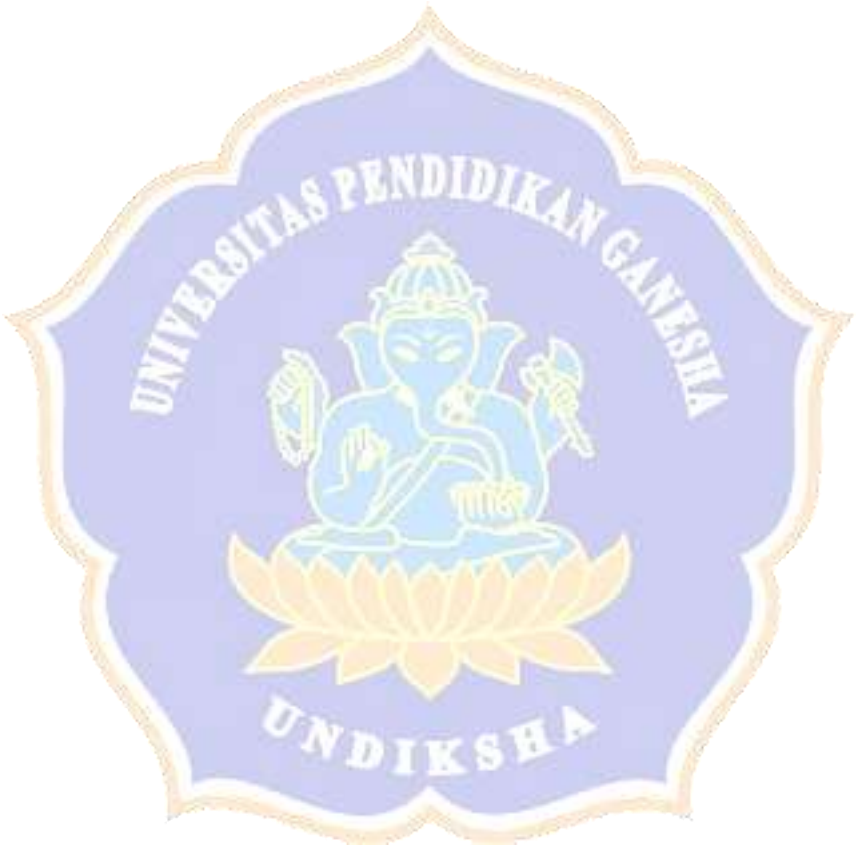
LAMPIRAN 01: DATA PENJUALAN SEPEDA MOTOR SCOOPY PADA PT MERTHA BUANA MOTOR SINGARAJA

NO	BULAN	TAHUN	
		2017	2018
1	JANUARI	90	89
2	FEBRUARI	117	90
3	MARET	129	95
4	APRIL	117	89
5	MEI	136	97
6	JUNI	132	90
7	JULI	160	97
8	AGUSTUS	165	95
9	SEPTEMBER	127	97
10	OKTOBER	140	89
11	NOVEMBER	161	101
12	DESEMBER	139	111
TOTAL		1613	1613


UNIVERSITAS PENDIDIKAN GANESHA
UNDIKSHA

LAMPIRAN 02: KUESIONER PENELITIAN DI PT MERTHA BUANA MOTOR SINGARAJA

UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS EKONOMI
JURUSAN MANAJEMEN

Kepada
Yth. Bapak/Ibu, Saudara/i
Hal: Pengisian Kuesioner

Dengan Hormat,
Dalam rangka menyelesaikan studi di UNDIKSHA pada Jurusan Manajemen, dengan ini saya mengadakan penelitian yang berjudul **"Pengaruh Kualitas Produk dan Citra Merek Terhadap Keputusan Pembelian Sepeda Motor Honda Scoopy pada PT. Mertha Buana Motor Singaraja"**.
Melalui surat ini, saya memohon kesediaan Bapak/Ibu, Saudara/i berkenan untuk berpartisipasi dengan mengisi kuesioner penelitian ini. Data yang diperoleh akan digunakan semata-mata untuk kepentingan penelitian dan diperlakukan secara konfidensial.

Atas kesediaan dan bantuan Bapak/Ibu, Saudara/i berkenan yang turut berpartisipasi dalam mengisi kuesioner penelitian ini, saya ucapkan terimakasih.

Singaraja, 26 April 2019

Kurnia Dewi Pratami
Nim. 1617041196

A. Petunjuk Pengisian

Dalam mengisi kuesioner ini, diharapkan Bapak/Ibu, Saudara/I mengisi secara lengkap dan benar daftar isian pada identitas responden dan daftar pernyataan yang tersusun secara sistematis. Untuk menjawab kuesioner tersebut Bapak/Ibu, Saudara/I mencantumkan tanda rumput (√) pada pilihan jawaban yang tersedia.

B. Identitas Responden

1. Nama :
2. Alamat :
3. Usia :
4. Jenis Kelamin :

Jawablah pernyataan di bawah ini sesuai dengan persepsi Bapak/Ibu, Saudara/I dengan keterangan sebagai berikut :

1. SS : Sangat Setuju
2. S : Setuju
3. N : Netral
4. TS : Tidak Setuju
5. STS : Sangat Tidak Setuju

C. Draft Pernyataan

D. Keputusan Pembelian

No.	Pernyataan	SS	S	N	TS	STS
	Keputusan Pembelian	5	4	3	2	1
Yakin Dalam Membeli						
1.	Saya memiliki keyakinan untuk melakukan pembelian produk Honda scoopy.					
Mencari Informasi						
2.	Saya mencari informasi tentang sepeda motor Scoopy sebelum memutuskan untuk membeli.					
Merencanakan Pembelian						
3.	Saya melakukan perencanaan sebelum membeli produk Honda scoopy dengan menentukan waktu untuk melakukan transaksi.					
Sesuai Keinginan						
4.	Saya melakukan pembelian produk Honda scoopy tanpa paksaan orang lain.					

E. Kualitas Produk

No.	Pernyataan	SS	S	N	TS	STS
	Kualitas Produk	5	4	3	2	1
Kinerja (Performance)						
1.	Setelah saya menggunakan selama beberapa waktu, sepeda motor scoopy bekerja dengan baik.					
Kehandalan (Realibility)						
2.	Saya dapat mengandalkan produk sepeda motor scoopy ketika berpergian.					
Keistimewaan (Feature)						
3.	Produk sepeda motor scoopy memiliki berbagai pilihan warna dan banyak keistimewaan.					
Kemampuan Pelayanan (Serviceability)						
4.	Sepeda motor scoopy memiliki kualitas yang tidak baik.					
Daya Tahan (Durability)						
5.	Produk sepeda motor scoopy adalah produk yang dapat bertahan lama.					

