100	5	5	5	5	20



X2. Citra merek

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

Lanjutan X2

NO	X2.1	X2.2	X2.3	T.X2
41	4	4	4	12
42	4	4	4	12
43	4	3	4	11
44	4	4	4	12
45	4	3	3	10
46	4	3	3	10
47	4	4	5	13
48	4	4	5	13
49	5	5	5	15
50	4	4	2	10
51	5	5	5	15
52	4	4	4	12
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55	4	4	4	12
56	4	3	3	10
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67	3	5	5	13
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72	4	4	4	12
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74	3	3	3	9
75	3	3	3	9
76	4	3	5	12
77	4	4	4	12
78	4	4	4	12
79	5	5	5	15
80	5	5	5	15

Lanjutan X2

NO	X2.1	X2.2	X2.3	T.X2
81	4	4	4	12
82	5	5	5	15
83	4	4	4	12
84	3	3	3	9
85	5	5	5	15
86	5	5	5	15
87	3	4	4	11
88	4	4	4	12
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93	4	4	3	11
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95	3	3	3	9
96	4	4	4	12
97	3	4	4	11
98	4	4	4	12
99	4	4	4	12
100	5	5	5	15



X3. Promosi

NO	X3.1	X3.2	X3.3	X3.4	X3.5	T.X3
1	5	5	5	5	5	25
2	5	5	5	5	5	25
3	4	4	4	4	4	20
4	5	5	5	5	5	25
5	3	3	3	3	3	15
6	4	4	4	4	4	20
7	5	4	5	4	5	23
8	4	5	4	5	4	22
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10	5	5	5	5	5	25
11	5	5	5	5	5	25
12	5	5	5	5	5	25
13	4	4	4	4	4	20
14	5	5	5	5	5	25
15	4	4	5	5	4	22
16	5	4	4	4	5	22
17	4	4	4	4	5	21
18	4	4	4	4	4	20
19	4	4	5	4	5	22
20	4	4	5	4	5	22
21	5	5	5	5	4	24
22	5	5	5	5	5	25
23	3	3	4	4	2	16
24	4	4	4	4	4	20
25	3	4	4	3	3	17
26	3	4	4	3	3	17
27	4	3	4	3	3	17
28	3	4	4	3	3	17
29	4	3	4	4	4	19
30	4	3	4	4	4	19
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32	4	5	5	3	4	21
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34	4	4	4	3	3	18
35	4	4	4	3	3	18
36	4	3	4	4	4	19
37	4	4	4	4	4	20
38	4	4	4	4	4	20
39	4	4	3	4	2	17
40	4	4	3	4	2	17

Lanjutan X3

NO	X3.1	X3.2	X3.3	X3.4	X3.5	T.X3
41	4	4	4	4	4	20
42	4	4	4	3	3	18
43	4	4	4	3	4	19
44	4	4	4	4	4	20
45	4	4	2	3	3	16
46	4	4	4	4	4	20
47	4	5	4	4	4	21
48	5	4	4	4	4	21
49	3	4	4	5	3	19
50	4	4	3	3	4	18
51	5	4	4	5	5	23
52	5	4	4	4	4	21
53	4	3	3	3	3	16
54	3	3	4	4	4	18
55	4	4	4	4	4	20
56	3	3	4	4	4	18
57	3	3	4	4	4	18
58	3	3	4	4	4	18
59	3	3	4	4	4	18
60	4	3	5	5	4	21
61	4	3	5	5	4	21
62	4	4	4	4	4	20
63	4	4	4	4	4	20
64	4	3	4	4	4	19
65	4	3	4	3	3	17
66	3	3	4	2	3	15
67	4	4	3	3	3	17
68	4	4	4	4	4	20
69	3	4	3	4	3	17
70	5	5	5	5	5	25
71	5	4	5	5	5	24
72	5	4	4	5	5	23
73	3	4	2	4	3	16
74	4	4	3	4	3	18
75	3	4	3	4	3	17
76	4	3	4	5	5	21
77	5	4	4	4	4	21
78	4	4	4	4	4	20
79	5	5	5	5	5	25
80	5	5	5	5	5	25

