

LAMPIRAN



Lampiran 01. Kuesioner Penelitian

A. IDENTITAS RESPONDEN

1. Usia :
2. Pekerjaan :
3. Berapa kali saudara melakukan pembelian di Toko Basmalah?

Belum pernah	2 kali
1 kali	> 2 kali

B. PETUNJUK PENGISIAN

1. Isilah identitas diri anda terlebih dahulu (identitas saudara akan dirahasiakan dan hanya diketahui oleh peneliti).
2. Mohon untuk mengisi pernyataan-pernyataan dengan jujur dan sesuai dengan keadaan atau kenyataan yang ada agar penelitian ini mendapatkan data yang valid.
3. Berilah tanda *check* (✓) pada salah satu jawaban di setiap pernyataan yang paling Anda anggap sesuai.
4. Terdapat 5 pilihan jawaban pernyataan, diantaranya:

Sangat Tidak Setuju (STS)	: skor 1
Tidak Setuju (TS)	: skor 2
Kurang Setuju (KS)	: skor 3
Setuju (S)	: skor 4
Sangat Setuju (SS)	: skor 5

C. DAFTAR PERNYATAAN

1. *Brand Image* (Citra Merek)

No.	Pernyataan Variabel <i>Brand Image</i> (X)	STS	TS	KS	S	SS
		(1)	(2)	(3)	(4)	(5)
1.	Saya merasa bahwa Toko Basmalah memiliki citra Islami yang kuat					
2.	Saya merasa bahwa motto Toko Basmalah “Sebagai Tempat Belanja yang Baik” mencerminkan <i>image</i> muslim					
3.	Saya merasa bahwa produk yang tersedia di Toko Basmalah dapat dipercaya kehalalannya					
4.	Saya merasa nyaman berbelanja di Toko Basmalah dengan pelayanannya yang menggunakan nilai-nilai syariah					
5.	Saya merasa bahwa konsep Toko Basmalah memiliki keunikan yang melekat dalam ingatan yakni setelah saya selesai melakukan transaksi jual-beli, pegawai kasir kemudian menyampaikan “Terima kasih, Saya jual”					
6.	Saya merasa kualitas produk yang ada di Toko Basmalah sudah sesuai dengan harapan saya					
7.	Saya merasa bahwa produk yang dijual di Toko Basmalah dapat memenuhi kebutuhan saya					
8.	Saya merasa aman dan tenang dalam mengkonsumsi produk halal yang dijual di Toko Basmalah					
9.	Saya mendapat pengalaman yang menyenangkan setelah berbelanja di Toko Basmalah karena Toko Basmalah menyediakan beraneka -ragam produk yang saya butuhkan					
10.	Saya merasa bahwa Toko Basmalah menawarkan produk dengan harga yang bersaing					
11.	Saya merasa tidak pernah mengalami kerugian pada saat melakukan transaksi belanja di Toko Basmalah					
12.	Saya merasa bahwa <i>branding</i> Basmalah semakin kuat dengan adanya papan nama					

	berisi slogan “Sebagai Tempat Belanja yang Baik”					
13.	Saya mudah mengenali dan mengingat warna dari Toko Basmalah yang cukup mencolok					
14.	Saya mudah mengingat seragam kerja pegawai Toko Basmalah lantaran mengusung konsep Islami yang kuat					

2. Minat Beli

No.	Pernyataan Variabel Minat Beli (Y)	STS	TS	KS	S	SS
		(1)	(2)	(3)	(4)	(5)
1.	Saya akan berbelanja ke Toko Basmalah dalam waktu dekat					
2.	Saya berminat berbelanja di Toko Basmalah karena pelayanannya mengusung nilai-nilai syariah					
3.	Saya berminat berbelanja di Toko Basmalah karena menjual produk yang halal					
4.	Saya berminat berbelanja di Toko Basmalah karena desain tokonya memiliki warna yang menarik					
5.	Saya akan merekomendasikan Toko Basmalah kepada keluarga dan orang terdekat saya					
6.	Saya akan menjadikan Toko Basmalah sebagai prioritas utama dalam daftar tempat belanja kebutuhan harian					
7.	Saya akan mencari tahu tentang harga produk yang anda butuhkan pada Toko Basmalah					
8.	Saya akan mencari tahu tentang berbagai pilihan produk yang ditawarkan oleh Toko Basmalah					
9.	Saya akan mencari tahu tentang pengalaman berbelanja di Toko Basmalah melalui keluarga atau orang terdekat saya					
10.	Saya akan mencari tahu tentang pengalaman berbelanja di Toko Basmalah melalui <i>platform</i> media social					

	Sig. (2-tailed)	.005	.000	.000	.000	.000	.000	.000	.000	.000	.001		.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X.12	Pearson Correlation	.553**	.791**	.796**	.768**	.797**	.776**	.678*	.717*	.595*	.378*	.798**	1	.782**	.737*	.858**
	Sig. (2-tailed)	.002	.000	.000	.000	.000	.000	.000	.000	.001	.039	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X.13	Pearson Correlation	.661**	.773**	.829**	.759**	.801**	.842**	.719*	.696*	.713*	.472**	.828**	.782*	1	.927*	.916**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.008	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X.14	Pearson Correlation	.726**	.834**	.729**	.682**	.703**	.827**	.574*	.623*	.689*	.505**	.792**	.737*	.927**	1	.880**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.001	.000	.000	.004	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
TOTAL.X	Pearson Correlation	.712**	.896**	.916**	.901**	.921**	.924**	.811*	.842*	.804*	.614**	.915**	.858*	.916**	.880*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	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).



