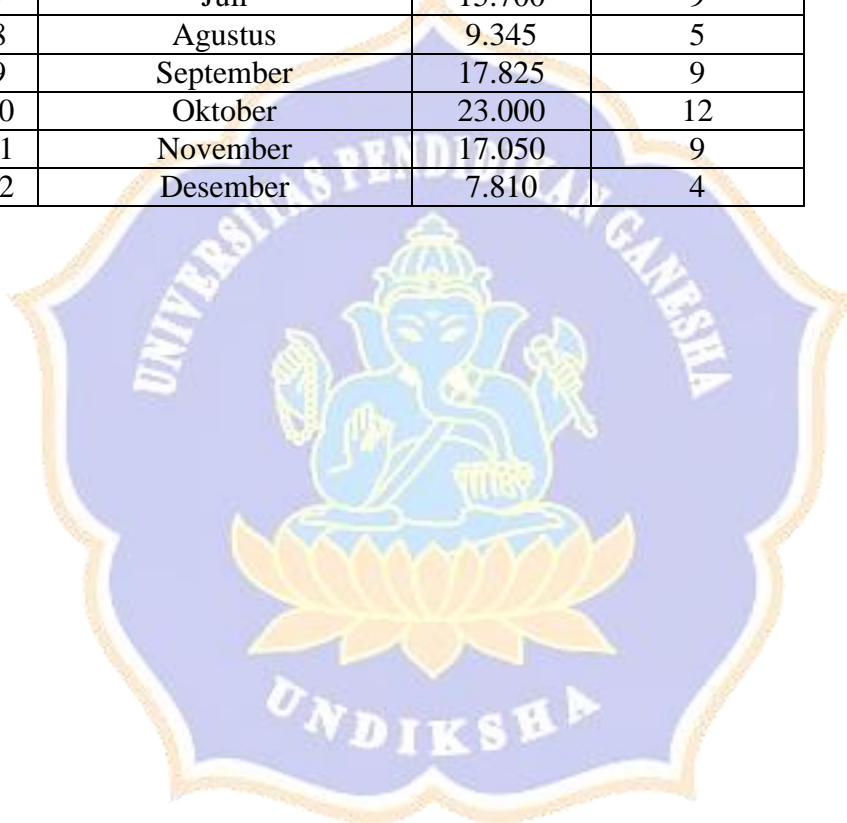


**LAMPIRAN 1 : DATA PENDAPATAN KELOMPOK NELAYAN MANIK
SEGARA PADA TAHUN 2019**

No	Bulan	Produksi (Kg)	Pendapatan (%)
1	Januari	20.215	11
2	Februari	26.600	13
3	Maret	22.175	8
4	April	12.575	6
5	Mei	17.430	8
6	Juni	10.040	6
7	Juli	15.700	9
8	Agustus	9.345	5
9	September	17.825	9
10	Oktober	23.000	12
11	November	17.050	9
12	Desember	7.810	4



**LAMPIRAN 2 : KUESIONER PENELITIAN PADA KELOMPOK
NELAYAN MANIK SEGARA**



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

Kepada

Yth. Bapak/Ibu, Saudara/i

Hal : Pengisian Kuesioner

Dengan Hormat,

Dalam rangka menyelesaikan studi di Universitas Pendidikan Ganesha pada Jurusan Manajemen, saya mengadakan penelitian yang berjudul **“Pengaruh Harga dan Kualitas Produk Terhadap Keputusan Pembelian pada Kelompok Nelayan Manik Segara”**

Melalui surat ini, saya mohon kesediaan Bapak/Ibu, Saudara/i untuk berkenan berpartisipasi dalam penelitian ini dengan mengisi kuesioner terlampir. Data yang saya kumpulkan adalah murni untuk tujuan penelitian dan diperlakukan secara konfidensial. Atas perhatian dan kesediaan Bapak/Ibu mengisi kuesioner ini saya ucapkan terimakasih.

Singaraja, 2 Januari 2021

Peneliti

Ni Luh Putri Mielesa

NIM. 1717041141

Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuesioner Awal dan Kuesioner Secara Total Variabel Harga, Kualitas Produk dan Keputusan Pembelian

Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuesioner Awal Harga

1. Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor

Kuesioner Awal :

- 1) Apabila jawaban (SS) diberikan skor 5
 - 2) Apabila jawaban (S) diberikan skor 4
 - 3) Apabila jawaban (N) diberikan skor 3
 - 4) Apabila jawaban (TS) diberikan skor 2
 - 5) Apabila jawaban (STS) diberikan skor 1
- a) Skor Tertinggi = nilai tertinggi x jumlah pertanyaan x jumlah responden
 - b) Skor Terendah = nilai terendah x jumlah pertanyaan x jumlah responden

$$\text{Nilai Tertinggi} = 5$$

$$\text{Nilai Terendah} = 1$$

$$\text{Jumlah Pertanyaan} = 4$$

$$\text{Jumlah Responden} = 1$$

$$\text{Skor Tertinggi} = 5 \times 4 \times 1 = 20$$

$$\text{Skor Terendah} = 1 \times 4 \times 1 = 4$$

$$\text{Interval} = \frac{\text{Skor Tertinggi} - \text{Skor Terendah}}{5} = \frac{20 - 4}{5} = 3,2 = 3$$

$$\text{Interval} = 5$$

Rentang Skor Variabel

Rentangan Skor	Keterangan Responden
17 – 20	Sangat Tinggi
13 – 16	Tinggi
9 – 12	Sedang
5 – 8	Rendah
1 -4	Sangat Rendah

Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuesioner Awal Kualitas Produk

1. Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuesioner Awal :

- 1) Apabila jawaban (SS) diberikan skor 5
 - 2) Apabila jawaban (S) diberikan skor 4
 - 3) Apabila jawaban (N) diberikan skor 3
 - 4) Apabila jawaban (TS) diberikan skor 2
 - 5) Apabila jawaban (STS) diberikan skor 1
- a) Skor Tertinggi = nilai tertinggi x jumlah pertanyaan x jumlah responden
 b) Skor Terendah = nilai terendah x jumlah pertanyaan x jumlah responden

$$\begin{aligned} \text{Nilai Tertinggi} &= 5 \\ \text{Nilai Terendah} &= 1 \\ \text{Jumlah Pertanyaan} &= 4 \\ \text{Jumlah Responden} &= 1 \\ \text{Skor Tertinggi} &= 5 \times 4 \times 1 = 20 \\ \text{Skor Terendah} &= 1 \times 4 \times 1 = 4 \\ \text{Interval} &= \frac{\text{Skor Tertinggi} - \text{Skor Terendah}}{\text{Interval}} = \frac{20 - 4}{5} = 3,2 = 3 \end{aligned}$$

Rentang Skor Variabel

Rentangan Skor	Keterangan Responden
17 – 20	Sangat Tinggi
13 – 16	Tinggi
9 – 12	Sedang
5 – 8	Rendah
1 -4	Sangat Rendah

Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuesioner Awal Keputusan Pembelian

1. Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuesioner Awal :

