

Lampiran 01. Ranking *Top Brand* Perusahaan Oprator seluler

Merek	2019	2020	2021	2022
Simpat	40,3%	34,6%	36,4%	34,3%
3	12,7%	14,6%	13,5%	13,3%
XL	12,0%	11,5%	10,7%	11,7%

Sumber: <https://www.topbrand-award.com/2022>



Lampiran 02. Kuesioner Penelitian

KUESIONER PENELITIAN
UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS EKONOMI
JURUSAN MANAJEMEN

Kepada Yth.

Saudara/i

Hal : Pengisian Kuesioner

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 Kartu XL Pada Mahasiswa Jurusan Manajemen Undiksha”

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

Singaraja, 19 April 2022

Peneliti

Komang Suwarsana
NIM 1817041275

A. Identitas Responden

(Beri tanda ✓ pada kotak jawaban)

1. Nama :

2. Semester :

3. Jenis Kelamin :

Laki-laki

Perempuan

4. Usia

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

Kualitas Produk



No	Pernyataan	SS	S	N	TS	STS
		5	4	3	2	1
1	Kartu XL memberikan kinerja yang sesuai dengan manfaat yang di harapkan konsumen.					
2	Kartu XL memiliki kualitas yang sesuai dengan yang diharapkan konsumen.					
3	Saya melihat tampilan fitur produk yang disediakan kartu XL sangat menarik.					
4	Varian paket data atau kuota yang ditawarkan oleh produk kartu XL sangat bervariasi.					
5	Kartu XL memiliki masa aktif yang lama.					
6	Kartu XL merupakan produk yang baik digunakan dalam kecepatan akses internet yang lebih unggul dari produk lain.					

Citra Merek

No	Pernyataan	SS	S	N	TS	STS
		5	4	3	2	1
1	Kartu XL memiliki nama, logo dan simbol yang mudah diingat konsumen.					
2	Kartu XL memiliki desain kemasan yang menarik sehingga mudah dikenali					
3	Kartu XL memiliki reputasi yang baik di kalangan masyarakat.					

Keputusan Pembelian

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

Lampiran 03, Data Kuesioner

DATA ORDINAL

No	Kualitas Produk							Citra Merek				Keputusan Pembelian				
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Total X1	X2.1	X2.2	X2.3	Total X2	Y1	Y2	Y3	Y4	Total Y
1	5	5	5	5	5	5	30	5	4	5	14	5	5	5	5	20
2	4	5	4	3	4	3	23	4	4	4	12	4	4	4	3	15
3	5	5	5	5	5	5	30	5	5	5	15	5	4	5	4	18
4	4	3	3	4	3	4	21	4	3	4	11	3	4	3	4	14
5	4	4	4	3	4	3	22	3	4	3	10	4	4	3	3	14
6	4	5	4	5	4	5	27	4	4	4	12	4	3	4	4	15
7	5	3	5	5	5	5	28	5	5	5	15	5	4	5	5	19
8	4	3	3	4	3	4	21	4	3	4	11	4	3	4	3	14
9	4	3	4	3	4	3	21	4	4	4	12	4	4	3	4	15
10	4	4	4	3	4	3	22	4	3	4	11	3	4	3	4	14
11	4	5	5	4	5	4	27	3	4	3	10	5	5	4	5	19
12	4	4	4	3	4	3	22	4	4	4	12	5	5	4	4	18
13	4	4	4	3	4	3	22	4	3	4	11	4	3	3	4	14
14	5	5	5	5	5	5	30	5	5	5	15	5	5	5	5	20
15	4	4	4	3	4	3	22	4	4	4	12	4	4	4	4	16
16	4	3	3	4	3	4	21	5	4	3	12	4	3	3	4	14
17	4	4	4	3	4	3	22	4	3	4	11	3	4	3	4	14
18	4	4	4	3	4	3	22	4	4	4	12	4	4	4	4	16
19	5	4	4	5	4	5	27	3	3	4	10	4	4	3	4	15
20	4	4	5	4	5	4	26	4	3	4	11	4	4	4	4	16
21	5	5	5	5	5	5	30	4	4	4	12	4	4	4	4	16
22	5	5	4	5	4	5	28	4	4	4	12	4	4	4	4	16
23	4	4	4	3	4	3	22	3	4	4	11	3	4	4	3	14

