

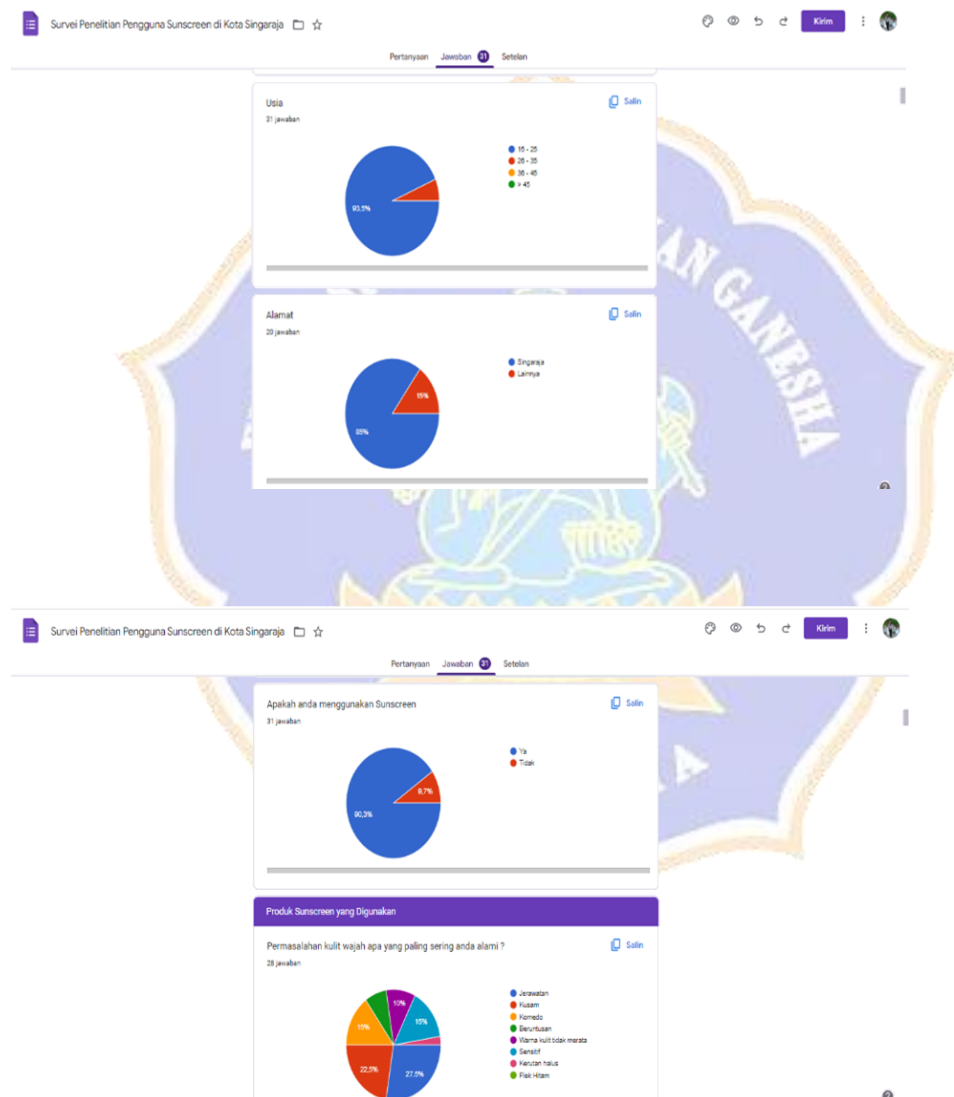


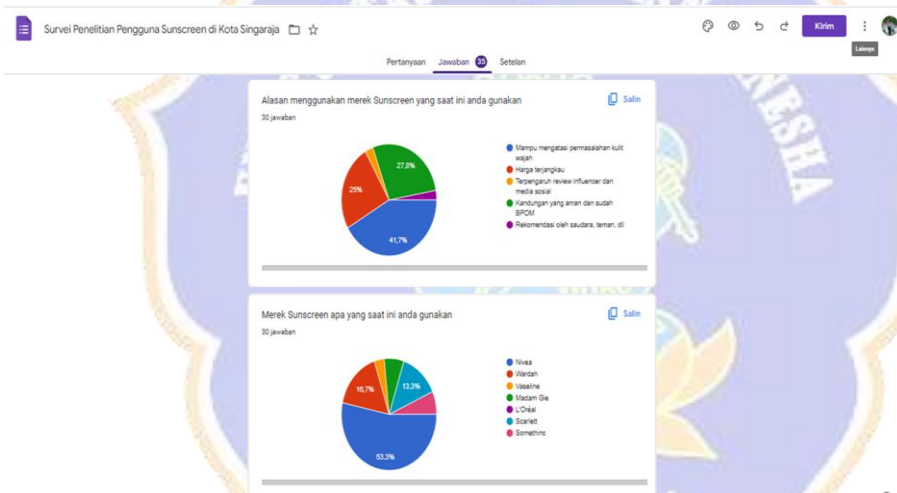
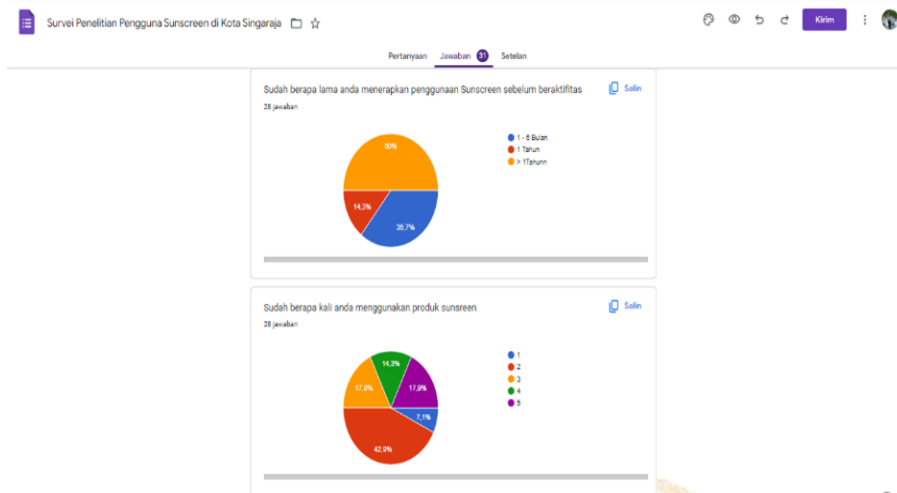
**LAMPIRAN-LAMPIRAN**