- 1) Apabila jawaban (SS) diberikan skor 5
 - 2) Apabila jawaban (S) diberikan skor 4
 - 3) Apabila jawaban (N) diberikan skor 3
 - 4) Apabila jawaban (TS) diberikan skor 2
 - 5) Apabila jawaban (STS) diberikan skor 1
- a) Skor Tertinggi = nilai tertinggi x jumlah pertanyaan x jumlah responden
 b) Skor Terendah = nilai terendah x jumlah pertanyaan x jumlah responden

$$\begin{aligned} \text{Nilai Tertinggi} &= 5 \\ \text{Nilai Terendah} &= 1 \\ \text{Jumlah Pertanyaan} &= 4 \\ \text{Jumlah Responden} &= 1 \\ \text{Skor Tertinggi} &= 5 \times 4 \times 1 = 20 \\ \text{Skor Terendah} &= 1 \times 4 \times 1 = 4 \\ \text{Interval} &= \frac{\text{Skor Tertinggi} - \text{Skor Terendah}}{\text{Interval}} = \frac{20 - 4}{5} = 3,2 = 3 \end{aligned}$$

Rentang Skor Variabel

Rentangan Skor	Keterangan Responden
17 – 20	Sangat Tinggi
13 – 16	Tinggi
9 – 12	Sedang
5 – 8	Rendah
1 -4	Sangat Rendah

Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuesioner Awal Harga Secara Total

1. Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuesioner Awal :

- 1) Apabila jawaban SS diberikan skor 5
 - 2) Apabila jawaban S diberikan skor 4
 - 3) Apabila jawaban N diberikan skor 3
 - 4) Apabila jawaban TS diberikan skor 2
 - 5) Apabila jawaban STS diberikan skor 1
- a) Skor Tertinggi = nilai tertinggi x jumlah pertanyaan x jumlah responden
 b) Skor Terendah = nilai terendah x jumlah pertanyaan x jumlah responden

$$\begin{aligned}
 \text{Nilai Tertinggi} &= 5 \\
 \text{Nilai Terendah} &= 1 \\
 \text{Jumlah Pertanyaan} &= 4 \\
 \text{Jumlah Responden} &= 10 \\
 \text{Skor Tertinggi} &= 5 \times 4 \times 10 = 200 \\
 \text{Skor Terendah} &= 1 \times 4 \times 10 = 40 \\
 \text{Interval} &= \frac{\text{Skor Tertinggi} - \text{Skor Terendah}}{\text{Interval}} = \frac{200 - 40}{5} = 32
 \end{aligned}$$

Rentang Skor Variabel

Rentangan Skor	Keterangan Responden
161 – 200	Sangat Tinggi
121 – 160	Tinggi
81 – 120	Sedang
41 – 80	Rendah
1 – 40	Sangat Rendah

Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuesioner Awal Kualitas Produk Secara Total

1. Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuesioner Awal :

- 1) Apabila jawaban SS diberikan skor 5
 - 2) Apabila jawaban S diberikan skor 4
 - 3) Apabila jawaban N diberikan skor 3
 - 4) Apabila jawaban TS diberikan skor 2
 - 5) Apabila jawaban STS diberikan skor 1
- a) Skor Tertinggi = nilai tertinggi x jumlah pertanyaan x jumlah responden
 b) Skor Terendah = nilai terendah x jumlah pertanyaan x jumlah responden

$$\begin{aligned}
 \text{Nilai Tertinggi} &= 5 \\
 \text{Nilai Terendah} &= 1 \\
 \text{Jumlah Pertanyaan} &= 4 \\
 \text{Jumlah Responden} &= 10 \\
 \text{Skor Tertinggi} &= 5 \times 4 \times 10 = 200 \\
 \text{Skor Terendah} &= 1 \times 4 \times 10 = 40 \\
 \text{Interval} &= \frac{\text{Skor Tertinggi} - \text{Skor Terendah}}{\text{Interval}} = \frac{200 - 40}{5} = 32
 \end{aligned}$$

Rentang Skor Variabel

Rentangan Skor	Keterangan Responden
161 – 200	Sangat Tinggi
121 – 160	Tinggi
81 – 120	Sedang
41 – 80	Rendah
1 – 40	Sangat Rendah

Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuesioner Awal Kualitas Produk Secara Total

1. Ketentuan Skor Tertinggi, Skor Terendah dan Interval Rentangan Skor Kuesioner Awal :

- 1) Apabila jawaban SS diberikan skor 5
 - 2) Apabila jawaban S diberikan skor 4
 - 3) Apabila jawaban N diberikan skor 3
 - 4) Apabila jawaban TS diberikan skor 2
 - 5) Apabila jawaban STS diberikan skor 1
- a) Skor Tertinggi = nilai tertinggi x jumlah pertanyaan x jumlah responden
 b) Skor Terendah = nilai terendah x jumlah pertanyaan x jumlah responden



$$\begin{aligned} \text{Nilai Tertinggi} &= 5 \\ \text{Nilai Terendah} &= 1 \\ \text{Jumlah Pertanyaan} &= 4 \\ \text{Jumlah Responden} &= 10 \\ \text{Skor Tertinggi} &= 5 \times 4 \times 10 = 200 \\ \text{Skor Terendah} &= 1 \times 4 \times 10 = 40 \\ \text{Interval} &= \frac{\text{Skor Tertinggi} - \text{Skor Terendah}}{\text{Interval}} = \frac{200 - 40}{5} = 32 \end{aligned}$$

Rentang Skor Variabel

Rentangan Skor	Keterangan Responden
161 – 200	Sangat Tinggi
121 – 160	Tinggi
81 – 120	Sedang
41 – 80	Rendah
1 – 40	Sangat Rendah

**KUESIONER HARGA DAN KUALITAS PRODUK TERHADAP
KEPUTUSAN PEMBELIAN IKAN PADA KELOMPOK NELAYAN
MANIK SEGARA**

A. Identitas Responden

Nama :

Alamat :

Umur :

Jenis kelamin :

Pekerjaan :

Sudah berapa kali membeli ikan pada Kelompok Nelayan Manik Segara?

- 1 Kali
- Lebih dari 1 kali

Jika anda sudah menjawab LEBIH DARI 1 KALI, silahkan lanjutkan mengisi kuesioner, namun jika menjawab 1 KALI silahkan berhenti untuk mengisi kuesioner.

B. Petunjuk Pengisian Kuesioner

- 1) Pilih salah satu jawaban yang sesuai dengan tanggapan anda.
- 2) Berilah tanda (√) pada kolom sesuai dengan pilihan anda.
- 3) Keterangan :
 - 1 = Sangat Tidak Setuju (STS)
 - 2 = Tidak Setuju (TS)
 - 3 = Netral (N)
 - 4 = Setuju (S)
 - 5 = Sangat Setuju (SS)

C. Draft Pertanyaan

No	Pertanyaan	STS	TS	N	S	SS
	Harga	1	2	3	4	5
1	Saya memilih membeli ikan pada Kelompok Nelayan Manik Segara karena harga produk yang terjangkau oleh konsumen.					
2	Saya memilih membeli ikan pada Kelompok Nelayan Manik Segara karena harga ikan sesuai dengan kualitas produk yang diberikan.					
3	Saya memilih membeli ikan pada Kelompok Nelayan Manik Segara karena memiliki daya saing harga ikan dengan harga yang ditawarkan oleh pesaingnya.					
4	Saya memilih membeli ikan pada Kelompok Nelayan Manik Segara karena harga yang sesuai dengan manfaat yang diberikan.					

No	Pertanyaan	STS	TS	N	S	SS
	Kualitas Produk	1	2	3	4	5
1	Saya memilih membeli ikan pada Kelompok Nelayan Manik Segara karena kualitas ikan yang baik dan beraneka ragam jenis ikannya.					
2	Saya memilih membeli ikan pada Kelompok Nelayan Manik Segara karena ikan yang dijual memiliki daya tahan kesegaran yang cukup bagus untuk dikonsumsi.					

