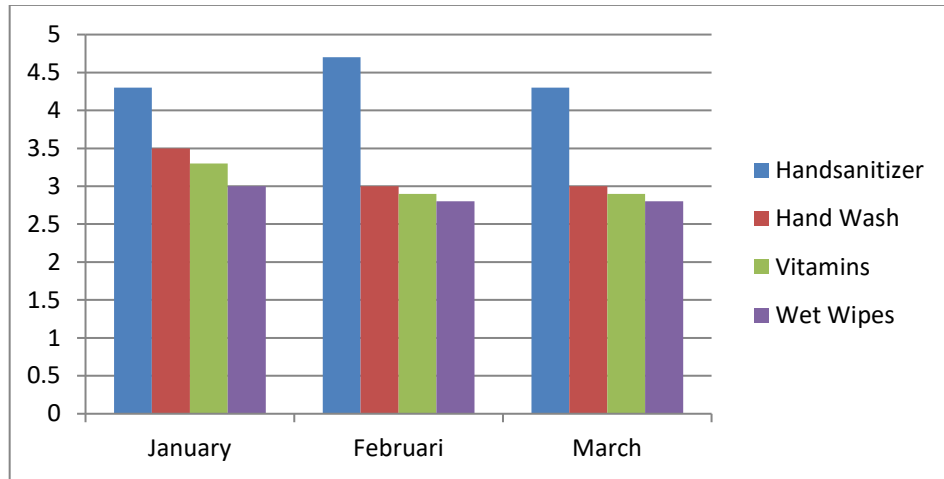


## LAMPIRAN 1 : GRAFIK TINGKAT PENJUALAN HAND SANITIZER

Grafik 1.1  
Tingkat penjualan *hand sanitizer*



Sumber: Data.Sirclo (2020)



## LAMPIRAN 2 : TOP BRAND INDEX 2020

| <b>BRAND</b> | <b>TOP BRAND INDEX</b> |
|--------------|------------------------|
| ANTIS        | 33.8%                  |
| DETTOL       | 30.0%                  |
| BETADINE     | 10.6%                  |
| LIFEBOUY     | 7.0%                   |
| HANDY CLEAN  | 5.7%                   |

(Sumber : Top Brand Index)



## LAMPIRAN 3 : KUESIONER PENELITIAN

**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 Citra Merek, Harga Dan Promosi Terhadap Keputusan Pembelian Antis *Hand Sanitizer* Di Bali Pada Masa Pandemi Covid-19”**. 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, 19 January 2021

Peneliti

Putu Andika Yogistara  
NIM. 1717041137

### A. Identitas Responden

(Beri tanda  $\surd$  pada kotak jawaban)

1. Nama (Boleh Tidak Diisi) : .....
2. Usia : ..... tahun
3. Jenis Kelamin :  Laki-laki  Perempuan
4. Sering menggunakan produk *hand sanitizer* merek Antis ?  
 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 ( $\surd$ ) 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 |
|----|---|----|---|----|----|-----|
|    | Citra Merek   | 5  | 4 | 3  | 2  | 1   |
| 1  | Merek Antis <i>Hand Sanitizer</i> yang sudah dikenal banyak orang                 |    |   |    |    |     |
| 2  | Produk Antis <i>Hand Sanitizer</i> memiliki citra merek yang baik dimata konsumen |    |   |    |    |     |
| 3  | Merek Antis <i>Hand Sanitizer</i> mudah diingat                                   |    |   |    |    |     |

| No | Pernyataan   | SS | S | KS | TS | STS |
|----|--|----|---|----|----|-----|
|    | Harga  | 5  | 4 | 3  | 2  | 1   |
| 1  | Harga Antis <i>Hand Sanitizer</i> terjangkau oleh konsumen |    |   |    |    |     |

|   |   |  |  |  |  |  |
|---|---|--|--|--|--|--|
| 2 | Harga Antis <i>Hand Sanitizer</i> sesuai dengan kualitas produk yang diberikan                |  |  |  |  |  |
| 3 | Harga Antis <i>Hand Sanitizer</i> memiliki daya saing dengan harga yang ditawarkan pesaingnya |  |  |  |  |  |
| 4 | Harga Antis <i>Hand Sanitizer</i> sesuai dengan manfaat yang diberikan oleh produknya         |  |  |  |  |  |

| No | Pernyataan  | SS | S | KS | TS | STS |
|----|---|----|---|----|----|-----|
|    | Promosi   | 5  | 4 | 3  | 2  | 1   |
| 1  | Seringnya promosi Antis <i>Hand Sanitizer</i> meningkatkan minat untuk membeli                                      |    |   |    |    |     |
| 2  | Tampilan iklan Antis <i>Hand Sanitizer</i> di Televisi dan Media Sosial memberikan informasi yang jelas dan menarik |    |   |    |    |     |
| 3  | Banyaknya orang yang menawarkan Antis <i>Hand Sanitizer</i> kepada anda membuat semakin termotivasi untuk membeli   |    |   |    |    |     |
| 4  | Promosi Antis <i>Hand Sanitizer</i> dilakukan dalam periode yang lama saat masa pandemi virus corona                |    |   |    |    |     |
| 5  | Antis <i>Hand Sanitizer</i> melakukan promosi kepada masyarakat saat masa pandemi virus corona                      |    |   |    |    |     |

| No | Pernyataan   | SS | S | KS | TS | STS |
|----|--|----|---|----|----|-----|
|    | Keputusan Pembelian  | 5  | 4 | 3  | 2  | 1   |
| 1  | Saya yakin sudah mengambil keputusan yang tepat saat membeli Antis <i>Hand Sanitizer</i> |    |   |    |    |     |
| 2  | Saya terbiasa membeli Antis saat membutuhkan <i>hand sanitizer</i>                       |    |   |    |    |     |
| 3  | Saya memberikan rekomendasi pada orang lain untuk membeli Antis <i>Hand Sanitizer</i>    |    |   |    |    |     |
| 4  | Saya melakukan pembelian Antis <i>Hand Sanitizer</i> berulang-ulang                      |    |   |    |    |     |

## LAMPIRAN 4 : GAMBARAN UMUM RESPONDEN

### Karakteristik Responden

| <b>Statistics</b> |         |                         |                |
|-------------------|---------|-------------------------|----------------|
|                   |         | Jenis Kelamin Responden | Usia Responden |
| N                 | Valid   | 160                     | 160            |
|                   | Missing | 0                       | 0              |

| <b>Jenis Kelamin Responden</b> |           |           |         |               |                    |
|--------------------------------|-----------|-----------|---------|---------------|--------------------|
|                                |           | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                          | Laki-Laki | 88        | 55,0    | 55,0          | 55,0               |
|                                | Perempuan | 72        | 45,0    | 45,0          | 100,0              |
|                                | Total     | 160       | 100,0   | 100,0         |                    |

| <b>Usia Responden</b> |             |           |         |               |                    |
|-----------------------|-------------|-----------|---------|---------------|--------------------|
|                       |             | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                 | 17-25 Tahun | 52        | 32,5    | 32,5          | 32,5               |
|                       | 26-35 Tahun | 50        | 31,3    | 31,3          | 63,8               |
|                       | 36-45 Tahun | 58        | 36,3    | 36,3          | 100,0              |
|                       | Total       | 160       | 100,0   | 100,0         |                    |

