LAMPIRAN 1 : DATA *TOP BRAND INDEX* PRODUK TEH DALAM KEMASAN SIAP MINUM

	2016	2017	2018	2019	2020
Teh Botol Sosro	33,8%	32,0%	26,8%	21,2%	17,5%
Teh Pucuk Harum	24,8%	22,7%	32.3%	35,2%	34,5%
Teh Gelas	13,1%	12,6%	9,6%	13,8%	13,0%
Frestea	7,2%	6,3%	9,2%	8.5%	10,4%

LAMPIRAN 2 : KUESIONER PENELITIAN KONSUMEN TEH BOTOL SOSRO DI KECAMATAN SUKASADA

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 Undiksha pada Jurusan Manajemen, dengan ini saya mengadakan penelitian yang berjudul **"Pengaruh Kualitas Produk dan Harga Terhadap Keputusan Pembelian Teh Botol Sosro pada Konsumen di Kecamatan Sukasada".** Maka dengan ini, saya mohon kesediaan Bapak/Ibu, Saudara/i untuk berkenan mengisi kuesioner ini. Atas kesediaan dan bantuan Bapak/Ibu, Saudara/i yang turut berpartisipasi dalam mengisi kuesioner penelitian ini, saya ucapkan terimakasih.

Singaraja, 30 Januari 2021

Peneliti

Made Arya Wibawa
NIM. 1717041135

A. Identitas Responden

(Beri tanda √ pada kotak jawaban)

1. Nama (Boleh Tidak Diisi) : .....

2. Usia : ..... tahun

3. Jenis Kelamin : □ Laki-laki □ Perempuan

5. Pernah membeli produk Teh Botol Sosro lebih dari 2 kali ?

□ IYA □ TIDAK

Jika anda menjawab IYA, silakan lanjutkan mengisi kuesioner, namun jika menjawab TIDAK silakan berhenti untuk mengisi kuesioner.

B. Petunjuk Pengisian Kuesioner

Silakan anda pilih jawaban yang menurut anda paling sesuai dengan kondisi yang ada dengan memberikan tanda centang (√) pada pilihan jawaban yang tersedia.

Keterangan

SS : Sangat Setuju

S : Setuju

KS : Kurang Setuju

TS : Tidak Setuju

STS : Sangat Tidak Setuju

C. Draf Pertanyaan

No	Pernyataan	SS	S	KS	TS	STS
	Kualitas Produk	5	4	3	2	1
1	Teh Botol Sosro memiliki rasa yang khas sehingga bisa dibedakan dengan produk teh merek lain					
2	Teh Botol Sosro memiliki rasa manis yang sama dari awal dikonsumsi sampai akhir konsumsi dalam satu kemasannya					
3	Teh Botol Sosro memiliki ukuran kemasan yang berbeda-beda sehingga saya dapat memilih sesuai dengan kebutuhan yang saya inginkan					
4	Teh Botol Sosro bisa disimpan dengan waktu lama sehingga saya tidak takut produk Teh Botol Sosro akan rusak					
5	Teh Botol Sosro memiliki kualitas yang konsisten dari waktu ke waktu					
6	Teh Botol Sosro memiliki desain kemasan yang menarik sehingga saya tertarik untuk membelinya					

No	Pernyataan	SS	S	KS	TS	STS
	Harga	5	4	3	2	1
1	Harga Teh Botol Sosro terjangkau oleh konsumen					
2	Harga Teh Botol Sosro sesuai dengan kualitas produk yang diberikan					
3	Harga Teh Botol Sosro memiliki daya saing dengan harga yang ditawarkan pesaingnya					
4	Harga Teh Botol Sosro sesuai dengan manfaat yang diberikan oleh produknya					

No	Pernyataan	SS	S	KS	TS	STS
	Keputusan Pembelian	5	4	3	2	1
1	Teh Botol Sosro dapat memenuhi keinginan dan kebutuhan saya					
2	Saya terbiasa membeli Teh Botol Sosro saat membutuhkan minuman the					
3	Saya memberikan rekomendasi pada orang lain untuk membeli Teh Botol Sosro					
4	Saya melakukan pembelian Teh Botol Sosro berulang-ulang					

LAMPIRAN 3 : HASIL DATA ORDINAL PERNYATAAN RESPONDEN SAMPEL KECIL

RES	Kualitas Produk							Harga					Keputusan Pembelian				
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TX1	X2.1	X2.2	X2.3	X2.4	TX2	Y1	Y2	Y3	Y4	TY
1	5	4	5	5	4	5	28	4	5	5	5	19	5	5	5	5	20
2	5	5	5	5	5	5	30	5	5	5	5	20	5	5	5	5	20
3	4	5	5	5	5	5	29	5	5	5	5	20	4	3	3	3	13
4	3	3	4	4	4	3	21	5	5	4	5	19	4	4	4	3	15
5	5	5	5	5	4	5	29	4	4	3	3	14	3	3	4	4	14
6	5	4	4	5	5	5	28	5	5	4	5	19	3	4	4	4	15
7	4	4	4	4	4	4	24	4	5	5	4	18	5	5	5	5	20
8	4	5	4	5	5	4	27	5	5	5	5	20	5	5	4	5	19
9	4	4	5	5	4	5	27	5	5	4	5	19	5	5	5	5	20
10	5	5	5	5	5	5	30	4	5	4	5	18	4	3	4	4	15
11	4	5	4	4	4	5	26	5	5	5	5	20	4	3	4	4	15
12	5	5	5	5	5	5	30	5	5	4	4	18	4	4	4	3	15
13	5	5	5	4	4	4	27	4	4	4	4	16	5	5	5	5	20
14	4	4	4	4	4	4	24	4	4	5	5	18	5	5	5	5	20

15	5	5	4	4	5	5	28	5	5	5	5	20	4	5	5	5	19
16	4	5	4	4	4	5	26	4	4	4	4	16	4	4	5	5	18
17	5	5	5	4	5	5	29	5	5	5	4	19	5	5	5	5	20
18	5	4	4	4	4	4	25	4	5	5	5	19	4	4	4	4	16
19	5	5	5	5	5	5	30	5	5	5	5	20	5	5	5	5	20
20	3	4	3	3	4	3	20	4	4	4	3	15	3	4	3	3	13
21	4	4	4	5	5	5	27	5	5	5	5	20	5	5	5	5	20
22	4	5	5	5	4	5	28	5	5	5	5	20	5	5	5	5	20
23	4	3	4	4	3	3	21	4	4	4	4	16	4	3	4	4	15
24	4	4	5	4	5	4	26	4	4	4	4	16	5	5	5	5	20
25	5	5	5	5	5	4	29	5	5	5	5	20	5	5	5	5	20
26	5	5	5	5	5	5	30	4	4	4	4	16	4	4	4	4	16
27	4	5	5	5	4	4	27	5	4	5	5	19	5	5	5	5	20
28	5	5	5	5	5	4	29	5	5	5	5	20	5	5	5	5	20
29	5	5	4	5	5	5	29	5	4	4	4	17	5	5	5	5	20
30	5	5	5	5	5	5	30	5	5	5	5	20	5	5	4	5	19