3	Saya memilih membeli ikan pada Kelompok Nelayan Manik Segara karena apabila ada ikan yang tidak segar akan segera diganti dengan ikan yang segar.					
4	Saya memilih membeli ikan pada Kelompok Nelayan Manik Segara karena sesuai dengan keinginan yang dibutuhkan.					

No	Pertanyaan	STS	TS	N	S	SS
	Keputusan Pembelian	1	2	3	4	5
1	Saya memutuskan membeli ikan pada Kelompok Nelayan Manik Segara karena memiliki ikan yang segar dan nilai gizi yang baik untuk dikonsumsi.					
2	Saya memutuskan membeli ikan pada Kelompok Nelayan Manik Segara karena pengalaman membeli ikan yang cukup baik dari orang terdekat.					
3	Saya merekomendasikan pada orang lain untuk memutuskan membeli ikan di Kelompok Nelayan Manik Segara karena kualitas ikan yang baik dan harganya yang terjangkau.					
4	Saya memutuskan untuk melakukan pembelian ulang kembali ikan pada Kelompok Nelayan Manik Segara.					

LAMPIRAN 3 : REKAPITULASI DATA ORDINAL HASIL PENELITIAN SAMPEL KECIL

No	Harga (X1)					Kualitas Produk (X2)					Keputusan Pembelian (Y)				
	1	2	3	4	Jml	1	2	3	4	Jml	1	2	3	4	Jml
1	3	3	3	3	12	4	3	3	4	14	3	3	3	3	12
2	3	4	3	3	13	3	4	4	3	14	4	3	3	3	13
3	3	3	3	3	12	3	3	3	3	12	3	3	3	3	12
4	3	3	4	3	13	3	3	3	4	13	3	3	3	3	12
5	4	4	4	4	16	4	4	4	4	16	4	4	4	3	15
6	3	3	3	4	13	3	3	4	3	13	3	3	3	4	13
7	4	4	4	4	16	5	4	4	5	18	4	3	4	4	15
8	3	3	4	3	13	3	4	4	3	14	3	3	4	3	13
9	3	4	3	4	14	4	3	3	4	14	3	4	4	3	14
10	4	3	4	3	14	4	4	4	4	16	5	5	4	4	18
11	5	5	5	5	20	5	5	5	4	19	4	4	4	4	16
12	5	5	5	5	20	5	5	4	5	19	4	4	4	5	17
13	5	5	5	5	20	4	5	5	5	19	5	5	5	5	20
14	4	4	3	3	14	3	3	3	3	12	3	3	3	3	12
15	3	4	4	3	14	3	3	3	3	12	3	3	3	3	12
16	4	4	4	4	16	3	3	3	3	12	3	4	4	3	14
17	3	3	3	3	12	3	4	4	3	14	3	3	4	3	13
18	4	4	4	5	17	3	4	4	3	14	4	4	4	4	16
19	3	3	3	3	12	4	4	4	4	16	3	4	4	4	15
20	3	3	4	4	14	4	3	3	4	14	3	4	4	3	14
21	3	3	4	4	14	3	4	4	3	14	3	4	4	3	14
22	3	4	4	3	14	3	4	4	3	14	4	3	3	4	14

No	Harga (X1)					Kualitas Produk (X2)					Keputusan Pembelian (Y)				
	1	2	3	4	Jml	1	2	3	4	Jml	1	2	3	4	Jml
23	4	4	5	4	17	4	3	3	4	14	4	4	4	4	16
24	4	5	4	4	17	4	4	4	3	15	4	4	4	4	16
25	5	4	5	5	19	5	5	5	5	20	5	5	5	5	20
26	5	5	5	4	19	4	5	5	4	18	5	5	5	4	19
27	5	4	4	4	17	5	5	5	4	19	4	5	5	5	19
28	4	5	5	5	19	5	5	4	5	19	5	5	4	5	19
29	5	4	5	5	19	5	5	5	5	20	4	5	4	4	17
30	4	5	4	4	17	5	5	5	5	20	5	5	5	4	19



LAMPIRAN 4 : REKAPITULASI DATA ORDINAL HASIL PENELITIAN SAMPEL BESAR

No	Harga (X1)					Kualitas Produk (X2)					Keputusan Pembelian (Y)				
	1	2	3	4	Jml	1	2	3	4	Jml	1	2	3	4	Jml
1	3	3	3	3	12	4	3	3	4	14	3	3	3	3	12
2	3	4	3	3	13	3	4	4	3	14	4	3	3	3	13
3	3	3	3	3	12	3	3	3	3	12	3	3	3	3	12
4	3	3	4	3	13	3	3	3	4	13	3	3	3	3	12
5	4	4	4	4	16	4	4	4	4	16	4	4	4	3	15
6	3	3	3	4	13	3	3	4	3	13	3	3	3	4	13
7	4	4	4	4	16	5	4	4	5	18	4	3	4	4	15
8	3	3	4	3	13	3	4	4	3	14	3	3	4	3	13
9	3	4	3	4	14	4	3	3	4	14	3	4	4	3	14
10	4	3	4	3	14	4	4	4	4	16	5	5	4	4	18
11	5	5	5	5	20	5	5	5	4	19	4	4	4	4	16
12	5	5	5	5	20	5	5	4	5	19	4	4	4	5	17
13	5	5	5	5	20	4	5	5	5	19	5	5	5	5	20
14	4	4	3	3	14	3	3	3	3	12	3	3	3	3	12
15	3	4	4	3	14	3	3	3	3	12	3	3	3	3	12
16	4	4	4	4	16	3	3	3	3	12	3	4	4	3	14
17	3	3	3	3	12	3	4	4	3	14	3	3	4	3	13
18	4	4	4	5	17	3	4	4	3	14	4	4	4	4	16
19	3	3	3	3	12	4	4	4	4	16	3	4	4	4	15
20	3	3	4	4	14	4	3	3	4	14	3	4	4	3	14
21	3	3	4	4	14	3	4	4	3	14	3	4	4	3	14
22	3	4	4	3	14	3	4	4	3	14	4	3	3	4	14

No	Harga (X1)					Kualitas Produk (X2)					Keputusan Pembelian (Y)				
	1	2	3	4	Jml	1	2	3	4	Jml	1	2	3	4	Jml
23	4	4	5	4	17	4	3	3	4	14	4	4	4	4	16
24	4	5	4	4	17	4	4	4	3	15	4	4	4	4	16
25	5	4	5	5	19	5	5	5	5	20	5	5	5	5	20
26	5	5	5	4	19	4	5	5	4	18	5	5	5	4	19
27	5	4	4	4	17	5	5	5	4	19	4	5	5	5	19
28	4	5	5	5	19	5	5	4	5	19	5	5	4	5	19
29	5	4	5	5	19	5	5	5	5	20	4	5	4	4	17
30	4	5	4	4	17	5	5	5	5	20	5	5	5	4	19
31	5	5	5	4	19	4	5	4	4	17	5	5	4	4	18
32	4	4	5	4	17	4	4	5	4	17	4	5	4	4	17
33	4	4	3	3	14	5	5	5	5	20	4	4	5	5	18
34	4	4	4	5	17	4	4	4	4	16	4	4	5	4	17
35	4	4	5	4	17	3	4	4	4	15	4	4	4	4	16
36	4	5	4	4	17	4	4	4	4	16	4	5	4	4	17
37	4	4	4	4	16	4	3	4	4	15	4	4	4	4	16
38	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
39	4	4	4	4	16	4	4	4	3	15	4	4	4	4	16
40	4	4	4	4	16	3	4	4	4	15	4	4	4	4	16
41	4	4	3	3	14	4	3	4	4	15	4	4	4	3	15
42	3	4	4	3	14	4	4	4	3	15	3	4	4	4	15
43	3	3	4	4	14	3	4	4	4	15	4	4	4	3	15
44	3	3	4	4	14	4	3	4	4	15	3	4	4	4	15
45	3	3	3	3	12	4	4	4	4	16	3	4	4	4	15
46	3	3	3	3	12	4	4	4	4	16	4	4	4	3	15
47	4	4	4	3	15	4	4	4	3	15	4	4	4	3	15

