

**LAMPIRAN**

Lampiran 01. Kuesioner Penelitian

**KUESIONER PENELITIAN UNIVERSITAS  
PENDIDIKAN GANESHA FAKULTAS  
EKONOMI  
JURUSAN MANAJEMEN**

Kepada

Yth. Bapak/Ibu, Saudara/i

Hal: Pengisian Kuesioner

Dengan hormat, dalam rangka menyelesaikan studi di Universitas Pendidikan Ganesha, Jurusan Manajemen, Program Studi S1 Manajemen, dengan ini saya melakukan penelitian yang berjudul **“Pengaruh Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Produk *Lipstick Maybelline*”**. Maka dengan ini, saya mohon kesediaan Bapak/Ibu, Saudara/I untuk berkenan mengisi kuesioner ini. Atas kesediaan dan bantuan Bapak/Ibu, Saudara/i yang telah berpartisipasi dalam pengisian kuesioner penelitian ini diucapkan terima kasih.

Singaraja, 19 Desember 2022

Peneliti

Ni Kadek Tiwik Novitasari  
NIM. 1917041138

**A. Identitas responden**

(Beri tanda  pada kotak jawaban)

1. Nama :
2. Alamat :
3. Usia :
4. Jenis Kelamin :  Laki-laki  Perempuan

**B. Kriteria Responden**

1. Apakah anda memiliki dan atau menggunakan *Lipstick Maybelline*?

IYA  TIDAK

Jika anda menjawab IYA, silahkan lanjutkan mengisi kuesioner, namun jika anda menjawab TIDAK silahkan berhenti mengisi kuesioner.

**C. Petunjuk Pengisian Kuesioner**

1. Isilah identitas responden yang telah disediakan
2. Silakan pilih salah satu alternatif jawaban yang menurut anda paling sesuai dengan keadaan yang anda alami dengan memberikan tanda centang (√) pada kolom pilihan jawaban yang telah disediakan.
3. Keterangan jawaban sebagai berikut:
  - SS = Sangat Setuju
  - S = Setuju
  - N = Netral
  - TS = Tidak Setuju
  - STS = Sangat Tidak Setuju

### 1. Variabel Kualitas Produk

No	Pernyataan	SS	S	N	TS	STS
	Kualitas Produk	5	4	3	2	1
1	Produk <i>Lipstick Maybelline</i> mudah untuk digunakan					
2	Produk <i>Lipstick Maybelline</i> mampu mempercantik penampilan anda					
3	Tampilan produk <i>Lipstick maybelline</i> sangat elegan					
4	<i>Lipstick Maybelline</i> memiliki desain yang menarik					
5	Warna produk <i>Lipstick Maybelline</i> memiliki daya tahan yang cukup lama					
6	Spesifikasi yang dimiliki <i>Lipstick Maybelline</i> sesuai dengan keterangan pada kemasan					

### 2. Variabel Citra Merek

No	Pernyataan	SS	S	N	TS	STS
	Citra Merek	5	4	3	2	1
1	<i>Lipstick Maybelline</i> sangat populer di kalangan konsumen					
2	Produk <i>Lipstick Maybelline</i> tersedia di seluruh toko kecantikan					
3	<i>Lipstick Maybelline</i> banyak dipilih oleh para wanita karena mampu meningkatkan rasa percaya diri terhadap pemakainya					
4	Produk <i>Lipstick Maybelline</i> memiliki manfaat sesuai dengan harapan terhadap produk kecantikan					

### 3. Variabel Keputusan Pembelian

No	Pernyataan	SS	S	N	TS	STS
	Keputusan Pembelian	5	4	3	2	1
1	Saya membeli <i>Lipstick Maybelline</i> untuk memenuhi kebutuhan penampilan saya sehari-hari					
2	Saya membeli <i>Lipstick Maybelline</i> karena banyak memiliki variasi warna					
3	Saya memutuskan membeli produk <i>Lipstick Maybelline</i> karena percaya akan keaslian produk yang dijual					
4	Saya membeli <i>Lipstick Maybelline</i> karena persediaan produk yang lengkap					
5	Saya membeli <i>Lipstick Maybelline</i> karena banyak produk yang dibeli oleh konsumen					
6	Saya membeli <i>Lipstick Maybelline</i> karena saya merasa puas sesuai dengan apa yang saya harapkan					

### Lampiran 02. Data Penelitian

#### 1. Hasil Kuesioner Uji Coba Instrumen Variabel Kualitas Produk Data Ordinal

Responden	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Total X1
1	3	4	4	5	5	4	25
2	4	4	4	4	4	4	24
3	3	4	5	4	4	3	23
4	5	5	5	5	4	4	28
5	5	5	5	4	4	4	27
6	5	5	5	5	5	5	30
7	4	4	4	4	4	4	24
8	5	5	5	5	5	5	30
9	5	4	5	3	5	5	27
10	4	4	4	4	4	4	24
11	5	5	5	5	5	5	30
12	4	5	5	5	4	5	28
13	5	5	5	5	5	5	30
14	5	5	3	4	5	4	26
15	4	4	4	4	5	4	25
16	4	4	4	5	5	3	25
17	1	4	4	4	4	5	22
18	5	5	5	5	5	4	29

Responden	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Total X1
19	3	3	4	4	4	3	21
20	3	3	3	3	3	3	18
21	3	3	4	4	4	4	22
22	5	4	4	3	4	3	23
23	3	3	3	4	2	3	18
24	5	5	4	4	5	5	28
25	4	5	5	4	5	4	27
26	4	4	4	4	4	4	24
27	3	3	3	4	4	5	22
28	2	3	3	2	2	2	14
29	5	4	3	4	5	1	22
30	5	4	4	4	3	3	23

### Data Interval

Responden	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Total X1
1	2.514	2.945	2.907	4.111	3.826	3.444	19.745
2	3.227	2.945	2.907	2.723	2.580	3.444	17.825
3	2.514	2.945	4.166	2.723	2.580	2.557	17.485
4	4.284	4.166	4.166	4.111	2.580	3.444	22.749
5	4.284	4.166	4.166	2.723	2.580	3.444	21.362
6	4.284	4.166	4.166	4.111	3.826	4.569	25.120
7	3.227	2.945	2.907	2.723	2.580	3.444	17.825
8	4.284	4.166	4.166	4.111	3.826	4.569	25.120
9	4.284	2.945	4.166	1.681	3.826	4.569	21.469
10	3.227	2.945	2.907	2.723	2.580	3.444	17.825
11	4.284	4.166	4.166	4.111	3.826	4.569	25.120
12	3.227	4.166	4.166	4.111	2.580	4.569	22.818
13	4.284	4.166	4.166	4.111	3.826	4.569	25.120
14	4.284	4.166	1.904	2.723	3.826	3.444	20.346
15	3.227	2.945	2.907	2.723	3.826	3.444	19.070
16	3.227	2.945	2.907	4.111	3.826	2.557	19.571
17	1.000	2.945	2.907	2.723	2.580	4.569	16.723
18	4.284	4.166	4.166	4.111	3.826	3.444	23.995
19	2.514	1.961	2.907	2.723	2.580	2.557	15.242
20	2.514	1.961	1.904	1.681	1.742	2.557	12.360
21	2.514	1.961	2.907	2.723	2.580	3.444	16.128
22	4.284	2.945	2.907	1.681	2.580	2.557	16.953
23	2.514	1.961	1.904	2.723	1.000	2.557	12.659
24	4.284	4.166	2.907	2.723	3.826	4.569	22.473
25	3.227	4.166	4.166	2.723	3.826	3.444	21.550
26	3.227	2.945	2.907	2.723	2.580	3.444	17.825
27	2.514	1.961	1.904	2.723	2.580	4.569	16.251
28	1.791	1.961	1.904	1.000	1.000	1.791	9.447
29	4.284	2.945	1.904	2.723	3.826	1.000	16.681
30	4.284	2.945	2.907	2.723	1.742	2.557	17.158

## 2. Variabel Citra Merek Data Ordinal

Responden	X2.1	X2.2	X2.3	X2.4	Total X2
1	5	3	3	4	15
2	4	4	4	4	16
3	5	3	4	4	16
4	5	4	4	4	17
5	4	5	4	4	17
6	5	5	5	5	20
7	4	5	4	4	17
8	5	5	5	5	20
9	4	5	3	4	16
10	4	4	4	4	16
11	5	5	5	5	20
12	5	5	4	4	18
13	5	5	4	5	19
14	3	3	4	4	14
15	5	4	4	4	17
16	4	5	5	4	18
17	4	3	4	4	15
18	4	3	5	5	17
19	3	3	3	3	12
20	3	3	3	3	12
21	4	4	4	4	16
22	4	4	5	4	17
23	3	3	2	3	11
24	5	5	4	4	18
25	5	5	4	4	18
26	4	4	4	4	16
27	4	5	4	4	17
28	5	5	5	2	17
29	5	4	3	3	15
30	5	5	5	4	19