## LAMPIRAN

### Lampiran 01. Hasil Pra Survei

Pra survei ini dibuat menggunakan Google Form kemudian disebarakan ke beberapa responden yang berdomisili di Kota Singaraja melalui WhatsApp. Penulis mendapatkan 35 responden pada pra survei ini, namun 5 dari 35 responden tidak pernah menggunakan sunscreen Nivea. Berikut gambar hasil pra survei :





## Lampiran 02. Kuesioner Penelitian



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Kepada

Yth. Saudara/I Pengguna *Sunscreen* Wajah Nivea di Kota Singaraja

Hal : Pengisian Kuesioner

Dengan Hormat,

Dalam rangka menyelesaikan studi di Universitas Pendidikan Ganesha pada program studi S1 Manajemen dengan ini saya mengadakan penelitian dengan judul **“Pengaruh Citra Merek dan Persepsi Harga Terhadap Keputusan Pembelian *Sunscreen* Wajah Nivea di Kota Singaraja”**

Maka dengan ini, saya mohon dengan hormat kesediaan Saudara/i untuk berkenan mengisi kuesioner ini dengan jujur. Data yang diperoleh murni digunakan untuk tujuan penelitian dan diperlakukan secara konfidensial. Atas kesediaan bantuan Saudara/i yang turut berpartisipasi dalam mengisi kuesioner penelitian, saya ucapkan terima kasih.

Singaraja, 17 Januari 2024

Peneliti,

Made Yunita Prabawati Arisna Putri  
NIM. 2017041099

## 1. Identitas Responden

(Beri tanda  $\surd$  pada kotak jawaban)

### A. Screening Questions

1. Apakah anda pengguna produk *sunscreen* wajah Nivea?

IYA  TIDAK

2. Apakah anda pernah/sedang menggunakan *sunscreen* wajah Nivea?

IYA  TIDAK

(Jika anda menjawab IYA, silakan melanjutkan untuk mengisi kuesioner namun jika menjawab TIDAK, silakan berhenti untuk mengisi kuesioner)

3. Frekuensi beli *sunscreen* wajah Nivea

< 2 Kali Dalam Sebulan

> 2 Kali Dalam Sebulan

### B. Identitas Responden

1. Nama Lengkap : .....

2. Jenis Kelamin : .....

3. Usia : .....

4. Alamat : .....

5. Saat ini sebagai : .....

MAHASISWA/I  PEKERJA

## 2. Petunjuk Pengisian Kuesioner

Silakan anda pilih jawaban yang menurut anda paling sesuai dengan kondisi yang ada pada pilihan jawaban yang telah disediakan dengan cara memberi tanda centang ( $\surd$ )

Keterangan :

SS: Sangat Setuju (5)

S : Setuju (4)

N : Netral (3)

TS: Tidak Setuju (2)

STS : Sangat Tidak Setuju (1)

## Daftar Pertanyaan

### A. Keputusan Pembelian (Y)

No	Pertanyaan	SS	S	N	TS	STS
	<b>Keputusan Pembelian</b>	5	4	3	2	1
<b>Kemantapan Pada Sebuah Produk</b>						
1	Saya membeli produk <i>Sunscreen</i> wajah Nivea karena memiliki kualitas produk yang bagus					
<b>Kebiasaan Dalam Membeli Produk</b>						
2	Saya membeli produk <i>Sunscreen</i> wajah Nivea karena memberikan manfaat yang dapat melindungi wajah dari paparan sinar matahari (UV)					
<b>Memberikan Rekomendasi Kepada Orang Lain</b>						
3	Merasa puas membeli produk <i>Sunscreen</i> wajah Nivea sehingga merekomendasikan orang lain					
<b>Melakukan Pembelian Ulang</b>						
4	Saya puas membeli produk <i>Sunscreen</i> wajah Nivea sehingga selalu melakukan pembelian ulang dikemudian hari					