F. Citra Merek

No.	Pernyataan	SS	S	N	TS	STS
	Citra Merek	5	4	3	2	1
Atribut Produk						
1.	Atribut pada sepeda motor scoopy dikenal banyak orang.					
Keuntungan Konsumen						
2.	Setelah saya menggunakan sepeda motor scoopy, saya merasa mendapat keuntungan sebagai pengguna yang berkelas.					
Kepribadian Merek						
3.	Sepeda motor Honda sccopy menunjukkan kepribadian saya.					

LAMPIRAN 03: HASIL DATA ORDINAL PERNYATAAN RESPONDEN SAMPEL KECIL

RES	Kualitas Produk						Citra Merek				Keputusan Pembelian				
	Item 1	Item 2	Item 3	Item 4	Item 5	Total	Item 1	Item 2	Item 3	Total	Item 1	Item 2	Item 3	Item 4	Total
1	4	4	4	2	2	16	4	2	4	10	4	4	2	2	12
2	5	4	4	3	3	19	5	3	5	13	5	5	3	3	16
3	5	4	4	5	5	23	5	5	5	15	5	5	5	5	20
4	4	4	4	5	5	22	4	5	4	13	4	4	5	5	18
5	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
6	4	4	4	4	4	20	4	4	4	12	4	4	4	4	16
7	5	5	5	4	4	23	5	4	5	14	5	5	4	4	18
8	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
9	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
10	5	5	5	4	4	23	5	4	5	14	5	5	4	4	18
11	2	2	2	4	4	14	2	4	2	8	2	2	4	4	12
12	5	4	4	4	4	21	5	4	5	14	5	5	4	4	18

13	2	2	2	3	3	12	2	3	2	7	2	2	3	3	10
14	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
15	4	4	4	5	5	22	4	5	4	13	4	4	5	5	18
16	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
17	3	2	2	4	4	15	3	4	3	10	3	3	4	4	14
18	2	2	2	3	3	12	2	3	2	7	2	2	3	3	10
19	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
20	4	4	4	5	5	22	4	5	4	13	4	4	5	5	18
21	2	2	2	4	4	14	2	4	2	8	2	2	4	4	12
22	5	4	4	4	4	21	5	4	5	14	5	5	4	4	18
23	2	2	2	3	3	12	2	3	2	7	2	2	3	3	10
24	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
25	4	4	4	5	5	22	4	5	4	13	4	4	5	5	18
26	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
27	3	2	2	4	4	15	3	4	3	10	3	3	4	4	14
28	2	2	2	3	3	12	2	3	2	7	2	2	3	3	10

29	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
30	4	4	4	5	5	22	4	5	4	13	4	4	5	5	18

LAMPIRAN 04: HASIL DATA ORDINAL PERNYATAAN RESPONDEN SAMPEL BESAR

RES	Kualitas Produk						Citra Merek				Keputusan Pembelian				
	Item 1	Item 2	Item 3	Item 4	Item 5	Total	Item 1	Item 2	Item 3	Total	Item 1	Item 2	Item 3	Item 4	Total
1	2	2	2	4	4	14	2	4	2	8	2	2	4	4	12
2	5	4	4	4	4	21	5	4	5	14	5	5	4	4	18
3	2	2	2	3	3	12	2	3	2	7	2	2	3	3	10
4	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
5	4	4	4	5	5	22	4	5	4	13	4	4	5	5	18
6	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
7	3	2	2	4	4	15	3	4	3	10	3	3	4	4	14
8	2	2	2	3	3	12	2	3	2	7	2	2	3	3	10
9	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
10	4	4	4	5	5	22	4	5	4	13	4	4	5	5	18
11	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
12	4	4	4	4	4	20	4	4	4	12	4	4	4	4	16

13	5	4	4	4	4	22	5	4	5	14	5	5	4	4	17
14	4	2	2	3	3	14	4	3	4	11	4	4	3	3	14
15	5	4	4	5	5	23	5	5	5	15	5	5	5	5	20
16	4	4	4	5	5	22	4	5	4	13	4	4	5	5	18
17	4	3	3	4	4	18	4	4	4	12	4	4	4	4	16
18	3	3	3	2	2	13	3	2	3	8	3	3	2	2	10
19	4	4	4	5	5	22	4	5	4	13	4	4	5	5	18
20	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
21	4	4	4	2	2	16	4	2	4	10	4	4	2	2	12
22	5	4	4	3	3	19	5	3	5	13	5	5	3	3	16
23	5	4	4	5	5	23	5	5	5	15	5	5	5	5	20
24	4	4	4	5	5	22	4	5	4	13	4	4	5	5	18
25	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
26	4	4	4	4	4	20	4	4	4	12	4	4	4	4	16
27	5	5	5	4	4	23	5	4	5	14	5	5	4	4	18
28	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14

29	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
30	5	5	5	4	4	23	5	4	5	14	5	5	4	4	18
31	2	2	2	4	4	14	2	4	2	8	2	2	4	4	12
32	5	4	4	4	4	21	5	4	5	14	5	5	4	4	18
33	2	2	2	3	3	12	2	3	2	7	2	2	3	3	10
34	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
35	4	4	4	5	5	22	4	5	4	13	4	4	5	5	18
36	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
37	3	2	2	4	4	15	3	4	3	10	3	3	4	4	14
38	2	2	2	3	3	12	2	3	2	7	2	2	3	3	10
39	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
40	4	4	4	5	5	22	4	5	4	13	4	4	5	5	18
41	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
42	4	4	4	4	4	20	4	4	4	12	4	4	4	4	16
43	5	4	4	4	4	21	5	4	5	14	5	5	4	4	18
44	4	2	2	3	3	14	4	3	4	11	4	4	3	3	14

45	5	4	4	5	5	23	5	5	5	15	5	5	5	5	20
46	4	4	4	5	5	22	4	5	4	13	4	4	5	5	18
47	4	3	3	4	4	18	4	4	4	12	4	4	4	4	16
48	3	3	3	2	2	13	3	2	3	8	3	3	2	2	10
49	4	4	4	5	5	22	4	5	4	13	4	4	5	5	18
50	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
51	4	4	4	2	2	16	4	2	4	10	4	4	2	2	12
52	5	4	4	3	3	19	5	3	5	13	5	5	3	3	16
53	5	4	4	5	5	23	5	5	5	15	5	5	5	5	20
54	4	4	4	5	5	22	4	5	4	13	4	4	5	5	18
55	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
56	4	4	4	4	4	20	4	4	4	12	4	4	4	4	16
57	5	5	5	4	4	23	5	4	5	14	5	5	4	4	18
58	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
59	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
60	5	5	5	4	4	23	5	4	5	14	5	5	4	4	18