24	5	5	5	5	5	5	30	4	4	4	12	4	4	4	4	16
25	5	4	5	5	5	5	29	5	4	5	14	5	5	4	5	19
26	4	3	3	4	3	4	21	4	4	4	12	4	3	3	4	14
27	5	5	5	4	5	4	28	4	4	4	12	4	4	4	4	16
28	4	4	4	4	3	4	23	4	4	4	12	4	3	4	3	14
29	4	4	3	4	3	4	22	3	4	3	10	3	4	3	4	14
30	4	3	3	3	3	3	19	4	3	4	11	3	4	4	3	14
31	5	5	4	4	4	4	26	5	5	5	15	5	4	4	4	17
32	4	3	3	4	3	4	21	4	3	4	11	4	4	3	3	14
33	4	4	4	5	4	5	26	5	5	5	15	5	4	4	4	17
34	4	3	4	4	3	4	22	3	4	3	10	4	4	4	4	16
35	4	5	4	5	4	4	26	4	3	3	10	4	3	4	4	15
36	5	5	4	5	4	5	28	3	4	4	11	4	4	4	4	16
37	4	3	3	4	3	4	21	3	4	3	10	4	3	3	4	14
38	5	5	5	5	5	5	30	5	5	5	15	5	4	4	4	17
39	5	4	4	4	4	4	25	3	4	3	10	4	4	4	3	15
40	5	5	5	5	5	5	30	4	4	4	12	4	5	5	4	18
41	4	3	3	4	3	4	21	3	3	3	9	3	3	4	4	14
42	5	5	4	5	4	5	28	4	4	3	11	4	4	4	4	16
43	5	4	4	4	4	4	25	4	4	4	12	5	4	4	4	17
44	4	5	4	4	4	4	25	4	4	4	12	4	4	3	4	15
45	5	5	5	4	5	5	29	5	4	5	14	4	5	5	5	19
46	4	4	5	4	4	4	25	4	4	4	12	4	4	4	4	16
47	4	3	3	4	3	4	21	4	3	3	10	4	3	4	4	15
48	4	4	4	4	4	4	24	3	3	4	10	4	3	4	4	15
49	4	3	3	4	3	4	21	3	3	3	9	4	4	3	3	14
50	4	4	4	5	4	4	25	4	4	4	12	5	4	4	4	17
51	4	4	4	4	4	4	24	4	4	4	12	4	4	4	4	16

52	4	3	3	4	3	4	21	4	3	4	11	4	3	4	3	14
53	4	4	4	4	4	4	24	3	4	3	10	4	4	4	4	16
54	5	4	5	5	5	5	29	5	5	4	14	5	4	5	5	19
55	4	3	3	4	3	4	21	4	4	4	12	4	4	4	4	16
56	4	5	4	5	5	4	27	4	4	4	12	4	4	5	5	18
57	5	5	5	5	5	5	30	4	4	4	12	5	5	5	4	19
58	4	3	3	4	3	4	21	3	3	4	10	4	3	4	4	15
59	4	4	4	4	4	4	24	4	4	4	12	4	4	3	4	15
60	4	3	3	4	3	4	21	4	3	4	11	4	3	4	3	14
61	5	5	4	5	4	5	28	4	4	4	12	4	4	4	4	16
62	4	3	3	4	3	4	21	4	3	3	10	3	4	3	4	14
63	3	4	4	3	4	3	21	4	3	3	10	4	4	3	3	14
64	4	4	4	4	4	4	24	4	3	3	10	4	4	4	3	15
65	5	5	5	4	5	4	28	4	4	4	12	4	5	4	4	17
66	5	5	5	5	5	5	30	4	4	4	12	4	5	5	4	18
67	4	3	3	4	3	4	21	3	4	3	10	4	3	4	3	14
68	4	4	4	4	4	4	24	4	4	4	12	4	4	4	4	16
69	5	5	5	5	5	5	30	5	5	5	15	5	4	5	5	19
70	5	4	5	5	5	5	29	5	5	5	15	5	5	5	4	19
71	4	4	4	4	4	4	24	3	3	4	10	4	3	4	4	15
72	4	4	4	4	4	4	24	4	3	4	11	4	4	4	4	16
73	4	3	3	4	3	4	21	3	3	4	10	4	3	4	3	14
74	4	4	4	4	4	4	24	3	4	4	11	4	4	4	4	16
75	3	4	4	3	4	3	21	3	4	4	11	4	3	3	4	14
76	5	4	5	5	5	5	29	4	4	4	12	4	4	4	4	16
77	5	5	4	5	4	5	28	4	5	4	13	5	4	4	4	17
78	4	3	3	4	3	4	21	4	4	4	12	4	4	4	4	16
79	5	4	5	5	5	5	29	5	5	5	15	5	5	5	4	19