### Data Interval

Responden	X2.1	X2.2	X2.3	X2.4	Total X2
1	4.284	2.344	2.014	3.176	11.817
2	3.038	3.084	3.055	3.176	12.354
3	4.284	2.344	3.055	3.176	12.859
4	4.284	3.084	3.055	3.176	13.599
5	3.038	4.140	3.055	3.176	13.410
6	4.284	4.140	4.289	4.612	17.326
7	3.038	4.140	3.055	3.176	13.410
8	4.284	4.140	4.289	4.612	17.326
9	3.038	4.140	2.014	3.176	12.369

Responden	X2.1	X2.2	X2.3	X2.4	Total X2
10	3.038	3.084	3.055	3.176	12.354
11	4.284	4.140	4.289	4.612	17.326
12	4.284	4.140	3.055	3.176	14.656
13	4.284	4.140	3.055	4.612	16.092
14	2.123	2.344	3.055	3.176	10.699
15	4.284	3.084	3.055	3.176	13.599
16	3.038	4.140	4.289	3.176	14.644
17	3.038	2.344	3.055	3.176	11.614
18	3.038	2.344	4.289	4.612	14.284
19	2.123	2.344	2.014	1.961	8.442
20	2.123	2.344	2.014	1.961	8.442
21	3.038	3.084	3.055	3.176	12.354
22	3.038	3.084	4.289	3.176	13.588
23	2.123	2.344	1.000	1.961	7.428
24	4.284	4.140	3.055	3.176	14.656
25	4.284	4.140	3.055	3.176	14.656
26	3.038	3.084	3.055	3.176	12.354
27	3.038	4.140	3.055	3.176	13.410
28	4.284	4.140	4.289	1.000	13.713
29	4.284	3.084	2.014	1.961	11.343
30	4.284	4.140	4.289	3.176	15.889

### 3. Variabel Keputusan Pembelian Data Ordinal

Responden	Y1	Y2	Y3	Y4	Y5	Y6	Total Y
1	4	5	4	3	3	5	24
2	4	4	4	4	4	4	24
3	4	4	4	3	4	3	22
4	4	4	4	4	4	4	24
5	5	4	4	4	4	4	25
6	5	5	5	5	5	5	30
7	4	4	4	4	4	4	24
8	5	5	5	5	5	5	30
9	4	4	5	4	4	4	25
10	4	4	4	4	4	4	24
11	5	4	4	4	4	5	26
12	4	4	4	4	4	4	24
13	5	4	5	4	5	5	28
14	3	5	5	4	4	4	25
15	3	3	4	4	3	3	20
16	4	5	3	4	5	4	25
17	4	3	5	5	5	4	26
18	5	5	5	4	4	5	28
19	2	3	4	3	3	3	18
20	3	4	3	3	3	3	19

Responden	Y1	Y2	Y3	Y4	Y5	Y6	Total Y
21	3	4	4	4	4	4	23
22	4	5	5	5	4	5	28
23	3	3	3	3	3	2	17
24	4	4	5	5	5	5	28
25	3	3	4	5	3	5	23
26	4	4	4	4	4	4	24
27	3	3	3	4	5	4	22
28	3	2	2	2	5	2	16
29	3	3	3	4	3	3	19
30	3	4	4	4	4	5	24

### Data Interval

Responden	Y1	Y2	Y3	Y4	Y5	Y6	Total Y
1	3.099	4.434	3.260	1.904	2.014	3.912	18.622
2	3.099	3.205	3.260	2.994	3.093	2.705	18.356
3	3.099	3.205	3.260	1.904	3.093	1.829	16.391
4	3.099	3.205	3.260	2.994	3.093	2.705	18.356
5	4.255	3.205	3.260	2.994	3.093	2.705	19.512
6	4.255	4.434	4.569	4.339	4.358	3.912	25.867
7	3.099	3.205	3.260	2.994	3.093	2.705	18.356
8	4.255	4.434	4.569	4.339	4.358	3.912	25.867
9	3.099	3.205	4.569	2.994	3.093	2.705	19.665
10	3.099	3.205	3.260	2.994	3.093	2.705	18.356
11	4.255	3.205	3.260	2.994	3.093	3.912	20.719
12	3.099	3.205	3.260	2.994	3.093	2.705	18.356
13	4.255	3.205	4.569	2.994	4.358	3.912	23.293
14	2.087	4.434	4.569	2.994	3.093	2.705	19.881
15	2.087	2.113	3.260	2.994	2.014	1.829	14.296
16	3.099	4.434	2.257	2.994	4.358	2.705	19.847
17	3.099	2.113	4.569	4.339	4.358	2.705	21.183
18	4.255	4.434	4.569	2.994	3.093	3.912	23.256
19	1.000	2.113	3.260	1.904	2.014	1.829	12.120
20	2.087	3.205	2.257	1.904	2.014	1.829	13.296
21	2.087	3.205	3.260	2.994	3.093	2.705	17.344
22	3.099	4.434	4.569	4.339	3.093	3.912	23.446
23	2.087	2.113	2.257	1.904	2.014	1.000	11.375
24	3.099	3.205	4.569	4.339	4.358	3.912	23.483
25	2.087	2.113	3.260	4.339	2.014	3.912	17.724
26	3.099	3.205	3.260	2.994	3.093	2.705	18.356
27	2.087	2.113	2.257	2.994	4.358	2.705	16.514
28	2.087	1.000	1.687	1.000	4.358	1.000	11.132
29	2.087	2.113	2.257	2.994	2.014	1.829	13.294
30	2.087	3.205	3.260	2.994	3.093	3.912	18.551



#### 4. Hasil Kuesioner Analisis Regresi Linier Berganda Variabel Kualitas Produk

##### Data Ordinal

Responden	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Total X1
1	3	2	1	4	2	3	15
2	4	5	5	4	5	5	28
3	4	4	4	4	4	4	24
4	5	5	4	4	4	3	25
5	4	4	4	4	5	5	26
6	4	4	4	4	4	3	23
7	5	5	5	5	5	5	30
8	3	2	3	2	3	2	15
9	5	4	4	5	5	5	28
10	3	3	4	4	4	4	22
11	5	5	5	5	5	5	30
12	4	5	3	3	3	4	22
13	5	5	5	4	4	4	27
14	4	4	5	4	4	5	26
15	4	4	4	3	5	5	25
16	4	4	3	3	4	3	21
17	2	2	2	2	2	2	12
18	5	4	5	4	5	5	28
19	5	5	5	3	3	4	25
20	4	5	5	4	5	4	27
21	4	4	4	4	3	4	23
22	3	3	4	4	5	4	23
23	5	5	5	5	4	5	29
24	4	4	4	5	4	5	26
25	5	5	5	5	5	5	30
26	5	5	5	4	5	4	28
27	2	1	2	1	2	1	9
28	4	4	4	4	4	4	24
29	5	5	5	5	5	5	30
30	5	5	5	5	5	5	30
31	5	5	5	5	5	5	30
32	3	3	5	3	5	5	24
33	4	3	3	4	5	4	23
34	4	4	5	5	4	4	26
35	3	3	4	4	3	3	20
36	5	5	5	5	3	4	27
37	4	4	4	4	4	4	24
38	5	5	5	5	5	5	30
39	5	5	5	4	3	4	26
40	4	4	3	4	4	5	24

Responden	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Total X1
41	4	4	4	4	4	4	24
42	4	5	4	5	5	4	27
43	4	4	4	4	4	4	24
44	5	5	5	5	5	5	30
45	3	3	3	2	4	3	18
46	5	5	5	5	5	5	30
47	5	5	5	5	5	5	30
48	4	4	4	4	4	4	24
49	4	4	4	4	3	4	23
50	4	4	4	4	4	4	24
51	5	5	4	4	5	5	28
52	4	4	4	4	4	4	24
53	4	4	4	4	4	4	24
54	5	5	5	5	5	5	30
55	5	5	5	5	5	5	30
56	2	2	1	1	1	2	9
57	4	4	4	3	5	4	24
58	5	5	5	5	5	5	30
59	4	4	3	3	4	4	22
60	5	5	5	5	4	4	28
61	1	1	2	2	1	1	8
62	5	5	5	5	5	5	30
63	5	5	5	5	5	5	30
64	5	5	5	5	4	4	28
65	1	1	1	1	1	1	6
66	3	3	2	3	4	3	18
67	4	4	4	4	4	4	24
68	5	4	4	5	5	5	28
69	5	5	5	4	5	5	29
70	3	3	4	4	5	5	24
71	5	5	4	5	4	5	28
72	3	3	3	4	4	4	21
73	3	2	2	2	2	2	13
74	5	5	4	3	4	4	25
75	5	5	3	3	4	4	24
76	3	3	4	5	5	4	24
77	3	2	4	4	3	4	20
78	5	5	4	4	3	4	25
79	4	4	3	3	4	4	22
80	5	5	4	4	5	4	27
81	5	4	4	4	5	3	25
82	3	3	4	4	5	5	24
83	5	4	5	3	3	4	24
84	5	4	4	5	3	4	25