Lanjutan X3

NO	X3.1	X3.2	X3.3	X3.4	X3.5	T.X3
81	4	4	4	4	4	20
82	5	5	5	5	5	25
83	2	3	3	3	3	14
84	3	3	3	4	4	17
85	5	5	3	5	4	22
86	5	5	5	5	5	25
87	3	3	3	4	4	17
88	3	4	3	3	3	16
89	4	4	4	3	4	19
90	4	5	4	4	5	22
91	5	3	3	3	3	17
92	4	3	3	3	3	16
93	4	3	4	3	3	17
94	4	4	4	4	4	20
95	4	4	4	4	4	20
96	4	4	3	4	4	19
97	3	3	3	4	4	17
98	4	4	4	4	4	20
99	5	4	4	5	4	22
100	5	5	4	4	4	22

Y. Keputusan pembelian

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

Lanjutan Y

NO	Y.1	Y.2	Y.3	Y.4	Y.5	T. Y
41	4	4	4	4	5	21
42	4	4	4	4	4	20
43	4	4	4	4	4	20
44	4	4	4	4	3	19
45	3	4	4	4	3	18
46	3	4	4	4	3	18
47	4	4	4	4	5	21
48	4	4	4	4	5	21
49	4	3	4	3	5	19
50	3	4	4	4	4	19
51	5	5	5	5	5	25
52	4	4	4	4	4	20
53	3	3	3	3	3	15
54	4	3	3	3	3	16
55	4	4	4	4	4	20
56	4	3	3	3	5	18
57	4	3	3	3	5	18
58	4	3	3	3	4	17
59	4	3	3	3	3	16
60	4	4	4	4	3	19
61	5	4	5	4	3	21
62	4	4	4	4	3	19
63	4	4	4	4	3	19
64	4	4	4	4	3	19
65	4	4	4	4	3	19
66	3	3	3	3	3	15
67	4	3	4	3	4	18
68	4	4	4	4	4	20
69	3	4	4	4	4	19
70	5	5	5	5	4	24
71	5	5	5	5	5	25
72	4	5	4	4	5	22
73	3	4	4	4	5	20
74	3	4	4	4	5	20
75	3	4	4	4	5	20
76	4	4	4	4	4	20
77	4	4	4	4	4	20
78	4	4	4	4	4	20
79	5	5	5	5	5	25
80	5	5	5	5	5	25

Lanjutan Y

NO	Y.1	Y.2	Y.3	Y.4	Y.5	T.Y
81	4	4	4	4	4	20
82	5	5	4	4	5	23
83	4	4	4	4	4	20
84	4	4	4	4	4	20
85	5	4	5	4	5	23
86	5	5	5	5	5	25
87	4	4	4	4	5	21
88	4	4	3	4	5	20
89	4	4	4	4	5	21
90	4	5	5	4	5	23
91	4	4	4	4	5	21
92	4	4	4	4	4	20
93	4	4	4	4	4	20
94	4	4	4	4	4	20
95	4	4	4	4	4	20
96	4	4	4	4	4	20
97	4	4	3	4	4	19
98	4	4	4	4	4	20
99	4	5	5	5	4	23
100	3	3	4	4	4	18



Lampiran 04. Hasil Uji Validitas Sampel Kecil

Correlations

		X1.1	X1.2	X1.3	X1.4	TOTAL
X1.1	Pearson Correlation	1	,629**	,546**	,587**	,849**
	Sig. (2-tailed)		,000	,002	,001	,000
	N	30	30	30	30	30
X1.2	Pearson Correlation	,629**	1	,598**	,603**	,846**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	30	30	30	30	30
X1.3	Pearson Correlation	,546**	,598**	1	,545**	,809**
	Sig. (2-tailed)	,002	,000		,002	,000
	N	30	30	30	30	30
X1.4	Pearson Correlation	,587**	,603**	,545**	1	,813**
	Sig. (2-tailed)	,001	,000	,002		,000
	N	30	30	30	30	30
TOTAL	Pearson Correlation	,849**	,846**	,809**	,813**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