80	4	4	4	4	4	4	24	4	4	4	12	4	4	4	4	16
81	5	4	5	5	5	5	29	4	4	4	12	4	4	5	5	18
82	4	3	3	4	3	4	21	3	4	3	10	4	3	3	4	14
83	3	4	4	3	4	3	21	4	4	3	11	4	4	3	4	15
84	4	4	4	4	4	4	24	3	4	3	10	3	4	4	4	15
85	4	4	4	4	4	4	24	4	3	3	10	4	3	4	4	15
86	4	4	4	4	4	4	24	4	4	4	12	4	4	3	4	15
87	5	5	5	4	5	5	29	5	5	5	15	5	5	5	5	20
88	4	4	4	4	4	4	24	4	3	4	11	3	4	3	4	14
89	5	4	5	4	5	5	28	4	3	4	11	4	4	4	4	16
90	4	4	4	4	4	4	24	3	4	3	10	4	4	4	4	16
91	4	3	3	4	4	4	22	3	4	4	11	3	4	3	3	13
92	5	5	5	4	5	4	28	4	4	4	12	5	5	4	4	18
93	3	4	4	3	4	3	21	3	4	3	10	3	4	3	3	13
94	5	5	4	5	4	4	27	4	5	5	14	5	5	4	4	18
95	4	4	4	4	4	4	24	4	3	4	11	4	4	4	4	16
96	4	4	4	4	4	4	24	4	4	4	12	4	5	5	4	18
97	3	4	3	4	3	4	21	4	3	3	10	4	4	3	4	15
98	4	5	4	5	4	4	26	4	4	4	12	4	4	5	5	18
99	4	3	4	3	4	3	21	3	3	4	10	4	4	4	4	16
100	5	5	4	5	4	5	28	4	4	4	12	5	4	4	4	17

DATA INTERVAL

No																
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Total X1	X2.1	X2.2	X2.3	Total X2	Y1	Y2	Y3	Y4	Total Y
1	4,140	3,454	3,593	3,659	3,568	3,701	22,116	3,825	2,406	3,885	10,116	4,013	3,921	3,760	4,156	15,849
2	2,631	3,454	2,292	1,000	2,280	1,000	12,656	2,412	2,406	2,438	7,256	2,521	2,457	2,383	1,000	8,361
3	4,140	3,454	3,593	3,659	3,568	3,701	22,116	3,825	3,808	3,885	11,518	4,013	2,457	3,760	2,563	12,793
4	2,631	1,000	1,000	2,314	1,000	2,341	10,286	2,412	1,000	2,438	5,850	1,000	2,457	1,000	2,563	7,020
5	2,631	2,215	2,292	1,000	2,280	1,000	11,417	1,000	2,406	1,000	4,406	2,521	2,457	1,000	1,000	6,979
6	2,631	3,454	2,292	3,659	2,280	3,701	18,016	2,412	2,406	2,438	7,256	2,521	1,000	2,383	2,563	8,467
7	4,140	1,000	3,593	3,659	3,568	3,701	19,661	3,825	3,808	3,885	11,518	4,013	2,457	3,760	4,156	14,385
8	2,631	1,000	1,000	2,314	1,000	2,341	10,286	2,412	1,000	2,438	5,850	2,521	1,000	2,383	1,000	6,904
9	2,631	1,000	2,292	1,000	2,280	1,000	10,202	2,412	2,406	2,438	7,256	2,521	2,457	1,000	2,563	8,542
10	2,631	2,215	2,292	1,000	2,280	1,000	11,417	2,412	1,000	2,438	5,850	1,000	2,457	1,000	2,563	7,020
11	2,631	3,454	3,593	2,314	3,568	2,341	17,901	1,000	2,406	1,000	4,406	4,013	3,921	2,383	4,156	14,472
12	2,631	2,215	2,292	1,000	2,280	1,000	11,417	2,412	2,406	2,438	7,256	4,013	3,921	2,383	2,563	12,879
13	2,631	2,215	2,292	1,000	2,280	1,000	11,417	2,412	1,000	2,438	5,850	2,521	1,000	1,000	2,563	7,085
14	4,140	3,454	3,593	3,659	3,568	3,701	22,116	3,825	3,808	3,885	11,518	4,013	3,921	3,760	4,156	15,849
15	2,631	2,215	2,292	1,000	2,280	1,000	11,417	2,412	2,406	2,438	7,256	2,521	2,457	2,383	2,563	9,924
16	2,631	1,000	1,000	2,314	1,000	2,341	10,286	3,825	2,406	1,000	7,231	2,521	1,000	1,000	2,563	7,085
17	2,631	2,215	2,292	1,000	2,280	1,000	11,417	2,412	1,000	2,438	5,850	1,000	2,457	1,000	2,563	7,020
18	2,631	2,215	2,292	1,000	2,280	1,000	11,417	2,412	2,406	2,438	7,256	2,521	2,457	2,383	2,563	9,924
19	4,140	2,215	2,292	3,659	2,280	3,701	18,287	1,000	1,000	2,438	4,438	2,521	2,457	1,000	2,563	8,542
20	2,631	2,215	3,593	2,314	3,568	2,341	16,662	2,412	1,000	2,438	5,850	2,521	2,457	2,383	2,563	9,924
21	4,140	3,454	3,593	3,659	3,568	3,701	22,116	2,412	2,406	2,438	7,256	2,521	2,457	2,383	2,563	9,924
22	4,140	3,454	2,292	3,659	2,280	3,701	19,526	2,412	2,406	2,438	7,256	2,521	2,457	2,383	2,563	9,924
23	2,631	2,215	2,292	1,000	2,280	1,000	11,417	1,000	2,406	2,438	5,844	1,000	2,457	2,383	1,000	6,840
24	4,140	3,454	3,593	3,659	3,568	3,701	22,116	2,412	2,406	2,438	7,256	2,521	2,457	2,383	2,563	9,924