**LAMPIRAN 5 : LAMPIRAN REKAPITULASI HASIL KUESIONER**

**SAMPEL KECIL**

**Rekapitulasi Hasil Kuesioner Sampel Kecil**

| No | Citra Merek (X1) |   |   |     | Harga (X2) |   |   |   |      | Promosi (X3) |   |   |   |   |      | Keputusan Pembelian (Y) |   |   |   |     |
|----|------------------|---|---|-----|------------|---|---|---|------|--------------|---|---|---|---|------|-------------------------|---|---|---|-----|
|    | 1                | 2 | 3 | Jml | 1          | 2 | 3 | 4 | j ml | 1            | 2 | 3 | 4 | 5 | J ml | 1                       | 2 | 3 | 4 | Jml |
| 1  | 3                | 3 | 3 | 9   | 3          | 3 | 3 | 3 | 12   | 4            | 4 | 4 | 3 | 4 | 19   | 4                       | 3 | 3 | 4 | 14  |
| 2  | 3                | 3 | 3 | 9   | 3          | 4 | 3 | 3 | 13   | 3            | 3 | 4 | 3 | 3 | 16   | 3                       | 4 | 4 | 4 | 15  |
| 3  | 3                | 4 | 4 | 11  | 4          | 4 | 4 | 4 | 16   | 4            | 4 | 5 | 4 | 4 | 21   | 5                       | 4 | 4 | 4 | 17  |
| 4  | 4                | 4 | 4 | 12  | 4          | 4 | 4 | 4 | 16   | 4            | 4 | 4 | 5 | 4 | 21   | 4                       | 4 | 4 | 4 | 16  |
| 5  | 4                | 5 | 4 | 13  | 4          | 4 | 5 | 4 | 17   | 4            | 4 | 4 | 4 | 4 | 20   | 5                       | 4 | 4 | 5 | 18  |
| 6  | 4                | 4 | 3 | 11  | 4          | 4 | 5 | 5 | 18   | 3            | 3 | 3 | 4 | 3 | 16   | 4                       | 4 | 4 | 4 | 16  |
| 7  | 4                | 4 | 4 | 12  | 4          | 5 | 4 | 4 | 17   | 3            | 4 | 4 | 4 | 4 | 19   | 4                       | 5 | 4 | 4 | 17  |
| 8  | 4                | 4 | 5 | 13  | 3          | 3 | 3 | 3 | 12   | 3            | 3 | 3 | 3 | 3 | 15   | 3                       | 4 | 4 | 3 | 14  |
| 9  | 3                | 3 | 3 | 9   | 4          | 4 | 3 | 3 | 14   | 4            | 4 | 4 | 4 | 5 | 21   | 4                       | 4 | 4 | 4 | 16  |
| 10 | 4                | 4 | 3 | 11  | 3          | 3 | 3 | 3 | 12   | 3            | 3 | 3 | 3 | 4 | 16   | 3                       | 4 | 4 | 3 | 14  |
| 11 | 3                | 3 | 3 | 9   | 3          | 3 | 3 | 3 | 12   | 3            | 3 | 3 | 4 | 3 | 16   | 4                       | 3 | 4 | 4 | 15  |
| 12 | 4                | 4 | 4 | 12  | 3          | 4 | 4 | 3 | 14   | 3            | 3 | 4 | 3 | 3 | 16   | 4                       | 4 | 3 | 4 | 15  |
| 13 | 3                | 4 | 4 | 11  | 3          | 3 | 4 | 4 | 14   | 4            | 5 | 5 | 4 | 4 | 22   | 4                       | 4 | 4 | 4 | 16  |
| 14 | 3                | 4 | 4 | 11  | 4          | 4 | 5 | 5 | 18   | 4            | 5 | 5 | 5 | 4 | 23   | 4                       | 4 | 5 | 4 | 17  |
| 15 | 4                | 4 | 4 | 12  | 4          | 5 | 5 | 4 | 18   | 5            | 5 | 5 | 4 | 5 | 24   | 5                       | 5 | 5 | 5 | 20  |
| 16 | 4                | 4 | 4 | 12  | 5          | 5 | 4 | 4 | 18   | 3            | 4 | 4 | 4 | 4 | 19   | 4                       | 4 | 4 | 4 | 16  |
| 17 | 4                | 4 | 3 | 11  | 3          | 3 | 4 | 4 | 14   | 5            | 5 | 4 | 5 | 5 | 24   | 4                       | 4 | 4 | 4 | 16  |
| 18 | 4                | 5 | 4 | 13  | 5          | 5 | 4 | 5 | 19   | 3            | 4 | 3 | 3 | 3 | 16   | 4                       | 4 | 4 | 5 | 17  |
| 19 | 3                | 3 | 3 | 9   | 4          | 4 | 4 | 4 | 16   | 5            | 5 | 5 | 5 | 4 | 24   | 4                       | 4 | 5 | 4 | 17  |
| 20 | 4                | 4 | 3 | 11  | 5          | 5 | 5 | 4 | 19   | 4            | 4 | 4 | 5 | 4 | 21   | 4                       | 5 | 5 | 4 | 18  |
| 21 | 4                | 4 | 4 | 12  | 4          | 4 | 4 | 4 | 16   | 5            | 5 | 4 | 4 | 4 | 22   | 4                       | 4 | 4 | 4 | 16  |
| 22 | 5                | 4 | 4 | 13  | 4          | 5 | 5 | 5 | 19   | 4            | 4 | 5 | 4 | 4 | 21   | 4                       | 5 | 5 | 4 | 18  |
| 23 | 4                | 4 | 4 | 12  | 5          | 4 | 5 | 5 | 19   | 4            | 3 | 3 | 3 | 3 | 16   | 4                       | 5 | 4 | 4 | 17  |
| 24 | 3                | 3 | 3 | 9   | 4          | 5 | 5 | 5 | 19   | 3            | 4 | 3 | 3 | 3 | 16   | 4                       | 4 | 4 | 3 | 15  |
| 25 | 4                | 5 | 4 | 13  | 4          | 3 | 3 | 3 | 13   | 4            | 4 | 3 | 4 | 4 | 19   | 4                       | 4 | 4 | 4 | 16  |
| 26 | 3                | 4 | 4 | 11  | 4          | 4 | 4 | 4 | 16   | 3            | 3 | 3 | 3 | 3 | 15   | 4                       | 4 | 3 | 4 | 15  |
| 27 | 4                | 4 | 4 | 12  | 4          | 4 | 4 | 3 | 15   | 3            | 3 | 4 | 3 | 3 | 16   | 4                       | 4 | 4 | 4 | 16  |
| 28 | 4                | 4 | 4 | 12  | 4          | 4 | 4 | 4 | 16   | 4            | 4 | 4 | 4 | 3 | 19   | 5                       | 4 | 4 | 4 | 17  |
| 29 | 3                | 3 | 3 | 9   | 5          | 4 | 4 | 4 | 17   | 3            | 3 | 3 | 4 | 3 | 16   | 4                       | 3 | 4 | 4 | 15  |
| 30 | 4                | 4 | 5 | 13  | 4          | 4 | 4 | 3 | 15   | 5            | 5 | 4 | 4 | 4 | 22   | 5                       | 4 | 4 | 5 | 18  |



**LAMPIRAN 6 : LAMPIRAN REKAPITULASI HASIL KUESIONER  
SAMPEL BESAR**

**Rekapitulasi Hasil Kuesioner Sampel Besar**

| No | Citra Merek (X1) |   |   |      | Harga (X2) |   |   |   |      | Promosi (X3) |   |   |   |   |      | Keputusan Pembelian (Y) |   |   |   |      |
|----|------------------|---|---|------|------------|---|---|---|------|--------------|---|---|---|---|------|-------------------------|---|---|---|------|
|    | 1                | 2 | 3 | J ml | 1          | 2 | 3 | 4 | J ml | 1            | 2 | 3 | 4 | 5 | J ml | 1                       | 2 | 3 | 4 | J ml |
| 1  | 3                | 3 | 3 | 9    | 3          | 3 | 3 | 3 | 12   | 4            | 4 | 4 | 3 | 4 | 19   | 4                       | 3 | 3 | 4 | 14   |
| 2  | 3                | 3 | 3 | 9    | 3          | 4 | 3 | 3 | 13   | 3            | 3 | 4 | 3 | 3 | 16   | 3                       | 4 | 4 | 4 | 15   |
| 3  | 3                | 4 | 4 | 11   | 4          | 4 | 4 | 4 | 16   | 4            | 4 | 5 | 4 | 4 | 21   | 5                       | 4 | 4 | 4 | 17   |
| 4  | 4                | 4 | 4 | 12   | 4          | 4 | 4 | 4 | 16   | 4            | 4 | 4 | 5 | 4 | 21   | 4                       | 4 | 4 | 4 | 16   |
| 5  | 4                | 5 | 4 | 13   | 4          | 4 | 5 | 4 | 17   | 4            | 4 | 4 | 4 | 4 | 20   | 5                       | 4 | 4 | 5 | 18   |
| 6  | 4                | 4 | 3 | 11   | 4          | 4 | 5 | 5 | 18   | 3            | 3 | 3 | 4 | 3 | 16   | 4                       | 4 | 4 | 4 | 16   |
| 7  | 4                | 4 | 4 | 12   | 4          | 5 | 4 | 4 | 17   | 3            | 4 | 4 | 4 | 4 | 19   | 4                       | 5 | 4 | 4 | 17   |
| 8  | 4                | 4 | 5 | 13   | 3          | 3 | 3 | 3 | 12   | 3            | 3 | 3 | 3 | 3 | 15   | 3                       | 4 | 4 | 3 | 14   |
| 9  | 3                | 3 | 3 | 9    | 4          | 4 | 3 | 3 | 14   | 4            | 4 | 4 | 4 | 5 | 21   | 4                       | 4 | 4 | 4 | 16   |
| 10 | 4                | 4 | 3 | 11   | 3          | 3 | 3 | 3 | 12   | 3            | 3 | 3 | 3 | 4 | 16   | 3                       | 4 | 4 | 3 | 14   |
| 11 | 3                | 3 | 3 | 9    | 3          | 3 | 3 | 3 | 12   | 3            | 3 | 3 | 4 | 3 | 16   | 4                       | 3 | 4 | 4 | 15   |
| 12 | 4                | 4 | 4 | 12   | 3          | 4 | 4 | 3 | 14   | 3            | 3 | 4 | 3 | 3 | 16   | 4                       | 4 | 3 | 4 | 15   |
| 13 | 3                | 4 | 4 | 11   | 3          | 3 | 4 | 4 | 14   | 4            | 5 | 5 | 4 | 4 | 22   | 4                       | 4 | 4 | 4 | 16   |
| 14 | 3                | 4 | 4 | 11   | 4          | 4 | 5 | 5 | 18   | 4            | 5 | 5 | 5 | 4 | 23   | 4                       | 4 | 5 | 4 | 17   |
| 15 | 4                | 4 | 4 | 12   | 4          | 5 | 5 | 4 | 18   | 5            | 5 | 5 | 4 | 5 | 24   | 5                       | 5 | 5 | 5 | 20   |
| 16 | 4                | 4 | 4 | 12   | 5          | 5 | 4 | 4 | 18   | 3            | 4 | 4 | 4 | 4 | 19   | 4                       | 4 | 4 | 4 | 16   |
| 17 | 4                | 4 | 3 | 11   | 3          | 3 | 4 | 4 | 14   | 5            | 5 | 4 | 5 | 5 | 24   | 4                       | 4 | 4 | 4 | 16   |
| 18 | 4                | 5 | 4 | 13   | 5          | 5 | 4 | 5 | 19   | 3            | 4 | 3 | 3 | 3 | 16   | 4                       | 4 | 4 | 5 | 17   |
| 19 | 3                | 3 | 3 | 9    | 4          | 4 | 4 | 4 | 16   | 5            | 5 | 5 | 5 | 4 | 24   | 4                       | 4 | 5 | 4 | 17   |
| 20 | 4                | 4 | 3 | 11   | 5          | 5 | 5 | 4 | 19   | 4            | 4 | 4 | 5 | 4 | 21   | 4                       | 5 | 5 | 4 | 18   |
| 21 | 4                | 4 | 4 | 12   | 4          | 4 | 4 | 4 | 16   | 5            | 5 | 4 | 4 | 4 | 22   | 4                       | 4 | 4 | 4 | 16   |
| 22 | 5                | 4 | 4 | 13   | 4          | 5 | 5 | 5 | 19   | 4            | 4 | 5 | 4 | 4 | 21   | 4                       | 5 | 5 | 4 | 18   |
| 23 | 4                | 4 | 4 | 12   | 5          | 4 | 5 | 5 | 19   | 4            | 3 | 3 | 3 | 3 | 16   | 4                       | 5 | 4 | 4 | 17   |
| 24 | 3                | 3 | 3 | 9    | 4          | 5 | 5 | 5 | 19   | 3            | 4 | 3 | 3 | 3 | 16   | 4                       | 4 | 4 | 3 | 15   |
| 25 | 4                | 5 | 4 | 13   | 4          | 3 | 3 | 3 | 13   | 4            | 4 | 3 | 4 | 4 | 19   | 4                       | 4 | 4 | 4 | 16   |
| 26 | 3                | 4 | 4 | 11   | 4          | 4 | 4 | 4 | 16   | 3            | 3 | 3 | 3 | 3 | 15   | 4                       | 4 | 3 | 4 | 15   |
| 27 | 4                | 4 | 4 | 12   | 4          | 4 | 4 | 3 | 15   | 3            | 3 | 4 | 3 | 3 | 16   | 4                       | 4 | 4 | 4 | 16   |
| 28 | 4                | 4 | 4 | 12   | 4          | 4 | 4 | 4 | 16   | 4            | 4 | 4 | 4 | 3 | 19   | 5                       | 4 | 4 | 4 | 17   |
| 29 | 3                | 3 | 3 | 9    | 5          | 4 | 4 | 4 | 17   | 3            | 3 | 3 | 4 | 3 | 16   | 4                       | 3 | 4 | 4 | 15   |
| 30 | 4                | 4 | 5 | 13   | 4          | 4 | 4 | 3 | 15   | 5            | 5 | 4 | 4 | 4 | 22   | 5                       | 4 | 4 | 5 | 18   |
| 31 | 3                | 4 | 4 | 11   | 4          | 4 | 3 | 4 | 15   | 4            | 5 | 4 | 4 | 4 | 21   | 4                       | 5 | 4 | 4 | 17   |
| 32 | 4                | 4 | 4 | 12   | 5          | 5 | 5 | 4 | 19   | 4            | 5 | 5 | 5 | 5 | 24   | 4                       | 5 | 5 | 4 | 18   |



