

LAMPIRAN - LAMPIRAN



Lampiran 01: Surat Penelitian



**KEMENTERIAN PENDIDIKAN, KEBUDAYAAN, RISET,
DAN TEKNOLOGI
UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS EKONOMI**

Jalan Udayana No. 11 Singaraja-Bali. Telepon : (0362) 26830
Email : feundiksha@gmail.com Website : <http://www.fe.undiksha.ac.id/>

2 November 2023

Nomor : 2031/UN48.13.1/DL/2023
Lamp. :
Hal : *Permohonan Data Penelitian*

Kepada Yth. **Yeppa Cosmetic**
di tempat.

Dengan hormat, yang bertanda tangan dibawah ini Wakil Dekan I Fakultas Ekonomi Universitas Pendidikan Ganesha menerangkan bahwa mahasiswa/i tersebut dibawah ini :

| | |
|---------------|------------------------------|
| Nama | : Ni Luh Kadek Raniari Utami |
| NIM. | : 2017041080 |
| Fakultas | : Ekonomi |
| Program Studi | : Manajemen |

bermaksud mengadakan penelitian lapangan untuk menempuh atau menyusun tugas akhir, skripsi dan melengkapi tugas lainnya. Sehubungan dengan hal tersebut, kami mohon ijin agar mahasiswa kami dapat diterima dan diberikan data ditempat yang Bapak / Ibu pimpin.

Demikian surat ini kami buat agar bisa digunakan sebagaimana mestinya. Atas perhatian dan kerjasamanya, kami sampaikan terima kasih.

a.n Dekan,
Wakil Dekan I
Fakultas Ekonomi Undiksha,



Dr. Dra. Ni Made Suci, M.Si.
NIP. 196810291993032001



Catatan :

- UU ITE No. 11 Tahun 2008 Pasal 5 ayat 1 "Informasi Elektronik dan/atau Dokumen Elektronik dan/atau hasil cetaknya merupakan alat bukti hukum yang sah"
- Dokumen ini tertanda ditandatangani secara elektronik menggunakan sertifikat elektronik yang diterbitkan BstE
- Surat ini dapat dibuktikan keasliannya dengan menggunakan *qr code* yang telah tersedia



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Nomor : 2031/UN48.13.1/DL/2023
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NIM. : 2017041080
Fakultas : Ekonomi
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- Dokumen ini tertanda ditandatangani secara elektronik menggunakan sertifikat elektronik yang diterbitkan BsrE
- Surat ini dapat dibuktikan keasliannya dengan menggunakan *qr code* yang telah tersedia

Lampiran 02: Ketentuan Skor Kuesioner Awal

A. Keputusan Pembelian

Ketentuan skor tertinggi, skor terendah dan interval rentangan skor kuesioner awal keputusan pembelian

1. Apabila jawaban SS (sangat setuju) diberikan skor 5
2. Apabila jawaban S (setuju) diberikan skor 4
3. Apabila jawaban KS (kurang setuju) diberikan skor 3
4. Apabila jawaban TS (tidak setuju) diberikan skor 2
5. Apabila jawaban STS (sangat tidak setuju) diberikan skor 1

- a) Skor tertinggi= nilai tertinggi x jumlah pertanyaan x jumlah responden
- b) Skor terendah= nilai terendah x jumlah pertanyaan x jumlah responden

Nilai tertinggi= 5

Nilai terendah= 1

Jumlah pertanyaan= 3

Jumlah responden= 1

Skor tertinggi = $5 \times 3 \times 1 = 15$

Skor terendah = $1 \times 3 \times 1 = 3$

Interval = $\frac{\text{skor tertinggi} - \text{skor terendah}}{\text{Interval}} = \frac{15-3}{5} = 2,4 = 3$

Rentangan Skor Kuesioner

| Skor | Kategori |
|-------|---------------|
| 15-18 | Sangat tinggi |
| 11-14 | Tinggi |
| 7-10 | Sedang |
| 3-6 | Rendah |

B. Ketentuan skor tertinggi, skor terendah dan interval rentangan skor kuesioner secara total

Nilai tertinggi = 5

Nilai terendah = 1

Jumlah pertanyaan = 3

Jumlah responden = 10

Skor tertinggi = $5 \times 3 \times 10 = 150$

Skor terendah = $1 \times 3 \times 10 = 30$

Interval = $\frac{\text{skor tertinggi} - \text{skor terendah}}{5} = \frac{150-30}{5} = 24$

Rentangan Skor Kuesioner Secara Total

| Skor | Kategori |
|-----------|---------------|
| 130 - 154 | Sangat tinggi |
| 105 - 129 | Tinggi |
| 80 - 104 | Cukup |
| 55 - 79 | Rendah |
| 30 - 54 | Sangat rendah |



Lampiran 03: Hasil Kuesioner Awal Keputusan Pembelian

| No | Skor Keputusan Pembelian | | | Total Skor | Kategori |
|--------|--------------------------|----------------|----------------|------------|----------|
| | Y ₁ | Y ₂ | Y ₃ | | |
| 1 | 2 | 2 | 4 | 8 | Sedang |
| 2 | 2 | 4 | 1 | 7 | Sedang |
| 3 | 3 | 4 | 2 | 9 | Sedang |
| 4 | 3 | 4 | 2 | 9 | Sedang |
| 5 | 3 | 3 | 2 | 8 | Sedang |
| 6 | 2 | 2 | 2 | 6 | Rendah |
| 7 | 2 | 2 | 2 | 6 | Rendah |
| 8 | 3 | 2 | 2 | 7 | Sedang |
| 9 | 2 | 2 | 2 | 6 | Rendah |
| 10 | 2 | 2 | 3 | 7 | Sedang |
| Jumlah | 24 | 28 | 23 | 75 | Rendah |

Sumber: Hasil kuesioner yang telah diolah



Lampiran 04: Kuesioner Penelitian

ANGKET PENELITIAN

Kepada Yth.