61	2	2	2	4	4	14	2	4	2	8	2	2	4	4	12
62	5	4	4	4	4	21	5	4	5	14	5	5	4	4	18
63	2	2	2	3	3	12	2	3	2	7	2	2	3	3	10
64	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
65	4	4	4	5	5	22	4	5	4	13	4	4	5	5	18
66	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
67	3	2	2	4	4	15	3	4	3	10	3	3	4	4	14
68	2	2	2	3	3	12	2	3	2	7	2	2	3	3	10
69	5	5	5	5	5	25	5	5	5	15	5	5	5	5	20
70	4	4	4	4	4	20	4	4	4	12	4	4	4	4	16
71	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
72	4	4	4	4	4	20	4	4	4	12	4	4	4	4	16
73	5	4	4	4	4	21	5	4	5	14	5	5	4	4	18
74	4	2	2	3	3	14	4	3	4	11	4	4	3	3	14
75	5	4	4	5	5	23	5	5	5	15	5	5	5	5	20
76	4	4	4	5	5	22	4	5	4	13	4	4	5	5	18

77	4	3	3	4	4	18	4	4	4	12	4	4	4	4	16
78	3	3	3	2	2	13	3	2	3	8	3	3	2	2	10
79	4	4	4	5	5	22	4	5	4	13	4	4	5	5	18
80	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
81	4	4	4	2	2	16	4	2	4	10	4	4	2	2	12
82	5	4	4	3	3	19	5	3	5	13	5	5	3	3	16
83	5	4	4	5	5	23	5	5	5	15	5	5	5	5	20
84	4	4	4	5	5	22	4	5	4	13	4	4	5	5	18
85	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
86	4	4	4	4	4	20	4	4	4	12	4	4	4	4	16
87	5	5	5	4	4	23	5	4	5	14	5	5	4	4	18
88	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
89	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
90	5	5	5	4	4	23	5	4	5	14	5	5	4	4	18
91	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
92	4	4	4	4	4	20	4	4	4	12	4	4	4	4	16

93	5	4	4	4	4	21	5	4	5	14	5	5	4	4	18
94	4	2	2	3	3	14	4	3	4	11	4	4	3	3	14
95	5	4	4	5	5	23	5	5	5	15	5	5	5	5	20
96	4	4	4	5	5	22	4	5	4	13	4	4	5	5	18
97	4	3	3	4	4	18	4	4	4	12	4	4	4	4	16
98	3	3	3	3	3	15	3	3	3	9	3	3	3	3	12
99	4	4	4	5	5	22	4	5	4	13	4	4	5	5	18
100	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
101	4	4	4	2	2	16	4	2	4	10	4	4	2	2	12
102	5	4	4	3	3	19	5	3	5	13	5	5	3	3	16
103	5	4	4	5	5	23	5	5	5	15	5	5	5	5	20
104	4	4	4	5	5	22	4	5	4	13	4	4	5	5	18
105	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
106	4	4	4	4	4	20	4	4	4	12	4	4	4	4	16
107	5	5	5	4	4	23	5	4	5	14	5	5	4	4	18
108	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14

109	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
110	5	5	5	4	4	23	5	4	5	14	5	5	4	4	18
111	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14
112	4	4	4	4	4	20	4	4	4	12	4	4	4	4	16
113	5	4	4	4	4	21	5	4	5	14	5	5	4	4	18
114	4	2	2	3	3	14	4	3	4	11	4	4	3	3	14
115	5	4	4	5	5	23	5	5	5	15	5	5	5	5	20
116	4	4	4	5	5	22	4	5	4	13	4	4	5	5	18
117	4	3	3	4	4	18	4	4	4	12	4	4	4	4	16
118	3	3	3	3	3	15	3	3	3	9	3	3	3	3	12
119	4	4	4	5	5	22	4	5	4	13	4	4	5	5	18
120	3	3	3	4	4	17	3	4	3	10	3	3	4	4	14

LAMPIRAN 05: HASIL DATA INTERVAL PERNYATAAN RESPONDEN SAMPEL KECIL

X1.1	X1.2	X1.3	X1.4	X1.5	TX1	X2.1	X2.2	X2.3	TX2	Y.1	Y.2	Y.3	Y.4	Y.5	TY
2.618	2.666	2.666	1.000	1.000	9.950	2.618	1.000	2.618	6.236	2.618	2.618	2.618	1.000	1.000	9.854
3.613	2.666	2.666	1.884	1.884	12.713	3.613	1.884	3.613	9.110	3.613	3.613	3.613	1.884	1.884	14.607
3.613	2.666	2.666	4.222	4.222	17.389	3.613	4.222	3.613	11.448	3.613	3.613	3.613	4.222	4.222	19.283
2.618	2.666	2.666	4.222	4.222	16.394	2.618	4.222	2.618	9.458	2.618	2.618	2.618	4.222	4.222	16.298
1.942	1.868	1.868	2.927	2.927	11.532	1.942	2.927	1.942	6.811	1.942	1.942	1.942	2.927	2.927	11.680
2.618	2.666	2.666	2.927	2.927	13.804	2.618	2.927	2.618	8.163	2.618	2.618	2.618	2.927	2.927	13.708
3.613	3.800	3.800	2.927	2.927	17.067	3.613	2.927	3.613	10.153	3.613	3.613	3.613	2.927	2.927	16.693
1.942	1.868	1.868	2.927	2.927	11.532	1.942	2.927	1.942	6.811	1.942	1.942	1.942	2.927	2.927	11.680
1.942	1.868	1.868	2.927	2.927	11.532	1.942	2.927	1.942	6.811	1.942	1.942	1.942	2.927	2.927	11.680
3.613	3.800	3.800	2.927	2.927	17.067	3.613	2.927	3.613	10.153	3.613	3.613	3.613	2.927	2.927	16.693
1.000	1.000	1.000	2.927	2.927	8.854	1.000	2.927	1.000	4.927	1.000	1.000	1.000	2.927	2.927	8.854
3.613	2.666	2.666	2.927	2.927	14.799	3.613	2.927	3.613	10.153	3.613	3.613	3.613	2.927	2.927	16.693
1.000	1.000	1.000	1.884	1.884	6.768	1.000	1.884	1.000	3.884	1.000	1.000	1.000	1.884	1.884	6.772
3.613	3.800	3.800	4.222	4.222	19.657	3.613	4.222	3.613	11.448	3.613	3.613	3.613	4.222	4.222	19.283