No	Harga (X1)					Kualitas Produk (X2)					Keputusan Pembelian (Y)				
	1	2	3	4	Jml	1	2	3	4	Jml	1	2	3	4	Jml
48	4	4	4	3	15	3	4	3	3	13	3	4	4	3	14
49	3	3	3	3	12	4	4	4	4	16	4	4	3	4	15
50	4	4	3	4	15	3	3	3	3	12	3	3	3	3	12
51	4	3	3	3	13	3	4	4	4	15	4	3	3	4	14
52	3	4	3	3	13	4	3	4	4	15	4	4	4	4	16
53	3	3	4	3	13	3	3	3	3	12	3	3	3	3	12
54	5	4	4	4	17	5	4	4	4	17	4	5	4	4	17
55	4	4	4	3	15	5	4	4	5	18	4	4	4	5	17
56	3	4	4	4	15	4	5	5	4	18	4	5	4	4	17
57	4	3	4	4	15	4	4	4	3	15	4	4	4	4	16
58	4	5	5	4	18	4	3	3	3	13	4	4	4	4	16
59	3	4	4	4	15	3	4	4	4	15	4	4	4	4	16
60	4	4	4	4	16	4	3	3	3	13	3	3	4	3	13
61	4	4	4	3	15	4	5	5	4	18	4	4	5	4	17
62	3	3	3	4	13	4	5	4	4	17	4	4	4	4	16
63	4	5	5	4	18	4	4	5	4	17	4	5	5	4	18
64	4	4	3	4	15	5	4	4	5	18	5	4	4	4	17
65	4	4	4	3	15	4	5	5	4	18	4	4	4	5	17
66	3	4	4	4	15	4	4	4	5	17	4	4	5	4	17
67	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
68	5	4	4	5	18	4	5	5	5	19	4	5	5	5	19
69	3	3	4	3	13	4	4	4	4	16	4	4	4	3	15
70	4	5	5	4	18	4	4	5	4	17	4	4	5	5	18
71	4	3	4	4	15	4	4	4	4	16	4	4	4	4	16
72	3	4	4	4	15	4	4	4	4	16	4	4	4	4	16

No	Harga (X1)					Kualitas Produk (X2)					Keputusan Pembelian (Y)				
	1	2	3	4	Jml	1	2	3	4	Jml	1	2	3	4	Jml
73	4	4	4	3	15	5	5	5	4	19	4	5	4	5	18
74	4	5	5	4	18	5	5	4	5	19	4	5	5	5	19
75	5	4	4	5	18	4	5	4	4	17	4	5	5	4	18
76	4	4	4	4	16	3	4	3	3	13	3	4	4	3	14
77	4	4	4	4	16	5	4	4	4	17	4	5	4	4	17
78	4	4	4	4	16	4	5	4	4	17	5	4	4	4	17
79	4	5	5	4	18	4	4	5	4	17	5	5	5	5	20
80	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
81	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
82	4	5	5	4	18	4	4	4	5	17	5	5	4	4	18
83	3	4	3	3	13	3	4	3	3	13	3	4	3	3	13
84	4	4	4	4	16	4	5	5	4	18	5	5	4	5	19
85	4	4	4	4	16	3	3	4	3	13	4	3	3	3	13
86	5	4	4	4	17	3	3	3	4	13	3	3	3	4	13
87	4	5	4	4	17	4	4	5	4	17	5	4	4	4	17
88	5	5	5	5	20	4	4	4	4	16	5	5	4	4	18
89	5	4	4	5	18	5	4	4	5	18	5	5	5	5	20
90	5	5	5	5	20	4	5	5	5	19	5	5	5	5	20
91	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
92	4	5	5	5	19	4	4	4	4	16	4	4	5	5	18
93	5	4	5	5	19	4	5	5	4	18	5	4	5	5	19
94	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
95	4	3	3	3	13	4	3	4	3	14	4	3	3	3	13
96	4	4	5	4	17	3	4	4	3	14	4	4	4	4	16
97	3	3	3	3	12	3	3	4	3	13	3	3	3	3	12

No	Harga (X1)					Kualitas Produk (X2)					Keputusan Pembelian (Y)				
	1	2	3	4	Jml	1	2	3	4	Jml	1	2	3	4	Jml
98	5	5	5	4	19	4	5	4	4	17	4	5	5	4	18
99	4	5	5	4	18	4	5	5	4	18	5	5	5	5	20
100	4	5	5	5	19	5	4	4	4	17	5	5	5	5	20
101	3	4	4	3	14	3	4	4	3	14	4	3	3	4	14
102	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
103	3	3	3	3	12	3	4	4	3	14	3	3	4	3	13
104	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
105	5	4	4	4	17	5	4	4	4	17	4	5	4	4	17
106	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
107	3	3	4	3	13	3	4	4	3	14	3	3	4	3	13
108	4	5	5	5	19	5	5	4	5	19	5	5	4	5	19
109	4	4	4	3	15	4	4	4	3	15	4	4	4	3	15
110	4	4	4	3	15	3	4	3	3	13	3	4	4	3	14
111	3	3	3	3	12	4	3	3	4	14	3	3	3	3	12
112	4	5	5	4	18	4	4	4	5	17	5	5	4	4	18
113	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20
114	3	3	3	4	13	3	3	4	3	13	3	3	3	4	13
115	5	4	4	5	18	5	4	4	5	18	5	5	5	5	20
116	5	4	5	5	19	4	5	5	4	18	5	4	5	5	19
117	3	3	4	4	14	3	4	4	3	14	3	4	4	3	14
118	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16
119	5	4	4	4	17	5	4	4	4	17	4	5	4	4	17
120	4	4	4	4	16	4	5	5	4	18	5	5	4	5	19

