



## Lampiran 01. Kuisisioner Penelitian



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,  
RISET DAN TEKNOLOGI  
UNIVERSITAS PENDIDIKAN GANESHA  
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Kepada : Yth. Bapak/Ibu, Saudara/i

Perihal : Pengisian Kuesioner

Dengan Hormat,

Dalam rangka menyelesaikan Skripsi, saya I Gede Nur Adi mahasiswa Program Studi S1 Manajemen Fakultas Ekonomi Universitas Pendidikan Ganesha, dengan ini bermaksud melakukan penelitian dengan judul **“PENGARUH CITRA MEREK DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN *SKINCARE* WARDAH PADA MAHASISWA JURUSAN MANAJEMEN UNIVERSITAS PENDIDIKAN GANESHA”**. Tujuan dilakukannya penelitian ini pada dasarnya sebagai bagian dari penyelesaian tugas akhir. Data yang telah diisi dalam kuesioner ini sepenuhnya adalah untuk kepentingan penelitian, sehingga tanggapan responden akan dijaga kerahasiaannya.

Sehubungan dengan hal tersebut, saya sangat mengharapkan kesediaan Saudara/i untuk meluangkan waktu sejenak serta berkenan mengisi beberapa pernyataan yang telah terlampir pada kuesioner ini. Kontribusi Saudara/i sangat berarti di dalam kesuksesan serta penyelesaian penelitian ini. Jawaban Saudara/i akan sangat membantu serta berguna bagi peneliti. Untuk itu, atas perhatian, kesediaan, dan partisipasinya saya selaku peneliti mengucapkan terima kasih yang setulus-tulusnya.

Singaraja, 24 Juni 2025

Peneliti

I Gede Nur Adi

### A. PETUNJUK PENGISIAN KUESIONER

1. Sebelum memberikan tanggapan atau menjawab, dimohon untuk membaca isi kuesioner terlebih dahulu.
2. Setiap pernyataan terdapat 5 jawaban, dalam memberikan tanggapan atau jawaban, dimohon untuk memilih salah satu jawaban yang dirasa sesuai dengan apa yang dirasakan.
3. Dalam memberikan tanggapan maupun jawaban mengenai daftar pernyataan yang peneliti siapkan, tidak ada jawaban yang dianggap salah.
4. Silakan Saudara/i memilih jawaban dengan memberikan tanda centang (✓) pada pilihan jawaban yang tersedia.

| Kode | Jawaban Responden   | Skor Positif |
|------|---------------------|--------------|
| SS   | Sangat Setuju       | 5            |
| S    | Setuju              | 4            |
| CS   | Cukup Setuju        | 3            |
| TS   | Tidak Setuju        | 2            |
| STS  | Sangat Tidak Setuju | 1            |

Apakah Anda sudah pernah membeli dan/menggunakan produk skincare merek Wardah?

☐

IYA

☐

TIDAK

### B. IDENTITAS RESPONDEN

(Beri tanda ✓ pada kotak jawaban)

1. Nama Lengkap : .....
2. Alamat : .....
3. Usia : .....
4. Jenis Kelamin : ☐ Laki-laki ☐ Perempuan
5. Angkatan : ☐ 2021 ☐ 2022 ☐ 2023 ☐ 2024
6. Banyak Pembelian : ☐ <10 kali ☐ 10-20 kali ☐ >20 kali

### C. DRAFT PERNYATAAN

#### Variabel Y (Keputusan Pembelian)

| No. | Pernyataan                                                                            | SS | S | KS | TS | STS |
|-----|---------------------------------------------------------------------------------------|----|---|----|----|-----|
|     | Keputusan Pembelian                                                                   | 5  | 4 | 3  | 2  | 1   |
| 1.  | Saya mengenali Wardah sebagai merek yang tepat untuk memenuhi kebutuhan kulit.        |    |   |    |    |     |
| 2.  | Saya mencari informasi tentang produk Wardah melalui media sosial, iklan, atau teman. |    |   |    |    |     |
| 3.  | Saya menilai Wardah lebih sesuai dibandingkan merek skincare lainnya sebelum membeli. |    |   |    |    |     |
| 4.  | Saya memiliki pengalaman positif setelah menggunakan produk Wardah.                   |    |   |    |    |     |

#### Variabel X<sub>1</sub> (Kualitas Produk)

| No. | Pernyataan                                                                      | SS | S | KS | TS | STS |
|-----|---------------------------------------------------------------------------------|----|---|----|----|-----|
|     | Kualitas Produk                                                                 | 5  | 4 | 3  | 2  | 1   |
| 1.  | Produk Wardah mampu menjalankan fungsinya dengan efektif dan efisien.           |    |   |    |    |     |
| 2.  | Produk Wardah memenuhi standar kualitas dan spesifikasi yang diharapkan.        |    |   |    |    |     |
| 3.  | Produk Wardah memiliki daya tahan yang baik dan tidak mudah rusak.              |    |   |    |    |     |
| 4.  | Wardah menyediakan layanan yang mudah diakses jika terjadi keluhan pada produk. |    |   |    |    |     |
| 5.  | Kemasan dan tampilan produk Wardah terlihat menarik dan elegan.                 |    |   |    |    |     |

#### Variabel X<sub>2</sub> (Citra Merek)

| No. | Pernyataan                                                                     | SS | S | KS | TS | STS |
|-----|--------------------------------------------------------------------------------|----|---|----|----|-----|
|     | Citra Merek                                                                    | 5  | 4 | 3  | 2  | 1   |
| 1.  | Saya menganggap asosiasi merek Wardah lebih unggul dibandingkan merek lain.    |    |   |    |    |     |
| 2.  | Saya memiliki pandangan yang kuat dan konsisten terhadap citra merek Wardah.   |    |   |    |    |     |
| 3.  | Wardah memiliki citra merek yang unik dan berbeda dari produk sejenis lainnya. |    |   |    |    |     |