Saudara/I Pengguna *Skincare* Wardah di Jurusan Manajemen Universitas Pendidikan Ganesha

Hal: Pengisian Kuesioner

Dengan Hormat, bersama angket ini saya:

Nama : Ni Luh Kadek Raniari Utami

NIM : 2017041080

Prodi : S1 Manajemen

Fakultas : Ekonomi

Universitas : Universitas Pendidikan Ganesha

Dengan ini saya mohon dengan hormat kesediaan saudara/i untuk berkenan mengisi kuesioner ini dengan jujur. Data yang diperoleh murni digunakan untuk keperluan penelitian dan diperlakukan secara kofidensial. Atas kesediaan saudara/i untuk turut berpartisipasi dalam mengisi kuesioner penelitian ini, saya ucapkan terima kasih.

I. Petunjuk Pengisian Kuesioner

1. Isilah identitas responden yang disediakan
2. Pilihlah salah satu alternatif jawaban yang menurut anda paling sesuai dengan keadaan yang anda alami dengan cara memberi tanda centang (✓) pada pilihan jawaban yang tersedia.
3. Keterangan jawaban sebagai berikut:
 - a. Untuk jawaban Sangat Setuju (SS) Skor 5
 - b. Untuk jawaban Setuju (S) Skor 4
 - c. Untuk jawaban Kurang Setuju (KS) Skor 3
 - d. Untuk jawaban Tidak Setuju (TS) Skor 2
 - e. Untuk jawaban Sangat Tidak Setuju (STS) Skor 1

II. Identitas Responden

(Beri tanda ✓ pada kotak jawaban)

Kriteria Responden

a. Apakah anda pernah menggunakan atau membeli *skincare* Wardah.

IYA TIDAK

b. Usia anda saat ini

18

19

20

21

22

23

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

1. Nama Lengkap :

2. Jenis Kelamin : Laki-laki Perempuan

3. Prodi :

Lampiran 05: Pernyataan Kuesioner Penelitian

| No | Pernyataan | Tanggapan | | | | |
|----|--|-----------|---|----|----|-----|
| | Kualitas Produk (X ₁) | SS | S | KS | TS | STS |
| 1 | Anda merasa <i>skincare</i> Wardah nyaman serta mudah untuk digunakan | | | | | |
| 2 | Produk <i>skincare</i> Wardah mampu menjaga produk tetap steril sehingga keawetan dan daya tahan produk terjamin | | | | | |
| 3 | Produk <i>skincare</i> Wardah telah disesuaikan berdasarkan jenis kulit dan kebutuhan pelanggan | | | | | |
| 4 | Produk <i>skincare</i> Wardah dapat membuat kulit menjadi lebih sehat | | | | | |
| 5 | Produk <i>skincare</i> Wardah sangat aman sehingga bebas dari efek samping penggunaan produk | | | | | |
| 6 | Produk <i>skincare</i> Wardah dikemas dengan kemasan yang unik dan menarik | | | | | |
| 7 | Produk <i>skincare</i> Wardah mempunyai kualitas yang baik dan berbeda dari produk <i>skincare</i> lainnya | | | | | |

| No | Citra Merek (X ₂) | SS | S | KS | TS | STS |
|----|---|----|---|----|----|-----|
| 1 | Merek <i>skincare</i> Wardah dibuat oleh perusahaan yang memiliki reputasi yang baik | | | | | |
| 2 | Anda merasa menggunakan <i>skincare</i> Wardah pada kulit wajah menjadi lebih sehat dan cerah | | | | | |
| 3 | Produk <i>skincare</i> Wardah sebagai merek kosmetik terbaik | | | | | |

| No | Keputusan Pembelian (Y) | SS | S | KS | TS | STS |
|----|--|----|---|----|----|-----|
| 1 | Anda membeli <i>skincare</i> Wardah karena telah lolos uji BPOM | | | | | |
| 2 | Anda membeli <i>skincare</i> Wardah di platform <i>e-commerce</i> dengan jumlah banyak dalam satu kali pembelian | | | | | |
| 3 | Untuk memenuhi kebutuhan kulit sehari-hari, anda sering membeli <i>skincare</i> Wardah | | | | | |



Lampiran 06: Deskripsi Data Responden

JENIS KELAMIN

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---|-----------|---------|---------------|--------------------|
| Valid | 1 | 95 | 100.0 | 100.0 | 100.0 |

USIA

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | 1.1 | 1.1 | 1.1 |
| | 2 | 2 | 2.1 | 2.1 | 3.2 |
| | 3 | 5 | 5.3 | 5.3 | 8.4 |
| | 4 | 54 | 56.8 | 56.8 | 65.3 |
| | 5 | 33 | 34.7 | 34.7 | 100.0 |
| | Total | 95 | 100.0 | 100.0 | |