| No | Citra Merek (X1) |   |   |      | Harga (X2) |   |   |   |      | Promosi (X3) |   |   |   |   | Keputusan Pembelian (Y) |   |   |   |   |      |
|----|------------------|---|---|------|------------|---|---|---|------|--------------|---|---|---|---|-------------------------|---|---|---|---|------|
|    | 1                | 2 | 3 | J ml | 1          | 2 | 3 | 4 | J ml | 1            | 2 | 3 | 4 | 5 | J ml                    | 1 | 2 | 3 | 4 | J ml |
| 33 | 4                | 4 | 3 | 11   | 5          | 5 | 4 | 5 | 19   | 4            | 4 | 4 | 4 | 4 | 20                      | 4 | 4 | 5 | 4 | 17   |
| 34 | 4                | 4 | 3 | 11   | 4          | 4 | 4 | 3 | 15   | 5            | 4 | 4 | 4 | 4 | 21                      | 4 | 4 | 4 | 5 | 17   |
| 35 | 3                | 4 | 4 | 11   | 3          | 4 | 4 | 4 | 15   | 4            | 3 | 3 | 3 | 4 | 17                      | 3 | 4 | 4 | 4 | 15   |
| 36 | 4                | 5 | 4 | 13   | 4          | 3 | 4 | 4 | 15   | 3            | 4 | 3 | 4 | 3 | 17                      | 4 | 4 | 4 | 4 | 16   |
| 37 | 5                | 4 | 4 | 13   | 3          | 4 | 4 | 4 | 15   | 3            | 3 | 4 | 4 | 3 | 17                      | 4 | 4 | 4 | 4 | 16   |
| 38 | 3                | 4 | 4 | 11   | 4          | 4 | 4 | 3 | 15   | 4            | 5 | 5 | 4 | 4 | 22                      | 4 | 4 | 5 | 4 | 17   |
| 39 | 4                | 4 | 3 | 11   | 5          | 5 | 5 | 4 | 19   | 5            | 4 | 5 | 5 | 5 | 24                      | 4 | 5 | 5 | 5 | 19   |
| 40 | 4                | 4 | 4 | 12   | 4          | 5 | 5 | 5 | 19   | 5            | 5 | 4 | 5 | 5 | 24                      | 4 | 5 | 5 | 4 | 18   |
| 41 | 4                | 4 | 3 | 11   | 5          | 4 | 5 | 5 | 19   | 4            | 4 | 4 | 4 | 3 | 19                      | 4 | 5 | 4 | 4 | 17   |
| 42 | 4                | 5 | 4 | 13   | 4          | 4 | 3 | 4 | 15   | 4            | 5 | 5 | 5 | 5 | 24                      | 5 | 4 | 4 | 4 | 17   |
| 43 | 4                | 4 | 5 | 13   | 4          | 5 | 5 | 5 | 19   | 3            | 4 | 3 | 3 | 4 | 17                      | 4 | 5 | 4 | 4 | 17   |
| 44 | 3                | 3 | 3 | 9    | 4          | 4 | 4 | 4 | 16   | 4            | 5 | 5 | 5 | 5 | 24                      | 5 | 4 | 4 | 5 | 18   |
| 45 | 3                | 4 | 4 | 11   | 5          | 5 | 5 | 4 | 19   | 4            | 5 | 4 | 4 | 4 | 21                      | 4 | 5 | 5 | 4 | 18   |
| 46 | 3                | 4 | 4 | 11   | 4          | 4 | 4 | 4 | 16   | 4            | 4 | 5 | 4 | 4 | 21                      | 4 | 4 | 5 | 4 | 17   |
| 47 | 4                | 4 | 4 | 12   | 5          | 5 | 4 | 5 | 19   | 5            | 5 | 5 | 5 | 4 | 24                      | 4 | 5 | 5 | 4 | 18   |
| 48 | 5                | 5 | 4 | 14   | 5          | 5 | 5 | 4 | 19   | 5            | 4 | 5 | 5 | 4 | 23                      | 5 | 4 | 5 | 5 | 19   |
| 49 | 4                | 4 | 4 | 12   | 4          | 5 | 4 | 4 | 17   | 4            | 3 | 3 | 4 | 3 | 17                      | 4 | 4 | 4 | 4 | 16   |
| 50 | 4                | 4 | 4 | 12   | 3          | 4 | 3 | 3 | 13   | 4            | 4 | 4 | 5 | 4 | 21                      | 4 | 4 | 4 | 4 | 16   |
| 51 | 5                | 5 | 4 | 14   | 4          | 5 | 5 | 5 | 19   | 3            | 4 | 4 | 3 | 3 | 17                      | 4 | 4 | 4 | 5 | 17   |
| 52 | 3                | 3 | 3 | 9    | 3          | 3 | 4 | 3 | 13   | 4            | 4 | 4 | 4 | 4 | 20                      | 4 | 3 | 4 | 4 | 15   |
| 53 | 4                | 5 | 5 | 14   | 4          | 4 | 4 | 3 | 15   | 5            | 5 | 5 | 4 | 5 | 24                      | 5 | 5 | 4 | 5 | 19   |
| 54 | 3                | 3 | 3 | 9    | 5          | 5 | 5 | 5 | 20   | 4            | 4 | 4 | 4 | 5 | 21                      | 4 | 4 | 5 | 4 | 17   |
| 55 | 4                | 4 | 3 | 11   | 3          | 4 | 4 | 4 | 15   | 3            | 4 | 4 | 4 | 4 | 19                      | 4 | 4 | 4 | 4 | 16   |
| 56 | 4                | 4 | 4 | 12   | 5          | 4 | 4 | 4 | 17   | 4            | 5 | 4 | 5 | 5 | 23                      | 4 | 5 | 4 | 4 | 17   |
| 57 | 4                | 5 | 5 | 14   | 3          | 3 | 3 | 4 | 13   | 4            | 4 | 4 | 5 | 4 | 21                      | 5 | 4 | 4 | 4 | 17   |
| 58 | 5                | 5 | 4 | 14   | 4          | 5 | 4 | 4 | 17   | 4            | 3 | 4 | 4 | 4 | 19                      | 5 | 4 | 4 | 5 | 18   |
| 59 | 3                | 3 | 3 | 9    | 5          | 4 | 5 | 4 | 18   | 4            | 4 | 4 | 4 | 4 | 20                      | 4 | 4 | 4 | 4 | 16   |
| 60 | 4                | 4 | 4 | 12   | 3          | 3 | 4 | 3 | 13   | 5            | 5 | 5 | 5 | 4 | 24                      | 4 | 5 | 5 | 4 | 18   |
| 61 | 4                | 4 | 3 | 11   | 5          | 5 | 5 | 5 | 20   | 3            | 4 | 4 | 3 | 3 | 17                      | 4 | 4 | 4 | 4 | 16   |
| 62 | 3                | 3 | 3 | 9    | 4          | 3 | 4 | 4 | 15   | 4            | 4 | 5 | 5 | 5 | 23                      | 4 | 5 | 4 | 4 | 17   |
| 63 | 3                | 4 | 4 | 11   | 3          | 4 | 4 | 4 | 15   | 4            | 3 | 3 | 4 | 3 | 17                      | 4 | 4 | 3 | 4 | 15   |
| 64 | 5                | 5 | 4 | 14   | 3          | 4 | 3 | 3 | 13   | 4            | 4 | 3 | 4 | 4 | 19                      | 4 | 4 | 4 | 4 | 16   |
| 65 | 3                | 3 | 3 | 9    | 4          | 3 | 3 | 3 | 13   | 4            | 4 | 5 | 5 | 5 | 23                      | 4 | 4 | 4 | 4 | 16   |
| 66 | 4                | 5 | 5 | 14   | 4          | 4 | 4 | 3 | 15   | 4            | 4 | 4 | 4 | 4 | 20                      | 4 | 4 | 5 | 4 | 17   |
| 67 | 4                | 5 | 5 | 14   | 4          | 4 | 5 | 4 | 17   | 4            | 5 | 5 | 5 | 4 | 23                      | 5 | 5 | 5 | 4 | 19   |
| 68 | 3                | 3 | 3 | 9    | 4          | 5 | 4 | 5 | 18   | 3            | 4 | 3 | 3 | 4 | 17                      | 4 | 4 | 4 | 4 | 16   |
| 69 | 4                | 4 | 4 | 12   | 3          | 4 | 3 | 3 | 13   | 5            | 5 | 5 | 4 | 4 | 23                      | 4 | 4 | 4 | 5 | 17   |
| 70 | 5                | 5 | 4 | 14   | 3          | 3 | 4 | 3 | 13   | 3            | 3 | 4 | 4 | 3 | 17                      | 4 | 4 | 4 | 4 | 16   |