LAMPIRAN 5 : REKAPITULASI DATA INTERVAL

No	Harga (X1)					Kualitas Produk (X2)					Keputusan Pembelian (Y)				
	1	2	3	4	Jml	1	2	3	4	Jml	1	2	3	4	Jml
1	1,000	1,000	1,000	1,000	4,000	2,300	1,000	1,000	2,308	6,608	1,000	1,000	1,000	1,000	4,000
2	1,000	2,300	1,000	1,000	5,300	1,000	2,298	2,409	1,000	6,706	2,282	1,000	1,000	1,000	5,282
3	1,000	1,000	1,000	1,000	4,000	1,000	1,000	1,000	1,000	4,000	1,000	1,000	1,000	1,000	4,000
4	1,000	1,000	2,298	1,000	5,298	1,000	1,000	1,000	2,308	5,308	1,000	1,000	1,000	1,000	4,000
5	2,278	2,300	2,298	2,294	9,170	2,300	2,298	2,409	2,308	9,315	2,282	2,231	2,394	1,000	7,908
6	1,000	1,000	1,000	2,294	5,294	1,000	1,000	2,409	1,000	5,409	1,000	1,000	1,000	2,258	5,258
7	2,278	2,300	2,298	2,294	9,170	3,587	2,298	2,409	3,595	11,888	2,282	1,000	2,394	2,258	7,934
8	1,000	1,000	2,298	1,000	5,298	1,000	2,298	2,409	1,000	6,706	1,000	1,000	2,394	1,000	5,394
9	1,000	2,300	1,000	2,294	6,595	2,300	1,000	1,000	2,308	6,608	1,000	2,231	2,394	1,000	6,625
10	2,278	1,000	2,298	1,000	6,575	2,300	2,298	2,409	2,308	9,315	3,562	3,507	2,394	2,258	11,722
11	3,531	3,603	3,613	3,559	14,306	3,587	3,613	3,817	2,308	13,326	2,282	2,231	2,394	2,258	9,166
12	3,531	3,603	3,613	3,559	14,306	3,587	3,613	2,409	3,595	13,204	2,282	2,231	2,394	3,505	10,412
13	3,531	3,603	3,613	3,559	14,306	2,300	3,613	3,817	3,595	13,325	3,562	3,507	3,790	3,505	14,364
14	2,278	2,300	1,000	1,000	6,578	1,000	1,000	1,000	1,000	4,000	1,000	1,000	1,000	1,000	4,000
15	1,000	2,300	2,298	1,000	6,598	1,000	1,000	1,000	1,000	4,000	1,000	1,000	1,000	1,000	4,000
16	2,278	2,300	2,298	2,294	9,170	1,000	1,000	1,000	1,000	4,000	1,000	2,231	2,394	1,000	6,625
17	1,000	1,000	1,000	1,000	4,000	1,000	2,298	2,409	1,000	6,706	1,000	1,000	2,394	1,000	5,394
18	2,278	2,300	2,298	3,559	10,435	1,000	2,298	2,409	1,000	6,706	2,282	2,231	2,394	2,258	9,166
19	1,000	1,000	1,000	1,000	4,000	2,300	2,298	2,409	2,308	9,315	1,000	2,231	2,394	2,258	7,884
20	1,000	1,000	2,298	2,294	6,592	2,300	1,000	1,000	2,308	6,608	1,000	2,231	2,394	1,000	6,625
21	1,000	1,000	2,298	2,294	6,592	1,000	2,298	2,409	1,000	6,706	1,000	2,231	2,394	1,000	6,625
22	1,000	2,300	2,298	1,000	6,598	1,000	2,298	2,409	1,000	6,706	2,282	1,000	1,000	2,258	6,540

No	Harga (X1)					Kualitas Produk (X2)					Keputusan Pembelian (Y)				
	1	2	3	4	Jml	1	2	3	4	Jml	1	2	3	4	Jml
23	2,278	2,300	3,613	2,294	10,486	2,300	1,000	1,000	2,308	6,608	2,282	2,231	2,394	2,258	9,166
24	2,278	3,603	2,298	2,294	10,473	2,300	2,298	2,409	1,000	8,006	2,282	2,231	2,394	2,258	9,166
25	3,531	2,300	3,613	3,559	13,004	3,587	3,613	3,817	3,595	14,612	3,562	3,507	3,790	3,505	14,364
26	3,531	3,603	3,613	2,294	13,042	2,300	3,613	3,817	2,308	12,039	3,562	3,507	3,790	2,258	13,118
27	3,531	2,300	2,298	2,294	10,424	3,587	3,613	3,817	2,308	13,326	2,282	3,507	3,790	3,505	13,085
28	2,278	3,603	3,613	3,559	13,053	3,587	3,613	2,409	3,595	13,204	3,562	3,507	2,394	3,505	12,968
29	3,531	2,300	3,613	3,559	13,004	3,587	3,613	3,817	3,595	14,612	2,282	3,507	2,394	2,258	10,442
30	2,278	3,603	2,298	2,294	10,473	3,587	3,613	3,817	3,595	14,612	3,562	3,507	3,790	2,258	13,118
31	3,531	3,603	3,613	2,294	13,042	2,300	3,613	2,409	2,308	10,630	3,562	3,507	2,394	2,258	11,722
32	2,278	2,300	3,613	2,294	10,486	2,300	2,298	3,817	2,308	10,723	2,282	3,507	2,394	2,258	10,442
33	2,278	2,300	1,000	1,000	6,578	3,587	3,613	3,817	3,595	14,612	2,282	2,231	3,790	3,505	11,809
34	2,278	2,300	2,298	3,559	10,435	2,300	2,298	2,409	2,308	9,315	2,282	2,231	3,790	2,258	10,562
35	2,278	2,300	3,613	2,294	10,486	1,000	2,298	2,409	2,308	8,015	2,282	2,231	2,394	2,258	9,166
36	2,278	3,603	2,298	2,294	10,473	2,300	2,298	2,409	2,308	9,315	2,282	3,507	2,394	2,258	10,442
37	2,278	2,300	2,298	2,294	9,170	2,300	1,000	2,409	2,308	8,017	2,282	2,231	2,394	2,258	9,166
38	2,278	2,300	2,298	2,294	9,170	2,300	2,298	2,409	2,308	9,315	2,282	2,231	2,394	2,258	9,166
39	2,278	2,300	2,298	2,294	9,170	2,300	2,298	2,409	1,000	8,006	2,282	2,231	2,394	2,258	9,166
40	2,278	2,300	2,298	2,294	9,170	1,000	2,298	2,409	2,308	8,015	2,282	2,231	2,394	2,258	9,166
41	2,278	2,300	1,000	1,000	6,578	2,300	1,000	2,409	2,308	8,017	2,282	2,231	2,394	1,000	7,908
42	1,000	2,300	2,298	1,000	6,598	2,300	2,298	2,409	1,000	8,006	1,000	2,231	2,394	2,258	7,884
43	1,000	1,000	2,298	2,294	6,592	1,000	2,298	2,409	2,308	8,015	2,282	2,231	2,394	1,000	7,908
44	1,000	1,000	2,298	2,294	6,592	2,300	1,000	2,409	2,308	8,017	1,000	2,231	2,394	2,258	7,884
45	1,000	1,000	1,000	1,000	4,000	2,300	2,298	2,409	2,308	9,315	1,000	2,231	2,394	2,258	7,884
46	1,000	1,000	1,000	1,000	4,000	2,300	2,298	2,409	2,308	9,315	2,282	2,231	2,394	1,000	7,908
47	2,278	2,300	2,298	1,000	7,876	2,300	2,298	2,409	1,000	8,006	2,282	2,231	2,394	1,000	7,908