Lampiran 07: Data Sampel Kecil

| Kualitas Produk | | | | | | | | |
|-----------------|---|---|---|---|---|---|---|-------|
| No | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total |
| 1 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 32 |
| 2 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 31 |
| 3 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 32 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 5 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 32 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 7 | 4 | 5 | 4 | 4 | 3 | 5 | 3 | 28 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 9 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 10 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 32 |
| 11 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 32 |
| 12 | 4 | 3 | 4 | 2 | 3 | 3 | 2 | 21 |
| 13 | 4 | 3 | 3 | 4 | 3 | 4 | 2 | 23 |
| 14 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 33 |
| 15 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 33 |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 18 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 21 |
| 19 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 31 |
| 20 | 2 | 5 | 5 | 5 | 4 | 5 | 4 | 30 |
| 21 | 3 | 3 | 3 | 4 | 2 | 3 | 2 | 20 |
| 22 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 30 |
| 23 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 24 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 30 |
| 25 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 33 |
| 26 | 5 | 5 | 4 | 5 | 3 | 4 | 5 | 31 |
| 27 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 31 |
| 28 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 34 |
| 29 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 25 |
| 30 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 28 |

| Citra Merek | | | | |
|--------------------|----------|----------|----------|--------------|
| No | 1 | 2 | 3 | Total |
| 1 | 5 | 5 | 4 | 14 |
| 2 | 5 | 5 | 4 | 14 |
| 3 | 5 | 5 | 5 | 15 |
| 4 | 4 | 5 | 4 | 13 |
| 5 | 5 | 5 | 5 | 15 |
| 6 | 5 | 3 | 4 | 12 |
| 7 | 4 | 5 | 5 | 14 |
| 8 | 5 | 5 | 5 | 15 |
| 9 | 5 | 5 | 5 | 15 |
| 10 | 5 | 5 | 5 | 15 |
| 11 | 5 | 5 | 5 | 15 |
| 12 | 3 | 4 | 3 | 10 |
| 13 | 4 | 4 | 4 | 12 |
| 14 | 4 | 4 | 4 | 12 |
| 15 | 5 | 5 | 5 | 15 |
| 16 | 5 | 5 | 5 | 15 |
| 17 | 5 | 5 | 4 | 14 |
| 18 | 3 | 3 | 3 | 9 |
| 19 | 5 | 5 | 5 | 15 |
| 20 | 4 | 4 | 4 | 12 |
| 21 | 3 | 3 | 3 | 9 |
| 22 | 5 | 4 | 5 | 14 |
| 23 | 4 | 3 | 3 | 10 |
| 24 | 5 | 4 | 5 | 14 |
| 25 | 5 | 5 | 5 | 15 |
| 26 | 5 | 4 | 5 | 14 |
| 27 | 5 | 5 | 5 | 15 |
| 28 | 5 | 5 | 5 | 15 |
| 29 | 3 | 4 | 3 | 10 |
| 30 | 4 | 4 | 5 | 13 |

| Keputusan Pembelian | | | | |
|----------------------------|----------|----------|----------|--------------|
| No | 1 | 2 | 3 | Total |
| 1 | 5 | 5 | 4 | 14 |
| 2 | 5 | 4 | 5 | 14 |
| 3 | 5 | 5 | 4 | 14 |
| 4 | 5 | 4 | 4 | 13 |
| 5 | 5 | 5 | 5 | 15 |
| 6 | 4 | 4 | 4 | 12 |
| 7 | 5 | 5 | 4 | 14 |
| 8 | 5 | 5 | 5 | 15 |
| 9 | 5 | 5 | 5 | 15 |
| 10 | 5 | 4 | 5 | 14 |
| 11 | 5 | 5 | 5 | 15 |
| 12 | 4 | 4 | 3 | 11 |
| 13 | 5 | 4 | 3 | 12 |
| 14 | 5 | 5 | 5 | 15 |
| 15 | 5 | 5 | 5 | 15 |
| 16 | 5 | 4 | 5 | 14 |
| 17 | 5 | 5 | 5 | 15 |
| 18 | 4 | 3 | 3 | 10 |
| 19 | 5 | 5 | 5 | 15 |
| 20 | 5 | 3 | 3 | 11 |
| 21 | 3 | 3 | 3 | 9 |
| 22 | 5 | 4 | 5 | 14 |
| 23 | 3 | 3 | 3 | 9 |
| 24 | 5 | 4 | 5 | 14 |
| 25 | 4 | 5 | 5 | 14 |
| 26 | 5 | 4 | 5 | 14 |
| 27 | 5 | 4 | 5 | 14 |
| 28 | 5 | 5 | 5 | 15 |
| 29 | 4 | 3 | 4 | 11 |
| 30 | 4 | 4 | 4 | 12 |