| No  | Citra Merek (X1) |   |   |      | Harga (X2) |   |   |   |      | Promosi (X3) |   |   |   |   | Keputusan Pembelian (Y) |   |   |   |   |      |
|-----|------------------|---|---|------|------------|---|---|---|------|--------------|---|---|---|---|-------------------------|---|---|---|---|------|
|     | 1                | 2 | 3 | J ml | 1          | 2 | 3 | 4 | J ml | 1            | 2 | 3 | 4 | 5 | J ml                    | 1 | 2 | 3 | 4 | J ml |
| 71  | 5                | 5 | 4 | 14   | 4          | 4 | 5 | 5 | 18   | 4            | 4 | 5 | 4 | 4 | 21                      | 4 | 5 | 5 | 4 | 18   |
| 72  | 4                | 5 | 5 | 14   | 4          | 4 | 3 | 4 | 15   | 4            | 5 | 5 | 5 | 5 | 24                      | 5 | 5 | 4 | 5 | 19   |
| 73  | 3                | 4 | 4 | 11   | 5          | 5 | 5 | 5 | 20   | 3            | 3 | 4 | 4 | 3 | 17                      | 4 | 4 | 4 | 4 | 16   |
| 74  | 3                | 3 | 3 | 9    | 3          | 3 | 3 | 3 | 12   | 4            | 4 | 4 | 4 | 3 | 19                      | 4 | 4 | 4 | 3 | 15   |
| 75  | 3                | 3 | 3 | 9    | 4          | 4 | 4 | 5 | 17   | 5            | 5 | 4 | 4 | 5 | 23                      | 5 | 4 | 4 | 5 | 18   |
| 76  | 4                | 4 | 3 | 11   | 4          | 4 | 4 | 3 | 15   | 4            | 5 | 4 | 4 | 4 | 21                      | 4 | 4 | 5 | 4 | 17   |
| 77  | 4                | 4 | 3 | 11   | 4          | 4 | 5 | 4 | 17   | 3            | 4 | 4 | 4 | 4 | 19                      | 4 | 5 | 4 | 4 | 17   |
| 78  | 4                | 5 | 5 | 14   | 3          | 3 | 3 | 4 | 13   | 4            | 5 | 5 | 5 | 4 | 23                      | 4 | 5 | 5 | 4 | 18   |
| 79  | 5                | 5 | 4 | 14   | 4          | 5 | 5 | 4 | 18   | 5            | 4 | 4 | 4 | 4 | 21                      | 4 | 5 | 5 | 4 | 18   |
| 80  | 3                | 3 | 3 | 9    | 3          | 3 | 3 | 3 | 12   | 3            | 4 | 4 | 4 | 4 | 19                      | 4 | 4 | 3 | 4 | 15   |
| 81  | 5                | 4 | 4 | 13   | 4          | 5 | 4 | 4 | 17   | 3            | 3 | 3 | 3 | 3 | 15                      | 4 | 4 | 4 | 4 | 16   |
| 82  | 4                | 3 | 3 | 10   | 3          | 3 | 4 | 3 | 13   | 5            | 5 | 5 | 5 | 5 | 25                      | 4 | 4 | 4 | 4 | 16   |
| 83  | 3                | 4 | 3 | 10   | 5          | 5 | 5 | 5 | 20   | 5            | 5 | 5 | 5 | 5 | 25                      | 5 | 5 | 5 | 5 | 20   |
| 84  | 5                | 5 | 4 | 14   | 5          | 5 | 5 | 5 | 20   | 4            | 5 | 4 | 4 | 4 | 21                      | 5 | 5 | 5 | 5 | 20   |
| 85  | 3                | 3 | 3 | 9    | 5          | 5 | 4 | 4 | 18   | 3            | 4 | 3 | 3 | 4 | 17                      | 4 | 4 | 4 | 4 | 16   |
| 86  | 3                | 3 | 4 | 10   | 3          | 4 | 3 | 3 | 13   | 4            | 3 | 4 | 4 | 4 | 19                      | 4 | 3 | 4 | 4 | 15   |
| 87  | 4                | 5 | 5 | 14   | 3          | 3 | 3 | 3 | 12   | 4            | 4 | 4 | 4 | 4 | 20                      | 4 | 4 | 4 | 4 | 16   |
| 88  | 4                | 5 | 4 | 13   | 3          | 4 | 4 | 4 | 15   | 4            | 4 | 4 | 4 | 3 | 19                      | 5 | 4 | 4 | 4 | 17   |
| 89  | 3                | 4 | 4 | 11   | 4          | 3 | 3 | 3 | 13   | 4            | 4 | 4 | 4 | 4 | 20                      | 4 | 4 | 4 | 4 | 16   |
| 90  | 4                | 4 | 5 | 13   | 4          | 3 | 4 | 4 | 15   | 5            | 4 | 5 | 4 | 4 | 22                      | 5 | 4 | 4 | 5 | 18   |
| 91  | 3                | 3 | 3 | 9    | 5          | 4 | 4 | 4 | 17   | 4            | 5 | 5 | 5 | 4 | 23                      | 4 | 5 | 5 | 4 | 18   |
| 92  | 3                | 4 | 3 | 10   | 3          | 4 | 4 | 4 | 15   | 4            | 4 | 4 | 4 | 4 | 20                      | 4 | 4 | 4 | 4 | 16   |
| 93  | 4                | 5 | 5 | 14   | 4          | 4 | 4 | 3 | 15   | 4            | 5 | 4 | 5 | 4 | 22                      | 4 | 5 | 5 | 4 | 18   |
| 94  | 3                | 4 | 4 | 11   | 5          | 5 | 4 | 4 | 18   | 3            | 3 | 3 | 3 | 3 | 15                      | 4 | 4 | 4 | 4 | 16   |
| 95  | 4                | 3 | 3 | 10   | 3          | 4 | 3 | 3 | 13   | 3            | 3 | 3 | 3 | 3 | 15                      | 3 | 4 | 4 | 4 | 15   |
| 96  | 3                | 4 | 3 | 10   | 3          | 3 | 4 | 3 | 13   | 4            | 3 | 3 | 4 | 3 | 17                      | 4 | 3 | 4 | 4 | 15   |
| 97  | 4                | 5 | 4 | 13   | 4          | 4 | 3 | 4 | 15   | 3            | 4 | 4 | 3 | 3 | 17                      | 4 | 4 | 4 | 4 | 16   |
| 98  | 4                | 4 | 4 | 12   | 3          | 3 | 3 | 4 | 13   | 4            | 4 | 4 | 4 | 3 | 19                      | 4 | 4 | 4 | 4 | 16   |
| 99  | 5                | 5 | 4 | 14   | 4          | 4 | 4 | 4 | 16   | 5            | 5 | 5 | 5 | 5 | 25                      | 5 | 5 | 5 | 5 | 20   |
| 100 | 5                | 5 | 4 | 14   | 5          | 5 | 5 | 5 | 20   | 3            | 3 | 3 | 3 | 3 | 15                      | 4 | 5 | 4 | 4 | 17   |
| 101 | 4                | 5 | 5 | 14   | 3          | 3 | 3 | 3 | 12   | 4            | 4 | 3 | 4 | 4 | 19                      | 4 | 4 | 4 | 4 | 16   |
| 102 | 5                | 4 | 4 | 13   | 4          | 5 | 4 | 4 | 17   | 4            | 4 | 5 | 4 | 5 | 22                      | 4 | 4 | 5 | 4 | 17   |
| 103 | 4                | 4 | 4 | 12   | 5          | 5 | 5 | 5 | 20   | 3            | 4 | 4 | 3 | 4 | 18                      | 4 | 4 | 4 | 5 | 17   |
| 104 | 4                | 5 | 4 | 13   | 4          | 4 | 4 | 4 | 16   | 5            | 5 | 5 | 5 | 5 | 25                      | 5 | 4 | 5 | 5 | 19   |
| 105 | 4                | 5 | 5 | 14   | 4          | 4 | 4 | 4 | 16   | 4            | 3 | 4 | 4 | 3 | 18                      | 4 | 4 | 5 | 4 | 17   |
| 106 | 4                | 4 | 5 | 13   | 3          | 3 | 3 | 3 | 12   | 4            | 4 | 4 | 5 | 5 | 22                      | 4 | 5 | 4 | 4 | 17   |
| 107 | 5                | 5 | 4 | 14   | 4          | 4 | 5 | 4 | 17   | 4            | 4 | 4 | 4 | 4 | 20                      | 5 | 4 | 4 | 4 | 17   |
| 108 | 3                | 3 | 4 | 10   | 3          | 3 | 4 | 3 | 13   | 4            | 4 | 5 | 5 | 4 | 22                      | 4 | 4 | 4 | 4 | 16   |