25	4,140	2,215	3,593	3,659	3,568	3,701	20,877	3,825	2,406	3,885	10,116	4,013	3,921	2,383	4,156	14,472
26	2,631	1,000	1,000	2,314	1,000	2,341	10,286	2,412	2,406	2,438	7,256	2,521	1,000	1,000	2,563	7,085
27	4,140	3,454	3,593	2,314	3,568	2,341	19,411	2,412	2,406	2,438	7,256	2,521	2,457	2,383	2,563	9,924
28	2,631	2,215	2,292	2,314	1,000	2,341	12,793	2,412	2,406	2,438	7,256	2,521	1,000	2,383	1,000	6,904
29	2,631	2,215	1,000	2,314	1,000	2,341	11,501	1,000	2,406	1,000	4,406	1,000	2,457	1,000	2,563	7,020
30	2,631	1,000	1,000	1,000	1,000	1,000	7,631	2,412	1,000	2,438	5,850	1,000	2,457	2,383	1,000	6,840
31	4,140	3,454	2,292	2,314	2,280	2,341	16,821	3,825	3,808	3,885	11,518	4,013	2,457	2,383	2,563	11,416
32	2,631	1,000	1,000	2,314	1,000	2,341	10,286	2,412	1,000	2,438	5,850	2,521	2,457	1,000	1,000	6,979
33	2,631	2,215	2,292	3,659	2,280	3,701	16,777	3,825	3,808	3,885	11,518	4,013	2,457	2,383	2,563	11,416
34	2,631	1,000	2,292	2,314	1,000	2,341	11,577	1,000	2,406	1,000	4,406	2,521	2,457	2,383	2,563	9,924
35	2,631	3,454	2,292	3,659	2,280	2,341	16,656	2,412	1,000	1,000	4,412	2,521	1,000	2,383	2,563	8,467
36	4,140	3,454	2,292	3,659	2,280	3,701	19,526	1,000	2,406	2,438	5,844	2,521	2,457	2,383	2,563	9,924
37	2,631	1,000	1,000	2,314	1,000	2,341	10,286	1,000	2,406	1,000	4,406	2,521	1,000	1,000	2,563	7,085
38	4,140	3,454	3,593	3,659	3,568	3,701	22,116	3,825	3,808	3,885	11,518	4,013	2,457	2,383	2,563	11,416
39	4,140	2,215	2,292	2,314	2,280	2,341	15,582	1,000	2,406	1,000	4,406	2,521	2,457	2,383	1,000	8,361
40	4,140	3,454	3,593	3,659	3,568	3,701	22,116	2,412	2,406	2,438	7,256	2,521	3,921	3,760	2,563	12,765
41	2,631	1,000	1,000	2,314	1,000	2,341	10,286	1,000	1,000	1,000	3,000	1,000	1,000	2,383	2,563	6,946
42	4,140	3,454	2,292	3,659	2,280	3,701	19,526	2,412	2,406	1,000	5,818	2,521	2,457	2,383	2,563	9,924
43	4,140	2,215	2,292	2,314	2,280	2,341	15,582	2,412	2,406	2,438	7,256	4,013	2,457	2,383	2,563	11,416
44	2,631	3,454	2,292	2,314	2,280	2,341	15,311	2,412	2,406	2,438	7,256	2,521	2,457	1,000	2,563	8,542
45	4,140	3,454	3,593	2,314	3,568	3,701	20,771	3,825	2,406	3,885	10,116	2,521	3,921	3,760	4,156	14,357
46	2,631	2,215	3,593	2,314	2,280	2,341	15,374	2,412	2,406	2,438	7,256	2,521	2,457	2,383	2,563	9,924
47	2,631	1,000	1,000	2,314	1,000	2,341	10,286	2,412	1,000	1,000	4,412	2,521	1,000	2,383	2,563	8,467
48	2,631	2,215	2,292	2,314	2,280	2,341	14,072	1,000	1,000	2,438	4,438	2,521	1,000	2,383	2,563	8,467
49	2,631	1,000	1,000	2,314	1,000	2,341	10,286	1,000	1,000	1,000	3,000	2,521	2,457	1,000	1,000	6,979
50	2,631	2,215	2,292	3,659	2,280	2,341	15,417	2,412	2,406	2,438	7,256	4,013	2,457	2,383	2,563	11,416
51	2,631	2,215	2,292	2,314	2,280	2,341	14,072	2,412	2,406	2,438	7,256	2,521	2,457	2,383	2,563	9,924
52	2,631	1,000	1,000	2,314	1,000	2,341	10,286	2,412	1,000	2,438	5,850	2,521	1,000	2,383	1,000	6,904