MINAT BELI

Correlations

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10	TOTAL.Y
Y.1	Pearson Correlation	1	.973**	.961**	.946**	.942**	.917**	.899**	.799**	.794**	.836**	.953**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Y.2	Pearson Correlation	.973**	1	.953**	.929**	.969**	.937**	.903**	.853**	.852**	.881**	.971**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Y.3	Pearson Correlation	.961**	.953**	1	.911**	.962**	.938**	.941**	.841**	.856**	.857**	.968**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Y.4	Pearson Correlation	.946**	.929**	.911**	1	.953**	.902**	.862**	.800**	.808**	.824**	.939**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Y.5	Pearson Correlation	.942**	.969**	.962**	.953**	1	.950**	.936**	.891**	.908**	.914**	.989**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Y.6	Pearson Correlation	.917**	.937**	.938**	.902**	.950**	1	.904**	.868**	.869**	.837**	.957**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Y.7	Pearson Correlation	.899**	.903**	.941**	.862**	.936**	.904**	1	.930**	.926**	.909**	.964**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000

	N	30	30	30	30	30	30	30	30	30	30	30
Y.8	Pearson Correlation	.799**	.853**	.841**	.800**	.891**	.868**	.930**	1	.979**	.930**	.929**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Y.9	Pearson Correlation	.794**	.852**	.856**	.808**	.908**	.869**	.926**	.979**	1	.948**	.934**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	30	30	30	30	30	30	30	30	30	30	30
Y.10	Pearson Correlation	.836**	.881**	.857**	.824**	.914**	.837**	.909**	.930**	.948**	1	.935**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	30	30	30	30	30	30	30	30	30	30	30
TOTAL.Y	Pearson Correlation	.953**	.971**	.968**	.939**	.989**	.957**	.964**	.929**	.934**	.935**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30	30	30	30	30

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



OUTPUT UJI RELIABILITAS

BRAND IMAGE

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.969	.971	14



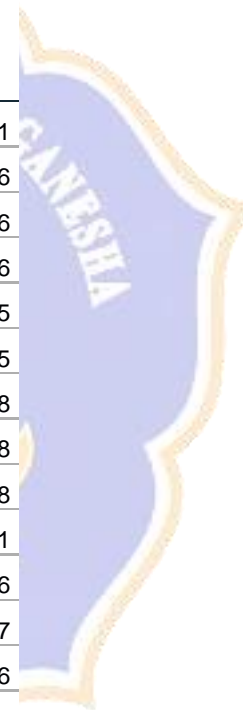
Inter-Item Correlation Matrix

	X.1	X.2	X.3	X.4	X.5	X.6	X.7	X.8	X.9	X.10	X.11	X.12	X.13	X.14
X.1	1.000	.678	.589	.531	.559	.576	.501	.507	.508	.526	.501	.553	.661	.726
X.2	.678	1.000	.821	.775	.811	.835	.599	.796	.599	.519	.774	.791	.773	.834
X.3	.589	.821	1.000	.816	.951	.777	.727	.828	.633	.496	.877	.796	.829	.729
X.4	.531	.775	.816	1.000	.911	.833	.823	.770	.750	.607	.784	.768	.759	.682
X.5	.559	.811	.951	.911	1.000	.823	.745	.787	.655	.549	.859	.797	.801	.703
X.6	.576	.835	.777	.833	.823	1.000	.727	.773	.800	.546	.880	.776	.842	.827
X.7	.501	.599	.727	.823	.745	.727	1.000	.790	.763	.503	.683	.678	.719	.574
X.8	.507	.796	.828	.770	.787	.773	.790	1.000	.688	.346	.775	.717	.696	.623
X.9	.508	.599	.633	.750	.655	.800	.763	.688	1.000	.526	.773	.595	.713	.689
X.10	.526	.519	.496	.607	.549	.546	.503	.346	.526	1.000	.577	.378	.472	.505
X.11	.501	.774	.877	.784	.859	.880	.683	.775	.773	.577	1.000	.798	.828	.792
X.12	.553	.791	.796	.768	.797	.776	.678	.717	.595	.378	.798	1.000	.782	.737

X.13	.661	.773	.829	.759	.801	.842	.719	.696	.713	.472	.828	.782	1.000	.927
X.14	.726	.834	.729	.682	.703	.827	.574	.623	.689	.505	.792	.737	.927	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X.1	41.60	256.662	.660	.745	.971
X.2	42.07	246.133	.874	.950	.966
X.3	42.13	244.740	.899	.975	.966
X.4	42.63	247.826	.882	.944	.966
X.5	42.27	245.444	.905	.975	.965
X.6	42.57	251.564	.911	.926	.965
X.7	41.77	263.289	.787	.885	.968
X.8	41.47	266.120	.824	.913	.968
X.9	42.17	259.316	.774	.834	.968
X.10	42.17	277.868	.585	.766	.971
X.11	42.23	246.116	.897	.960	.966
X.12	42.03	257.482	.836	.838	.967
X.13	41.93	244.547	.898	.961	.966
X.14	41.87	245.361	.854	.967	.967



MINAT BELI

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.989	.989	10

Item Statistics

	Mean	Std. Deviation	N
Y.1	2.23	1.331	30
Y.2	2.13	1.279	30
Y.3	2.23	1.331	30
Y.4	2.33	1.470	30
Y.5	2.17	1.289	30
Y.6	2.07	1.258	30
Y.7	2.17	1.234	30
Y.8	2.00	1.232	30
Y.9	2.07	1.258	30
Y.10	2.17	1.234	30



Inter-Item Correlation Matrix

	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10
Y.1	1.000	.973	.961	.946	.942	.917	.899	.799	.794	.836
Y.2	.973	1.000	.953	.929	.969	.937	.903	.853	.852	.881
Y.3	.961	.953	1.000	.911	.962	.938	.941	.841	.856	.857
Y.4	.946	.929	.911	1.000	.953	.902	.862	.800	.808	.824
Y.5	.942	.969	.962	.953	1.000	.950	.936	.891	.908	.914
Y.6	.917	.937	.938	.902	.950	1.000	.904	.868	.869	.837
Y.7	.899	.903	.941	.862	.936	.904	1.000	.930	.926	.909
Y.8	.799	.853	.841	.800	.891	.868	.930	1.000	.979	.930
Y.9	.794	.852	.856	.808	.908	.869	.926	.979	1.000	.948
Y.10	.836	.881	.857	.824	.914	.837	.909	.930	.948	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y.1	19.33	122.299	.941	.996	.987
Y.2	19.43	122.806	.964	.993	.987
Y.3	19.33	121.816	.959	.986	.987
Y.4	19.23	119.909	.923	.988	.988
Y.5	19.40	122.041	.986	.996	.986
Y.6	19.50	123.707	.947	.944	.987

Y.7	19.40	123.972	.956	.974	.987
Y.8	19.57	125.082	.914	.978	.988
Y.9	19.50	124.397	.919	.982	.988
Y.10	19.40	124.869	.920	.964	.988