| No  | Citra Merek (X1) |   |   |      | Harga (X2) |   |   |   |      | Promosi (X3) |   |   |   |   | Keputusan Pembelian (Y) |   |   |   |   |      |
|-----|------------------|---|---|------|------------|---|---|---|------|--------------|---|---|---|---|-------------------------|---|---|---|---|------|
|     | 1                | 2 | 3 | J ml | 1          | 2 | 3 | 4 | J ml | 1            | 2 | 3 | 4 | 5 | J ml                    | 1 | 2 | 3 | 4 | J ml |
| 109 | 5                | 5 | 5 | 15   | 4          | 4 | 4 | 4 | 16   | 5            | 5 | 5 | 5 | 5 | 25                      | 4 | 5 | 5 | 5 | 19   |
| 110 | 5                | 5 | 5 | 15   | 4          | 4 | 4 | 4 | 16   | 3            | 4 | 4 | 4 | 4 | 19                      | 5 | 4 | 4 | 5 | 18   |
| 111 | 3                | 4 | 3 | 10   | 4          | 5 | 5 | 4 | 18   | 4            | 5 | 5 | 4 | 4 | 22                      | 4 | 5 | 4 | 4 | 17   |
| 112 | 4                | 5 | 4 | 13   | 4          | 4 | 4 | 4 | 16   | 4            | 4 | 4 | 4 | 4 | 20                      | 4 | 4 | 5 | 4 | 17   |
| 113 | 5                | 4 | 4 | 13   | 4          | 4 | 4 | 5 | 17   | 4            | 3 | 3 | 3 | 3 | 16                      | 4 | 4 | 4 | 4 | 16   |
| 114 | 5                | 5 | 5 | 15   | 3          | 4 | 3 | 4 | 14   | 4            | 4 | 3 | 3 | 4 | 18                      | 4 | 4 | 4 | 5 | 17   |
| 115 | 5                | 5 | 5 | 15   | 4          | 3 | 4 | 3 | 14   | 3            | 4 | 4 | 4 | 3 | 18                      | 4 | 4 | 5 | 4 | 17   |
| 116 | 5                | 5 | 5 | 15   | 4          | 4 | 3 | 3 | 14   | 5            | 5 | 4 | 4 | 4 | 22                      | 4 | 5 | 5 | 4 | 18   |
| 117 | 5                | 5 | 5 | 15   | 4          | 4 | 5 | 4 | 17   | 5            | 5 | 4 | 4 | 4 | 22                      | 5 | 4 | 5 | 5 | 19   |
| 118 | 5                | 5 | 5 | 15   | 4          | 4 | 4 | 4 | 16   | 3            | 4 | 3 | 3 | 3 | 16                      | 4 | 5 | 4 | 4 | 17   |
| 119 | 4                | 5 | 4 | 13   | 3          | 3 | 3 | 3 | 12   | 4            | 5 | 5 | 4 | 4 | 22                      | 5 | 4 | 4 | 4 | 17   |
| 120 | 4                | 3 | 3 | 10   | 4          | 4 | 4 | 4 | 16   | 4            | 4 | 5 | 5 | 4 | 22                      | 4 | 5 | 4 | 4 | 17   |
| 121 | 5                | 5 | 5 | 15   | 4          | 4 | 4 | 4 | 16   | 3            | 3 | 4 | 4 | 4 | 18                      | 4 | 4 | 5 | 4 | 17   |
| 122 | 5                | 5 | 5 | 15   | 5          | 5 | 5 | 5 | 20   | 5            | 4 | 4 | 5 | 5 | 23                      | 5 | 5 | 4 | 5 | 19   |
| 123 | 5                | 5 | 5 | 15   | 4          | 4 | 5 | 5 | 18   | 4            | 4 | 4 | 4 | 4 | 20                      | 4 | 5 | 5 | 4 | 18   |
| 124 | 5                | 5 | 5 | 15   | 4          | 4 | 4 | 4 | 16   | 5            | 5 | 5 | 5 | 5 | 25                      | 5 | 5 | 5 | 4 | 19   |
| 125 | 3                | 4 | 3 | 10   | 4          | 4 | 5 | 5 | 18   | 5            | 5 | 5 | 5 | 5 | 25                      | 5 | 4 | 4 | 5 | 18   |
| 126 | 3                | 3 | 4 | 10   | 5          | 5 | 5 | 5 | 20   | 4            | 4 | 4 | 4 | 4 | 20                      | 4 | 5 | 5 | 4 | 18   |
| 127 | 3                | 4 | 3 | 10   | 4          | 5 | 4 | 4 | 17   | 3            | 4 | 3 | 4 | 4 | 18                      | 4 | 4 | 4 | 4 | 16   |
| 128 | 4                | 3 | 3 | 10   | 3          | 4 | 4 | 3 | 14   | 4            | 4 | 4 | 4 | 4 | 20                      | 4 | 4 | 4 | 4 | 16   |
| 129 | 3                | 4 | 3 | 10   | 5          | 4 | 4 | 4 | 17   | 3            | 3 | 3 | 3 | 3 | 15                      | 4 | 4 | 3 | 4 | 15   |
| 130 | 4                | 4 | 4 | 12   | 3          | 3 | 4 | 4 | 14   | 5            | 5 | 5 | 5 | 5 | 25                      | 4 | 5 | 5 | 4 | 18   |
| 131 | 4                | 4 | 5 | 13   | 5          | 5 | 5 | 5 | 20   | 5            | 5 | 5 | 5 | 5 | 25                      | 5 | 5 | 5 | 5 | 20   |
| 132 | 5                | 5 | 5 | 15   | 5          | 5 | 5 | 5 | 20   | 4            | 4 | 4 | 4 | 4 | 20                      | 5 | 5 | 5 | 5 | 20   |
| 133 | 3                | 3 | 4 | 10   | 5          | 5 | 5 | 5 | 20   | 4            | 4 | 4 | 4 | 4 | 20                      | 4 | 4 | 4 | 5 | 17   |
| 134 | 4                | 4 | 4 | 12   | 3          | 3 | 4 | 4 | 14   | 4            | 4 | 4 | 4 | 4 | 20                      | 4 | 4 | 4 | 4 | 16   |
| 135 | 3                | 4 | 3 | 10   | 4          | 5 | 5 | 4 | 18   | 4            | 3 | 4 | 4 | 3 | 18                      | 4 | 4 | 4 | 4 | 16   |
| 136 | 4                | 5 | 4 | 13   | 3          | 4 | 4 | 3 | 14   | 3            | 3 | 3 | 3 | 3 | 15                      | 4 | 4 | 4 | 3 | 15   |
| 137 | 4                | 4 | 4 | 12   | 4          | 4 | 3 | 3 | 14   | 4            | 4 | 4 | 3 | 3 | 18                      | 4 | 4 | 4 | 4 | 16   |
| 138 | 4                | 3 | 3 | 10   | 5          | 5 | 4 | 4 | 18   | 4            | 5 | 4 | 5 | 5 | 23                      | 5 | 4 | 4 | 5 | 18   |
| 139 | 5                | 5 | 5 | 15   | 4          | 4 | 4 | 4 | 16   | 4            | 4 | 4 | 5 | 5 | 22                      | 4 | 4 | 5 | 4 | 17   |
| 140 | 3                | 4 | 3 | 10   | 4          | 5 | 4 | 4 | 17   | 4            | 4 | 5 | 5 | 5 | 23                      | 4 | 5 | 4 | 4 | 17   |
| 141 | 5                | 5 | 5 | 15   | 4          | 4 | 3 | 3 | 14   | 4            | 4 | 4 | 4 | 4 | 20                      | 5 | 4 | 4 | 4 | 17   |
| 142 | 3                | 3 | 4 | 10   | 4          | 4 | 4 | 4 | 16   | 3            | 4 | 4 | 4 | 3 | 18                      | 4 | 4 | 4 | 4 | 16   |
| 143 | 4                | 4 | 4 | 12   | 3          | 4 | 4 | 3 | 14   | 3            | 3 | 3 | 3 | 3 | 15                      | 4 | 4 | 3 | 4 | 15   |
| 144 | 5                | 5 | 5 | 15   | 5          | 5 | 4 | 4 | 18   | 4            | 4 | 4 | 4 | 4 | 20                      | 5 | 5 | 4 | 5 | 19   |
| 145 | 3                | 4 | 3 | 10   | 4          | 4 | 4 | 4 | 16   | 4            | 4 | 4 | 5 | 5 | 22                      | 4 | 5 | 4 | 4 | 17   |
| 146 | 4                | 3 | 3 | 10   | 4          | 4 | 4 | 4 | 16   | 4            | 4 | 4 | 4 | 4 | 20                      | 4 | 4 | 4 | 4 | 16   |