## Lampiran 02. Tabulasi Data Responden

### 1. Tabulasi Data Sampel Kecil (N=25)

| No         | Skor Keputusan Pembelian (Y) |                  |                  |                  | TY         | Skor Citra Merek (X <sub>1</sub> ) |                  |                  | TX1        | Skor Kualitas Produk (X <sub>2</sub> ) |                  |                  |                  |                  | TX2        |
|------------|------------------------------|------------------|------------------|------------------|------------|------------------------------------|------------------|------------------|------------|----------------------------------------|------------------|------------------|------------------|------------------|------------|
|            | Y <sub>1.1</sub>             | Y <sub>1.2</sub> | Y <sub>1.3</sub> | Y <sub>1.4</sub> |            | X <sub>1.1</sub>                   | X <sub>1.2</sub> | X <sub>1.3</sub> |            | X <sub>2.1</sub>                       | X <sub>2.2</sub> | X <sub>2.3</sub> | X <sub>2.4</sub> | X <sub>2.5</sub> |            |
| 1          | 4                            | 3                | 4                | 3                | 14         | 4                                  | 5                | 4                | 13         | 4                                      | 5                | 5                | 4                | 5                | 23         |
| 2          | 5                            | 3                | 3                | 5                | 16         | 3                                  | 4                | 3                | 10         | 3                                      | 4                | 4                | 4                | 4                | 19         |
| 3          | 2                            | 3                | 4                | 5                | 14         | 5                                  | 5                | 4                | 14         | 5                                      | 5                | 5                | 5                | 5                | 25         |
| 4          | 4                            | 5                | 5                | 4                | 18         | 4                                  | 4                | 4                | 12         | 4                                      | 4                | 5                | 5                | 4                | 22         |
| 5          | 4                            | 5                | 4                | 5                | 18         | 4                                  | 4                | 5                | 13         | 3                                      | 3                | 3                | 4                | 3                | 16         |
| 6          | 5                            | 2                | 5                | 4                | 16         | 5                                  | 4                | 4                | 13         | 4                                      | 5                | 5                | 4                | 5                | 23         |
| 7          | 2                            | 2                | 5                | 5                | 14         | 5                                  | 4                | 2                | 11         | 5                                      | 5                | 4                | 5                | 4                | 23         |
| 8          | 2                            | 5                | 2                | 2                | 11         | 3                                  | 3                | 3                | 9          | 3                                      | 3                | 4                | 3                | 3                | 16         |
| 9          | 4                            | 3                | 4                | 5                | 16         | 5                                  | 5                | 3                | 13         | 4                                      | 4                | 4                | 4                | 4                | 20         |
| 10         | 3                            | 3                | 2                | 4                | 12         | 3                                  | 3                | 3                | 9          | 4                                      | 4                | 4                | 4                | 4                | 20         |
| 11         | 4                            | 2                | 4                | 4                | 14         | 3                                  | 4                | 3                | 10         | 5                                      | 5                | 5                | 4                | 5                | 24         |
| 12         | 4                            | 5                | 4                | 3                | 16         | 5                                  | 4                | 3                | 12         | 4                                      | 3                | 4                | 4                | 4                | 19         |
| 13         | 4                            | 2                | 2                | 2                | 10         | 5                                  | 3                | 2                | 10         | 5                                      | 5                | 4                | 5                | 5                | 24         |
| 14         | 4                            | 2                | 2                | 5                | 13         | 4                                  | 5                | 5                | 14         | 3                                      | 4                | 4                | 3                | 4                | 18         |
| 15         | 5                            | 4                | 4                | 3                | 16         | 3                                  | 5                | 4                | 12         | 4                                      | 4                | 4                | 4                | 4                | 20         |
| 16         | 2                            | 4                | 3                | 5                | 14         | 4                                  | 3                | 5                | 12         | 5                                      | 4                | 4                | 4                | 4                | 21         |
| 17         | 5                            | 4                | 5                | 5                | 19         | 5                                  | 4                | 4                | 13         | 4                                      | 5                | 4                | 4                | 4                | 21         |
| 18         | 5                            | 3                | 2                | 3                | 13         | 4                                  | 5                | 4                | 13         | 4                                      | 4                | 4                | 5                | 4                | 21         |
| 19         | 5                            | 5                | 5                | 3                | 18         | 4                                  | 5                | 4                | 13         | 5                                      | 4                | 5                | 4                | 5                | 23         |
| 20         | 4                            | 5                | 3                | 3                | 15         | 4                                  | 4                | 5                | 13         | 3                                      | 3                | 3                | 4                | 3                | 16         |
| 21         | 3                            | 5                | 3                | 3                | 14         | 5                                  | 3                | 3                | 11         | 4                                      | 5                | 5                | 5                | 5                | 24         |
| 22         | 2                            | 5                | 3                | 3                | 13         | 5                                  | 4                | 3                | 12         | 3                                      | 4                | 4                | 3                | 4                | 18         |
| 23         | 3                            | 4                | 2                | 5                | 14         | 4                                  | 3                | 4                | 11         | 4                                      | 4                | 4                | 4                | 4                | 20         |
| 24         | 5                            | 3                | 3                | 3                | 14         | 3                                  | 4                | 5                | 12         | 4                                      | 3                | 4                | 4                | 4                | 19         |
| 25         | 5                            | 3                | 2                | 2                | 12         | 4                                  | 4                | 4                | 12         | 5                                      | 5                | 5                | 5                | 5                | 25         |
| <b>JML</b> | <b>95</b>                    | <b>90</b>        | <b>85</b>        | <b>94</b>        | <b>364</b> | <b>103</b>                         | <b>101</b>       | <b>93</b>        | <b>297</b> | <b>101</b>                             | <b>104</b>       | <b>106</b>       | <b>104</b>       | <b>105</b>       | <b>520</b> |

### 2. Tabulasi Data Sampel Besar (N=120)

| No | Skor Keputusan Pembelian (Y) |                  |                  |                  | TY | Skor Citra Merek (X <sub>1</sub> ) |                  |                  | TX1 | Skor Kualitas Produk (X <sub>2</sub> ) |                  |                  |                  |                  | TX2 |
|----|------------------------------|------------------|------------------|------------------|----|------------------------------------|------------------|------------------|-----|----------------------------------------|------------------|------------------|------------------|------------------|-----|
|    | Y <sub>1.1</sub>             | Y <sub>1.2</sub> | Y <sub>1.3</sub> | Y <sub>1.4</sub> |    | X <sub>1.1</sub>                   | X <sub>1.2</sub> | X <sub>1.3</sub> |     | X <sub>2.1</sub>                       | X <sub>2.2</sub> | X <sub>2.3</sub> | X <sub>2.4</sub> | X <sub>2.5</sub> |     |
| 1  | 3                            | 5                | 4                | 4                | 16 | 5                                  | 4                | 4                | 13  | 4                                      | 3                | 5                | 3                | 3                | 18  |
| 2  | 5                            | 4                | 5                | 5                | 19 | 5                                  | 4                | 5                | 14  | 5                                      | 4                | 4                | 5                | 5                | 23  |
| 3  | 5                            | 4                | 4                | 5                | 18 | 5                                  | 5                | 5                | 15  | 5                                      | 4                | 5                | 5                | 5                | 24  |
| 4  | 4                            | 4                | 3                | 3                | 14 | 3                                  | 3                | 3                | 9   | 2                                      | 3                | 4                | 3                | 3                | 15  |
| 5  | 3                            | 3                | 3                | 3                | 12 | 3                                  | 3                | 3                | 9   | 3                                      | 3                | 3                | 3                | 3                | 15  |
| 6  | 4                            | 4                | 4                | 3                | 15 | 4                                  | 3                | 4                | 11  | 5                                      | 4                | 4                | 4                | 4                | 21  |
| 7  | 4                            | 3                | 4                | 4                | 15 | 5                                  | 4                | 5                | 14  | 5                                      | 3                | 4                | 4                | 3                | 19  |
| 8  | 4                            | 4                | 4                | 5                | 17 | 4                                  | 4                | 5                | 13  | 4                                      | 4                | 5                | 4                | 4                | 21  |
| 9  | 5                            | 5                | 5                | 4                | 19 | 4                                  | 4                | 5                | 13  | 5                                      | 2                | 4                | 3                | 4                | 18  |
| 10 | 4                            | 5                | 4                | 5                | 18 | 4                                  | 5                | 5                | 14  | 4                                      | 5                | 4                | 4                | 4                | 21  |