Lampiran 08: Data Sampel Besar

| Kualitas Produk | | | | | | | | |
|-----------------|------|------|------|------|------|------|------|-------|
| No | X1.1 | X1.2 | X1.3 | X1.4 | X1.5 | X1.6 | X1.7 | Total |
| 1 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 32 |
| 2 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 31 |
| 3 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 32 |
| 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 5 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 32 |
| 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 7 | 4 | 5 | 4 | 4 | 3 | 5 | 3 | 28 |
| 8 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 9 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 10 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 32 |
| 11 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 32 |
| 12 | 4 | 3 | 4 | 2 | 3 | 3 | 2 | 21 |
| 13 | 4 | 3 | 3 | 4 | 3 | 4 | 2 | 23 |
| 14 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 33 |
| 15 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 33 |
| 16 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 17 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 18 | 3 | 2 | 3 | 3 | 4 | 3 | 3 | 21 |
| 19 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 31 |
| 20 | 2 | 5 | 5 | 5 | 4 | 5 | 4 | 30 |
| 21 | 3 | 3 | 3 | 4 | 2 | 3 | 2 | 20 |
| 22 | 5 | 5 | 3 | 4 | 4 | 5 | 4 | 30 |
| 23 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 21 |
| 24 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 30 |
| 25 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 33 |
| 26 | 5 | 5 | 4 | 5 | 3 | 4 | 5 | 31 |
| 27 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 31 |
| 28 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 34 |
| 29 | 3 | 3 | 3 | 4 | 4 | 4 | 4 | 25 |
| 30 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 28 |
| 31 | 3 | 5 | 3 | 4 | 3 | 4 | 2 | 24 |
| 32 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 32 |
| 33 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 31 |
| 34 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 35 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 31 |
| 36 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 29 |
| 37 | 5 | 5 | 3 | 3 | 4 | 3 | 3 | 26 |

| | | | | | | | | |
|-----------|---|---|---|---|---|---|---|----|
| 38 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 30 |
| 39 | 5 | 4 | 3 | 4 | 3 | 4 | 3 | 26 |
| 40 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 23 |
| 41 | 5 | 4 | 4 | 4 | 4 | 4 | 2 | 27 |
| 42 | 3 | 5 | 4 | 4 | 4 | 4 | 3 | 27 |
| 43 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 44 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 32 |
| 45 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 46 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 33 |
| 47 | 5 | 5 | 4 | 5 | 4 | 5 | 4 | 32 |
| 48 | 3 | 4 | 4 | 3 | 3 | 5 | 3 | 25 |
| 49 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 50 | 4 | 3 | 3 | 3 | 4 | 4 | 4 | 25 |
| 51 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 31 |
| 52 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 29 |
| 53 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 29 |
| 54 | 4 | 5 | 5 | 3 | 3 | 4 | 4 | 28 |
| 55 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 32 |
| 56 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 32 |
| 57 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 58 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 32 |
| 59 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 26 |
| 60 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 31 |
| 61 | 4 | 4 | 4 | 3 | 5 | 3 | 3 | 26 |
| 62 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 63 | 5 | 5 | 3 | 3 | 4 | 5 | 4 | 29 |
| 64 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 33 |
| 65 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 33 |
| 66 | 5 | 4 | 3 | 3 | 4 | 4 | 4 | 27 |
| 67 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 29 |
| 68 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 33 |
| 69 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 32 |
| 70 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 30 |
| 71 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 34 |
| 72 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 33 |
| 73 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 30 |
| 74 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 75 | 4 | 5 | 5 | 3 | 3 | 4 | 4 | 28 |
| 76 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 31 |
| 77 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 29 |

| | | | | | | | | |
|----|---|---|---|---|---|---|---|----|
| 78 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 79 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 26 |
| 80 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 26 |
| 81 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 29 |
| 82 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 83 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 30 |
| 84 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 27 |
| 85 | 5 | 5 | 4 | 3 | 3 | 4 | 4 | 28 |
| 86 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 31 |
| 87 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 88 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 31 |
| 89 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 28 |
| 90 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 35 |
| 91 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 33 |
| 92 | 5 | 4 | 5 | 3 | 4 | 3 | 4 | 28 |
| 93 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 30 |
| 94 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 34 |
| 95 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 33 |

| Citra Merek | | | | |
|-------------|------|------|------|-------|
| No | X2.1 | X2.2 | X2.3 | Total |
| 1 | 5 | 5 | 4 | 14 |
| 2 | 5 | 5 | 4 | 14 |
| 3 | 5 | 5 | 5 | 15 |
| 4 | 4 | 5 | 4 | 13 |
| 5 | 5 | 5 | 5 | 15 |
| 6 | 5 | 3 | 4 | 12 |
| 7 | 4 | 5 | 5 | 14 |
| 8 | 5 | 5 | 5 | 15 |
| 9 | 5 | 5 | 5 | 15 |
| 10 | 5 | 5 | 5 | 15 |
| 11 | 5 | 5 | 5 | 15 |
| 12 | 3 | 4 | 3 | 10 |
| 13 | 4 | 4 | 4 | 12 |
| 14 | 4 | 4 | 4 | 12 |
| 15 | 5 | 5 | 5 | 15 |
| 16 | 5 | 5 | 5 | 15 |
| 17 | 5 | 5 | 4 | 14 |