Responden	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Total X1
85	5	4	4	5	3	3	24
86	4	4	4	5	3	4	24
87	4	4	3	5	5	4	25
88	4	4	4	3	5	4	24
89	4	3	5	2	4	5	23
90	4	3	2	4	5	3	21
91	2	2	2	2	2	2	12
92	5	4	2	2	2	2	17
93	5	4	5	3	4	3	24
94	3	4	4	3	2	5	21
95	3	3	4	4	5	5	24
96	4	4	3	3	5	5	24
97	5	4	5	4	4	5	27
98	4	4	4	3	3	5	23
99	4	4	3	3	4	4	22
100	4	5	5	4	5	4	27

#### Data Interval

Responden	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Total X1
1	2.315	1.733	1.000	3.255	1.733	2.199	12.235
2	3.170	4.307	4.326	3.255	4.216	4.289	23.564
3	3.170	3.110	3.123	3.255	3.059	3.041	18.759
4	4.369	4.307	3.123	3.255	3.059	2.199	20.313
5	3.170	3.110	3.123	3.255	4.216	4.289	21.163
6	3.170	3.110	3.123	3.255	3.059	2.199	17.917
7	4.369	4.307	4.326	4.427	4.216	4.289	25.934
8	2.315	1.733	2.323	1.768	2.320	1.696	12.154
9	4.369	3.110	3.123	4.427	4.216	4.289	23.534
10	2.315	2.301	3.123	3.255	3.059	3.041	17.094
11	4.369	4.307	4.326	4.427	4.216	4.289	25.934
12	3.170	4.307	2.323	2.411	2.320	3.041	17.573
13	4.369	4.307	4.326	3.255	3.059	3.041	22.358
14	3.170	3.110	4.326	3.255	3.059	4.289	21.210
15	3.170	3.110	3.123	2.411	4.216	4.289	20.319
16	3.170	3.110	2.323	2.411	3.059	2.199	16.273
17	1.653	1.733	1.768	1.768	1.733	1.696	10.351
18	4.369	3.110	4.326	3.255	4.216	4.289	23.565
19	4.369	4.307	4.326	2.411	2.320	3.041	20.774
20	3.170	4.307	4.326	3.255	4.216	3.041	22.316
21	3.170	3.110	3.123	3.255	2.320	3.041	18.019
22	2.315	2.301	3.123	3.255	4.216	3.041	18.251
23	4.369	4.307	4.326	4.427	3.059	4.289	24.778

<b>Responden</b>	<b>X1.1</b>	<b>X1.2</b>	<b>X1.3</b>	<b>X1.4</b>	<b>X1.5</b>	<b>X1.6</b>	<b>Total X1</b>
24	3.170	3.110	3.123	4.427	3.059	4.289	21.178
25	4.369	4.307	4.326	4.427	4.216	4.289	25.934
26	4.369	4.307	4.326	3.255	4.216	3.041	23.515
27	1.653	1.000	1.768	1.000	1.733	1.000	8.154
28	3.170	3.110	3.123	3.255	3.059	3.041	18.759
29	4.369	4.307	4.326	4.427	4.216	4.289	25.934
30	4.369	4.307	4.326	4.427	4.216	4.289	25.934
31	4.369	4.307	4.326	4.427	4.216	4.289	25.934
32	2.315	2.301	4.326	2.411	4.216	4.289	19.858
33	3.170	2.301	2.323	3.255	4.216	3.041	18.307
34	3.170	3.110	4.326	4.427	3.059	3.041	21.134
35	2.315	2.301	3.123	3.255	2.320	2.199	15.513
36	4.369	4.307	4.326	4.427	2.320	3.041	22.790
37	3.170	3.110	3.123	3.255	3.059	3.041	18.759
38	4.369	4.307	4.326	4.427	4.216	4.289	25.934
39	4.369	4.307	4.326	3.255	2.320	3.041	21.618
40	3.170	3.110	2.323	3.255	3.059	4.289	19.206
41	3.170	3.110	3.123	3.255	3.059	3.041	18.759
42	3.170	4.307	3.123	4.427	4.216	3.041	22.285
43	3.170	3.110	3.123	3.255	3.059	3.041	18.759
44	4.369	4.307	4.326	4.427	4.216	4.289	25.934
45	2.315	2.301	2.323	1.768	3.059	2.199	13.966
46	4.369	4.307	4.326	4.427	4.216	4.289	25.934
47	4.369	4.307	4.326	4.427	4.216	4.289	25.934
48	3.170	3.110	3.123	3.255	3.059	3.041	18.759
49	3.170	3.110	3.123	3.255	2.320	3.041	18.019
50	3.170	3.110	3.123	3.255	3.059	3.041	18.759
51	4.369	4.307	3.123	3.255	4.216	4.289	23.559
52	3.170	3.110	3.123	3.255	3.059	3.041	18.759
53	3.170	3.110	3.123	3.255	3.059	3.041	18.759
54	4.369	4.307	4.326	4.427	4.216	4.289	25.934
55	4.369	4.307	4.326	4.427	4.216	4.289	25.934
56	1.653	1.733	1.000	1.000	1.000	1.696	8.082
57	3.170	3.110	3.123	2.411	4.216	3.041	19.072
58	4.369	4.307	4.326	4.427	4.216	4.289	25.934
59	3.170	3.110	2.323	2.411	3.059	3.041	17.115
60	4.369	4.307	4.326	4.427	3.059	3.041	23.530
61	1.000	1.000	1.768	1.768	1.000	1.000	7.536
62	4.369	4.307	4.326	4.427	4.216	4.289	25.934
63	4.369	4.307	4.326	4.427	4.216	4.289	25.934
64	4.369	4.307	4.326	4.427	3.059	3.041	23.530
65	1.000	1.000	1.000	1.000	1.000	1.000	6.000
66	2.315	2.301	1.768	2.411	3.059	2.199	14.054
67	3.170	3.110	3.123	3.255	3.059	3.041	18.759

<b>Responden</b>	<b>X1.1</b>	<b>X1.2</b>	<b>X1.3</b>	<b>X1.4</b>	<b>X1.5</b>	<b>X1.6</b>	<b>Total X1</b>
68	4.369	3.110	3.123	4.427	4.216	4.289	23.534
69	4.369	4.307	4.326	3.255	4.216	4.289	24.762
70	2.315	2.301	3.123	3.255	4.216	4.289	19.498
71	4.369	4.307	3.123	4.427	3.059	4.289	23.574
72	2.315	2.301	2.323	3.255	3.059	3.041	16.294
73	2.315	1.733	1.768	1.768	1.733	1.696	11.013
74	4.369	4.307	3.123	2.411	3.059	3.041	20.311
75	4.369	4.307	2.323	2.411	3.059	3.041	19.511
76	2.315	2.301	3.123	4.427	4.216	3.041	19.423
77	2.315	1.733	3.123	3.255	2.320	3.041	15.786
78	4.369	4.307	3.123	3.255	2.320	3.041	20.415
79	3.170	3.110	2.323	2.411	3.059	3.041	17.115
80	4.369	4.307	3.123	3.255	4.216	3.041	22.311
81	4.369	3.110	3.123	3.255	4.216	2.199	20.272
82	2.315	2.301	3.123	3.255	4.216	4.289	19.498
83	4.369	3.110	4.326	2.411	2.320	3.041	19.577
84	4.369	3.110	3.123	4.427	2.320	3.041	20.390
85	4.369	3.110	3.123	4.427	2.320	2.199	19.548
86	3.170	3.110	3.123	4.427	2.320	3.041	19.191
87	3.170	3.110	2.323	4.427	4.216	3.041	20.288
88	3.170	3.110	3.123	2.411	4.216	3.041	19.072
89	3.170	2.301	4.326	1.768	3.059	4.289	18.914
90	3.170	2.301	1.768	3.255	4.216	2.199	16.910
91	1.653	1.733	1.768	1.768	1.733	1.696	10.351
92	4.369	3.110	1.768	1.768	1.733	1.696	14.444
93	4.369	3.110	4.326	2.411	3.059	2.199	19.475
94	2.315	3.110	3.123	2.411	1.733	4.289	16.980
95	2.315	2.301	3.123	3.255	4.216	4.289	19.498
96	3.170	3.110	2.323	2.411	4.216	4.289	19.519
97	4.369	3.110	4.326	3.255	3.059	4.289	22.408
98	3.170	3.110	3.123	2.411	2.320	4.289	18.422
99	3.170	3.110	2.323	2.411	3.059	3.041	17.115
100	3.170	4.307	4.326	3.255	4.216	3.041	22.316