| No | Skor Keputusan Pembelian (Y) |                  |                  |                  | TY | Skor Citra Merek (X <sub>1</sub> ) |                  |                  | TX1 | Skor Kualitas Produk |                  |                  |                  |                  | TX2 |
|----|------------------------------|------------------|------------------|------------------|----|------------------------------------|------------------|------------------|-----|----------------------|------------------|------------------|------------------|------------------|-----|
|    | Y <sub>1.1</sub>             | Y <sub>1.2</sub> | Y <sub>1.3</sub> | Y <sub>1.4</sub> |    | X <sub>1.1</sub>                   | X <sub>1.2</sub> | X <sub>1.3</sub> |     | (X <sub>2</sub> )    |                  |                  |                  |                  |     |
|    |                              |                  |                  |                  |    |                                    |                  |                  |     | X <sub>2.1</sub>     | X <sub>2.2</sub> | X <sub>2.3</sub> | X <sub>2.4</sub> | X <sub>2.5</sub> |     |
| 11 | 4                            | 4                | 4                | 4                | 16 | 5                                  | 4                | 4                | 13  | 5                    | 4                | 4                | 4                | 4                | 21  |
| 12 | 5                            | 5                | 5                | 5                | 20 | 5                                  | 4                | 5                | 14  | 4                    | 4                | 4                | 5                | 4                | 21  |
| 13 | 5                            | 5                | 4                | 5                | 19 | 5                                  | 5                | 5                | 15  | 5                    | 5                | 5                | 4                | 5                | 24  |
| 14 | 4                            | 5                | 4                | 4                | 17 | 5                                  | 5                | 4                | 14  | 5                    | 4                | 4                | 5                | 4                | 22  |
| 15 | 4                            | 4                | 4                | 4                | 16 | 4                                  | 4                | 4                | 12  | 4                    | 4                | 4                | 4                | 4                | 20  |
| 16 | 3                            | 4                | 4                | 3                | 14 | 4                                  | 5                | 4                | 13  | 4                    | 3                | 4                | 4                | 4                | 19  |
| 17 | 3                            | 4                | 4                | 3                | 14 | 5                                  | 5                | 4                | 14  | 4                    | 4                | 4                | 5                | 4                | 21  |
| 18 | 4                            | 4                | 4                | 3                | 15 | 4                                  | 4                | 4                | 12  | 4                    | 3                | 3                | 3                | 4                | 17  |
| 19 | 5                            | 5                | 5                | 5                | 20 | 4                                  | 4                | 4                | 12  | 4                    | 4                | 4                | 4                | 4                | 20  |
| 20 | 4                            | 5                | 4                | 5                | 18 | 4                                  | 4                | 3                | 11  | 5                    | 3                | 4                | 3                | 4                | 19  |
| 21 | 4                            | 5                | 5                | 5                | 19 | 5                                  | 5                | 5                | 15  | 4                    | 4                | 4                | 3                | 5                | 20  |
| 22 | 5                            | 5                | 5                | 5                | 20 | 4                                  | 5                | 5                | 14  | 5                    | 4                | 4                | 4                | 4                | 21  |
| 23 | 4                            | 5                | 4                | 3                | 16 | 4                                  | 5                | 5                | 14  | 5                    | 4                | 4                | 5                | 4                | 22  |
| 24 | 4                            | 4                | 3                | 3                | 14 | 5                                  | 4                | 4                | 13  | 4                    | 3                | 4                | 4                | 5                | 20  |
| 25 | 5                            | 5                | 5                | 4                | 19 | 4                                  | 5                | 5                | 14  | 3                    | 4                | 4                | 5                | 5                | 21  |
| 26 | 5                            | 4                | 4                | 5                | 18 | 4                                  | 4                | 5                | 13  | 3                    | 5                | 4                | 3                | 5                | 20  |
| 27 | 3                            | 4                | 4                | 3                | 14 | 4                                  | 2                | 3                | 9   | 4                    | 2                | 3                | 4                | 2                | 15  |
| 28 | 4                            | 5                | 5                | 4                | 18 | 5                                  | 5                | 4                | 14  | 5                    | 4                | 5                | 4                | 5                | 23  |
| 29 | 4                            | 5                | 4                | 5                | 18 | 5                                  | 4                | 5                | 14  | 4                    | 4                | 5                | 5                | 5                | 23  |
| 30 | 3                            | 3                | 3                | 4                | 13 | 4                                  | 4                | 4                | 12  | 4                    | 3                | 3                | 4                | 3                | 17  |
| 31 | 4                            | 4                | 3                | 4                | 15 | 5                                  | 3                | 4                | 12  | 5                    | 4                | 4                | 4                | 4                | 21  |
| 32 | 4                            | 4                | 5                | 3                | 16 | 4                                  | 4                | 4                | 12  | 5                    | 4                | 4                | 4                | 5                | 22  |
| 33 | 4                            | 4                | 4                | 4                | 16 | 4                                  | 4                | 3                | 11  | 5                    | 5                | 4                | 4                | 5                | 23  |
| 34 | 4                            | 3                | 5                | 4                | 16 | 4                                  | 4                | 4                | 12  | 3                    | 4                | 4                | 3                | 4                | 18  |
| 35 | 5                            | 4                | 4                | 4                | 17 | 4                                  | 3                | 4                | 11  | 5                    | 4                | 4                | 3                | 3                | 19  |
| 36 | 4                            | 4                | 4                | 3                | 15 | 4                                  | 3                | 4                | 11  | 5                    | 3                | 4                | 3                | 4                | 19  |
| 37 | 4                            | 4                | 3                | 3                | 14 | 4                                  | 3                | 4                | 11  | 5                    | 5                | 4                | 4                | 4                | 22  |
| 38 | 4                            | 4                | 3                | 4                | 15 | 4                                  | 4                | 5                | 13  | 4                    | 4                | 4                | 5                | 4                | 21  |
| 39 | 5                            | 5                | 5                | 5                | 20 | 5                                  | 5                | 5                | 15  | 5                    | 5                | 5                | 5                | 5                | 25  |
| 40 | 4                            | 4                | 4                | 4                | 16 | 4                                  | 4                | 3                | 11  | 4                    | 3                | 4                | 4                | 5                | 20  |
| 41 | 3                            | 4                | 5                | 4                | 16 | 3                                  | 4                | 5                | 12  | 3                    | 2                | 4                | 4                | 4                | 17  |
| 42 | 3                            | 2                | 5                | 3                | 13 | 4                                  | 5                | 4                | 13  | 4                    | 3                | 3                | 5                | 5                | 20  |
| 43 | 5                            | 5                | 2                | 3                | 15 | 3                                  | 3                | 4                | 10  | 3                    | 3                | 3                | 5                | 5                | 19  |
| 44 | 3                            | 5                | 5                | 2                | 15 | 5                                  | 5                | 3                | 13  | 4                    | 4                | 4                | 4                | 4                | 20  |
| 45 | 5                            | 3                | 4                | 5                | 17 | 4                                  | 3                | 4                | 11  | 4                    | 5                | 2                | 4                | 3                | 18  |
| 46 | 4                            | 2                | 5                | 4                | 15 | 3                                  | 5                | 4                | 12  | 1                    | 2                | 3                | 5                | 5                | 16  |
| 47 | 3                            | 5                | 5                | 4                | 17 | 4                                  | 4                | 5                | 13  | 4                    | 5                | 4                | 4                | 3                | 20  |
| 48 | 4                            | 4                | 4                | 5                | 17 | 5                                  | 4                | 4                | 13  | 4                    | 2                | 4                | 2                | 2                | 14  |
| 49 | 3                            | 4                | 5                | 2                | 14 | 4                                  | 5                | 5                | 14  | 3                    | 5                | 3                | 5                | 5                | 21  |
| 50 | 4                            | 4                | 5                | 5                | 18 | 3                                  | 4                | 3                | 10  | 4                    | 2                | 5                | 3                | 3                | 17  |
| 51 | 2                            | 4                | 5                | 4                | 15 | 5                                  | 3                | 4                | 12  | 4                    | 2                | 4                | 4                | 5                | 19  |
| 52 | 2                            | 5                | 4                | 3                | 14 | 4                                  | 4                | 5                | 13  | 5                    | 4                | 3                | 3                | 3                | 18  |
| 53 | 4                            | 5                | 3                | 4                | 16 | 3                                  | 4                | 4                | 11  | 4                    | 5                | 5                | 2                | 5                | 21  |
| 54 | 3                            | 5                | 3                | 5                | 16 | 5                                  | 5                | 4                | 14  | 5                    | 5                | 4                | 3                | 3                | 20  |
| 55 | 2                            | 4                | 5                | 4                | 15 | 4                                  | 4                | 3                | 11  | 4                    | 4                | 5                | 5                | 5                | 23  |
| 56 | 3                            | 5                | 3                | 5                | 16 | 3                                  | 3                | 5                | 11  | 3                    | 5                | 4                | 3                | 5                | 20  |