### B. Citra Merek (X<sub>1</sub>)

No	Pertanyaan	SS	S	N	TS	STS
	<b>Citra Merek</b>	5	4	3	2	1
<b>Kesukaan</b>						
1	Produk <i>Sunscreen</i> wajah Nivea sangat populer di kalangan konsumen					
<b>Kekuatan</b>						
2	Produk <i>Sunscreen</i> wajah Nivea memiliki kualitas produk yang lebih baik daripada produk sunscreen wajah merek lainnya					
<b>Keunikan</b>						
3	Produk <i>Sunscreen</i> wajah Nivea memiliki keunikan dari segi variasi produk yang beragam sehingga sesuai dengan harapan dan kebutuhan kulit konsumen					

### C. Persepsi Harga (X<sub>2</sub>)

No	Pertanyaan	SS	S	N	TS	STS
	<b>Persepsi Harga</b>	5	4	3	2	1
<b>Keterjangkauan Harga</b>						
1	Produk <i>Sunscreen</i> wajah Nivea memiliki harga terjangkau oleh semua kalangan daripada produk <i>sunscreen</i> wajah merek lainnya					
<b>Kesesuaian Harga dengan Kualitas Produk</b>						
2	Produk <i>Sunscreen</i> wajah Nivea yang ditawarkan sesuai dengan kualitas produk yang diberikan sehingga sesuai dengan harapan saya					
<b>Kesesuaian harga dengan manfaat</b>						
3	Harga produk <i>Sunscreen</i> wajah Nivea sesuai dengan manfaat yang dirasakan yaitu dapat melindungi kulit wajah dari paparan sinar matahari (UV)					
<b>Harga Sesuai dengan Kemampuan atau Daya Saing</b>						
4	Harga produk <i>Sunscreen</i> wajah Nivea yang ditawarkan sangat kompetitif dengan pesaing					



**Lampiran 03. Tabulasi Data Sampel Kecil**

No	KEPUTUSAN PEBELIAN				CITRA MEREK			PERSEPSI HARGA			
	Y1	Y2	Y3	Y4	X1.1	X1.2	X1.3	X2.1	X2.2	X2.3	X2.4
1	5	5	4	5	4	4	5	1	2	3	4
2	5	5	4	4	5	5	5	4	4	4	4
3	3	2	2	3	4	5	4	4	4	3	4
4	5	4	4	5	5	5	5	3	2	3	3
5	5	4	4	4	5	5	5	4	4	5	5
6	3	2	4	3	4	4	4	5	4	4	4
7	5	5	5	5	5	4	4	4	3	3	4
8	5	4	4	5	4	4	5	4	3	4	4
9	3	4	5	4	5	4	5	4	3	4	3
10	5	4	4	4	5	5	5	4	4	4	4
11	4	4	4	4	4	4	4	4	5	4	4
12	5	4	4	5	5	4	5	4	4	3	4
13	4	4	5	5	5	5	4	5	4	5	5
14	3	2	4	3	4	3	3	4	5	5	4
15	5	5	4	4	5	4	5	3	4	3	3
16	5	5	5	5	5	5	5	5	5	5	4
17	5	4	5	5	5	4	4	4	5	4	5
18	3	4	5	4	3	4	4	3	4	3	4
19	5	4	5	4	4	3	4	5	4	4	4
20	5	4	4	4	4	4	4	4	4	4	4
21	4	4	3	4	4	3	4	4	3	3	4
22	5	5	5	5	4	5	4	3	3	4	3
23	4	4	4	5	5	5	4	4	4	4	4
24	5	5	5	5	4	4	5	4	5	4	4
25	5	5	5	5	4	4	4	5	4	4	4
26	5	4	5	3	4	4	5	4	4	3	3



27	4	4	3	2	4	3	4	4	4	4	4
28	4	3	4	2	4	4	4	3	3	3	3
29	3	3	2	2	3	4	3	4	4	3	3
30	3	3	3	2	4	2	4	2	2	2	3



**Lampiran 04. Tabulasi Data Sampel Besar**

No	KEPUTUSAN PEBELIAN				CITRA MEREK			PERSEPSI HARGA			
	Y1	Y2	Y3	Y4	X1.1	X1.2	X1.3	X2.1	X2.2	X2.3	X2.4
1	5	5	4	5	4	4	5	1	2	3	4
2	5	5	4	4	5	5	5	4	4	4	4
3	3	2	2	3	4	5	4	4	4	3	4
4	5	4	4	5	5	5	5	3	2	3	3
5	5	4	4	4	5	5	5	4	4	5	5
6	3	2	4	3	4	4	4	5	4	4	4
7	5	5	5	5	5	4	4	4	3	3	4
8	5	4	4	5	4	4	5	4	3	4	4
9	3	4	5	4	5	4	5	4	3	4	3
10	5	4	4	4	5	5	5	4	4	4	4
11	4	4	4	4	4	4	4	4	5	4	4
12	5	4	4	5	5	4	5	4	4	3	4
13	4	4	5	5	5	5	4	5	4	5	5
14	3	2	4	3	4	3	3	4	5	5	4
15	5	5	4	4	5	4	5	3	4	3	3
16	5	5	5	5	5	5	5	5	5	5	4
17	5	4	5	5	5	4	4	4	5	4	5
18	3	4	5	4	3	4	4	3	4	3	4
19	5	4	5	4	4	3	4	5	4	4	4
20	5	4	4	4	4	4	4	4	4	4	4
21	4	4	3	4	4	3	4	4	3	3	4
22	5	5	5	5	4	5	4	3	3	4	3
23	4	4	4	5	5	5	4	4	4	4	4
24	5	5	5	5	4	4	5	4	5	4	4
25	5	5	5	5	4	4	4	5	4	4	4
26	5	4	5	3	4	4	5	4	4	3	3