## 5. Variabel Citra Merek

### Data Ordinal

Responden	X2.1	X2.2	X2.3	X2.4	Total X2
1	2	2	1	1	6
2	5	5	4	4	18
3	4	4	4	4	16
4	5	4	3	3	15
5	4	4	4	4	16
6	5	4	5	5	19
7	5	5	5	4	19
8	5	4	3	3	15
9	5	5	4	4	18
10	3	4	4	3	14
11	5	5	5	5	20
12	4	4	3	3	14
13	4	4	4	4	16
14	5	5	5	5	20
15	4	5	3	4	16
16	4	4	4	3	15
17	5	4	3	2	14
18	5	5	5	5	20
19	5	5	5	5	20
20	5	4	5	5	19
21	4	4	3	4	15
22	5	5	4	3	17
23	5	5	4	4	18
24	5	5	4	4	18
25	5	4	5	5	19
26	5	5	4	5	19
27	2	3	2	2	9
28	5	5	4	4	18
29	5	4	5	5	19
30	5	5	5	5	20
31	5	5	5	5	20
32	3	5	3	3	14
33	5	5	4	3	17
34	4	4	5	5	18
35	4	4	4	4	16
36	5	5	3	4	17
37	4	4	4	4	16
38	5	5	4	5	19
39	4	4	4	4	16
40	3	4	4	4	15
41	4	4	4	4	16
42	5	5	5	4	19

<b>Responden</b>	<b>X2.1</b>	<b>X2.2</b>	<b>X2.3</b>	<b>X2.4</b>	<b>Total X2</b>
43	4	4	4	4	16
44	5	5	5	5	20
45	4	4	4	3	15
46	5	5	5	5	20
47	5	5	4	5	19
48	4	4	4	4	16
49	4	3	4	4	15
50	5	5	4	4	18
51	5	4	5	5	19
52	5	4	4	4	17
53	3	4	4	4	15
54	5	5	5	5	20
55	5	5	5	5	20
56	2	3	2	2	9
57	4	4	5	4	17
58	5	5	5	5	20
59	4	4	4	4	16
60	5	5	5	4	19
61	1	1	1	1	4
62	5	5	5	5	20
63	5	5	4	5	19
64	5	5	4	4	18
65	1	2	1	2	6
66	3	3	4	3	13
67	4	3	4	4	15
68	5	5	5	5	20
69	5	4	5	5	19
70	3	4	5	5	17
71	4	5	4	4	17
72	5	5	4	4	18
73	4	3	3	3	13
74	3	3	4	4	14
75	4	3	5	4	16
76	4	4	5	5	18
77	5	4	3	5	17
78	3	3	4	3	13
79	3	2	4	4	13
80	4	3	3	4	14
81	3	4	4	4	15
82	4	4	5	5	18
83	5	4	5	3	17
84	3	4	5	3	15
85	4	5	4	4	17
86	4	5	3	4	16
87	5	5	4	4	18
88	3	4	4	4	15

<b>Responden</b>	<b>X2.1</b>	<b>X2.2</b>	<b>X2.3</b>	<b>X2.4</b>	<b>Total X2</b>
89	4	3	5	2	14
90	3	4	5	3	15
91	4	3	4	4	15
92	4	4	5	4	17
93	2	3	4	3	12
94	5	5	4	3	17
95	4	3	2	4	13
96	3	3	3	4	13
97	3	4	3	4	14
98	5	3	4	4	16
99	5	4	3	4	16
100	4	4	3	3	14

### Data Interval

<b>Responden</b>	<b>X2.1</b>	<b>X2.2</b>	<b>X2.3</b>	<b>X2.4</b>	<b>Total X2</b>
1	1.653	1.681	1.000	1.000	5.334
2	4.267	4.667	3.121	3.381	15.437
3	3.078	3.425	3.121	3.381	13.006
4	4.267	3.425	2.162	2.401	12.256
5	3.078	3.425	3.121	3.381	13.006
6	4.267	3.425	4.365	4.623	16.681
7	4.267	4.667	4.365	3.381	16.681
8	4.267	3.425	2.162	2.401	12.256
9	4.267	4.667	3.121	3.381	15.437
10	2.294	3.425	3.121	2.401	11.242
11	4.267	4.667	4.365	4.623	17.923
12	3.078	3.425	2.162	2.401	11.067
13	3.078	3.425	3.121	3.381	13.006
14	4.267	4.667	4.365	4.623	17.923
15	3.078	4.667	2.162	3.381	13.288
16	3.078	3.425	3.121	2.401	12.026
17	4.267	3.425	2.162	1.704	11.558
18	4.267	4.667	4.365	4.623	17.923
19	4.267	4.667	4.365	4.623	17.923
20	4.267	3.425	4.365	4.623	16.681
21	3.078	3.425	2.162	3.381	12.046
22	4.267	4.667	3.121	2.401	14.457
23	4.267	4.667	3.121	3.381	15.437
24	4.267	4.667	3.121	3.381	15.437
25	4.267	3.425	4.365	4.623	16.681
26	4.267	4.667	3.121	4.623	16.679
27	1.653	2.454	1.565	1.704	7.377
28	4.267	4.667	3.121	3.381	15.437



<b>Responden</b>	<b>X2.1</b>	<b>X2.2</b>	<b>X2.3</b>	<b>X2.4</b>	<b>Total X2</b>
29	4.267	3.425	4.365	4.623	16.681
30	4.267	4.667	4.365	4.623	17.923
31	4.267	4.667	4.365	4.623	17.923
32	2.294	4.667	2.162	2.401	11.524
33	4.267	4.667	3.121	2.401	14.457
34	3.078	3.425	4.365	4.623	15.492
35	3.078	3.425	3.121	3.381	13.006
36	4.267	4.667	2.162	3.381	14.477
37	3.078	3.425	3.121	3.381	13.006
38	4.267	4.667	3.121	4.623	16.679
39	3.078	3.425	3.121	3.381	13.006
40	2.294	3.425	3.121	3.381	12.221
41	3.078	3.425	3.121	3.381	13.006
42	4.267	4.667	4.365	3.381	16.681
43	3.078	3.425	3.121	3.381	13.006
44	4.267	4.667	4.365	4.623	17.923
45	3.078	3.425	3.121	2.401	12.026
46	4.267	4.667	4.365	4.623	17.923
47	4.267	4.667	3.121	4.623	16.679
48	3.078	3.425	3.121	3.381	13.006
49	3.078	2.454	3.121	3.381	12.034
50	4.267	4.667	3.121	3.381	15.437
51	4.267	3.425	4.365	4.623	16.681
52	4.267	3.425	3.121	3.381	14.195
53	2.294	3.425	3.121	3.381	12.221
54	4.267	4.667	4.365	4.623	17.923
55	4.267	4.667	4.365	4.623	17.923
56	1.653	2.454	1.565	1.704	7.377
57	3.078	3.425	4.365	3.381	14.250
58	4.267	4.667	4.365	4.623	17.923
59	3.078	3.425	3.121	3.381	13.006
60	4.267	4.667	4.365	3.381	16.681
61	1.000	1.000	1.000	1.000	4.000
62	4.267	4.667	4.365	4.623	17.923
63	4.267	4.667	3.121	4.623	16.679
64	4.267	4.667	3.121	3.381	15.437
65	1.000	1.681	1.000	1.704	5.385

<b>Responden</b>	<b>X2.1</b>	<b>X2.2</b>	<b>X2.3</b>	<b>X2.4</b>	<b>Total X2</b>
66	2.294	2.454	3.121	2.401	10.270
67	3.078	2.454	3.121	3.381	12.034
68	4.267	4.667	4.365	4.623	17.923
69	4.267	3.425	4.365	4.623	16.681
70	2.294	3.425	4.365	4.623	14.708
71	3.078	4.667	3.121	3.381	14.248
72	4.267	4.667	3.121	3.381	15.437
73	3.078	2.454	2.162	2.401	10.096
74	2.294	2.454	3.121	3.381	11.250
75	3.078	2.454	4.365	3.381	13.279
76	3.078	3.425	4.365	4.623	15.492
77	4.267	3.425	2.162	4.623	14.478
78	2.294	2.454	3.121	2.401	10.270
79	2.294	1.681	3.121	3.381	10.477
80	3.078	2.454	2.162	3.381	11.075
81	2.294	3.425	3.121	3.381	12.221
82	3.078	3.425	4.365	4.623	15.492
83	4.267	3.425	4.365	2.401	14.459
84	2.294	3.425	4.365	2.401	12.486
85	3.078	4.667	3.121	3.381	14.248
86	3.078	4.667	2.162	3.381	13.288
87	4.267	4.667	3.121	3.381	15.437
88	2.294	3.425	3.121	3.381	12.221
89	3.078	2.454	4.365	1.704	11.602
90	2.294	3.425	4.365	2.401	12.486
91	3.078	2.454	3.121	3.381	12.034
92	3.078	3.425	4.365	3.381	14.250
93	1.653	2.454	3.121	2.401	9.630
94	4.267	4.667	3.121	2.401	14.457
95	3.078	2.454	1.565	3.381	10.479
96	2.294	2.454	2.162	3.381	10.291
97	2.294	3.425	2.162	3.381	11.262
98	4.267	2.454	3.121	3.381	13.223
99	4.267	3.425	2.162	3.381	13.235
100	3.078	3.425	2.162	2.401	11.067