2.618	2.666	2.666	4.222	4.222	16.394	2.618	4.222	2.618	9.458	2.618	2.618	2.618	4.222	4.222	16.298
1.942	1.868	1.868	2.927	2.927	11.532	1.942	2.927	1.942	6.811	1.942	1.942	1.942	2.927	2.927	11.680
1.942	1.000	1.000	2.927	2.927	9.796	1.942	2.927	1.942	6.811	1.942	1.942	1.942	2.927	2.927	11.680
1.000	1.000	1.000	1.884	1.884	6.768	1.000	1.884	1.000	3.884	1.000	1.000	1.000	1.884	1.884	6.772
3.613	3.800	3.800	4.222	4.222	19.657	3.613	4.222	3.613	11.448	3.613	3.613	3.613	4.222	4.222	19.283
2.618	2.666	2.666	4.222	4.222	16.394	2.618	4.222	2.618	9.458	2.618	2.618	2.618	4.222	4.222	16.298
1.000	1.000	1.000	2.927	2.927	8.854	1.000	2.927	1.000	4.927	1.000	1.000	1.000	2.927	2.927	8.854
3.613	2.666	2.666	2.927	2.927	14.799	3.613	2.927	3.613	10.153	3.613	3.613	3.613	2.927	2.927	16.693
1.000	1.000	1.000	1.884	1.884	6.768	1.000	1.884	1.000	3.884	1.000	1.000	1.000	1.884	1.884	6.772
3.613	3.800	3.800	4.222	4.222	19.657	3.613	4.222	3.613	11.448	3.613	3.613	3.613	4.222	4.222	19.283
2.618	2.666	2.666	4.222	4.222	16.394	2.618	4.222	2.618	9.458	2.618	2.618	2.618	4.222	4.222	16.298
1.942	1.868	1.868	2.927	2.927	11.532	1.942	2.927	1.942	6.811	1.942	1.942	1.942	2.927	2.927	11.680
1.942	1.000	1.000	2.927	2.927	9.796	1.942	2.927	1.942	6.811	1.942	1.942	1.942	2.927	2.927	11.680
1.000	1.000	1.000	1.884	1.884	6.768	1.000	1.884	1.000	3.884	1.000	1.000	1.000	1.884	1.884	6.772
3.613	3.800	3.800	4.222	4.222	19.657	3.613	4.222	3.613	11.448	3.613	3.613	3.613	4.222	4.222	19.283
2.618	2.666	2.666	4.222	4.222	16.394	2.618	4.222	2.618	9.458	2.618	2.618	2.618	4.222	4.222	16.298

LAMPIRAN 06: HASIL DATA INTERVAL PERNYATAAN RESPONDEN SAMPEL BESAR

X1.1	X1.2	X1.3	X1.4	X1.5	TX1	X2.1	X2.2	X2.3	TX2	Y.1	Y.2	Y.3	Y.4	TY
1.000	1.000	1.000	2.858	2.858	8.716	1.000	2.858	1.000	4.858	1.000	1.000	2.858	2.858	7.716
3.974	2.948	2.948	2.858	2.858	15.586	3.974	2.858	3.974	10.806	3.996	3.974	2.858	2.858	13.686
1.000	1.000	1.000	1.838	1.838	6.676	1.000	1.838	1.000	3.838	1.000	1.000	1.838	1.838	5.676
3.974	4.177	4.177	4.155	4.155	20.638	3.974	4.155	3.974	12.103	3.996	3.974	4.155	4.155	16.280
2.878	2.948	2.948	4.155	4.155	17.084	2.878	4.155	2.878	9.911	2.892	2.878	4.155	4.155	14.080
2.007	1.970	1.970	2.858	2.858	11.663	2.007	2.858	2.007	6.872	2.007	2.007	2.858	2.858	9.730
2.007	1.000	1.000	2.858	2.858	9.723	2.007	2.858	2.007	6.872	2.007	2.007	2.858	2.858	9.730
1.000	1.000	1.000	1.838	1.838	6.676	1.000	1.838	1.000	3.838	1.000	1.000	1.838	1.838	5.676
3.974	4.177	4.177	4.155	4.155	20.638	3.974	4.155	3.974	12.103	3.996	3.974	4.155	4.155	16.280
2.878	2.948	2.948	4.155	4.155	17.084	2.878	4.155	2.878	9.911	2.892	2.878	4.155	4.155	14.080
2.007	1.970	1.970	2.858	2.858	11.663	2.007	2.858	2.007	6.872	2.007	2.007	2.858	2.858	9.730
2.878	2.948	2.948	2.858	2.858	14.490	2.878	2.858	2.878	8.614	2.892	2.878	2.858	2.858	11.486
3.974	2.948	2.948	2.858	2.858	15.586	3.974	2.858	3.974	10.806	2.892	3.974	2.858	2.858	12.582
2.878	1.000	1.000	1.838	1.838	8.554	2.878	1.838	2.878	8.594	2.892	2.878	1.838	1.838	9.446

3.974	2.948	2.948	4.155	4.155	18.180	3.974	4.155	3.974	12.103	3.996	3.974	4.155	4.155	16.280
2.878	2.948	2.948	4.155	4.155	17.084	2.878	4.155	2.878	9.911	2.892	2.878	4.155	4.155	14.080
2.878	1.970	1.970	2.858	2.858	12.534	2.878	2.858	2.878	8.614	2.892	2.878	2.858	2.858	11.486
2.007	1.970	1.970	1.000	1.000	7.947	2.007	1.000	2.007	5.014	2.007	2.007	1.000	1.000	6.014
2.878	2.948	2.948	4.155	4.155	17.084	2.878	4.155	2.878	9.911	2.892	2.878	4.155	4.155	14.080
2.007	1.970	1.970	2.858	2.858	11.663	2.007	2.858	2.007	6.872	2.007	2.007	2.858	2.858	9.730
2.878	2.948	2.948	1.000	1.000	10.774	2.878	1.000	2.878	6.756	2.892	2.878	1.000	1.000	7.770
3.974	2.948	2.948	1.838	1.838	13.546	3.974	1.838	3.974	9.786	3.996	3.974	1.838	1.838	11.646
3.974	2.948	2.948	4.155	4.155	18.180	3.974	4.155	3.974	12.103	3.996	3.974	4.155	4.155	16.280
2.878	2.948	2.948	4.155	4.155	17.084	2.878	4.155	2.878	9.911	2.892	2.878	4.155	4.155	14.080
2.007	1.970	1.970	2.858	2.858	11.663	2.007	2.858	2.007	6.872	2.007	2.007	2.858	2.858	9.730
2.878	2.948	2.948	2.858	2.858	14.490	2.878	2.858	2.878	8.614	2.892	2.878	2.858	2.858	11.486
3.974	4.177	4.177	2.858	2.858	18.004	3.974	2.858	3.974	10.806	3.996	3.974	2.858	2.858	13.686
2.007	1.970	1.970	2.858	2.858	11.663	2.007	2.858	2.007	6.872	2.007	2.007	2.858	2.858	9.730
2.007	1.970	1.970	2.858	2.858	11.663	2.007	2.858	2.007	6.872	2.007	2.007	2.858	2.858	9.730
3.974	4.177	4.177	2.858	2.858	18.004	3.974	2.858	3.974	10.806	3.996	3.974	2.858	2.858	13.686