Lampiran 03. Output Uji Frekuensi Data Responden

		Statistics		
		usia	pekerjaan	kunjungan
N	Valid	265	265	265
	Missing	0	0	0

		usia			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	13	1	.4	.4	.4
	15	4	1.5	1.5	1.9
	16	7	2.6	2.6	4.5
	17	7	2.6	2.6	7.2
	18	9	3.4	3.4	10.6
	19	8	3.0	3.0	13.6
	20	16	6.0	6.0	19.6
	21	12	4.5	4.5	24.2
	22	6	2.3	2.3	26.4
	23	12	4.5	4.5	30.9
	24	3	1.1	1.1	32.1
	25	7	2.6	2.6	34.7
	26	5	1.9	1.9	36.6
	27	3	1.1	1.1	37.7
	28	7	2.6	2.6	40.4
	29	4	1.5	1.5	41.9
	30	3	1.1	1.1	43.0
	31	1	.4	.4	43.4
	32	2	.8	.8	44.2
	33	1	.4	.4	44.5
	34	5	1.9	1.9	46.4
	35	1	.4	.4	46.8
	36	5	1.9	1.9	48.7
	37	3	1.1	1.1	49.8
	38	5	1.9	1.9	51.7
	39	1	.4	.4	52.1
40	6	2.3	2.3	54.3	
41	4	1.5	1.5	55.8	
42	5	1.9	1.9	57.7	
43	7	2.6	2.6	60.4	

44	3	1.1	1.1	61.5
45	9	3.4	3.4	64.9
46	5	1.9	1.9	66.8
47	7	2.6	2.6	69.4
48	8	3.0	3.0	72.5
49	6	2.3	2.3	74.7
50	6	2.3	2.3	77.0
51	1	.4	.4	77.4
52	6	2.3	2.3	79.6
53	2	.8	.8	80.4
54	3	1.1	1.1	81.5
55	7	2.6	2.6	84.2
56	8	3.0	3.0	87.2
57	3	1.1	1.1	88.3
58	9	3.4	3.4	91.7
59	7	2.6	2.6	94.3
60	13	4.9	4.9	99.2
63	1	.4	.4	99.6
65	1	.4	.4	100.0
Total	265	100.0	100.0	

pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SWASTA	79	29.8	29.8	29.8
	KARYAWAN	49	18.5	18.5	48.3
	BELUM BEKERJA	18	6.8	6.8	55.1
	PELAJAR	34	12.8	12.8	67.9
	MAHASISWA	10	3.8	3.8	71.7
	BURUH	10	3.8	3.8	75.5
	IRT	14	5.3	5.3	80.8
	PNS	4	1.5	1.5	82.3
	PETANI	4	1.5	1.5	83.8
	PEKERJA LEPAS	3	1.1	1.1	84.9
	USAHA	3	1.1	1.1	86.0
	GURU	3	1.1	1.1	87.2
	PEDAGANG	7	2.6	2.6	89.8
	SUPIR	1	.4	.4	90.2
	DISTRIBUTOR	1	.4	.4	90.6

PENSIUN	1	.4	.4	90.9
KOSONG	23	8.7	8.7	99.6
PEKEBUN	1	.4	.4	100.0
Total	265	100.0	100.0	

kunjungan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BELUM PERNAH	198	74.7	74.7	74.7
	1 KALI	47	17.7	17.7	92.5
	2 KALI	14	5.3	5.3	97.7
	LEBIH DARI 2 KALI	6	2.3	2.3	100.0
	Total	265	100.0	100.0	



**Lampiran 04. Output Uji Frekuensi Pernyataan Kuesioner
BRAND IMAGE**

Statistics

	X.1	X.2	X.3	X.4	X.5	X.6	X.7	X.8	X.9	X.10	X.11	X.12	X.13	X.14
N Valid	265	265	265	265	265	265	265	265	265	265	265	265	265	265
Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0

X.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	11	4.2	4.2	4.2
	TS	2	.8	.8	4.9
	KS	3	1.1	1.1	6.0
	S	97	36.6	36.6	42.6
	SS	152	57.4	57.4	100.0
	Total	265	100.0	100.0	

X.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	12	4.5	4.5	4.5
	TS	2	.8	.8	5.3
	KS	12	4.5	4.5	9.8
	S	126	47.5	47.5	57.4
	SS	113	42.6	42.6	100.0
	Total	265	100.0	100.0	

X.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	11	4.2	4.2	4.2
	TS	2	.8	.8	4.9
	KS	28	10.6	10.6	15.5
	S	142	53.6	53.6	69.1
	SS	82	30.9	30.9	100.0
	Total	265	100.0	100.0	

X.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	15	5.7	5.7	5.7
	TS	13	4.9	4.9	10.6
	KS	107	40.4	40.4	50.9
	S	102	38.5	38.5	89.4

	SS	28	10.6	10.6	100.0
	Total	265	100.0	100.0	

X.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	10	3.8	3.8	3.8
	TS	11	4.2	4.2	7.9
	KS	125	47.2	47.2	55.1
	S	87	32.8	32.8	87.9
	SS	32	12.1	12.1	100.0
	Total	265	100.0	100.0	

X.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	11	4.2	4.2	4.2
	TS	25	9.4	9.4	13.6
	KS	136	51.3	51.3	64.9
	S	75	28.3	28.3	93.2
	SS	18	6.8	6.8	100.0
	Total	265	100.0	100.0	

X.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	18	6.8	6.8	6.8
	TS	57	21.5	21.5	28.3
	KS	120	45.3	45.3	73.6
	S	55	20.8	20.8	94.3
	SS	15	5.7	5.7	100.0
	Total	265	100.0	100.0	

X.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	10	3.8	3.8	3.8
	TS	34	12.8	12.8	16.6
	KS	110	41.5	41.5	58.1
	S	89	33.6	33.6	91.7
	SS	22	8.3	8.3	100.0
	Total	265	100.0	100.0	

X.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	11	4.2	4.2	4.2
	TS	43	16.2	16.2	20.4
	KS	133	50.2	50.2	70.6
	S	62	23.4	23.4	94.0
	SS	16	6.0	6.0	100.0
	Total	265	100.0	100.0	

X.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	9	3.4	3.4	3.4
	TS	36	13.6	13.6	17.0
	KS	114	43.0	43.0	60.0
	S	79	29.8	29.8	89.8
	SS	27	10.2	10.2	100.0
	Total	265	100.0	100.0	

X.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	10	3.8	3.8	3.8
	TS	23	8.7	8.7	12.5
	KS	113	42.6	42.6	55.1
	S	84	31.7	31.7	86.8
	SS	35	13.2	13.2	100.0
	Total	265	100.0	100.0	