Correlations

		X2.1	X2.2	X2.3	TOTAL
X2.1	Pearson Correlation	1	,835**	,610**	,930**
	Sig. (2-tailed)		,000	,000	,000
	N	30	30	30	30
X2.2	Pearson Correlation	,835**	1	,503**	,871**
	Sig. (2-tailed)	,000		,005	,000
	N	30	30	30	30
X2.3	Pearson Correlation	,610**	,503**	1	,823**
	Sig. (2-tailed)	,000	,005		,000
	N	30	30	30	30
TOTAL	Pearson Correlation	,930**	,871**	,823**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	30	30	30	30

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

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	TOTAL
X3.1	Pearson Correlation	1	,703**	,747**	,805**	,817**	,927**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	30	30	30	30	30	30
X3.2	Pearson Correlation	,703**	1	,713**	,769**	,616**	,857**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	30	30	30	30	30	30
X3.3	Pearson Correlation	,747**	,713**	1	,747**	,673**	,865**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	30	30	30	30	30	30
X3.4	Pearson Correlation	,805**	,769**	,747**	1	,649**	,897**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	30	30	30	30	30	30
X3.5	Pearson Correlation	,817**	,616**	,673**	,649**	1	,865**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	30	30	30	30	30	30
TOTAL	Pearson Correlation	,927**	,857**	,865**	,897**	,865**	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).

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	TOTAL
Y.1	Pearson Correlation	1	,641**	,755**	,727**	,586**	,843**
	Sig. (2-tailed)		,000	,000	,000	,001	,000
	N	30	30	30	30	30	30
Y.2	Pearson Correlation	,641**	1	,705**	,693**	,763**	,884**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	30	30	30	30	30	30
Y.3	Pearson Correlation	,755**	,705**	1	,810**	,613**	,892**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	30	30	30	30	30	30
Y.4	Pearson Correlation	,727**	,693**	,810**	1	,668**	,889**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	30	30	30	30	30	30
Y.5	Pearson Correlation	,586**	,763**	,613**	,668**	1	,840**
	Sig. (2-tailed)	,001	,000	,000	,000		,000
	N	30	30	30	30	30	30
TOTAL	Pearson Correlation	,843**	,884**	,892**	,889**	,840**	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).

Lampiran 05. Uji Reliabilitas Sampel Kecil

X1

Reliability Statistics

Cronbach's Alpha	N of Items
,846	4

X2

Reliability Statistics

Cronbach's Alpha	N of Items
,839	3

X3

Reliability Statistics

Cronbach's Alpha	N of Items
,924	5

Y

Reliability Statistics

Cronbach's Alpha	N of Items
,917	5



Lampiran 07. Hasil Uji Validitas Sampel Besar

Correlations

		X1.1	X1.2	X1.3	X1.4	TOTAL
X1.1	Pearson Correlation	1	,561**	,608**	,479**	,832**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
X1.2	Pearson Correlation	,561**	1	,540**	,480**	,795**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
X1.3	Pearson Correlation	,608**	,540**	1	,487**	,816**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
X1.4	Pearson Correlation	,479**	,480**	,487**	1	,767**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
TOTAL	Pearson Correlation	,832**	,795**	,816**	,767**	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

		X2.1	X2.2	X2.3	TOTAL
X2.1	Pearson Correlation	1	,705**	,653**	,879**
	Sig. (2-tailed)		,000	,000	,000
	N	100	100	100	100
X2.2	Pearson Correlation	,705**	1	,704**	,895**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
X2.3	Pearson Correlation	,653**	,704**	1	,895**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
TOTAL	Pearson Correlation	,879**	,895**	,895**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100