## 6. Variabel Keputusan Pembelian Data Ordinal

Responden	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Total Y
1	3	4	3	2	2	3	17
2	5	4	5	5	3	4	26
3	4	4	4	4	4	4	24
4	3	5	3	3	3	3	20
5	4	4	5	5	5	4	27
6	5	5	5	5	5	5	30
7	5	5	5	4	5	5	29
8	2	3	3	4	4	4	20
9	5	5	5	4	5	5	29
10	3	3	3	3	3	4	19
11	5	5	4	4	4	4	26
12	4	3	3	3	3	3	19
13	5	4	4	4	4	5	26
14	5	5	5	4	4	4	27
15	4	5	4	5	3	4	25
16	4	4	3	3	3	4	21
17	2	3	4	4	3	2	18
18	5	5	5	5	5	5	30
19	5	5	5	3	3	5	26
20	4	4	4	4	4	4	24
21	3	4	4	4	3	4	22
22	4	4	4	4	4	4	24
23	5	5	5	4	4	5	28
24	5	4	4	4	4	4	25
25	5	5	5	5	5	5	30
26	4	4	5	4	4	5	26
27	3	3	3	3	3	2	17
28	4	4	4	4	4	4	24
29	4	5	5	4	4	5	27
30	5	5	5	5	5	5	30
31	5	5	5	5	5	5	30
32	5	5	3	3	5	3	24
33	4	4	4	4	4	4	24
34	5	4	5	5	4	5	28
35	4	4	4	4	4	4	24
36	4	4	5	5	2	4	24
37	4	4	4	4	4	4	24
38	4	4	5	5	5	4	27
39	4	3	3	4	4	5	23
40	4	3	4	5	4	4	24
41	4	4	4	4	4	4	24

<b>Responden</b>	<b>Y.1</b>	<b>Y.2</b>	<b>Y.3</b>	<b>Y.4</b>	<b>Y.5</b>	<b>Y.6</b>	<b>Total Y</b>
42	4	4	5	4	4	4	25
43	4	4	4	4	4	4	24
44	5	5	5	5	5	5	30
45	4	4	4	3	4	4	23
46	5	5	5	5	5	5	30
47	5	5	5	5	5	5	30
48	4	4	4	4	4	4	24
49	4	4	4	4	4	4	24
50	4	4	4	4	4	4	24
51	4	4	5	3	3	4	23
52	4	5	4	4	3	4	24
53	4	4	3	4	4	4	23
54	5	5	5	5	5	5	30
55	5	5	5	5	5	5	30
56	3	3	2	3	3	3	17
57	5	4	4	4	4	4	25
58	5	5	5	5	5	5	30
59	4	3	4	3	4	4	22
60	5	5	5	5	4	4	28
61	2	3	3	3	3	2	16
62	4	5	4	4	4	4	25
63	5	5	5	5	5	5	30
64	5	4	5	4	5	5	28
65	3	3	2	3	3	2	16
66	3	3	3	4	3	3	19
67	4	4	4	4	4	4	24
68	5	5	5	5	5	5	30
69	5	5	5	5	5	5	30
70	2	3	5	5	4	4	23
71	5	5	4	4	5	4	27
72	3	3	5	4	4	5	24
73	2	3	4	4	3	3	19
74	4	4	5	4	3	4	24
75	3	2	4	4	3	4	20
76	3	4	4	4	5	5	25
77	4	4	4	3	4	5	24
78	4	3	4	5	4	4	24
79	4	3	4	3	4	4	22
80	4	4	4	4	3	3	22
81	3	4	5	4	5	5	26
82	4	4	4	4	5	5	26
83	3	4	4	3	3	5	22
84	4	3	4	5	3	4	23
85	4	5	4	5	3	4	25
86	4	4	3	3	3	4	21

Responden	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Total Y
87	4	3	5	4	5	3	24
88	2	4	4	3	2	5	20
89	3	4	5	4	3	5	24
90	3	4	4	3	4	3	21
91	4	2	4	2	2	4	18
92	2	4	4	4	2	5	21
93	3	4	4	3	4	5	23
94	5	3	5	5	4	4	26
95	5	4	4	4	5	4	26
96	4	4	4	5	5	4	26
97	4	4	4	3	3	4	22
98	4	4	4	3	4	4	23
99	5	5	4	3	3	4	24
100	4	4	2	3	4	4	21

#### Data Interval

Responden	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Total Y
1	1.859	3.313	1.920	1.000	1.000	1.790	10.883
2	4.036	3.313	4.289	4.623	2.120	2.878	21.259
3	2.798	3.313	2.982	3.394	3.128	2.878	18.494
4	1.859	4.580	1.920	2.271	2.120	1.790	14.541
5	2.798	3.313	4.289	4.623	4.287	2.878	22.188
6	4.036	4.580	4.289	4.623	4.287	4.232	26.047
7	4.036	4.580	4.289	3.394	4.287	4.232	24.818
8	1.000	2.183	1.920	3.394	3.128	2.878	14.503
9	4.036	4.580	4.289	3.394	4.287	4.232	24.818
10	1.859	2.183	1.920	2.271	2.120	2.878	13.231
11	4.036	4.580	2.982	3.394	3.128	2.878	20.998
12	2.798	2.183	1.920	2.271	2.120	1.790	13.082
13	4.036	3.313	2.982	3.394	3.128	4.232	21.086
14	4.036	4.580	4.289	3.394	3.128	2.878	22.305
15	2.798	4.580	2.982	4.623	2.120	2.878	19.982
16	2.798	3.313	1.920	2.271	2.120	2.878	15.301
17	1.000	2.183	2.982	3.394	2.120	1.000	12.679
18	4.036	4.580	4.289	4.623	4.287	4.232	26.047
19	4.036	4.580	4.289	2.271	2.120	4.232	21.527
20	2.798	3.313	2.982	3.394	3.128	2.878	18.494
21	1.859	3.313	2.982	3.394	2.120	2.878	16.548
22	2.798	3.313	2.982	3.394	3.128	2.878	18.494
23	4.036	4.580	4.289	3.394	3.128	4.232	23.659
24	4.036	3.313	2.982	3.394	3.128	2.878	19.732
25	4.036	4.580	4.289	4.623	4.287	4.232	26.047
26	2.798	3.313	4.289	3.394	3.128	4.232	21.155

<b>Responden</b>	<b>Y.1</b>	<b>Y.2</b>	<b>Y.3</b>	<b>Y.4</b>	<b>Y.5</b>	<b>Y.6</b>	<b>Total Y</b>
27	1.859	2.183	1.920	2.271	2.120	1.000	11.353
28	2.798	3.313	2.982	3.394	3.128	2.878	18.494
29	2.798	4.580	4.289	3.394	3.128	4.232	22.421
30	4.036	4.580	4.289	4.623	4.287	4.232	26.047
31	4.036	4.580	4.289	4.623	4.287	4.232	26.047
32	4.036	4.580	1.920	2.271	4.287	1.790	18.884
33	2.798	3.313	2.982	3.394	3.128	2.878	18.494
34	4.036	3.313	4.289	4.623	3.128	4.232	23.621
35	2.798	3.313	2.982	3.394	3.128	2.878	18.494
36	2.798	3.313	4.289	4.623	1.000	2.878	18.901
37	2.798	3.313	2.982	3.394	3.128	2.878	18.494
38	2.798	3.313	4.289	4.623	4.287	2.878	22.188
39	2.798	2.183	1.920	3.394	3.128	4.232	17.655
40	2.798	2.183	2.982	4.623	3.128	2.878	18.592
41	2.798	3.313	2.982	3.394	3.128	2.878	18.494
42	2.798	3.313	4.289	3.394	3.128	2.878	19.801
43	2.798	3.313	2.982	3.394	3.128	2.878	18.494
44	4.036	4.580	4.289	4.623	4.287	4.232	26.047
45	2.798	3.313	2.982	2.271	3.128	2.878	17.371
46	4.036	4.580	4.289	4.623	4.287	4.232	26.047
47	4.036	4.580	4.289	4.623	4.287	4.232	26.047
48	2.798	3.313	2.982	3.394	3.128	2.878	18.494
49	2.798	3.313	2.982	3.394	3.128	2.878	18.494
50	2.798	3.313	2.982	3.394	3.128	2.878	18.494
51	2.798	3.313	4.289	2.271	2.120	2.878	17.669
52	2.798	4.580	2.982	3.394	2.120	2.878	18.753
53	2.798	3.313	1.920	3.394	3.128	2.878	17.432
54	4.036	4.580	4.289	4.623	4.287	4.232	26.047
55	4.036	4.580	4.289	4.623	4.287	4.232	26.047
56	1.859	2.183	1.000	2.271	2.120	1.790	11.224
57	4.036	3.313	2.982	3.394	3.128	2.878	19.732
58	4.036	4.580	4.289	4.623	4.287	4.232	26.047
59	2.798	2.183	2.982	2.271	3.128	2.878	16.240
60	4.036	4.580	4.289	4.623	3.128	2.878	23.533
61	1.000	2.183	1.920	2.271	2.120	1.000	10.494
62	2.798	4.580	2.982	3.394	3.128	2.878	19.761
63	4.036	4.580	4.289	4.623	4.287	4.232	26.047
64	4.036	3.313	4.289	3.394	4.287	4.232	23.551
65	1.859	2.183	1.000	2.271	2.120	1.000	10.433
66	1.859	2.183	1.920	3.394	2.120	1.790	13.267
67	2.798	3.313	2.982	3.394	3.128	2.878	18.494
68	4.036	4.580	4.289	4.623	4.287	4.232	26.047
69	4.036	4.580	4.289	4.623	4.287	4.232	26.047
70	1.000	2.183	4.289	4.623	3.128	2.878	18.100
71	4.036	4.580	2.982	3.394	4.287	2.878	22.157