No	Harga (X1)					Kualitas Produk (X2)					Keputusan Pembelian (Y)				
	1	2	3	4	Jml	1	2	3	4	Jml	1	2	3	4	Jml
48	2,278	2,300	2,298	1,000	7,876	1,000	2,298	1,000	1,000	5,298	1,000	2,231	2,394	1,000	6,625
49	1,000	1,000	1,000	1,000	4,000	2,300	2,298	2,409	2,308	9,315	2,282	2,231	1,000	2,258	7,772
50	2,278	2,300	1,000	2,294	7,873	1,000	1,000	1,000	1,000	4,000	1,000	1,000	1,000	1,000	4,000
51	2,278	1,000	1,000	1,000	5,278	1,000	2,298	2,409	2,308	8,015	2,282	1,000	1,000	2,258	6,540
52	1,000	2,300	1,000	1,000	5,300	2,300	1,000	2,409	2,308	8,017	2,282	2,231	2,394	2,258	9,166
53	1,000	1,000	2,298	1,000	5,298	1,000	1,000	1,000	1,000	4,000	1,000	1,000	1,000	1,000	4,000
54	3,531	2,300	2,298	2,294	10,424	3,587	2,298	2,409	2,308	10,601	2,282	3,507	2,394	2,258	10,442
55	2,278	2,300	2,298	1,000	7,876	3,587	2,298	2,409	3,595	11,888	2,282	2,231	2,394	3,505	10,412
56	1,000	2,300	2,298	2,294	7,892	2,300	3,613	3,817	2,308	12,039	2,282	3,507	2,394	2,258	10,442
57	2,278	1,000	2,298	2,294	7,870	2,300	2,298	2,409	1,000	8,006	2,282	2,231	2,394	2,258	9,166
58	2,278	3,603	3,613	2,294	11,789	2,300	1,000	1,000	1,000	5,300	2,282	2,231	2,394	2,258	9,166
59	1,000	2,300	2,298	2,294	7,892	1,000	2,298	2,409	2,308	8,015	2,282	2,231	2,394	2,258	9,166
60	2,278	2,300	2,298	2,294	9,170	2,300	1,000	1,000	1,000	5,300	1,000	1,000	2,394	1,000	5,394
61	2,278	2,300	2,298	1,000	7,876	2,300	3,613	3,817	2,308	12,039	2,282	2,231	3,790	2,258	10,562
62	1,000	1,000	1,000	2,294	5,294	2,300	3,613	2,409	2,308	10,630	2,282	2,231	2,394	2,258	9,166
63	2,278	3,603	3,613	2,294	11,789	2,300	2,298	3,817	2,308	10,723	2,282	3,507	3,790	2,258	11,838
64	2,278	2,300	1,000	2,294	7,873	3,587	2,298	2,409	3,595	11,888	3,562	2,231	2,394	2,258	10,446
65	2,278	2,300	2,298	1,000	7,876	2,300	3,613	3,817	2,308	12,039	2,282	2,231	2,394	3,505	10,412
66	1,000	2,300	2,298	2,294	7,892	2,300	2,298	2,409	3,595	10,601	2,282	2,231	3,790	2,258	10,562
67	2,278	2,300	2,298	2,294	9,170	2,300	2,298	2,409	2,308	9,315	2,282	2,231	2,394	2,258	9,166
68	3,531	2,300	2,298	3,559	11,688	2,300	3,613	3,817	3,595	13,325	2,282	3,507	3,790	3,505	13,085
69	1,000	1,000	2,298	1,000	5,298	2,300	2,298	2,409	2,308	9,315	2,282	2,231	2,394	1,000	7,908
70	2,278	3,603	3,613	2,294	11,789	2,300	2,298	3,817	2,308	10,723	2,282	2,231	3,790	3,505	11,809
71	2,278	1,000	2,298	2,294	7,870	2,300	2,298	2,409	2,308	9,315	2,282	2,231	2,394	2,258	9,166
72	1,000	2,300	2,298	2,294	7,892	2,300	2,298	2,409	2,308	9,315	2,282	2,231	2,394	2,258	9,166

No	Harga (X1)					Kualitas Produk (X2)					Keputusan Pembelian (Y)				
	1	2	3	4	Jml	1	2	3	4	Jml	1	2	3	4	Jml
73	2,278	2,300	2,298	1,000	7,876	3,587	3,613	3,817	2,308	13,326	2,282	3,507	2,394	3,505	11,688
74	2,278	3,603	3,613	2,294	11,789	3,587	3,613	2,409	3,595	13,204	2,282	3,507	3,790	3,505	13,085
75	3,531	2,300	2,298	3,559	11,688	2,300	3,613	2,409	2,308	10,630	2,282	3,507	3,790	2,258	11,838
76	2,278	2,300	2,298	2,294	9,170	1,000	2,298	1,000	1,000	5,298	1,000	2,231	2,394	1,000	6,625
77	2,278	2,300	2,298	2,294	9,170	3,587	2,298	2,409	2,308	10,601	2,282	3,507	2,394	2,258	10,442
78	2,278	2,300	2,298	2,294	9,170	2,300	3,613	2,409	2,308	10,630	3,562	2,231	2,394	2,258	10,446
79	2,278	3,603	3,613	2,294	11,789	2,300	2,298	3,817	2,308	10,723	3,562	3,507	3,790	3,505	14,364
80	2,278	2,300	2,298	2,294	9,170	2,300	2,298	2,409	2,308	9,315	2,282	2,231	2,394	2,258	9,166
81	2,278	2,300	2,298	2,294	9,170	2,300	2,298	2,409	2,308	9,315	2,282	2,231	2,394	2,258	9,166
82	2,278	3,603	3,613	2,294	11,789	2,300	2,298	2,409	3,595	10,601	3,562	3,507	2,394	2,258	11,722
83	1,000	2,300	1,000	1,000	5,300	1,000	2,298	1,000	1,000	5,298	1,000	2,231	1,000	1,000	5,231
84	2,278	2,300	2,298	2,294	9,170	2,300	3,613	3,817	2,308	12,039	3,562	3,507	2,394	3,505	12,968
85	2,278	2,300	2,298	2,294	9,170	1,000	1,000	2,409	1,000	5,409	2,282	1,000	1,000	1,000	5,282
86	3,531	2,300	2,298	2,294	10,424	1,000	1,000	1,000	2,308	5,308	1,000	1,000	1,000	2,258	5,258
87	2,278	3,603	2,298	2,294	10,473	2,300	2,298	3,817	2,308	10,723	3,562	2,231	2,394	2,258	10,446
88	3,531	3,603	3,613	3,559	14,306	2,300	2,298	2,409	2,308	9,315	3,562	3,507	2,394	2,258	11,722
89	3,531	2,300	2,298	3,559	11,688	3,587	2,298	2,409	3,595	11,888	3,562	3,507	3,790	3,505	14,364
90	3,531	3,603	3,613	3,559	14,306	2,300	3,613	3,817	3,595	13,325	3,562	3,507	3,790	3,505	14,364
91	3,531	3,603	3,613	3,559	14,306	3,587	3,613	3,817	3,595	14,612	3,562	3,507	3,790	3,505	14,364
92	2,278	3,603	3,613	3,559	13,053	2,300	2,298	2,409	2,308	9,315	2,282	2,231	3,790	3,505	11,809
93	3,531	2,300	3,613	3,559	13,004	2,300	3,613	3,817	2,308	12,039	3,562	2,231	3,790	3,505	13,089
94	3,531	3,603	3,613	3,559	14,306	3,587	3,613	3,817	3,595	14,612	3,562	3,507	3,790	3,505	14,364
95	2,278	1,000	1,000	1,000	5,278	2,300	1,000	2,409	1,000	6,709	2,282	1,000	1,000	1,000	5,282
96	2,278	2,300	3,613	2,294	10,486	1,000	2,298	2,409	1,000	6,706	2,282	2,231	2,394	2,258	9,166
97	1,000	1,000	1,000	1,000	4,000	1,000	1,000	2,409	1,000	5,409	1,000	1,000	1,000	1,000	4,000