27	4	4	3	2	4	3	4	4	4	4	4
28	4	3	4	2	4	4	4	3	3	3	3
29	3	3	2	2	3	4	3	4	4	3	3
30	3	3	3	2	4	2	4	2	2	2	3
31	4	3	4	3	4	4	4	3	3	2	2
32	4	3	3	4	4	3	3	4	3	4	4
33	3	2	3	2	3	3	4	4	4	3	3
34	5	4	4	5	5	5	4	3	2	2	2
35	3	3	2	3	3	4	4	4	4	4	4
36	5	5	5	5	5	4	5	3	2	2	3
37	4	3	3	5	4	4	5	5	5	4	4
38	5	4	4	5	4	4	4	4	4	5	4
39	5	4	5	3	4	5	4	4	4	4	4
40	3	3	2	2	4	3	2	4	4	4	4
41	5	5	5	5	4	4	4	3	2	3	3
42	5	4	5	4	5	5	5	4	5	4	4
43	5	3	4	5	3	5	4	5	4	4	5
44	4	5	5	4	4	4	4	3	4	4	3
45	4	4	3	4	4	4	4	4	4	5	4
46	4	4	4	4	3	3	4	4	3	3	3
47	3	4	2	3	3	2	2	4	3	4	3
48	3	2	2	3	3	2	3	2	2	2	2
49	5	5	5	5	5	4	5	2	3	3	2
50	5	5	4	5	5	4	5	5	5	4	5

51	3	2	2	3	4	3	3	4	4	4	4
52	5	4	4	5	5	5	4	2	3	2	2
53	5	4	4	3	4	4	4	4	4	4	4
54	4	4	4	4	5	4	5	4	5	4	4
55	5	4	5	4	5	4	5	5	5	4	4
56	5	5	5	5	4	4	5	5	4	4	4
57	3	4	2	4	4	3	4	5	4	4	5
58	3	2	3	3	3	3	3	3	3	3	3
59	3	4	2	3	4	3	3	2	3	3	2
60	4	3	3	4	4	4	4	3	3	3	3
62	5	4	4	5	5	5	5	4	3	3	4
62	5	5	4	5	5	4	5	5	4	3	4
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64	3	3	4	3	4	3	3	2	2	2	3
65	5	5	5	5	5	4	5	3	3	2	3
66	4	5	4	5	5	5	4	4	4	4	4
67	5	4	4	4	4	4	4	5	4	4	5
68	5	3	4	5	4	4	5	4	4	4	4
69	4	4	4	4	5	5	4	4	3	4	4
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71	4	4	4	4	4	4	4	4	4	4	4
72	5	4	4	3	5	4	4	4	3	4	5
73	4	4	5	4	5	5	5	4	4	4	4
74	4	5	5	3	5	4	4	5	5	5	5

75	4	5	4	3	4	4	4	4	5	5	4
76	4	4	4	4	4	5	4	4	4	4	3
77	5	4	4	5	5	5	4	5	4	4	4
78	4	3	3	4	4	3	4	5	4	4	4
79	5	5	5	5	5	5	4	3	3	3	4
80	4	3	3	4	4	3	4	5	5	4	5
81	4	3	4	3	4	3	3	3	4	4	3
82	4	3	4	3	4	4	3	4	3	4	3
83	5	4	4	5	5	4	4	4	3	3	3
84	4	4	4	3	4	4	4	4	4	4	4
85	3	2	3	3	4	3	3	4	4	4	3
86	2	3	3	4	3	3	4	3	3	4	2
87	5	5	5	5	5	5	5	4	4	3	4
88	4	4	3	4	4	3	4	5	5	5	5
89	4	4	4	5	3	4	4	4	3	4	3
90	4	4	5	4	4	3	4	3	4	5	3
91	4	5	4	4	4	3	4	4	4	4	4
92	4	4	4	4	4	4	4	4	3	4	4
93	4	4	5	5	5	4	4	4	4	3	4
94	3	3	2	4	2	4	3	4	4	4	4
95	4	5	4	5	4	3	3	2	3	1	3
96	3	3	3	3	3	3	3	5	4	4	4
97	3	3	3	3	3	3	4	3	3	3	3
98	4	4	5	4	4	5	4	4	3	3	2

99	4	4	3	4	3	3	4	4	4	4	3
100	3	4	4	3	4	3	3	4	4	3	3
101	4	4	4	4	5	3	4	4	3	3	4
102	5	5	5	5	5	5	5	3	4	4	4
103	4	4	3	3	3	3	4	5	5	5	5
104	4	4	3	4	3	3	3	3	4	4	4
105	4	4	3	4	3	4	3	4	4	4	4
106	4	3	4	4	3	3	3	2	3	4	4
107	4	3	4	3	4	3	3	4	3	4	3
108	3	2	3	1	3	2	3	3	4	4	4
109	4	4	4	4	4	4	4	3	2	3	1
110	4	4	4	4	5	4	4	4	3	3	4



## Lampiran 05. Output SPSS Uji Validitas dan Reabilitas Sampel Kecil

### (1) Hasil Uji Validitas Sampel Kecil Citra Merek (X<sub>1</sub>)

Correlations					
		X1.1	X1.2	X1.3	TX1
X1.1	Pearson Correlation	1	.450*	.531**	.809**
	Sig. (2-tailed)		.013	.003	.000
	N	30	30	30	30
X1.2	Pearson Correlation	.450*	1	.375*	.802**
	Sig. (2-tailed)	.013		.041	.000
	N	30	30	30	30
X1.3	Pearson Correlation	.531**	.375*	1	.773**
	Sig. (2-tailed)	.003	.041		.000
	N	30	30	30	30
TX1	Pearson Correlation	.809**	.802**	.773**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30
*. Correlation is significant at the 0.05 level (2-tailed).					
**. Correlation is significant at the 0.01 level (2-tailed).					