LAMPIRAN 4 : HASIL DATA ORDINAL PERNYATAAN RESPONDEN SAMPEL BESAR

RES	Kualitas Produk							Harga					Keputusan Pembelian				
	X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TX1	X2.1	X2.2	X2.3	X2.4	TX2	Y1	Y2	Y3	Y4	TY
1	5	4	5	5	4	5	28	4	5	5	5	19	4	5	4	4	17
2	5	5	5	5	5	5	30	5	5	5	5	20	5	5	5	5	20
3	4	3	5	3	3	4	22	4	4	3	4	15	4	4	4	4	16
4	3	3	2	2	3	3	16	3	2	3	3	11	2	2	3	3	10
5	5	5	5	5	4	5	29	4	4	5	5	18	5	5	5	5	20
6	4	4	4	3	3	4	22	2	3	3	2	10	2	2	2	2	8
7	4	4	4	4	4	4	24	4	4	4	4	16	4	4	4	4	16
8	2	2	3	2	2	2	13	3	2	3	3	11	3	2	2	2	9
9	4	4	5	5	4	5	27	4	4	5	4	17	5	5	5	4	19
10	5	5	5	5	4	4	28	4	5	4	5	18	4	5	4	4	17
11	4	3	4	4	4	5	24	3	3	4	3	13	4	3	4	4	15
12	3	3	3	2	3	3	17	3	3	2	2	10	3	3	2	3	11
13	2	2	3	3	3	3	16	3	2	3	2	10	2	3	3	3	11
14	5	4	5	5	5	5	29	5	4	5	5	19	5	4	4	5	18
15	5	5	4	4	5	5	28	5	5	4	5	19	5	5	5	5	20
16	4	5	4	4	4	5	26	4	4	4	4	16	4	4	5	4	17
17	3	2	2	3	3	2	15	2	3	3	2	10	2	2	2	2	8
18	5	4	4	5	4	4	26	4	5	4	4	17	4	5	4	4	17
19	5	5	5	5	5	5	30	5	5	5	5	20	5	5	5	5	20
20	3	2	3	3	2	3	16	2	2	2	3	9	3	2	2	3	10
21	5	5	5	5	5	5	30	5	5	5	5	20	5	5	5	5	20
22	4	5	5	5	4	5	28	4	5	5	5	19	5	5	5	5	20

23	2	2	2	3	2	3	14	2	3	2	3	10	2	3	2	2	9
24	4	4	3	4	3	4	22	4	3	4	3	14	2	2	2	2	8
25	5	5	5	5	5	4	29	4	5	5	5	19	5	5	5	5	20
26	4	4	5	4	5	5	27	4	4	4	4	16	4	4	4	4	16
27	3	2	2	3	3	3	16	2	3	2	2	9	3	2	3	3	11
28	5	5	5	5	5	4	29	5	5	5	5	20	5	5	4	4	18
29	5	5	4	5	5	5	29	5	4	4	4	17	5	4	5	5	19
30	3	2	3	3	2	2	15	2	2	3	2	9	3	2	3	2	10
31	4	5	5	5	4	4	27	5	4	5	5	19	5	4	5	5	19
32	3	3	2	2	3	3	16	3	2	2	3	10	3	2	3	3	11
33	3	2	3	2	3	3	16	3	2	2	2	9	3	2	2	3	10
34	5	5	5	4	5	4	28	5	5	5	5	20	4	5	5	5	19
35	3	5	4	5	5	4	26	5	4	4	5	18	5	5	5	5	20
36	2	2	2	3	2	3	14	3	2	2	3	10	3	2	2	3	10
37	4	4	4	4	4	4	24	5	4	5	5	19	4	5	4	4	17
38	5	5	4	5	4	5	28	5	5	5	4	19	5	4	5	4	18
39	3	3	2	3	3	2	16	3	2	3	3	11	3	3	3	3	12
40	2	2	2	3	3	2	14	2	2	3	2	9	2	3	3	3	11
41	5	5	5	5	5	5	30	5	5	4	5	19	5	5	5	5	20
42	4	5	4	5	5	4	27	5	4	4	5	18	5	4	5	5	19
43	5	4	4	5	5	5	28	4	4	4	4	16	5	5	5	5	20
44	3	3	2	4	3	3	18	4	4	4	3	15	4	3	3	4	14
45	4	5	5	5	5	5	29	5	5	5	5	20	4	4	4	4	16
46	5	5	5	5	4	4	28	4	5	5	4	18	5	5	4	5	19
47	5	5	4	4	5	5	28	5	5	5	5	20	5	5	5	5	20
48	4	3	3	4	4	3	21	4	4	4	3	15	2	2	3	3	10
49	3	4	3	3	3	4	20	4	3	4	3	14	3	3	2	3	11