| No  | Citra Merek (X1) |   |   |      | Harga (X2) |   |   |   |      | Promosi (X3) |   |   |   |   | Keputusan Pembelian (Y) |   |   |   |   |      |
|-----|------------------|---|---|------|------------|---|---|---|------|--------------|---|---|---|---|-------------------------|---|---|---|---|------|
|     | 1                | 2 | 3 | J ml | 1          | 2 | 3 | 4 | J ml | 1            | 2 | 3 | 4 | 5 | J ml                    | 1 | 2 | 3 | 4 | J ml |
| 147 | 5                | 4 | 4 | 13   | 3          | 3 | 4 | 4 | 14   | 4            | 3 | 3 | 4 | 4 | 18                      | 4 | 4 | 4 | 4 | 16   |
| 148 | 5                | 5 | 5 | 15   | 4          | 4 | 5 | 4 | 17   | 3            | 4 | 3 | 4 | 4 | 18                      | 4 | 5 | 5 | 4 | 18   |
| 149 | 4                | 4 | 4 | 12   | 3          | 3 | 3 | 3 | 12   | 3            | 4 | 4 | 4 | 3 | 18                      | 4 | 3 | 4 | 4 | 15   |
| 150 | 4                | 4 | 4 | 12   | 3          | 3 | 3 | 3 | 12   | 4            | 3 | 4 | 4 | 3 | 18                      | 3 | 4 | 4 | 4 | 15   |
| 151 | 3                | 4 | 3 | 10   | 3          | 3 | 3 | 3 | 12   | 4            | 4 | 5 | 5 | 4 | 22                      | 4 | 4 | 4 | 4 | 16   |
| 152 | 3                | 3 | 4 | 10   | 5          | 5 | 5 | 5 | 20   | 5            | 4 | 4 | 4 | 4 | 21                      | 4 | 5 | 5 | 4 | 18   |
| 153 | 4                | 4 | 4 | 12   | 4          | 5 | 5 | 4 | 18   | 4            | 5 | 4 | 4 | 4 | 21                      | 5 | 4 | 4 | 5 | 18   |
| 154 | 3                | 4 | 3 | 10   | 4          | 4 | 4 | 5 | 17   | 4            | 4 | 4 | 4 | 4 | 20                      | 4 | 4 | 5 | 4 | 17   |
| 155 | 5                | 5 | 5 | 15   | 5          | 5 | 5 | 5 | 20   | 3            | 4 | 4 | 3 | 4 | 18                      | 4 | 5 | 5 | 4 | 18   |
| 156 | 4                | 3 | 3 | 10   | 3          | 3 | 4 | 4 | 14   | 4            | 3 | 3 | 4 | 4 | 18                      | 4 | 3 | 4 | 4 | 15   |
| 157 | 5                | 5 | 5 | 15   | 3          | 4 | 4 | 3 | 14   | 3            | 4 | 4 | 4 | 3 | 18                      | 4 | 4 | 4 | 5 | 17   |
| 158 | 5                | 5 | 5 | 15   | 3          | 3 | 3 | 3 | 12   | 4            | 4 | 4 | 3 | 4 | 19                      | 4 | 4 | 4 | 4 | 16   |
| 159 | 4                | 4 | 3 | 11   | 4          | 4 | 3 | 3 | 14   | 5            | 5 | 5 | 5 | 5 | 25                      | 4 | 5 | 5 | 4 | 18   |
| 160 | 3                | 4 | 4 | 11   | 4          | 4 | 4 | 4 | 16   | 4            | 4 | 4 | 4 | 3 | 19                      | 4 | 4 | 4 | 4 | 16   |



**LAMPIRAN 7 : HASIL OUTPUT PERHITUNGAN SPSS24 FOR  
WINDOWS**

**Hasil Uji Valid Reliabel Sampel Kecil**

**1. Hasil Uji Validitas Variabel Citra Merek (X1)**

| <b>Correlations</b>  |                     |        |        |        |            |
|--|---------------------|--------|--------|--------|------------|
|  |                     | X1.1   | X1.2   | X1.3   | JML.X<br>1 |
| X1.1   | Pearson Correlation | 1      | ,626** | ,423*  | ,808**     |
|  | Sig. (2-tailed)     |        | ,000   | ,020   | ,000       |
|  | N                   | 30     | 30     | 30     | 30         |
| X1.2   | Pearson Correlation | ,626** | 1      | ,587** | ,883**     |
|  | Sig. (2-tailed)     | ,000   |        | ,001   | ,000       |
|  | N                   | 30     | 30     | 30     | 30         |
| X1.3   | Pearson Correlation | ,423*  | ,587** | 1      | ,813**     |
|  | Sig. (2-tailed)     | ,020   | ,001   |        | ,000       |
|  | N                   | 30     | 30     | 30     | 30         |
| JML.<br>X1   | Pearson Correlation | ,808** | ,883** | ,813** | 1          |
|  | Sig. (2-tailed)     | ,000   | ,000   | ,000   |            |
|  | N                   | 30     | 30     | 30     | 30         |
| **. Correlation is significant at the 0.01 level (2-tailed). |                     |        |        |        |            |
| *. Correlation is significant at the 0.05 level (2-tailed).  |                     |        |        |        |            |

**2. Hasil Uji Validitas Variabel Harga (X2)**

| <b>Correlations</b> |                     |        |        |        |        |            |
|---------------------|---------------------|--------|--------|--------|--------|------------|
|                     |                     | X2.1   | X2.2   | X2.3   | X2.4   | JML.X<br>2 |
| X2.1                | Pearson Correlation | 1      | ,675** | ,515** | ,542** | ,801**     |
|                     | Sig. (2-tailed)     |        | ,000   | ,004   | ,002   | ,000       |
|                     | N                   | 30     | 30     | 30     | 30     | 30         |
| X2.2                | Pearson Correlation | ,675** | 1      | ,622** | ,544** | ,838**     |
|                     | Sig. (2-tailed)     | ,000   |        | ,000   | ,002   | ,000       |
|                     | N                   | 30     | 30     | 30     | 30     | 30         |



|  |                     |        |        |        |        |        |
|--|---------------------|--------|--------|--------|--------|--------|
| X2.3   | Pearson Correlation | ,515** | ,622** | 1      | ,797** | ,875** |
|  | Sig. (2-tailed)     | ,004   | ,000   |        | ,000   | ,000   |
|  | N                   | 30     | 30     | 30     | 30     | 30     |
| X2.4   | Pearson Correlation | ,542** | ,544** | ,797** | 1      | ,861** |
|  | Sig. (2-tailed)     | ,002   | ,002   | ,000   |        | ,000   |
|  | N                   | 30     | 30     | 30     | 30     | 30     |
| JML. X2  | Pearson Correlation | ,801** | ,838** | ,875** | ,861** | 1      |
|  | Sig. (2-tailed)     | ,000   | ,000   | ,000   | ,000   |        |
|  | N                   | 30     | 30     | 30     | 30     | 30     |
| **. Correlation is significant at the 0.01 level (2-tailed). |                     |        |        |        |        |        |