### (2) Uji Validitas Persepsi Harga (X<sub>2</sub>)

Correlations						
		X2.1	X2.2	X2.3	X2.4	TX2
X2.1	Pearson Correlation	1	.565**	.664**	.592**	.836**
	Sig. (2-tailed)		.001	.000	.001	.000
	N	30	30	30	30	30
X2.2	Pearson Correlation	.565**	1	.587**	.543**	.814**
	Sig. (2-tailed)	.001		.001	.002	.000
	N	30	30	30	30	30
X2.3	Pearson Correlation	.664**	.587**	1	.675**	.877**
	Sig. (2-tailed)	.000	.001		.000	.000
	N	30	30	30	30	30
X2.4	Pearson Correlation	.592**	.543**	.675**	1	.827**
	Sig. (2-tailed)	.001	.002	.000		.000
	N	30	30	30	30	30



TX2	Pearson Correlation	.836**	.814**	.877**	.827**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30
**. Correlation is significant at the 0.01 level (2-tailed).						

### (3) Uji Validitas Keputusan Pembelian (Y)

		Correlations				
		Y1	Y2	Y3	Y4	TY
Y1	Pearson Correlation	1	.750**	.459*	.622**	.834**
	Sig. (2-tailed)		.000	.011	.000	.000
	N	30	30	30	30	30
Y2	Pearson Correlation	.750**	1	.546**	.664**	.876**
	Sig. (2-tailed)	.000		.002	.000	.000
	N	30	30	30	30	30
Y3	Pearson Correlation	.459*	.546**	1	.610**	.774**
	Sig. (2-tailed)	.011	.002		.000	.000
	N	30	30	30	30	30
Y4	Pearson Correlation	.622**	.664**	.610**	1	.877**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
TY	Pearson Correlation	.834**	.876**	.774**	.877**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	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).						

## Output SPSS Uji Reliabilitas Sampel Kecil

### (1) Hasil Uji Reliabilitas Citra Merek (X<sub>1</sub>)

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.701	.712	3

### (2) Hasil Uji Reliabilitas Variabel Persepsi Harga (X<sub>2</sub>)

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.857	.859	4

### (3) Hasil Uji Reliabilitas Variabel Keputusan Pembelian (Y)

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.860	.861	4



**Lampiran 06. Hasil SPSS Uji Validitas dan Reliabilitas Sampel Besar**

**(1) Uji Validitas Keputusan Pembelian (Y)**

**Correlations**

		X1.1	X1.2	X1.3	TX1
X1.1	Pearson Correlation	1	.549**	.570**	.836**
	Sig. (2-tailed)		.000	.000	.000
	N	110	110	110	110
X1.2	Pearson Correlation	.549**	1	.565**	.849**
	Sig. (2-tailed)	.000		.000	.000
	N	110	110	110	110
X1.3	Pearson Correlation	.570**	.565**	1	.838**
	Sig. (2-tailed)	.000	.000		.000
	N	110	110	110	110
TX1	Pearson Correlation	.836**	.849**	.838**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	110	110	110	110

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

**(2) Uji Validitas Persepsi Harga**

**Correlations**

		X2.1	X2.2	X2.3	X2.4	TX2
X2.1	Pearson Correlation	1	.621**	.586**	.658**	.849**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	110	110	110	110	110
X2.2	Pearson Correlation	.621**	1	.652**	.623**	.855**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	110	110	110	110	110
X2.3	Pearson Correlation	.586**	.652**	1	.577**	.831**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	110	110	110	110	110
X2.4	Pearson Correlation	.658**	.623**	.577**	1	.846**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	110	110	110	110	110
TX2	Pearson Correlation	.849**	.855**	.831**	.846**	1
	Sig. (2-tailed)	.000	.000	.000	.000	

	N	110	110	110	110	110
**. Correlation is significant at the 0.01 level (2-tailed).						

### (3) Uji Validitas Citra Merek

Correlations						
		Y1	Y2	Y3	Y4	TY
Y1	Pearson Correlation	1	.652**	.626**	.637**	.860**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	110	110	110	110	110
Y2	Pearson Correlation	.652**	1	.610**	.604**	.854**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	110	110	110	110	110
Y3	Pearson Correlation	.626**	.610**	1	.502**	.818**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	110	110	110	110	110
Y4	Pearson Correlation	.637**	.604**	.502**	1	.823**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	110	110	110	110	110
TY	Pearson Correlation	.860**	.854**	.818**	.823**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	110	110	110	110	110
**. Correlation is significant at the 0.01 level (2-tailed).						