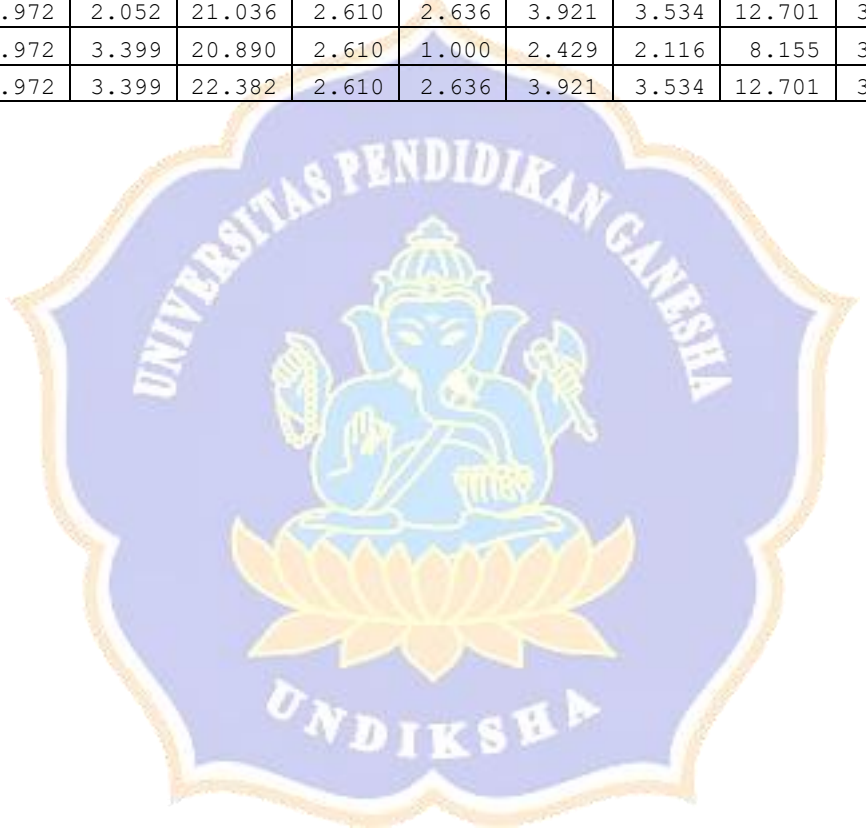
50	5	5	5	4	4	5	28	4	5	5	5	19	4	5	5	5	19
51	3	3	3	2	2	3	16	2	2	3	2	9	3	2	3	2	10
52	2	3	2	3	2	2	14	4	3	3	3	13	3	3	3	4	13
53	4	5	5	4	5	5	28	5	5	4	5	19	5	5	5	5	20
54	5	5	5	4	5	4	28	5	5	5	5	20	4	5	5	5	19
55	5	4	4	5	5	5	28	5	5	4	4	18	5	5	4	4	18
56	3	2	3	3	4	4	19	4	3	4	4	15	2	2	3	3	10
57	4	3	4	4	3	3	21	4	4	3	3	14	3	3	2	3	11
58	5	5	5	5	5	4	29	4	5	5	5	19	4	5	5	4	18
59	5	5	5	5	5	5	30	5	5	5	5	20	5	5	5	5	20
60	5	4	5	5	4	5	28	5	4	5	5	19	4	5	5	5	19
61	4	4	3	4	3	3	21	3	4	3	3	13	4	4	3	4	15
62	4	3	3	5	4	4	23	2	2	3	2	9	3	3	4	3	13
63	3	3	2	2	3	2	15	3	3	2	2	10	2	3	3	2	10
64	4	5	5	4	4	4	26	5	4	4	5	18	5	5	5	5	20
65	4	4	5	5	4	5	27	5	5	4	5	19	5	5	5	5	20
66	4	5	5	5	4	5	28	5	5	5	5	20	5	4	5	4	18
67	3	4	4	3	3	3	20	3	4	3	4	14	4	3	4	3	14
68	2	2	2	3	2	3	14	3	3	3	3	12	2	2	3	2	9
69	5	5	5	4	5	4	28	5	4	5	5	19	5	5	5	5	20
70	4	5	4	5	4	4	26	5	5	5	5	20	5	5	4	5	19
71	3	2	3	3	3	3	17	2	2	2	2	8	3	2	2	2	9
72	4	4	4	4	4	3	23	3	4	3	3	13	3	3	4	3	13
73	3	3	4	3	4	3	20	2	3	3	3	11	4	3	4	4	15
74	5	5	5	5	5	5	30	5	5	5	5	20	5	5	5	5	20
75	4	3	4	4	5	5	25	4	4	5	5	18	4	5	5	4	18
76	5	4	5	4	5	5	28	5	5	5	4	19	5	5	4	4	18

77	5	5	5	5	5	4	29	5	4	4	5	18	4	4	4	5	17
78	5	4	5	4	4	5	27	4	4	4	4	16	5	5	4	5	19
79	5	5	5	5	5	5	30	5	5	5	4	19	5	4	5	4	18
80	2	3	2	2	2	3	14	4	4	3	4	15	3	4	3	4	14
81	3	3	4	3	4	4	21	4	4	4	5	17	4	4	4	4	16
82	2	3	3	3	2	2	15	3	2	3	2	10	2	2	2	2	8
83	4	4	4	4	4	5	25	5	5	5	5	20	5	4	5	5	19
84	3	4	3	3	4	4	21	2	2	3	2	9	2	3	3	2	10
85	5	5	5	5	5	5	30	5	5	5	4	19	5	5	5	5	20
86	4	4	5	5	5	5	28	5	4	5	5	19	5	5	5	5	20
87	5	5	5	5	5	5	30	4	4	5	4	17	5	4	5	5	19
88	5	5	5	4	5	4	28	5	5	5	4	19	4	5	5	5	19
89	4	3	3	3	4	4	21	3	4	3	3	13	4	3	3	2	12
90	5	5	4	4	4	5	27	5	4	4	5	18	5	4	4	5	18
91	3	2	2	2	3	3	15	3	4	4	3	14	4	3	3	3	13
92	4	4	3	4	3	4	22	5	5	5	3	18	2	3	2	3	10
93	2	2	3	3	3	2	15	3	4	3	2	12	2	2	2	2	8
94	5	5	5	5	5	5	30	5	4	5	5	19	4	5	4	4	17
95	4	5	4	5	4	4	26	5	5	5	5	20	5	5	5	5	20
96	5	5	5	4	5	5	29	5	4	4	4	17	5	4	5	5	19
97	3	2	3	3	2	2	15	3	3	3	2	11	3	4	3	4	14
98	5	4	5	5	4	5	28	4	5	4	4	17	5	5	5	5	20
99	5	5	5	5	4	5	29	5	5	5	5	20	5	5	4	5	19
100	2	3	3	2	3	3	16	3	2	2	3	10	2	2	3	3	10