53	2,631	2,215	2,292	2,314	2,280	2,341	14,072	1,000	2,406	1,000	4,406	2,521	2,457	2,383	2,563	9,924
54	4,140	2,215	3,593	3,659	3,568	3,701	20,877	3,825	3,808	2,438	10,071	4,013	2,457	3,760	4,156	14,385
55	2,631	1,000	1,000	2,314	1,000	2,341	10,286	2,412	2,406	2,438	7,256	2,521	2,457	2,383	2,563	9,924
56	2,631	3,454	2,292	3,659	3,568	2,341	17,944	2,412	2,406	2,438	7,256	2,521	2,457	3,760	4,156	12,894
57	4,140	3,454	3,593	3,659	3,568	3,701	22,116	2,412	2,406	2,438	7,256	4,013	3,921	3,760	2,563	14,256
58	2,631	1,000	1,000	2,314	1,000	2,341	10,286	1,000	1,000	2,438	4,438	2,521	1,000	2,383	2,563	8,467
59	2,631	2,215	2,292	2,314	2,280	2,341	14,072	2,412	2,406	2,438	7,256	2,521	2,457	1,000	2,563	8,542
60	2,631	1,000	1,000	2,314	1,000	2,341	10,286	2,412	1,000	2,438	5,850	2,521	1,000	2,383	1,000	6,904
61	4,140	3,454	2,292	3,659	2,280	3,701	19,526	2,412	2,406	2,438	7,256	2,521	2,457	2,383	2,563	9,924
62	2,631	1,000	1,000	2,314	1,000	2,341	10,286	2,412	1,000	1,000	4,412	1,000	2,457	1,000	2,563	7,020
63	1,000	2,215	2,292	1,000	2,280	1,000	9,786	2,412	1,000	1,000	4,412	2,521	2,457	1,000	1,000	6,979
64	2,631	2,215	2,292	2,314	2,280	2,341	14,072	2,412	1,000	1,000	4,412	2,521	2,457	2,383	1,000	8,361
65	4,140	3,454	3,593	2,314	3,568	2,341	19,411	2,412	2,406	2,438	7,256	2,521	3,921	2,383	2,563	11,388
66	4,140	3,454	3,593	3,659	3,568	3,701	22,116	2,412	2,406	2,438	7,256	2,521	3,921	3,760	2,563	12,765
67	2,631	1,000	1,000	2,314	1,000	2,341	10,286	1,000	2,406	1,000	4,406	2,521	1,000	2,383	1,000	6,904
68	2,631	2,215	2,292	2,314	2,280	2,341	14,072	2,412	2,406	2,438	7,256	2,521	2,457	2,383	2,563	9,924
69	4,140	3,454	3,593	3,659	3,568	3,701	22,116	3,825	3,808	3,885	11,518	4,013	2,457	3,760	4,156	14,385
70	4,140	2,215	3,593	3,659	3,568	3,701	20,877	3,825	3,808	3,885	11,518	4,013	3,921	3,760	2,563	14,256
71	2,631	2,215	2,292	2,314	2,280	2,341	14,072	1,000	1,000	2,438	4,438	2,521	1,000	2,383	2,563	8,467
72	2,631	2,215	2,292	2,314	2,280	2,341	14,072	2,412	1,000	2,438	5,850	2,521	2,457	2,383	2,563	9,924
73	2,631	1,000	1,000	2,314	1,000	2,341	10,286	1,000	1,000	2,438	4,438	2,521	1,000	2,383	1,000	6,904
74	2,631	2,215	2,292	2,314	2,280	2,341	14,072	1,000	2,406	2,438	5,844	2,521	2,457	2,383	2,563	9,924
75	1,000	2,215	2,292	1,000	2,280	1,000	9,786	1,000	2,406	2,438	5,844	2,521	1,000	1,000	2,563	7,085
76	4,140	2,215	3,593	3,659	3,568	3,701	20,877	2,412	2,406	2,438	7,256	2,521	2,457	2,383	2,563	9,924
77	4,140	3,454	2,292	3,659	2,280	3,701	19,526	2,412	3,808	2,438	8,657	4,013	2,457	2,383	2,563	11,416
78	2,631	1,000	1,000	2,314	1,000	2,341	10,286	2,412	2,406	2,438	7,256	2,521	2,457	2,383	2,563	9,924
79	4,140	2,215	3,593	3,659	3,568	3,701	20,877	3,825	3,808	3,885	11,518	4,013	3,921	3,760	2,563	14,256
80	2,631	2,215	2,292	2,314	2,280	2,341	14,072	2,412	2,406	2,438	7,256	2,521	2,457	2,383	2,563	9,924