1.000	1.000	1.000	2.858	2.858	8.716	1.000	2.858	1.000	4.858	1.000	1.000	2.858	2.858	7.716
3.974	2.948	2.948	2.858	2.858	15.586	3.974	2.858	3.974	10.806	3.996	3.974	2.858	2.858	13.686
1.000	1.000	1.000	1.838	1.838	6.676	1.000	1.838	1.000	3.838	1.000	1.000	1.838	1.838	5.676
3.974	4.177	4.177	4.155	4.155	20.638	3.974	4.155	3.974	12.103	3.996	3.974	4.155	4.155	16.280
2.878	2.948	2.948	4.155	4.155	17.084	2.878	4.155	2.878	9.911	2.892	2.878	4.155	4.155	14.080
2.007	1.970	1.970	2.858	2.858	11.663	2.007	2.858	2.007	6.872	2.007	2.007	2.858	2.858	9.730
2.007	1.000	1.000	2.858	2.858	9.723	2.007	2.858	2.007	6.872	2.007	2.007	2.858	2.858	9.730
1.000	1.000	1.000	1.838	1.838	6.676	1.000	1.838	1.000	3.838	1.000	1.000	1.838	1.838	5.676
3.974	4.177	4.177	4.155	4.155	20.638	3.974	4.155	3.974	12.103	3.996	3.974	4.155	4.155	16.280
2.878	2.948	2.948	4.155	4.155	17.084	2.878	4.155	2.878	9.911	2.892	2.878	4.155	4.155	14.080
2.007	1.970	1.970	2.858	2.858	11.663	2.007	2.858	2.007	6.872	2.007	2.007	2.858	2.858	9.730
2.878	2.948	2.948	2.858	2.858	14.490	2.878	2.858	2.878	8.614	2.892	2.878	2.858	2.858	11.486
3.974	2.948	2.948	2.858	2.858	15.586	3.974	2.858	3.974	10.806	3.996	3.974	2.858	2.858	13.686
2.878	1.000	1.000	1.838	1.838	8.554	2.878	1.838	2.878	7.594	2.892	2.878	1.838	1.838	9.446
3.974	2.948	2.948	4.155	4.155	18.180	3.974	4.155	3.974	12.103	3.996	3.974	4.155	4.155	16.280
2.878	2.948	2.948	4.155	4.155	17.084	2.878	4.155	2.878	9.911	2.892	2.878	4.155	4.155	14.080

2.878	1.970	1.970	2.858	2.858	12.534	2.878	2.858	2.878	10.806	2.892	2.878	2.858	2.858	11.486
2.007	1.970	1.970	1.000	1.000	7.947	2.007	1.000	2.007	5.014	2.007	2.007	1.000	1.000	6.014
2.878	2.948	2.948	4.155	4.155	17.084	2.878	4.155	2.878	9.911	2.892	2.878	4.155	4.155	14.080
2.007	1.970	1.970	2.858	2.858	11.663	2.007	2.858	2.007	6.872	2.007	2.007	2.858	2.858	9.730
2.878	2.948	2.948	1.000	1.000	10.774	2.878	1.000	2.878	6.756	2.892	2.878	1.000	1.000	7.770
3.974	2.948	2.948	1.838	1.838	13.546	3.974	1.838	3.974	9.786	3.996	3.974	1.838	1.838	11.646
3.974	2.948	2.948	4.155	4.155	18.180	3.974	4.155	3.974	12.103	3.996	3.974	4.155	4.155	16.280
2.878	2.948	2.948	4.155	4.155	17.084	2.878	4.155	2.878	9.911	2.892	2.878	4.155	4.155	14.080
2.007	1.970	1.970	2.858	2.858	11.663	2.007	2.858	2.007	6.872	2.007	2.007	2.858	2.858	9.730
2.878	2.948	2.948	2.858	2.858	14.490	2.878	2.858	2.878	8.614	2.892	2.878	2.858	2.858	11.486
3.974	4.177	4.177	2.858	2.858	18.004	3.974	2.858	3.974	10.806	3.996	3.974	2.858	2.858	13.686
2.007	1.970	1.970	2.858	2.858	11.663	2.007	2.858	2.007	6.872	2.007	2.007	2.858	2.858	9.730
2.007	1.970	1.970	2.858	2.858	11.663	2.007	2.858	2.007	6.872	2.007	2.007	2.858	2.858	9.730
3.974	4.177	4.177	2.858	2.858	18.004	3.974	2.858	3.974	10.806	3.996	3.974	2.858	2.858	13.686
1.000	1.000	1.000	2.858	2.858	8.716	1.000	2.858	1.000	4.858	1.000	1.000	2.858	2.858	7.716
3.974	2.948	2.948	2.858	2.858	15.586	3.974	2.858	3.974	10.806	3.996	3.974	2.858	2.858	13.686