LAMPIRAN 5 : HASIL DATA INTERVAL PERNYATAAN RESPONDEN SAMPEL KECIL

X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TX1	X2.1	X2.2	X2.3	X2.4	TX2	Y1	Y2	Y3	Y4	TY
3.685	2.116	3.921	3.871	2.481	3.399	19.473	1.000	2.636	3.921	3.534	11.091	3.449	3.143	3.634	3.209	13.435
3.685	3.534	3.921	3.871	3.972	3.399	22.382	2.610	2.636	3.921	3.534	12.701	3.449	3.143	3.634	3.209	13.435
2.269	3.534	3.921	3.871	3.972	3.399	20.966	2.610	2.636	3.921	3.534	12.701	2.101	1.000	1.000	1.000	5.101
1.000	1.000	2.429	2.376	2.481	1.000	10.286	2.610	2.636	2.429	3.534	11.209	2.101	1.914	2.219	1.000	7.235
3.685	3.534	3.921	3.871	2.481	3.399	20.891	1.000	1.000	1.000	1.000	4.000	1.000	1.000	2.219	1.924	6.143
3.685	2.116	2.429	3.871	3.972	3.399	19.472	2.610	2.636	2.429	3.534	11.209	1.000	1.914	2.219	1.924	7.057
2.269	2.116	2.429	2.376	2.481	2.052	13.723	1.000	2.636	3.921	2.116	9.673	3.449	3.143	3.634	3.209	13.435
2.269	3.534	2.429	3.871	3.972	2.052	18.128	2.610	2.636	3.921	3.534	12.701	3.449	3.143	2.219	3.209	12.021
2.269	2.116	3.921	3.871	2.481	3.399	18.057	2.610	2.636	2.429	3.534	11.209	3.449	3.143	3.634	3.209	13.435
3.685	3.534	3.921	3.871	3.972	3.399	22.382	1.000	2.636	2.429	3.534	9.599	2.101	1.000	2.219	1.924	7.245
2.269	3.534	2.429	2.376	2.481	3.399	16.488	2.610	2.636	3.921	3.534	12.701	2.101	1.000	2.219	1.924	7.245
3.685	3.534	3.921	3.871	3.972	3.399	22.382	2.610	2.636	2.429	2.116	9.791	2.101	1.914	2.219	1.000	7.235
3.685	3.534	3.921	2.376	2.481	2.052	18.049	1.000	1.000	2.429	2.116	6.545	3.449	3.143	3.634	3.209	13.435
2.269	2.116	2.429	2.376	2.481	2.052	13.723	1.000	1.000	3.921	3.534	9.455	3.449	3.143	3.634	3.209	13.435
3.685	3.534	2.429	2.376	3.972	3.399	19.395	2.610	2.636	3.921	3.534	12.701	2.101	3.143	3.634	3.209	12.087
2.269	3.534	2.429	2.376	2.481	3.399	16.488	1.000	1.000	2.429	2.116	6.545	2.101	1.914	3.634	3.209	10.858
3.685	3.534	3.921	2.376	3.972	3.399	20.887	2.610	2.636	3.921	2.116	11.283	3.449	3.143	3.634	3.209	13.435
3.685	2.116	2.429	2.376	2.481	2.052	15.139	1.000	2.636	3.921	3.534	11.091	2.101	1.914	2.219	1.924	8.159
3.685	3.534	3.921	3.871	3.972	3.399	22.382	2.610	2.636	3.921	3.534	12.701	3.449	3.143	3.634	3.209	13.435
1.000	2.116	1.000	1.000	2.481	1.000	8.597	1.000	1.000	2.429	1.000	5.429	1.000	1.914	1.000	1.000	4.914
2.269	2.116	2.429	3.871	3.972	3.399	18.056	2.610	2.636	3.921	3.534	12.701	3.449	3.143	3.634	3.209	13.435
2.269	3.534	3.921	3.871	2.481	3.399	19.475	2.610	2.636	3.921	3.534	12.701	3.449	3.143	3.634	3.209	13.435
2.269	1.000	2.429	2.376	1.000	1.000	10.074	1.000	1.000	2.429	2.116	6.545	2.101	1.000	2.219	1.924	7.245
2.269	2.116	3.921	2.376	3.972	2.052	16.706	1.000	1.000	2.429	2.116	6.545	3.449	3.143	3.634	3.209	13.435

3.685	3.534	3.921	3.871	3.972	2.052	21.036	2.610	2.636	3.921	3.534	12.701	3.449	3.143	3.634	3.209	13.435
3.685	3.534	3.921	3.871	3.972	3.399	22.382	1.000	1.000	2.429	2.116	6.545	2.101	1.914	2.219	1.924	8.159
2.269	3.534	3.921	3.871	2.481	2.052	18.128	2.610	1.000	3.921	3.534	11.065	3.449	3.143	3.634	3.209	13.435
3.685	3.534	3.921	3.871	3.972	2.052	21.036	2.610	2.636	3.921	3.534	12.701	3.449	3.143	3.634	3.209	13.435
3.685	3.534	2.429	3.871	3.972	3.399	20.890	2.610	1.000	2.429	2.116	8.155	3.449	3.143	3.634	3.209	13.435
3.685	3.534	3.921	3.871	3.972	3.399	22.382	2.610	2.636	3.921	3.534	12.701	3.449	3.143	2.219	3.209	12.021