### 3. Hasil Uji Validitas Variabel Promosi (X3)

| Correlations   |                     |        |       |       |       |       |         |
|--|---------------------|--------|-------|-------|-------|-------|---------|
|  |                     | X3.1   | X3.2  | X3.3  | X3.4  | X3.5  | JML. X3 |
| X3.1   | Pearson Correlation | 1      | ,811* | ,570* | ,578* | ,687* | ,874*   |
|  | Sig. (2-tailed)     |        | ,000  | ,001  | ,001  | ,000  | ,000    |
|  | N                   | 30     | 30    | 30    | 30    | 30    | 30      |
| X3.2   | Pearson Correlation | ,811** | 1     | ,660* | ,618* | ,705* | ,910*   |
|  | Sig. (2-tailed)     | ,000   |       | ,000  | ,000  | ,000  | ,000    |
|  | N                   | 30     | 30    | 30    | 30    | 30    | 30      |
| X3.3   | Pearson Correlation | ,570** | ,660* | 1     | ,495* | ,566* | ,789*   |
|  | Sig. (2-tailed)     | ,001   | ,000  |       | ,005  | ,001  | ,000    |
|  | N                   | 30     | 30    | 30    | 30    | 30    | 30      |
| X3.4   | Pearson Correlation | ,578** | ,618* | ,495* | 1     | ,568* | ,776*   |
|  | Sig. (2-tailed)     | ,001   | ,000  | ,005  |       | ,001  | ,000    |
|  | N                   | 30     | 30    | 30    | 30    | 30    | 30      |
| X3.5   | Pearson Correlation | ,687** | ,705* | ,566* | ,568* | 1     | ,835*   |
|  | Sig. (2-tailed)     | ,000   | ,000  | ,001  | ,001  |       | ,000    |
|  | N                   | 30     | 30    | 30    | 30    | 30    | 30      |
| JML. X3  | Pearson Correlation | ,874** | ,910* | ,789* | ,776* | ,835* | 1       |
|  | Sig. (2-tailed)     | ,000   | ,000  | ,000  | ,000  | ,000  |         |
|  | N                   | 30     | 30    | 30    | 30    | 30    | 30      |
| **. Correlation is significant at the 0.01 level (2-tailed). |                     |        |       |       |       |       |         |



#### 4. Hasil Uji Validitas Variabel Keputusan Pembelian (Y)

| Correlations |                     |        |        |        |        |        |
|--------------|---------------------|--------|--------|--------|--------|--------|
|              |                     | Y.1    | Y.2    | Y.3    | Y.4    | JML.Y  |
| Y.1          | Pearson Correlation | 1      | ,110   | ,110   | ,666** | ,696** |
|              | Sig. (2-tailed)     |        | ,562   | ,562   | ,000   | ,000   |
|              | N                   | 30     | 30     | 30     | 30     | 30     |
| Y.2          | Pearson Correlation | ,110   | 1      | ,492** | ,126   | ,648** |
|              | Sig. (2-tailed)     | ,562   |        | ,006   | ,507   | ,000   |
|              | N                   | 30     | 30     | 30     | 30     | 30     |
| Y.3          | Pearson Correlation | ,110   | ,492** | 1      | ,126   | ,648** |
|              | Sig. (2-tailed)     | ,562   | ,006   |        | ,507   | ,000   |
|              | N                   | 30     | 30     | 30     | 30     | 30     |
| Y.4          | Pearson Correlation | ,666** | ,126   | ,126   | 1      | ,701** |
|              | Sig. (2-tailed)     | ,000   | ,507   | ,507   |        | ,000   |
|              | N                   | 30     | 30     | 30     | 30     | 30     |
| JM L.Y       | Pearson Correlation | ,696** | ,648** | ,648** | ,701** | 1      |
|              | Sig. (2-tailed)     | ,000   | ,000   | ,000   | ,000   |        |
|              | N                   | 30     | 30     | 30     | 30     | 30     |

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

#### 5. Hasil Uji Reliabilitas Variabel Citra Merek (X1)

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| ,782                   | 3          |

| Item Statistics |      |                |    |
|-----------------|------|----------------|----|
|                 | Mean | Std. Deviation | N  |
| X1.1            | 3,67 | ,547           | 30 |
| X1.2            | 3,87 | ,571           | 30 |
| X1.3            | 3,70 | ,596           | 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                  | 7,57                       | 1,082                          | ,586                             | ,740                             |

|      |      |       |      |      |
|------|------|-------|------|------|
| X1.2 | 7,37 | ,930  | ,718 | ,593 |
| X1.3 | 7,53 | 1,016 | ,563 | ,769 |

| Scale Statistics |          |                |            |
|------------------|----------|----------------|------------|
| Mean             | Variance | Std. Deviation | N of Items |
| 11,23            | 2,047    | 1,431          | 3          |

## 6. Hasil Uji Reliabilitas Variabel Harga (X2)

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| ,865                   | 4          |

| Item Statistics |      |                |    |
|-----------------|------|----------------|----|
|                 | Mean | Std. Deviation | N  |
| X2.1            | 3,90 | ,662           | 30 |
| X2.2            | 4,00 | ,695           | 30 |
| X2.3            | 4,03 | ,718           | 30 |
| X2.4            | 3,87 | ,730           | 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                  | 11,90                      | 3,541                          | ,656                             | ,851                             |
| X2.2                  | 11,80                      | 3,338                          | ,706                             | ,832                             |
| X2.3                  | 11,77                      | 3,151                          | ,763                             | ,808                             |
| X2.4                  | 11,93                      | 3,168                          | ,736                             | ,820                             |

| Scale Statistics |          |                |            |
|------------------|----------|----------------|------------|
| Mean             | Variance | Std. Deviation | N of Items |
| 15,80            | 5,614    | 2,369          | 4          |

## 7. Hasil Uji Reliabilitas Variabel Promosi (X3)

| Reliability Statistics |            |
|------------------------|------------|
| Cronbach's Alpha       | N of Items |
| ,893                   | 5          |

| <b>Item Statistics</b> |      |                |    |
|------------------------|------|----------------|----|
|                        | Mean | Std. Deviation | N  |
| X3.1                   | 3,73 | ,740           | 30 |
| X3.2                   | 3,90 | ,759           | 30 |
| X3.3                   | 3,87 | ,730           | 30 |
| X3.4                   | 3,83 | ,699           | 30 |
| X3.5                   | 3,70 | ,651           | 30 |

| <b>Item-Total Statistics</b> |                            |                                |                                  |                                  |
|------------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
|                              | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| X3.1                         | 15,30                      | 5,666                          | ,791                             | ,858                             |
| X3.2                         | 15,13                      | 5,430                          | ,846                             | ,844                             |
| X3.3                         | 15,17                      | 6,075                          | ,664                             | ,887                             |
| X3.4                         | 15,20                      | 6,234                          | ,652                             | ,888                             |
| X3.5                         | 15,33                      | 6,161                          | ,747                             | ,869                             |

| <b>Scale Statistics</b> |          |                |            |
|-------------------------|----------|----------------|------------|
| Mean                    | Variance | Std. Deviation | N of Items |
| 19,03                   | 8,999    | 3,000          | 5          |

## 8. Hasil Uji Reliabilitas Variabel Keputusan Pembelian (Y)

| <b>Reliability Statistics</b> |            |
|-------------------------------|------------|
| Cronbach's Alpha              | N of Items |
| ,797                          | 4          |

| <b>Item Statistics</b> |      |                |    |
|------------------------|------|----------------|----|
|                        | Mean | Std. Deviation | N  |
| Y.1                    | 4,07 | ,521           | 30 |
| Y.2                    | 4,07 | ,521           | 30 |
| Y.3                    | 4,07 | ,521           | 30 |
| Y.4                    | 4,03 | ,490           | 30 |

| <b>Item-Total Statistics</b> |                            |                                |                                  |                                  |
|------------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
|                              | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |

|     |       |       |      |      |
|-----|-------|-------|------|------|
| Y.1 | 12,17 | 1,178 | ,607 | ,703 |
| Y.2 | 12,17 | 1,247 | ,636 | ,759 |
| Y.3 | 12,17 | 1,247 | ,636 | ,759 |
| Y.4 | 12,20 | 1,200 | ,637 | ,783 |

| Scale Statistics |              |                   |               |
|------------------|--------------|-------------------|---------------|
| Mean             | Varian<br>ce | Std.<br>Deviation | N of<br>Items |
| 16,23            | 1,909        | 1,382             | 4             |