1.000	1.000	1.000	1.838	1.838	6.676	1.000	1.838	1.000	3.838	1.000	1.000	1.838	1.838	5.676
3.974	4.177	4.177	4.155	4.155	20.638	3.974	4.155	3.974	12.103	3.996	3.974	4.155	4.155	16.280
2.878	2.948	2.948	4.155	4.155	17.084	2.878	4.155	2.878	9.911	2.892	2.878	4.155	4.155	14.080
2.007	1.970	1.970	2.858	2.858	11.663	2.007	2.858	2.007	6.872	2.007	2.007	2.858	2.858	9.730
2.007	1.000	1.000	2.858	2.858	9.723	2.007	2.858	2.007	6.872	2.007	2.007	2.858	2.858	9.730
1.000	1.000	1.000	1.838	1.838	6.676	1.000	1.838	1.000	3.838	1.000	1.000	1.838	1.838	5.676
3.974	4.177	4.177	4.155	4.155	20.638	3.974	4.155	3.974	12.103	3.996	3.974	4.155	4.155	16.280
2.878	2.948	2.948	2.858	2.858	14.490	2.878	2.858	2.878	8.614	2.892	2.878	2.858	2.858	11.486
2.007	1.970	1.970	2.858	2.858	11.663	2.007	2.858	2.007	6.872	2.007	2.007	2.858	2.858	9.730
2.878	2.948	2.948	2.858	2.858	14.490	2.878	2.858	2.878	8.614	2.892	2.878	2.858	2.858	11.486
3.974	2.948	2.948	2.858	2.858	15.586	3.974	2.858	3.974	10.806	3.996	3.974	2.858	2.858	13.686
2.878	1.000	1.000	1.838	1.838	8.554	2.878	1.838	2.878	7.588	2.892	2.878	1.838	1.838	9.446
3.974	2.948	2.948	4.155	4.155	18.180	3.974	4.155	3.974	12.103	3.996	3.974	4.155	4.155	16.280
2.878	2.948	2.948	4.155	4.155	17.084	2.878	4.155	2.878	9.911	2.892	2.878	4.155	4.155	14.080
2.878	1.970	1.970	2.858	2.858	12.534	2.878	2.858	2.878	8.614	2.892	2.878	2.858	2.858	11.486
2.007	1.970	1.970	1.000	1.000	7.947	2.007	1.000	2.007	5.014	2.007	2.007	1.000	1.000	6.014

2.878	2.948	2.948	4.155	4.155	17.084	2.878	4.155	2.878	9.911	2.892	2.878	4.155	4.155	14.080
2.007	1.970	1.970	2.858	2.858	11.663	2.007	2.858	2.007	6.872	2.007	2.007	2.858	2.858	9.730
2.878	2.948	2.948	1.000	1.000	10.774	2.878	1.000	2.878	6.756	2.892	2.878	1.000	1.000	7.770
3.974	2.948	2.948	1.838	1.838	13.546	3.974	1.838	3.974	9.786	3.996	3.974	1.838	1.838	11.646
3.974	2.948	2.948	4.155	4.155	18.180	3.974	4.155	3.974	12.103	3.996	3.974	4.155	4.155	16.280
2.878	2.948	2.948	4.155	4.155	17.084	2.878	4.155	2.878	9.911	2.892	2.878	4.155	4.155	14.080
2.007	1.970	1.970	2.858	2.858	11.663	2.007	2.858	2.007	6.872	2.007	2.007	2.858	2.858	9.730
2.878	2.948	2.948	2.858	2.858	14.490	2.878	2.858	2.878	8.614	2.892	2.878	2.858	2.858	11.486
3.974	4.177	4.177	2.858	2.858	18.044	3.974	2.858	3.974	10.806	3.996	3.974	2.858	2.858	13.686
2.007	1.970	1.970	2.858	2.858	11.663	2.007	2.858	2.007	6.872	2.007	2.007	2.858	2.858	9.730
2.007	1.970	1.970	2.858	2.858	11.663	2.007	2.858	2.007	6.872	2.007	2.007	2.858	2.858	9.730
3.974	4.177	4.177	2.858	2.858	18.004	3.974	2.858	3.974	10.806	3.996	3.974	2.858	2.858	13.686
2.007	1.970	1.970	2.858	2.858	11.663	2.007	2.858	2.007	6.872	2.007	2.007	2.858	2.858	9.730
2.878	2.948	2.948	2.858	2.858	14.490	2.878	2.858	2.878	8.614	2.892	2.878	2.858	2.858	11.486
3.974	2.948	2.948	2.858	2.858	15.586	3.974	2.858	3.974	10.806	3.996	3.974	2.858	2.858	13.686
2.878	1.000	1.000	1.838	1.838	8.554	2.878	1.838	2.878	7.594	2.892	2.878	1.838	1.838	9.446

3.974	2.948	2.948	4.155	4.155	18.180	3.974	4.155	3.974	12.103	3.996	3.974	4.155	4.155	16.280
2.878	2.948	2.948	4.155	4.155	17.084	2.878	4.155	2.878	9.911	2.892	2.878	4.155	4.155	14.080
2.878	1.970	1.970	2.858	2.858	12.534	2.878	2.858	2.878	8.614	2.892	2.878	2.858	2.858	11.486
2.007	1.970	1.970	1.838	1.838	9.623	2.007	1.838	2.007	5.852	2.007	2.007	1.838	1.838	7.690
2.878	2.948	2.948	4.155	4.155	17.084	2.878	4.155	2.878	9.911	2.892	2.878	4.155	4.155	14.080
2.007	1.970	1.970	1.838	1.838	9.623	2.007	2.878	2.007	6.892	2.007	2.007	1.838	1.838	7.690
2.878	2.948	2.948	1.000	1.000	10.774	2.878	1.000	2.878	6.756	2.892	2.878	1.000	1.000	7.770
3.974	2.948	2.948	1.838	1.838	13.546	3.974	1.838	3.974	9.786	3.996	3.974	1.838	1.838	11.646
3.974	2.948	2.948	4.155	4.155	18.180	3.974	4.155	3.974	12.103	3.996	3.974	4.155	4.155	16.280
2.878	2.948	2.948	4.155	4.155	17.084	2.878	4.155	2.878	9.911	2.892	2.878	4.155	4.155	14.080
2.007	1.970	1.970	2.858	2.858	11.663	2.007	2.858	2.007	6.872	2.007	2.007	2.858	2.858	9.730
2.878	2.948	2.948	2.858	2.858	14.490	2.878	2.858	2.878	8.614	2.892	2.878	2.858	2.858	11.486
3.974	4.177	4.177	2.858	2.858	18.044	3.974	2.858	3.974	10.806	3.996	3.974	2.858	2.858	13.686
2.007	1.970	1.970	2.858	2.858	11.663	2.007	2.858	2.007	6.872	2.007	2.007	2.858	2.858	9.730
2.007	1.970	1.970	2.858	2.858	11.663	2.007	2.858	2.007	6.872	2.007	2.007	2.858	2.858	9.730
3.974	4.177	4.177	2.858	2.858	18.004	3.974	2.858	3.974	10.806	3.996	3.974	2.858	2.858	13.686