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

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	TOTAL
X3.1	Pearson Correlation	1	,624**	,520**	,528**	,594**	,817**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
X3.2	Pearson Correlation	,624**	1	,427**	,461**	,475**	,745**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
X3.3	Pearson Correlation	,520**	,427**	1	,540**	,655**	,786**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
X3.4	Pearson Correlation	,528**	,461**	,540**	1	,645**	,796**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
X3.5	Pearson Correlation	,594**	,475**	,655**	,645**	1	,849**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
TOTAL	Pearson Correlation	,817**	,745**	,786**	,796**	,849**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	TOTAL
Y.1	Pearson Correlation	1	,566**	,614**	,590**	,362**	,759**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
Y.2	Pearson Correlation	,566**	1	,722**	,812**	,490**	,883**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
Y.3	Pearson Correlation	,614**	,722**	1	,788**	,413**	,864**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
Y.4	Pearson Correlation	,590**	,812**	,788**	1	,394**	,874**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
Y.5	Pearson Correlation	,362**	,490**	,413**	,394**	1	,679**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
TOTAL	Pearson Correlation	,759**	,883**	,864**	,874**	,679**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

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

Lampiran 08. Hasil Uji Reliabilitas Sampel Besar
X1

Reliability Statistics

Cronbach's Alpha	N of Items
,815	4

X2

Reliability Statistics

Cronbach's Alpha	N of Items
,865	3

X3

Reliability Statistics

Cronbach's Alpha	N of Items
,858	5

Y

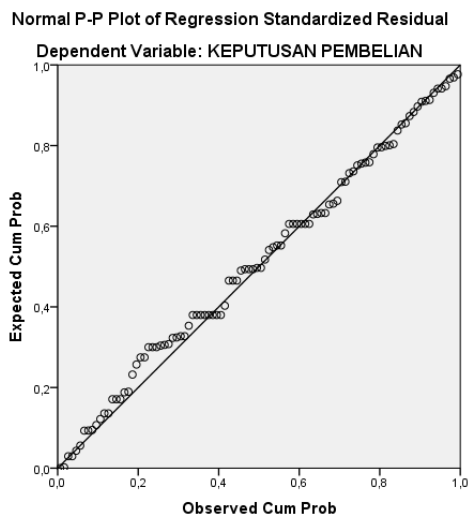
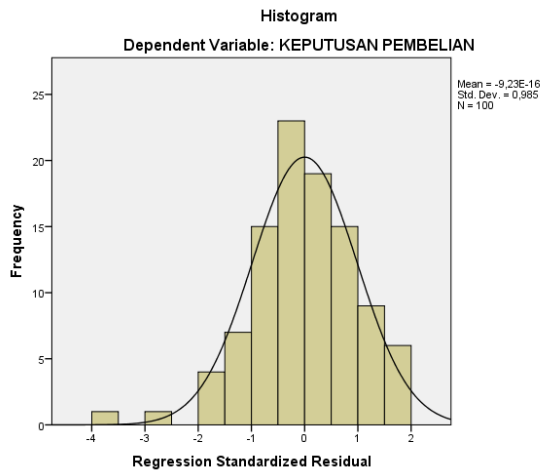
Reliability Statistics

Cronbach's Alpha	N of Items
,865	5



Lampiran 09. Hasil Uji Asumsi Klasik

1. Uji Normalitas



One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	1,52749528
Most Extreme Differences	Absolute	,077
	Positive	,035
	Negative	-,077
Kolmogorov-Smirnov Z		,772
Asymp. Sig. (2-tailed)		,591

a. Test distribution is Normal.

b. Calculated from data.

2. Uji Multikolinieritas

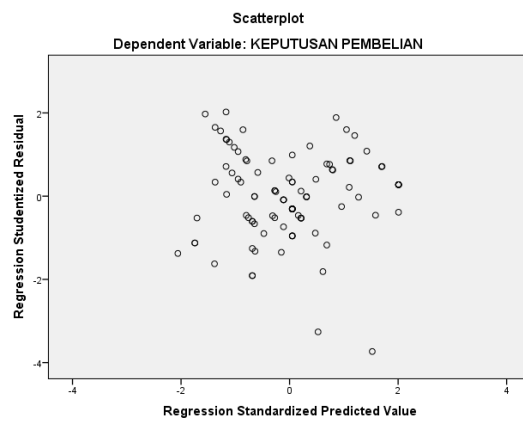
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
(Constant)	4,037	1,234		3,272	,001					
1 KUALITAS PRODUK	,445	,114	,362	3,914	,000	,741	,371	,235	,422	2,369
CITRA MEREK	,212	,130	,150	1,631	,106	,669	,164	,098	,424	2,356
PROMOSI	,339	,092	,377	3,670	,000	,756	,351	,220	,341	2,930