X.12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	11	4.2	4.2	4.2
	TS	6	2.3	2.3	6.4
	KS	73	27.5	27.5	34.0
	S	93	35.1	35.1	69.1
	SS	82	30.9	30.9	100.0
	Total	265	100.0	100.0	

X.13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	11	4.2	4.2	4.2
	TS	4	1.5	1.5	5.7

	KS	9	3.4	3.4	9.1
	S	123	46.4	46.4	55.5
	SS	118	44.5	44.5	100.0
	Total	265	100.0	100.0	

X.14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	13	4.9	4.9	4.9
	TS	3	1.1	1.1	6.0
	KS	7	2.6	2.6	8.7
	S	120	45.3	45.3	54.0
	SS	122	46.0	46.0	100.0
	Total	265	100.0	100.0	

MINAT BELI**Statistics**

		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Y.7	Y.8	Y.9	Y.10
N	Valid	265	265	265	265	265	265	265	265	265	265
	Missing	0	0	0	0	0	0	0	0	0	0

Y.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	74	27.9	27.9	27.9
	TS	123	46.4	46.4	74.3
	KS	45	17.0	17.0	91.3
	S	21	7.9	7.9	99.2
	SS	2	.8	.8	100.0
	Total	265	100.0	100.0	

Y.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	76	28.7	28.7	28.7
	TS	140	52.8	52.8	81.5
	KS	23	8.7	8.7	90.2
	S	24	9.1	9.1	99.2
	SS	2	.8	.8	100.0
	Total	265	100.0	100.0	

Y.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	89	33.6	33.6	33.6
	TS	123	46.4	46.4	80.0
	KS	23	8.7	8.7	88.7
	S	28	10.6	10.6	99.2
	SS	2	.8	.8	100.0
	Total	265	100.0	100.0	

Y.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	95	35.8	35.8	35.8
	TS	114	43.0	43.0	78.9
	KS	35	13.2	13.2	92.1
	S	17	6.4	6.4	98.5
	SS	4	1.5	1.5	100.0
	Total	265	100.0	100.0	

Y.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	90	34.0	34.0	34.0
	TS	124	46.8	46.8	80.8
	KS	30	11.3	11.3	92.1
	S	19	7.2	7.2	99.2
	SS	2	.8	.8	100.0
	Total	265	100.0	100.0	

Y.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	99	37.4	37.4	37.4
	TS	122	46.0	46.0	83.4
	KS	28	10.6	10.6	94.0
	S	13	4.9	4.9	98.9
	SS	3	1.1	1.1	100.0
	Total	265	100.0	100.0	

Y.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	82	30.9	30.9	30.9
	TS	138	52.1	52.1	83.0

	KS	31	11.7	11.7	94.7
	S	12	4.5	4.5	99.2
	SS	2	.8	.8	100.0
	Total	265	100.0	100.0	

Y.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	77	29.1	29.1	29.1
	TS	137	51.7	51.7	80.8
	KS	31	11.7	11.7	92.5
	S	18	6.8	6.8	99.2
	SS	2	.8	.8	100.0
	Total	265	100.0	100.0	

Y.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	103	38.9	38.9	38.9
	TS	126	47.5	47.5	86.4
	KS	16	6.0	6.0	92.5
	S	19	7.2	7.2	99.6
	SS	1	.4	.4	100.0
	Total	265	100.0	100.0	

Y.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STS	114	43.0	43.0	43.0
	TS	115	43.4	43.4	86.4
	KS	17	6.4	6.4	92.8
	S	17	6.4	6.4	99.2
	SS	2	.8	.8	100.0
	Total	265	100.0	100.0	

Lampiran 05. Uji Asumsi Klasik

NORMALITAS

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		265
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	2.81723773
Most Extreme Differences	Absolute	.050
	Positive	.038
	Negative	-.050
Test Statistic		.050
Asymp. Sig. (2-tailed)		.200 ^{c, d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		265
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	2.81723773
Most Extreme Differences	Absolute	.050
	Positive	.038
	Negative	-.050
Test Statistic		.050
Asymp. Sig. (2-tailed)		.200 ^{c, d}

LINEARITAS

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
MINAT BELI *	Between	(Combined)	512.861	32	16.027	1.991	.002
BRAND IMAGE	Groups	Linearity	285.334	1	285.334	35.441	.000
		Deviation from Linearity	227.527	31	7.340	.912	.606
	Within Groups		1867.795	232	8.051		
	Total		2380.657	264			

HETEROSKEDASTISITAS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.850	.299		6.190	.000
	BRAND IMAGE	.009	.006	.094	1.536	.126

a. Dependent Variable: RES2



Lampiran 06. Output SPSS Hasil Uji Hipotesis

1. Uji Statistic Descriptive

	N	Minimum	Maximum	Mean	Std. Deviation
BRAND IMAGE	265	17	67	46.52	16.719
MINAT BELI	265	10	25	16.85	3.003
Valid N (listwise)	265				

2. Regresi Linear Sederhana Dan Uji Hipotesis (Uji t)

Unstandardized Coefficients		Standardized Coefficients		t	Sig.
B	Std. Error	Beta			
19.738	.513			38.439	.000
-.062	.010	-.346		-5.985	.000