## Hsil Uji Reabilitas Sampel Besar

### (1) Uji Reliabilitas Citra Merek

Case Processing Summary			
		N	%
Cases	Valid	110	100.0
	Excluded <sup>a</sup>	0	.0
	Total	110	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.792	.793	3

Item Statistics			
	Mean	Std. Deviation	N
X1.1	4.1364	.73544	110
X1.2	3.8545	.79950	110
X1.3	4.0182	.71654	110

Inter-Item Correlation Matrix			
	X1.1	X1.2	X1.3
X1.1	1.000	.549	.570
X1.2	.549	1.000	.565
X1.3	.570	.565	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
X1.1	7.8727	1.800	.631	.400	.719
X1.2	8.1545	1.655	.629	.396	.726
X1.3	7.9909	1.826	.645	.416	.707

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
12.0091	3.587	1.89396	3

## (2) Uji Reliabilitas Persepsi Harga

Case Processing Summary			
		N	%
Cases	Valid	110	100.0
	Excluded <sup>a</sup>	0	.0
	Total	110	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.867	.867	4

Item Statistics			
	Mean	Std. Deviation	N
X2.1	3.8455	.81484	110
X2.2	3.7000	.79621	110
X2.3	3.6636	.79306	110
X2.4	3.6545	.80636	110

Inter-Item Correlation Matrix				
	X2.1	X2.2	X2.3	X2.4
X2.1	1.000	.621	.586	.658
X2.2	.621	1.000	.652	.623
X2.3	.586	.652	1.000	.577
X2.4	.658	.623	.577	1.000



<b>Item-Total Statistics</b>					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	11.0182	4.275	.720	.527	.829
X2.2	11.1636	4.303	.735	.545	.823
X2.3	11.2000	4.418	.696	.496	.839
X2.4	11.2091	4.314	.717	.524	.830

<b>Scale Statistics</b>			
Mean	Variance	Std. Deviation	N of Items
14.8636	7.367	2.71414	4

### (3) Uji Reliabilitas Keputusan Pembelian

<b>Case Processing Summary</b>			
		N	%
Cases	Valid	110	100.0
	Excluded <sup>a</sup>	0	.0
	Total	110	100.0

a. Listwise deletion based on all variables in the procedure.

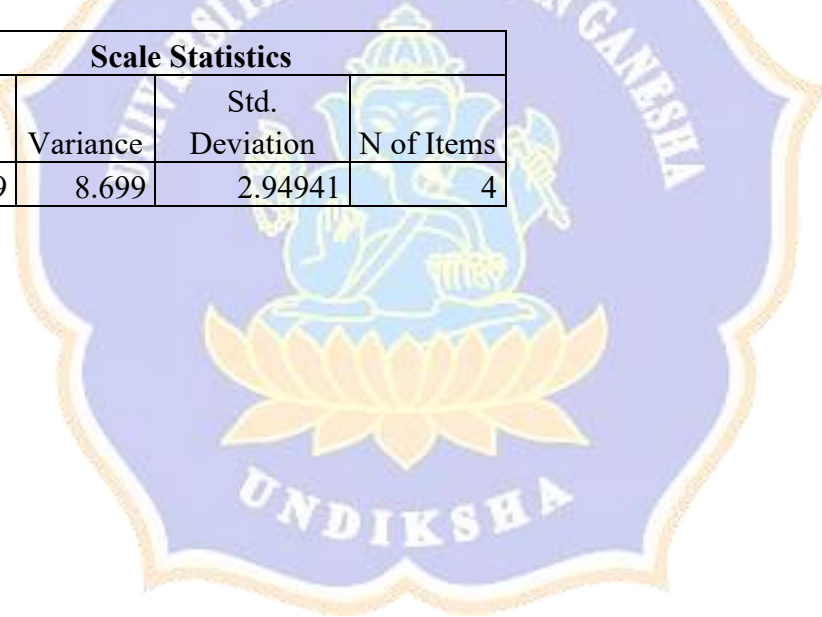
<b>Reliability Statistics</b>		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.857	.860	4

<b>Item Statistics</b>			
	Mean	Std. Deviation	N
Y1	4.1273	.80262	110
Y2	3.8455	.87981	110
Y3	3.8818	.90596	110
Y4	3.9364	.93138	110

<b>Inter-Item Correlation Matrix</b>				
	Y1	Y2	Y3	Y4
Y1	1.000	.652	.626	.637
Y2	.652	1.000	.610	.604
Y3	.626	.610	1.000	.502
Y4	.637	.604	.502	1.000

<b>Item-Total Statistics</b>					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1	11.6636	5.271	.755	.571	.799
Y2	11.9455	5.043	.729	.533	.806
Y3	11.9091	5.148	.664	.466	.834
Y4	11.8545	5.043	.667	.470	.834

<b>Scale Statistics</b>			
Mean	Variance	Std. Deviation	N of Items
15.7909	8.699	2.94941	4



**Lampiran 07. Hasil Output Perhitungan SPSS For Windows Versi 25.0 Uji Regresi Linier Berganda**

<b>Descriptive Statistics</b>			
	Mean	Std. Deviation	N
TY	15.7909	2.94941	110
TX1	12.0091	1.89396	110
TX2	14.8636	2.71414	110