| No  | Skor Keputusan Pembelian (Y) |                  |                  |                  | TY | Skor Citra Merek (X <sub>1</sub> ) |                  |                  | TX1 | Skor Kualitas Produk |                  |                  |                  |                  | TX2 |
|-----|------------------------------|------------------|------------------|------------------|----|------------------------------------|------------------|------------------|-----|----------------------|------------------|------------------|------------------|------------------|-----|
|     |                              |                  |                  |                  |    |                                    |                  |                  |     | (X <sub>2</sub> )    |                  |                  |                  |                  |     |
|     | Y <sub>1.1</sub>             | Y <sub>1.2</sub> | Y <sub>1.3</sub> | Y <sub>1.4</sub> |    | X <sub>1.1</sub>                   | X <sub>1.2</sub> | X <sub>1.3</sub> |     | X <sub>2.1</sub>     | X <sub>2.2</sub> | X <sub>2.3</sub> | X <sub>2.4</sub> | X <sub>2.5</sub> |     |
| 57  | 2                            | 4                | 4                | 3                | 13 | 4                                  | 5                | 3                | 12  | 3                    | 2                | 5                | 3                | 3                | 16  |
| 58  | 5                            | 4                | 3                | 5                | 17 | 5                                  | 3                | 3                | 11  | 3                    | 5                | 5                | 3                | 4                | 20  |
| 59  | 2                            | 3                | 4                | 3                | 12 | 4                                  | 4                | 4                | 12  | 3                    | 4                | 5                | 4                | 5                | 21  |
| 60  | 4                            | 5                | 5                | 5                | 19 | 4                                  | 5                | 4                | 13  | 2                    | 5                | 5                | 5                | 4                | 21  |
| 61  | 4                            | 5                | 5                | 4                | 18 | 3                                  | 4                | 3                | 10  | 4                    | 5                | 3                | 4                | 3                | 19  |
| 62  | 4                            | 4                | 3                | 2                | 13 | 4                                  | 5                | 5                | 14  | 4                    | 5                | 3                | 4                | 4                | 20  |
| 63  | 3                            | 5                | 5                | 2                | 15 | 5                                  | 4                | 4                | 13  | 3                    | 4                | 5                | 5                | 4                | 21  |
| 64  | 3                            | 4                | 4                | 3                | 14 | 4                                  | 4                | 3                | 11  | 5                    | 4                | 4                | 4                | 5                | 22  |
| 65  | 5                            | 3                | 3                | 2                | 13 | 3                                  | 5                | 4                | 12  | 3                    | 5                | 5                | 3                | 4                | 20  |
| 66  | 5                            | 3                | 5                | 2                | 15 | 5                                  | 5                | 4                | 14  | 3                    | 3                | 3                | 3                | 4                | 16  |
| 67  | 5                            | 3                | 4                | 4                | 16 | 4                                  | 3                | 4                | 11  | 3                    | 5                | 4                | 3                | 3                | 18  |
| 68  | 3                            | 3                | 3                | 4                | 13 | 4                                  | 5                | 4                | 13  | 2                    | 5                | 3                | 3                | 4                | 17  |
| 69  | 2                            | 2                | 5                | 5                | 14 | 3                                  | 4                | 5                | 12  | 4                    | 3                | 4                | 4                | 4                | 19  |
| 70  | 3                            | 4                | 3                | 5                | 15 | 4                                  | 3                | 4                | 11  | 5                    | 5                | 4                | 5                | 3                | 22  |
| 71  | 4                            | 3                | 3                | 4                | 14 | 4                                  | 4                | 4                | 12  | 4                    | 4                | 4                | 3                | 5                | 20  |
| 72  | 3                            | 4                | 4                | 5                | 16 | 5                                  | 5                | 3                | 13  | 3                    | 5                | 4                | 4                | 4                | 20  |
| 73  | 5                            | 3                | 3                | 5                | 16 | 4                                  | 3                | 4                | 11  | 4                    | 5                | 4                | 4                | 4                | 21  |
| 74  | 3                            | 4                | 4                | 3                | 14 | 3                                  | 4                | 4                | 11  | 2                    | 2                | 4                | 3                | 5                | 16  |
| 75  | 5                            | 3                | 4                | 3                | 15 | 4                                  | 5                | 4                | 13  | 4                    | 4                | 5                | 5                | 4                | 22  |
| 76  | 4                            | 3                | 5                | 3                | 15 | 5                                  | 4                | 5                | 14  | 2                    | 5                | 2                | 4                | 5                | 18  |
| 77  | 5                            | 4                | 5                | 3                | 17 | 3                                  | 5                | 3                | 11  | 4                    | 3                | 4                | 3                | 4                | 18  |
| 78  | 3                            | 4                | 5                | 3                | 15 | 4                                  | 4                | 4                | 12  | 5                    | 4                | 4                | 5                | 2                | 20  |
| 79  | 4                            | 3                | 5                | 3                | 15 | 5                                  | 3                | 4                | 12  | 4                    | 3                | 5                | 4                | 4                | 20  |
| 80  | 4                            | 5                | 4                | 5                | 18 | 3                                  | 3                | 5                | 11  | 5                    | 4                | 4                | 4                | 4                | 21  |
| 81  | 3                            | 2                | 3                | 5                | 13 | 4                                  | 5                | 3                | 12  | 3                    | 4                | 5                | 4                | 5                | 21  |
| 82  | 3                            | 4                | 4                | 2                | 13 | 4                                  | 4                | 4                | 12  | 5                    | 4                | 5                | 4                | 3                | 21  |
| 83  | 5                            | 5                | 4                | 3                | 17 | 5                                  | 3                | 5                | 13  | 3                    | 3                | 3                | 5                | 3                | 17  |
| 84  | 5                            | 4                | 2                | 2                | 13 | 4                                  | 4                | 3                | 11  | 4                    | 4                | 3                | 3                | 3                | 17  |
| 85  | 2                            | 4                | 4                | 4                | 14 | 5                                  | 4                | 4                | 13  | 2                    | 2                | 4                | 3                | 3                | 14  |
| 86  | 3                            | 4                | 4                | 4                | 15 | 3                                  | 3                | 4                | 10  | 3                    | 3                | 3                | 2                | 5                | 16  |
| 87  | 4                            | 4                | 5                | 5                | 18 | 4                                  | 4                | 5                | 13  | 3                    | 2                | 4                | 5                | 3                | 17  |
| 88  | 5                            | 5                | 5                | 3                | 18 | 3                                  | 5                | 5                | 13  | 4                    | 3                | 5                | 3                | 4                | 19  |
| 89  | 3                            | 3                | 4                | 5                | 15 | 4                                  | 4                | 4                | 12  | 5                    | 4                | 3                | 5                | 4                | 21  |
| 90  | 3                            | 3                | 3                | 5                | 14 | 5                                  | 4                | 4                | 13  | 5                    | 4                | 3                | 4                | 4                | 20  |
| 91  | 2                            | 4                | 2                | 2                | 10 | 3                                  | 4                | 4                | 11  | 2                    | 5                | 3                | 5                | 5                | 20  |
| 92  | 4                            | 5                | 5                | 5                | 19 | 4                                  | 3                | 5                | 12  | 5                    | 3                | 5                | 5                | 4                | 22  |
| 93  | 4                            | 4                | 5                | 4                | 17 | 4                                  | 5                | 4                | 13  | 3                    | 5                | 4                | 5                | 5                | 22  |
| 94  | 2                            | 3                | 3                | 4                | 12 | 5                                  | 4                | 5                | 14  | 4                    | 5                | 3                | 5                | 4                | 21  |
| 95  | 5                            | 4                | 4                | 4                | 17 | 3                                  | 3                | 4                | 10  | 3                    | 4                | 5                | 4                | 3                | 19  |
| 96  | 4                            | 5                | 2                | 5                | 16 | 4                                  | 4                | 4                | 12  | 5                    | 5                | 5                | 4                | 5                | 24  |
| 97  | 3                            | 3                | 3                | 4                | 13 | 5                                  | 3                | 5                | 13  | 3                    | 5                | 4                | 3                | 3                | 18  |
| 98  | 2                            | 3                | 3                | 5                | 13 | 2                                  | 3                | 2                | 7   | 4                    | 3                | 3                | 3                | 2                | 15  |
| 99  | 3                            | 4                | 3                | 5                | 15 | 4                                  | 4                | 4                | 12  | 5                    | 3                | 5                | 4                | 5                | 22  |
| 100 | 5                            | 4                | 5                | 4                | 18 | 3                                  | 5                | 5                | 13  | 2                    | 5                | 1                | 4                | 2                | 14  |
| 101 | 4                            | 3                | 4                | 5                | 16 | 5                                  | 4                | 5                | 14  | 4                    | 5                | 5                | 3                | 5                | 22  |
| 102 | 4                            | 3                | 3                | 4                | 14 | 1                                  | 2                | 2                | 5   | 3                    | 2                | 1                | 4                | 4                | 14  |