a. Dependent Variable: MINAT BELI

3. Uji Koefisien Determinasi

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.346 ^a	.120	.117	2.823

a. Predictors: (Constant), BRAND IMAGE

17	Responden 17	5	1	1	1	1	1	3	3	3	4	1	1	1	1	27	1	1	1	1	1	1	1	1	1	1	1	10
18	Responden 18	5	5	5	5	5	3	5	5	4	3	3	4	5	5	62	1	1	1	1	1	1	1	1	1	1	1	10
19	Responden 19	5	3	5	1	3	1	3	4	2	3	3	3	3	3	42	1	1	1	1	1	1	1	1	1	1	1	10
20	Responden 20	5	5	5	3	5	5	5	5	5	3	5	4	5	5	65	1	1	1	1	1	1	1	2	1	1	1	11
21	Responden 21	4	4	4	2	3	3	3	4	4	4	5	3	4	5	52	2	2	3	3	3	3	3	3	3	4	3	29
22	Responden 22	5	5	5	5	5	5	5	5	5	4	5	5	5	5	69	4	4	4	4	4	4	4	4	4	4	4	40
23	Responden 23	4	4	3	3	3	3	4	4	3	4	4	4	4	4	51	4	4	4	3	3	3	3	3	3	3	3	33
24	Responden 24	5	5	5	5	5	5	5	5	5	4	5	5	5	5	69	4	4	4	4	4	4	4	4	4	4	4	40
25	Responden 25	3	3	3	3	3	3	5	5	3	3	3	3	3	3	46	3	3	3	3	3	3	3	3	3	3	3	30
26	Responden 26	5	5	5	5	5	5	5	5	5	4	5	4	5	5	68	4	4	3	5	4	3	3	3	3	4	3	36
27	Responden 27	5	5	4	4	4	4	4	4	4	4	4	4	5	5	60	3	3	3	4	3	3	2	2	2	2	2	27
28	Responden 28	4	4	3	2	2	2	4	4	2	2	2	4	4	4	43	3	2	2	4	2	2	2	2	2	2	2	23
29	Responden 29	4	4	4	4	4	3	4	4	4	4	4	4	4	4	55	4	4	4	4	4	4	4	4	4	4	4	40
30	Responden 30	5	5	5	5	5	4	5	5	5	4	5	5	5	5	68	5	4	5	5	4	4	4	2	2	2	37	

44	Responden 44	2	1	2	2	1	2	1	1	2	1	2	2	2	1	22	1	1	1	2	1	2	1	2	1	2	14
45	Responden 45	4	3	3	4	3	3	4	3	4	3	3	3	4	2	46	1	1	2	1	2	1	2	2	1	1	14
46	Responden 46	4	5	5	5	5	5	4	4	5	4	4	5	4	4	63	1	1	2	1	2	1	2	2	1	1	14
47	Responden 47	5	4	4	5	4	4	4	4	5	4	5	5	5	4	62	1	2	1	1	1	1	2	1	1	1	12
48	Responden 48	5	4	5	5	4	4	5	4	4	4	5	4	4	4	61	1	1	2	1	2	2	2	2	2	1	16
49	Responden 49	2	1	1	1	2	2	1	1	1	2	2	1	2	1	20	2	2	2	2	2	2	2	2	2	2	20
50	Responden 50	3	3	3	4	4	4	2	2	2	3	4	3	4	2	43	2	2	1	2	2	2	2	2	1	2	18
51	Responden 51	1	1	1	2	2	1	2	1	2	2	1	1	1	2	20	2	1	1	1	1	1	1	2	2	1	13
52	Responden 52	5	4	4	4	5	4	5	4	4	5	4	5	5	5	63	1	1	2	2	2	2	2	2	2	1	17
53	Responden 53	3	3	2	2	4	2	2	4	4	3	2	3	2	3	39	1	1	2	3	2	2	3	3	2	2	21
54	Responden 54	4	4	2	3	4	3	2	3	2	3	4	2	4	3	43	1	2	2	1	2	2	1	2	2	2	17
55	Responden 55	1	2	1	1	1	1	2	2	1	2	2	2	2	2	22	1	1	1	1	2	2	2	2	2	2	16
56	Responden 56	5	5	4	5	5	5	5	5	5	4	4	4	4	5	65	1	1	2	3	2	2	2	2	2	2	19
57	Responden 57	4	5	4	4	5	5	5	5	4	5	4	5	4	5	64	1	2	2	1	1	1	1	1	1	1	12
58	Responden 58	4	5	4	5	5	5	4	5	4	5	4	4	4	5	63	1	1	1	1	1	2	2	2	2	2	15

59	Responden 59	3	4	3	3	3	2	4	3	2	2	3	2	4	3	41	1	1	2	1	1	1	1	1	1	1	11
60	Responden 60	2	2	2	1	2	2	2	2	2	1	2	2	2	2	26	2	2	2	2	1	1	2	2	2	2	18
61	Responden 61	1	1	2	1	2	1	1	2	1	2	2	1	2	1	20	1	3	2	1	1	1	3	2	2	1	17
62	Responden 62	2	2	2	1	1	2	1	1	1	1	2	2	1	2	21	2	1	1	1	1	1	2	2	2	1	14
63	Responden 63	4	4	4	4	5	5	5	4	4	4	4	4	5	5	61	1	1	1	1	1	2	2	2	2	2	15
64	Responden 64	2	2	3	2	3	2	4	4	3	4	2	2	3	3	39	1	1	1	1	1	1	1	2	2	2	13
65	Responden 65	3	4	3	3	3	2	3	4	2	3	2	4	2	3	41	1	1	1	1	1	2	3	2	2	1	15
66	Responden 66	2	3	2	3	4	2	2	2	2	2	4	3	3	4	38	1	1	2	2	1	1	2	2	2	1	15
67	Responden 67	5	5	4	4	5	4	4	4	4	5	5	4	5	4	62	1	1	1	1	2	2	2	2	2	2	16
68	Responden 68	5	4	4	4	5	4	5	5	5	4	5	4	5	5	64	1	1	1	1	2	2	2	2	2	2	16
69	Responden 69	4	4	4	4	2	3	3	4	3	2	4	4	3	2	46	1	1	1	2	2	2	2	2	2	1	16
70	Responden 70	2	2	1	2	1	2	2	2	1	1	1	2	1	1	21	1	1	3	2	2	1	1	1	2	2	16
71	Responden 71	4	5	4	4	4	5	4	4	5	4	4	4	4	4	59	1	1	1	1	2	2	2	2	1	1	14
72	Responden 72	3	4	3	3	3	3	4	2	3	3	4	2	4	2	43	1	1	1	1	2	2	2	2	2	1	15
73	Responden 73	5	5	5	5	4	5	4	5	5	4	4	5	5	4	65	1	1	1	1	1	1	2	2	1	1	12