81	4,140	2,215	3,593	3,659	3,568	3,701	20,877	2,412	2,406	2,438	7,256	2,521	2,457	3,760	4,156	12,894
82	2,631	1,000	1,000	2,314	1,000	2,341	10,286	1,000	2,406	1,000	4,406	2,521	1,000	1,000	2,563	7,085
83	1,000	2,215	2,292	1,000	2,280	1,000	9,786	2,412	2,406	1,000	5,818	2,521	2,457	1,000	2,563	8,542
84	2,631	2,215	2,292	2,314	2,280	2,341	14,072	1,000	2,406	1,000	4,406	1,000	2,457	2,383	2,563	8,403
85	2,631	2,215	2,292	2,314	2,280	2,341	14,072	2,412	1,000	1,000	4,412	2,521	1,000	2,383	2,563	8,467
86	2,631	2,215	2,292	2,314	2,280	2,341	14,072	2,412	2,406	2,438	7,256	2,521	2,457	1,000	2,563	8,542
87	4,140	3,454	3,593	2,314	3,568	3,701	20,771	3,825	3,808	3,885	11,518	4,013	3,921	3,760	4,156	15,849
88	2,631	2,215	2,292	2,314	2,280	2,341	14,072	2,412	1,000	2,438	5,850	1,000	2,457	1,000	2,563	7,020
89	4,140	2,215	3,593	2,314	3,568	3,701	19,532	2,412	1,000	2,438	5,850	2,521	2,457	2,383	2,563	9,924
90	2,631	2,215	2,292	2,314	2,280	2,341	14,072	1,000	2,406	1,000	4,406	2,521	2,457	2,383	2,563	9,924
91	2,631	1,000	1,000	2,314	2,280	2,341	11,566	1,000	2,406	2,438	5,844	1,000	2,457	1,000	1,000	5,457
92	4,140	3,454	3,593	2,314	3,568	2,341	19,411	2,412	2,406	2,438	7,256	4,013	3,921	2,383	2,563	12,879
93	1,000	2,215	2,292	1,000	2,280	1,000	9,786	1,000	2,406	1,000	4,406	1,000	2,457	1,000	1,000	5,457
94	4,140	3,454	2,292	3,659	2,280	2,341	18,165	2,412	3,808	3,885	10,105	4,013	3,921	2,383	2,563	12,879
95	2,631	2,215	2,292	2,314	2,280	2,341	14,072	2,412	1,000	2,438	5,850	2,521	2,457	2,383	2,563	9,924
96	2,631	2,215	2,292	2,314	2,280	2,341	14,072	2,412	2,406	2,438	7,256	2,521	3,921	3,760	2,563	12,765
97	1,000	2,215	1,000	2,314	1,000	2,341	9,870	2,412	1,000	1,000	4,412	2,521	2,457	1,000	2,563	8,542
98	2,631	3,454	2,292	3,659	2,280	2,341	16,656	2,412	2,406	2,438	7,256	2,521	2,457	3,760	4,156	12,894
99	2,631	1,000	2,292	1,000	2,280	1,000	10,202	1,000	1,000	2,438	4,438	2,521	2,457	2,383	2,563	9,924
100	4,140	3,454	2,292	3,659	2,280	3,701	19,526	2,412	2,406	2,438	7,256	4,013	2,457	2,383	2,563	11,416