Responden	Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Total Y
72	1.859	2.183	4.289	3.394	3.128	4.232	19.085
73	1.000	2.183	2.982	3.394	2.120	1.790	13.470
74	2.798	3.313	4.289	3.394	2.120	2.878	18.792
75	1.859	1.000	2.982	3.394	2.120	2.878	14.234
76	1.859	3.313	2.982	3.394	4.287	4.232	20.069
77	2.798	3.313	2.982	2.271	3.128	4.232	18.726
78	2.798	2.183	2.982	4.623	3.128	2.878	18.592
79	2.798	2.183	2.982	2.271	3.128	2.878	16.240
80	2.798	3.313	2.982	3.394	2.120	1.790	16.399
81	1.859	3.313	4.289	3.394	4.287	4.232	21.375
82	2.798	3.313	2.982	3.394	4.287	4.232	21.008
83	1.859	3.313	2.982	2.271	2.120	4.232	16.779
84	2.798	2.183	2.982	4.623	2.120	2.878	17.584
85	2.798	4.580	2.982	4.623	2.120	2.878	19.982
86	2.798	3.313	1.920	2.271	2.120	2.878	15.301
87	2.798	2.183	4.289	3.394	4.287	1.790	18.741
88	1.000	3.313	2.982	2.271	1.000	4.232	14.799
89	1.859	3.313	4.289	3.394	2.120	4.232	19.208
90	1.859	3.313	2.982	2.271	3.128	1.790	15.345
91	2.798	1.000	2.982	1.000	1.000	2.878	11.658
92	1.000	3.313	2.982	3.394	1.000	4.232	15.922
93	1.859	3.313	2.982	2.271	3.128	4.232	17.787
94	4.036	2.183	4.289	4.623	3.128	2.878	21.136
95	4.036	3.313	2.982	3.394	4.287	2.878	20.891
96	2.798	3.313	2.982	4.623	4.287	2.878	20.882
97	2.798	3.313	2.982	2.271	2.120	2.878	16.363
98	2.798	3.313	2.982	2.271	3.128	2.878	17.371
99	4.036	4.580	2.982	2.271	2.120	2.878	18.867
100	2.798	3.313	1.000	2.271	3.128	2.878	15.389

## 7. Tabulasi Data Analisis Regresi Linier Berganda

No.	X <sub>1</sub>	X <sub>2</sub>	Y
1	12.235	5.334	10.883
2	23.564	15.437	21.259
3	18.759	13.006	18.494
4	20.313	12.256	14.541
5	21.163	13.006	22.188
6	17.917	16.681	26.047
7	25.934	16.681	24.818
8	12.154	12.256	14.503
9	23.534	15.437	24.818
10	17.094	11.242	13.231
11	25.934	17.923	20.998

No.	X <sub>1</sub>	X <sub>2</sub>	Y
12	17.573	11.067	13.082
13	22.358	13.006	21.086
14	21.210	17.923	22.305
15	20.319	13.288	19.982
16	16.273	12.026	15.301
17	10.351	11.558	12.679
18	23.565	17.923	26.047
19	20.774	17.923	21.527
20	22.316	16.681	18.494
21	18.019	12.046	16.548
22	18.251	14.457	18.494
23	24.778	15.437	23.659
24	21.178	15.437	19.732
25	25.934	16.681	26.047
26	23.515	16.679	21.155
27	8.154	7.377	11.353
28	18.759	15.437	18.494
29	25.934	16.681	22.421
30	25.934	17.923	26.047
31	25.934	17.923	26.047
32	19.858	11.524	18.884
33	18.307	14.457	18.494
34	21.134	15.492	23.621
35	15.513	13.006	18.494
36	22.790	14.477	18.901
37	18.759	13.006	18.494
38	25.934	16.679	22.188
39	21.618	13.006	17.655
40	19.206	12.221	18.592
41	18.759	13.006	18.494
42	22.285	16.681	19.801
43	18.759	13.006	18.494
44	25.934	17.923	26.047
45	13.966	12.026	17.371
46	25.934	17.923	26.047
47	25.934	16.679	26.047
48	18.759	13.006	18.494
49	18.019	12.034	18.494
50	18.759	15.437	18.494
51	23.559	16.681	17.669
52	18.759	14.195	18.753
53	18.759	12.221	17.432
54	25.934	17.923	26.047
55	25.934	17.923	26.047
56	8.082	7.377	11.224



No.	X <sub>1</sub>	X <sub>2</sub>	Y
57	19.072	14.250	19.732
58	25.934	17.923	26.047
59	17.115	13.006	16.240
60	23.530	16.681	23.533
61	7.536	4.000	10.494
62	25.934	17.923	19.761
63	25.934	16.679	26.047
64	23.530	15.437	23.551
65	6.000	5.385	10.433
66	14.054	10.270	13.267
67	18.759	12.034	18.494
68	23.534	17.923	26.047
69	24.762	16.681	26.047
70	19.498	14.708	18.100
71	23.574	14.248	22.157
72	16.294	15.437	19.085
73	11.013	10.096	13.470
74	20.311	11.250	18.792
75	19.511	13.279	14.234
76	19.423	15.492	20.069
77	15.786	14.478	18.726
78	20.415	10.270	18.592
79	17.115	10.477	16.240
80	22.311	11.075	16.399
81	20.272	12.221	21.375
82	19.498	15.492	21.008
83	19.577	14.459	16.779
84	20.390	12.486	17.584
85	19.548	14.248	19.982
86	19.191	13.288	15.301
87	20.288	15.437	18.741
88	19.072	12.221	14.799
89	18.914	11.602	19.208
90	16.910	12.486	15.345
91	10.351	12.034	11.658
92	14.444	14.250	15.922
93	19.475	9.630	17.787
94	16.980	14.457	21.136
95	19.498	10.479	20.891
96	19.519	10.291	20.882
97	22.408	11.262	16.363
98	18.422	13.223	17.371
99	17.115	13.235	18.867
100	22.316	11.067	15.389

### Lampiran 03. Hasil *Output* SPSS

#### 1. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Kualitas Produk

##### a) Output SPSS Uji Validitas Kuesioner Kualitas Produk

		Correlations						
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	Total_X1
X1.1	Pearson Correlation	1	.717**	.538**	.452**	.624**	.321	.750**
	Sig. (2-tailed)		.000	.001	.006	.000	.057	.000
	N	36	36	36	36	36	36	36
X1.2	Pearson Correlation	.717**	1	.778**	.705**	.669**	.583**	.914**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	36	36	36	36	36	36	36
X1.3	Pearson Correlation	.538**	.778**	1	.668**	.536**	.612**	.849**
	Sig. (2-tailed)	.001	.000		.000	.001	.000	.000
	N	36	36	36	36	36	36	36
X1.4	Pearson Correlation	.452**	.705**	.668**	1	.596**	.540**	.811**
	Sig. (2-tailed)	.006	.000	.000		.000	.001	.000
	N	36	36	36	36	36	36	36
X1.5	Pearson Correlation	.624**	.669**	.536**	.596**	1	.517**	.809**
	Sig. (2-tailed)	.000	.000	.001	.000		.001	.000
	N	36	36	36	36	36	36	36
X1.6	Pearson Correlation	.321	.583**	.612**	.540**	.517**	1	.736**
	Sig. (2-tailed)	.057	.000	.000	.001	.001		.000
	N	36	36	36	36	36	36	36
Total_X1	Pearson Correlation	.750**	.914**	.849**	.811**	.809**	.736**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	36	36	36	36	36	36	36

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

##### b) Output SPSS Uji Reliabilitas Kuesioner Kualitas Produk

Reliability Statistics	
Cronbach's Alpha	N of Items
.896	6

## 2. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Citra Merek

### a) Output SPSS Uji Validitas Kuesioner Citra Merek

Correlations						
		X2.1	X2.2	X2.3	X2.4	Total_X 2
X2.1	Pearson Correlation	1	.553**	.506**	.493**	.809**
	Sig. (2-tailed)		.000	.002	.002	.000
	N	36	36	36	36	36
X2.2	Pearson Correlation	.553**	1	.543**	.341*	.771**
	Sig. (2-tailed)	.000		.001	.042	.000
	N	36	36	36	36	36
X2.3	Pearson Correlation	.506**	.543**	1	.533**	.822**
	Sig. (2-tailed)	.002	.001		.001	.000
	N	36	36	36	36	36
X2.4	Pearson Correlation	.493**	.341*	.533**	1	.750**
	Sig. (2-tailed)	.002	.042	.001		.000
	N	36	36	36	36	36
Total_X2	Pearson Correlation	.809**	.771**	.822**	.750**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	36	36	36	36	36