| No   | Skor Keputusan Pembelian (Y) |                  |                  |                  | TY   | Skor Citra Merek (X <sub>1</sub> ) |                  |                  | TX1  | Skor Kualitas Produk (X <sub>2</sub> ) |                  |                  |                  |                  | TX2  |
|------|------------------------------|------------------|------------------|------------------|------|------------------------------------|------------------|------------------|------|----------------------------------------|------------------|------------------|------------------|------------------|------|
|      | Y <sub>1.1</sub>             | Y <sub>1.2</sub> | Y <sub>1.3</sub> | Y <sub>1.4</sub> |      | X <sub>1.1</sub>                   | X <sub>1.2</sub> | X <sub>1.3</sub> |      | X <sub>2.1</sub>                       | X <sub>2.2</sub> | X <sub>2.3</sub> | X <sub>2.4</sub> | X <sub>2.5</sub> |      |
|      |                              |                  |                  |                  |      |                                    |                  |                  |      |                                        |                  |                  |                  |                  |      |
| 103  | 4                            | 2                | 5                | 4                | 15   | 4                                  | 5                | 5                | 14   | 4                                      | 5                | 5                | 5                | 5                | 24   |
| 104  | 4                            | 2                | 5                | 4                | 15   | 5                                  | 5                | 4                | 14   | 5                                      | 5                | 5                | 4                | 5                | 24   |
| 105  | 5                            | 5                | 5                | 2                | 17   | 3                                  | 2                | 2                | 7    | 5                                      | 5                | 5                | 5                | 4                | 24   |
| 106  | 2                            | 5                | 2                | 3                | 12   | 3                                  | 4                | 4                | 11   | 4                                      | 5                | 3                | 5                | 5                | 22   |
| 107  | 4                            | 3                | 3                | 4                | 14   | 3                                  | 2                | 3                | 8    | 5                                      | 5                | 5                | 5                | 3                | 23   |
| 108  | 3                            | 5                | 3                | 2                | 13   | 4                                  | 5                | 4                | 13   | 4                                      | 3                | 3                | 4                | 5                | 19   |
| 109  | 3                            | 4                | 3                | 3                | 13   | 3                                  | 2                | 3                | 8    | 2                                      | 3                | 5                | 5                | 3                | 18   |
| 110  | 3                            | 2                | 3                | 2                | 10   | 4                                  | 5                | 3                | 12   | 2                                      | 4                | 3                | 5                | 4                | 18   |
| 111  | 2                            | 3                | 4                | 2                | 11   | 3                                  | 4                | 5                | 12   | 3                                      | 5                | 5                | 5                | 3                | 21   |
| 112  | 2                            | 2                | 2                | 4                | 10   | 4                                  | 4                | 4                | 12   | 2                                      | 3                | 3                | 3                | 2                | 13   |
| 113  | 3                            | 2                | 2                | 3                | 10   | 5                                  | 4                | 5                | 14   | 2                                      | 3                | 3                | 4                | 3                | 15   |
| 114  | 5                            | 5                | 3                | 5                | 18   | 4                                  | 3                | 4                | 11   | 1                                      | 1                | 4                | 2                | 3                | 11   |
| 115  | 3                            | 4                | 5                | 5                | 17   | 3                                  | 1                | 2                | 6    | 3                                      | 4                | 1                | 1                | 2                | 11   |
| 116  | 2                            | 2                | 3                | 3                | 10   | 4                                  | 5                | 5                | 14   | 5                                      | 5                | 5                | 5                | 5                | 25   |
| 117  | 5                            | 2                | 4                | 2                | 13   | 3                                  | 2                | 3                | 8    | 5                                      | 5                | 5                | 5                | 5                | 25   |
| 118  | 5                            | 5                | 2                | 1                | 13   | 5                                  | 5                | 5                | 15   | 5                                      | 5                | 5                | 5                | 4                | 24   |
| 119  | 3                            | 3                | 2                | 3                | 11   | 1                                  | 2                | 2                | 5    | 1                                      | 4                | 3                | 1                | 3                | 12   |
| 120  | 4                            | 1                | 1                | 2                | 8    | 5                                  | 5                | 4                | 14   | 3                                      | 2                | 2                | 2                | 3                | 12   |
| 7260 | 448                          | 465              | 467              | 452              | 1832 | 481                                | 476              | 487              | 1444 | 457                                    | 463              | 473              | 470              | 476              | 2339 |