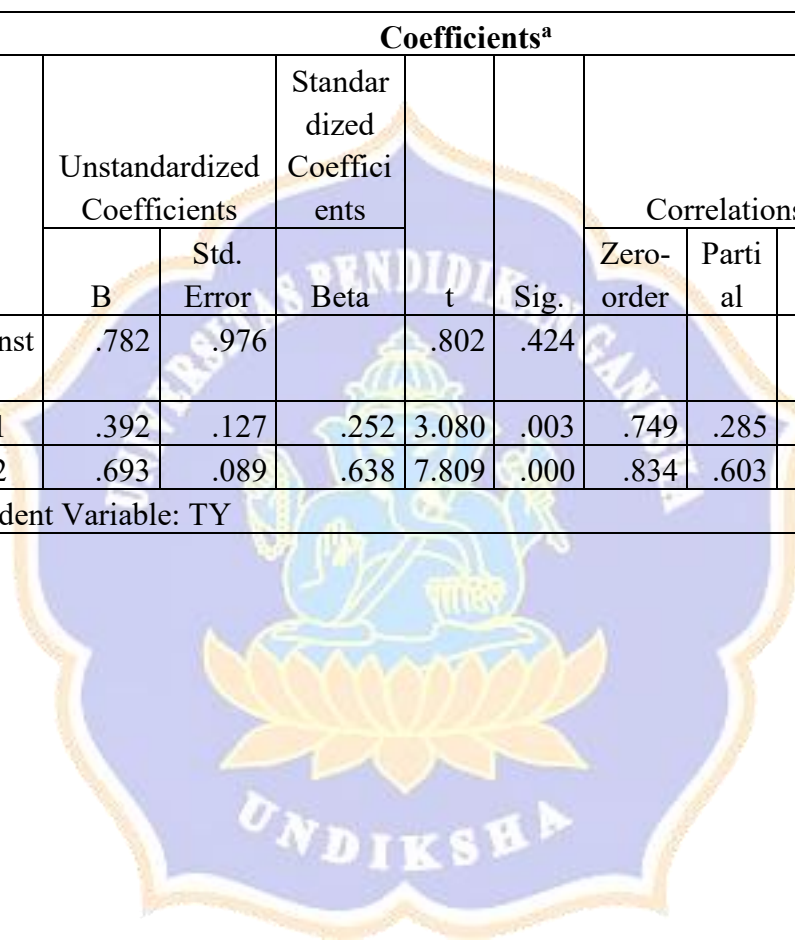
<b>Correlations</b>				
		TY	TX1	TX2
Pearson Correlation	TY	1.000	.749	.834
	TX1	.749	1.000	.780
	TX2	.834	.780	1.000
Sig. (1-tailed)	TY	.	.000	.000
	TX1	.000	.	.000
	TX2	.000	.000	.
N	TY	110	110	110
	TX1	110	110	110
	TX2	110	110	110

<b>Variables Entered/Removed</b>			
Model	Variables Entered	Variables Removed	Method
1	TX2, TX1b	.	Enter
a. Dependent Variable: TY			
b. All requested variables entered.			

<b>Model Summary</b>									
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	.849 <sup>a</sup>	.721	.715	1.57345	.721	137.996	2	107	.000
a. Predictors: (Constant), TX2, TX1									

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	683.286	2	341.643	137.996	.000 <sup>b</sup>
	Residual	264.905	107	2.476		
	Total	948.191	109			
a. Dependent Variable: TY						
b. Predictors: (Constant), TX2, TX1						

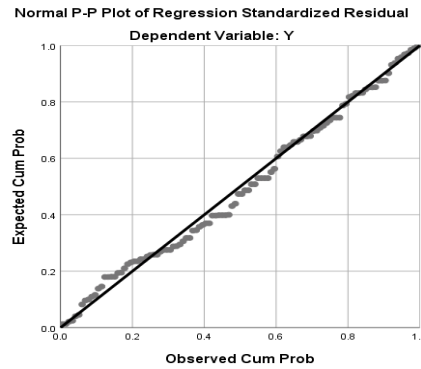
Coefficients <sup>a</sup>											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
		1	(Constant)	.782			.976		.802	.424	
	TX1	.392	.127	.252	3.080	.003	.749	.285	.157	.391	2.555
	TX2	.693	.089	.638	7.809	.000	.834	.603	.399	.391	2.555
a. Dependent Variable: TY											



Lampiran 08. Hasil *Output* Perhitungan SPSS *for Windows* Versi 25.0 Uji  
Asumsi Klasik

(1) Uji Normalitas

a. Grafik Histogram P-plot



b. Uji Normalitas Dengan Kolmogorov Smirnov

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		110
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.55894798
	Most Extreme Differences	
	Absolute	.074
	Positive	.074
	Negative	-.059
Test Statistic		.074
Asymp. Sig. (2-tailed)		.181 <sup>c</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

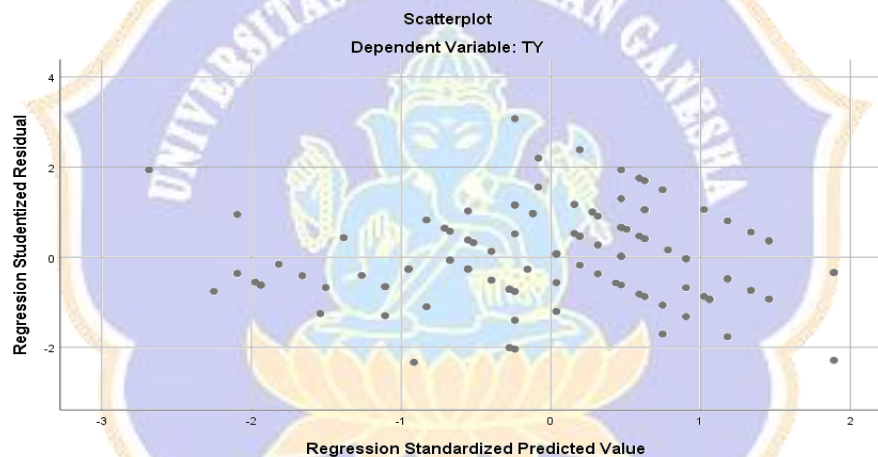
(2) Uji Multikolinieritas

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	TX2, TX1 <sup>b</sup>		. Enter
a. Dependent Variable: TY			
b. All requested variables entered.			