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

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

### b) Output SPSS Uji Reliabilitas Kuesioner Citra Merek

Reliability Statistics	
Cronbach's Alpha	N of Items
.797	4

### 3. Output SPSS Uji Validitas dan Reliabilitas Kuesioner Keputusan Pembelian

#### a) Output SPSS Uji Validitas Kuesioner Keputusan Pembelian

		Correlations						
		Y.1	Y.2	Y.3	Y.4	Y.5	Y.6	Total_Y
Y.1	Pearson Correlation	1	.580**	.607**	.488**	.455**	.599**	.787**
	Sig. (2-tailed)		.000	.000	.003	.005	.000	.000
	N	36	36	36	36	36	36	36
Y.2	Pearson Correlation	.580**	1	.597**	.503**	.365*	.685**	.786**
	Sig. (2-tailed)	.000		.000	.002	.029	.000	.000
	N	36	36	36	36	36	36	36
Y.3	Pearson Correlation	.607**	.597**	1	.724**	.340*	.724**	.840**
	Sig. (2-tailed)	.000	.000		.000	.042	.000	.000
	N	36	36	36	36	36	36	36
Y.4	Pearson Correlation	.488**	.503**	.724**	1	.484**	.743**	.829**
	Sig. (2-tailed)	.003	.002	.000		.003	.000	.000
	N	36	36	36	36	36	36	36
Y.5	Pearson Correlation	.455**	.365*	.340*	.484**	1	.373*	.636**
	Sig. (2-tailed)	.005	.029	.042	.003		.025	.000
	N	36	36	36	36	36	36	36
Y.6	Pearson Correlation	.599**	.685**	.724**	.743**	.373*	1	.869**
	Sig. (2-tailed)	.000	.000	.000	.000	.025		.000
	N	36	36	36	36	36	36	36
Total_Y	Pearson Correlation	.787**	.786**	.840**	.829**	.636**	.869**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	36	36	36	36	36	36	36

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

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

#### b) Output SPSS Uji Reliabilitas Kuesioner Keputusan Pembelian

Reliability Statistics	
Cronbach's Alpha	N of Items
.880	6

## 1. Hasil Uji Validitas

Tabel Hasil Uji Validitas Butir Kuesioner Kualitas Produk

Variabel	No. Item	Rxy	<i>p-value</i>	<i>alpha</i> ( $\alpha$ )	Keterangan
Kualitas produk (X1)	X1.1	0,750	0,000	0,05	Valid
	X1.2	0,914	0,000	0,05	Valid
	X1.3	0,849	0,000	0,05	Valid
	X1.4	0,811	0,000	0,05	Valid
	X1.5	0,809	0,000	0,05	Valid
	X1.6	0,736	0,000	0,05	Valid

Tabel Hasil Uji Validitas Butir Kuesioner Citra Merek

Variabel	No. Item	Rxy	<i>p-value</i>	<i>alpha</i> ( $\alpha$ )	Keterangan
Citra merek (X2)	X2.1	0,809	0,000	0,05	Valid
	X2.2	0,771	0,000	0,05	Valid
	X2.3	0,822	0,000	0,05	Valid
	X2.4	0,750	0,000	0,05	Valid

Tabel Hasil Uji Validitas Butir Kuesioner Keputusan Pembelian

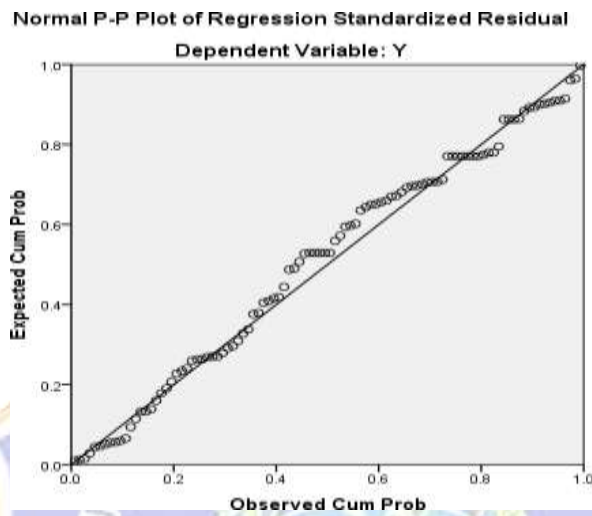
Variabel	No. Item	Rxy	<i>p-value</i>	<i>alpha</i> ( $\alpha$ )	Keterangan
Keputusan pembelian (Y)	Y.1	0,787	0,000	0,05	Valid
	Y.2	0,786	0,000	0,05	Valid
	Y.3	0,840	0,000	0,05	Valid
	Y.4	0,829	0,000	0,05	Valid
	Y.5	0,636	0,000	0,05	Valid
	Y.6	0,869	0,000	0,05	Valid

## 2. Hasil Uji Reliabilitas

Tabel Hasil Uji Reliabilitas Instrumen

Variabel	Koefisien Cronbach's Alpha	Standar Alpha	Keterangan
Kualitas produk	0,896	0,60	Reliabel
Citra merek	0,797	0,60	Reliabel
Keputusan pembelian	0,880	0,60	Reliabel

**3. Output SPSS Uji Asumsi Klasik Hasil Uji Normalitas**



**4. Hasil Uji Multikolinieritas**

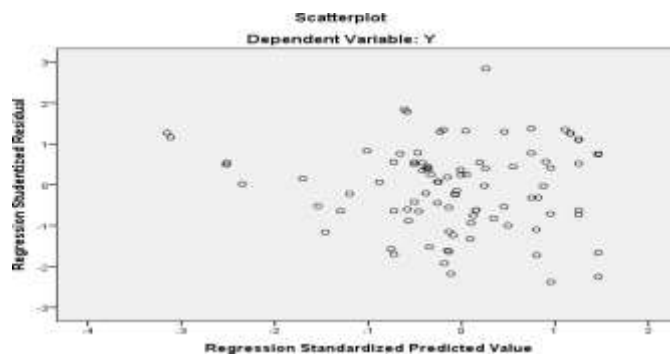
Coefficients<sup>a</sup>

Collinearity Statistics

Model		Tolerance	VIF
1	X1	.393	2.544
	X2	.393	2.544

a. Dependent Variable: Y

**5. Hasil Uji Heteroskedastisitas**



## 6. Output SPSS Analisis Regresi Linier Berganda

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.862 <sup>a</sup>	.743	.738	2.12430	.743	140.391	2	97	.000

a. Predictors: (Constant), X2, X1

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1267.068	2	633.534	140.391	.000 <sup>b</sup>
	Residual	437.726	97	4.513		
	Total	1704.794	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Coefficients <sup>a</sup>									
Unstandardized Coefficients				Standardized Coefficients	t	Sig.	Correlations		
Model		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	2.216	1.043		2.124	.036			
	X1	.444	.075	.484	5.898	.000	.819	.514	.303
	X2	.599	.114	.430	5.239	.000	.807	.470	.270