2.007	1.970	1.970	2.858	2.858	11.663	2.007	2.858	2.007	6.872	2.007	2.007	2.858	2.858	9.730
2.878	2.948	2.948	2.858	2.858	14.490	2.878	2.858	2.878	8.614	2.892	2.878	2.858	2.858	11.486
3.974	2.948	2.948	2.858	2.858	15.586	3.974	2.858	3.974	10.806	3.996	3.974	2.858	2.858	13.686
2.878	1.000	1.000	1.838	1.838	8.554	2.878	1.838	2.878	7.594	2.892	2.878	1.838	1.838	9.446
3.974	2.948	2.948	4.155	4.155	18.180	3.974	4.155	3.974	12.103	3.996	3.974	4.155	4.155	16.280
2.878	2.948	2.948	4.155	4.155	17.084	2.878	4.155	2.878	9.911	2.892	2.878	4.155	4.155	14.080
2.878	1.970	1.970	2.858	2.858	12.534	2.878	2.858	2.878	8.614	2.892	2.878	2.858	2.858	11.486
2.007	1.970	1.970	1.838	1.838	9.623	2.007	1.838	2.007	5.852	2.007	2.007	1.838	1.838	7.690
2.878	2.948	2.948	4.155	4.155	17.084	2.878	4.155	2.878	9.911	2.892	2.878	4.155	4.155	14.080
2.007	1.970	1.970	1.838	1.838	9.623	2.007	2.878	2.007	6.892	2.007	2.007	1.838	1.838	7.690

LAMPIRAN 07: DESKRIPSI DATA RESPONDEN

JENIS_KELAMIN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	58	48.3	48.3	48.3
	2.00	62	51.7	51.7	100.0
	Total	120	100.0	100.0	

UMUR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.8	.8	.8
	2.00	95	79.2	79.2	80.0
	3.00	20	16.7	16.7	96.7
	4.00	3	2.5	2.5	99.2
	5.00	1	.8	.8	100.0
	Total	120	100.0	100.0	

LAMPIRAN 08: HASIL *OUTPUT* PERHITUNGAN SPSS 22.0 FOR WINDOWS, KUALITAS PRODUK (X_1), CITRA MEREK (X_2) DAN KEPUTUSAN PEMBELIAN (Y)

HASIL UJI RELIABILITAS KUALITAS PRODUK SAMPEL KECIL

Reliability Statistics

Cronbach's Alpha	N of Items
.918	5

HASIL UJI RELIABILITAS CITRA MEREK SAMPEL KECIL

Reliability Statistics

Cronbach's Alpha	N of Items
.860	3

HASIL UJI RELIABILITAS KEPUTUSAN PEMBELIAN SAMPEL KECIL

Reliability Statistics

Cronbach's Alpha	N of Items
.874	4

HASIL UJI RELIABILITAS KUALITAS PRODUK SAMPEL BESAR

Reliability Statistics

Cronbach's Alpha	N of Items
.886	5

HASIL UJI RELIABILITAS CITRA MEREK SAMPEL BESAR

Reliability Statistics

Cronbach's Alpha	N of Items
.807	3

HASIL UJI RELIABILITAS KEPUTUSAN PEMBELIAN SAMPEL BESAR

Reliability Statistics

Cronbach's Alpha	N of Items
.839	4

HASIL UJI VALIDITAS KUALITAS PRODUK SAMPEL KECIL

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	TX1
X1.1	Pearson Correlation	1	.936**	.936**	.482**	.482**	.915**
	Sig. (2-tailed)		.000	.000	.007	.007	.000
	N	30	30	30	30	30	30
X1.2	Pearson Correlation	.936**	1	1.000**	.524**	.524**	.946**
	Sig. (2-tailed)	.000		.000	.003	.003	.000
	N	30	30	30	30	30	30
X1.3	Pearson Correlation	.936**	1.000**	1	.524**	.524**	.946**
	Sig. (2-tailed)	.000	.000		.003	.003	.000
	N	30	30	30	30	30	30
X1.4	Pearson Correlation	.482**	.524**	.524**	1	1.000**	.760**
	Sig. (2-tailed)	.007	.003	.003		.000	.000
	N	30	30	30	30	30	30
X1.5	Pearson Correlation	.482**	.524**	.524**	1.000**	1	.760**
	Sig. (2-tailed)	.007	.003	.003	.000		.000
	N	30	30	30	30	30	30
TX1	Pearson Correlation	.915**	.946**	.946**	.760**	.760**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30

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

HASIL UJI VALIDITAS CITRA MEREK SAMPEL KECIL

Correlations

		X2.1	X2.2	X2.3	TX2
X2.1	Pearson Correlation	1	.482**	1.000**	.967**
	Sig. (2-tailed)		.007	.000	.000
	N	30	30	30	30
X2.2	Pearson Correlation	.482**	1	.482**	.688**
	Sig. (2-tailed)	.007		.007	.000
	N	30	30	30	30
X2.3	Pearson Correlation	1.000**	.482**	1	.967**
	Sig. (2-tailed)	.000	.007		.000
	N	30	30	30	30
TX2	Pearson Correlation	.967**	.688**	.967**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

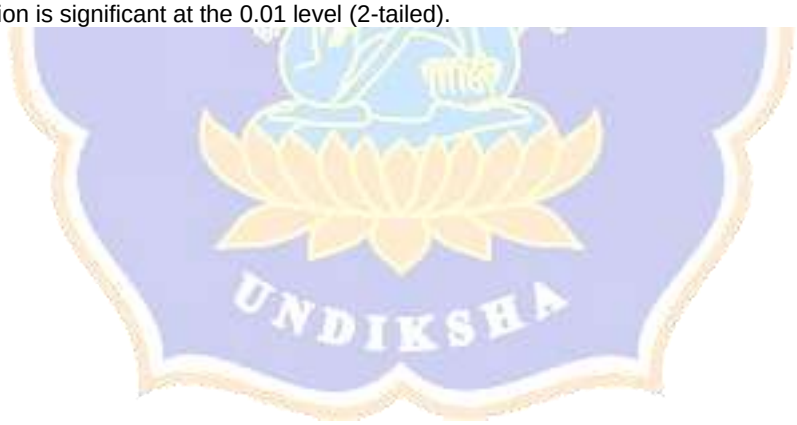
**. Correlation is significant at the 0.01 level (2-tailed).