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.506	.849		.595	.553		
	TX1	.524	.067	.569	7.809	.000	.439	2.280
	TX2	.507	.104	.354	4.854	.000	.439	2.280

a. Dependent Variable: TY

### (3) Uji Heteroskedasitas



### Uji Heteroskedastisitas Menggunakan Uji Glejser

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.271	.523		2.429	.017
	TX1	.015	.041	.052	.356	.723
	TX2	-.037	.064	-.083	-.571	.569

a. Dependent Variable: ABS RES

**Lampiran 09. Hasil Perhitungan SPSS for Windows Versi 25.0 Uji t dan Uji F**

**(1) Uji t**

Uji t									
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	,782	,976		,802	,424			
	Citra Merek	,392	,127	,252	3,080	,003	,749	,285	,157
	Persepsi Harga	,693	,089	,638	7,809	,000	,834	,603	,399

a. Dependent Variable: Keputusan Pembelian

**(2) Uji F**

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	,849 <sup>a</sup>	,721	,715	1,573	,721	137,996	2	107	,000

<sup>a</sup>. Predictors: (Constant), Persepsi Harga, Citra Merek

**KOEFISIEN DETERMINASI**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,849 <sup>a</sup>	,721	,715	1,573



**Lampiran 10. Hasil Output Frekuensi Pernyataan Kuesioner Masing-masing Indikator**

**(1) Frekuensi Variabel Keputusan pembelian**

**Kemantapan Pada Sebuah Produk**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	10	9.1	9.1	9.1
	Netral	22	20.0	20.0	29.1
	Setuju	53	48.2	48.2	77.3
	Sangat Setuju	25	22.7	22.7	100.0
	Total	110	100.0	100.0	

**Kebiasaan Dalam Membeli Produk**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	1.8	1.8	1.8
	Netral	23	20.9	20.9	22.7
	Setuju	44	40.0	40.0	62.7
	Sangat Setuju	41	37.3	37.3	100.0
	Total	110	100.0	100.0	

**Memberikan Rekomendasi Kepada Orang Lain**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	10	9.1	9.1	9.1
	Netral	22	20.0	20.0	29.1
	Setuju	49	44.5	44.5	73.6
	Sangat Setuju	29	26.4	26.4	100.0
	Total	110	100.0	100.0	

### Melakukan Pembelian Ulang

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	.9	.9	.9
	Tidak Setuju	6	5.5	5.5	6.4
	Netral	27	24.5	24.5	30.9
	Setuju	41	37.3	37.3	68.2
	Sangat Setuju	35	31.8	31.8	100.0
	Total	110	100.0	100.0	

### (2) Frenkuensi Variabel Citra Merek

<b>Kesukaan</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	1	.9	.9	.9
	Netral	20	18.2	18.2	19.1
	Setuju	52	47.3	47.3	66.4
	Sangat Setuju	37	33.6	33.6	100.0
	Total	110	100.0	100.0	

<b>Kekuatan</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	4	3.6	3.6	3.6
	Netral	32	29.1	29.1	32.7
	Setuju	50	45.5	45.5	78.2
	Sangat Setuju	24	21.8	21.8	100.0
	Total	110	100.0	100.0	

### Keunikan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	2	1.8	1.8	1.8
	Netral	21	19.1	19.1	20.9
	Setuju	60	54.5	54.5	75.5
	Sangat Setuju	27	24.5	24.5	100.0
	Total	110	100.0	100.0	

### (3) Frenkuensi Persepsi Harga

#### Keterjangkauan Harga

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	8	7.3	7.3	7.3
	Netral	22	20.0	20.0	27.3
	Setuju	59	53.6	53.6	80.9
	Sangat Setuju	21	19.1	19.1	100.0
	Total	110	100.0	100.0	

#### Kesesuaian Harga dengan Kualitas Produk

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak Setuju	8	7.3	7.3	7.3
	Netral	32	29.1	29.1	36.4
	Setuju	55	50.0	50.0	86.4
	Sangat Setuju	15	13.6	13.6	100.0
	Total	110	100.0	100.0	

### Kesesuaian harga dengan manfaat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	.9	.9	.9
	Tidak Setuju	8	7.3	7.3	8.2
	Netral	29	26.4	26.4	34.5
	Setuju	61	55.5	55.5	90.0
	Sangat Setuju	11	10.0	10.0	100.0
	Total	110	100.0	100.0	

### Harga Sesuai dengan Kemampuan atau Daya Saing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat Tidak Setuju	1	.9	.9	.9
	Tidak Setuju	8	7.3	7.3	8.2
	Netral	31	28.2	28.2	36.4
	Setuju	58	52.7	52.7	89.1
	Sangat Setuju	12	10.9	10.9	100.0
	Total	110	100.0	100.0	