104	Responden 104	1	2	2	1	2	1	1	1	2	1	1	2	1	1	19	2	2	1	2	2	1	2	3	2	2	19
105	Responden 105	3	2	3	2	4	3	4	4	3	4	4	4	3	3	46	1	2	2	1	1	1	2	2	2	2	16
106	Responden 106	4	2	4	2	3	4	3	3	3	4	4	4	4	3	47	1	2	1	2	2	1	2	3	2	2	18
107	Responden 107	1	1	2	1	2	2	1	2	1	1	2	1	1	1	19	1	2	2	1	1	2	2	2	1	2	16
108	Responden 108	1	2	1	2	2	1	1	1	1	1	1	1	1	2	18	1	3	2	1	2	1	1	3	2	2	18
109	Responden 109	2	1	1	1	2	2	2	1	1	1	1	2	2	2	21	1	2	1	1	1	1	2	3	2	3	17
110	Responden 110	5	4	5	5	4	5	4	4	5	5	4	5	4	5	64	1	2	2	2	2	1	1	1	1	2	15
111	Responden 111	4	2	2	4	4	3	2	2	4	3	3	3	4	4	44	1	2	1	2	2	1	2	3	2	2	18
112	Responden 112	4	5	5	4	4	5	5	5	4	5	4	5	5	5	65	1	1	1	1	1	2	3	2	2	2	16
113	Responden 113	5	4	5	4	4	4	5	5	5	5	4	5	5	4	64	1	2	1	2	3	2	2	3	2	2	20
114	Responden 114	1	1	2	2	1	2	2	2	1	1	1	2	2	2	22	1	2	1	2	2	1	2	3	3	3	20
115	Responden 115	4	3	3	4	4	3	3	2	4	3	3	2	3	3	44	1	2	2	1	1	1	2	2	2	1	15
116	Responden 116	1	1	1	2	1	1	2	2	1	2	1	2	1	1	19	1	2	1	2	2	1	2	3	3	3	20
117	Responden 117	3	4	4	3	4	3	2	3	2	3	2	2	3	4	42	1	2	1	2	2	1	1	2	2	2	16
118	Responden 118	5	4	5	5	5	5	5	5	5	4	5	4	4	5	66	1	1	1	1	1	1	2	3	2	2	15

119	Responden 119	3	4	3	4	2	4	4	4	3	4	2	4	4	3	48	1	2	2	1	1	2	2	2	1	1	15	
120	Responden 120	2	2	1	1	2	2	2	2	1	2	2	2	1	2	24	1	2	2	2	2	2	2	2	2	3	2	20
121	Responden 121	2	3	3	3	3	3	3	2	2	2	3	4	3	4	40	1	2	2	2	2	2	2	1	1	3	18	
122	Responden 122	1	1	2	2	1	1	2	2	2	1	1	2	2	1	21	1	3	3	2	2	2	1	1	1	2	18	
123	Responden 123	4	5	5	5	5	5	4	4	4	4	4	5	5	5	64	1	1	1	1	1	1	3	1	1	2	13	
124	Responden 124	5	5	4	4	4	4	4	5	4	4	4	5	4	4	60	1	2	2	2	2	3	3	3	2	2	22	
125	Responden 125	2	4	2	4	3	3	2	4	4	4	3	2	3	4	44	1	2	1	2	2	1	2	1	1	3	16	
126	Responden 126	5	5	5	4	4	5	4	5	5	4	4	5	5	4	64	1	2	1	1	1	1	2	2	2	2	15	
127	Responden 127	1	1	2	2	1	2	1	1	1	1	2	2	1	1	19	3	2	1	1	2	2	1	2	1	1	16	
128	Responden 128	5	5	4	4	4	5	5	4	4	5	4	4	5	5	63	1	2	1	2	2	2	1	2	1	1	15	
129	Responden 129	1	2	2	2	1	2	2	2	2	1	2	1	1	1	22	1	2	2	2	3	3	2	4	3	3	25	
130	Responden 130	5	4	4	5	4	4	5	4	5	5	5	4	4	5	63	1	2	2	2	1	1	1	1	1	1	13	
131	Responden 131	1	1	2	1	1	1	1	1	1	1	2	2	2	1	18	3	2	2	1	1	1	4	4	4	2	24	
132	Responden 132	2	3	2	3	2	3	2	3	4	4	4	4	2	2	40	1	2	1	2	2	2	1	2	2	2	17	
133	Responden 133	2	2	3	4	4	3	4	3	4	3	4	4	3	3	46	1	2	1	2	2	1	2	3	2	2	18	

134	Responden 134	5	5	4	4	4	5	5	4	4	4	4	4	5	5	62	1	2	1	1	2	3	2	2	2	2	18
135	Responden 135	2	4	3	4	4	2	3	4	3	3	2	4	2	3	43	1	1	2	2	2	1	1	1	1	1	13
136	Responden 136	2	2	1	2	2	1	2	2	2	2	1	1	2	1	23	1	2	3	3	3	2	2	2	1	1	20
137	Responden 137	2	2	2	4	4	2	3	2	3	3	2	2	4	2	37	1	1	2	2	2	1	2	2	2	2	17
138	Responden 138	2	2	2	2	2	3	3	3	2	2	4	4	4	3	38	2	3	3	3	2	2	1	1	1	1	19
139	Responden 139	1	1	2	1	2	2	2	2	2	1	2	1	2	1	22	3	1	2	2	2	1	3	2	2	2	20
140	Responden 140	2	1	1	2	1	2	2	1	2	2	1	1	2	1	21	2	2	1	1	2	3	2	2	2	2	19
141	Responden 141	3	4	3	2	3	4	3	4	4	2	3	3	2	3	43	1	1	2	1	3	2	1	2	2	2	17
142	Responden 142	4	4	4	5	4	4	4	5	4	4	5	5	4	5	61	1	2	2	2	2	2	2	2	2	2	19
143	Responden 143	2	4	3	4	3	4	2	4	4	2	4	4	4	3	47	1	1	2	2	2	2	2	2	2	3	19
144	Responden 144	4	4	5	5	5	4	5	5	4	4	4	4	4	5	62	1	2	1	2	1	2	2	1	1	1	14
145	Responden 145	5	5	4	4	5	4	4	4	5	4	5	5	4	5	63	1	2	2	2	2	2	3	4	2	2	22
146	Responden 146	2	2	4	4	3	4	3	4	4	4	2	4	2	2	44	2	3	2	3	2	2	2	2	1	1	20
147	Responden 147	2	2	2	3	2	4	3	3	4	4	4	3	2	2	40	2	2	1	1	2	2	2	1	1	1	15
148	Responden 148	2	2	1	2	1	1	1	2	1	1	2	2	2	2	22	2	2	2	1	2	2	1	2	1	1	16