**Lampiran 03. Hasil Uji Validitas dan Reliabilitas**  
**Output SPSS Uji Validitas Variabel Citra Merek (X<sub>1</sub>)**

| Correlations |                     |        |        |        |        |
|--------------|---------------------|--------|--------|--------|--------|
|              |                     | X1.1   | X1.2   | X1.3   | X1     |
| X1.1         | Pearson Correlation | 1      | .389** | .408** | .768** |
|              | Sig. (2-tailed)     |        | <,001  | <,001  | <,001  |
|              | N                   | 120    | 120    | 120    | 120    |
| X1.2         | Pearson Correlation | .389** | 1      | .402** | .787** |
|              | Sig. (2-tailed)     | <,001  |        | <,001  | <,001  |
|              | N                   | 120    | 120    | 120    | 120    |
| X1.3         | Pearson Correlation | .408** | .402** | 1      | .767** |
|              | Sig. (2-tailed)     | <,001  | <,001  |        | <,001  |
|              | N                   | 120    | 120    | 120    | 120    |
| X1           | Pearson Correlation | .768** | .787** | .767** | 1      |
|              | Sig. (2-tailed)     | <,001  | <,001  | <,001  |        |
|              | N                   | 120    | 120    | 120    | 120    |

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

**Output SPSS Uji Reliabilitas Variabel Citra Merek (X<sub>1</sub>)**

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .733                   | 3          |



**Output SPSS Uji Validitas Variabel Kualitas Produk (X<sub>2</sub>)**

|                                                              |                     | Correlations |        |        |        |        |        |
|--------------------------------------------------------------|---------------------|--------------|--------|--------|--------|--------|--------|
|                                                              |                     | X2.1         | X2.2   | X2.3   | X2.4   | X2.5   | X2     |
| X2.1                                                         | Pearson Correlation | 1            | .222*  | .324** | .244** | .161   | .647** |
|                                                              | Sig. (2-tailed)     |              | .015   | <.001  | .007   | .080   | <.001  |
|                                                              | N                   | 120          | 120    | 120    | 120    | 120    | 120    |
| X2.2                                                         | Pearson Correlation | .222*        | 1      | .152   | .267** | .233*  | .613** |
|                                                              | Sig. (2-tailed)     | .015         |        | .098   | .003   | .011   | <.001  |
|                                                              | N                   | 120          | 120    | 120    | 120    | 120    | 120    |
| X2.3                                                         | Pearson Correlation | .324**       | .152   | 1      | .218*  | .283** | .619** |
|                                                              | Sig. (2-tailed)     | <.001        | .098   |        | .017   | .002   | <.001  |
|                                                              | N                   | 120          | 120    | 120    | 120    | 120    | 120    |
| X2.4                                                         | Pearson Correlation | .244**       | .267** | .218*  | 1      | .305** | .642** |
|                                                              | Sig. (2-tailed)     | .007         | .003   | .017   |        | <.001  | <.001  |
|                                                              | N                   | 120          | 120    | 120    | 120    | 120    | 120    |
| X2.5                                                         | Pearson Correlation | .161         | .233*  | .283** | .305** | 1      | .611** |
|                                                              | Sig. (2-tailed)     | .080         | .011   | .002   | <.001  |        | <.001  |
|                                                              | N                   | 120          | 120    | 120    | 120    | 120    | 120    |
| X2                                                           | Pearson Correlation | .647**       | .613** | .619** | .642** | .611** | 1      |
|                                                              | Sig. (2-tailed)     | <.001        | <.001  | <.001  | <.001  | <.001  |        |
|                                                              | N                   | 120          | 120    | 120    | 120    | 120    | 120    |
| *. Correlation is significant at the 0.05 level (2-tailed).  |                     |              |        |        |        |        |        |
| **. Correlation is significant at the 0.01 level (2-tailed). |                     |              |        |        |        |        |        |

**Output SPSS Uji Reliabilitas Variabel Kualitas Produk (X<sub>2</sub>)**

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .756                   | 5          |