Lampiran 04. Tabulasi Data Analisis Regresi Linear Berganda

No	X ₁	X ₂	Y
1	22,116	10,116	15,849
2	12,656	7,256	8,361
3	22,116	11,518	12,793
4	10,286	5,85	7,02
5	11,417	4,406	6,979
6	18,016	7,256	8,467
7	19,661	11,518	14,385
8	10,286	5,85	6,904
9	10,202	7,256	8,542
10	11,417	5,85	7,02
11	17,901	4,406	14,472
12	11,417	7,256	12,879
13	11,417	5,85	7,085
14	22,116	11,518	15,849



15	11,417	7,256	9,924
16	10,286	7,231	7,085
17	11,417	5,85	7,02
18	11,417	7,256	9,924
19	18,287	4,438	8,542
20	16,662	5,85	9,924
21	22,116	7,256	9,924
22	19,526	7,256	9,924
23	11,417	5,844	6,84
24	22,116	7,256	9,924
25	20,877	10,116	14,472
26	10,286	7,256	7,085
27	19,411	7,256	9,924
28	12,793	7,256	6,904
29	11,501	4,406	7,02
30	7,631	5,85	6,84
31	16,821	11,518	11,416
32	10,286	5,85	6,979



33	16,777	11,518	11,416
34	11,577	4,406	9,924
35	16,656	4,412	8,467
36	19,526	5,844	9,924
37	10,286	4,406	7,085
38	22,116	11,518	11,416
39	15,582	4,406	8,361
40	22,116	7,256	12,765
41	10,286	3	6,946
42	19,526	5,818	9,924
43	15,582	7,256	11,416
44	15,311	7,256	8,542
45	20,771	10,116	14,357
46	15,374	7,256	9,924
47	10,286	4,412	8,467
48	14,072	4,438	8,467
49	10,286	3	6,979
50	15,417	7,256	11,416



51	14,072	7,256	9,924
52	10,286	5,85	6,904
53	14,072	4,406	9,924
54	20,877	10,071	14,385
55	10,286	7,256	9,924
56	17,944	7,256	12,894
57	22,116	7,256	14,256
58	10,286	4,438	8,467
59	14,072	7,256	8,542
60	10,286	5,85	6,904
61	19,526	7,256	9,924
62	10,286	4,412	7,02
63	9,786	4,412	6,979
64	14,072	4,412	8,361
65	19,411	7,256	11,388
66	22,116	7,256	12,765
67	10,286	4,406	6,904
68	14,072	7,256	9,924



69	22,116	11,518	14,385
70	20,877	11,518	14,256
71	14,072	4,438	8,467
72	14,072	5,85	9,924
73	10,286	4,438	6,904
74	14,072	5,844	9,924
75	9,786	5,844	7,085
76	20,877	7,256	9,924
77	19,526	8,657	11,416
78	10,286	7,256	9,924
79	20,877	11,518	14,256
80	14,072	7,256	9,924
81	20,877	7,256	12,894
82	10,286	4,406	7,085
83	9,786	5,818	8,542
84	14,072	4,406	8,403
85	14,072	4,412	8,467
86	14,072	7,256	8,542



87	20,771	11,518	15,849
88	14,072	5,85	7,02
89	19,532	5,85	9,924
90	14,072	4,406	9,924
91	11,566	5,844	5,457
92	19,411	7,256	12,879
93	9,786	4,406	5,457
94	18,165	10,105	12,879
95	14,072	5,85	9,924
96	14,072	7,256	12,765
97	9,87	4,412	8,542
98	16,656	7,256	12,894
99	10,202	4,438	9,924
100	19,526	7,256	11,416



X1.6	Pearson Correlation	,748**	,399**	,450**	,910**	,448**	1	,800**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100	100
Total	Pearson Correlation	,829**	,778**	,843**	,767**	,850**	,800**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100	100

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

Output SPSS Uji Reabilitas Kuesioner Kualitas Produk

Reliability Statistics	
Cronbach's Alpha	N of Items
,893	6

Citra Merek

2. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Citra Merek

Output SPSS Uji Validitas Kuesioner Citra Merek

Correlations					
		X2.1	X2.2	X2.3	Total
X2.1	Pearson Correlation	1	,444**	,658**	,847**
	Sig. (2-tailed)		,000	,000	,000

	N	100	100	100	100
X2.2	Pearson Correlation	,444**	1	,482**	,778**
	Sig. (2-tailed)	,000		,000	,000
	N	100	100	100	100
X2.3	Pearson Correlation	,658**	,482**	1	,859**
	Sig. (2-tailed)	,000	,000		,000
	N	100	100	100	100
Total	Pearson Correlation	,847**	,778**	,859**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	100	100	100	100
**. 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
,769	3



3. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Keputusan Pembelian

Output SPSS Uji Validitas Kuesioner Keputusan Pembelian

Correlations						
		Y1	Y2	Y3	Y4	Total
Y1	Pearson Correlation	1	,361**	,509**	,406**	,755**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	100	100	100	100	100
Y2	Pearson Correlation	,361**	1	,407**	,368**	,715**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	100	100	100	100	100
Y3	Pearson Correlation	,509**	,407**	1	,452**	,804**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	100	100	100	100	100
Y4	Pearson Correlation	,406**	,368**	,452**	1	,724**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	100	100	100	100	100
Total	Pearson Correlation	,755**	,715**	,804**	,724**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	100	100	100	100	100

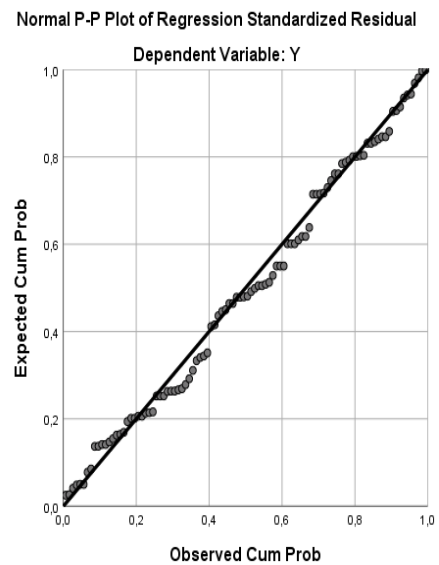
** . Correlation is significant at the 0.01 level (2-tailed).

Output SPSS Uji Reliabilitas Kuesioner Keputusan Pembelian

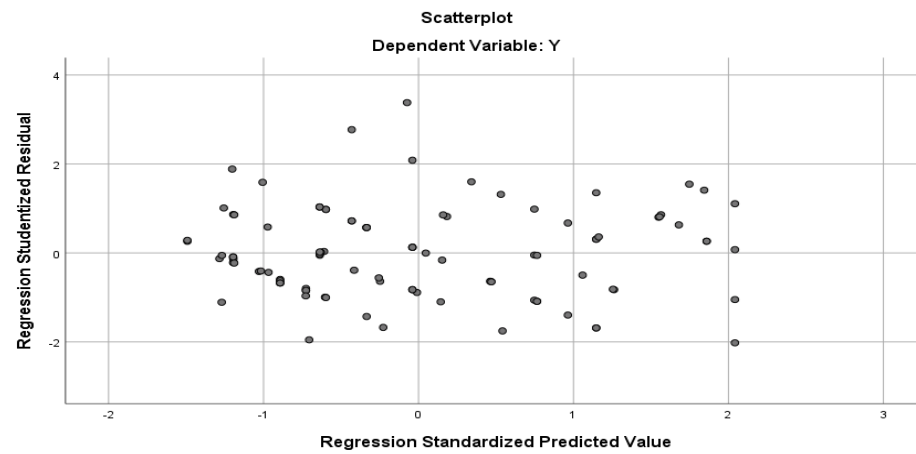
Reliability Statistics	
Cronbach's Alpha	N of Items
,740	4

4. Output SPSS Uji Asumsi Klasik

Hasil Uji Normalitas



Hasil Uji Heterokedastisitas



Hasil Uji Multikolinieritas

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,888	,555		3,405	,001		
	X1	,322	,044	,533	7,313	,000	,592	1,690
	X2	,458	,087	,385	5,277	,000	,592	1,690

a. Dependent Variable: Y

Output SPSS Analisis Regresi Linier Berganda

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,834 ^a	,695	,688	1,46092	1,727
a. Predictors: (Constant), X2, X1					
b. Dependent Variable: Y					

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	471,231	2	235,616	110,395	,000 ^b
	Residual	207,026	97	2,134		
	Total	678,257	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)	1,888	,555		3,405	,001			
	X1	,322	,044	,533	7,313	,000	,779	,596	,410
	X2	,458	,087	,385	5,277	,000	,726	,472	,296
a. Dependent Variable: Y									

Lampiran 06. Hasil Observasi Awal

Pengguna provider yang digunakan responden

No	Simpat	IM3	XL	Provider yang digunakan saat ini
1	Pernah	Pernah	Pernah	XL
2	tidak	Pernah	Pernah	XL
3	Pernah	Pernah	Pernah	Simpat
4	Pernah	Pernah	Pernah	XL
5	Pernah	Pernah	Pernah	XL
6	Tidak	Pernah	Pernah	XL
7	Pernah	Pernah	Pernah	XL
8	Pernah	Penah	Pernah	Simpat
9	Pernah	Pernah	Pernah	XL
10	Pernah	Pernah	Pernah	XL