| | | | | |
|----|---|---|---|----|
| 18 | 3 | 3 | 3 | 9 |
| 19 | 5 | 5 | 5 | 15 |
| 20 | 4 | 4 | 4 | 12 |
| 21 | 3 | 3 | 3 | 9 |
| 22 | 5 | 4 | 5 | 14 |
| 23 | 4 | 3 | 3 | 10 |
| 24 | 5 | 4 | 5 | 14 |
| 25 | 5 | 5 | 5 | 15 |
| 26 | 5 | 4 | 5 | 14 |
| 27 | 5 | 5 | 5 | 15 |
| 28 | 5 | 5 | 5 | 15 |
| 29 | 3 | 4 | 3 | 10 |
| 30 | 4 | 4 | 5 | 13 |
| 31 | 3 | 4 | 4 | 11 |
| 32 | 5 | 5 | 4 | 14 |
| 33 | 5 | 5 | 5 | 15 |
| 34 | 4 | 4 | 4 | 12 |
| 35 | 4 | 5 | 4 | 13 |
| 36 | 4 | 4 | 4 | 12 |
| 37 | 4 | 3 | 5 | 12 |
| 38 | 5 | 3 | 5 | 13 |
| 39 | 4 | 4 | 4 | 12 |
| 40 | 3 | 3 | 3 | 9 |
| 41 | 4 | 4 | 4 | 12 |
| 42 | 4 | 5 | 4 | 13 |
| 43 | 4 | 4 | 4 | 12 |
| 44 | 5 | 5 | 5 | 15 |
| 45 | 4 | 4 | 4 | 12 |
| 46 | 5 | 5 | 5 | 15 |
| 47 | 5 | 5 | 5 | 15 |
| 48 | 3 | 3 | 4 | 10 |
| 49 | 5 | 5 | 5 | 15 |
| 50 | 5 | 5 | 5 | 15 |
| 51 | 5 | 4 | 5 | 14 |
| 52 | 4 | 4 | 3 | 11 |
| 53 | 4 | 4 | 4 | 12 |
| 54 | 4 | 4 | 4 | 12 |
| 55 | 4 | 3 | 4 | 11 |
| 56 | 4 | 3 | 3 | 10 |
| 57 | 4 | 4 | 3 | 11 |

| | | | | |
|-----------|---|---|---|----|
| 58 | 4 | 3 | 4 | 11 |
| 59 | 4 | 4 | 4 | 12 |
| 60 | 4 | 4 | 4 | 12 |
| 61 | 4 | 3 | 4 | 11 |
| 62 | 3 | 4 | 3 | 10 |
| 63 | 4 | 4 | 3 | 11 |
| 64 | 4 | 4 | 4 | 12 |
| 65 | 4 | 4 | 4 | 12 |
| 66 | 4 | 4 | 4 | 12 |
| 67 | 4 | 4 | 4 | 12 |
| 68 | 5 | 4 | 4 | 13 |
| 69 | 5 | 5 | 4 | 14 |
| 70 | 4 | 4 | 4 | 12 |
| 71 | 5 | 3 | 3 | 11 |
| 72 | 4 | 4 | 3 | 11 |
| 73 | 4 | 3 | 3 | 10 |
| 74 | 4 | 4 | 4 | 12 |
| 75 | 5 | 4 | 4 | 13 |
| 76 | 4 | 4 | 3 | 11 |
| 77 | 5 | 4 | 4 | 13 |
| 78 | 4 | 4 | 4 | 12 |
| 79 | 4 | 4 | 3 | 11 |
| 80 | 4 | 4 | 3 | 11 |
| 81 | 4 | 3 | 4 | 11 |
| 82 | 4 | 4 | 4 | 12 |
| 83 | 5 | 4 | 4 | 13 |
| 84 | 4 | 4 | 3 | 11 |
| 85 | 5 | 4 | 3 | 12 |
| 86 | 4 | 4 | 5 | 13 |
| 87 | 5 | 4 | 4 | 13 |
| 88 | 4 | 4 | 4 | 12 |
| 89 | 4 | 4 | 4 | 12 |
| 90 | 5 | 4 | 4 | 13 |
| 91 | 5 | 5 | 4 | 14 |
| 92 | 4 | 4 | 4 | 12 |
| 93 | 4 | 4 | 3 | 11 |
| 94 | 4 | 5 | 5 | 14 |
| 95 | 4 | 4 | 3 | 11 |

Keputusan Pembelian

| No | X3.1 | X3.2 | X3.3 | Total |
|----|------|------|------|-------|
| 1 | 5 | 5 | 4 | 14 |
| 2 | 5 | 4 | 5 | 14 |
| 3 | 5 | 5 | 4 | 14 |
| 4 | 5 | 4 | 4 | 13 |
| 5 | 5 | 5 | 5 | 15 |
| 6 | 4 | 4 | 4 | 12 |
| 7 | 5 | 5 | 4 | 14 |
| 8 | 5 | 5 | 5 | 15 |
| 9 | 5 | 5 | 5 | 15 |
| 10 | 5 | 4 | 5 | 14 |
| 11 | 5 | 5 | 5 | 15 |
| 12 | 4 | 4 | 3 | 11 |
| 13 | 5 | 4 | 3 | 12 |
| 14 | 5 | 5 | 5 | 15 |
| 15 | 5 | 5 | 5 | 15 |
| 16 | 5 | 4 | 5 | 14 |
| 17 | 5 | 5 | 5 | 15 |
| 18 | 4 | 3 | 3 | 10 |
| 19 | 5 | 5 | 5 | 15 |
| 20 | 5 | 3 | 3 | 11 |
| 21 | 3 | 3 | 3 | 9 |
| 22 | 5 | 4 | 5 | 14 |
| 23 | 3 | 3 | 3 | 9 |
| 24 | 5 | 4 | 5 | 14 |
| 25 | 4 | 5 | 5 | 14 |
| 26 | 5 | 4 | 5 | 14 |
| 27 | 5 | 4 | 5 | 14 |
| 28 | 5 | 5 | 5 | 15 |
| 29 | 4 | 3 | 4 | 11 |
| 30 | 4 | 4 | 4 | 12 |
| 31 | 5 | 5 | 4 | 14 |
| 32 | 5 | 5 | 4 | 14 |
| 33 | 5 | 4 | 4 | 13 |
| 34 | 5 | 4 | 4 | 13 |
| 35 | 5 | 4 | 5 | 14 |
| 36 | 4 | 3 | 4 | 11 |
| 37 | 5 | 3 | 3 | 11 |
| 38 | 5 | 5 | 4 | 14 |