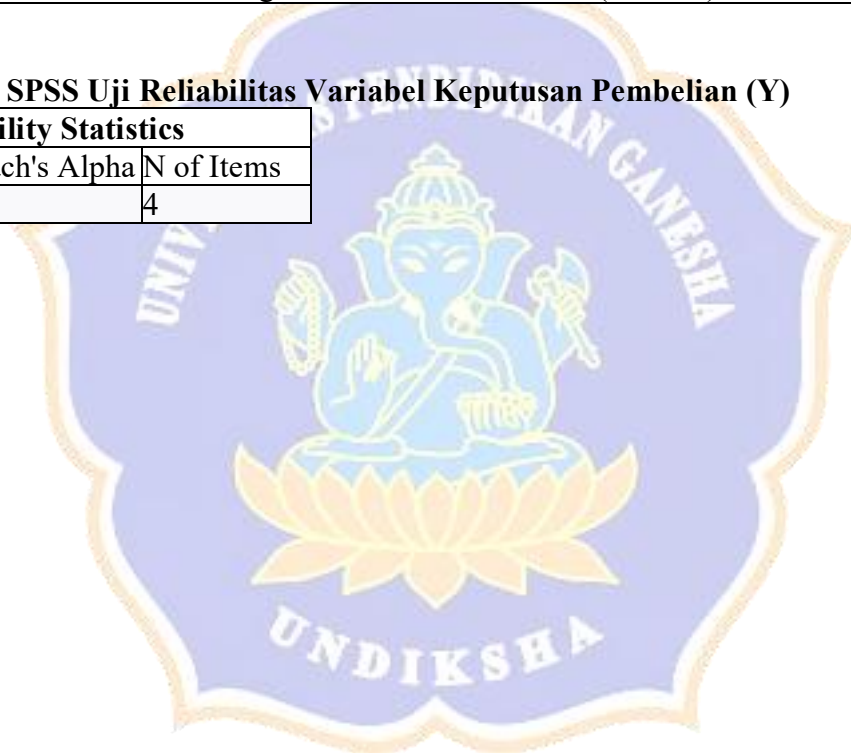
**Output SPSS Uji Validitas Variabel Keputusan Pembelian (Y)**

|    |                     | Correlations |       |       |       |        |
|----|---------------------|--------------|-------|-------|-------|--------|
|    |                     | Y1           | Y2    | Y3    | Y4    | Y      |
| Y1 | Pearson Correlation | 1            | .227* | .177  | .122  | .606** |
|    | Sig. (2-tailed)     |              | .013  | .053  | .184  | <.001  |
|    | N                   | 120          | 120   | 120   | 120   | 120    |
| Y2 | Pearson Correlation | .227*        | 1     | .219* | .146  | .635** |
|    | Sig. (2-tailed)     | .013         |       | .016  | .112  | <.001  |
|    | N                   | 120          | 120   | 120   | 120   | 120    |
| Y3 | Pearson Correlation | .177         | .219* | 1     | .183* | .632** |

|                                                              |                     |        |        |        |       |        |
|--------------------------------------------------------------|---------------------|--------|--------|--------|-------|--------|
|                                                              | Sig. (2-tailed)     | .053   | .016   |        | .046  | <,001  |
|                                                              | N                   | 120    | 120    | 120    | 120   | 120    |
| Y4                                                           | Pearson Correlation | .122   | .146   | .183*  | 1     | .606** |
|                                                              | Sig. (2-tailed)     | .184   | .112   | .046   |       | <,001  |
|                                                              | N                   | 120    | 120    | 120    | 120   | 120    |
| Y                                                            | Pearson Correlation | .606** | .635** | .632** | .606* | 1      |
|                                                              | Sig. (2-tailed)     | <,001  | <,001  | <,001  | <,001 |        |
|                                                              | N                   | 120    | 120    | 120    | 120   | 120    |
| *. Correlation is significant at the 0.05 level (2-tailed).  |                     |        |        |        |       |        |
| **. Correlation is significant at the 0.01 level (2-tailed). |                     |        |        |        |       |        |

**Output SPSS Uji Reliabilitas Variabel Keputusan Pembelian (Y)**

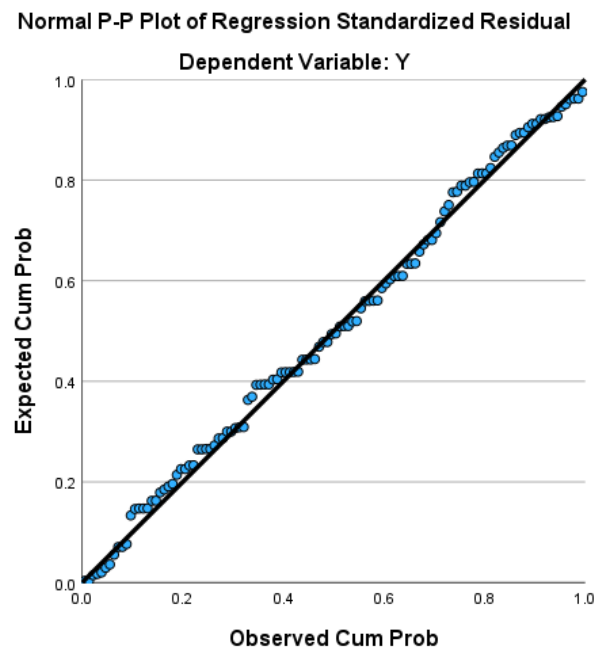
| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| .734                   | 4          |



## Lampiran 04. Hasil Uji Asumsi Klasik

### 1. Uji Normalitas

#### a. Grafik Histogram P-plot



#### b. Kolmogorov-Smirnov

| One-Sample Kolmogorov-Smirnov Test                 |                         |             |                         |
|----------------------------------------------------|-------------------------|-------------|-------------------------|
|                                                    |                         |             | Unstandardized Residual |
| N                                                  |                         |             | 120                     |
| Normal Parameters <sup>a,b</sup>                   | Mean                    |             | .0000000                |
|                                                    | Std. Deviation          |             | 2.35504303              |
| Most Extreme Differences                           | Absolute                |             | .050                    |
|                                                    | Positive                |             | .031                    |
|                                                    | Negative                |             | -.050                   |
| Test Statistic                                     |                         |             | .050                    |
| Asymp. Sig. (2-tailed) <sup>c</sup>                |                         |             | .200 <sup>d</sup>       |
| Monte Carlo Sig. (2-tailed) <sup>e</sup>           | Sig.                    |             | .647                    |
|                                                    | 99% Confidence Interval | Lower Bound | .634                    |
|                                                    |                         | Upper Bound | .659                    |
| a. Test distribution is Normal.                    |                         |             |                         |
| b. Calculated from data.                           |                         |             |                         |
| c. Lilliefors Significance Correction.             |                         |             |                         |
| d. This is a lower bound of the true significance. |                         |             |                         |