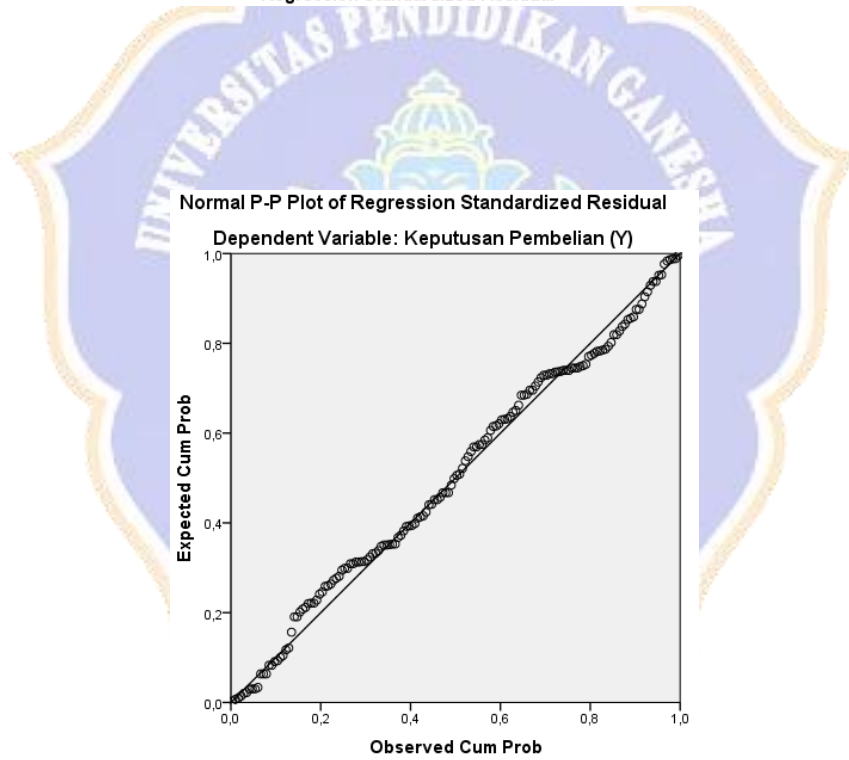
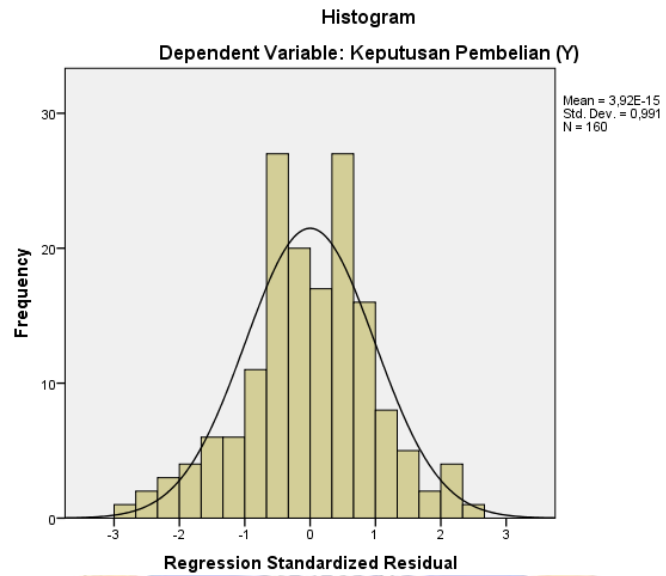
### Hasil Uji Asumsi dan Hipotesis

#### 1. Hasil Statistik Deskriptif

| Descriptive Statistics  |     |         |         |       |                   |
|-------------------------|-----|---------|---------|-------|-------------------|
|                         | N   | Minimum | Maximum | Mean  | Std.<br>Deviation |
| Citra Merek (X1)        | 160 | 9       | 15      | 11,93 | 1,902             |
| Harga (X2)              | 160 | 12      | 20      | 15,93 | 2,412             |
| Promosi (X3)            | 160 | 15      | 25      | 20,02 | 2,827             |
| Keputusan Pembelian (Y) | 160 | 14      | 20      | 16,86 | 1,317             |
| Valid N (listwise)      | 160 |         |         |       |                   |

#### 2. Hasil Uji Normalitas

| One-Sample Kolmogorov-Smirnov Test                 |                |                         |
|--|----------------|-------------------------|
|  |                | Unstandardized Residual |
| N  |                | 160                     |
| Normal Parameters <sup>a,b</sup>                   | Mean           | ,0000000                |
|  | Std. Deviation | ,53658733               |
| Most Extreme Differences                           | Absolute       | ,051                    |
|  | Positive       | ,049                    |
|  | Negative       | -,051                   |
| Test Statistic                                     |                | ,051                    |
| Asymp. Sig. (2-tailed)                             |                | ,200 <sup>c,d</sup>     |
| a. Test distribution is Normal.                    |                |                         |
| b. Calculated from data.                           |                |                         |
| c. Lilliefors Significance Correction.             |                |                         |
| d. This is a lower bound of the true significance. |                |                         |



### 3. Hasil Uji Multikolinearitas

| Coefficients <sup>a</sup> |                  |                         |       |
|---------------------------|------------------|-------------------------|-------|
| Model                     |                  | Collinearity Statistics |       |
|                           |                  | Tolerance               | VIF   |
| 1                         | Citra Merek (X1) | 1,000                   | 1,000 |
|                           | Harga (X2)       | ,995                    | 1,005 |
|                           | Promosi (X3)     | ,995                    | 1,005 |

a. Dependent Variable: Keputusan Pembelian (Y)

#### 4. Hasil Uji Heteroskedastisitas

| Coefficients <sup>a</sup> |                  |                             |            |                           |        |      |
|---------------------------|------------------|-----------------------------|------------|---------------------------|--------|------|
| Model                     |                  | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|                           |                  | B                           | Std. Error | Beta                      |        |      |
| 1                         | (Constant)       | -,540                       | ,280       |                           | -1,933 | ,055 |
|                           | Citra Merek (X1) | -,001                       | ,013       | -,008                     | -,108  | ,914 |
|                           | Harga (X2)       | ,020                        | ,010       | ,149                      | 1,970  | ,051 |
|                           | Promosi (X3)     | ,033                        | ,009       | ,281                      | 1,968  | ,053 |

a. Dependent Variable: ABS\_RES

#### 5. Hasil Regresi Linear Berganda

| Coefficients <sup>a</sup> |                  |                             |            |                           |        |      |
|---------------------------|------------------|-----------------------------|------------|---------------------------|--------|------|
| Model                     |                  | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|                           |                  | B                           | Std. Error | Beta                      |        |      |
| 1                         | (Constant)       | 3,541                       | ,482       |                           | 7,348  | ,000 |
|                           | Citra Merek (X1) | ,285                        | ,023       | ,412                      | 12,619 | ,000 |
|                           | Harga (X2)       | ,255                        | ,018       | ,468                      | 14,298 | ,000 |
|                           | Promosi (X3)     | ,292                        | ,015       | ,627                      | 19,186 | ,000 |

a. Dependent Variable: Keputusan Pembelian (Y)

#### 6. Hasil Uji Anava (Uji F)



| ANOVA <sup>a</sup>  |            |                |     |             |         |                   |
|---|------------|----------------|-----|-------------|---------|-------------------|
| Model   |            | Sum of Squares | df  | Mean Square | F       | Sig.              |
| 1   | Regression | 229,914        | 3   | 76,638      | 261,150 | ,000 <sup>b</sup> |
|   | Residual   | 45,780         | 156 | ,293        |         |                   |
|   | Total      | 275,694        | 159 |             |         |                   |
| a. Dependent Variable: Keputusan Pembelian (Y)                        |            |                |     |             |         |                   |
| b. Predictors: (Constant), Promosi (X3), Citra Merek (X1), Harga (X2) |            |                |     |             |         |                   |

## 7. Hasil Uji T Parsial

| Coefficients <sup>a</sup>                      |                  |                             |            |                           |        |      |              |         |      |
|--|------------------|-----------------------------|------------|---------------------------|--------|------|--------------|---------|------|
| Model  |                  | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Correlations |         |      |
|  |                  | B                           | Std. Error | Beta                      |        |      | Zero-order   | Partial | Part |
| 1  | (Constant)       | 3,541                       | ,482       |                           | 7,348  | ,000 |              |         |      |
|  | Citra Merek (X1) | ,285                        | ,023       | ,412                      | 12,619 | ,000 | ,428         | ,711    | ,412 |
|  | Harga (X2)       | ,255                        | ,018       | ,468                      | 14,298 | ,000 | ,517         | ,753    | ,466 |
|  | Promosi (X3)     | ,292                        | ,015       | ,627                      | 19,186 | ,000 | ,663         | ,838    | ,626 |
| a. Dependent Variable: Keputusan Pembelian (Y) |                  |                             |            |                           |        |      |              |         |      |

## 8. Koefisien Determinasi

| Model Summary <sup>b</sup> |                   |          |                   |                            |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model                      | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                          | ,913 <sup>a</sup> | ,834     | ,831              | ,542                       |

a. Predictors: (Constant), Promosi (X3), Citra Merek (X1), Harga (X2)

b. Dependent Variable: Keputusan Pembelian (Y)



## RIWAYAT HIDUP



Putu Andika Yogistara, lahir di desa Kalianget pada tanggal 11 Maret 1999, Penulis lahir sebagai anak pertama dari pasangan Putu Ardika dan Nyoman Sri Adnyani. Penulis berkebangsaan Indonesia dan beragama Hindu. Penulis berasal dari Desa Kalianget, Kecamatan Seririt, Kabupaten Buleleng, Provinsi Bali. Penulis pertama kali menempuh pendidikan di TK Werdhi Kumara Denpasar. Kemudian bersekolah dasar di SD 28 Dandin Puri Denpasar, dan pindah pada kelas 5 ke SD 2 Kalianget hingga tamat, dan melanjutkan pendidikan di SMP Dharma Praja Badung dan lulus pada tahun 2014. Setelahnya Penulis menempuh pendidikan SMK di SMKN 4 Denpasar jurusan akomodasi perhotelan, lulus pada tahun 2017. Setelah lulus SMK, penulis melanjutkan pendidikan ke jenjang perguruan tinggi di Universitas Pendidikan Ganesha Singaraja dengan mengambil jurusan Manajemen.