149	Responden 149	4	4	4	4	3	4	4	3	3	3	3	3	3	3	48	2	1	2	2	2	2	2	2	2	1	1	17
150	Responden 150	5	5	4	4	4	5	5	4	4	5	4	4	4	5	62	3	3	3	3	2	2	2	2	2	2	2	24
151	Responden 151	2	4	4	3	3	3	4	2	2	2	2	4	4	3	42	2	2	2	2	2	2	2	2	2	2	2	20
152	Responden 152	2	2	1	1	2	2	1	2	1	2	2	2	2	1	23	2	2	2	2	2	2	1	1	1	1	1	15
153	Responden 153	4	2	4	3	4	4	4	3	4	4	2	3	2	3	46	2	2	1	1	1	1	2	1	1	1	1	13
154	Responden 154	3	4	3	4	2	3	4	4	3	3	3	2	4	3	45	2	2	2	2	2	2	3	2	2	1	1	19
155	Responden 155	2	1	1	2	2	1	1	2	1	2	2	2	1	1	21	2	1	2	2	2	2	2	2	2	2	1	18
156	Responden 156	2	4	2	4	4	3	4	2	2	2	2	4	2	4	41	2	2	2	2	2	2	3	2	3	2	2	22
157	Responden 157	1	1	2	1	2	1	2	1	1	2	2	2	1	2	21	2	2	2	1	2	2	2	2	2	1	1	17
158	Responden 158	3	4	3	3	2	2	2	4	4	4	4	4	3	4	46	2	2	1	1	2	1	2	2	2	1	1	15
159	Responden 159	1	2	1	1	1	2	1	2	1	1	1	1	2	2	19	2	2	2	1	1	1	2	2	2	2	2	17
160	Responden 160	5	5	5	5	5	4	5	4	5	4	4	5	5	5	66	1	1	2	2	1	2	2	2	2	2	2	17
161	Responden 161	2	1	2	2	2	2	1	1	1	2	2	1	1	1	21	2	2	2	1	1	1	1	1	1	1	1	13
162	Responden 162	4	3	3	4	2	3	2	3	3	2	4	2	4	4	43	2	2	2	1	2	1	2	2	2	1	1	16
163	Responden 163	4	4	2	4	3	4	4	2	4	4	4	2	3	3	47	2	2	2	1	1	2	2	2	2	1	1	16

164	Responden 164	4	5	5	4	5	4	4	4	4	4	5	5	4	4	61	1	2	2	2	1	1	1	1	1	1	13	
165	Responden 165	1	2	2	2	1	2	2	2	1	1	1	2	1	1	21	2	2	2	2	2	2	2	2	1	1	1	17
166	Responden 166	1	1	2	1	1	2	2	2	2	1	2	1	1	2	21	2	2	1	1	2	2	2	2	2	2	18	
167	Responden 167	2	1	2	2	2	1	1	1	1	2	1	1	2	2	21	2	2	2	2	2	2	2	2	2	1	2	19
168	Responden 168	2	2	2	1	1	2	2	1	1	2	1	2	2	1	22	2	2	2	2	2	2	2	2	2	1	2	19
169	Responden 169	5	4	5	5	4	4	5	5	4	5	4	5	5	5	65	1	2	2	2	3	2	1	1	1	2	17	
170	Responden 170	3	4	3	2	4	3	3	3	3	3	3	2	4	4	44	2	2	2	2	2	2	2	2	1	2	2	19
171	Responden 171	2	1	2	2	1	2	1	2	1	1	2	2	2	1	22	3	2	2	3	2	1	1	1	2	2	19	
172	Responden 172	4	3	4	4	2	2	4	2	4	4	2	4	3	3	45	3	2	2	2	2	1	1	1	2	2	18	
173	Responden 173	2	2	1	2	1	2	2	2	2	1	1	1	2	2	23	3	2	2	1	1	2	1	2	2	2	18	
174	Responden 174	2	2	1	2	2	2	2	1	1	1	2	1	1	2	22	2	2	2	2	2	2	2	2	2	1	1	18
175	Responden 175	1	1	1	1	1	1	2	1	1	1	2	1	2	2	18	2	2	2	2	2	1	2	2	2	2	19	
176	Responden 176	4	5	5	5	4	4	4	4	5	5	5	5	5	5	65	1	2	2	2	2	1	1	2	2	2	17	
177	Responden 177	5	5	4	5	5	4	5	4	5	5	4	4	4	4	63	1	2	2	2	2	1	1	2	2	2	17	
178	Responden 178	3	3	2	4	3	2	4	3	4	3	2	4	4	3	44	2	2	2	2	2	2	1	1	1	1	16	

224	Responden 224	5	5	5	4	4	5	4	4	5	4	4	5	4	4	62	1	1	2	2	2	2	2	2	2	2	2	2	18
225	Responden 225	1	2	2	1	2	2	1	1	2	1	2	1	2	2	22	2	2	2	2	2	2	2	2	2	2	2	2	20
226	Responden 226	3	4	2	3	4	2	4	3	2	3	2	3	2	3	40	3	3	3	2	2	2	2	2	2	2	2	2	23
227	Responden 227	2	3	4	3	4	2	2	4	2	3	4	2	2	3	40	3	2	2	2	2	2	2	2	2	2	2	2	21
228	Responden 228	4	5	5	5	5	4	4	5	4	5	5	4	4	5	64	1	1	2	1	2	1	1	1	1	1	1	1	12
229	Responden 229	2	3	4	4	4	4	4	2	3	4	4	4	4	4	50	1	2	2	2	2	2	2	2	2	2	2	2	19
230	Responden 230	3	2	4	3	3	4	2	3	3	2	3	4	4	4	44	2	2	2	2	2	2	2	2	2	2	2	2	20
231	Responden 231	2	3	2	4	4	3	4	2	3	2	3	3	2	2	39	2	2	2	1	2	1	2	2	2	2	2	2	18
232	Responden 232	5	4	4	5	5	5	5	4	4	4	5	5	4	5	64	1	1	1	1	2	2	2	2	2	2	2	2	16
233	Responden 233	2	4	3	3	2	4	3	2	3	4	2	4	4	4	44	3	2	2	2	2	2	2	2	2	2	2	2	21
234	Responden 234	2	4	3	3	2	3	4	3	2	4	4	2	4	2	42	2	2	2	2	2	2	2	2	2	2	1	1	18
235	Responden 235	4	5	4	5	4	4	5	4	4	5	4	4	5	5	62	1	2	1	1	2	1	1	1	1	1	1	1	12
236	Responden 236	4	5	5	5	4	4	5	4	4	4	5	5	4	5	63	1	1	1	1	2	1	2	2	1	1	1	1	13
237	Responden 237	5	4	4	5	4	5	5	5	4	5	5	5	5	4	65	1	1	1	2	1	1	1	2	1	1	1	1	12
238	Responden 238	5	5	4	4	4	5	5	4	5	5	4	5	5	5	65	1	2	1	1	1	1	1	1	2	2	2	2	14