| | | | | |
|-----------|---|---|---|----|
| 39 | 5 | 5 | 4 | 14 |
| 40 | 3 | 4 | 3 | 10 |
| 41 | 4 | 3 | 4 | 11 |
| 42 | 5 | 4 | 4 | 13 |
| 43 | 5 | 4 | 4 | 13 |
| 44 | 4 | 5 | 5 | 14 |
| 45 | 4 | 4 | 4 | 12 |
| 46 | 5 | 5 | 5 | 15 |
| 47 | 5 | 5 | 5 | 15 |
| 48 | 4 | 3 | 4 | 11 |
| 49 | 5 | 5 | 5 | 15 |
| 50 | 4 | 4 | 4 | 12 |
| 51 | 5 | 5 | 5 | 15 |
| 52 | 5 | 4 | 4 | 13 |
| 53 | 4 | 4 | 4 | 12 |
| 54 | 4 | 3 | 3 | 10 |
| 55 | 5 | 3 | 4 | 12 |
| 56 | 4 | 5 | 5 | 14 |
| 57 | 4 | 3 | 4 | 11 |
| 58 | 4 | 4 | 4 | 12 |
| 59 | 4 | 4 | 3 | 11 |
| 60 | 5 | 5 | 5 | 15 |
| 61 | 4 | 3 | 4 | 11 |
| 62 | 5 | 3 | 5 | 13 |
| 63 | 5 | 5 | 4 | 14 |
| 64 | 5 | 5 | 5 | 15 |
| 65 | 5 | 4 | 5 | 14 |
| 66 | 4 | 4 | 5 | 13 |
| 67 | 5 | 3 | 4 | 12 |
| 68 | 4 | 4 | 5 | 13 |
| 69 | 5 | 4 | 5 | 14 |
| 70 | 4 | 4 | 4 | 12 |
| 71 | 5 | 4 | 4 | 13 |
| 72 | 5 | 4 | 4 | 13 |
| 73 | 5 | 5 | 5 | 15 |
| 74 | 5 | 5 | 5 | 15 |
| 75 | 5 | 4 | 4 | 13 |
| 76 | 4 | 3 | 4 | 11 |
| 77 | 4 | 3 | 3 | 10 |
| 78 | 5 | 5 | 5 | 15 |

| | | | | |
|-----------|---|---|---|----|
| 79 | 4 | 5 | 4 | 13 |
| 80 | 4 | 4 | 4 | 12 |
| 81 | 4 | 4 | 4 | 12 |
| 82 | 5 | 4 | 5 | 14 |
| 83 | 5 | 3 | 4 | 12 |
| 84 | 4 | 4 | 4 | 12 |
| 85 | 3 | 4 | 4 | 11 |
| 86 | 5 | 5 | 5 | 15 |
| 87 | 5 | 5 | 5 | 15 |
| 88 | 4 | 4 | 4 | 12 |
| 89 | 4 | 4 | 3 | 11 |
| 90 | 5 | 4 | 5 | 14 |
| 91 | 4 | 3 | 3 | 10 |
| 92 | 5 | 5 | 5 | 15 |
| 93 | 4 | 4 | 4 | 12 |
| 94 | 5 | 5 | 5 | 15 |
| 95 | 5 | 4 | 5 | 14 |



Lampiran 09. Hasil Uji Validitas Output SPSS

A. Kualitas Produk

| | | Correlations | | | | | | | |
|------|---------------------|--------------|--------|--------|--------|--------|--------|--------|--------|
| | | x1.1 | x1.2 | x1.3 | x1.4 | x1.5 | x1.6 | x1.7 | T.x1 |
| x1.1 | Pearson Correlation | 1 | .491** | .558** | .272 | .509** | .451* | .558** | .705** |
| | Sig. (2-tailed) | | .006 | .001 | .145 | .004 | .012 | .001 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.2 | Pearson Correlation | .491** | 1 | .571** | .719** | .333 | .801** | .556** | .814** |
| | Sig. (2-tailed) | .006 | | .001 | .000 | .072 | .000 | .001 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.3 | Pearson Correlation | .558** | .571** | 1 | .411* | .608** | .568** | .637** | .793** |
| | Sig. (2-tailed) | .001 | .001 | | .024 | .000 | .001 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.4 | Pearson Correlation | .272 | .719** | .411* | 1 | .349 | .661** | .580** | .720** |
| | Sig. (2-tailed) | .145 | .000 | .024 | | .058 | .000 | .001 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.5 | Pearson Correlation | .509** | .333 | .608** | .349 | 1 | .522** | .828** | .757** |
| | Sig. (2-tailed) | .004 | .072 | .000 | .058 | | .003 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.6 | Pearson Correlation | .451* | .801** | .568** | .661** | .522** | 1 | .595** | .830** |
| | Sig. (2-tailed) | .012 | .000 | .001 | .000 | .003 | | .001 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| x1.7 | Pearson Correlation | .558** | .556** | .637** | .580** | .828** | .595** | 1 | .871** |
| | Sig. (2-tailed) | .001 | .001 | .000 | .001 | .000 | .001 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| T.x1 | Pearson Correlation | .705** | .814** | .793** | .720** | .757** | .830** | .871** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 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).