a. Dependent Variable: KEPUTUSAN PEMBELIAN



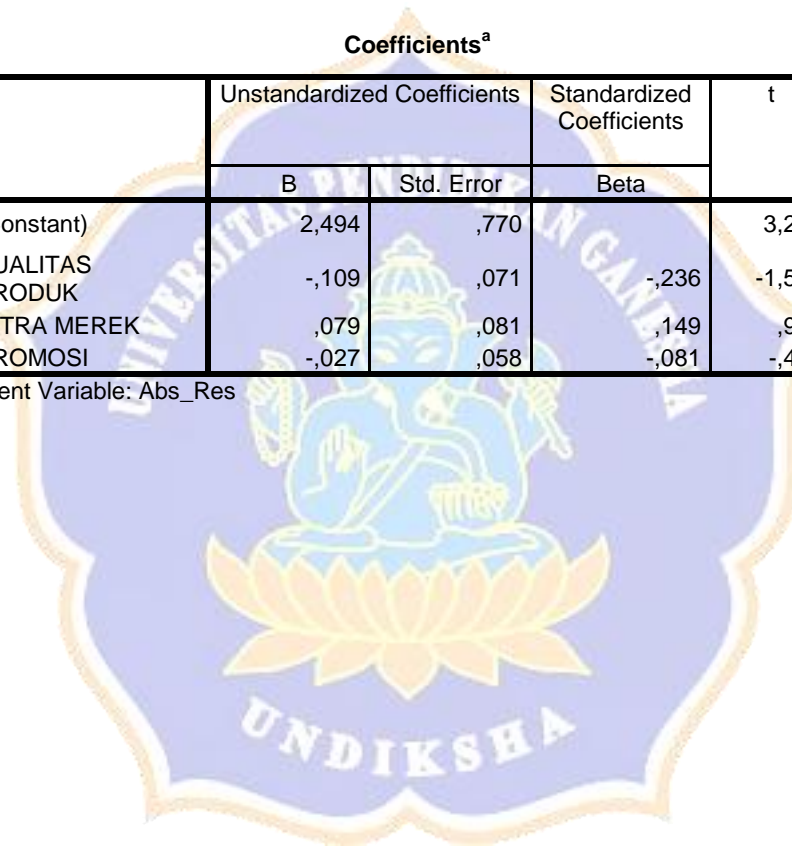
3. Uji Heteroskedastisitas



Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	2,494	,770	3,237	,002
	KUALITAS PRODUK	-,109	,071	-,236	,127
	CITRA MEREK	,079	,081	,977	,331
	PROMOSI	-,027	,058	-,474	,636

a. Dependent Variable: Abs_Res



Lampiran 10. Hasil Analisis Regresi Linier Berganda

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	PROMOSI, CITRA MEREK, KUALITAS PRODUK ^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					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,809 ^a	,654	,643	1,551	,654	60,445	3	96	,000	1,460

a. Predictors: (Constant), PROMOSI, CITRA MERK, KUALITAS PRODUK

b. Dependent Variable: KEPUTUSAN PEMBELIAN

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	436,319	3	145,440	60,445	,000 ^b
	Residual	230,991	96	2,406		
	Total	667,310	99			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), PROMOSI, CITRA MEREK, KUALITAS PRODUK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error				Beta	Zero-order	Partial	Part	Tolerance
1	(Constant)	4,037	1,234		3,272	,001					
	KUALITAS PRODUK	,445	,114	,362	3,914	,000	,741	,371	,235	,422	2,369
	CITRA MEREK	,212	,130	,150	1,631	,106	,669	,164	,098	,424	2,356
	PROMOSI	,339	,092	,377	3,670	,000	,756	,351	,220	,341	2,930

a. Dependent Variable: KEPUTUSAN PEMBELIAN