LAMPIRAN 6 : HASIL DATA INTERVAL PERNYATAAN RESPONDEN SAMPEL BESAR

X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TX1	X2.1	X2.2	X2.3	X2.4	TX2	Y1	Y2	Y3	Y4	TY
3.711	2.470	3.538	3.739	2.722	3.739	19.919	2.564	3.579	3.757	3.487	13.387	2.444	3.376	2.516	2.526	10.862
3.711	3.487	3.538	3.739	3.807	3.739	22.020	3.633	3.579	3.757	3.487	14.455	3.487	3.376	3.538	3.574	13.975
2.645	1.867	3.538	1.960	1.934	2.665	14.608	2.564	2.456	1.960	2.495	9.475	2.444	2.390	2.516	2.526	9.876
1.918	1.867	1.000	1.000	1.934	1.927	9.646	1.879	1.000	1.960	1.896	6.735	1.000	1.000	1.883	1.871	5.754
3.711	3.487	3.538	3.739	2.722	3.739	20.936	2.564	2.456	3.757	3.487	12.264	3.487	3.376	3.538	3.574	13.975
2.645	2.470	2.513	1.960	1.934	2.665	14.187	1.000	1.775	1.960	1.000	5.735	1.000	1.000	1.000	1.000	4.000
2.645	2.470	2.513	2.691	2.722	2.665	15.707	2.564	2.456	2.704	2.495	10.219	2.444	2.390	2.516	2.526	9.876
1.000	1.000	1.886	1.000	1.000	1.000	6.886	1.879	1.000	1.960	1.896	6.735	1.837	1.000	1.000	1.000	4.837
2.645	2.470	3.538	3.739	2.722	3.739	18.853	2.564	2.456	3.757	2.495	11.272	3.487	3.376	3.538	2.526	12.927
3.711	3.487	3.538	3.739	2.722	2.665	19.862	2.564	3.579	2.704	3.487	12.334	2.444	3.376	2.516	2.526	10.862
2.645	1.867	2.513	2.691	2.722	3.739	16.177	1.879	1.775	2.704	1.896	8.254	2.444	1.853	2.516	2.526	9.339
1.918	1.867	1.886	1.000	1.934	1.927	10.532	1.879	1.775	1.000	1.000	5.654	1.837	1.853	1.000	1.871	6.560
1.000	1.000	1.886	1.960	1.934	1.927	9.707	1.879	1.000	1.960	1.000	5.839	1.000	1.853	1.883	1.871	6.606
3.711	2.470	3.538	3.739	3.807	3.739	21.004	3.633	2.456	3.757	3.487	13.332	3.487	2.390	2.516	3.574	11.967
3.711	3.487	2.513	2.691	3.807	3.739	19.948	3.633	3.579	2.704	3.487	13.402	3.487	3.376	3.538	3.574	13.975
2.645	3.487	2.513	2.691	2.722	3.739	17.797	2.564	2.456	2.704	2.495	10.219	2.444	2.390	3.538	2.526	10.898
1.918	1.000	1.000	1.960	1.934	1.000	8.811	1.000	1.775	1.960	1.000	5.735	1.000	1.000	1.000	1.000	4.000
3.711	2.470	2.513	3.739	2.722	2.665	17.821	2.564	3.579	2.704	2.495	11.342	2.444	3.376	2.516	2.526	10.862
3.711	3.487	3.538	3.739	3.807	3.739	22.020	3.633	3.579	3.757	3.487	14.455	3.487	3.376	3.538	3.574	13.975
1.918	1.000	1.886	1.960	1.000	1.927	9.691	1.000	1.000	1.000	1.896	4.896	1.837	1.000	1.000	1.871	5.707
3.711	3.487	3.538	3.739	3.807	3.739	22.020	3.633	3.579	3.757	3.487	14.455	3.487	3.376	3.538	3.574	13.975
2.645	3.487	3.538	3.739	2.722	3.739	19.870	2.564	3.579	3.757	3.487	13.387	3.487	3.376	3.538	3.574	13.975

1.000	1.000	1.000	1.960	1.000	1.927	7.887	1.000	1.775	1.000	1.896	5.671	1.000	1.853	1.000	1.000	4.853
2.645	2.470	1.886	2.691	1.934	2.665	14.291	2.564	1.775	2.704	1.896	8.939	1.000	1.000	1.000	1.000	4.000
3.711	3.487	3.538	3.739	3.807	2.665	20.947	2.564	3.579	3.757	3.487	13.387	3.487	3.376	3.538	3.574	13.975
2.645	2.470	3.538	2.691	3.807	3.739	18.890	2.564	2.456	2.704	2.495	10.219	2.444	2.390	2.516	2.526	9.876
1.918	1.000	1.000	1.960	1.934	1.927	9.739	1.000	1.775	1.000	1.000	4.775	1.837	1.000	1.883	1.871	6.591
3.711	3.487	3.538	3.739	3.807	2.665	20.947	3.633	3.579	3.757	3.487	14.455	3.487	3.376	2.516	2.526	11.905
3.711	3.487	2.513	3.739	3.807	3.739	20.996	3.633	2.456	2.704	2.495	11.288	3.487	2.390	3.538	3.574	12.989
1.918	1.000	1.886	1.960	1.000	1.000	8.763	1.000	1.000	1.960	1.000	4.960	1.837	1.000	1.883	1.000	5.720
2.645	3.487	3.538	3.739	2.722	2.665	18.796	3.633	2.456	3.757	3.487	13.332	3.487	2.390	3.538	3.574	12.989
1.918	1.867	1.000	1.000	1.934	1.927	9.646	1.879	1.000	1.000	1.896	5.775	1.837	1.000	1.883	1.871	6.591
1.918	1.000	1.886	1.000	1.934	1.927	9.665	1.879	1.000	1.000	1.000	4.879	1.837	1.000	1.000	1.871	5.707
3.711	3.487	3.538	2.691	3.807	2.665	19.899	3.633	3.579	3.757	3.487	14.455	2.444	3.376	3.538	3.574	12.932
1.918	3.487	2.513	3.739	3.807	2.665	18.129	3.633	2.456	2.704	3.487	12.279	3.487	3.376	3.538	3.574	13.975
1.000	1.000	1.000	1.960	1.000	1.927	7.887	1.879	1.000	1.000	1.896	5.775	1.837	1.000	1.000	1.871	5.707
2.645	2.470	2.513	2.691	2.722	2.665	15.707	3.633	2.456	3.757	3.487	13.332	2.444	3.376	2.516	2.526	10.862
3.711	3.487	2.513	3.739	2.722	3.739	19.911	3.633	3.579	3.757	2.495	13.464	3.487	2.390	3.538	2.526	11.941
1.918	1.867	1.000	1.960	1.934	1.000	9.678	1.879	1.000	1.960	1.896	6.735	1.837	1.853	1.883	1.871	7.443
1.000	1.000	1.000	1.960	1.934	1.000	7.893	1.000	1.000	1.960	1.000	4.960	1.000	1.853	1.883	1.871	6.606
3.711	3.487	3.538	3.739	3.807	3.739	22.020	3.633	3.579	2.704	3.487	13.402	3.487	3.376	3.538	3.574	13.975
2.645	3.487	2.513	3.739	3.807	2.665	18.856	3.633	2.456	2.704	3.487	12.279	3.487	2.390	3.538	3.574	12.989
3.711	2.470	2.513	3.739	3.807	3.739	19.979	2.564	2.456	2.704	2.495	10.219	3.487	3.376	3.538	3.574	13.975
1.918	1.867	1.000	2.691	1.934	1.927	11.337	2.564	2.456	2.704	1.896	9.620	2.444	1.853	1.883	2.526	8.706
2.645	3.487	3.538	3.739	3.807	3.739	20.954	3.633	3.579	3.757	3.487	14.455	2.444	2.390	2.516	2.526	9.876
3.711	3.487	3.538	3.739	2.722	2.665	19.862	2.564	3.579	3.757	2.495	12.396	3.487	3.376	2.516	3.574	12.953
3.711	3.487	2.513	2.691	3.807	3.739	19.948	3.633	3.579	3.757	3.487	14.455	3.487	3.376	3.538	3.574	13.975
2.645	1.867	1.886	2.691	2.722	1.927	13.738	2.564	2.456	2.704	1.896	9.620	1.000	1.000	1.883	1.871	5.754