B. Citra Merek

Correlations

| | | x2.1 | x2.2 | x2.3 | T.x2 |
|------|---------------------|--------|--------|--------|--------|
| x2.1 | Pearson Correlation | 1 | .743** | .831** | .932** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 |
| x2.2 | Pearson Correlation | .743** | 1 | .741** | .899** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 |
| x2.3 | Pearson Correlation | .831** | .741** | 1 | .931** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 |
| T.x2 | Pearson Correlation | .932** | .899** | .931** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 |

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

C. Keputusan Pembelian

Correlations

| | | x3.1 | x3.2 | x3.3 | T.x3 |
|------|---------------------|--------|--------|--------|--------|
| x3.1 | Pearson Correlation | 1 | .589** | .609** | .825** |
| | Sig. (2-tailed) | | .001 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 |
| x3.2 | Pearson Correlation | .589** | 1 | .638** | .867** |
| | Sig. (2-tailed) | .001 | | .000 | .000 |
| | N | 30 | 30 | 30 | 30 |
| x3.3 | Pearson Correlation | .609** | .638** | 1 | .887** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 30 | 30 | 30 | 30 |
| T.x3 | Pearson Correlation | .825** | .867** | .887** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 30 | 30 | 30 | 30 |

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

Lampiran 10: Hasil Uji Reliabilitas *Output* SPSS

A. Kualitas Produk

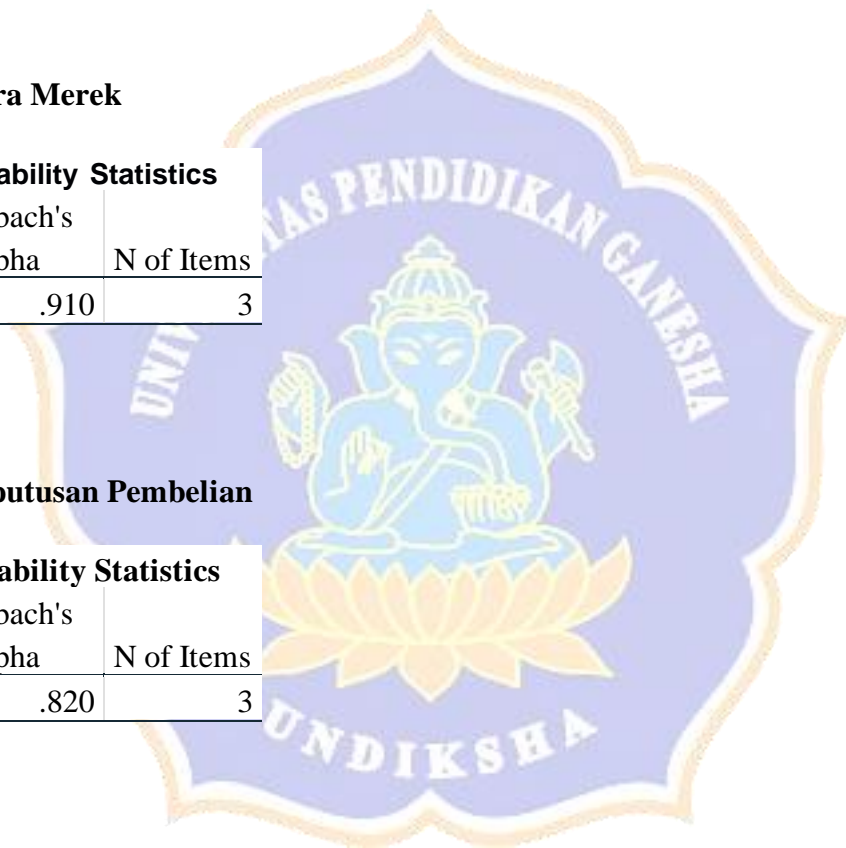
| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .895 | 7 |

B. Citra Merek

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .910 | 3 |

C. Keputusan Pembelian

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .820 | 3 |



Lampiran 11: Hasil *Output* SPSS Uji Asumsi Klasik

Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|----------------------------|
| N | | 95 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 1.23190238 |
| Most Extreme Differences | Absolute | .079 |
| | Positive | .079 |
| | Negative | -.049 |
| Test Statistic | | .079 |
| Asymp. Sig. (2-tailed) | | .174 ^c |

a. Test distribution is Normal.

b. Calculated from data.