239	Responden 239	4	5	4	5	4	4	5	4	4	4	4	4	5	4	60	1	1	2	1	1	2	1	1	1	1	12	
240	Responden 240	4	5	4	4	5	5	5	5	4	5	4	4	5	4	63	1	1	1	1	1	1	1	1	1	1	10	
241	Responden 241	5	4	5	5	5	4	4	5	5	5	5	5	5	4	66	1	1	2	1	2	1	2	2	2	2	16	
242	Responden 242	4	5	4	5	4	5	4	5	4	5	5	4	5	4	63	1	1	1	1	1	1	1	1	2	2	2	13
243	Responden 243	5	4	5	5	4	5	5	4	4	4	4	5	5	4	63	1	1	1	1	1	1	1	1	2	1	1	11
244	Responden 244	4	5	5	5	5	5	5	4	4	4	4	4	5	4	63	1	1	1	1	1	1	1	1	1	1	1	10
245	Responden 245	5	4	5	4	5	5	5	4	5	5	5	4	4	5	65	1	1	1	1	1	1	1	1	1	1	1	10
246	Responden 246	3	3	4	2	4	4	3	3	3	4	3	4	3	4	47	2	2	2	2	2	1	1	2	1	1	16	
247	Responden 247	4	5	5	5	4	4	4	4	4	5	4	5	5	4	62	1	2	2	1	1	2	2	1	1	1	14	
248	Responden 248	1	2	2	2	2	1	2	1	2	2	1	2	2	1	23	2	2	1	1	2	1	2	1	1	1	14	
249	Responden 249	5	5	4	4	4	4	5	4	4	5	5	4	4	5	62	1	1	1	2	1	1	1	1	1	1	1	11
250	Responden 250	4	5	5	5	4	4	4	5	4	4	4	5	5	4	62	1	1	1	1	2	2	1	1	1	1	1	12
251	Responden 251	4	4	4	5	5	5	4	4	4	4	4	4	5	5	61	1	2	1	2	1	1	1	2	1	1	1	13
252	Responden 252	5	4	5	4	5	4	5	4	5	4	4	5	5	5	64	1	2	1	1	1	2	2	2	2	2	2	16
253	Responden 253	4	5	4	5	5	4	4	4	4	4	4	5	5	4	61	1	2	2	1	1	2	2	1	1	1	1	14

254	Responden 254	5	5	5	5	4	5	4	4	5	4	4	4	4	4	62	1	1	1	2	2	2	2	1	1	1	14		
255	Responden 255	5	5	5	4	4	4	4	4	5	4	4	4	4	5	61	1	1	1	1	1	2	1	1	1	1	11		
256	Responden 256	5	5	5	5	5	4	5	5	5	4	4	5	4	5	66	1	2	1	1	1	2	1	2	1	1	13		
257	Responden 257	4	2	2	2	4	3	4	3	4	2	2	2	4	4	42	1	1	1	2	1	1	2	2	1	1	13		
258	Responden 258	5	5	4	4	4	5	5	5	4	5	5	5	5	5	66	1	1	1	1	2	1	2	1	2	1	13		
259	Responden 259	5	5	4	5	5	4	5	4	4	4	5	4	5	5	64	1	1	2	1	2	2	2	2	2	1	1	15	
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261	Responden 261	4	4	5	4	5	5	4	5	4	4	5	5	5	4	63	1	1	2	1	2	2	1	1	1	1	1	13	
262	Responden 262	4	5	5	5	4	5	5	5	5	5	5	5	4	4	66	1	1	2	1	1	1	1	1	1	1	1	1	11
263	Responden 263	5	5	5	5	4	4	5	4	5	5	4	4	4	4	63	1	1	1	2	2	2	2	2	2	1	1	15	
264	Responden 264	5	5	4	4	4	4	4	4	5	5	5	4	4	5	62	1	1	1	2	2	1	1	1	1	1	1	1	12
265	Responden 265	4	4	4	4	5	5	5	4	5	4	5	5	4	4	62	2	2	2	1	2	2	1	1	1	1	1	1	15

Lampiran 09. Riwayat Hidup



Ni Luh Vika Wulandari lahir di Jembrana, 24 Januari 2000. Penulis merupakan anak pertama dari pasangan I Wayan Budha Adnyana dan Ni Putu Metriasih. Penulis berkebangsaan Indonesia dan beragama Hindu. Penulis beralamat di Banjar Nusasari, Desa Nusasari, Kecamatan Melaya, Kabupaten Jembrana, Provinsi Bali. Penulis menjalani masa kanak-kanak dan menyelesaikan pendidikan Taman Kanak-Kanak di TK Nurul Huda, Desa Sinar Harapan Mulya, Kecamatan Teluk Gelam, Kabupaten Ogan Komering Ilir, Provinsi Sumatera Selatan dan lulus pada tahun 2006. Selanjutnya penulis menjalani pendidikan dasar di SD Negeri 1 Sinar Harapan Mulya hingga kenaikan kelas 5 dan melanjutkan kembali studi di SD Negeri 1 Nusasari, Desa Nusasari, Kecamatan Melaya, Kabupaten Jembrana, Bali dan lulus pada tahun 2012. Proses pindah sekolah tersebut dilakukan lantaran ada keperluan orang tua untuk kembali ke tanah kelahiran yakni Bali. Kemudian penulis melanjutkan pendidikan di SMP Negeri 1 Melaya dan lulus pada tahun 2015. Selanjutnya, penulis melanjutkan Pendidikan di SMA Negeri 1 Melaya dan lulus pada tahun 2018. Setelah lulus pendidikan SMA, penulis melanjutkan pendidikan ke jenjang perguruan tinggi di Universitas Pendidikan Ganesha Singaraja dengan mengambil jurusan Ekonomi dan Akuntansi, Program Studi Pendidikan Ekonomi. Sampai pada tahap penulisan skripsi ini, penulis masih terdaftar sebagai mahasiswa Pendidikan Ekonomi di Universitas Pendidikan Ganesha. Penulis telah menyelesaikan skripsi dengan judul “Pengaruh *Brand Image* Muslim Toko Basmalah Terhadap Minat Beli Masyarakat Non-Muslim di Daerah Melaya”.