1.918	2.470	1.886	1.960	1.934	2.665	12.832	2.564	1.775	2.704	1.896	8.939	1.837	1.853	1.000	1.871	6.560
3.711	3.487	3.538	2.691	2.722	3.739	19.888	2.564	3.579	3.757	3.487	13.387	2.444	3.376	3.538	3.574	12.932
1.918	1.867	1.886	1.000	1.000	1.927	9.598	1.000	1.000	1.960	1.000	4.960	1.837	1.000	1.883	1.000	5.720
1.000	1.867	1.000	1.960	1.000	1.000	7.826	2.564	1.775	1.960	1.896	8.195	1.837	1.853	1.883	2.526	8.098
2.645	3.487	3.538	2.691	3.807	3.739	19.906	3.633	3.579	2.704	3.487	13.402	3.487	3.376	3.538	3.574	13.975
3.711	3.487	3.538	2.691	3.807	2.665	19.899	3.633	3.579	3.757	3.487	14.455	2.444	3.376	3.538	3.574	12.932
3.711	2.470	2.513	3.739	3.807	3.739	19.979	3.633	3.579	2.704	2.495	12.411	3.487	3.376	2.516	2.526	11.905
1.918	1.000	1.886	1.960	2.722	2.665	12.151	2.564	1.775	2.704	2.495	9.539	1.000	1.000	1.883	1.871	5.754
2.645	1.867	2.513	2.691	1.934	1.927	13.577	2.564	2.456	1.960	1.896	8.876	1.837	1.853	1.000	1.871	6.560
3.711	3.487	3.538	3.739	3.807	2.665	20.947	2.564	3.579	3.757	3.487	13.387	2.444	3.376	3.538	2.526	11.884
3.711	3.487	3.538	3.739	3.807	3.739	22.020	3.633	3.579	3.757	3.487	14.455	3.487	3.376	3.538	3.574	13.975
3.711	2.470	3.538	3.739	2.722	3.739	19.919	3.633	2.456	3.757	3.487	13.332	2.444	3.376	3.538	3.574	12.932
2.645	2.470	1.886	2.691	1.934	1.927	13.553	1.879	2.456	1.960	1.896	8.190	2.444	2.390	1.883	2.526	9.243
2.645	1.867	1.886	3.739	2.722	2.665	15.524	1.000	1.000	1.960	1.000	4.960	1.837	1.853	2.516	1.871	8.076
1.918	1.867	1.000	1.000	1.934	1.000	8.719	1.879	1.775	1.000	1.000	5.654	1.000	1.853	1.883	1.000	5.736
2.645	3.487	3.538	2.691	2.722	2.665	17.748	3.633	2.456	2.704	3.487	12.279	3.487	3.376	3.538	3.574	13.975
2.645	2.470	3.538	3.739	2.722	3.739	18.853	3.633	3.579	2.704	3.487	13.402	3.487	3.376	3.538	3.574	13.975
2.645	3.487	3.538	3.739	2.722	3.739	19.870	3.633	3.579	3.757	3.487	14.455	3.487	2.390	3.538	2.526	11.941
1.918	2.470	2.513	1.960	1.934	1.927	12.722	1.879	2.456	1.960	2.495	8.790	2.444	1.853	2.516	1.871	8.683
1.000	1.000	1.000	1.960	1.000	1.927	7.887	1.879	1.775	1.960	1.896	7.510	1.000	1.000	1.883	1.000	4.883
3.711	3.487	3.538	2.691	3.807	2.665	19.899	3.633	2.456	3.757	3.487	13.332	3.487	3.376	3.538	3.574	13.975
2.645	3.487	2.513	3.739	2.722	2.665	17.771	3.633	3.579	3.757	3.487	14.455	3.487	3.376	2.516	3.574	12.953
1.918	1.000	1.886	1.960	1.934	1.927	10.624	1.000	1.000	1.000	1.000	4.000	1.837	1.000	1.000	1.000	4.837
2.645	2.470	2.513	2.691	2.722	1.927	14.969	1.879	2.456	1.960	1.896	8.190	1.837	1.853	2.516	1.871	8.076
1.918	1.867	2.513	1.960	2.722	1.927	12.907	1.000	1.775	1.960	1.896	6.631	2.444	1.853	2.516	2.526	9.339
3.711	3.487	3.538	3.739	3.807	3.739	22.020	3.633	3.579	3.757	3.487	14.455	3.487	3.376	3.538	3.574	13.975