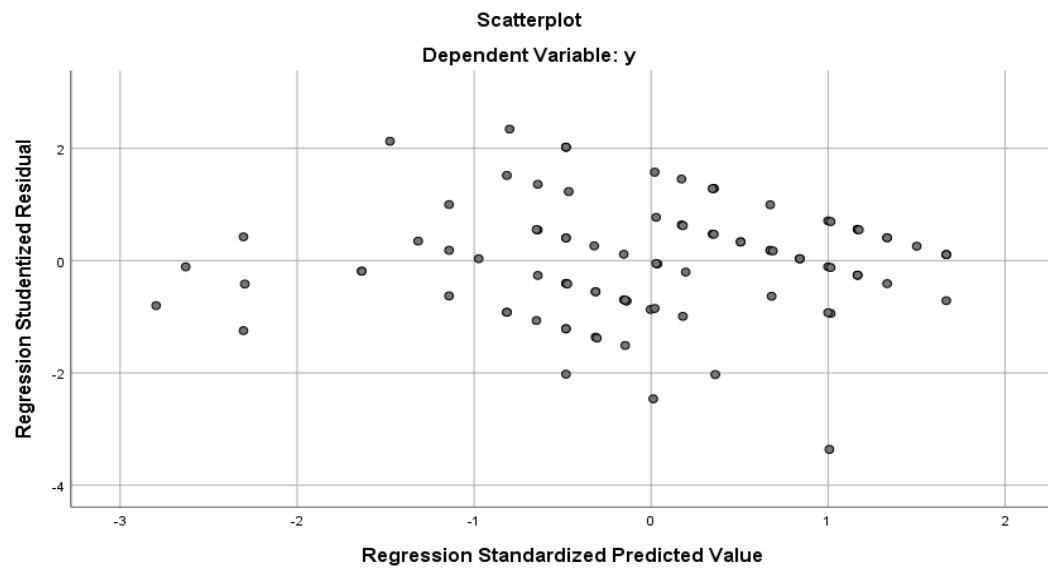
c. Lilliefors Significance Correction.

Hasil Uji Multikolinearitas

| Coefficients ^a | | | | | | | |
|---------------------------|-----------------------------|------------|-----------------------------------|-------|------|-------------------------|-------|
| Model | Unstandardized Coefficients | | Standardized Coefficients Beta | t | Sig. | Collinearity Statistics | |
| | B | Std. Error | | | | Tolerance | VIF |
| 1 (Constant) | 3.026 | 1.177 | | 2.572 | .012 | | |
| x1 | .184 | .043 | .397 | 4.332 | .000 | .720 | 1.389 |
| x2 | .360 | .090 | .366 | 3.997 | .000 | .720 | 1.389 |

a. Dependent Variable: y

Hasil Uji Heteroskedastisitas



Hasil Uji Glejser

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig. |
|--------------|-----------------------------|------------|---------------------------|--|--------|------|
| | B | Std. Error | Beta | | | |
| 1 (Constant) | 2.056 | .751 | | | 2.737 | .007 |
| x1 | -.005 | .027 | -.023 | | -.194 | .847 |
| x2 | -.077 | .057 | -.162 | | -1.341 | .183 |

a. Dependent Variable: ABS_RES

Lampiran 12: Hasil Output SPSS Analisis Regresi Linear Berganda

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | Change Statistics | | | Sig. F Change |
|-------|-------------------|----------|-------------------|----------------------------|-----------------|-------------------|-----|-----|---------------|
| | | | | | | F Change | df1 | df2 | |
| 1 | .667 ^a | .445 | .433 | 1.24522 | .445 | 36.842 | 2 | 92 | .000 |

a. Predictors: (Constant), x2, x1

ANOVA^a

| Model | | <i>Sum of Squares</i> | <i>df</i> | <i>Mean Square</i> | <i>F</i> | <i>Sig.</i> |
|-------|------------|-----------------------|-----------|--------------------|----------|-------------------|
| 1 | Regression | 114.252 | 2 | 57.126 | 36.842 | .000 ^b |
| | Residual | 142.653 | 92 | 1.551 | | |
| | Total | 256.905 | 94 | | | |

a. Dependent Variable: y

b. Predictors: (Constant), x2, x1

Coefficients^a

| Model | | <i>Unstandardized Coefficients</i> | | <i>Standardized Coefficients</i> | <i>t</i> | <i>Sig.</i> |
|-------|------------|------------------------------------|-------------------|----------------------------------|----------|-------------|
| | | <i>B</i> | <i>Std. Error</i> | <i>Beta</i> | | |
| 1 | (Constant) | 3.026 | 1.177 | | 2.572 | .012 |
| | x1 | .184 | .043 | .397 | 4.332 | .000 |
| | x2 | .360 | .090 | .366 | 3.997 | .000 |

a. Dependent Variable: y



RIWAYAT HIDUP



Ni Luh Kadek Raniari Utami lahir di Marga, Tabanan pada tanggal 29 Mei 2002. Penulis lahir dari pasangan suami istri Bapak I Wayan Suarna dan Ibu Ni Wayan Nuriasih. Penulis berkebangsaan Indonesia dan beragama Hindu. Penulis beralamat di Jalan Perjuangan No.12 Br Ole, Desa Marga Dauh Puri, Kecamatan Marga, Kabupaten Tabanan, Provinsi Bali. Penulis menyelesaikan pendidikan dasar di SD Negeri 1 Marga Dauh Puri dan lulus pada tahun 2014.

Kemudian penulis melanjutkan di SMP Negeri 4 Tabanan dan lulus pada tahun 2017. Pada tahun 2020, penulis lulus dari SMA Negeri 1 Marga jurusan IPA dan melanjutkan ke jenjang perkuliahan dengan mengambil Jurusan S1 Manajemen di Universitas Pendidikan Ganesha. Pada semester akhir tahun 2024 penulis telah menyelesaikan Tugas Akhir yang berjudul “Pengaruh Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian *Skincare* Wardah”. Selanjutnya, mulai tahun 2024 sampai dengan penulisan skripsi ini, penulis masih terdaftar sebagai mahasiswa Program S1 Manajemen di Universitas Pendidikan Ganesha.