No	Harga (X1)					Kualitas Produk (X2)					Keputusan Pembelian (Y)				
	1	2	3	4	Jml	1	2	3	4	Jml	1	2	3	4	Jml
98	3,531	3,603	3,613	2,294	13,042	2,300	3,613	2,409	2,308	10,630	2,282	3,507	3,790	2,258	11,838
99	2,278	3,603	3,613	2,294	11,789	2,300	3,613	3,817	2,308	12,039	3,562	3,507	3,790	3,505	14,364
100	2,278	3,603	3,613	3,559	13,053	3,587	2,298	2,409	2,308	10,601	3,562	3,507	3,790	3,505	14,364
101	1,000	2,300	2,298	1,000	6,598	1,000	2,298	2,409	1,000	6,706	2,282	1,000	1,000	2,258	6,540
102	2,278	2,300	2,298	2,294	9,170	2,300	2,298	2,409	2,308	9,315	2,282	2,231	2,394	2,258	9,166
103	1,000	1,000	1,000	1,000	4,000	1,000	2,298	2,409	1,000	6,706	1,000	1,000	2,394	1,000	5,394
104	3,531	3,603	3,613	3,559	14,306	3,587	3,613	3,817	3,595	14,612	3,562	3,507	3,790	3,505	14,364
105	3,531	2,300	2,298	2,294	10,424	3,587	2,298	2,409	2,308	10,601	2,282	3,507	2,394	2,258	10,442
106	3,531	3,603	3,613	3,559	14,306	3,587	3,613	3,817	3,595	14,612	3,562	3,507	3,790	3,505	14,364
107	1,000	1,000	2,298	1,000	5,298	1,000	2,298	2,409	1,000	6,706	1,000	1,000	2,394	1,000	5,394
108	2,278	3,603	3,613	3,559	13,053	3,587	3,613	2,409	3,595	13,204	3,562	3,507	2,394	3,505	12,968
109	2,278	2,300	2,298	1,000	7,876	2,300	2,298	2,409	1,000	8,006	2,282	2,231	2,394	1,000	7,908
110	2,278	2,300	2,298	1,000	7,876	1,000	2,298	1,000	1,000	5,298	1,000	2,231	2,394	1,000	6,625
111	1,000	1,000	1,000	1,000	4,000	2,300	1,000	1,000	2,308	6,608	1,000	1,000	1,000	1,000	4,000
112	2,278	3,603	3,613	2,294	11,789	2,300	2,298	2,409	3,595	10,601	3,562	3,507	2,394	2,258	11,722
113	3,531	3,603	3,613	3,559	14,306	3,587	3,613	3,817	3,595	14,612	3,562	3,507	3,790	3,505	14,364
114	1,000	1,000	1,000	2,294	5,294	1,000	1,000	2,409	1,000	5,409	1,000	1,000	1,000	2,258	5,258
115	3,531	2,300	2,298	3,559	11,688	3,587	2,298	2,409	3,595	11,888	3,562	3,507	3,790	3,505	14,364
116	3,531	2,300	3,613	3,559	13,004	2,300	3,613	3,817	2,308	12,039	3,562	2,231	3,790	3,505	13,089
117	1,000	1,000	2,298	2,294	6,592	1,000	2,298	2,409	1,000	6,706	1,000	2,231	2,394	1,000	6,625
118	2,278	2,300	2,298	2,294	9,170	2,300	2,298	2,409	2,308	9,315	2,282	2,231	2,394	2,258	9,166
119	3,531	2,300	2,298	2,294	10,424	3,587	2,298	2,409	2,308	10,601	2,282	3,507	2,394	2,258	10,442
120	2,278	2,300	2,298	2,294	9,170	2,300	3,613	3,817	2,308	12,039	3,562	3,507	2,394	3,505	12,968

LAMPIRAN 6 : REKAPITULASI KARAKTERISTIK RESPONDEN

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	68	56,7	56,7	56,7
	Perempuan	52	43,3	43,3	100,0
Total		120	100,0	100,0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 - 30 Tahun	45	37,5	37,5	37,5
	31 - 40 Tahun	33	27,5	27,5	65,0
	41 - 50 Tahun	30	25,0	25,0	90,0
	51 - 60 Tahun	12	10,0	10,0	100,0
	Total	120	100,0	100,0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mahasiswa	18	15,0	15,0	15,0
	Pedagang	37	30,8	30,8	45,8
	Pegawai Swasta	25	20,8	20,8	66,7
	PNS	19	15,8	15,8	82,5
	Wirausaha	21	17,5	17,5	100,0
	Total	120	100,0	100,0	

LAMPIRAN 7 : HASIL UJI VALIDITAS DAN RELIABILITAS SAMPEL KECIL

Hasil Uji Validitas Variabel Harga (X1)

		Correlations				
		X1.1	X1.2	X1.3	X1.4	JML.X1
X1.1	Pearson Correlation	1	,700**	,750**	,728**	,911**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	30	30	30	30	30
X1.2	Pearson Correlation	,700**	1	,612**	,621**	,837**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	30	30	30	30	30
X1.3	Pearson Correlation	,750**	,612**	1	,718**	,877**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	30	30	30	30	30
X1.4	Pearson Correlation	,728**	,621**	,718**	1	,877**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	30	30	30	30	30
JML.X1	Pearson Correlation	,911**	,837**	,877**	,877**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

Hasil Uji Validitas Variabel Kualitas Produk (X2)

		Correlations				
		X2.1	X2.2	X2.3	X2.4	JML.X2
X2.1	Pearson Correlation	1	,670**	,554*	,869**	,894**
	Sig. (2-tailed)		,000	,001	,000	,000
	N	30	30	30	30	30
X2.2	Pearson Correlation	,670**	1	,918**	,584**	,909**
	Sig. (2-tailed)	,000		,000	,001	,000
	N	30	30	30	30	30
X2.3	Pearson Correlation	,554**	,918**	1	,452*	,834**
	Sig. (2-tailed)	,001	,000		,012	,000
	N	30	30	30	30	30
X2.4	Pearson Correlation	,869**	,584**	,452*	1	,840**
	Sig. (2-tailed)	,000	,001	,012		,000
	N	30	30	30	30	30
JML.X2	Pearson Correlation	,894**	,909**	,834**	,840**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

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

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

Hasil Uji Validitas Variabel Keputusan Pembelian (Y)

		Correlations				
		Y.1	Y.2	Y.3	Y.4	JML.Y
Y.1	Pearson Correlation	1	,738**	,626**	,731**	,888**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	30	30	30	30	30
Y.2	Pearson Correlation	,738**	1	,824**	,650**	,918**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	30	30	30	30	30
Y.3	Pearson Correlation	,626**	,824**	1	,578**	,855**
	Sig. (2-tailed)	,000	,000		,001	,000
	N	30	30	30	30	30
Y.4	Pearson Correlation	,731**	,650**	,578**	1	,845**
	Sig. (2-tailed)	,000	,000	,001		,000
	N	30	30	30	30	30
JML.Y	Pearson Correlation	,888**	,918**	,855**	,845**	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 Reliabilitas Variabel Harga (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
,898	4

Item Statistics

	Mean	Std. Deviation	N
X1.1	3,80	,805	30
X1.2	3,90	,759	30
X1.3	4,00	,743	30
X1.4	3,87	,776	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	11,77	3,978	,829	,848
X1.2	11,67	4,437	,712	,891
X1.3	11,57	4,323	,781	,866
X1.4	11,70	4,217	,775	,868

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15,57	7,289	2,700	4

Hasil Uji Reliabilitas Variabel Kualitas Produk (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
,893	4

Item Statistics

	Mean	Std. Deviation	N
X2.1	3,87	,819	30
X2.2	3,97	,809	30
X2.3	3,93	,740	30
X2.4	3,83	,791	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	11,73	4,202	,799	,848
X2.2	11,63	4,171	,827	,837
X2.3	11,67	4,713	,716	,879
X2.4	11,77	4,530	,713	,880