2.645	1.867	2.513	2.691	3.807	3.739	17.262	2.564	2.456	3.757	3.487	12.264	2.444	3.376	3.538	2.526	11.884
3.711	2.470	3.538	2.691	3.807	3.739	19.956	3.633	3.579	3.757	2.495	13.464	3.487	3.376	2.516	2.526	11.905
3.711	3.487	3.538	3.739	3.807	2.665	20.947	3.633	2.456	2.704	3.487	12.279	2.444	2.390	2.516	3.574	10.924
3.711	2.470	3.538	2.691	2.722	3.739	18.871	2.564	2.456	2.704	2.495	10.219	3.487	3.376	2.516	3.574	12.953
3.711	3.487	3.538	3.739	3.807	3.739	22.020	3.633	3.579	3.757	2.495	13.464	3.487	2.390	3.538	2.526	11.941
1.000	1.867	1.000	1.000	1.000	1.927	7.794	2.564	2.456	1.960	2.495	9.475	1.837	2.390	1.883	2.526	8.636
1.918	1.867	2.513	1.960	2.722	2.665	13.645	2.564	2.456	2.704	3.487	11.211	2.444	2.390	2.516	2.526	9.876
1.000	1.867	1.886	1.960	1.000	1.000	8.712	1.879	1.000	1.960	1.000	5.839	1.000	1.000	1.000	1.000	4.000
2.645	2.470	2.513	2.691	2.722	3.739	16.781	3.633	3.579	3.757	3.487	14.455	3.487	2.390	3.538	3.574	12.989
1.918	2.470	1.886	1.960	2.722	2.665	13.621	1.000	1.000	1.960	1.000	4.960	1.000	1.853	1.883	1.000	5.736
3.711	3.487	3.538	3.739	3.807	3.739	22.020	3.633	3.579	3.757	2.495	13.464	3.487	3.376	3.538	3.574	13.975
2.645	2.470	3.538	3.739	3.807	3.739	19.937	3.633	2.456	3.757	3.487	13.332	3.487	3.376	3.538	3.574	13.975
3.711	3.487	3.538	3.739	3.807	3.739	22.020	2.564	2.456	3.757	2.495	11.272	3.487	2.390	3.538	3.574	12.989
3.711	3.487	3.538	2.691	3.807	2.665	19.899	3.633	3.579	3.757	2.495	13.464	2.444	3.376	3.538	3.574	12.932
2.645	1.867	1.886	1.960	2.722	2.665	13.745	1.879	2.456	1.960	1.896	8.190	2.444	1.853	1.883	1.000	7.180
3.711	3.487	2.513	2.691	2.722	3.739	18.863	3.633	2.456	2.704	3.487	12.279	3.487	2.390	2.516	3.574	11.967
1.918	1.000	1.000	1.000	1.934	1.927	8.779	1.879	2.456	2.704	1.896	8.935	2.444	1.853	1.883	1.871	8.050
2.645	2.470	1.886	2.691	1.934	2.665	14.291	3.633	3.579	3.757	1.896	12.865	1.000	1.853	1.000	1.871	5.723
1.000	1.000	1.886	1.960	1.934	1.000	8.779	1.879	2.456	1.960	1.000	7.294	1.000	1.000	1.000	1.000	4.000
3.711	3.487	3.538	3.739	3.807	3.739	22.020	3.633	2.456	3.757	3.487	13.332	2.444	3.376	2.516	2.526	10.862
2.645	3.487	2.513	3.739	2.722	2.665	17.771	3.633	3.579	3.757	3.487	14.455	3.487	3.376	3.538	3.574	13.975
3.711	3.487	3.538	2.691	3.807	3.739	20.973	3.633	2.456	2.704	2.495	11.288	3.487	2.390	3.538	3.574	12.989
1.918	1.000	1.886	1.960	1.000	1.000	8.763	1.879	1.775	1.960	1.000	6.614	1.837	2.390	1.883	2.526	8.636
3.711	2.470	3.538	3.739	2.722	3.739	19.919	2.564	3.579	2.704	2.495	11.342	3.487	3.376	3.538	3.574	13.975
3.711	3.487	3.538	3.739	2.722	3.739	20.936	3.633	3.579	3.757	3.487	14.455	3.487	3.376	2.516	3.574	12.953
1.000	1.867	1.886	1.000	1.934	1.927	9.614	1.879	1.000	1.000	1.896	5.775	1.000	1.000	1.883	1.871	5.754

LAMPIRAN 7 : DESKRIPSI DATA RESPONDEN

UMUR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30	64	64.0	64.0	64.0
	31-45	18	18.0	18.0	82.0
	46-60	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

JENIS_KELAMIN

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LAKI-LAKI	53	53.0	53.0	53.0
	PEREMPUAN	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

LAMPIRAN 8 : HASIL *OUTPUT* PERHITUNGAN SPSS 24 *FOR WINDOWS,* KUALITAS PRODUK (X_1), HARGA (X_2) DAN KEPUTUSAN PEMBELIAN (Y)

HASIL UJI RELIABILITAS KUALITAS PRODUK SAMPEL KECIL

Reliability Statistics

Cronbach's Alpha	N of Items
.859	6

HASIL UJI RELIABILITAS HARGA SAMPEL KECIL

Reliability Statistics

Cronbach's Alpha	N of Items
.836	4

HASIL UJI RELIABILITAS KEPUTUSAN PEMBELIAN SAMPEL KECIL

Reliability Statistics

Cronbach's Alpha	N of Items
.929	4

HASIL UJI RELIABILITAS KUALITAS PRODUK SAMPEL BESAR

Reliability Statistics

Cronbach's Alpha	N of Items
.953	6

HASIL UJI RELIABILITAS HARGA SAMPEL BESAR

Reliability Statistics

Cronbach's Alpha	N of Items
.940	4

HASIL UJI RELIABILITAS KEPUTUSAN PEMBELIAN SAMPEL BESAR

Reliability Statistics

Cronbach's Alpha	N of Items
.955	4

HASIL UJI VALIDITAS KUALITAS PRODUK SAMPEL KECIL

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TX1
X1.1	Pearson Correlation	1	.531**	.531**	.489**	.479**	.563**	.786**
	Sig. (2-tailed)		.003	.003	.006	.007	.001	.000
	N	30	30	30	30	30	30	30
X1.2	Pearson Correlation	.531**	1	.476**	.423*	.529**	.605**	.781**
	Sig. (2-tailed)	.003		.008	.020	.003	.000	.000
	N	30	30	30	30	30	30	30
X1.3	Pearson Correlation	.531**	.476**	1	.630**	.316	.442*	.730**
	Sig. (2-tailed)	.003	.008		.000	.089	.014	.000
	N	30	30	30	30	30	30	30
X1.4	Pearson Correlation	.489**	.423*	.630**	1	.477**	.578**	.774**
	Sig. (2-tailed)	.006	.020	.000		.008	.001	.000
	N	30	30	30	30	30	30	30
X1.5	Pearson Correlation	.479**	.529**	.316	.477**	1	.486**	.710**
	Sig. (2-tailed)	.007	.003	.089	.008		.007	.000
	N	30	30	30	30	30	30	30
X1.6	Pearson Correlation	.563**	.605**	.442*	.578**	.486**	1	.812**
	Sig. (2-tailed)	.001	.000	.014	.001	.007		.000
	N	30	30	30	30	30	30	30
TX1	Pearson Correlation	.786**	.781**	.730**	.774**	.710**	.812**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	30	30	30	30	30	30	30

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

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

HASIL UJI VALIDITAS HARGA SAMPEL KECIL

Correlations

		X2.1	X2.2	X2.3	X2.4	TX2
X2.1	Pearson Correlation	1	.577**	.412*	.531**	.750**
	Sig. (2-tailed)		.001	.024	.003	.000
	N	30	30	30	30	30
X2.2	Pearson Correlation	.577**	1	.545**	.651**	.830**
	Sig. (2-tailed)	.001		.002	.000	.000
	N	30	30	30	30	30
X2.3	Pearson Correlation	.412*	.545**	1	.668**	.813**
	Sig. (2-tailed)	.024	.002		.000	.000
	N	30	30	30	30	30
X2.4	Pearson Correlation	.531**	.651**	.668**	1	.885**
	Sig. (2-tailed)	.003	.000	.000		.000
	N	30	30	30	30	30
TX2	Pearson Correlation	.750**	.830**	.813**	.885**	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 KEPUTUSAN PEMBELIAN SAMPEL KECIL