HASIL UJI VALIDITAS KEPUTUSAN PEMBELIAN SAMPEL KECIL

Correlations

		Y.1	Y.2	Y.3	Y.4	TY
Y.1	Pearson Correlation	1	1.000**	.482**	.482**	.909**
	Sig. (2-tailed)		.000	.007	.007	.000
	N	30	30	30	30	30
Y.2	Pearson Correlation	1.000**	1	.482**	.482**	.909**
	Sig. (2-tailed)	.000		.007	.007	.000
	N	30	30	30	30	30
Y.3	Pearson Correlation	.482**	.482**	1	1.000**	.803**
	Sig. (2-tailed)	.007	.007		.000	.000
	N	30	30	30	30	30
Y.4	Pearson Correlation	.482**	.482**	1.000**	1	.803**
	Sig. (2-tailed)	.007	.007	.000		.000
	N	30	30	30	30	30
TY	Pearson Correlation	.909**	.909**	.803**	.803**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

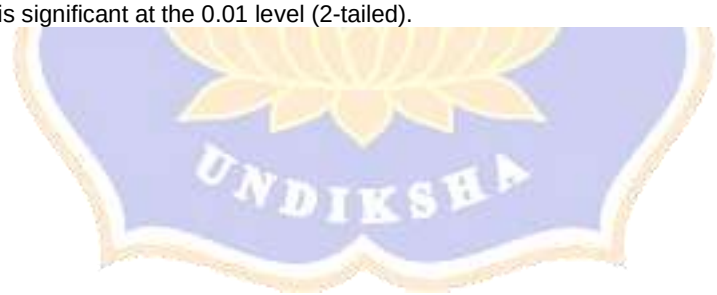


HASIL UJI VALIDITAS KUALITAS PRODUK SAMPEL BESAR

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	TX1
X1.1	Pearson Correlation	1	.814**	.814**	.350**	.350**	.819**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	120	120	120	120	120	120
X1.2	Pearson Correlation	.814**	1	1.000**	.439**	.439**	.901**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	120	120	120	120	120	120
X1.3	Pearson Correlation	.814**	1.000**	1	.439**	.439**	.901**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	120	120	120	120	120	120
X1.4	Pearson Correlation	.350**	.439**	.439**	1	1.000**	.760**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	120	120	120	120	120	120
X1.5	Pearson Correlation	.350**	.439**	.439**	1.000**	1	.760**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	120	120	120	120	120	120
TX1	Pearson Correlation	.819**	.901**	.901**	.760**	.760**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	120	120	120	120	120	120

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



HASIL UJI VALIDITAS CITRA MEREK SAMPEL BESAR

Correlations

		X2.1	X2.2	X2.3	TX2
X2.1	Pearson Correlation	1	.350**	1.000**	.942**
	Sig. (2-tailed)		.000	.000	.000
	N	120	120	120	120
X2.2	Pearson Correlation	.350**	1	.350**	.645**
	Sig. (2-tailed)	.000		.000	.000
	N	120	120	120	120
X2.3	Pearson Correlation	1.000**	.350**	1	.942**
	Sig. (2-tailed)	.000	.000		.000
	N	120	120	120	120
TX2	Pearson Correlation	.942**	.645**	.942**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	120	120	120	120

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

HASIL UJI VALIDITAS KEPUTUSAN PEMBELIAN SAMPEL BESAR

Correlations

		Y1	Y2	Y3	Y4	TY
Y1	Pearson Correlation	1	.995**	.353**	.353**	.845**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	120	120	120	120	120
Y2	Pearson Correlation	.995**	1	.350**	.350**	.844**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	120	120	120	120	120
Y3	Pearson Correlation	.353**	.350**	1	1.000**	.797**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	120	120	120	120	120
Y4	Pearson Correlation	.353**	.350**	1.000**	1	.797**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	120	120	120	120	120
TY	Pearson Correlation	.845**	.844**	.797**	.797**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	120	120	120	120	120

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

LAMPIRAN 09: OUTPUT ANALISIS JALUR (*PATH ANALYSIS*)

Regression

a. Pengaruh Kualitas Produk (X_1) dan Citra Merek (X_2) Terhadap Keputusan Pembelian (Y).

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	TX2, TX1[b]	.	Enter

a. Dependent Variable: TY

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.983[a]	.967	.967	.52150

a. Predictors: (Constant), TX2, TX1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	939.105	2	469.553	1726.523	.000[b]
	Residual	31.820	117	.272		
	Total	970.925	119			

a. Dependent Variable: TY

b. Predictors: (Constant), TX2, TX1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.872	.259		3.363	.001
	TX1	.306	.039	.383	7.755	.000
	TX2	.773	.062	.614	12.417	.000

a. Dependent Variable: TY

b. Pengaruh Kualitas Produk (X_1) Terhadap Citra Merek (X_2)

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	TX2[b]	.	Enter

a. Dependent Variable: TX1

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.941[a]	.885	.884	1.21833

a. Predictors: (Constant), TX2

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1353.842	1	1353.842	912.095	.000[b]
	Residual	175.150	118	1.484		
	Total	1528.992	119			

a. Dependent Variable: TX1

b. Predictors: (Constant), TX2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.520	.590		2.577	.011
	TX2	1.487	.049	.941	30.201	.000

a. Dependent Variable: TX1

RIWAYAT HIDUP

Niluh Kurnia Dewi Pratami, salah satu mahasiswa jurusan Manajemen Universitas Pendidikan Ganesha yang sedang menyelesaikan studi sarjana (S1). Penulis lahir di Denpasar pada tanggal 3 Januari 1998. Penulis memiliki saudara laki-laki yang bernama Ni Kadek Mahendra Diva. Penulis lahir dari pasangan Bapak I Gede Budi Suyasa dan Ibu Ni Wayan Sariasih. Kini penulis beralamt di Desa Jinangdalem Br. Ketug-Ketug, Kec. Buleleng, Kab. Buleleng.

Penulis menyelesaikan pendidikan dasar di SDN 9 Pedungan dan lulus pada tahun 2010. Kemudian penulis melanjutkan di SMP PGRI 4 Denpasar dan lulus pada tahun 2013. Pada tahun 2016, penulis lulus dari SMAN 4 Singaraja dengan jurusan MIPA dan melanjutkan ke S1 Manajemen di Universitas Pendidikan Ganesha.

Dengan ketekunan, semester awal pada tahun 2020 penulis telah menyelesaikan skripsi yang berjudul “Pengaruh Kualitas Produk dan Citra Merek Terhadap Keputusan Pembelian Sepeda Motor Honda Scoopy Pada PT Mertha Buana Motor Singaraja”.