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

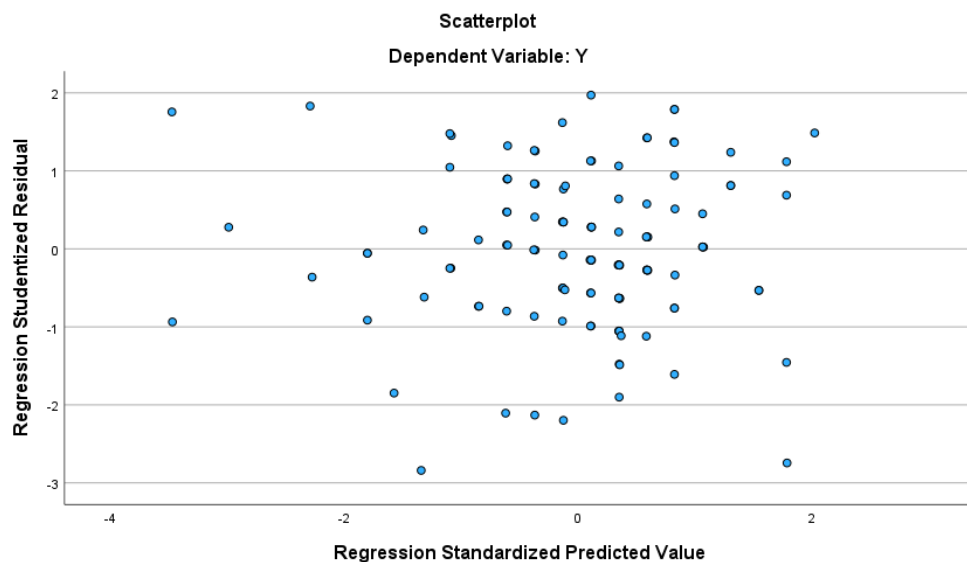
## 2. Uji Multikolinieritas

| Coefficients <sup>a</sup> |            |                             |            |                           |        |       |                         |       |
|---------------------------|------------|-----------------------------|------------|---------------------------|--------|-------|-------------------------|-------|
| Model                     |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.  | Collinearity Statistics |       |
|                           |            | B                           | Std. Error | Beta                      |        |       | Tolerance               | VIF   |
| 1                         | (Constant) | 10.507                      | .683       |                           | 15.394 | <.001 |                         |       |
|                           | X1         | .149                        | .048       | .256                      | 3.084  | .003  | .869                    | 1.151 |
|                           | X2         | .152                        | .032       | .400                      | 4.816  | <.001 | .869                    | 1.151 |

a. Dependent Variable: Y

## 3. Uji Heteroskedastisitas

### a. Scatterplot



### b. Uji Glejser

| Coefficients <sup>a</sup> |            |                             |            |                           |       |       |
|---------------------------|------------|-----------------------------|------------|---------------------------|-------|-------|
| Model                     |            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.  |
|                           |            | B                           | Std. Error | Beta                      |       |       |
| 1                         | (Constant) | .447                        | .102       |                           | 4.373 | <.001 |
|                           | X1         | -.014                       | .014       | -.244                     | -.978 | .330  |
|                           | X22        | .002                        | .013       | .037                      | .148  | .882  |

a. Dependent Variable: ABS RES

## Lampiran 05. Hasil Uji Regresi Linier Berganda dan Hipotesis

### 1. Regresi Linier Berganda

| Coefficients <sup>a</sup> |            |                             |            |                           |        |       |                         |       |
|---------------------------|------------|-----------------------------|------------|---------------------------|--------|-------|-------------------------|-------|
| Model                     |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.  | Collinearity Statistics |       |
|                           |            | B                           | Std. Error | Beta                      |        |       | Tolerance               | VIF   |
| 1                         | (Constant) | 10.507                      | .683       |                           | 15.394 | <,001 |                         |       |
|                           | X1         | .149                        | .048       | .256                      | 3.084  | .003  | .869                    | 1.151 |
|                           | X2         | .152                        | .032       | .400                      | 4.816  | <,001 | .869                    | 1.151 |
| a. Dependent Variable: Y  |            |                             |            |                           |        |       |                         |       |

### 2. Uji t

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.  |
|-------|------------|-----------------------------|------------|---------------------------|--------|-------|
|       |            | B                           | Std. Error | Beta                      |        |       |
| 1     | (Constant) | 10.507                      | .683       |                           | 15.394 | <,001 |
|       | X1         | .149                        | .048       | .256                      | 3.084  | .003  |
|       | X2         | .152                        | .032       | .400                      | 4.816  | <,001 |

### 3. Uji F

| ANOVA <sup>a</sup>                |            |                |     |             |        |                    |
|-----------------------------------|------------|----------------|-----|-------------|--------|--------------------|
| Model                             |            | Sum of Squares | df  | Mean Square | F      | Sig.               |
| 1                                 | Regression | 47.466         | 2   | 23.733      | 25.028 | <,001 <sup>b</sup> |
|                                   | Residual   | 110.946        | 117 | .948        |        |                    |
|                                   | Total      | 158.412        | 119 |             |        |                    |
| a. Dependent Variable: Y1         |            |                |     |             |        |                    |
| b. Predictors: (Constant), X2, X1 |            |                |     |             |        |                    |

### 4. Uji Koefisien Determinasi (R<sup>2</sup>)

| Model                             | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-----------------------------------|-------------------|----------|-------------------|----------------------------|
| 1                                 | .547 <sup>a</sup> | .300     | .288              | .97379                     |
| a. Predictors: (Constant), X1, X2 |                   |          |                   |                            |
| b. Dependent Variable: Y          |                   |          |                   |                            |

**Lampiran 06. Dokumentasi**



## Lampiran 7 Riwayat Hidup

### RIWAYAT HIDUP



I Gede Nur Adi lahir di Siig pada tanggal 14 Januari 2003. Penulis lahir dari Bapak I Ketut Suardana dan Ni Luh Sugiartini. Penulis berkebangsaan Indonesia dan beragama Hindu. Kini penulis beralamat di Banjar Dinas Siig Kecamatan Manggis, Kab Karangasem, Provinsi Bali. Penulis menyelesaikan pendidikan dasar di SD Negeri 2 Manggis dan lulus pada tahun 2015. kemudian penulis melanjutkan di SMP Negeri 2 Manggis dan lulus pada tahun 2018. kemudian melanjutkan di SMK TI Bali Global Karangasem lulus tahun 2021 dan melanjutkan di Universitas Pendidikan Ganesha dengan mengambil Program Studi S1 Manajemen, Jurusan Manajemen. Pada semester akhir tahun 2025 penulis telah menyelesaikan skripsi yang berjudul “Pengaruh Citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian *Skincare* Wardah Pada Mahasiswa Jurusan Manajemen Universitas Pendidikan Ganesha”. Selanjutnya, mulai tahun 2025 sampai dengan penulisan skripsi ini, penulis masih terdaftar sebagai mahasiswa Program S1 Manajemen di Universitas Pendidikan Ganesha.