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15,60	7,559	2,749	4

Hasil Uji Reliabilitas Variabel Keputusan Pembelian (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
,899	4

Item Statistics

	Mean	Std. Deviation	N
Y.1	3,77	,774	30
Y.2	3,90	,803	30
Y.3	3,90	,662	30
Y.4	3,73	,740	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	11,53	3,844	,789	,864
Y.2	11,40	3,628	,839	,845
Y.3	11,40	4,317	,757	,878
Y.4	11,57	4,116	,725	,887

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15,30	6,838	2,615	4

LAMPIRAN 8 : HASIL UJI VALIDITAS DAN RELIABILITAS SAMPEL BESAR

Hasil Uji Validitas Variabel Harga (X1)

		Correlations				
		X1.1	X1.2	X1.3	X1.4	JML.X1
X1.1	Pearson Correlation	1	,615**	,595**	,657**	,846**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	120	120	120	120	120
X1.2	Pearson Correlation	,615**	1	,705**	,555**	,845**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	120	120	120	120	120
X1.3	Pearson Correlation	,595**	,705**	1	,641**	,864**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	120	120	120	120	120
X1.4	Pearson Correlation	,657**	,555**	,641**	1	,841**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	120	120	120	120	120
JML.X1	Pearson Correlation	,846**	,845**	,864**	,841**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	120	120	120	120	120

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

Hasil Uji Validitas Variabel Kualitas Produk (X2)

		Correlations				
		X2.1	X2.2	X2.3	X2.4	JML.X2
X2.1	Pearson Correlation	1	,499**	,470**	,740**	,827**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	120	120	120	120	120
X2.2	Pearson Correlation	,499**	1	,742**	,524**	,835**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	120	120	120	120	120
X2.3	Pearson Correlation	,470**	,742**	1	,478**	,804**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	120	120	120	120	120
X2.4	Pearson Correlation	,740**	,524**	,478**	1	,836**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	120	120	120	120	120
JML.X2	Pearson Correlation	,827**	,835**	,804**	,836**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	120	120	120	120	120

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

Hasil Uji Validitas Variabel Keputusan Pembelian (Y)

		Correlations				
		Y.1	Y.2	Y.3	Y.4	JML.Y
Y.1	Pearson Correlation	1	,685**	,563**	,695**	,861**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	120	120	120	120	120
Y.2	Pearson Correlation	,685**	1	,697**	,626**	,877**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	120	120	120	120	120
Y.3	Pearson Correlation	,563**	,697**	1	,627**	,832**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	120	120	120	120	120
Y.4	Pearson Correlation	,695**	,626**	,627**	1	,862**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	120	120	120	120	120
JML.Y	Pearson Correlation	,861**	,877**	,832**	,862**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	120	120	120	120	120

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

Hasil Uji Reliabilitas Variabel Harga (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
,871	4

Item Statistics

	Mean	Std. Deviation	N
X1.1	3,93	,712	120
X1.2	4,01	,692	120
X1.3	4,08	,688	120
X1.4	3,90	,703	120

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	11,98	3,277	,716	,838
X1.2	11,90	3,334	,719	,837
X1.3	11,83	3,283	,752	,824
X1.4	12,01	3,319	,709	,841

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15,91	5,630	2,373	4

Hasil Uji Reliabilitas Variabel Kualitas Produk (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
,844	4

Item Statistics

	Mean	Std. Deviation	N
X2.1	3,95	,696	120
X2.2	4,08	,688	120
X2.3	4,08	,630	120
X2.4	3,92	,693	120

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	12,08	2,910	,675	,804
X2.2	11,95	2,905	,691	,797
X2.3	11,94	3,131	,661	,811
X2.4	12,11	2,887	,693	,796

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16,03	4,999	2,236	4

Hasil Uji Reliabilitas Variabel Keputusan Pembelian (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
,880	4

Item Statistics

	Mean	Std. Deviation	N
Y.1	3,99	,704	120
Y.2	4,13	,717	120
Y.3	4,08	,637	120
Y.4	3,97	,721	120

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y.1	12,17	3,300	,744	,846
Y.2	12,03	3,209	,769	,835
Y.3	12,08	3,573	,713	,858
Y.4	12,19	3,249	,742	,846

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16,16	5,697	2,387	4

LAMPIRAN 9 : HASIL ANALISIS JALUR

1. Statistik Deskriptif

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Harga (X1)	120	4,000	14,306	9,04733	3,058963
Kualitas Produk (X2)	120	4,000	14,612	9,35303	2,962257
Keputusan Pembelian (Y)	120	4,000	14,364	9,38333	3,085179
Valid N (listwise)	120				

2. Korelasi Antar Variabel

Correlations

		Harga (X1)	Kualitas Produk (X2)	Keputusan Pembelian (Y)
Harga (X1)	Pearson Correlation	1	,637	,789**
	Sig. (2-tailed)		,000	,000
	N	120	120	120
Kualitas Produk (X2)	Pearson Correlation	,637**	1	,878**
	Sig. (2-tailed)	,000		,000
	N	120	120	120
Keputusan Pembelian (Y)	Pearson Correlation	,789**	,878**	1
	Sig. (2-tailed)	,000	,000	
	N	120	120	120

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

3. Pengaruh Harga (X1) dan Kualitas Produk (X2) Terhadap Keputusan Pembelian (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,927^a	,860	,858	1,164066

a. Predictors: (Constant), Kualitas Produk (X2), Harga (X1)

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	974,140	2	487,070	359,448	,000^b
	Residual	158,541	117	1,355		
	Total	1132,681	119			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Kualitas Produk (X2), Harga (X1)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,301	,377		-,800	,426
	Harga (X1)	,390	,045	,387	8,632	,000
	Kualitas Produk (X2)	,658	,047	,632	14,082	,000

a. Dependent Variable: Keputusan Pembelian (Y)

4. Pengaruh Harga (X1) Terhadap Kualitas Produk (X2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,637 ^a	,405	,400	2,294169

a. Predictors: (Constant), Harga (X1)

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	423,162	1	423,162	80,400	,000 ^b
	Residual	621,059	118	5,263		
	Total	1044,221	119			

a. Dependent Variable: Kualitas Produk (X2)

b. Predictors: (Constant), Harga (X1)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,776	,656		5,753	,000
	Harga (X1)	,616	,069	,637	8,967	,000

a. Dependent Variable: Kualitas Produk (X2)

5. Pengaruh Harga (X1) Terhadap Keputusan Pembelian (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,789 ^a	,623	,620	1,902848

a. Predictors: (Constant), Harga (X1)

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	705,423	1	705,423	194,824	,000 ^b
	Residual	427,258	118	3,621		
	Total	1132,681	119			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Harga (X1)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,182	,544		4,009	,000
	Harga (X1)	,796	,057	,789	13,958	,000

a. Dependent Variable: Keputusan Pembelian (Y)

6. Pengaruh Kualitas Produk (X2) Terhadap Keputusan Pembelian (Y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,878 ^a	,771	,769	1,482950

a. Predictors: (Constant), Kualitas Produk (X2)

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	873,182	1	873,182	397,056	,000 ^b
	Residual	259,499	118	2,199		
	Total	1132,681	119			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Kualitas Produk (X2)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	,831	,450		1,845	,067
	Kualitas Produk (X2)	,914	,046	,878	19,926	,000

a. Dependent Variable: Keputusan Pembelian (Y)