a. Dependent Variable: Y

#### Lampiran 04. Bukti Penyebaran Kuesioner

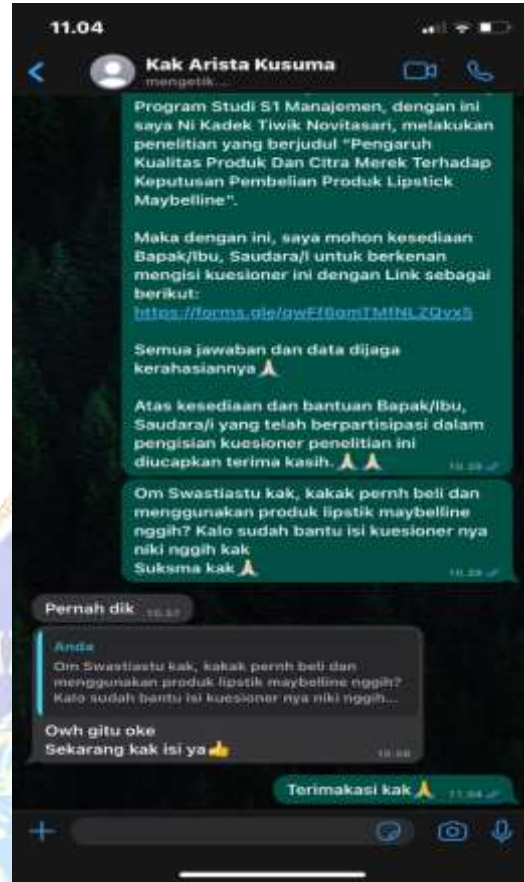


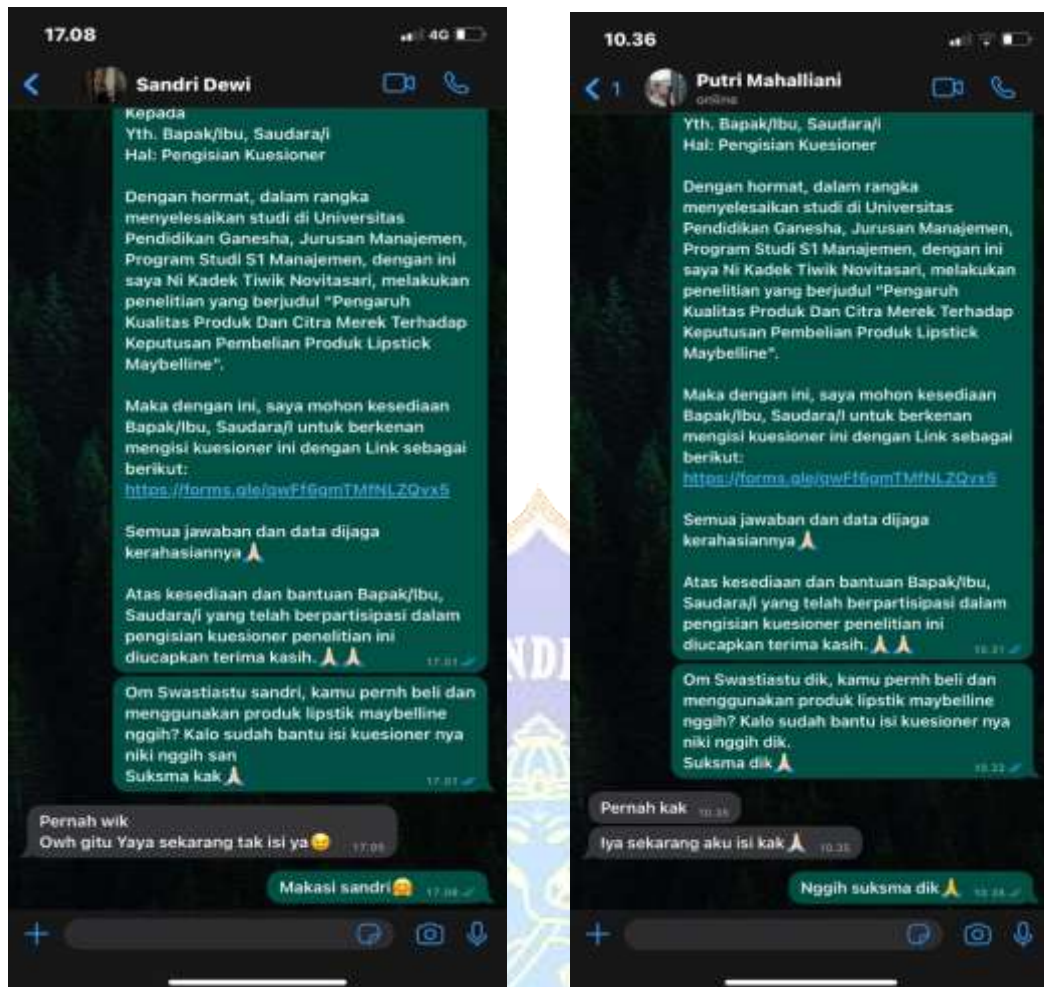
*Kegiatan Pengumpulan Responden Berupa Penyebaran Kuesioner Secara Offline*



*Kegiatan Pengumpulan Responden Berupa Penyebaran Kuesioner Secara Offline*

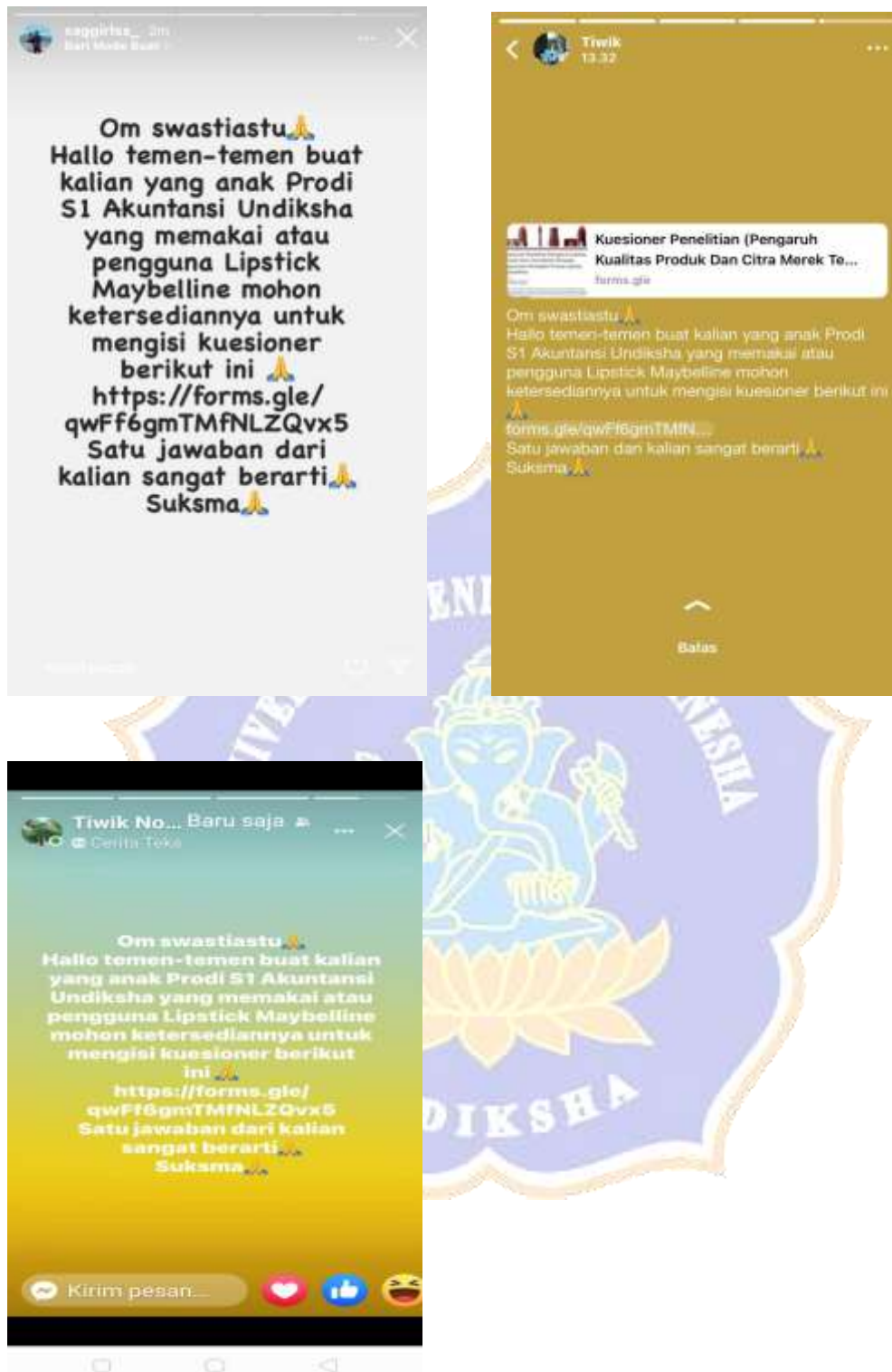






*Kegiatan Pengumpulan Responden Berupa Penyebaran Kuesioner Secara Online Melalui Chat Pribadi*





*Kegiatan Pengumpulan Responden Berupa Penyebaran Kuesioner Secara Online Melalui InstastoryWhatsapps, Instagram, dan Facebook*

## RIWAYAT HIDUP



Ni Kadek Tiwik Novitasari lahir di Br. Yangapi pada tanggal 29 November 2000. Penulis lahir sebagai anak kedua dari pasangan I Made Kabar dan Ni Wayan Srimurtini. Penulis berkebangsaan Indonesia dan beragama Hindu. Penulis berasal dari Desa Abiantuwung, Kecamatan Kediri, Kabupaten Tabanan, Provinsi Bali.

Penulis menyelesaikan pendidikan di Taman Kanak-Kanak Widya Guna I Abiantuwung dan lulus pada tahun 2007. Kemudian penulis melanjutkan pendidikan dasar di SD Negeri 2 Abiantuwung dan lulus pada tahun 2013. Selanjutnya, penulis melanjutkan pendidikan di SMP Negeri 2 Tabanan dan lulus pada tahun 2016. Setelahnya, penulis melanjutkan pendidikan di SMA Negeri 1 Kediri dengan mengambil jurusan Ilmu Pengetahuan Alam dan lulus pada tahun 2019. Setelah lulus, penulis melanjutkan pendidikan ke jenjang perguruan tinggi di Universitas Pendidikan Ganesha dengan mengambil jurusan Manajemen. Pada semester akhir ini di tahun 2023, penulis telah menyelesaikan skripsi yang berjudul “Pengaruh Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Produk *Lipstick Maybelline*”