Correlations

		Y1	Y2	Y3	Y4	TY
Y1	Pearson Correlation	1	.780**	.723**	.761**	.896**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	30	30	30	30	30
Y2	Pearson Correlation	.780**	1	.743**	.762**	.909**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
Y3	Pearson Correlation	.723**	.743**	1	.861**	.908**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
Y4	Pearson Correlation	.761**	.762**	.861**	1	.929**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
TY	Pearson Correlation	.896**	.909**	.908**	.929**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

HASIL UJI VALIDITAS KUALITAS PRODUK SAMPEL BESAR

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	TX1
X1.1	Pearson Correlation	1	.801**	.812**	.782**	.804**	.790**	.922**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X1.2	Pearson Correlation	.801**	1	.792**	.761**	.769**	.734**	.902**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X1.3	Pearson Correlation	.812**	.792**	1	.761**	.772**	.779**	.911**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100
X1.4	Pearson Correlation	.782**	.761**	.761**	1	.739**	.735**	.883**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100
X1.5	Pearson Correlation	.804**	.769**	.772**	.739**	1	.779**	.898**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100
X1.6	Pearson Correlation	.790**	.734**	.779**	.735**	.779**	1	.889**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100
TX1	Pearson Correlation	.922**	.902**	.911**	.883**	.898**	.889**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

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

HASIL UJI VALIDITAS HARGA SAMPEL BESAR

Correlations

		X2.1	X2.2	X2.3	X2.4	TX2
X2.1	Pearson Correlation	1	.788**	.800**	.842**	.931**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
X2.2	Pearson Correlation	.788**	1	.791**	.777**	.910**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
X2.3	Pearson Correlation	.800**	.791**	1	.794**	.916**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
X2.4	Pearson Correlation	.842**	.777**	.794**	1	.929**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
TX2	Pearson Correlation	.931**	.910**	.916**	.929**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

HASIL UJI VALIDITAS KEPUTUSAN PEMBELIAN SAMPEL BESAR

Correlations

		Y1	Y2	Y3	Y4	TY
Y1	Pearson Correlation	1	.822**	.833**	.860**	.936**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Y2	Pearson Correlation	.822**	1	.827**	.855**	.935**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Y3	Pearson Correlation	.833**	.827**	1	.850**	.934**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Y4	Pearson Correlation	.860**	.855**	.850**	1	.949**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
TY	Pearson Correlation	.936**	.935**	.934**	.949**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

LAMPIRAN 9 : OUTPUT ANALISIS JALUR *(PATH ANALYSIS)*

Regression

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

Variables Entered/Removed[a]

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

a. Dependent Variable: TY

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.907[a]	.823	.819	1.771

a. Predictors: (Constant), TX2, TX1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1410.655	2	705.327	224.866	.000[b]
	Residual	304.255	97	3.137		
	Total	1714.910	99			

a. Dependent Variable: TY

b. Predictors: (Constant), TX2, TX1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	-.421	.775		-.543	.588			
	TX1	.364	.067	.492	5.464	.000	.882	.485	.234
	TX2	.472	.096	.443	4.924	.000	.876	.447	.211

a. Dependent Variable: TY

b. Pengaruh Kualitas Produk (X_1) Terhadap Harga (X_2)

Variables Entered/Removed[a]

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

a. Dependent Variable: TX2

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.880[a]	.774	.772	1.865

a. Predictors: (Constant), TX1

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1169.912	1	1169.912	336.381	.000[b]
	Residual	340.838	98	3.478		
	Total	1510.750	99			

a. Dependent Variable: TX2

b. Predictors: (Constant), TX1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	1.283	.805		1.594	.114			
	TX1	.610	.033	.880	18.341	.000	.880	.880	.880

a. Dependent Variable: TX2

c. Pengaruh Kualitas Produk (X_1) Terhadap Keputusan Pembelian (Y)

Variables Entered/Removed[a]

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

a. Dependent Variable: TY

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.882[a]	.778	.776	1.970

a. Predictors: (Constant), TX1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1334.600	1	1334.600	343.906	.000[b]
	Residual	380.310	98	3.881		
	Total	1714.910	99			

a. Dependent Variable: TY

b. Predictors: (Constant), TX1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	.185	.851		.218	.828			
	TX1	.652	.035	.882	18.545	.000	.882	.882	.882

a. Dependent Variable: TY

a. Pengaruh Harga (X_2) Terhadap Keputusan Pembelian (Y)

Variables Entered/Removed[a]

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

a. Dependent Variable: TY

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.876[a]	.768	.766	2.015

a. Predictors: (Constant), TX2

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1316.996	1	1316.996	324.355	.000[b]
	Residual	397.914	98	4.060		
	Total	1714.910	99			

a. Dependent Variable: TY

b. Predictors: (Constant), TX2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	.918	.836		1.098	.275			
	TX2	.934	.052	.876	18.010	.000	.876	.876	.876

a. Dependent Variable: TY

RIWAYAT HIDUP

Made Arya Wibawa lahir di Sangket pada tanggal 27 Maret 1998. Penulis memiliki saudara perempuan yang bernama Ni Putu Sri Wahyuni. Penulis lahir dari pasangan Bapak Nyoman Rawes dan Ibu Ketut Sari. Saat ini penulis beralamat di Jalan Pratu Ginten No. 6 Lingkungan Sangket, Kecamatan Sukasada, Kabupaten Buleleng, Provinsi Bali. Penulis menyelesaikan pendidikan dasar di SD No 3 Sukasada dan lulus pada tahun 2010. Kemudian penulis melanjutkan di SMP Negeri 1 Sukasada dan lulus pada tahun 2013. Selanjutnya penulis melanjutkan di SMK Negeri 1 Sukasada dengan jurusan Desain Produk Kriya Kayu dan lulus pada tahun 2016. Dan melanjutkan ke S1 Manajemen di Universitas Pendidikan Ganesha pada tahun 2017 dan sampai penulisan skripsi ini penulis masih terdaftar sebagai mahasiswa di Universitas Pendidikan Ganesha jurusan S1 Manajemen. Selama proses perkuliahan penulis mengikuti beberapa organisasi diantaranya KMHD YBV Undiksha, Forum Komunikasi Bidikmisi Undiksha, dan UKM Musik Undiksha.